



CX³ Orientation: Creating Champion Communities

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What is CX³?

CX³ = Communities of Excellence in Nutrition, Physical Activity & Obesity Prevention

- **Program Planning Tool**
- **Community Engagement Project**
- **Statewide Research Project**
- **Policy, Systems & Environmental Change Approach**

CX³ as a Program Planning Tool



- **Identify Community Needs**
- **Prioritizes Needs**
- **Identifies Complementary NEOP/Partner Activities**
- **Creates Sustainable ACCESS to healthy foods and beverages**

What is the Importance of CX³?



- **Establishes LHD & Community Linkages**
- **Creates Community Buy-In**
- **Strengthens Partnerships**
- **Addresses Issues of Access**
- **Informs State- & National-Level Food Access Work**

How Does CX³ Benefit the Community?



- **Platform for Community Voice & Dialogue with Policy Makers**
- **Orientation to Local Government**
- **Recognizes the Importance of Social Justice**
- **Retrains the Community Eye**

What Makes an Excellent Community?

What healthy food choices are available in my neighborhood?

What types of nutrition marketing messages are around schools?

What is the density of fast food around schools and in neighborhoods?



Healthier Food Access in Communities



Healthier Food Access in Communities (cont.)



Healthier Food Access in Communities (cont.)



CX³ Program Development & Background



- **Based off of Tobacco's CX Project**
- **Piloted in 2006**
- **38+ LHDs participating**
- **Acknowledged by USDA Western Region Office as a model program**

CX³ Sites

★ CX³ LOCAL HEALTH DEPARTMENTS

Alameda (2006/2012) ▲
 Berkeley (2006/2012) ▲
 Butte (2013)
 Contra Costa (2007/2012)
 Fresno (2012)
 Humboldt (2011/2013)
 Imperial (2012)
 Kern (2006/2012) ▲
 Long Beach (2009/2013)
 Los Angeles (2013)
 Madera (2013)
 Marin (2007/2013)
 Mendocino (2013)
 Monterey (2008/2012)
 Nevada (2013)
 Orange (2008/2012)
 Pasadena (2008/2013)
 Placer (2013)
 Riverside (2006/2011/2013) ▲

Sacramento (2007/2013)
 San Bernardino (2006/2013) ▲
 San Diego (2007/2012)
 San Francisco (2012)
 San Joaquin (2009/2012)
 San Luis Obispo (2012)
 San Mateo (2009/2013)
 Santa Barbara (2008/2012)
 Santa Clara (2006/2012) ▲
 Santa Cruz (2012)
 Shasta (2008/2012)
 Solano (2007/2012)
 Sonoma (2008/2012)
 Stanislaus (2008/2012)
 Sutter (2013)
 Tehama (2013)
 Tulare (2009/2012)
 Ventura (2007/2012)
 Yolo (2011/2013)
 Yuba (2013)

▲ Pilot sites



- 39 *Network* funded Local Health Departments and more with other funding
- All types: Urban dense, suburban, rural, remote

CX3 Elements: Neighborhood Fact Sheet & Store Quality Scorecard



NEIGHBORHOOD ANALYSIS

Buckeye

CX³ Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention



CX³ – SHASTA COUNTY HEALTH SERVICES



Communities all over the state are working to address key nutrition issues shaping the health of their residents. Shasta County Health Services participated in the CX³ program to assess neighborhoods in relation to a variety of healthy nutrition and physical activity benchmarks. Through nutrition education, the program goal is to empower residents to eat healthy, get active, and speak out for healthy changes in their homes, neighborhoods and communities.



HEALTHY vs. HIGH FAT/SUGAR FOOD SOURCES*

* Percent of neighborhood stores offering predominantly healthy food vs. those offering predominantly high fat/sugar food. Healthy food sources include supermarkets or large grocery stores, small markets meeting quality standards, farmers markets & full/vegetable markets. High fat/sugar food sources include fast food outlets, convenience stores, & small markets not meeting quality standards.

