

Sacramento County Nutrition Action Plan (CNAP) Collaborative Meeting Minutes

August 29, 2013

Sacramento County DHHS, Administrative Services Center
7001-A East Parkway Sacramento, CA 95823

Participants

Amelia Schendel	Sacramento County WIC Program
Bernardette Behar	Court Appointed Special Advocate Program, Inc.
Edith Gomez	Health Education Council
Emma Baier	Sacramento County Office of Education
Erika Ledbetter	Sacramento Food Bank and Family Services
Jake Pry	Sacramento County Division of Public Health
Karen Strach	Sacramento County Division of Public Health
Mark Drewes	Sacramento County Office of Education
Neela Satyanarayan	Sacramento County Division of Public Health
Rhonda Noller	Sacramento County Department of Human Assistance
Rhonda Patterson	City of Sacramento START Program
Trish Kearny	Sacramento County WIC/Public Health
Yvonne Rodriguez	Sacramento County Division of Public Health

I. Welcome and introductions

Karen Strach provided participants with a recap of the last meeting and reviewed the timeline for the development of the group's collaboration plan.

II. Agency spotlight presentation

Jake Pry, an Epidemiologist with the Sacramento County Division of Public Health, provided an overview of a nutrition assessment that was done this summer by the County's SNAP-Ed program. This assessment examined the access, availability, quality, and promotion of nutritious foods in nine neighborhoods within North and South Sacramento.

This fall, Sacramento County's SNAP-Ed program will conduct community forums to share the data that was collected with community members and interested partners. Based on the results of these forums, a plan to improve one or more aspects of the local nutrition environment will be created.

III. Messaging plan feedback

Karen Strach shared results from the survey on message coordination activities. Below is a summary of the results along with the percent of respondents who were interested in each topic.

- Participant interest in message coordination strategies
 - 94.4% - Would like to see programs use consistent baseline messages when educating community members (e.g., using core messages from MyPlate and the 2008 Physical Activity Guidelines for Americans)
 - 72.2% - Would like to see programs use consistent data (e.g., obesity rates, dietary behaviors, physical activity rates, etc.)
 - 61.1% - Would like to see programs coordinate various messaging with a tag line or logo that brands healthy eating and active living in Sacramento
 - 52.9% - Would like to see programs take part in a common campaign
- Participant interest in topics that programs could deliver consistent messaging on
 - 94.4% - Recommended number of minutes that children and adults should be physically active
 - 83.3% - Fruit and vegetable consumption
 - 83.3% - Drinking water instead of sugary drinks
 - Other - Messaging on how individuals can implement the recommendations

- Interest in additional topics
 - 88.9% - What a healthy and affordable plate could look like
 - 72.2% - Healthy cultural options - what are traditional foods and how they could be made healthier
 - 72.2% - How to cook meals on a budget
 - 72.2% - What foods are in season
 - 72.2% - Promote consistent wellness policies throughout schools and districts within Sacramento County
 - 66.7% - How to prepare food ahead of time or how to cook quick meals
 - 66.7% - How to tie in gardening
 - 55.6% - How to store/prepare/cook foods
 - 50.0% - How to interpret calories or grams into something that is relatable
 - 50.0% - Nutrition label reading
 - 38.9% - Healthy organization/meeting policies
 - Other
 - How to grow food for your family
 - Increasing awareness of CalFresh

Based on participant feedback, a draft message coordination plan was developed. At this month's meeting participants provided feedback on the plan. Below is a summary of what was discussed. A copy of the proposed messaging plan (without edits) can be found at the end of this document.

