



Healthy Sacramento Coalition Meeting January 23, 2013 Meeting Summary

Meeting Outcomes:

- To reach consensus on HSC's approach and objectives regarding the Healthy Eating and Active Living outcomes for the coalition
- To get an update on the Steering Committee's work regarding the operating guidelines for the coalition
- To continue building effective working relationships in service of the coalition's efforts

Welcome and Agenda Review

Ramona Mosley, Health Education Council, facilitated the meeting. She began the meeting by having everyone introduce themselves. Ramona provided an overview of the agenda for the day and the meeting outcomes.

Workgroup Reports

The meeting began with updates from each of the coalition workgroups. The Communications Workgroup chair, Robert Lee Grant, provided an update on the development of communication strategies and instruments to implement the policy recommendations. The March 2013 meeting will be part of an outreach effort to take the meeting out into the neighborhoods. It will be in the 95815 zip code in Del Paso Heights and will be a visit to one of the coalition member organizations, Harmon Johnson Elementary School. The meeting will take place there to share information, engage in dialogue with the community about the intention of the coalition, and to receive feedback. Within the workgroup, a media subgroup has been formed – consisting of Robert Phillips, Susan King and Katy Pasini (all of Sierra Health Foundation) and the Communications Workgroup chair – and will be responsible for reviewing coalition materials. Anyone who would like to distribute materials to or on behalf of the coalition is encouraged to submit their materials to the media subgroup for review to ensure that required CDC language and/or logos are used properly, and that the coalition's work is represented accurately and consistently. The workgroup is currently in the process of establishing a newsletter (e-update) and a new web page or web site.

Susan King, Sierra Health Foundation Public Affairs and Communications Director, provided an update on the development of the e-newsletter and web site for the coalition. Susan presented a draft version of the e-update and requested **submissions of new content and materials be sent to info@sierrahealth.org by the 8th of each month**. The e-update is going to **replace the e-mail announcements and invitations** that have been sent out to coalition members about upcoming coalition meetings. Moving forward, coalition members will be expected to visit the Healthy Sacramento Coalition web page and use the registration process. The e-update will be published on or about the **15th of every month**.

One resource that will be available soon is a questions and answers document, which will be easy to read and will provide information about the coalition. This document can be translated by the Communications Workgroup upon request. The first language it will be translated into is Spanish for use at the outreach meeting in March.

The Capacity Building and Training Workgroup vice chair, Connie Chan Robison, provided an update on behalf of the workgroup. She described the various types of training opportunities that will emerge as foundational trainings. Connie discussed the way the coalition can begin to understand how to best move their collective work forward in implementing the proposed tobacco free-living policy interventions.

Policy Workgroup Recommendations on Focus Areas:

(2) Tobacco Free Living and (3) Healthy Eating and Active Living

Glennah Trochet, Policy Workgroup chair, provided an update on the work flow between the coalition at large and the Policy Workgroup meetings. The implementation plan is due in April. The Policy Workgroup has been charged with developing proposed policy recommendations and strategies for each of the focus areas during monthly meetings. Glennah provided insight on how the strategies were developed; most of the strategies were selected by working with coalition members who have expertise and background related to each of the focus areas. Today, the coalition will hear from the healthy eating and active living presenters to learn about the four policy strategies. See handouts for information on the proposed policy strategies and objectives. After the presentations, the coalition will spend time discussing the recommendations and will decide on whether to agree to them.

Four strategies have been proposed with several policy objectives for each strategy: 1) use “complete streets” approach by matching “safe pathways to schools” strategies with new and retrofit transportation improvement funding, 2) work to adopt policies and implement practices to increase consumption of healthy beverages, and promote water as the healthy beverage of choice, 3) improve access to locally grown and fresh produce in communities with limited access and 4) leverage and expand existing joint use agreements in the four school districts located within the priority zip codes to expand access to facilities to encourage active living and increased recreational use of school property.

