

## LA County Department of Public Health CDC Funding Opportunity: Stakeholder Input

<b>Note Key:</b>
10/15 = comment from 10/15 Key Thought Leaders Meeting
V10/20 = <i>voiced</i> comment from 10/20 Community Stakeholder Meeting
W10/20 = <i>written</i> comment from 10/20 Community Stakeholder Meeting
Email = Individual Input sent via email

### **MEDIA (Nutrition)**

- 10/15: Social Marketing: Use of community workers, certifies applicants assistants, promotoras to promote health food choices and increased activities through the County (systematic, trained, and measurable).
- 10/15: Social Marketing to engage community residents in improving access and quality of food products sold and promoted at the neighborhood level.
- 10/15: Paid advertisements of filtered tap water and low fat milk etc. vs. sugar sweetened beverages. Comment: Members of the media should be invited to these meetings.
- 10/15: Policy to eliminate or reduce unhealthy food advertising through integrated strategy, mainly billboards within city corridors, assigning % of store window coverage designated to advertising, etc.
- V10/20: Compulsive binge eating is a huge problem so we should consider, in our media component, various food cues in the environment that might exacerbate unhealthy eating habits.
- W10/20: There's a great need to counter fast food, liquor, and tobacco advertising.

### **MEDIA (Physical Activity & Nutrition)**

- 10/15: Promote nutrition and physical activity through local ads in bus stops, on the buses, in the buses, and @ metrolink stops.
- 10/15: Policy to Air- 3 minutes interstitials produced to promote healthy food and physical activity for children/families on LAUSD PBS station in between daily programming (prelim ideas developed already- see RWJ proposal)
- V10/20: Are we using the right type of media/technology for the 21<sup>st</sup> century? We need evidence-based media literacy for the tobacco/nutrition/physical activity. Many different online platforms can be used starting from twitter, facebook, myspace, and many others.
- W10/20: Will consult with Dr. Simon - suggest engaging ethnic media, e.g. 1. Dr. Glen Lopez prom of walk groups thru Spanish language broadcast TV in Sun Valley - #1 reason people cited for participating =meet neighbors and social interaction 2. Matt Kreuter's (Wash U, St. Louis) work with black newspapers and social networking websites on CA prev might be applied to cult-resonant Nu PA messaging.
- W10/20: With all the projects/ideas proposed. I believe that communication techniques are important. Inclusion of communication components will allow residents to feel more included in the process. Online communication & social networks may be very useful. I also believe that projects that empower youths to take activities policy instructions will help to create more decision making (i.e. sustainability) for obesity prevention.

### **MEDIA (Physical Activity)**

- 10/15: Develop media campaign that encourages bicycling and walking as part of all daily activities (i.e. work, errands, fun, school)
- V10/20: The Stanford 5 Cities Project used “gaming theory” and got people to increase their physical activity through contest, we could use this for LAC. Note: This study is actually cited in the FOA appendix as an evidence-based MEDIA strategy to increase physical activity.

## ACCESS (Nutrition)

### Attracting healthy food outlets to low-income communities:

- 10/15: Policies that promote/provide incentives for alternative food sources i.e. farmer’s markets, community gardens, food cooperatives, other entrepreneurial ventures.
- 10/15: Advocate for local policy (cities) to encourage/facilitate an increase in farmer’s markets in low-income, communities with limited access to fresh food. Consider placement of markets near schools and transportations hubs.
- 10/15: Provide fiscal incentives for healthy food retailers to locate in underserved areas, see MMWR (2009) community strategy report, could also include incentives for farmers markets, community gardens, supermarkets.
- 10/15: Zoning to attract healthy food retail, i.e. reduced parking requirements for super markets.
- 10/15: Community gardens to grow fruits and vegetables to be sold to low income population at affordable prices. Residents and youth to volunteer as farmers at community gardens.
- 10/15: Health Food Retail Policies, ex: model cornerstone policy as part of general plans, specific plans, etc.
- 10/15: Mapping of open space for urban agriculture and community gardens. Create a tool using GIS & land use data to be used by the public & private sectors to develop sites for community gardens and urban agricultural production.
- 10/15: Legalize vending of ‘healthy’ street food/meals
- 10/15: **Group discussion:** The permit process for developers can be dependent on opening stores in low income communities (Philadelphia has done this successfully). Potential incentives include: using low-interest loans, waving some of the development requirements such as parking (see NYC as example). It is important to identify a key city official who can expedite the process of getting the healthy food outlets in low income communities quicker. Concerns include: Implementation is costly and can take a long time (may not be realistic for given two year timeframe), getting the right types of food in stores, fair wages, getting buy-in from store owners, and accomplish jurisdiction-wide reach. Another policy idea is for cities to allocate more space for community gardens. For example, all new affordable housing developments could have to include roof-top gardens, school could all have gardens which the community could also access (ex: Crenshaw High School). and policies could work on linking local/community gardens with local agriculture. Another concern is the evidence-base for community gardens and again, the scale of the impact.
- V10/20 & Email: Address city policies that limit the number of times farmers markets can be held to enable greater access to fresh produce.

