

## HEALTH LEADERSHIP NETWORK

APRIL 15, 2010

In attendance: Michelle Malm, Kelseyville Unified School District; Tom Jordan, First 5 Lake; Dave Geck, Lake County Office of Education; Tammy Alakszay, LCOE/Americorps; Marla Peterson, Konocti Unified School District; Sherylin Taylor, Lake County Public Health Department; Susan Jen and Jackie Armstrong, Health Leadership Network.

CATCH UPDATE. Tammy reported that

- Cobb and Upper Lake CATCH Councils held meetings and received activity supplies.
- Americorps volunteers planted seedlings in the After School program and are gearing up to help prepare and plant a number of community gardens in May.
- She will be leading CATCH activities in three Konocti Unified classrooms during state testing.
- She has organized a program for parents to provide healthy snacks to Upper Lake Elementary and Middle School during state testing.
- She also attended a regional meeting of Network for a Healthy California where PowerPlay, access to fresh food and Konocti Trails were discussed.

Susan said that she would be meeting with Cindy Adams, LCOE, this afternoon to talk about CATCH training for preschool teachers. The purpose of CA Endowment funding, she explained, is to provide impetus for systems change and CATCH has demonstrated its effectiveness to imbed nutrition and activity curriculum which is important since Wellness Councils are dormant. A CATCH Booster Training, likely to be scheduled at the end of the school year, will focus on identifying which program elements are working well and how to strengthen the under-utilized components.

Susan announced that HLN is working with Shelly Mascari to conduct a countywide contest to promote consumption of produce before the end of the school year. First, second and third place prizes will be awarded to the best essay from 4<sup>th</sup> or 5<sup>th</sup> to 7<sup>th</sup> grade students.

There was some discussion about publicizing a countywide Jump Rope day. Dave said that the effort would require someone to do the leg work, which expanded the discussion to utilize Americorps tutors or Internal Work Experience (IWE) students. Tammy explained that the Americorps tutors were obligated to meet contract requirements but also said that Rob was exploring expanded program options. Dave said that, with the exception of Kelseyville High School because the campus was not adjacent to an elementary school, it might be entirely workable to use IWE students to lead CATCH, jump rope or other physical activities.

Susan said that she would also be talking to Cindy Adams about the possibility of pursuing a Share Our Strength grant for After School Health Foods and Snacks. Her idea was to offer cooking classes and videotape some of them for broadcast on TV8. She thought it would be pretty exciting for kids to not only have the opportunity to learn to cook but to also see themselves and one another on TV.

Tammy concluded her CATCH report announcing that Deb Harris had scheduled a cooking class at Cobb Elementary School on Thursday, June 3. Marla said that Donna Bowen had mentioned that the chef at Twin Pines Casino would be conducting cooking demonstrations at a school in the Middletown Unified School District.

LOCAL FOOD GUIDE. Copies of the Mendocino County Local Food Guide and Lake County Farm Trails brochure were distributed for a discussion about the strengths and weaknesses of the two formats. The following comments were made:

- Tammy suggested making it more of a wellness guide by including activity information.
- Marla suggested including canning information.
- Tom thought the Mendocino guide was fairly cumbersome and that it would only be used by motivated individuals. He said that you'd have to change the way people think for it to be widely used.
- Marla suggested including hiking trails.
- Susan suggested dividing producers by where consumers would find their products: Farm Direct, Farmers' Markets and retail outlets.
- Marla and Susan both recommended exploring the feasibility of incorporating "Buy Local" shelf talkers into local stores.

It was the consensus of those present that the Farm Trails brochure was superior because it was more attractive, friendlier, showcases Lake County, and the map size makes it more convenient to keep handy.

FOOD STAMP UPDATE. Susan reported that the county is losing approximately \$6 million annually due to under-utilization of food stamps and that the Lake County Department of Social Services had just completed a conversion that will enable residents to apply online. She said that HLN will endeavor to design tip sheet to be placed in grocery bags that promote the Supplemental Nutrition Assistance Program (SNAP) and nutrition, including value-per-portion examples for nutritious foods. Other tip sheets will be developed to promote healthy habits and provide information about local resources.

ENACT UPDATE. Susan reported that 2010 information has been collected from most of the organizations that had completed the original assessment in 2008 and that HLN staff would continue to work to gather information from additional organizations and agencies. Suggestions for inclusion included:

- Konocti Unified expanded weight room, boxing club and expanded K-8 intramural program.
- Westshore Youth Basketball League's expansion to include grades 7-8 this year.
- Konocti's Basketball League.
- Westshore Park Phase II plans.

DATA REPOSITORY. Susan reported that HLN continues to work with Lake County Health Services and other partners to identify data elements to assist organizations in identifying key factors and programs to improve local population health.

DR. CHAMBERLAIN. Susan announced that Dr. Chamberlain, PhD would be presenting research on the in utero effects of violence, as part of a training fundraiser for doulas in Lake County on May 3. He is also available for a community workshop on May 4. The Clearlake Family Health Center was under consideration as a possible location for the May 4 event, but not confirmed.

The meeting was adjourned at 2 p.m.