

Supplemental Nutrition Assistance Program – Education (SNAP-Ed)

Stakeholders' Meeting

April 27, 2015 | 9:30am – 12:30pm

California Department of Public Health (CDPH)
Nutrition Education and Obesity Prevention Branch (NEOPB)



Welcome and Opening Remarks from the California Department of Public Health



Kevin Sherin, MD, MBA, MPH

Deputy Director for the Center for Chronic Disease Prevention & Health Promotion

John Talarico, DO, MPH

Branch Chief for the Nutrition Education and Obesity Prevention Branch

Overview and Review

CDPH-NEOPB Stakeholder Meetings



Selma Abinader - *Meeting Facilitator*

Tell us about your Stakeholder Meeting Participation

Raise your hand in the room or complete the webinar poll:

- Today is your first stakeholders' meeting
- The January 2015 stakeholders' meeting was the first meeting you attended
- Today and the September 2014 meeting were the 2 stakeholder meetings you attended
- You have attended all 3 stakeholder meetings
 - (Sept. 2014, Jan.2015, and Apr. 2015)

Stakeholder Meeting Timeline

July 1, 2014 – October 31, 2015

September 23, 2014

January 5, 2015

April 27, 2015

July 31, 2015

October 2015

Meeting Announcements will be posted on the
NEOPB Partners and Stakeholders [Webpage](#)

Meeting Aims

- **Solicit input and receive feedback** from SNAP-Ed stakeholders on the **development, integration, and evaluation of the SNAP-Ed program** administered by the Nutrition Education and Obesity Prevention Branch of the California Department of Public Health.
- **Inform and update** statewide SNAP-Ed stakeholders on the **purpose, function, and direction of the SNAP-Ed program** administered by the Nutrition Education and Obesity Prevention Branch of the California Department of Public Health.

Today's Agenda

TIME	TOPIC
9:30am	Welcome from the California Department of Public Health (CDPH)
9:35am	Opening Remarks from Nutrition Education and Obesity Prevention Branch (NEOPB)
9:40am	Overview and Review of Stakeholder Meeting Process
9:50am	Updates from NEOPB with Q & A <ul style="list-style-type: none">• Staffing, Transitional Contracts, Evaluation Efforts, and USDA Management Evaluation• Administration and Fiscal Update
10:30am	BREAK
10:45am	Updates on the NEOPB Strategic Planning Process with Environmental Scan Activity
11:35am	Local Health Department SNAP-Ed Implementation with Interactive Dialogue <ul style="list-style-type: none">• Fresno County• Santa Clara County
12:20pm	Next Steps and Closing
12:30pm	Adjourn

Input and Feedback Opportunities

Activity	Details and Process
Questions and comments from onsite and webinar participants	<u>Onsite:</u> Place your table tents vertical <u>Webinar:</u> Raise your hand and your line will be unmuted
NEOPB Program Updates: Begin at 9:50am	5 minute Q & A session for the following: <ul style="list-style-type: none">• Staffing and Transitional Contracts• Administrative and Fiscal Updates• Evaluation Efforts and USDA/WRO Management Evaluation
Environmental Scan Activity: Begins at 10:55am	20 minute trends feedback and input session <ul style="list-style-type: none">• <u>Onsite:</u> Worksheets will be handout out; return to registration table• <u>Webinar:</u> Under webinar document resources. Upon completion, email the worksheet back to NEOPB. You may also use the chat log
Local Health Department SNAP-Ed Implementation: Begins at 11:35am	10 minute interactive dialogue will follow

Input and Feedback Opportunities

Activity	Details and Process
Individual Input and Feedback Worksheet	<p>Onsite:</p> <ul style="list-style-type: none">• Available on meeting tables• Upon completion, return the worksheet to the registration table <p>Webinar:</p> <ul style="list-style-type: none">• Available under document resources of Go-To-Training• Upon completion, email the worksheet back to NEOPB
Dedicated Email to Submit Input and Feedback	<p>neopstakeholders@cdph.ca.gov</p>

Meeting Guidelines

- Be willing to go with the process as structured for today
- Be a teacher and learner - See value in your contributions and the contributions of others
- Commit to inclusiveness - make room for all views
- Use CDPH-NEOPB SNAP-Ed past efforts and values to develop recommendations supporting forward movement
- Add to, do not repeat ++++++
- Be respectful - No side conversations and one speaker at a time
- Silence electronics; take calls outside the meeting room

Review of Process Points

During Q & A Sessions

- Alternate input and feedback from onsite and webinar participants
- Some questions may need to go on the “bicycle rack” if not related to discussion topic

Will strive for diversity of viewpoints

- Onsite: Turn you name tent the long way to speak
- Webinar: Raise your hand and your line will be unmuted to speak
- Please note that input and feedback shared through the chat function will not be read out loud, but will be addressed through the meeting summary

Speak only when recognized

- Microphones will be brought to you
- Start comment or question with your name and affiliation

May not get to everyone

- Please use the provided Input and Feedback Worksheet, email address, and chat log to capture your input

NEOPB Updates

Nutrition Education and Obesity Prevention Branch Staffing and Transitional Contracts