### Promoting affordable, healthy foods in existing food outlets:

- 10/15: We must leverage the new changes to the WIC food package. 600,000 WIC points in LA County spend \$37 million per month in LAC stores. About \$4 million per month is now for the purchase of fruits and vegetables! We expect this will significantly increase access to F/V in low income communities. We should leverage these WIC dollars to improve access to FV for all individuals. (A whole grain is also now a WIC food, so same applies to whole grains).
- V10/20: Consider partnering with WIC providers, 2/3 of infants in the County receive WIC.

- 10/15: Working with small groceries (mom/pop) in communities with high need to assist with refrigeration, marketing and distribution of healthy foods.
- 10/15: Convenience store and small market makeover in South LA, population apx. 700,000.
- 10/15: Healthy Options at vending machines. Set policy where healthy options only area available at all public agencies vending machines, County-wide and city-wide.
- Email: Strengthen surveillance and enforcement - Build upon the food rating of restaurants - maybe expand into rating grocery stores and convenient stores and developing policy and the tools to improve the quality of food and allow patrons to report problems, etc., with the quality of food.

#### Healthy Food in Schools:

- 10/15: Fruit and vegetable bars in all schools physically able. Need to help purchase equipment. LAUSD has policy but only in 50 schools. Other school districts need help with policy and accountability.
- 10/15: Create partnerships between local community gardens and schools to create school vegetable gardens at school sites including the planting of fruit trees.
- 10/15: District wide (LAUSD & LACOE) school gardens salad bar projects where produce for salad bars are from garden and local farms (similar to program with Berkeley).
- V10/20: At Bell Gardens High School there are healthy food policies in place on campus but vendors stand outside the school gates and sell kids the unhealthy food instead. Perhaps encourage more farm to school programs.
- V10/20: We should explore the stigma associated with reduced cost/free (and healthy) breakfast/lunch programs at schools because many kids won't take the free healthy lunch at of fear of stigma.
- V10/20: We should engage and empower youth to be at the table in implementing policies that will actually work/be implemented at schools.
- V10/20: In a study with LAUSC middle school students, kids reported wanting cut instead of whole fruit and water to be available to them in the cafeteria, it took 1.5 years but this has been implemented in 4 schools and as been successful increasing fruit and water intake in all. They are in the process of expanding, could we learn from this, partner with them?
- W10/20: Improving food choices at schools, partnering with faith based organizations, work with school-based health centers to be that "champion" (mentioned at the mtg) at the schools – but school-based centers need TA, and training to take on that role – in helping implement healthy food/ physical activity policy at schools.
- Email: The Healthy School Food Coalition in partnership with CA Food Policy Advocates, and LAUSD, has been organizing parents for years to outreach and educate about school food policies and pass healthy school food motions in LAUSD. HFSC has also worked with teens through the Teen Nutrition Teams (TNT). It's currently hiring a youth organizer to complement the parent organizing work. As the county is geographically vast, the focus of HFSC is central and south LA. It'll be useful to build on these efforts and not recreate a new school organizing component.

#### Improve types of food given to children/youth:

- 10/15: Establish policies to improve the quality of food and beverages provided though childcare. Provide training and support to providers to ensure implementation of changes.
- 10/15: Policies to limit unhealthy meals/snacks provided by youth oriented (city or other gov.) programs

#### Food Shed Assessment:

- 10/15: Required Food Shed Assessment. Review and analysis data to create report of 5 counties in So Cal. 1. Analyze sources of food production in regions 2. analysis obstacles to and opportunities for increase and expanding local consumption of good food and .3 analyze distribution systems and networks and make recommendations
- 10/15: Food Shed Assessment- Increase the production, distribution and consumption of locally grown produce in order to increase access to consumption of fresh fruits and vogs, particularly for people in under-served communities. Develop a foodshed assessment of the 5 counties serving the LA area. The study will provide recommendations for specific, coordinated policy actions to increase access to Good Food in LA County. Analyze innovative distribution channels (vendor carts, convenience stores, etc.)

Limit food/liquor availability:

- 10/15: All large public institutions establish and enforces policies on food availability i.e. vending machines eliminated, portion control in cafeteria and meals conform with D.G.A. (similar to Western Australia Program).
- 10/15: Reducing/Eliminating drive-thru establishments within downtown/TOD areas
- V10/20: Liquor store zoning is a very important strategy in reaching out to smaller cities. Some neighborhoods have more liquor stores than grocery stores.

