

HEALTH LEADERSHIP NETWORK
HEALTHY POLICY CABINET
JUNE 4, 2010

In attendance: Jim Brown, Lake County Department of Health Services; Denise Rushing, Lake County Board of Supervisors, District 3; Karen Tait, Department of Health Services; Nice Altlerman, Facilitator; Susan Jen and Jackie Armstrong, Health Leadership Network.

The following points were made during a discussion regarding vending machine products available on County property:

- At least in the Courthouse vending machine, healthy choices are outselling less healthy choices.
- Having only healthy choices on school grounds and then unhealthy options available elsewhere in the community represents a double standard for children and adults. The community should reinforce the schools' message that health matters.
- Vending machine signage could tell the public why there are only healthy choices (obesity challenge, healthcare costs, etc.)
- HLN could make a presentation to the Board of Supervisors including obesity trends, local health care costs and information about school food standards.
- The Employees Association receives a financial benefit from vending machines on County property.
- There is also an option to transition from 50% healthy choices to 75% and then 100% over a 2-3 year period.
- Telling people what to eat is troublesome because dietary directives have been wrong (margarine, sugar substitutes, etc.) A consumer-driven approach would be more desirable.
- Vendor buy-in is critical to BOS support.
- Offering locally produced/packaged foods in vending machines would also command BOS support as an investment in the local economy.

Action Items:

- Discussion/identification of potential producers will be agendaized for the next meeting of the Local Food Roundtable.
- Susan and Jackie will meet with Canteen Services to discuss feasibility factors (healthy choice sales data, Canteen's contracts with suppliers, etc.)
- Susan will incorporate information about school vending machines into a CDFA grant update to the BOS this July.
- Jackie will try to identify what, if any, locally produced foods might be available now to test the concept of offering local foods in County vending machines.

Regarding healthy choice menu items in local restaurants, it was the consensus of those present that it would be a mistake to attempt a regulatory approach with the private sector. Susan will try to make

informational presentations to members of local business associations (North Shore, Kelseyville, Clearlake Oaks, Clearlake and Middletown).

Denise mentioned that there appears to be a national trend toward a different kind of business association known as BALLE, Business Alliance for Local Living and Economy, that promotes sustainability, social justice and support for development of cottage industry.

The next meeting will be 1-2:30 p.m. on Thursday, September 9, 2010.

The meeting was adjourned at 11 a.m.