John Talarico, DO, MPH

Branch Chief for the Nutrition Education and Obesity Prevention Branch

Budget Change Proposal (BCP) and Staffing

For 45 state positions (40 for NEOPB program)

- Hiring completed

Cost Savings

- Majority of the initial savings has been redistributed to the county health departments. Savings also utilized to fund state operating expenses in support of all State Implementing Agencies (SIAs) and to support required evaluation activities

University of California, Berkeley (UCB)

Interagency Agreement (IAA) with UCB, Center for Health and Weight (CHW)

NEOP Infrastructure and Staffing

- Set up a nutrition education/obesity prevention unit
- Seven candidates have been hired
 - 1 Team Director
 - 1 Project Manager (PSE/RE-AIM)
 - 2 IOE Specialist
 - 2 EARS Specialist
 - 1 LHD Comprehensive Evaluation Specialist

Transitional Contracts

Non-Competitive Bid (NCB) Contract - Public Health Institute (PHI)

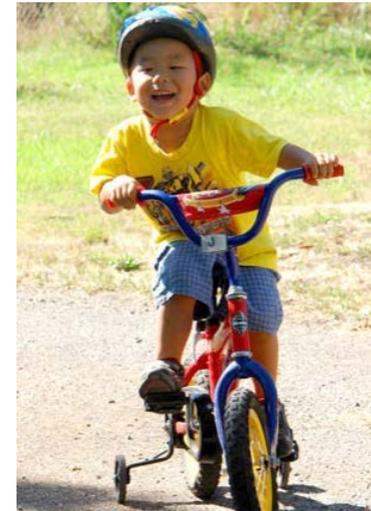
- **PHI staffing:** 55 persons / 39.4 FTE
- **Contract Goal:** Under the direction of and partnership with NEOPB, ensure a smooth transition and transfer of knowledge from PHI staff to CDPH NEOPB State civil service staff for select services
- **Key Activities:** Mentor new CDPH NEOPB staff and develop toolkits, guides, webinars, and create and deliver training modules
- Respond to various mentorship and technical assistance requests
- Work with NEOPB Research and Evaluation Section to resolve and transition outstanding and ongoing FFY 2014 evaluation projects

NEOPB Staff Trainings

Training Topic	Training Date(s)/Timeframe
<p>NEOPB Campaigns and Programs</p> <ul style="list-style-type: none"> • Retail Program • Worksite Program • Latino Campaign • African-American Campaign • Power Play! • Rethink Your Drink • Youth Engagement • Physical Activity Integration • Harvest of the Month • Communities of Excellence (CX3) 	<p>WAVE #1: Held from January 2015 – April 2015</p> <p>WAVE #2: Will begin in May 2015</p>
<p>School Wellness Policy</p>	<p>March 2015</p>
<p>CA Smarter Snacks in School</p>	<p>March 2015</p>

Q & A Session

Staffing and Transitional Contracts



NEOPB Administrative and Fiscal Updates

Nutrition Education and Obesity Prevention Branch



Gil Sisneros, MPH
Assistant Branch Chief of Administration

SNAP-Ed Fiscal Update

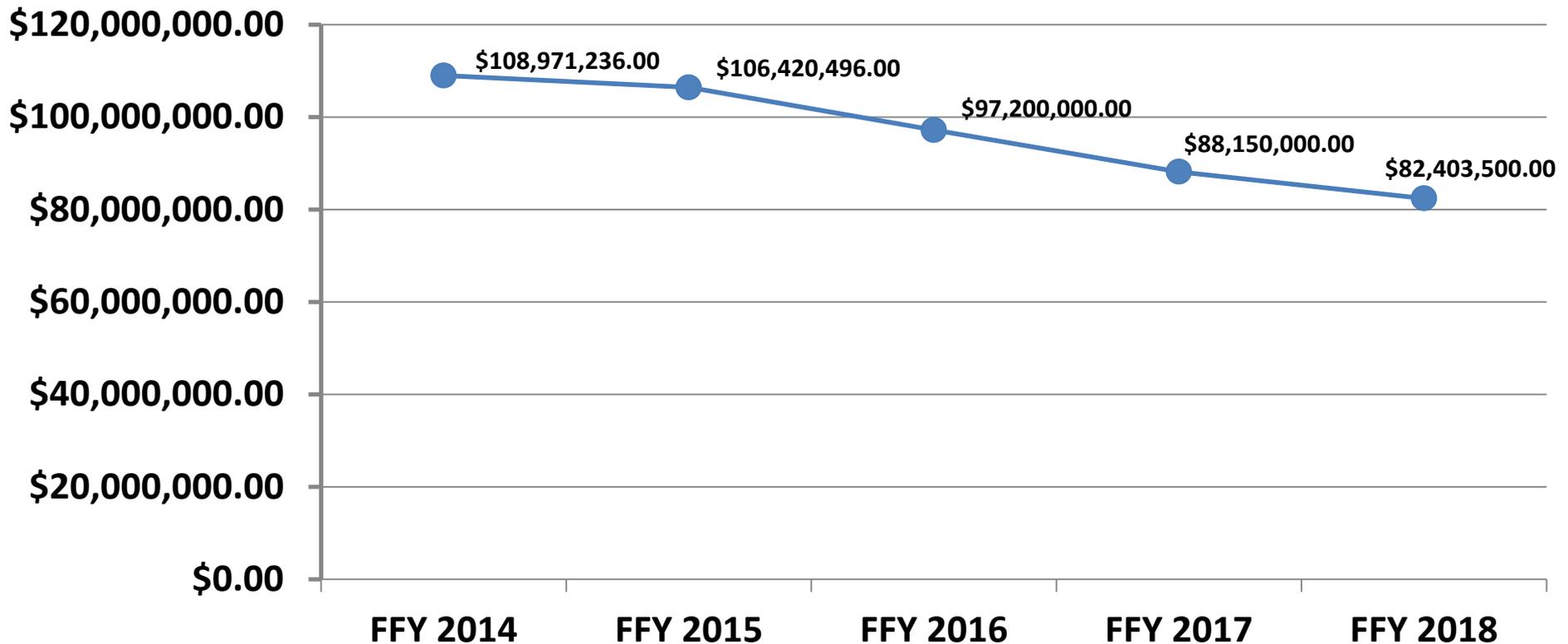
SNAP-Ed Funds to CDPH-NEOPB		
Federal Fiscal Year (FFY) 2014	\$108 971,236	
FFY 2015	\$106,420,496	
FFY 2016*	\$97,200,000	↓ 7%
FFY 2017**	\$89,000,000	↓ 8.2%
FFY 2018**	\$80,000,000	↓ 9.5%

