



Los Angeles County Nutrition Action Plan (CNAP)



September 19, 2013

10am to 12pm

AGENDA

10:00-10:15 Welcome

*Steve Baldwin, MS, RD
Program Director
Nutrition and Physical Activity Program
Los Angeles County Department of Public Health*

10:15-10:45 Roundtable Overview of Programs

All Participants

10:45-11:00 County Data and CNAP Ideas

*Jack Thompson, MPH
Research and Evaluation
Nutrition and Physical Activity Program
Los Angeles County Department of Public Health*

11:00-12:00 Discussion

Developing Los Angeles CNAP – Next Steps



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MINUTES

Attendees: Steve Baldwin, Dipa Shah-Patel, Jack Thompson, Eva Madrigal, David Binkle, Judith Dunaway, Rosalind Taylor, Lara Turnbull, Mirella Miranda, Ana Goins-Ramirez, Layla Mirandi, Kelly Dumke, Kahn Vu, Gauri Rau, Michael Leighs, Garnik Ghazaryan, Ibtisam Sirhan, Cynthia Avila

Welcome

Steve Baldwin, MS, RD
Program Director
Nutrition and Physical Activity Program
Los Angeles County Department of Public Health

- Overview of meeting:
 - Introduction of programs represented in meeting
 - Review of key data elements and existing challenges to build on current momentum
 - Examine sample CNAP goals from other counties to delineate objectives for this effort
- CNAP is an effort to unite nutrition and food assistance programs across the County of Los Angeles
- The purpose of this meeting is to frame the goals and objectives of CNAP in order to create a unified plan for the future of efforts that arise from this group
- CNAP is not the only group in the state; CNAPs are being convened across the state
- The word "unite" should act as the foundation of this effort where CNAP members:
 - Come together for a common purpose
 - Define this effort in a real and tangible way
 - Support a living effort that evolves over time
- Outcome of CNAP should include create something usable for all members
- Ultimate CNAP goal is to align efforts of members by leveraging the knowledge and expertise from key participating agencies that lead nutrition education initiatives in the county

Review of SNAP-Ed Funding

- Nutrition Education Obesity Program (NEOP) and programs under the United States Department of Agriculture (USDA)
- Programming from Food Nutrition Services at the USDA
- Nutrition Education funding also from the Department of Health and Human Services - CTG/CDC Grant
- Programs funded by taxpayer dollars such as programs for the 0-5 age group
- Please see attachment _____
- All of the programs at this meeting fall under this umbrella so it would behoove us to determine how we can leverage our resources, share messages, and overcome challenges

Roundtable Overview of Programs

- Steve Baldwin, Program Director, Nutrition and Physical Activity Program, Los Angeles Department of Public Health
- Dipa Shah-Patel, Program Director, Nutrition Education Obesity Program (NEOP), Nutrition and Physical Activity Program, Los Angeles Department of Public Health
 - Prior director of the *Network for a Healthy California Regional Network* (RN), whose funding is ending on September 30, 2013 and transitioning to NEOP program
 - Goals of NEOP in SNAP-Ed eligible population:
 - (a) Increase consumption of fruits and vegetables
 - (b) Increase physical activity levels
 - (c) Increase CalFresh accessibility
 - (d) Decrease obesity levels and prevalence of diet-related chronic diseases
 - In prior years, RN funding mostly focused on nutrition education and promotion of physical activity. However, with NEOP funding there will be more of a focus on increasing access to healthy food and physical activity opportunities in low-income populations.
- Ibtisam Sirhan, Coordinator, Nutrition and Physical Activity Program, Los Angeles Department of Public Health
 - Leads a three-tiered program within the nutrition program that includes:
 - (a) Promotora program: partnering with community organizations to train community leaders to deliver nutrition education classes in the community.
 - (b) Ask the Dietitian: providing nutrition resources at farmers' markets
 - (c) Nutrition Education: offering group level classes and participating in community events

- Jack Thompson, Research and Evaluation/Special Projects Specialist, LA County Nutrition Program
 - Looking forward to CNAP integration in community work
 - Consider evaluation opportunities in CNAP objectives to document value in outreach efforts as part of new funding that has a focus on outcome-based measures

