

HEALTH LEADERSHIP NETWORK MEETING
NOVEMBER 18, 2010

In attendance: Angie Corwin, Network for a Healthy California; Lou Denny, Lake County Community Action Agency; Rachel LaMell, Redwood Children's Services; Tammy Alakszay, Americorps/Lake County Office of Education; Shelly Mascari, Childcare Planning Council; Tom Jordon, First 5 Lake County; Susan Jen and Jackie Armstrong, Health Leadership Network.

CATCH UPDATE. Tammy reported that Americorps After School staff is implementing CATCH, Rethink Your Drink and Power Play at least twice a week at five sites including Kelseyville, Lower Lake, Pomo and two Lakeport programs. Lower Lake Elementary School will begin implementing CATCH during school hours in January.

Regarding the curriculum distribution, Tammy said that all the 8/12/10 CATCH Training attendees except the Highlands have received their binders and activity cards, but Lucerne only has the 5th-6th grade kit. Susan reminded Tammy that she will need to know totals of how many have been trained and how many kids and classrooms are now using CATCH for the final TCE report.

In response to Susan's observation that there appear to be enough grant funds to pay for a preschool training, Shelly said that she would suggest a spring training to the Planning Council and provide Susan with an estimated number of attendees within the next two weeks. Tom reminded Susan that First 5 Lake also had unexpended preschool training funds.

SCHOOL RECIPE CONTEST. Shelly reported that she and Tammy were working with Marla Peterson, Konocti Unified Nutrition Director, to schedule a recipe competition capitalizing on Michelle Obama's national challenge. The deadline for registering a team for the cook-off in Washington DC is December 30, 2010. Food service directors at all seven school districts have expressed interest, with three commitments to participate. Each district can enter a team of up to 12 individuals including the student who created the recipe, student tasters, a nutrition professional, professional chef and 1-2 parents. The recipe has to be usable in a cafeteria. Marla has not yet confirmed whether or not the Lower Lake High School culinary arts kitchen, with 4 cooking stations, could be used for the local cook off. Shelly added that they have a list of prospective judges but are waiting for the cook off date to be confirmed before making those contacts.

Shelly said she would be providing Susan with an estimated cost of providing aprons or T-shirts with the "Eat Fresh, Buy Lake County Grown" slogan to all team members. She also suggested hosting a yogurt party for the winning school. Susan said she would like to consider sponsoring a jump rope assembly.

CAUSE AND CONSEQUENCE WORKSHOP REPORT. Susan explained that Dr. Chasnoff had cautioned everyone at the training against publicizing his initial findings on use of the 4Ps screening in our clinics because they are based on such a small sampling. She added, however, that service providers in the audience seemed to concur with his data and that Dr. Chasnoff also said that it has been his experience

that the expanded sample will support the initial data. Tom added the Lake County data is based on MediCal patients only and that, typically, the numbers will be even higher among pregnant women with private insurance.

One of the startling statistics shared by Dr. Chasnoff, Susan continued, is that over 70% of the women responding to the 4Ps questionnaire reported using alcohol, tobacco, prescription or illegal drugs prior to finding out that they were pregnant compared much lower rates in other states and in other CA counties where they are using the 4Ps. Dr. Chasnoff noted that substance use generally decline by 50% once the woman learns she is pregnant but fewer Lake County women were suspending substance use during pregnancy. Cigarette smoking showed the smallest decrease during pregnancy. While smoking is an anti-depressant and perhaps a critical coping mechanism for many people, Susan pointed out that a 1% decrease in smoking rates in the county would result in a 1% improvement in mortality rates, and could improve our county's overall health profile, such that we could climb out of our ranking among the bottom 5 counties in the state for death due to all causes.

Susan said Dr. Chasnoff's data also conforms to Countywide Health Needs Assessment findings identifying the most significant problems as substance use, mental health issues, chronic diseases due to obesity, and senior support services. She added that HLN had recently submitted an application for a Rural Health Network Development grant to plan a cross-agency response to these issues in the form of a wellness framework focused on building resiliency in folks in order to reduce substance abuse. Planning goals will most likely include institutionalizing the 4Ps and packaging services to improve the County's 8% referral response. The only likely exception to poor referral statistics is Tribal Health where clients receive a warm hand off and follow up services.

Lou said that Sheriff-Elect Rivero was working to resurrect the Drug Task Force to deal with the threat of an even more addictive methamphetamine called Montana Meth that's also more easily produced. Susan said that the Department of Social Services was participating in a 4-County grant project to create partnerships to deal with the methamphetamine problem.

In response to Tom's comment about the severity of the County's upstream problems, Susan said that Dr. Feletti's Adverse Childhood Experience (ACE) study supports Dr. Chasnoff's findings. A significant number of Lake County responders to the ACE survey indicate exposure to early adverse experiences. Dr. Feletti, in his article, "Turning Gold to Lead", discusses how ACE factors contribute to substance use and other addictive behaviors. Dr. Felitti's research shows that people tend to conceal shameful experiences and that healing can actually begin simply by bringing the experience to a conscious level and addressing root causes of unhealthy behaviors.

In response to Shelly's suggestion that Child Abuse Prevention Month (April) represents a good opportunity to raise awareness about protective factors, Susan said that protective factors can vary a bit by age. Parent resilience and coping strategies are important for children of all ages, but for young children parental awareness of ages and stages of development is protective, while the research on youth assets would be helpful as protective factors during adolescence. Rachel said she was working to

launch a mentoring program in a couple of Clearlake schools as part of her responsibilities to provide wrap around services to DSS clients. Jackie said that one Colorado elementary school where she'd worked required every employee to mentor at least one at risk child. She added that she'd learned many valuable parent coping and child management skills from teachers in whose classrooms she volunteered over an 8- year span.

GROWING OUR LOCAL FOOD ECONOMY WORKSHOP REPORT. Susan reported that a lot of good information was shared and collected during the 10/21/10 workshop that included demonstrations of online food ordering systems operated by the Community Co-Op and Lake County Farm Bureau. She added that she had been attending California Alliance of Family Farmers (CAFF) meetings in Sonoma and Lake County to discuss the development of a regional hub for distributing locally grown products.

LOCAL FOOD GUIDE. Jackie continues to work on developing a Local Food Guide that will include information about local farmers, growing practices, canning classes, seasonal availability of crops, etc. Shelly will provide electronic copies of her local farm articles and photographs.

Angie reported that the State of California had adopted its own name and logo for the food stamp program called "Cal Fresh." She said the Network for a Healthy California will be working with Catholic Charities to distribute brochures throughout Lake County, focusing on Healthy Start and recipients of free and reduced school meals. She added that Lake County may want to adopt Mendocino County's economic benefit approach by advertising that full utilization could bring an additional \$6 million into our local economy. She concluded her report by saying that there will be no changes for current recipients and no need to reapply. Shelly suggested checking with the Department of Social Services to see if they had any plans for promoting "Cal Fresh."

The meeting was adjourned at 2:00 p.m.