* Includes \$2.2 M dedicated to statewide trainings

** Projected

SNAP-Ed Fiscal Update

Funds to CDPH-NEOPB

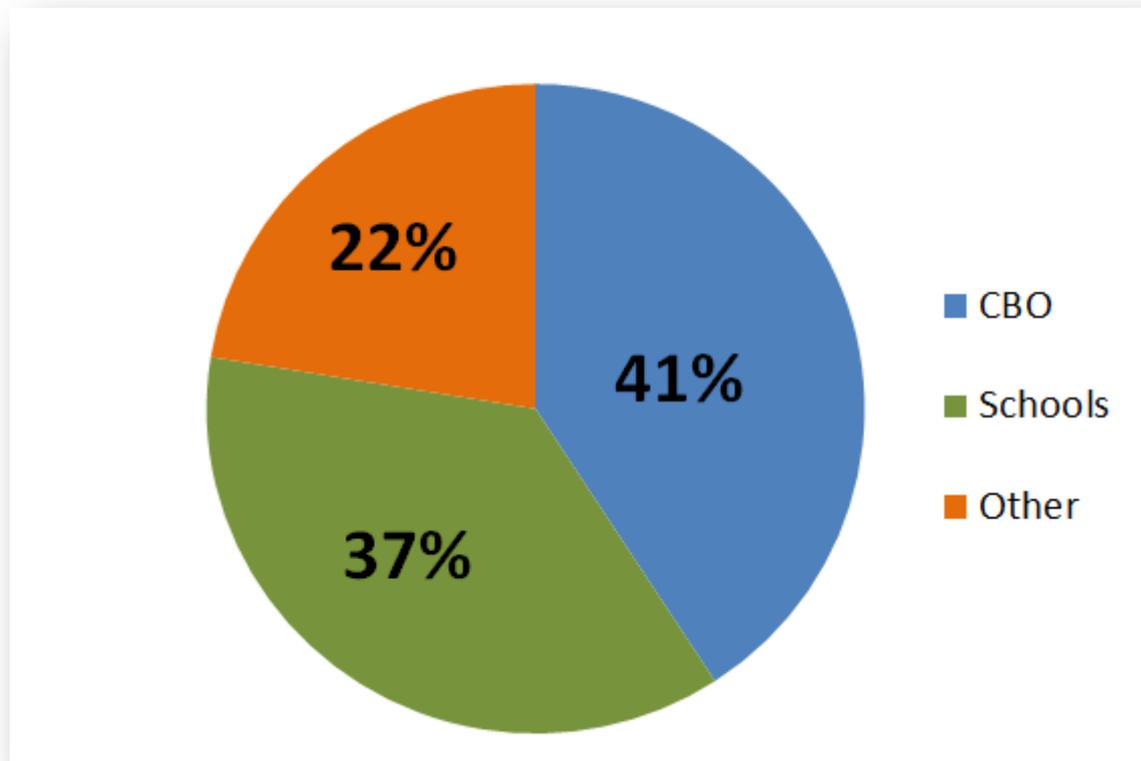


CA SNAP-Ed Fiscal Update FFY 2016

- **USDA National SNAP-Ed Allocation = \$411M**
- **California's Total SNAP-Ed Allocation \$117M**
 - 28% of total SNAP-Ed allocation
- **CDPH-NEOPB's Allocation = \$97M**
 - 82.9% of California's total SNAP-Ed allocation