- Garnick Ghazaryan, Nutritionist, LA County Nutrition Program
 - Mission is to improve nutrition among families in Los Angeles
 - Willing to provide technical assistance to CNAP group

- Ana Goins-Ramirez, Program Manager, Nutrition Education Obesity Program (NEOP), Nutrition and Physical Activity Program, Los Angeles Department of Public Health

- Mirella Miranda, Communications Manager, Nutrition Education Obesity Program (NEOP), Nutrition and Physical Activity Program, Los Angeles Department of Public Health

- Layla Mirandi, Early Childhood Analyst, Nutrition Education Obesity Program, Nutrition and Physical Activity Program, Los Angeles Department of Public Health
 - Tasked with helping to increase fruit and vegetable consumption as well as physical activity levels in SNAP-Ed populations in venues such as:
 - (a) Families/early childhood centers
 - (b) 0-5 families
 - (c) Dental and medical clinics

- Mike Leighs, Program Director, Choose Health LA
 - Five year Centers for Disease Control and Prevention grant
 - Program Goals:
 - (a) Chronic disease prevention
 1. Healthy food offered at LA County buildings
 2. Improving the appeal of school meals
 3. EBT access at farmers' markets – when grant began only 1/3 of 100 established farmers' markets had EBT access
 - (b) Clinical prevention of obesity
 - (c) Decrease in tobacco use
 - (d) Community strategies to expand healthy food options for individuals
 1. Healthy vending
 2. Healthy food in parks
 3. Choose Health LA Restaurants – voluntary program where participating restaurants will offer smaller portions and

healthier kids meals. Participation in program is indicated by a decal placed on the restaurant's window. Choose Health LA will promote the program through an ad campaign. Subway was an early adopter of the program as well as Poquito Más. This initiative was launched about a week ago.

- Cynthia Avila, University of California Cooperative Extension
 - Part of the expanded food and nutrition program whose mission it is to improve the health of limited income individuals, youth, and families
 - Organization offers practical lessons as a means of conducting audience-specific nutrition education in the community:
 - (a) Direct delivery to parents with lessons such as “Plan, Shop, and Save”
 - (b) Train-the-trainer program for youth called “Healthy, Happy Me” where teachers and after school sites are provided with this curriculum to have students teach these classes to their peers
- Gauri Rau, Director, Public Health Foundation Enterprises Woman, Infants, and Children Program (PHFE WIC)
 - PHFE WIC has 60 sites and assists approximately 300,000 clients per month
 - Ms. Rau oversees nutrition education for the agency
 - Mission of PHFE WIC is to achieve healthy birth outcomes in the population while focusing on the overall health of pregnant woman, post-partum women, infants, and children ages 0-5
 - PHFE WIC has been able to enhance nutrition education offerings to clients through outside funding that was secured to offer literacy classes at their sites
- Rosalind Taylor, Human Services Administrator I, Department of Public Social Services (DPSS)
 - DPSS administers policy and programs for the Supplemental Nutrition Assistance Program (SNAP)
 - Agency recently received funding to tie nutrition to CalFresh program with which DPSS in partnership with the *Network for a Healthy California* was able to produce nutrition videos that were played in supermarkets
 - With extra funding, DPSS was also able to create flyers, brochures such as their “Better Food on a Budget” pamphlet, commercials/ads, and a website where the community can plug in their zip code and the website will provide a list of EBT accessible markets in their neighborhood
- Lara Turnbull, Project Director, Healthy Active Long Beach, City of Long Beach Department of Health and Human Services
 - Manager of the NEOP program in Long Beach and as such has goals similar to those of the NEOP program in Los Angeles
 - Component of NEOP requires outreach as well as policy, systems, and environmental (PSE) changes in school and parks

