



**Request for City Council Committee Action
From the Department of Health & Family Support**

Date: November 10, 2010

To: PUBLIC SAFETY & HEALTH COMMITTEE
Referral to: WAYS & MEANS/BUDGET COMMITTEE

Subject: CONTRACT WITH HABERMAN, MODERN STORYTELLERS FOR
THE "MOVEMENT TO CHANGE" MEDIA CAMPAIGN

Recommendation:

Council authorization for the proper City officials to contract with Haberman, Modern Storytellers for the "Movement to Change" media campaign for the period of December 1, 2010 through March 18, 2012, for \$457,932 from 01300-8600130.

Previous Directives: None

Prepared or Submitted by: Becky McIntosh, Director of Planning & Administration
Phone: x2884

Approved by:

Gretchen Musicant, Commissioner of Health

Permanent Review Committee (PRC): Approval Not Applicable _____
Policy Review Group (PRG) Approval _____ Date of Approval _____ Not Applicable

Presenters in Committee: Kristen Klingler, Project Coordinator,
Communities Putting Prevention to Work (CPPW)

Financial Impact (Check those that apply)

No financial impact (If checked, go directly to Background/Supporting Information).

Background/Supporting Information Attached

The contract is to develop, implement, and evaluate a media campaign called "Movement to Change" which will create a social change movement that leads residents to identify with their community as an active, healthy place and persuade them that sustainable, widespread change is dependent on their active involvement in these community-wide efforts. The contractor was identified through a competitive RFP process administered by the Minnesota Department of Health on behalf of the City of Minneapolis and Olmstead County (the second CPPW community that will be contributing funding to this project), and all three organizations will provide funding in support of the campaign through their federal Communities Putting Prevention to Work grant. The total contribution that MDHFS will make to this project is \$457,932 over the remaining grant period until March 18, 2012.