FFY 15/16 Funding Allocations

- LHD Funding = \$65M
 - Subcontracts = \$30M



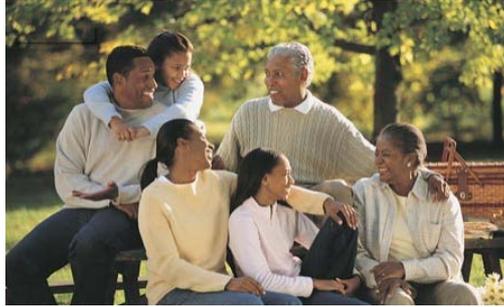
Q & A Session

Fiscal Updates



NEOPB Updates

*Nutrition Education and Obesity Prevention Branch
Evaluation Efforts and USDA/WRO Management Evaluation*



John Talarico, DO, MPH

Branch Chief for the Nutrition Education and Obesity Prevention Branch

NEOPB Evaluation Workgroup

Workgroup comprised of:

- Internal NEOPB and external evaluation experts
- Internal NEOPB program staff

Workgroup focus:

- Share programmatic state and local priorities, interventions, and activities of NEOPB, including current evaluation activities and methodologies
- Identify and discuss existing evaluation gaps and opportunities to enhance and expand state and local program evaluation activities
- Identify additional data sources and resources that may support state and local evaluation efforts in partnership with UCB, CHW
- Provide guidance on reasonable evaluation goals for SNAP-Ed program efforts

Workgroup met on March 25, 2015

Workgroup meeting outcomes

USDA/WRO Management Evaluation

- **Management Evaluation (ME)**
 - Periodic assessment of accomplishments of program objectives and compliance of State agency and local program operations including compliance efficiency, effectiveness , and quality of services conducted by USDA/WRO (funder)

- **Annual California (CA) SNAP-Ed ME**

FFY 2015

USDA/WRO Management Evaluation

- **Timeframe:** January 20, 2015 through February 6, 2015
- **Involved CA agencies:** CDSS, CDPH-NEOPB, and local health departments (LHD)
- **8 LHDs selected for a ME** (combination of site visits and desk reviews)
 1. Monterey
 2. San Benito
 3. Santa Clara
 4. Los Angeles
 5. Orange
 6. San Diego
 7. Tulare (*desk review*)
 8. Colusa (*desk review*)

FFY 2015 ME Noteworthy Initiatives

Local Health Departments

1. Santa Clara and San Diego have model County Nutrition Action Plan (CNAP) programs
2. Santa Clara and Los Angeles have model Promotora programs
3. The Health Trust Children Dental Clinic is a model program of integration with a SNAP-Education nutrition education (Santa Clara)
4. The Hydration Station/Rethink Your Drink (RYD) initiative is a model policy, systems, and environmental (PSE) change project (Santa Clara)



FFY 2015 ME Noteworthy Initiatives

Local Health Departments

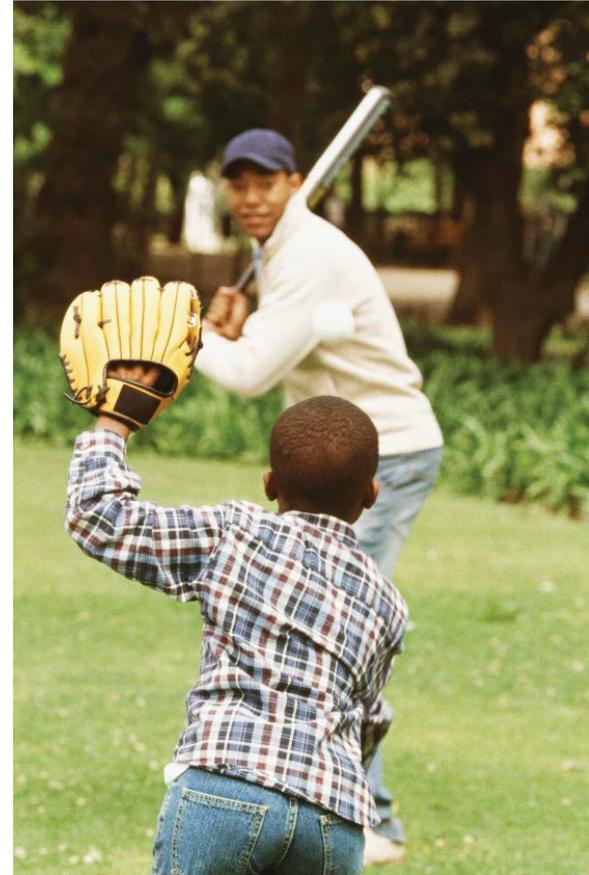
5. The Chronic Disease Integration initiative with the SNAP-Ed program is model program (Santa Clara)
6. Tulare and Orange collaborative efforts with their respective County's Department of Social Service Offices were noteworthy
7. The Healthy Meals/Healthy Family Project (Orange County)
8. Champion Mom's Program and Resident Leadership program for recruiting and training moms (Orange County)