Other:

- 10/15: Healthy Restaurants Designation tied in to Environmental Health Restaurant Inspection Program. Restaurants have their menus evaluated, gain points for meeting certain criteria (no trans fat, reduced sodium, half portions, menu labeling, etc.) After phase-in, tied to policy by getting businesses, agencies, etc. to only cater from restaurants that have the designation.
- 10/15: Transportation policies to improve access to healthy food, i.e. supermarket shuttles, food retail at transit oriented development, food shopping stops on bus routes.
- Email: A big picture recommendation is the establishment of a farmers market hub in Los Angeles County. A hub can serve as a central location for local farmers to sell, package and distribute to county buyers (wholesale or retail). The Urban & Environmental Policy Institute (UEPI) is working to develop the farmers market hub concept in San Diego and Los Angeles County. A successful hub can sell or package seasonal produce to schools, corner stores, food co-ops etc.
- Part II of Email: Given the size, demographics and diversity of the County, the connection between transportation and food (and, of course, physical activity) is crucial. Integrating transit with food retail can giver residents of food deserts more choices. Mobile food sources and street food is also a major area for intervention. In cities like Los Angeles, street food is illegal but ubiquitous. Better regulations could allow controls on unhealthy street food near schools but also open up possibilities of encouraging mobile vending of healthier items. A possible way to reduce unhealthy foods is to replace them with healthier options without affecting the bottom line of vendors. This is possible through appropriate vendor education on the consequences of unhealthy foods, and technical assistance on how to acquire healthy foods at economical prices. (When HEAC South LA began menu labeling – buy in from restaurant owners was challenging; however, today the project has a champion who has seen his health improve, cholesterol levels drastically reduced, and he is an ambassador on how healthy cooking is important for his family and customers.)

**ACCESS (Physical Activity)**

### Legislate & Implement Bike/Ped /Physical Activity Promoting Infrastructure:

- 10/15: Require every municipality in County to design and redo streets with at least a minimum level of consider for bike and peds. Also require DOTS to a portion a certain lever of budget (20%) to bike and ped infrastructure.
- 10/15: Form an on-call professional services “Grant Group” to provide assistance to cities and local jurisdictions. Training and creating custom plans and policies.
- 10/15: “Complete Streets” policies: enhance bicycling and walking infrastructure/increased access to transit opportunities.
- 10/15: Implement County’s bicycle path master plan being created by Department of Public Works
- 10/15: Revitalize existing and create new transit oriented districts (TODS). Who= LA County, LA City & other cities that metro stations, major bus lines, transit way. Agencies involved are City and County Planning Department, MTA, LACOE, CDC, Public Works Dept. What = 1.Promote higher density and commercial mixed-use development within TOD (make these TODS redevelopment areas) and 2. Bike lanes, pedestrian friendly infrastructure.
- 10/15: County-wide integrated master bike plan with signage
- 10/15: Policy to include access/improvements for bicyclists and peds as component of all major transit projects at transit stops (to encourage people to leave car at home)
- 10/15: Build upon existing multi-jurisdictional plans and policies to develop a cohesive countywide bicycle network that would link community gardens, parks, open space, schools, community resources and transit stops. Develop and adopt an EIR for the network. Design and develop a way finding system to increase awareness visibility and access to the network and its amenities. Add an education outreach component to middle school children.
- 10/15: **Group Discussion:** Work on *implementing* a jurisdiction wide bike plan (Nebraska has done this). We could provide TA through an expert team of consultants organized to help cities pass these policies. It is important to prioritize cities with the highest obesity rates when working on bike/ped policies in order to truly address health disparities. In the process it is vital to engage the residents, parents, community leaders, police department, etc. A concern raised was that implementation of these plans is expensive but a potential solution could be that cities could apply for a planning grant. A focus on families and children might have the highest impact in regards to health.
- V10/20: Establish a “health food zone” within community plan updates and work through community plan updates in general and joint-use agreements as a strategy to improve opportunities for physical activity.
- W10/20: Trails/school paths/bike paths/ joint use (successful outside LAUSD)
- W10/20: Easier access to bicycling/walking to support bicycle-related organizations. Earn-a-bike programs.
- W10/20: Regional green infrastructure network will provide access to open space for physical activity – including transportation/safe routes.
- Email: 1). Prop R as well as the upcoming transportation bill will generate some major projects. We should work to integrate transit friendly conditions; complete the HIA, etc. Can we integrate a city/countywide bike plan as well as open space into the transit plans? 2). Countywide open space plan starting with Baldwin Hills - the area is in dire need of a master plan linking the park to the sea and incorporating this into the county general plan. I know the county completed its plan update but did this include provisions for open space planning and food access? If not - how can we reopen that door? 3). Working with local cities in their plan updates by providing assistance in completing a health impact assessment and developing overarching strategy to improve access to open space and quality food.