SNAPSHOT OF BUCKEY

- 1111 population
- 50 percent of people living in poverty (at or below 185 percent federal poverty level)
- 66 percent of overweight and obese adults in the county
- 1 schools in the Buckeye area
- 1 parks and playgrounds in the Buckeye area
- 0 percent of population living within a half mile of a supermarket or large grocery store
- 0 proportion of supermarkets or large grocery stores with convenient public transit
- 0 supermarkets or large grocery stores
- 1 farmers markets
- 1 small markets and other food stores
- 0 convenience stores
- 1 fast-food outlets
- 1:1111 ratio of fast-food outlets to population

NEIGHBORHOOD NUTRITION INDICATOR PERFORMANCE

Shasta County Public Health officials conducted an audit of nutrition resources in the Buckeye neighborhood from April 30, 2008.

A wide range of indicators were used to understand Buckeye's nutrition environments. Using Geographic Information Systems software, site visits, interviews and store surveys, health officials and volunteers examined factors ranging from healthy food access and availability to marketing practices and product quality.

This data provides a realistic picture of areas in need of improvement and offers residents, merchants, decision makers, health advocates and neighborhood groups a focal point as they work to build a healthier community.

Below is a brief summary of a few of the neighborhood indicators included in the audit.

Total Neighborhood Food Store Quality

What percent of local stores offer healthy, affordable foods? Are those stores easily and safely accessible to neighborhood residents?
0% meet standards

Fast Food

What type of marketing and presence do fast-food outlets have near local schools, parks and playgrounds? What percent offer and promote healthy food options and limit high fat/sugar food marketing practices?
0% meet standards

For additional information, visit us at <http://www.co.shasta.ca.us/> or call the Health Department at (530) 245-6456



Towermart
Quality Scorecard

Categories	Actual Points	Possible Points
Products Stocked		
Sells a variety of fresh fruit	0	Up to 12
Sells good quality fresh fruit	0	Up to 8
Sells a variety of fresh vegetables	0	Up to 12
Sells good quality fresh vegetables	0	Up to 8
Prices for fresh fruit and vegetables are reasonable	0	Up to 10
Sells other healthy food items	10	Up to 10
Marketing and Promotion		
Participates in the Network for a Healthy California Retail Program	0	3
Provides health promotion information near fresh produce	0	1
Displays fruits, vegetables and healthy options outdoors	2	Up to 4
Removes interior ads promoting high fat/sugar foods	.5	Up to 2
Displays interior ads promoting healthy foods	0	Up to 2
Removes high fat/sugar foods from checkout area	1	Up to 2
Places healthy foods in checkout area	2	Up to 2
Posts ads for healthy foods on exterior	0	Up to 2
Removes exterior ads promoting high fat/sugar foods	1	Up to 2
Food Assistance: Foods Stamps and WIC		
Accepts Food Stamps	4	4
Accepts WIC Checks (Supplemental Nutrition Program for Women, Infants and Children)	0	4
Displays WIC and Food Stamp signs	1	Up to 2
Other		
Comply with Lee Law (limits ads on windows with alcohol license)	1	1
No bars on windows	2	2
Safe and "walkable" within two blocks of the store	7	Up to 7
Total Quality Score	31.5	100

Quality stores must score a minimum of 75 points



Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX³)

- Webinars
- Trainings
- Communications templates
- Tools and methods binder
- Monthly check-in calls

CX³ Orientation Webinar

This introductory webinar for local health departments explains the importance of examining the food and physical activity environment in low-income neighborhoods. It provides background on the development of CX³ and rationale for implementation. Presenters cover the design of the project, a conceptual flow and basic steps of the process. Participants get a brief overview of upcoming trainings, the types of tools and methods used in the process and resources provided. During this orientation webinar we preview the CX³ Tools and Methods binder, which includes background materials, relevant literature, and all of the CX³ tools, instructions, protocols, and examples.

Time required: 1 hour



On-line Mapping Training

CX³ participants use an on-line GIS map viewer to complete a series of CX³ instruments/worksheets (supermarket access, transit to supermarkets, farmers' markets, fast food outlets, and markets around schools) to compile and interpret mapping data.

The GIS is an innovative public health tool to view relationships between retail services, public resources, and community infrastructure in low-income neighborhoods. This skill-building training is hands-on with lots of practice time. Participants also learn how to create user-friendly maps for sharing neighborhood maps with community members and decision makers.