Dana Fields-Johnson, Health Education Council, presented how the workgroup arrived at the proposed healthy eating and active living strategies. Dana discussed two of the **healthy eating policy strategies and objectives**. After looking at the existing work already taking place in the community and the current research and evidence, the workgroup made adequate recommendations. The coalition has prioritized 15 zip codes in Sacramento County and four school districts to define the reach and impact. See the handout titled *Proposed Healthy Eating Active Living Interventions* and Health Education Council presentation titled *HEAL Policy Recommendations* at <http://www.sierrahealth.org/doc.aspx?312> for more information.

Debra Oto-Kent, Health Education Council, discussed one of the two **active living policy strategies and objectives**. Debra discussed the proposed strategies as ways to focus on schools as the heart of uplifting and changing the trends in active living. There are four school districts representing the 15 zip codes. The four school districts are: 1) Sacramento City Unified, 2) Twin Rivers Unified, 3) San Juan and 4) Elk Grove. The definition of joint use agreement is a formal agreement between two separate government entities about the public use of school property.

Teri Duarte, WALKSacramento, presented the second **active living proposed strategies and objectives**. See the handout titled *Addendum HEAL Proposed Intervention* and handout titled *HSC CTG Proposed Policies* for more information. Also see presentation titled *WALKSacramento Active Living Policy Recommendations* at <http://www.sierrahealth.org/doc.aspx?312> for more information.

Glennah asked the coalition if they agreed and approved of the proposed policy strategies and objectives; **by show of hands, the coalition agreed unanimously.**

Breakout Group Notes

Members of the breakout group gathered to discuss the strategy and the proposed policy objectives. The following provides a summary of the comments and feedback from the group.

1. Use “complete streets” approach by matching “safe pathways to schools” strategies with new and retrofit transportation improvement funding.
 - a. Brainstorming thoughts:
 - County sales tax – can allocate funds to walk/bike infrastructure or soda tax
 - Industry incentives – mandates to builders, e.g. in Davis local government to require? (has been case by case)
 - Specific plan development by local jurisdictions (effort led by govt. -> needs community “grassroots” support neighborhood association)
 - Safe Routes to school funding eliminated -> so we figure out what other funding sources could kick in
 - Are there good examples of SRTS in 15 zip codes?
 - Need good data about what’s been accomplished to advocate for federal transportation. \$
 - Cap-to-Cap trip mid April
 - This presentation to board of supervisors and city council
 - Presentation needs information specific to the 15 zip codes for presentation to local elected
 - Determine which schools are neediest and focus on city/council
 - Focus on Sac City GPU and zoning code update – hold them to it
 - Focus on healthy destinations as well
 - Show the SRTS success stories
 - Infill development
 - Use beverage/soda tax to fund infra improvements
 - Pocket parks – encourage people to walk
 - Like coke: “Have fun burning the calories!” on the improved safe streets.
 - Can this group consider or push for industry incentives for developers that include physical enhancements to the surrounding environments (e.g. trails, landscape, parks)
 - b. Summary: Big Question: How do we go about getting jurisdictions to seek out new funding and prioritize funding for bike and pedestrian infrastructure?
 - Advocate within cities and county to look at where Safe Routes to School (SRTS) should exist and leverage additional dollars being spent despite elimination of new funding for SRTS
 - Are there other funding sources to leverage in the project area (e.g. HUD, HSS money)
 - Currently, is there good data in place to support access to the available funds? We need good data to demonstrate success and need
 - Within the study area are there examples of successful SRTS projects
 - Long term, could there be a sales tax measure with the benefits going to complete streets and SRTS?
 - Could there be a sugar-sweetened beverage tax with the benefits going to complete streets and SRTS?
 - Could we develop requirements for parks and/or green space with infill projects
 - Could we look at the soda companies to fund complete streets infrastructure and SRTS
 - Specific plans are one way to get more community benefits from infill projects
 - Cap-to-Cap is a good opportunity to take the message of complete street and SRTS to the federal government
 - How informed are local elected on the benefits of complete streets