### Require quality physical activity at Schools/Workplace/etc.

- 10/15: Require daily physical activity in Head Start and Early Head Start Programs currently 25% of four yrs olds are overweight. Policy change- Required standardized requirement for funded programs.
- 10/15: All public employees with sedentary jobs get a 10 minute break for walking 2 time a day
- 10/15: Building on work-site wellness of LAC/UCLA establish county wide policy/support for 1-2 Physical Activity breaks in worksites/schools/etc.- supported by insurance (e.g. decrease in premiums).
- 10/15: Quality Physical Education- LACOE & LAUSD with partner to address quality physical education through a Wellness mentor program that is designed to have districts/schools adopt new policies re PE/PA and Nutrition. There is the potential for reaching at least the 40 districts/cities with the greatest obesity rates.
- 10/15: **Group Discussion:** Childcare/school centers that receive government funding tend to have the lowest childhood obesity rates (ex: Head Start and early Head Start), therefore we have to some how try to target the unlicensed childcare/early learning facilities. It is important for physical activity/education policies to not just address quantity issue but also address quality issues. An idea was that P.E. should be taught by “PE” teachers in middle schools and not just multi-subject teachers. There are many obstacles and concerns when dealing with PE/PA in schools including: lack of funding for staff and PE class sizes too large.
- V10/20: It is important to change the culture at schools and engage the teachers and principals in physical activity. When we are targeting certain school districts it will be to our advantage to target a district with a culture that’s changing. Could have a peer coach (inside/outside)- 1 or 2 at every school to help. Middle schools/high schools have credentialed PE teachers but class size is a huge problem. Need to build PE support in middle schools.
- W10/20: workplace/employer incentives for promoting activity etc. tied to absenteeism due to illness.
- W10/20: Need for more physical activities – aerobic 5 days a week – with the reduction of funds physical activities in schools will drop more.

#### Joint-use agreements:

- 10/15: Target joint use effort around County integrated school-based health centers to enhance broad wellness initiatives.
- 10/15: Expedite and enhance joint-use agreements between LAUSD and community sites
- 10/15: Schools-physical activity: Policy change in liability of schools if people are allowed access to playgrounds and fields after hours and on weekends for recreation. Currently most school yards are closed to outside groups and sit ideal for long periods of time. This would increase access to safe areas for physical activity.
- 10/15: Schools as physical activity centers open to the community similar to school health centers open to the communities i.e. exercise equipment; classes (could also be nutrition classes, sports leagues).
- 10/15: Joint/community use agreements established with school districts and park and recreation (This is proposed in the Wellness Mentoring program by LACOE and LAUSD).
- 10/15: Reduced price for school/recreation use. County/City Parks & Rec/CBO’s/School Districts would enter into joint use agreements to have a standardized agreement on the joint use (no rental fee) of school property (playgrounds, fields, pools, etc.)
- 10/15: Partnership between YMCA, Boys & Girls Clubs etc. To provide kids and youth in school P.E. related activity.
- 10/15: For all income levels, targeting low-income formulate partnerships between school districts, health clubs and municipal athletic centers to make gyms, public pools, fitness and centers accessible.

- Email: Joint use cannot remain at the mercy of individual principals and school administrators, who often wave liability as a reason why gates are locked and community access is barred. Access to school grounds after school hours and on weekends can increase safe places to be physically active. However, consideration must also be given to funds that can go towards the maintenance of the space, and community partnerships to program physical activity.
- Email: Joint use with schools in targeted areas to increase the acres of open space is a great idea.

#### Safe Routes to School:

- 10/15: Transportation planning to tap into Federal Safe Routes to School funds that LA County has not received its fair share.
- 10/15: For school districts- establish incentive and encouragement programs for bicycling and walking in all schools in LA County as part of Safe Routes to School Programs.
- W&V10/20: Get school districts to review and adopt policies that will enable students to walk/bike to school in groups organized by parents. We must address the liability issues with bicycling and walking in and to schools. Investigate different school districts' policies towards allowing kids to bike. Principals often decide/ban whether biking is ok.
- V&W10/20: Bicycle and walking education for schools. It would be good to start a county wide effort on safe bicycle & walking for schools, especially in the education area. Teaching kids to bike & walk to school will be a important tool for kids. Many people don't bike or walk because they consider it unsafe. Also a safe routes to school type program that targets schools that have higher rates of obesity.

#### Other:

- 10/15: Leverage LA City Plan for South LA to promote pocket parks, or incentives for small businesses to provide healthy foods.
- 10/15: Broad training on policies to all levels: city councils, commissions, school boards, city staff (planning, transportation), neighborhood level, on such ideas as: pedestrian planning, bicycle planning, safe routes to school, smart growth, and food access.
- Email: A group of Pacific Islander advocates have been working to extend the hours a local park (in Carson) is lit. Their communities (Tongan, Samoan, Chamorro etc.) wanted Victoria Park to be lit until 10 pm top allow more time for community members to use the park. Extending park lights in underserved communities can help to encourage increased use.
- Working with local cities in their plan updates by providing assistance in completing a health impact assessment and developing overarching strategy to improve access to open space and quality food.

### **POINT OF PURCHASE/PROMOTION (Nutrition)**

- 10/15: Promote "ideal meal" availability in all food outlets. Every restaurant/food outlet that sells meals should have 1 option that conforms with the DGA (has 1.3 daily nutrients- 1 cup fruit, 1 ½ cup veg, 2.5 oz meat or meat equivalent, and 3 oz. whole grain, <500 mg. Sodium, <30% fat, <10% sat. fat, <750 calories and available in 500 calorie potion too)
- 10/15: Signage promoting healthier options in designated and prominent reads of stores carrying food items.
- Email: Menu labeling can increase awareness off calories in prepared foods, however, it MUST be accompanied by consumer education on nutrients (what are calories? Fat? Fiber? Sodium?); understanding portion sizes; and also incorporate the importance of daily physical activity. HEAC South LA has developed and educational brochure to accompany their menu labeling project at the Mercado La Paloma.