Time: 1 day training (in computer lab)



On-the-Ground Survey Training

CX³ participants receive an intensive "Train-the-Trainer" training on the CX³ tools and methods for conducting field work. Trainers ensure participants are comfortable with all survey items and ready to collect in-depth information about what is available in neighborhoods related to food access in food stores (i.e. grocery, supermarkets, and convenience) and fast food restaurants, as well as conducting walkability assessments. The training consists of in-class room time and practice in the field. CX³ is dedicated to providing all the ingredients needed to collect high quality data.

Time: 1 day training (in the field)



- Webinars
- Communication templates
- Monthly check-in calls

- Trainings
- Tools and methods binder

Link to document on CX³ website:

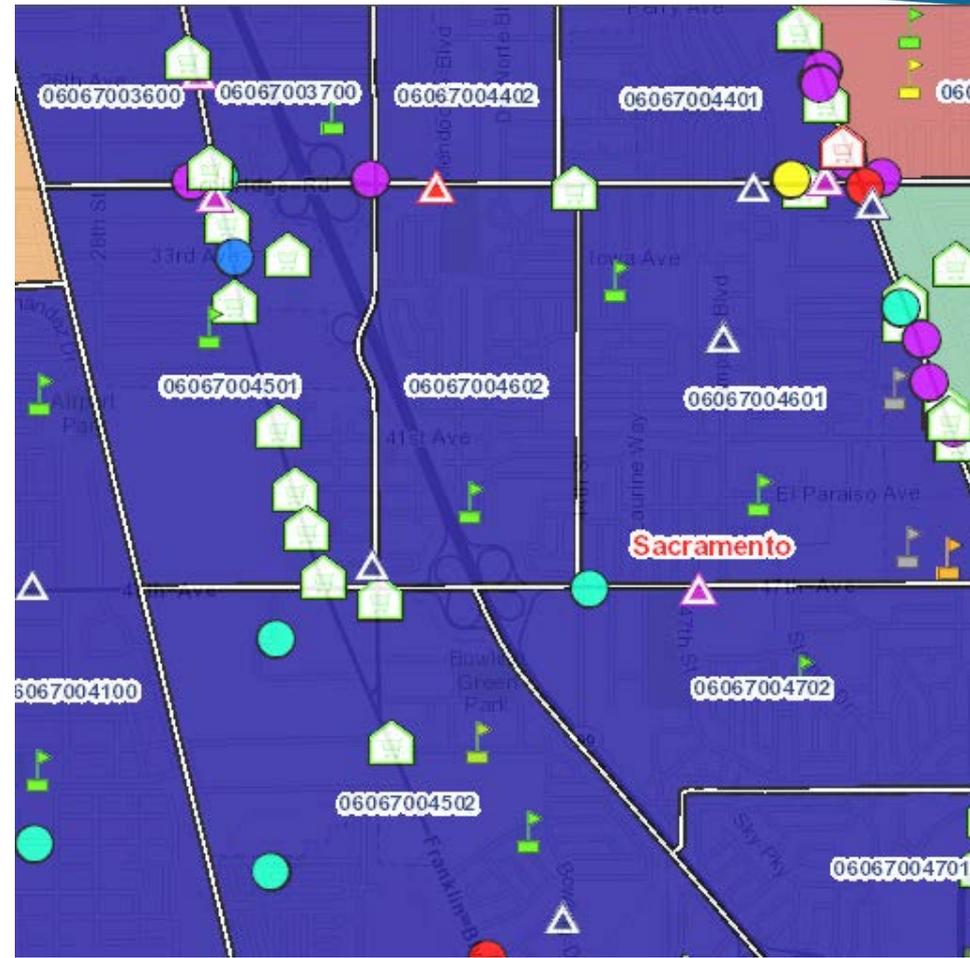
<http://www.cdph.ca.gov/programs/cpns/Pages/CX3Overview.aspx>

Drive Your Neighborhoods

- **Get a cursory look of the food environment**
 - **Food desert or food swamp?**
- **Is it a safe environment?**
 - **Would you feel comfortable sending staff there?**
- **Are you willing to drive there several times a year?**

