

California Department of Public Health (CDPH)
Center for Chronic Disease Prevention and Health Promotion
Nutrition Education and Obesity Prevention Branch
Recommendations
September 23, 2014 Stakeholder Meeting

This document addresses the recommendations received before and during the September 23, 2014 Nutrition Education and Obesity Prevention Branch (NEOPB) Stakeholder Meeting, both in person and through the webinar “chat” option. These recommendations have been grouped by theme; they may be paraphrased to consolidate those that address the same issue. Please note that CDPH has not responded to these recommendations here, as it is our intent to incorporate their discussion as part of future Stakeholder Meetings.

As with the questions, recommendations related to local health department (LHD) operations of the Supplemental Nutrition Assistance Program (SNAP) Education (SNAP-Ed) program will be addressed with the California Department of Social Services (CDSS) and local health departments (LHDs) as appropriate.

California Department of Social Services (CDSS)

- Have a state level coordinating council run by CDSS that includes state agencies and external partners.
- Given the way funds will be allocated beginning 2018, CDPH and CDSS must work together to ensure strong participation in CalFresh.

Coordination and Collaboration

- Youth engagement efforts at the local level with statewide coordination that ensures networking and sharing of strategies while empowering our youth to realize that they have a voice that is listened to and what they have to say matters.
- Better collaboration from the local level when making decisions affecting all jurisdictions.
- Regular communication is critical to our success. We suggest establishing a mechanism for doing this on a regular basis beyond the mandated stakeholder meetings.
- Promote clarity and transparency on the role of LHD versus Cooperative Extension at the county level and foster true collaboration and synergy through the County Nutrition Action Partnership (CNAP) process.
- Enhance the platform for regional collaboration, sharing, maximizing of resources and opportunities (Rethink Your Drink [RYD], media, outside funding).

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

One of the best tools of NEOPB is the CX³ assessment tool. It helps focus LHDs on looking at the bigger picture, it helps engage and train community on critically looking at their neighborhood and find tailored solutions. It broadens the conversation and helps us engage and bring more folks to the table to address the underlying issues that will carry us forward. It shines a light on what matters.

Evaluation and Research

- Standardize the policy, systems and environment (PSE) data collection methods around policy. Partner with organizations like the California Convergence to assist.
- Allow true integration of multiple funding sources with same goal to have consistent evaluation and reporting.
- More evaluation metrics available for local efforts.
- Develop a stronger evaluation plan for PSEs. If a statewide plan is too difficult to coordinate, the plans can be based on the size of county, or be region-, or intervention-specific. This could be a role for the Training and Resource Centers (TRCs) with LHD involvement. The Impact Outcome Evaluation (IOE) project has been an effective element to evaluate SNAP-Ed educational objectives because it standardizes how each local implementing agency plan, implement and evaluate the education programs throughout the state. A systematic approach like this helps the state to gather and aggregate data across different counties, and develop state-level outcome reports related to SNAP-Ed educational programs.
- Develop infrastructure to leverage opportunities to collaborate with research institutions on peer-reviewed journal articles based on CX³, IOE, and PSE strategies.
- Identify the skill set that each LHD must have to be considered an "effective" or "highly effective" SNAP-Ed contractor. Don't make it a numbers game; focus on those elements that are proven to be effective in changing norms, behaviors and environments (through the PSE strand). LHDs could assess themselves. They could also have a peer (another county) assess them. This or something like this will need to happen if this effort is to continue beyond 2018 when authorization and funding will be reconsidered.
- We need to keep our eyes on the prize and be clear about what we intend to accomplish.

Media

- Brand all SNAP-Ed, unified under “the Movement” and Champions for Change.
- Create campaigns that target populations with the highest levels of health disparities.
- An element to enhance the SNAP-Ed mission is a regionalized approach to ensure consistence and coordination of messaging to reduce “media message” confusion.

Meeting Process

- To give attendees the opportunity to ask questions directly to presenters and CDPH staff.
- Allow stakeholders the opportunity to hear some of the departments’ responses to comments in a manner that allows for a dialogue.
- More of an interactive session (for future Stakeholder meetings) – more than half information.

Nutrition Education

- Policy in and of itself does not create behavior change. So as we shift to PSE, we still need to ensure that evidence-based nutrition education is implemented with fidelity from all front lines.

- For nutrition education, include preschoolers and the Head Start population as targets.
- Nutrition education and physical activity interventions should continue to compliment PSE strategies to ensure long-term sustainability.
- Create a system so local staff can provide feedback and suggestions on curriculums.

Partnerships

- Coordinate and leverage with other efforts targeting obesity prevention through a joint strategy that is more deliberated. Can start with coordinating and implementing agencies right now! They seem competitive.
- Stakeholders want accountability, transparency and communication:
 - Changes in staff, reporting, site eligibility, billing, interagency and partner coordination.
 - Want annual, semi-annual and continuous reports on process, progress, results.
- Ensure TRC and NEOP partners have the connections to partners and community members who are able to successfully support PSE change work and statewide collaboration.
- Support and/or facilitate peer exchange among LHDs, cross collaboration with the University of California (UC) CalFresh that will ultimately assist LHDs to collaborate with UC Cooperative Extension (UCCE).
- By collaborating with CNAP/community partner agencies, at both State and local levels, NEOPB can further coordinate to increase CalFresh screening and enrollment of CalFresh-eligible families. While it is not the role of NEOP staff to screen for CalFresh, partnerships will lead to improved outcomes for obesity prevention in California.
- Find linkages, funding opportunities, collaborations that move us towards "Health in all Policies" concept and allows for intersectional collaboration throughout local jurisdictions.
- Facilitate other funding opportunities that can enhance our work and allow us to undertake more ambitious tasks that get to the underlying causes of disparities, poverty and inequity.

PSE/Policy

- Expand the portfolio of high impact PSE interventions with pre-approval and support LHDs in understanding how to effectively implement, overcome barriers, and achieve significant population based reach.
- Give LHDs "policy coaches" to help them develop localized PSEs.
- Nutrition education and physical activity interventions should continue to compliment PSE strategies to ensure long-term sustainability.

Resources

Establish a centralized resource/hub for best practices.

Schools

- More communication with the California Department of Education (CDE) on how they are working to include nutrition into curriculum and common core standards.

- Schools need sequential, standards-based comprehensive nutrition education that is proven to create behavior change and is 5-food group based.
- Re-commit to working with and through the afterschool population by working closely with CDE's Afterschool Division, the Center for Collaborative Solutions, and the California Afterschool Network (ASN). Identify, through LHDs, their needs and struggles they face in trying to work with this subset of the SNAP-eligible population. Find out what the LHDs need and share with them some of the effective strategies that have been used by others to work with the ASNs. Not only are these students SNAP eligible but the afterschool programs (over 4,000 statewide) are well connected with families, are striving to work more closely with the school day staff and have far greater flexibility in implementing nutrition and physical activity interventions and utilizing resources to support students and their families.
- If we hope to be successful in reaching students and families in schools, there needs to be a strong state-level partnership with education agencies, especially CDE.
- It would be helpful for CDPH staff to receive training on current issues in school systems.
- NEOPB - Children's Power Play! Campaign in San Diego County has been extremely successful. I think school participation is a major component of reaching our most vulnerable families and children.
- Recommend a report-out on activities and progress in this area made in schools.

Target Population

Target populations with high test levels of chronic disease and address health disparities.