FFY 2015 ME Noteworthy Initiatives

Local Health Departments

9. Program Management SNAP-Ed Tools (Orange County)
10. Healthy Retail / Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX3) Project, one of the best in CA (Los Angeles)
11. Nutrition fundamentals course and training (Los Angeles)
12. Comprehensive evaluation beyond SNAP-Ed requirements (Los Angeles)
13. Complete Streets Project in El Monte (Los Angeles)



FFY 2015 ME Noteworthy Initiatives

Local Health Departments

14. College Intern Programs (CSU-Chico/Colusa and Monterey)
15. Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX3) Community Engagement Model (San Diego)
16. Comprehensive (Direct Services to PSE) community approach in Linda Vista (San Diego) that included a community garden, PSE- cross walk project, farmers' market, and physical activity parking lot expansion at a local library/PSE project



FFY 2015 ME Noteworthy Initiatives

Local Health Departments

17. Healthy Retail (Menu) Project (San Diego)
18. Mothers In Action Project (included a special pool provision for mothers and an afterschool program – San Diego)
19. Community Agriculture Project with strong linkages to the SNAP-Ed program (San Diego)
20. County-wide Live Well Initiative and its integration with the SNAP-Ed program (San Diego)



FFY 2015 ME Noteworthy Initiatives

Local Health Departments

21. County-wide Live Well Initiative and its integration with the SNAP-Ed program (San Diego)
22. Farmers' Market & PSE projects (Tulare County)
23. Retail Project and community engagement (San Benito)



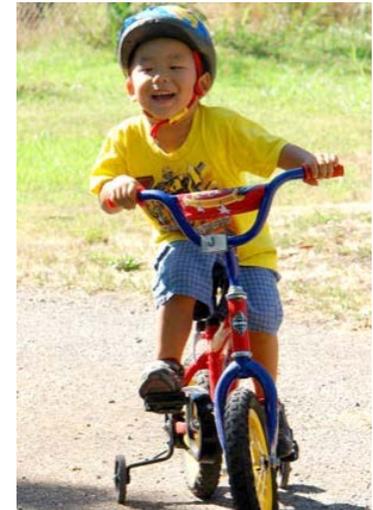
FFY 2015 ME Noteworthy Initiatives

State- Level

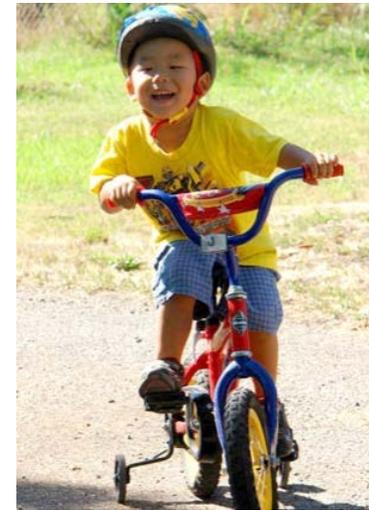
1. First state-level integrated work plan
2. Site Change Policy
3. RE-AIM Evaluation Program and linkages to policy, systems, environmental outcomes
4. **Local Health Department Model**

Q & A Session

Evaluation Efforts and USDA/WRO Management Evaluation



Meeting Break



NEOPB Strategic Planning Update and Environmental Scan Activity



Michele van Eyken, RD, MPH

Assistant Branch Chief of Policy, Programs, and Partnership Development

Strategic Plan Update

Last Plan:

- Developed in 2011; expires in 2015
- Resolved by the Planning Process:

Question:

- *How should SNAP-Ed allocations and programming be structured in light of the projected 30 percent loss of SNAP-Ed funds to CDPH-NEOPB through FFY 2018?*

Strategic Plan Update

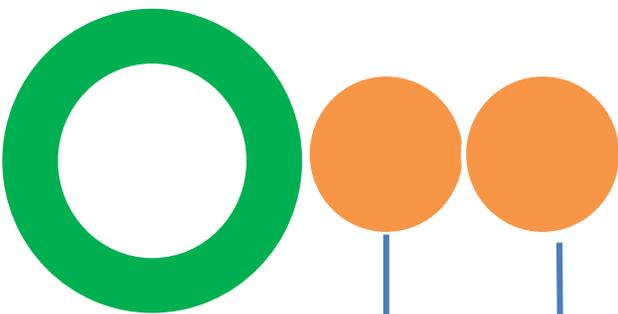
This Plan:

- To be completed in 2016 to expire in 2020.
- To be resolved by the Planning Process:

Question:

- *On which of many possible strategies should CDPH-NEOPB and LHDs focus for the next three years, given the projected loss of SNAP-Ed and other funds in the next three years?*