- What participants liked about the proposed plan
 - The idea of programs using consistent data and messages
 - Using core messages from the Dietary Guidelines for Americans and the Physical Activity Guidelines for Americans
 - The opportunity to have easily accessible county-wide data on the CNAP website
- Changes participants would like to see made to the proposed plan
 - Would like the plan to specify that messages and resources be bilingual
 - Would like section 5.2 (annually update the directory) to specify who, how, and when the directory will be updated
 - Would like section 6.2 (identify and share culturally appropriate education resources) to specify how resources will be identified and maintained
- Additional comments:
 - Participants would like to see data (with hyperlink to sources) on the following:
 - Population size
 - Demographics (e.g., race/ethnicity make-up)
 - Overweight/obesity rates for adults and children
 - Fruit and vegetable consumption rates
 - Sugar-sweetened beverage consumption rates
 - Physical activity rates
 - Program participation rates
 - Would like to see terms (e.g., overweight and obese) defined
 - Would like to see educational resources from activity six linked to the CNAP website
 - Would like to see a list of free or low cost physical activity resources within Sacramento County identified and promoted

IV. Discussion on how to increase participation in local food and nutrition services programs

Participants brainstormed ideas on how the Sacramento CNAP Collaborative could increase participation in local food and nutrition services programs. An online survey will be sent out to the group to get additional feedback on this discussion. Below is a summary of the group's discussion results.

- **Sacramento CNAP Collaborative's definition of food and nutrition service programs**

During the meeting there was some discussion on whether nutrition education should be included in the definition of food and nutrition service programs. Below is the definition that was discussed.

- a. Any food assistance program that provides Sacramento County residents with increased access to healthy food (and nutrition education).

- **Examples of food and nutrition service programs**

- a. CalFresh
- b. Child and Adult Care Food Programs
 - This program provides meals and/or snacks at public and private child care centers, afterschool programs, day care homes, adult day care centers, and homeless shelters.
- c. Churches that serve meals
- d. Community gardens
- e. Food bank/food pantry services/food closets
- f. Mixed service/emergency service providers
 - Loaves and Fishes
 - Salvation Army
 - Volunteers of America
 - Wind Youth Services/Diogenes
- g. National School Lunch Program
- h. School breakfast program
- i. Senior nutrition (e.g., Meals on Wheels)
- j. Summer Food Service Program
- k. Women, Infants, and Children (WIC)

- **Strategies for increasing participation in local food and nutrition service programs that Sacramento CNAP Collaborative may address**

- a. 11 votes - Develop and/or promote a program referral cheat sheet for agencies to use when referring Sacramento County residents to food assistance programs. The cheat sheet could have information related to: 1) services offered; 2) eligibility requirements; and 3) how residents can enroll in services.
- b. 10 votes - Assess and address the educational needs of CNAP partner agencies regarding the eligibility requirements of local food assistance programs
- c. 8 votes - Bring agencies together to provide outreach/enrollment services at program sites
- d. 8 votes - Outreach at schools/afterschool sites/parent resource centers
- e. 2 votes - CNAP members will promote food and nutrition service program outreach materials with their participants and at outreach events
- f. 2 votes - Outreach to foster youth service programs (e.g., independent living programs)
- g. 2 votes - Encourage organizations to apply for funds to expand the number of sites offering food and nutrition services (e.g., increase the number of sites providing summer food service programs)
- h. 0 votes – Outreach at markets
- i. 0 votes - Outreach at farmers' markets

- **How should the Sacramento CNAP Collaborative focus its efforts to increase participation in local food and nutrition service programs?**
 - a. Promote all programs but have a concentrated push for one program at a time
- **What information is needed to decide how the Collaborative focuses its efforts?**
 - a. Whether the program wants/needs help with promotion
 - b. The percent of capacity the program is operating at
 - c. Eligibility
 - Geography served
 - Core population served (e.g., does the program target a specific age group, gender, ethnicity, etc.)
 - a. Whether services are provided to vulnerable groups (e.g., youth, seniors, non-English speakers, veterans, chronically homeless, mentally ill)
 - d. Services offered
 - What resources are provided
 - Language capability
 - Seasonality (i.e., is there a certain time each year the program is in greater need of promotion)

