

Health Leadership Network Meeting Notes

December 17, 2009

Umpqua Bank Community Conference Room, Lakeport

In attendance: Tammi Silva, Sutter Lakeside Hospital; Terri Persons, Lake County/City Area Planning Council; Laurel Chambers and Jennifer McClendon, Network for a Health California; Tammy Alakszay, LCOE/Americrops; Terre Logdson, County Marketing/Economic Development; Merrill Featherstone, Lake County Tribal Health; Tom Jordan, First 5/Community Action Agency; Clelia Baur and Shelly Mascari, prospective marketing consultants; Susan Jen and Jackie Armstrong, HLN.

The following members of the CDFA Grant Steering Committee were also in attendance: Chuck March, Lake County Farm Bureau; Teale Love, Farmers' Finest; Rachel Elkins, UC Davis Cooperative Extension; Debra Sommerfield, Lake County Marketing and Economic Development.

I. CDFA Grant

Susan identified members of the Steering Committee in attendance and made the following points during a review of the grant proposal:

- The new CDFA grant supplements and compliments HLN's existing grant from the California Endowment by expanding its role in bringing groups together to support community health.
- The primary goal of the grant project is to increase specialty crop production by increasing consumption.
- Marketing the benefits of fresh, local produce as well as facilitating connections between growers and buyers will be important parts of implementation.
- The marketing program will be launched by a Food Summit tentatively scheduled for next March. She envisions a keynote panel of experts who will lead afternoon tracks designed to develop action items that contribute to increasing markets and consumption as well as resolving distribution issues.
- Kelseyville Unified School District Food Services Director increased the amount of fresh produce from 2,920 lbs. (\$3,500) in 2008 to 5,589 lbs. (\$10,000) in 2009.
- Less than 10% of the population is eating the minimum daily requirement of fresh fruits and vegetables.
- The cost of health care and lost productivity in Lake County is estimated at \$78 million/year.

In response to Clelia's question about affordability of fresh vs. prepared foods for financially strapped families, Jennifer said that the Food Stamp program is highly under-utilized and can increase the purchasing power of low-income families. She added that Mendocino's "Eat right when money's tight" campaign brought an additional million dollars into the economy of that county.

Rachel agreed that a lot of Food Stamp money is currently being left on the table but pointed out that expanding Food Stamp usage needs to be a coordinated effort involving the Board of

Supervisors, Department of Social Services and others. She suggested that Susan contact Ron Jones for access to the statistics he developed on the subject.

Regarding the expansion of specialty crop acreage, Rachel said that a lot of Lake County's agricultural acreage is currently under-farmed or not in production.

On the subject of the Food Summit:

- Susan said that the event needs to produce measurable results including a list of action items.
- Teale said that distribution was not an issue for small farm members of Farmers' Finest because they weren't growing/producing more than they could deliver themselves and that there was already a cooperative distribution system in place.
- Terre suggested that the value of the Food Summit may be in having the growers and buyers in the same room; including institutional buyers who have already increased their purchasing.
- Two obstacles to local buying identified in the Lake County Community Food Assessment are the unpredictability of delivery and not knowing what's available. The online ordering system funded by the CDFA grant should resolve the latter.
- Terre said it will be important to attract the managers of farmers' markets, grocery stores, casinos, restaurants, hospitals, etc.
- Susan will draft a request for proposals for a marketing consultant to promote the Food Summit as launch of marketing strategy.
- Robinson Rancheria's conference center was approved as the location.
- The 2nd or 3rd Monday of March 2010 were identified as target dates for the event.

Rachel suggested establishing a workgroup to continue Food Summit planning. Susan, Jennifer, Debra or Terre and a Farm Bureau representative will meet at 10 a.m. on January 8, 2010 in Conference Room B on the first floor of the County Courthouse.

II. Workgroup Updates

- a) Terri reported that the Lake County/City Area Planning Council received a competitive grant from CalTrans to develop a non-emergency medical transportation (NEMT) plan. The council will be sending out an RFP to hire a consultant to help with development of the plan. The Council will also be coordinating closely with Linda Schulz who is working on a Countywide Health Needs Assessment.

Terri said that the Safe Routes to Schools Plan could be found under "Documents" at <http://lakeapc.org>. She added that educational programs for pedestrians are planned at four Lake County locations: Dam Road, Hartley in Lakeport, and two sections of Eastlake Drive.

Finally, Terri announced that a workshop for the 20/30 Project was being planned for late February or early March.

- b) Susan cited the following indications of progress in her 12/31/09 report to the California Endowment:

- an increase in the number of local farmers' markets from 2 to 5,
 - community garden production and distribution of 6,000 lbs. of food by the Hunger Task Force,
 - a 90% increase in fresh food purchased by Kelseyville Unified School District as previously reported,
 - completion of the Lake County Community Food Assessment and a presentation of findings to the Board of Supervisors,
 - initial contacts with school sites and instructors regarding a spring 2010 implementation of Family Fitness Nights,
 - the Health Policy Cabinet's identification of poor cooking skills as a major impediment to increasing consumption of fresh foods and development of a plan to videotape a series of cooking classes for use on TV8 and in waiting rooms of hospitals, clinics, Dept. of Social Services, etc.
- c) Terre reported that Meals on Wheels had been targeted for major funding cuts, potentially devastating to local programs where 28% of the population is over 60 years old.

The meeting was adjourned at 2:15 p.m. The next meeting is scheduled for noon on Thursday, January 21, 2010, in the Administration Conference Room at Sutter Lakeside Hospital.