Kick-Off, Gather Information

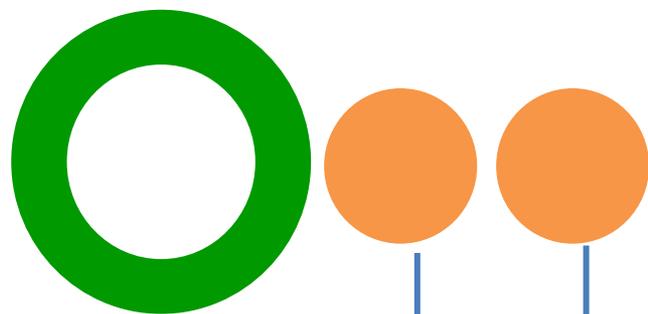


Key Informant Interviews, SWOT Analysis



Steering Committee and Stakeholders

Develop Strategic Priorities

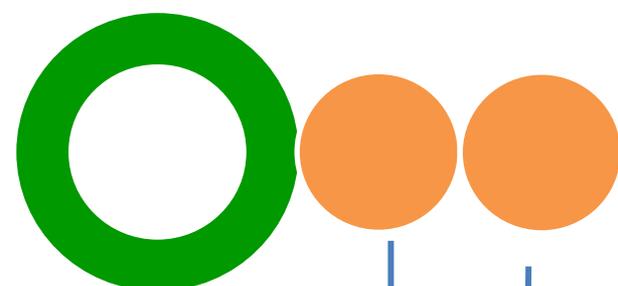


NEOPB Workgroups; Goals, Objectives, and Activities



Internal and External Feedback

Develop Strategic Plan



Feedback and Revisions



Present at the Program Directors' Meeting

Strategic Plan Update

Purpose:

- To set CDPH NEOPB's priorities for obesity prevention strategies for the next three years, in light of.....

Strategic Plan Update

Considerations:

- The projected loss of USDA SNAP-Ed and other federal funds;
- Current research on effectiveness and return in investment;
- The need to leverage the strategies of our state and regional partners; and
- Current cultural, economic, political and other factors.....

Environmental Scan– Purpose

A brainstorming tool to identify:

- What we are “up against”
- What and who we can leverage/partner with

An opportunity to imagine “outside the box”:

- May not relate to obesity prevention, but then again....
- Our messages need to resonate amidst the other “noise”

Summary of Sector Comments

- Government– Slow, cautious, policy opportunities
- Culture– Technology, healthy and local foods little from-scratch, at-home food preparation, Latinos, immigrants
- Economics– Working families, food industry strong
- Data– Challenges: how to measure, evaluate prevention effectiveness; access to data;
- Health Care– ACA, diabetes prevalence, electronic medical records

Summary of Sector Comments

Sector	Summary
Government	Slow, cautious, policy opportunities
Culture	Technology, healthy and local foods little from-scratch, at-home food preparation, Latinos, immigrants
Economics	Working families, food industry strong
Data	Challenges: how to measure, evaluate prevention effectiveness; access to data;
Health Care	ACA, diabetes prevalence, electronic medical records

Environmental Scan Activity

- Provide input and feedback on Environmental Scan
- Activity will take 30 minutes
- Meeting facilitator, Selma will lead us through the activity

Environmental Scan Activity

1. Individual Reflection: 8 minutes



- Review handout
- **FEEDBACK:** Star trends most important to NEOPB future efforts
- **INPUT:** Add trends that considerations are missing (gaps)
 - Start with sector most interested in and most important to you. You may not have time to review full list
- If time permits, table teams can share their input with each other
- Time ticklers @ 3 and 1 minute, 30 seconds and end

Environmental Scan Activity

2. Group Sharing: 20 minutes

- Go down sector list
- Alternate between participants in the room and on the phone: quick popcorn style, I will repeat your input so it becomes part of the audio record
- Want to hear as much input as possible—don't repeat +++++
- Focus on sharing gaps

3. Leave worksheets on registration table at the end of the meeting

- ONSITE: Input from the worksheets and chat log will included in the meeting summary
- WEBINAR: Upon completion, email the worksheet back to NEOPB

Local Partnerships in Action:

Leveraging SNAP-Ed Towards Community Change



Caroline Kurtz, PhD.