## **POINT OF PURCHASE/PROMOTION (Physical Activity)**

### Way finding signage for physical activity areas/opportunities:

- 10/15: Implement City-wide/County-wide signage advertising available green space, preexisting walk paths, bike paths, athletic fields, tracks, etc.. Policy is to make public outlets for physical activity more visible to the resident so the county/city.
- 10/15: Using existing business improvement districts (BID) create bike/walk friendly retail districts complete w/ maps showing good routes to the district by bike or foot. Bike racks to secure bikes and good sidewalks and crosswalks.
- 10/15: County-wide ped/bike way finding signage. Implement County-wide system to way finding signage that will guide people to parks, greenways, health food (farmers markets) and also give distances to commercial centers, schools, services, etc.

## **PRICE (Nutrition)**

### Sugar sweetened beverage fee/or tax: (see San Francisco as example)

- 10/15: Sugar-sweetened beverage fee in the County, make LA County BOS policy, maybe also LA City.
- 10/15: Explore a sweetened beverage fee.
- 10/15: **Group Discussion:** Concern raised is the industry's strong opposition and that such a fee/tax would be difficult to implement in 2 years. Ideas raised about looking at local voting trends on the state bill to tax sweetened beverages to see if this is more realistic but concern also raised it that we would encounter too much opposition at the city level and would therefore need to pass a bill a higher level.
- V10/20: Pass a soda tax/fee and keep pushing for menu-labeling as well as educating people on how to read the nutrition labels.

### Reduce/subsidize prices of fresh fruits, vegetables and whole grains:

- 10/15: The new WIC food package included Fruit, Vegetables and whole grains. Finally, low income families have the ability to buy these foods. The time is right to work with the vendors to acknowledge this new "purchasing power" of low-income families using federal WIC dollars and incentives vendors to offer lower prices on these foods for all families. If we make fruits, veggies, whole grains more affordable, people will buy them.
- 10/15: Reduce the price of fresh fruits and vegetables through subsidizing food stamp participant purchase of produce. (This builds on the Federal/State Pilot Project known as "The Healthy Purchase Pilot")

### Other:

- 10/15: LAUSD/schools/districts receive monies to enhance facilities (bond monies) improvement of cafeterias (Measure Y or Q?) Leveraging bond monies. Improvements entail signage for healthy food options and nutritional information.
- 10/15: Bulk purchasing of seasonal, local fruits and vegetables for Market basket programs offered to all county/city employees/businesses and delivered to worksite for employees and coordinate with farmers markets. Ex: 3 ½ cups of F&V in a bag for a reduced price.
- 10/15: Partner with local grocers- Provide food/cooking demonstrations at store sites at no cost (increase business) if they offer discount coupons (\$1-\$2) for each healthy option demonstrated to the community shoppers

- V10/20: In vending machines we should increase price for unhealthy foods in and decrease the prices for health foods
- V10/20: Provide fiscal incentives to attract healthier vendors
- W10/20: Hospital Policy could be changed to stop distributing free formula discharge packs. Currently only 6 of our 60 birth hospitals have implemented this, including our 3 LAC hospitals. This hospital policy change could also fit as a way to limit the availability of an unhealthy food.

## **PRICE (Physical Activity)**

- 10/15: Subsidize physical activity programs available to public parks (Adult classes, youth leagues, competitive events, sports, dances, etc.)
- 10/15: Gather and fix abandoned bikes for low cost sale to low income residents.
- 10/15: Training to planning departs on auto parking policy –reducing subsidies and using revenue from auto parking to fund bike/ped facilities and programs. County-wide program on auto pricing (Vehicle miles charges, etc.) and how to overcome hurdles and how to use revenue. (see San Francisco policy on pricing)
- 10/15: **Group Discussion:** Ideas included: taxing parking and using funds for bike and ped development, creating a policy to eliminate free parking, reducing parking standards near transit areas, and making new developments near transit stations put in bike facilities and parking in exchange for being able to provide less car parking.
- W10/20: Need to address the DPW’s policy regarding use of the many DWP-owned land parcels that can be developed for passive recreation and open space. My city has been working for several years to try to turn 5 acres of vacant land owned by DWP into open park space but DWP policies towards these lands do not allow for feasible development. There are annual grant program that my city has had access to for this project but DWP’s policies have not allowed for the project to come to fruition. DWP need to be more willing/able to work with cities to help address issues of lack of open space. A change in DWP policy can address the MAPPS “price” and “access” issue. One of the challenges with DWP is that they charge city governments an annual lease for the use of their land for open space, despite the fact that the land currently sits vacant and the city would take over maintenance costs. The fee that DWP currently charges is equal to the fee for a commercial use of the land (about \$3,500/acre per year). If DWP waived the lease fee for park-related development (which is not a commercial use) then park-poor communities would better be able to provide more park space & opportunities for physical activity.
- Email: It cheaper to purchase fresh fruits and vegetables when they are in season – pricing strategies that could be examined include farm direct partnerships, partnerships with farmers markets and even distributors to supply fresh, local and seasonal produce to schools, convenient stores, etc.

