

HEALTH LEADERSHIP NETWORK
JULY 15, 2010

In attendance: Helaine Christensen, Lake County Public Health; Marla Peterson, Konocti Unified School District; Lou Denny, Lake County Community Action Agency; Lorna Sides, WIC; Terri Persons, Lake County/City Area Planning Council; Shelly Mascari, Child Care Planning Council; Lori Conroy, Lakeside Health Clinic; Tammy Alakszay, Americorps; Susan Jen and Jackie Armstrong, Health Leadership Network.

CATCH TRAINING UPDATE.

Susan announced that HLN will sponsor a 6-hour training on Thursday, August 12 for school administrators, teachers, food service directors, and parents. The focus of the training will be improving how all the pieces of the Coordinated Approach to Child Health (CATCH) curriculum work together. There will also be demonstrations of the classroom nutrition and activity curriculum. Marla added that she was impressed by how effectively the activities engage children regardless of skill level because of the emphasis on listening and team work. She offered to try to contact Bill McDougall and the teachers in whose classrooms she and Tammy had demonstrated CATCH.

ONLINE ORDERING SYSTEM UPDATE.

Susan reported that the contract had been signed for the Farm Bureau to develop an online ordering system. Just this morning, she and Jackie participated in a teleconference with the developer of software used in Eugene, OR and other places. The meeting included a walk through the front and back ends of the ordering, inventory, distributing, and billing functions.

She reported that she hoped to write a USDA grant to support improvements to an existing facility, such as cold storage, drying and/or food processing equipment, in order to help expand our local food system. HLN is also exploring the possibility of offering locally-produced trail mix in vending machines.

SNAP TIP SHEETS

Jackie distributed English and Spanish versions of a tip sheet promoting good nutrition and increased utilization of the SNAP program (a.k.a. food stamps). The tip sheet is being distributed during grocery store food demos with Network for a Healthy California and in grocery bags.

Lorna reported that utilization of WIC coupons at Farmers' Markets increased from 62% in 2008 to 92% in 2009 by setting up booths at the Farmers' Markets where clients can claim their \$20 packet. It's been a very effective way to get clients to the Farmers' Markets in the first place and develop it as a shopping habit once they experience the entertainment and cooking demonstrations.

EAT FRESH, BUY LAKE COUNTY GROWN UPDATE

Susan reported that HLN was endeavoring to sponsor an October workshop with Gail Feenstra and Ken Meter to help expand our local food system and Farm-to-School programs. She added that she was also hoping to coordinate Jump Rope for Heart with a speaking program about the benefits of fitness, suggesting Colbert Bailey. Tammy suggested the jump roper who performed at Upper Lake Middle School last year. Lorna added that jumping also builds bone density.

Susan requested the group's opinion about the effectiveness of window clings or table cards to promote menu items that meet certain nutritional standards and the restaurant's use of local produce. The window cling would contain the Eat Fresh, Buy Lake County Grown slogan developed for the Foods

Forum. Healthy menu items would be identified on menus by stickers of the leaf used in the slogan. She said that she and Shelly were working to develop packets for about 25 restaurants that would include the nutritional guidelines, stickers and window clings. It was suggested that electronic versions be made available for restaurants who print menus frequently and that some training be provided to wait staff so they can respond to questions about the promotion.

COMMON DATA ELEMENTS UPDATE.

A Preliminary Selection of Health Indicators for Tracking local information using existing data resources was projected and reviewed by the group. Questions and comments included:

- How is 'adult' defined?
- Can consumption of whole grains be measured?
- Are there data resources for consumption of sodas and other food sales in Lake County?

SAFE ROUTES TO SCHOOLS

Terri reported that the Safe Routes to Schools planning document was completed to enable the cities and county to apply for CalTrans grant funding for projects within two miles of a school. Three projects funded to date include:

- Construction of sidewalk on one side of Hartley in Lakeport
- Addition of a bike lane on Dam Road extension
- Improvements to High Valley Road at Hwy 20 in Clearlake Oaks

NON-EMERGENCY MEDICAL TRANSPORTATION

Terri provided copies of a cover letter and survey for agencies to provide information about local non-emergency medical transportation resources and needs. Residents will also be surveyed. Community workshops and follow-up telephone interviews will complete the information gathering process. The results will be used to develop a countywide plan for non-emergency medical transportation including ways to promote under-utilized resources and identify funding resources to help close gaps.

WEBSITE TOURS

Jackie provided brief tours of www.lakehln.org and www.lakecountyrecreation.org. Suggestions for additions to the recreation website included:

- Yoga classes at Quail Run
- Lake County Milers
- Competitive swimming at Hidden Valley Lake

The meeting was adjourned at 2 p.m.