Assistant Branch Chief of Local Programs and Training

Community Change and Local Health Department Initiatives

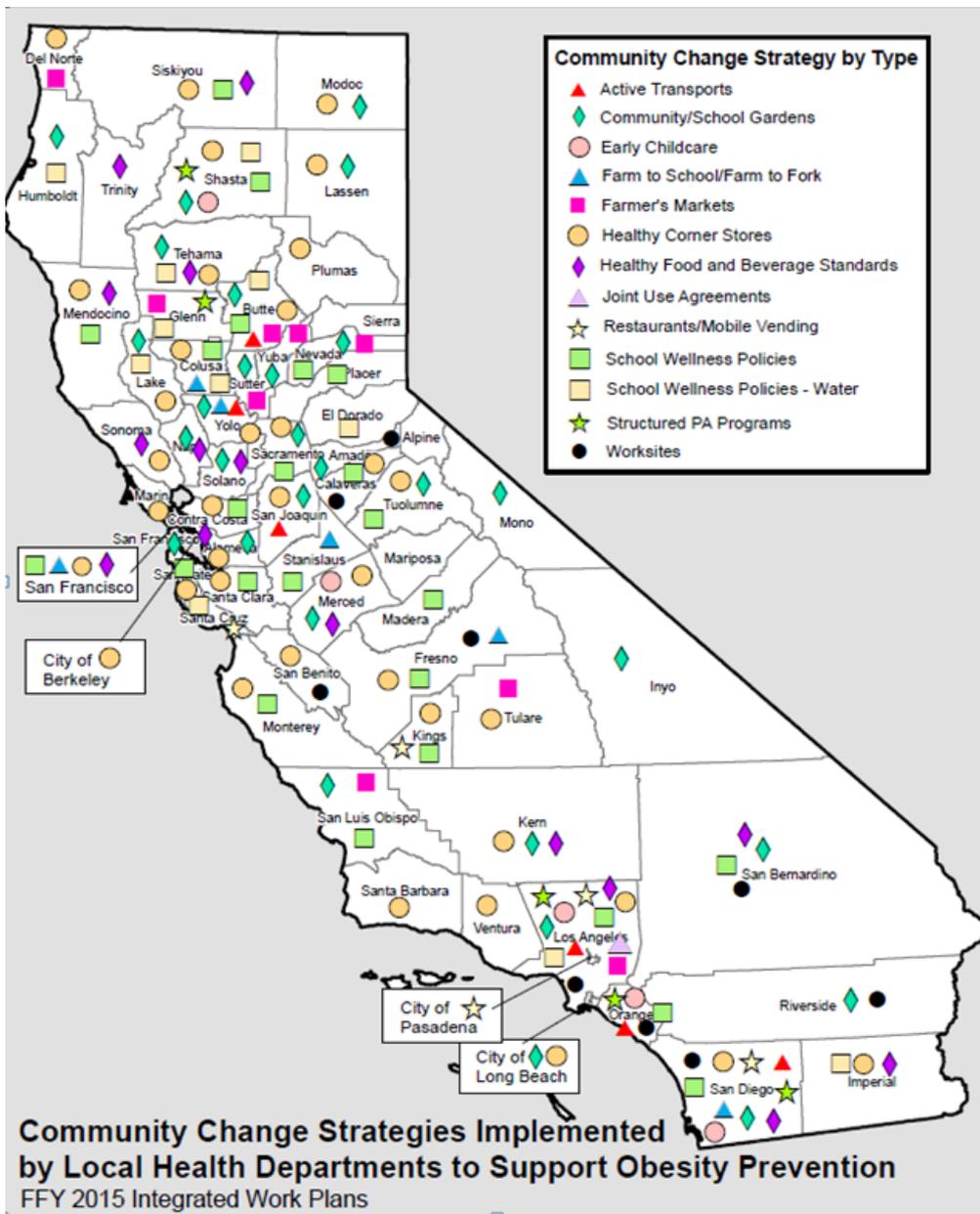
- Community Change takes a collaborative effort to reach meaningful goals
- Focus on Policy, Systems and Environmental changes to modify local conditions



Community Change and Local Health Department Initiatives



- Community Change approach:
 - Maximizes resources
 - Expands reach and impact
 - Provides opportunity for community input
 - Creates expectations for new norm



Community Change Strategy by Type

- ▲ Active Transports
- ◆ Community/School Gardens
- Early Childcare
- ▲ Farm to School/Farm to Fork
- Farmer's Markets
- Healthy Corner Stores
- ◆ Healthy Food and Beverage Standards
- ▲ Joint Use Agreements
- ★ Restaurants/Mobile Vending
- School Wellness Policies
- School Wellness Policies - Water
- ★ Structured PA Programs
- Worksites

Community Change and Local Health Department Initiatives

- **Sara Bosse**, Office of Policy, Planning and Communication for the Fresno County Department of Public Health



- **Bonnie Broderick**, Director of the Chronic Disease & Injury Prevention, Santa Clara County Public Health Department



Champion Focus

Fresno County NEOP

Presented by:

Sara Bosse
Manager, Office of Policy Planning and Communication

Goal: Real Change that Sticks

- Environment
- Traditions
- Habits
- Expectations



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Reality

- **Limited resources and number of people**
- **Limited experience and skills: We cannot be everything to everyone**