TRAINING: CX³ GIS Neighborhood Mapping Workshop

- Attend CX³ GIS Mapping Training
 - Hands-on, computer lab, full day
- Review Neighborhood Mapping worksheets
- Goal: At the end of the day, worksheets are complete and you have a snapshot of your neighborhoods
- Drive through neighborhoods, again, to confirm your findings (update worksheets, as needed) and send copies to State



SNAP-Ed eligible: Comprised of census tracts where 50% of residents are at or below 185% FPL ("purple census tracts")

TRAINING: CX³ Survey Instruments

On-the-Ground In-Person Training

In-depth look at community food environment

- Attend a train-the-trainer training
 - Time: 1 day training
 - Multiple surveys:
 - Stores
 - Walkability
 - Fast Food



TRAINING: CX³ Webinars

- **2 Webinars**
 - **Outdoor Advertising & Mobile Vending Around Schools**
 - **Food Banks/Emergency Food Outlets & Alternative healthy foods**
 - **Involve community members/youth**
 - **2 months for field work**



CX³ Survey Instruments

- **Components of a community food environment**
 - **Stores**
 - **Walkability**
 - **Fast Food**
 - **Outdoor Marketing**
 - **Mobile Vending**
 - **Food Bank / Emergency Food**
 - **Alternative Food Sources**

Nuts & Bolts of Implementing CX³



- **Building a Strong Team**
 - **Staffing Patterns and Skills**
- **Defining Neighborhood Boundaries**
- **Other Considerations**
 - **Public Health**
 - **Programmatic**
 - **Infrastructure**

Building a Strong CX³ Team

- **Everyone needs a public health orientation and desire to see healthier community food environments**
- **LHD Program Director needs strategic visioning—what neighborhoods, who are your partners, what are the opportunities**
- **Many staffing patterns, but all should have a CX³ Project Lead**

Building a Strong CX³ Team (cont.)



- **Team/Staff skills**
 - **GIS comfort (beginning of year 1)**
 - **Data collection rigor (middle of year 2)**
 - **Community engagement skills (throughout)**

Is there someone on staff who will be a Community Champion? Likes community development/social justice?

If not, consider subcontracting to a CBO.

Building a Strong CX³ Team (cont.)



- **Is there someone who would be welcomed into the community?**
- **Does this staffperson's time staffing fit community work?**
 - Eg: 7pm community meeting, Saturday event, hanging out at the local coffee shop to get to know the community
- **Are they adept at political maneuvering to get PSE change to happen**
 - **Partner-level: CNAP and other collaboratives and coalitions**
 - **Community-level: CBOs, resident groups**

Building a Strong CX³ Team

Questions about Staffing a CX³ team?



NEOP Team Linkages

- **Importance of team connections with other NEOP work**
- **Opportunities to integrate:**
 - **Retail Program materials (posters, food demos, wobblers, stores tours, FV Fest)**
 - **Harvest of the Month**
 - **Nutrition Education**
 - **Toolbox for Community Educators**
 - **School Idea & Resource Kit**
 - **Community Youth Organization Idea & Resource Kit**
 - **Fit Business Kit**

What is a neighborhood?

- **Neighborhood is how the residents define it**
- **Must be qualifying census tract(s)**
 - **Can be as small or big as you want it to be**
- **Consider selecting at least one neighborhood with a school**
- **It can be a focal point with a radius. (eg: 1/2 mile around a school, or church)**

Neighborhood Selection

Things to Consider, Part 1 Public Health



- **Health disparity considerations**
 - **Poverty & Demographics**
- **Geographic diversity**
 - **rural vs. urban vs. suburban**
- **Public health need**
 - **obesity rates, diabetes prevalence, Fitnessgram data**
- **Convenience for you**

Neighborhood Selection

Things to Consider, Part 2: Programming



- **Integrating ...**
 - **other NEOP activities**
 - **Nut Ed / HOTM**
 - **Farmers markets / health ed events**
 - **Afterschool programs/YE**
 - **Community clinics**
 - **Churches**
 - **Worksites**
 - **Policy, Systems, and Environmental Change (PSE)**
 - **Partner Activities**

Neighborhood Selection

Things to Consider, Part 2: Programming (cont.)