- We need more data on complete streets and SRTS for the study area
 - In neighborhoods/corridors, can we restrict businesses with a negative impact (e.g. liquor, check cashing)
 - When planning for walking and biking in low-income communities, we need to have destinations
 - We need to demonstrate the success of SRTS implementation within the context of infill and redevelopment
2. Work to adopt policies and implement practices to increase consumption of healthy beverages and promote water as the healthy beverage of choice.
- The group felt very strongly that the focus for this strategy should be around water promotion and changing consumption patterns. Assessment and understanding where water is available and what the barriers and challenges are to people choosing water will be critical.
 - There was a huge dialogue of the issue as it pertains to addressing water access and availability in schools. The group seemed to have consensus that this is an issue in schools and the policy interventions should focus on the school environment. It was noted that this is a very timely issue for Sacramento City Unified School District. However, the group acknowledged funding to address school wellness is always an issue. The group also noted that we should work to ensure that private and charter schools in the priority zip codes be included in these efforts.
 - Youth engagement is a critical piece of any work we should plan to do. There has to be messaging directly targeting youth and their families and they have to be visible in working to address the issue. Resident engagement and feedback is also needed.
 - There are serious challenges around addressing the public's concerns with water quality and safety. The water districts should be engaged as partners to help educate the public and address challenges.
 - Key audiences to work with on education and reaching youth and their families include schools, pediatricians, dentists and childcare providers. First 5 and Family Resource Centers were also mentioned as needed partners.
 - Employers and businesses are also important to this issue. Addressing organizational practices and policies ensures that messages are consistent across the community.
 - Another policy opportunity discussed was around working with the federal and state government to reimburse childcare providers for providing water vs. juice with their meals. Currently, they are reimbursed for providing 100% juice. Couldn't this work to incentivize them to substitute juice for water?
3. Improve access to locally grown and fresh produce in communities with limited access.
- Define limited access.
 - Statement should specifically include fresh fruits and vegetables. Consider organic fresh fruits and vegetables and consider no GMOs.
 - Statement should include limited access or no use.
 - Consider work around 'edible classrooms.' A lot of school gardens are moving in this direction.
 - Encourage schools to incorporate school/community gardens into their breakfast/lunch programs.
 - Consider using faith-based land for joint use.
 - Recruit/include farm workers to educate community/leaders about community gardens.
 - Consider the barriers to sales (space/cost/work for storage), impact on local farmers.
 - What community change is expected with this objective? How will this change attitudes and behaviors?
 - How/who will sustain these gardens? Recruit seniors, retired workers and/or students.
 - What work is/will be done with Healthy Cities?
 - Consider adding another strategy to include urban/rural ag for community.

- Incorporate/recruit local farmers to work with the community or vice versa.
 - Consider the latest advancements in gardening techniques such as aeroponic/hydroponic gardening, which caters more toward urban growers due to confined space (see YouTube videos).
 - Consider a Tower Garden – use it year-round!
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 - Would love to present the benefits at an upcoming workgroup meeting or even at the main HSC meeting.
4. Leverage and expand existing joint use agreements in the four school districts located within the priority zip codes to expand access to facilities to encourage active living and increased recreational use of school property.
- a. Barriers:
 - Liability issues
 - Increase cost of managing facilities
 - b. Opportunities:
 - Decrease vandalism
 - Other best practices in other communities exist as well as ‘toolkits’
 - School can function as a low-cost ‘park’; use of existing resources; could be incentivized for schools to increase community/neighborhood use.
 - Leverages and expands other complete streets recommendation
 - c. Who else should be involved:
 - Faith community
 - Neighborhood associations
 - Business
 - Local elected officials
 - d. Two priorities under this recommendation:
 - Open school grounds for recreational use by community members until dark
 - Increase permits issued for local groups

Learning Opportunity

A clip from the documentary *Weight of the Nation* was viewed.

Steering Committee Report

Debra Oto-Kent, Steering Committee chair, provided an update on the operating guidelines and procedures of the Healthy Sacramento Coalition. See presentation titled *Operating and Procedures Guidelines* at <http://www.sierrahealth.org/doc.aspx?312> for more information.

Next Meeting and Meeting Evaluation

Scheduled for Wednesday, February 27, 2013, from 9 a.m. to 12 p.m. Registration is required. Visit the Healthy Sacramento Coalition web page at www.sierrahealth.org/healthysacramento today.