

Lopez, Maria [COB]

From: Cooper, Dan <dcooper@hs.uci.edu>
Sent: Monday, November 01, 2021 12:26 PM
To: COB_Response
Subject: Note in favor of approval of contracts MA-042-22010163

Attention: This email originated from outside the County of Orange. Use caution when opening attachments or links.

Dear Board of Supervisors:

I am writing to express my enthusiastic support for the following contracts:

Approve contracts MA-042-22010163 with Institute for Healthcare Improvement for population health and equity partnership services (\$1,761,531); MA-042-22010253 with Multi-Ethnic Collaborative of Community Agencies for partner outreach, engagement and grants administrative support services (\$15,300,000); MA-042-22010255 with Advance OC for OC Health Equity Map Community Engagement and Platform Enhancement services (\$600,000); MA-042-22010256 with Public Health Institute for workforce development and health equity technical assistance services (\$200,000); and MA-042-22010330 with Celery Design Collaborative, LLC. for OC Health Equity Coalition Media and Communication Campaign services (\$200,000), 11/2/21 - 9/30/23; and authorize County Procurement Officer or authorized Deputy to exercise cost contingency increase not to exceed 10% under certain conditions and execute contracts - All Districts

I have lived in Orange County for 25 years and raised my family here. As a pediatrician, lung disease specialist, and research leader at UC Irvine, I am cognizant of the enormous impact of physical and social environments on the health of children and adults. During the pandemic, our group has worked tirelessly with Orange County agencies to keep our schools open. The collaboration led to new awareness of the importance of keeping kids in school and has beneficial effects on schools here in our region and across the country.

I cannot overemphasize the importance of understanding health and health policy issues from the perspective of a particular region or county. All too often, "one-size-fits-all" and governmental or state mandates attempt to dictate local health policies, and, in so doing, miss the key regional factors that can contribute to the success or failure of these proposed policies. The contracts in question here are designed to avoid these problems and to ensure that the real needs of people in Orange County shape the implementation and execution of health policies.

Thank you for your consideration. Although I am a UC Irvine Professor of Pediatrics and the Associate Vice Chancellor for Clinical and Translational Research, I am speaking as a citizen and as a pediatrician-scientist and not on behalf of UCI

Many thanks,
Dan M. Cooper MD



Dan M. Cooper MD



Associate Vice Chancellor for Clinical and Translational Science
Principal Investigator, UC Irvine CTSA
Professor of Pediatrics

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