V. Agency announcements

- **September 19, 2013 – Health Eating Acting Living (HEAL) Collaborative Promising Practice Exchange**
 - 9:00 am – 3:00pm
 - South Sacramento Christian Center – 7710 Stockton Blvd., Sacramento, CA 95823
 - Cost: FREE
 - Registration: <http://www.surveymonkey.com/s/XMPKZK3>
 - For more information please contact Dana Fields-Johnson at dfieldsjohnson@healthedcouncil.org or 916-556-3344.
- Sacramento County Women, Infants, and Children (WIC) announced that they have opened a new site in Elk Grove at the Light of the Valley Church (9270 Bruceville Rd.). Additionally, they will soon be opening a site in Folsom at Mercy Village Folsom Apartments (1160 Duchow Way). For more information on WIC locations and hours please visit <http://saccountywic.com>.

VI. Next steps

Monthly CNAP meetings will occur on the fourth Thursday of the month from 1:30pm to 4:00pm.

- Next meeting:
 - Date: September 26, 2013
 - Location: Community Resource Project's Training Room
250 Harris Avenue Sacramento, CA 95838

Sacramento CNAP Collaboration Plan – Message Coordination Feedback Activity July 2013 to September 2016

- **Goal:** Through active collaboration, agencies will work together to improve access, awareness, implementation, and utilization of culturally appropriate healthy eating/active living resources for Sacramento County residents.

Strategy B. Coordinate nutrition and physical activity messages among programs serving Sacramento County residents.				
Objective/Activity	Steps Needed	Deliverables or Desired Outcome	Who is Responsible (Lead in bold)	Timeline
5. By January 2014, create and maintain a directory of county-wide data.	5.1 Develop a directory of county-wide data. This directory will contain information related to obesity rates, dietary behaviors, and physical activity rates. The directory will be housed on the Sacramento CNAP Collaborative website.	5.1-5.2 An up-to-date directory of data for Sacramento County that is accessible to all agencies working on nutrition and physical activity issues.	5.1 Sacramento Co. - SNAP-Ed	5.1 Sept.2013 - Jan.2014
	5.2 Annually update the directory.		5.2 Sacramento Co. - SNAP-Ed	5.2 Jan. 2014 - Sept. 2016
	5.3 CNAP partner agencies will use data from the directory for educational efforts.	5.3 Agencies will use consistent data.	5.3 All CNAP agencies	5.3 Jan. 2014 - Sept. 2016
<ul style="list-style-type: none"> • What do you like about the proposed message coordination plan (activity 5)? 				
<ul style="list-style-type: none"> • What changes would you like to see made to the proposed message coordination plan (activity 5)? 				
<ul style="list-style-type: none"> • What, if anything, is missing from the proposed message coordination plan (activity 5)? 				

Strategy B. Coordinate nutrition and physical activity messages among programs serving Sacramento County residents.

Objective/Activity	Steps Needed	Deliverables or Desired Outcome	Who is Responsible (Lead in bold)	Timeline
6. By (insert date), Sacramento CNAP partners will utilize consistent core nutrition and physical activity messaging in outreach efforts with Sacramento County residents.	6.1 Identify consistent nutrition and physical activity messages for cross-agency use that will be posted on the CNAP website. One possibility is to use key messages from the Dietary Guidelines for Americans and the Physical Activity Guidelines for Americans related to: <ol style="list-style-type: none"> 1) Fruit and vegetable consumption 2) Water consumption 3) Recommended number of minutes that children and adults should be physically active. 	6.1 Key nutrition and physical activity messages will be identified and posted on the CNAP website.	6.1 Sacramento Co. - SNAP-Ed	6.1 TBD
	6.2 Identify and share culturally appropriate educational resources with CNAP participants that promote how residents can incorporate selected core messages into their daily lives. Resources will be shared at CNAP meetings and will also be posted on the CNAP website when possible.	6.2 Culturally appropriate educational resources will be identified and shared.	6.2 TBD All CNAP agencies	6.2 TBD

• **What do you like about the proposed message coordination plan (activity 6)?**

• **What changes would you like to see made to the proposed message coordination plan (activity 6)?**

• **What, if anything, is missing from the proposed message coordination plan (activity 6)?**