



**GREG COX**  
**CHAIRMAN**  
SUPERVISOR, FIRST DISTRICT  
SAN DIEGO COUNTY BOARD OF SUPERVISORS

**AGENDA ITEM**

**DATE:** October 22, 2013

**08**

**TO:** Board of Supervisors

**SUBJECT:** *Live Well San Diego* MULTI-MEDIA PARTNERSHIP WITH KGTV/AZTECA TV (DISTRICTS: ALL)

**Overview**

In 2010, the County Board of Supervisors adopted *Live Well San Diego*, a comprehensive 10-year initiative to improve the health and wellness of residents in our region.

Earlier this year, the County of San Diego was approached by a broadcast television company KGTV/Azteca America TV, expressing interest in a partnership to promote the County's *Live Well San Diego* initiative to the public at no cost. A multi-media partnership would increase the profile of the County's *Live Well San Diego* initiative and engage residents through new, collaborative projects with KGTV/Azetca America TV and the County of San Diego.

If approved, this item will authorize the use of County staff time to develop content for up to 12 *Live Well San Diego* public service announcements and a short documentary about 3-4-50 in San Diego County, i.e. the three behaviors (poor nutrition, lack of physical activity and smoking) that contribute to four chronic diseases (cancer, heart disease, type 2 diabetes, respiratory illness) responsible for over 50% of deaths in the region. In addition, KGTV/Azteca America will coordinate with the County to promote *Live Well* events, such as the County's annual *Grandparents Raising Grandchildren Symposium*, and co-brand community events that KGTV/Azteca America sponsors, such as walks that promote and raise funds for non-profit causes to increase the health, safety and wellbeing of the community. The agreement would not, however, preclude the County from carrying out its function to provide information to the public via various media outlets or respond to media inquiries in a timely fashion, nor would it restrict KGTV/Azteca America from performing its function as a news service in any way.

**Recommendation(s)**

**CHAIRMAN GREG COX**

1. Approve a sole source multi-media partnership with KGTV/AZTECA TV to increase the profile of the County's *Live Well San Diego* Initiative through collaborative projects designed to inform County residents of strategies to adopt healthy lifestyles.

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2. Direct the Chief Administrative Officer to negotiate and execute a memorandum of agreement with KGTV/Azteca TV to promote the County's *Live Well San Diego* Initiative.

**Fiscal Impact**

County staff will assist with development of content within the normal course of their duties at no cost to KGTV/Azteca America TV. KGTV/Azteca America TV promotions will be provided at no cost to the County.

**Business Impact Statement**

N/A

**Advisory Board Statement**

N/A

**Background**

On July 13, 2010 (10) this County embarked upon *Live Well San Diego* - a 10-year initiative that guides County services in support of healthy, safe and thriving communities – with the Board of Supervisors' adoption of the Health Strategy Agenda: Building Better Health. Subsequently, the Board adopted a second component, the Safety Strategy Agenda: Living Safely. *Live Well San Diego* is designed to advance the overall well-being of the entire region. As such it is important to promote the initiative, its goals and objectives to the County residents effectively and efficiently.

The County of San Diego was approached by broadcast television company KGTV/Azteca America TV, expressing interest in a partnership to promote the County's *Live Well San Diego* initiative to the public at no cost to the County. A multi-media partnership would increase the profile of the County's *Live Well San Diego* initiative and engage residents through new, collaborative projects with KGTV/Azteca America TV and the County of San Diego.

If approved, this item will result in limited use of County staff time to develop content for up to 12 *Live Well San Diego* public service announcements and a short documentary about 3-4-50 in San Diego County, i.e. the three behaviors (poor nutrition, lack of physical activity and smoking) that contribute to four chronic diseases (cancer, heart disease, type 2 diabetes, respiratory illness) responsible for over 50% of deaths in the region to be filmed by KGTV/Azteca America TV. In addition, KGTV/Azteca America will coordinate with the County to promote *Live Well* events such as the County's annual *Grandparents Raising Grandchildren Symposium*, and co-brand community events that KGTV/Azteca America TV sponsors, such as walks that promote and raise funds for non-profit causes to increase the health, safety and wellbeing of the community. In the future, opportunities could be expanded to include individualized recognition of local champions, such as chefs, businesses and residents who support and contribute to the *Live Well* vision for a healthy, safe and thriving community.

It is important to note that the agreement would not, however, preclude the County from fully carrying out its function to inform and educate the public via various media outlets or respond to media inquiries in a timely fashion, nor would it restrict KGTV/Azteca America from performing its function as a news outlet in any way.

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**Linkage to the County of San Diego Strategic Plan**

This item supports the County's *Live Well, San Diego* initiative to promote a healthy, safe and thriving community.

Respectfully submitted,

GREG COX  
Supervisor, First District

ATTACHMENT(S)

N/A

**SUBJECT:** *Live Well San Diego* Multi-Media Partnership with KGTV/Azteca TV

**AGENDA ITEM INFORMATION SHEET**

**REQUIRES FOUR VOTES:**        Yes      No

**WRITTEN DISCLOSURE PER COUNTY CHARTER SECTION 1000.1 REQUIRED**  
   Yes      No

**PREVIOUS RELEVANT BOARD ACTIONS:**

**BOARD POLICIES APPLICABLE:**

**BOARD POLICY STATEMENTS:**

**MANDATORY COMPLIANCE:**

**ORACLE AWARD NUMBER(S) AND CONTRACT AND/OR REQUISITION NUMBER(S):**

**ORIGINATING DEPARTMENT:** District 1, Board of Supervisors

**OTHER CONCURRENCES(S):**

**CONTACT PERSON(S):**

Luis Monteagudo Jr.  
Name  
(619) 531-5511  
Phone  
Luis.Monteagudo@sdcountry.ca.gov  
E-mail

Danny Melgoza  
Name  
(619) 531-5511  
Phone  
Danny.Melgoza@sdcountry.ca.gov  
E-mail