

HEALTH LEADERSHIP NETWORK
HLN/CDFA MEETING NOTES
JULY 21, 2011 – 1:30 P.M.

In attendance: Lou Denny, Former LCCAA; Susan Jen, Tammy Alakszay and Bonnie Schall, Health Leadership Network.

CDFA UPDATE

Online Promotion - Summer 2011:

Susan discussed the Online Farmers Market promotional strategy as follows:

- **Lake County Food Guide (LCFG)** – 10k Lake County Food Guides arrived on June 22nd and over 2,200 have been distributed to various entities throughout Lake County by Tammy and Bonnie. As another means of distribution 6,576 food guides will be inserted into the Lake County Record-Bee next week.
- **Local Media Marketing LCFG** – A press release was submitted to the Lake County Record-Bee on the Lake County Food Guide specifying the pickup locations. Susan mentioned the local food guide can also be viewed electronically on the following websites: Health Leadership Network at www.lakehln.org; County of Lake at www.co.lake.ca.us; Lake County Chamber of Commerce at www.lakecochamber.com; City of Lakeport at www.cityoflakeport.com, and Lake County Visitor Information Center at www.lakecounty.com. The press release should appear in this Friday's paper under AgriCulture section.
- **Local Media Marketing/Online Farmers Market** – The Lake County Record-Bee printed Susan's article on the Online Farmers Market last Friday, July 15th along with the Online Farmers Market information. Kristen Krohn the Online Market Manager will aim to update the information for the online ordering system for the newspaper weekly. Susan reported the online ordering system generated \$100 this week. She added that the County of Lake sent out an email blast with one of Susan's "Online Ordering System" article to all county staff members. At yesterday's Steering Committee meeting it was suggested to have another article written to be inserted with the county's December Tax statements.
- **Lakeport Cinema 5** – The Online Farmers Market will make an appearance as an On-Screen Advertising slide at the local theatre. A slide in each theatre will be shown repeatedly before each movie. The six-month slide campaign will begin as soon as the artwork is reconfigured into a slide format.
- **T-shirt Bags** – Susan presented the design that was submitted to Aurora Plastics and Packaging for the white T-shirt bags with "Taste the difference . . . Eat Fresh –Buy Lake County Grown" campaign. Adding "Taste the difference . . ." to the T-shirt bags came about through the Farmer's Training session early July. The bags are biodegradable and will be used by the farmers for their client's orders from the online system. The dark purple Sharpies with "Eat Fresh –Buy Lake County Grown" will be given to the farmers as writing instruments to inscribe the orders on the T-shirt Bags.
- **MendoLake Family Life Magazine** – An ad for the online market will appear in *MendoLake Family Life* magazine. The three-month campaign will begin in August. Tammy showed the magazine with a small article on the online ordering system in this month's (July) issue.
- **Lake County Restaurant Campaign** – Susan presented the Table Placards design as an outreach to institutions and restaurants to utilize "Eat Fresh ~Buy Lake County Grown." In addition, "Leaf" decals are being developed to represent a serving of fresh *fruit or vegetables* for placement on restaurant menus.

Online Outreach Position:

Susan pointed out that Tammy has been hired for the part-time sub-contracted position. The outreach position is to fulfill the Farm Bureau's need for outreach and promotion of its Online Farmers Market ordering system during the current growing season, a period critical to building the project for long-term sustainability. Tammy will assist the online system's Market Manager with duties that require working away from the office, providing outreach to the community, farmers and institutions. Susan reviewed Tammy's goals:

1. Provide outreach to all local farmers as a means to engage their participation in the online ordering system.
2. Coordinate with Farm Bureau Market Manager and current "Eat Fresh ~Buy Lake County Grown" promotional strategies to get flyers and other information to farmers and food producers regarding the year-round online ordering opportunity.
3. Double farmer participation in the project from 14 to 28 through the current growing season.
4. Train a minimum of 20 local farmers and 4 institutions on use of the online system, assisting them with setting up their products online and/or showing them how to place orders.
5. Establish a sustainable drop point for online orders to be picked up in the Cobb or Hidden Valley/Middletown area.
6. Provide Outreach to institutions and restaurants to utilize Eat Fresh ~Buy Lake County Grown" table tent cards and menu decals.

Online Farmer Training:

Susan reported the first formal "Online Training" with the farmers took place on July 6th at Angel's in Finley was very successful with fourteen people attending. Chuck Majors of Morgan Valley Products signed up as a "seller" for the online system from the training session. There were others who were very interested in the Online Farmers Market and Tammy will be contacting the other attending farmers as a follow-up. Susan remarked that at the previous Steering Committee Steve Hajik suggested having Tammy contact Hue De Laroque Farms to become a "seller" on the FB's online ordering system.

CDFA Grant Legacy Ideas:

Susan discussed the Steering Committee's brainstorm on what the CDFA Grant Legacy could be at the end of the grant. The following ideas were conveyed:

- Food Forum on a less grander scale than the prior forum
- Consolidate all of the "specialty crop" grant programs on a website
- Create an Agricultural Advisory Committee consisting of agriculture and food focus organizations

The Steering Committee had expressed the proposed Agricultural Advisory Committee's purpose could give advice and make recommendations to the Lake County Board of Supervisors, and other county boards, commissions and departments, on matters affecting, or of interest to, the agricultural industry. In retrospect the primary focus of the committee would include the sustainability and economic prosperity of agricultural production in Lake County.