## Transportation demand management/strategies

- W&V10/20: Address transportation demand management by including policies/programs to change commuter behavior, possibly collaborate with AQMD. Examples include parking strategies/pricing cash-out. Start with largest employers: County, LAUSD, City of LA, etc. Promotions/incentives – try bike, walk, and transit programs for employees.
- V10/20: Transportation demand strategies should be pushed including personal travel encouragement/info to motivate people to active transit, parking cash-out, etc. Must start will all key partners/larger employers complying with policies we’re trying to push forward.
- W10/20: Large employers/agencies/school districts/cities/universities/etc. to remove obstacles (policy) address liability concerns related to transportation demand management – encouraging

use of personal active transport (biking and walking) and public transit on a large scale. Bicycle Safety Education programs should be widely available as a piece of this.

- W10/20: Individualized social marketing/ personal travel encouragement programs. Parking cash out/ bicycle commuter incentive/ free or subsidized transit passes.

## **SOCIAL SUPPORT AND SERVICES (Nutrition)**

### Baby-friendly hospitals/clinics/etc.

- 10/15: County adopts a policy for County hospitals to be baby friendly hospitals- training/policy includes First 5 LA, LABF Task Force, supports post partum community clinic training. Hospitals should also be nutrition and physical activity friendly (Venice Family Clinic has an 11 step policy already developed). The policy could be a requirement for all community clinics in LA. The steps include training staff in prevention and treatment of childhood obesity including breastfeeding, etc.
- 10/15: support hospitals to be baby friendly. Los Angeles County hospitals do very poorly in supporting BF at the hospital- we are near the bottom compared to other counties in CA in hospital BF and exclusive BF rates.
- W10/20: Since First 5 LA has committed \$10.5 million to bring up 20 of the lowest performing hospitals to Baby Friendly, I do NOT think this proposal would be competitive if it were to focus on this strategy.

### Support breastfeeding policies:

- 10/15: Policies supporting breastfeeding at government facilities.
- 10/15: Encourage breastfeeding by increasing the number of certified “Baby Friendly” hospitals. Key Stakeholders should be First 5 LA & Hospital Association of So. California
- 10/15: Exclusive breastfeeding for first 6 months is an important strategy to address childhood obesity. First 5 LA plans to fund 20 maternity hospitals as part of their Best Star LA Baby Friendly hospital initiative, the RFP will soon be released. This builds on State initiative which provided train-the-trainer training for perinatal staff to support initiation of breastfeeding immediately after birth. WIC is also promoting BF LABBN has worked with 10 PNC clinics to promote breastfeeding. LABBN has developed toolkits for employers to help them comply with laws, re Baby-Friendly workplace for breast-feeding employees (Lactation lounges where they can pump their milk.)
- W&V10/20: Large agency partners employ a huge number of employees, many of them in child bearing age. Worksite lactation accommodation and support would decrease a significant barrier to breastfeeding duration.
- W10/20: If breast feeding promotion is considered all the LA County WIC programs would be interested in being partners in this promotion. If you were interested in this, I could give out the contact information to all the WIC directors for all the LA County WIC programs. Our SLAHP WIC program covers 96,000 WIC participants and PHFE WIC has ~130,000 WIC participants. WIC covers a large number of low income children. I could send you data of children & families served in LA County.

### Other:

- 10/15: Develop method to build on WIC changes to reach parents of young children and child care providers with messages, skills and tools to serve food at home in childcare that complies with dietary guidelines for Americans.
- 10/15: Develop/support/pilot school health and wellness centers that promote healthy behaviors and act as community Hubs for health and wellness (aka nutrition, PA and ??). Leverage 1. Joint-

use (bond/facilities\$\$), 2. County/State/MediCal\$, 3. PPP expansion \$\$ and 4. School/education \$. Should be community focused and targeted.

- W10/20: 1. Consider the family system as one that can limit the availability of unhealthy foods and beverages. Education of both children and parents/caregivers. 2. Providing training of leaders in churches, schools, community centers in advocacy skills and engaging them in change initiatives. We have a training curriculum in place and we have seen sustainable change.
- W10/20: LAUSD should have a mandatory nutrition/eating class that teaches kids about nutritional science and the behavioral aspects of eating – so they can fully understand: how much to eat, what to eat, when to eat.