- NEOP also includes efforts in the following areas: Rethink Your Drink (RYD); Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX3); faith-based institutions; retail venues; Peer-to-peer channel; youth engagement; farm to fork initiatives; community supported agriculture (CSA) efforts; evaluation efforts; and creating a CNAP group with local partners
- Kahn Vu, Outreach Liaison, DPSS
 - 1 million individuals in LA receive CalFresh
- David Binkle, Director of Food Services, Los Angeles Unified School District (LAUSD)
 - Mission of LAUSD Food Services is to nourish children to achieve excellence in the classroom
 - Serve 114 million students per year with 650,000 meals served per day
 - LAUSD has undertaken initiatives to change school food over the last ten years
 - Breakfast in the classroom has rolled out to almost all elementary schools in the LAUSD system and a supplemental supper program is being piloted at 540 LAUSD school sites
 - These initiatives have resulted in increases to the consumption of these healthier foods and as a consequence, increased revenue in the LAUSD budget
- Judith Dunaway, WIC Program Manager, City of Pasadena Department of Public Health
 - 2 WIC sites serving 5,000 clients per month
 - Similar mission to that of PHFE WIC in that this program strives to improve the health outcomes of children ages 0-5
 - Agency offers peer counseling to clients in addition to nutrition education programming
 - Ms. Dunaway also oversees the NEOP program at the City of Pasadena Department of Public Health whose goals and objectives align with that of the NEOP programs in the City of Long Beach as well as that of the County of Los Angeles
- Kelly Dumke, Special Projects Coordinator, Early Childhood Obesity Prevention Initiative, Maternal, Child, and Adolescent Health Programs, Los Angeles Department of Public Health
 - First 5 LA funded project that consists of several components:
 - (a) Choose Health LA Kids
 - (b) LA Rocks – nutrition education in childcare settings
 - (c) LA Moms – obesity prevention among post-partum women
 - (d) Assisting Choose Health LA with restaurant program
 - (e) Marketing to children initiative

- (f) Efforts in pediatric clinics around the improvement of health outcomes
- (g) Working with the Department of Child and Family Services (DCFS) to update procedural guides to identify childhood obesity
- Eva Madrigal, Outreach Coordinator, Northeast Valley Health Corporation (NEVHC) WIC
 - Case load is 36,00 individuals per month at 16 WIC sties
 - Similar goals as PHFE WIC and City of Pasadena WIC
 - Ms. Madrigal is responsible for conducting outreach to promote WIC in the San Fernando and Santa Clarita Valley
 - NEVHC WIC also hosts a literacy program made possible through outside funding and offers a peer counseling program for breastfeeding support

County Data and CNAP Ideas

Jack Thompson, MPH

Research and Evaluation

Nutrition and Physical Activity Program

Los Angeles County Department of Public Health

- Current LA County data
 - Poverty in Los Angeles spiked in 2008 at the beginning of the great recession
 - (a) Poverty rates for LA County are higher than the state average
 - (b) This data demonstrates the need for efforts in the area of access to healthy foods
 - Economic hardship data is proportional to obesity rates
 - (a) large disparity between top ten and bottom ten neighborhoods even when the top and bottom ten neighborhoods may be close in proximity
 - (b) Data reinforces the need for targeted interventions
 - Strategically situated restaurants around schools
 - (a) There is a high saturation of fast food in low-income neighborhoods
 - (b) This creates a barrier to making the healthy choice is an easy choice
 - Please see attachment _____

- Encouraging data sets
 - Prevalence of obesity has shown to be leveling off but is still high and if there is a leveling off of obesity trends then CNAP members can focus efforts around further reducing these numbers
 - Fitnessgram data has improved and has demonstrated a leveling off of obesity as well
 - Obesity level among 3-4 year olds in WIC program has leveled off and has even demonstrated an improvement
 - Percentage of adults consuming 5 or more servings of fruits and vegetables has increased over the last ten years
 - Reduction in the consumption of sugar-sweetened beverages in the last five years

