

HEALTH LEADERSHIP NETWORK

May 20, 2010 Meeting

In attendance: Angie Corwin, Network for a Healthy California; Rebecca Breton, Upper Lake High School student; Joanne Breton, President, Upper Lake Elementary School District; Sherylin Taylor, Lake County Public Health Department; Merrill Featherstone, Lake County Tribal Health; Tammy Alakszay, Americorps/Lake County Office of Education; Susan Jen and Jackie Armstrong, Health Leadership Network.

LOCAL FOOD GUIDE. Susan said that it seemed best to delay publication of a Local Food Guide until the online ordering system was operational in order to promote it. She added that it seemed likely the first edition would be more like Mendocino County's in order to incorporate more information about a local food system, canning, food banks, farmers' markets, etc. She also reported that HLN's Executive Committee expressed a preference for a simple tri-fold brochure directing people to the Farmers' Finest website where the information could be more easily updated.

ONLINE ORDERING SYSTEM. Susan reported that HLN was fortunate to have received two strong proposals and, following a lengthy discussion about the strengths of each, the Proposal Review Committee had selected the Lake County Farm Bureau's proposal. The plan is to first connect institutions with the online ordering system and then expand the system to include individuals. The Konocti Unified School District Food Services Director has volunteered to pilot the system this summer.

FARM-TO-SCHOOL/CATCH UPDATE. Tammy reported that she and Marla Peterson, Konocti Unified School District Food Services Director, had partnered to make PowerPlay and CATCH demonstrations in 10 4th and 5th grade classrooms the previous two weeks. She and Marla hoped to have a Carle High School student videotape the same demonstration on Monday, May 25.

Tammy said that she has also scheduled CATCH presentations in 3 kindergarten, one 1st grade, one 2nd grade and one 3rd grade Upper Lake Elementary School classrooms. As part of efforts to recruit teachers to an HLN-sponsored CATCH training on August, 12, 2010, she had scheduled six more presentations at Upper Lake Elementary School next week.

Tammy said that CATCH activities would be added to Upper Lake Elementary School's Field Day program and that the Network for a Healthy California would incorporate Rethink Your Drink activities into a Field Day at Pomo Elementary School.

She concluded by saying that she'd harvested half of the Upper Lake Elementary School garden and given the radishes to a teacher to incorporate into a lesson using "Won't Take A Bath Cure."

Susan reported that HLN would be sponsoring two CATCH trainings in August. The first on 8/12/10 would be a booster training to strengthen collaboration between the various CATCH components (classroom Grab 'N Go instruction about nutrition and physical activity, food service, administrative support and parent involvement). In response to Merrill's question as to whether there would be space for 3 Tribal Health preschool staff members, Susan said she believed that another 3 participants would fit within the maximum

of 35 attendees including commitments from state-funded preschool staff. Tammy offered to show the curriculum to Merrill. Sherilyn suggested that WIC staff involvement might serve to reinforce their 0-5 preschool programs and help coordinate information provided by eligibility workers.

Regarding Farm-to-School efforts, Susan reported that Kelseyville Unified School District's Food Service Director, Michelle Malm, had nearly tripled local fresh food purchasing from 2008/09 to 2009/10. The Kelseyville model included high school students participating in the planting, tending and harvesting of crops at a nearby farm as well as preparing the food and sharing it with elementary school students. She added that Konocti Unified School District Food Services Director Marla Peterson was also on board with local food purchasing.

Regarding school gardens, Tammy said that Ag students would be involved in developing a 2 ½-acre plot on Upper Lake school grounds and that plans included fruit trees and vineyards in addition to a vegetable garden. Angie said that Western Growers offered grants (due June 1 and November 1) to provide up to \$1,500 for irrigation/infrastructure. She added that Fort Bragg had developed a model project involving the schools and Harvest Market worthy of a site visit. Laura Welter would be another good contact for the Coast Family Resource Center garden project.