## **SOCIAL SUPPORT AND SERVICES (Physical Activity)**

- 10/15: Engaging and training parents through adult organizing groups to promote and mentor safe community spaces (parks, schools, etc.)
- 10/15: Countywide conferences on planning/policy to city councils, commissioners, city staff (planning, transportation, redevelopment) and at the neighborhood level.
- 10/15: Doctor writes physical activity prescriptions for obese adults and kids. Diet/physical activity coaches direct patient to walking groups, bike education courses and other activities. Coaches monitor and report results to doctor.
- V10/20: “Women in Motion” is a great example of promoting physical activity in South Los Angeles through social support.
- Email: Someone mentioned the use of promotoras as volunteers to increase programming at neighborhood parks. They cited WIM (Women in Motion) as an example. They also recommended Farm to School and Farm to Institution as strategies to increase access to healthy foods in schools and other institutions (hospitals, child care centers) 1) WIM did not succeed because the women who completed the training were unable to access school grounds to host physical activity sessions – the neighborhood parks were too unsafe. 2) Health promoters or promotoras are trusted community gatekeepers but I’ve learned that, like all of us, promotoras need to be compensated for their unique and invaluable work. Esperanza Community Housing Corporation has a well-regarded 6-month training for promotoras – a possible partner in your efforts.
- V10/20: Implement worksite wellness programs in hospitals and in schools for teachers.
- V10/20: Contact existing after-school programs to see how they can scale-up what they are already doing. For example, in Long Beach, YMCA has taken it’s programming to the schools to be implemented.
- V10/20: Concerned about liability issues with CBO’s and churches that want to have physical activity programs.
- W10/20: Consider environment of underserved populations (i.e. low income Asians and Pacific Islanders): promoting safety and support systems for physical activity; reducing gang activity at local parks; increase family resources at parks.

### Use of promotoras

- W10/20: Community lay health workers (or promotoras) for social support in communities to organize activity and promote it; can do same for advocacy.
- W10/20: DPH should consider hiring or funding promotoras/community health workers to do more outreach at the community clinics for both tobacco cessation and obesity that can work in coordination to the DPH community organizers.

## **OTHER STRATEGIES/IDEAS (could not easily fit into single MAPPS)**

### Involve existing clinics/hospitals and other groups:

- V&W10/20: Perhaps consider the Community Clinics Association of La County as a major partner on this grant. They serve over 1 million patients many of whom are obese. They have existing exercise & nutrition programs and the Association could influence policy by advocating to the Board and bringing in additional funds they've already been granted.
- V10/20: LACDPH should capitalize on programs already in place to prevent obesity in many of the community clinics and hospitals in LAC. In addition, whatever policies are drafted/implemented, it is very important to disseminate the information at the community level and observe community-level outcomes.
- Email: I would encourage you to: 1. utilize the thousands of certified application assistants the county contracts with to assist in the enrollment of children to support a social marketing effort around nutrition, physical activity and tobacco; 2. support community orgs currently working on food and physical activity policy change particularly in relationship to the community education/social marketing piece and resource development.
- W10/20: The 10 YMCA Associations (over 50 branches) already are on multiple school districts providing physical activities and nutrition classes. We are the largest provider of child care & after school programs we can assist with changing policy. They Y Coalition rep Long Beach, Glendale, Whittier, City of LA, Pasadena, West Covina, Alhambra, Pomona, Diamond Bar etc. We already are doing activities and have staff. We have the necessary MOU in place with many of the 81 school districts. We have funds that can be used as match. We have funds that can be used for sustainability.

### Involve youth:

- V10/20: A great social networking site created by youth at the accelerated school in Baldwin Park is werefedup.com or .org? We must communicate with networks once the funding is announced. Could we use any of the communications \$\$ for overeaters anonymous.
- V10/20: Mandate youth to be involved in Advisory Counsel for the initiative and hold committees meeting throughout LAC after school/work hours. Involve youth in surveys and prep work, this will help in implementation.

### Cultural relevance:

- W10/20: Interventions should be culturally sensitive & relevant and geared toward specific ethnic minorities in high need communities through out the county.
- W10/20: I would like to see a greater focus of cultural relevant strategies. We must ensure that outreach is bilingual and appropriate to LA County residents in particular Latinos and African Americans who suffer disproportionately in these areas. Outreach to these groups must be intentional and specific to these groups

### Multiple strategies:

- W10/20: Not mentioned our housing situation in South LA (neighborhoods) – projects specifically + violence/ graffiti, need to enforce physical activity in schools, also raises API scores.
- W10/20: Corner store conversion, Joint USE agreement, local & county media campaign for current programs visibility, walking path, bicycle & pedestrian street design, complete street design.
- W10/20: Implementation of school LAUSD food policy (if possible under FOIA guidelines since it isn't new policy), ped & bike improvements, zoning for healthy food.