- Example of CNAP goals from around the state
 - Cross-educate and promote/information sharing
 - (a) Create impact within agencies
 1. Share program specific, detailed information about member agencies within CNAP group so participants can learn about partner organizations
 2. Provide updates on the implementation of programs and what is occurring at each agency – perhaps through a CNAP newsletter?
 3. DPSS quarterly partners meeting - venue to provide DPSS program updates with partners and forum to share feedback with DPSS
 4. Develop an outreach calendar that can be shared among all CNAP agencies
 5. Create a “pocket guide” of all agencies for CNAP members to use during outreach efforts – caveat is that a printed guide becomes obsolete very soon after printing
 6. Joint LA-Pasadena-Long Beach website for use as an internal resource to make referrals to other SNAP-Ed funded agencies at outreach events
 7. 211 could be a unifying place to make outreach event data available to CNAP partners
 8. FACT Team – share presentation
 9. Share contact information of meeting participants among group members

Goal: CNAP partners are looking for an internal and external resource for community outreach

- (b) Measure effectiveness of interventions
 1. Build in evaluation from the beginning
 2. Strategic review of Scope of Work (SOW) for member agencies to compare goals in order to choose CNAP objectives that allows all CNAP participants to fulfill programmatic goals

3. Can create CNAP subgroups to identify commonalities in programs as it refers to similar deliverables and common challenges to inform the CNAP objective development process (Ibtisam, Kelli)
- Improve access to SNAP-Ed programs
 - (a) Identify access barriers
 1. Referrals to other SNAP-Ed agencies is not seamless and referrals do not work if there is no coordination between programs
 2. Recent success as a result of partnerships among SNAP-Ed agencies demonstrated by DPSS enrollment events at PHFE WIC sites
 3. LAUSD described the direct certification process for free/reduced school meals without required paperwork – in LA County 80% of students qualify for program by only 160,000 of 610,000 LAUSD students are enrolled in program
 4. Creating one form to apply for all government assistance programs will require a policy change at high levels
 5. Alameda County has been working on unifying the application process for School nutrition program, CalFresh, WIC, and another program – CNAP should contact Alameda County for best practices and to learn from their experience before embarking on this project in LA
 6. Through AB 402 there is a reverse of direct certification for DPSS where families that are eligible for the school meal program will be referred to CalFresh

Goal: Public policy around universal enrollment of SNAP-Ed programs

Discussion

Developing Los Angeles CNAP – Next Steps

- CNAP membership
 - Which other agencies/organizations should we invite to form part of CNAP?
 - (a) California Food Policy Advocates (CFPA)
 - (b) Food Banks
 - (c) Long Beach and Pasadena-specific resources
 - (d) All WIC agencies (7 total)
 - (e) Retail food industry
 - (f) Restaurants
 - (g) Food Policy Council - Alexa
 - (h) Mayor's office
 - (i) Health Insurance Companies (Health Net, LA Care, etc.)
 - (j) Child Health and Disability Prevention Program (CHDP)
 - (k) Farmers' Markets

- (l) Community/target focus groups
- (m) USDA representative
- (n) Hunger coalition LA - Frank T.
- Example of SNAP-Ed program overlap
 - Farmers' markets
 - (a) WIC monthly vouchers are accepted at some farmers' markets but not all
 - (b) State project requires that farmers' markets become WIC authorized
 - (c) WICs are required to conduct outreach to farmers' markets but retail liaisons do not have time or staff to include outreach to farmers' markets and only focus on retail sites
 - (d) Choose Health LA does outreach on EBT access at farmers' markets and may be able to also include information about WIC certification
- Issues with CalFresh
 - Early Childhood Obesity Prevention Initiative partners with DCFS to cross promote programs – found that promotion is not the real issue as is enrollment barriers
 - Is enrollment the issue or is it the recertification process?
 - (a) Annual recertification process for CalFresh recipients
 - (b) Face-to-face interview waived and only phone interview is required
 - (c) Interview is waived all together for seniors if all of the individuals living in the home are seniors and/or disabled with no income

Goal: Simplifying recertification process for all Calfresh recipients similar to seniors and disabled

CNAP Member Meetings

- Quarterly meeting will be held along with webinars and/or teleconferences throughout the year

Next Steps

- Meeting minutes, presentation slides, and the contact information for meeting participants will be shared with CNAP members
- CNAP members will meet to review SOW goals and identify overlapping interests among programs
- Alameda County will be contacted for more information about their current initiatives in the area of SNAP-Ed program access

Next Meeting

- TBD