Tammy added that Deb Harris, NCO, had schedule a cooking demonstration at Cobb Elementary School at 5 p.m. on June 3rd and that she and Shelly Mascari would be collaborating to document school wellness activities for a local media press release.

CALIFORNIA DREAMING. Tammy shared an interactive PowerPoint during which participants mimic recreational activities throughout the state (kayaking, skiing, hiking, etc.).

SCHOOL ACTIVITY CHECKLISTS. Susan distributed an activity checklist that she hoped would be completed by anyone familiar with what activities were in place at various school sites.

SNAP TIP SHEET. Susan also circulated a tip sheet with information about the online application process for food stamps on one side and information about the costs and nutritional benefits of some fresh vs. processed foods. She said that HLN expected to distribute the tip sheets through Healthy Start programs, senior centers and grocery stores. Angie suggested asking grocery store managers to review the tip sheet before getting them copied.

VENDING MACHINE POLICY. Susan reported that the Health Policy Cabinet had discussed recommending a vending machine policy for county facilities that reinforced standards mandated for public schools. Policy options included requiring a few healthy choice items or allowing only healthy choice food items. Angie said that Sonoma County was considering a policy allowing only healthy choices. Jackie reported that she had just talked with Canteen Service, Lake County's only vending machine vendor, that that he had shared the following information with her:

- Canteen services 400-500 machines in Lake County.
- Balanced choice items are available in all county and hospital vending machines. All of them sell at reduced volumes but the company recognizes that there is also a market for healthier options.

- Vending machine sales had declined by 40% on school sites since adoption of healthier food standards.
- School vending machine revenue at Ukiah High School declined from \$25,000/year to \$15,000/year.
- Replacing Nacho Cheese Doritos with oven baked Doritos resulted in sales of that produce dropping by 50%.
- Soda represented 90% of their sales only 5 years ago; now it's 50/50 with other beverage options (vitamin water, water, etc.)

ROUNDTABLE ANNOUNCEMENTS.

Merrill announced that in the second year of the Tribal Health preschool program, there were 52 children enrolled. She explained that their program also offered prenatal, post partum and parenting classes. She added that one Council of Women group has continued meeting for 7-8 years and a new 9-month group will rotate meetings between the clinic, Robinson or Upper Lake Rancherias, and Elem or Middletown Rancherias.

Merrill also announced that Tribal Health is partnering with HLN to sponsor workshops with Dr. Felitti at Tribal Health. There will be two 2-hour workshops: one advanced in the morning, and an introductory workshop in the afternoon. The focus of both workshops will be Dr. Felitti's findings from the Adverse Childhood Experience Study (ACES) and how these can be used to develop a more holistic approach to addressing ACE factors among service providers in Lake County and to create prevention messages regarding the health impacts of childhood trauma.

The workshop will also include results from the ACE project recently completed by the Children's Council. As background, Susan explained that Dr. Felitti's interest in childhood trauma resulted from his association with a weight loss program in which women who had been enormously successful in losing weight, began to gain it all back. With deeper questioning into the root of the weight gain, it was discovered that most of the women had been abused, neglected or exposed to other trauma as children. This early trauma was impacting the long term success of the women's weight loss. When he shared his findings with the Center for Disease Control, they funded research to determine whether the results from his findings could be replicated among a broader population. An ACE questionnaire that asked about 10 types of child trauma was routinely given to patients at Kaiser Permanente San Diego where it was confirmed that the results were reproducible. ACE research confirmed that unhealed early trauma can be the precipitator for a number of addictions from food to drugs and that these in turn can lead to chronic diseases that result in shortening the lifespan by as much as 20 years.

Susan reported that Cathy Ferron gave a PowerPoint presentation to the Children's Council summarizing the prevalence of ACE issues in Lake County and that presentation would be made available on the HLN website in the near future.

Sherylin Taylor circulated resource cards that the Public Health Department has provided to law enforcement for them to hand out to families in need of support or crisis services.

Angie reported that the Network for a Healthy California is involved in surveying school drinking fountains with a goal of improving student access to drinking water.

The meeting was adjourned at 2 p.m.