LOCAL FOOD ROUNDTABLE UPDATE

California Human Development (CDH) Grant:

Susan spoke about the development specialist (grant writer) Ed Ober from CDH who attended the Local Food Roundtable (LFRT) meeting on June 16th. The purpose of CDH is to create jobs. Ed has written a

grant, which is designed to create over 70 jobs in Lake County. The grant will be used for developing infrastructure for our local food system by establishing a local food processing plant at Mt Konocti Growers. The grant award is for \$800,000 to be spread out over three years. CDH foresees spending almost half of the grant funds on facility equipment.

If CDH receives the grant the focus will be on the following over a three year timeframe:

- Pears and grapes value-added products such as sauces, spreads and juices (first year)
- Walnut value-added products such as walnut flour, butters, oils, and spreads (second year)
- Grain storage and value-added products such as gluten free breads and crackers (third year)

Susan believes CDH is well-positioned to receive the grant that is focused on food. Susan was able to assist in developing the grant concept and vision, but CDH will be the Grantee that will manage the grant's funding for the project.

Local Food Roundtable Restructuring:

LFRT is going through a restructuring process with several sub-committees being created. Denise Rushing is the facilitator and creates the agendas for the LFRT meetings. The next meeting is July 29th at the county courthouse at 5 PM.

The following are the topics to be discussed at the next meeting:

- Local Food Sufficiency
- Local Food Production
- Growing Markets for Local Food
- Access to Nutritious Food for all population sectors
- Local Farm to Energy Production

HEALTH POLICY CABINET UPDATE

Let's Move Campaign:

Susan talked about writing a small 10k grant from Healthy People 2020. Healthy People 2020 objectives are to promote improved health at a community level. Grant funding is intended to support activities above and beyond general operations. Susan reviewed two options for this grant:

Option one is to write the grant around retail tobacco sales to underage youth. Susan recognizes that many persons under the age of 18 years purchase or otherwise obtain, possess and use tobacco and nicotine products. Studies have shown that most smokers begin smoking before the age of 18 years; and those persons who reach the age of 18 years without having started smoking are significantly less likely to begin smoking; and because smoking has been shown to be the cause of several serious health problems, including cancer, heart disease, and respiratory problems, which subsequently place a financial burden on all levels of government. One of the impacts of a smoking ordinance would be to deter sale of tobacco products to underage youth.

Option two came about from a prior HLN Policy Cabinet meeting, and ideas expressed by Wally Holbrook and Dr. Tait. The grant funds would be used for public awareness promotion and policy development regarding strategies included in the ***Let's Move!*** Campaign initiated by Michelle Obama. This campaign is a push to decrease current obesity rates and raise healthier children so that they may grow to become healthy adults. The awareness promotion would focus on the four pillars of the First Lady's ***Let's Move!*** campaign:

1. Giving parents and caregivers the tools they need to make healthy choices in early childhood

2. Improving nutrition in schools
3. Improving access to healthy, affordable foods
4. Increasing physical activity opportunities

The *Let's Move!* campaign is not only to reach out to children, but to parents, to caregivers, to teachers, and lawmakers to make this a true communal movement to end obesity. *Let's Move!* has partnered with Partnership for a Healthier America and a number of other organizations, including athletic organizations to generate a major force in the push to make sure that effects of obesity such as; high blood pressure, diabetes, heart disease etc. do not shorten the life span of America's youth. The campaign is focused on making healthier choices instead of snacking on candy, chips or cakes; it is recommended to replace them with fruit. The campaign encourages family to take time to be active outside; walking, running, playing at the park, or joining a sport. It is recognized that small choices can really make a difference for everyone in the long run. The goal, as set out in a report from the White House Task Force on Childhood Obesity, is to reduce childhood obesity from 20% to 5% by 2030. Susan stated she will be discussing this awareness campaign with WIC as being the fiscal sponsor, which has 501c3 status.

Tribal Health Activities:

Tribal Health has two large grant projects which include collaboration with community partners; including updates at HLN meetings. One of the grant projects focuses on prevention of Fetal Alcohol Syndrome (FAS) and the other is a home visitation grant. Both of these projects have incorporated information from Adverse Childhood Experiences (ACE) research into their approach. Susan is considering pursuit of a large grant to follow up on the work that has been done on (ACE) in our community. Studies show that children with adverse childhood experiences are more likely to engage in substance use and other addictive behaviors and have higher long-term health risks which can shorten their lives by 20 years.

Susan also discussed using Dr. Chasnoff's clinically proven screening tools – 4Ps – to learn more about pregnant patients' alcohol, tobacco, street and prescription drug use and provide clear intervention protocols where appropriate. FAS is the number 1 cause of mental retardation in children

Childhood Obesity Conference:

Susan attended the 6th Biennial Childhood Obesity Conference in San Diego. There were 1,800 participants from across the country in attendance. The conference consisted of the nation's largest collaboration of professionals dedicated to combating child obesity, to showcase the latest research, best practices and strategies toward reducing our country's ballooning childhood obesity rates.

Other Updates:

Susan stated she will be giving report to the Board of Supervisors on the CDFA Grant. Susan realizes one of the pieces missing in Lake County is Public Relations (PR). Communication with the local government and the public as to what all of the health organizations, nonprofit associations, and other entities are undertaking in Lake County. Establishing the missing piece of PR builds and maintains positive relationships with the community and local government. Susan indicated that other counties in California are more aggressive with their PR, having health platforms, obesity platforms and other platforms that are run through their local governments to keep the public connected and aware as to what is happening throughout their communities.

Susan announced the HLN/CDFA's meetings are scheduled for the third Thursdays every other month. The next meeting will be held on September 15th, 2011 in the BOS Chambers from 1:00 - 3 p.m.

The meeting was adjourned at 3:00 p.m.