- W10/20: Transportation – interfaces with walkers, biker, etc. Nutrition, physical activity, smokeless, alcohol abuse, health educations for middle school, high school, community involvement teen mentoring.
- W10/20: Vending machine policy, food not used as punishment or reward in schools or after school programs, worksite wellness policies.
- W10/20: 1. higher/lower pricing at supermarkets, restaurants, vending machines 2. Healthy food zones (fees & taxes of foods) 3. Mandatory nutrition & home economic classes in schools 4. Stay in touch / get feedback send imp message with your via cell phones/face book/ popular websites 5. Provide free cut up fruits/ veg to students at schools 6. Funds to afternoon programs if mandatory nutrition classes are not an immediate / option (such as SOS mentor) 7. Open school lunches to private business under regulation and supervision if a dietitian (and separate profit derive schools from deciding what can be sold on campus) 8. People need role models to get motivated to take changes, the consumption of milk increased with the ads of a celebrity and the milk mustache. We have the privilege of living in L.A. where “stars” can play a role in encouraging people making healthy life changes. Every age group has their own role models. 9. I work with people in the community. Even though people get the message and want to make changes in their eating habits they don’t always have the access to (supermarkets, restaurants that serve healthy dishes) and time to cook. We need to make all these more accessible to them and affordable.
- W10/20: Grocery store grading system (ASC) DPH administered w/ CHC & other CBO’s, corner store grading system, maximizing WIC changes, we’re fed up! YAAO Youth networking site organizing among teens. (HEAC BP/South LA), nutrition teen curriculum, HEAC developed this w/ St. John’s, could be implemented w/other clinics, business travel concierges are needed to help residents/ employees navigate the public transportation system – there could be incentive to develop/ share these positions & the city could also have staff play this role to increase participation. Allocation Recommendations – In looking at corner store conversions since the data shows that adding produce to corner stores requires time to be successful – in addition to a small tax reduction to owners. A subsidy from the grant to store owners of \$1000 or so might assist in the long term success of the owner’s project – and will allow customers to adjust to the new offerings. It could be applied to equipment or distributed \$100/mo to encourage compliance. In terms of Smart menu programs the grant could pay for production of a tool kit for vendors, nutritionists to evaluate food, small grants for menu board production/ paper menu production and a calorie education guide that helps customers understand how many calories to eat per day. If you can use communications dollars to promote overeaters anon. (because it’s offered in many languages & is free) that would increase supports for compulsive eaters. There may be a need to do strategic communications/ coordination meetings coming out of the grant receipt so that you maximize DPH staff, city staff & CBO staff involvement in implementation you may need to get foundation funds to help with this if the fed grant won’t cover it. HEAC is hosting a South LA conference to look at DPH community alignment in spring 2010 that might be a venue for South LA.

Comments on *How* Grant is Planned and Implemented:

- W10/20: People with developmental disabilities need to be included in policy & environmental changes as they are becoming more and more a part of the fabric of the community at large.
- W10/20: Include changing healthy behaviors (policy implementation)
- W10/20: “Reach” is critical would like to serve on leadership team

- W10/20: Interventions must be aimed at getting the right target population – if policy does not result in improvement of obesity or smoking cessation. If we have no positive outcomes we are doing a disservice to our community.
- W10/20: 1. Build in tax incentives for building owners to put showers in the locker rooms/restrooms at worksite so that people who bike to work or work out at lunch time can have the ability to shower. 2. Collaborate with many after-school programs that are overstressed and under-funded and need access to health foods and a wider variety of activities. 3. Think County-wide whenever possible & feasible, County corridors (bike paths & hiking trails) and then locally when it makes the most sense (walkable neighborhoods, farmers markets- food is cheaper, locally grown food in neighborhood gardens and co-ops, teach communities about growing their own food or gathering their own food from local vendors.
- Email: It will be important to include a strong roll out plan since we are so huge,(bigger than 43 states) so discussing this and showing a plan will be vital. Also for sustainability purposes on physical activity in schools- we have lots of Universities in LA and many of them have Health Science Departments. that would love to be more involved in an active effort to promote health in its residents. Kinesiology departments are providing degrees in physical activity and we could create a partnership between Universities and the LAUSD Districts, which would take a motion by the School Board to mandate for each school. I feel certain that Physical Activity Specialists and Nutrition students could be brought into each school site to work with the kids to improve their physical well-being. If this were set up as service learning projects there would be no need for ongoing salaries. I understand this RFP is about policy implementation however policy without a plan to make it effective is a bit disturbing to all of us out there working. We see the implemented policy in LAUSD that is currently not enforced and in fairness to the individual schools much of it unfunded with limited or no education on how to implement.
- Email: Policies are useful if community members know about them and can mobilize to keep policy makers accountable. The DPH project(s) must keep communities informed from the get-go to encourage project ownership and also have a community organizing piece for all aspects of implementation to ensure that there continues to be buy in and monitoring. Also, I echo the multiple voices that urged DPH to consider mechanisms that monitor implementation and compliance of existing policies. There are many sound policies on paper but they remain on paper. For example, I've heard that an audit by the Inspector General at LAUSD schools demonstrated that 80% were not compliant with policies to ban junk food and soda sales. Principals, administrators, food service directors have claimed that they are unaware of policies, some which were passed in 2002. What are the consequences of non-compliance? There has to be mechanisms in place to ensure implementation and accountability.
- Email: My concern is that it does not appear to be cohesive and coordinated. I think a few major projects is better than 20 smaller efforts. I understand we are talking about a lot of funding and a social marketing campaign that actively engages members of the impacted communities is needed and will eat up a great deal of the budget. This is also an opportunity for the county to: (1) help advance policy development and policy gains pertaining to access and quality of food in food desserts through support of a couple key community initiatives and (2) interject a health perspective and strengthen the coordination between public health and other county agencies through a number of broader and very significant projects the county has already undertaken: