

Health Leadership Network Meeting Notes

November 19, 2009

Clearlake Family Health Center

In attendance: Rebecca Dierssen, County Parks Department; Deb Harris, Network for a Healthy California; Sherilyn Taylor, County Public Health; Lou Denny, Community Action Agency; Tammy Alakszay, LCOE/Americrops; Dr. Elsa Valdivia, Clearlake Family Health Center; Terre Logdson, County Marketing/Economic Development; Merrill Featherstone, Lake County Tribal Health; Susan Jen and Jackie Armstrong, HLN.

I. Farm-to-Institution

Terre reported that the first draft of a local food assessment survey had been completed for review by members of the Food Policy Council. The final draft would be posted online following a presentation to the Board of Supervisors on December 15, 2009.

Susan suggested that it would be helpful to map the location of farmers and storage sites to help resolve local distribution issues. She added that Konocti Unified School District received grant funding to buy more fruits and vegetables but distribution to their six campuses remained a challenge. During a discussion of distribution issues, the following points were made:

- a) Clover Valley distributor and Jim Leonardis both have refrigerated trucks;
- b) Lars Crail is working on a grant to establish a north coast distribution center in Santa Rosa;
- c) Existing distribution gaps should be kept in mind when identifying CSA drop sites;
- d) Community Action Agency's truck is empty on the way to Santa Rosa.

Susan reported that she was waiting to receive the contract for a USDA grant that would expand specialty crop production by 20 acres by creating new markets, implement an online order system for local produce, and sponsor a Food Summit next March. She shared her preliminary ideas for the Summit with morning plenary topics such as the medicinal value of food, benefits of eating local foods, the use of prescriptions for food and activity to combat malnutrition. Suggestions from the group for additional topics and presenters included:

- a) Topic: Plants that Heal
- b) Edible Education, Alice Waters, UC Berkeley
- c) Debra Eshmire, National Farm-to-School Program
- d) Jenny Huston, Chic LeChef
- e) Childcare and activities for children
- f) Demonstrate that healthy foods don't cost more
- g) How to Make Hamburger Helper healthier
- h) How to make meals on a budget
- i) Parent vs. Kids Cookoff
- j) Provide recipes, food samples, handouts in English and Spanish
- k) Deb said she had cookbooks that could be distributed
- l) Facilitated discussion between growers and buyers (Jenny Huston, potential facilitator)

Susan said that she envisioned a closing session involving all attendees in order to produce an outcome such as a local distribution system including a sustainable farm-to-institution program. Jackie said that each workshop might produce its own product/result.

Terre and Susan discussed parameters for development of a mantra or logo that could be used as a marketing tool to identify the movement. It was decided that Susan would contact a graphic artist to match the colors in the Farmers' Finest logo to the Buy Fresh, Eat Local slogan as a means to link the two. Doing this would address concerns about Farmers' Finest logo being used without on-going purchase of local produce by those who display the logo in eating establishments, businesses or cafeterias.

II. CATCH Update

Tammy said that she was beginning to collect monthly tracking forms from teachers so she knows and can document exactly what each class is doing and how often. Tammy reported that only two of eight people trained to implement CATCH in after-school programs two years ago were still on staff so she was attending site coordinator meetings to familiarize the new people with CATCH and help establish site councils.

Susan reported that Tammy had ordered a supply of equipment to reward participants and provide incentives to cement the site councils as viable proponents of the program and points of contact.

She and Tammy have developed a short survey to find out how aware students are of school health policies and what they think about the new vending machine offerings and cafeteria menu changes.

Susan said that CATCH provides evaluation of kinds and frequency of food eaten that could be used as pre and post testing in classrooms where CATCH is being utilized. This could complement BMI testing of 5th and 7th graders. It was mentioned that perhaps BMI comparisons could be made for the same students between 5th and 7th grade. Dr. Valdivia said that she thought two years was too long between BMI assessments. She suggested 3 month assessments would be more productive to change behavior.

III. Recreation Follow-Up

Rebecca reported that the county's goal was to establish a network of trails around Clear Lake that would eventually connect with other regional trails in order to promote the county's unique assets and healthy lifestyles. She distributed copies of a Konocti Regional Trails survey that identified resident priorities for trail uses and amenities. She suggested that people could log onto konocitrails.com for more information about the project and to access seven water trails maps that were currently available for kayakers.

Susan reported that a survey of high school gym availability indicated there were few openings between August and March. Jackie will pursue other district facilities where year-round family recreation programs could be held up to three times per week.

IV. Tribal Health Outreach Grant Update

Merrill reported that the program at Big Valley currently provides support groups, preschool and parent-child counseling and that she was working to outreach other Native Americans, particularly those not living on Rancherias. She said Tribal Health Outreach would be hosting a lunch in December to establish working relationships with other tribal leaders and hopefully establish a prenatal support group at another Rancheria. She also invited everyone to attend an Open House and exhibit sponsored by Big Valley's Cultural Wellness Class from 11 am to 2 pm on December 10.

The meeting was adjourned at 2 pm.