- **Other Partner Activities**
 - 5 SNAP Ed Implementing Agencies
 - HEAL, HEAC, BHC, CTG, etc. projects
 - Other obesity-related coalition/collaborative
 - CNAP
 - Neighborhood/Resident Associations
 - CBOs
 - Food banks
 - Food systems people
 - Parks & Rec
 - Police
 - “Mayor’s Initiative”, City Councilman’s projects, etc.
 - Other LHD programs (WIC, MCH, Chronic Disease, Tobacco, Alcohol, Black Infant Health, Safe Routes to School, Environmental Health, etc.)

Neighborhood Selection

Things to consider, Part 3: Infrastructure



- **Is there community meeting space?**
- **Where are your subcontractors?**
- **Where do you want to be?**
 - **Maybe an area of your county is neglected**
- **Collaboration opportunities**
 - **CBOs & others offering services already being provided**
- **Public policy leadership**
 - **Political will**

Neighborhood Selection

Questions about choosing CX³ Neighborhoods?



Choosing Neighborhoods Next Steps



- **Select neighborhoods *prior to* coming to CX³ GIS Neighborhood Mapping Workshop**
 - **Neighborhoods must be “qualifying**
 - **GIS Introduction Webinar**
<https://student.gototraining.com/2c0f6/recording/6547387588199618048>
 - **Up to 3 Neighborhoods (Small Rural Counties)**

TRAININGS: CX³ GIS Neighborhood Mapping Workshop



- **Teams should walk away with at least a few neighborhoods mapped.**
 - **January 27th in Sacramento (Northern CA)**
 - **January 29th in Bakersfield (Southern CA)**

(space is limited, priority attendance given to new LHDs)
- **This training workshop teaches you how to use GIS to produce a snapshot view of your community & its food environment.**

Before the GIS Mapping Workshop...



- **Complete Introduction to GIS Webinar**
 - <https://student.gototraining.com/2c0f6/recording/6547387588199618048>
 - Length (01.41.51)
- **Select Neighborhoods**
 - **Schedule pre-meetings with the Project Director & CX³ team**
 - **Familiarize yourself with partner work, neighborhood activities, and services around obesity prevention.**
 - **Bring a copy of your neighborhood**
 - Print out a GIS map & highlight, or
 - Print out a Google map & highlight, or
 - Photocopy a paper map & highlight

After the GIS Mapping Workshop...



- **Drive the Neighborhood (AGAIN...)**
 - **Reconcile GIS Map with Neighborhood Reality**
- **Calculate Retail Food Environment Index (RFEI)**
- **Initiate Community Engagement Activities**

Community Engagement Aspects of CX³

- Work with partners and community members to:**
- **Share the community food environment findings**
 - **Informs Early Stages of Forum Planning**
 - **Identify Intervention Priorities**
 - **Identify survey location(s)**
 - **Markets, Fast Food, Walkability, Mobile Vending, Outdoor Advertising, Food Banks and Emergency Food Outlets and Alternative Food Sources**
 - **Assist with surveys**

CX³ Survey Preparation



- **Attend CX³ Survey Instrument Training**
 - Train the Trainer
- **LHDs will Train local surveyors**
 - Partners, staff

.....Implement Surveys

Post-Survey Next Steps

Over the course of the grant...

- **Host Community Forums**
 - **Identify Community Champions for Change**
- **Support PSE changes with frequent and complimentary nutrition education and social marketing activities**
- **Participate in CX³ TA calls**
- **Cultivate partnerships**
- **Continue to engage the community**
- **Achieve PSE goal(s)**
- **Resurvey to document change**

What Does Success Look Like?

- **Retail Food Environment Index (RFEI) Decrease <5**
(low numbers are good!)
- **Increase in tool score**
- **PSE Change**
- **Community Activation**
- **Strengthen ties with the community**
- **Stronger partnerships**



CX³ State Team

We're Here to Help You!



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[CX³ Website](#) (just Google CDPH CX3):

http://www.cdph.ca.gov/programs/cpns/Pages/CX3_Main_Navigation.aspx