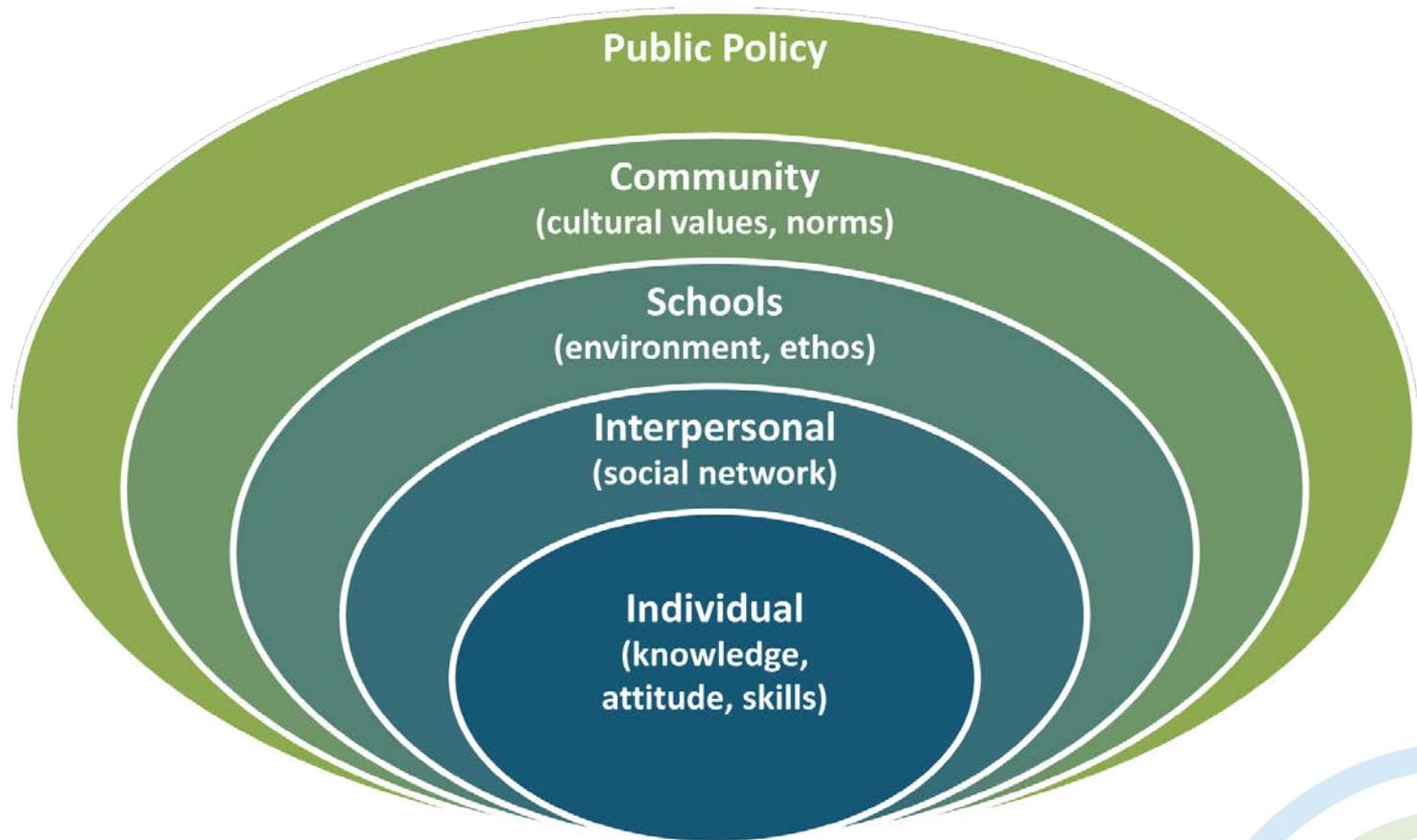
How can we change communities?

In Fresno we are using:

- **Geographic Focus**
- **Champions**



Social Ecological Model



Why isn't SEM working as well as we hoped?

- Limited resources encourages programs to go for low hanging fruit
- This results in interventions being spread throughout the target area
- All the layers of SEM have to touch the same person for behavior change



Geographic Focus

- **Creates the multiple impressions and environmental supports needed for behavior change**
- **Focuses the program to identify and pursue target sites that may take time to adopt changes**



Geographic Focus in Fresno

- **Six target communities: CX3**
- **Defined by census tracks**
- **Selection criteria: qualify for SNAP-Ed, YPLL, food deserts, existing relationships and partnerships, community readiness**

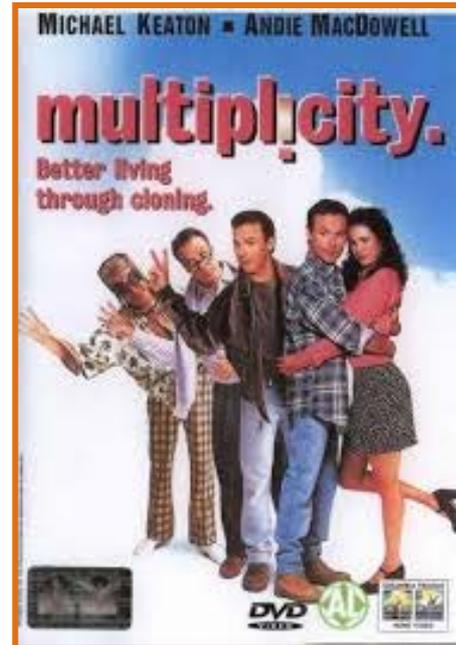


How can we change communities?

- ✓ **Geographic Focus**
 - **Champions**



What is a Champion?



Individual Champion

- **A member of the community who is passionate about health, offers their skills and talents, and uses those skills and talents to create community change.**



Organizational Champion

- **An organization/ agency/ business who adopts health as a priority and integrates it into how they do business and influence the community.**



Goal: Real Change that Sticks

- Environment
- Traditions
- Habits
- Expectations



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THE TOP 200 BRANDS' ADVERTISING BUDGETS

2009-2010



Each dollar in a stack represents roughly \$50M in advertising. On the left, you'll find a stack showing spending in 2009; on the right, 2010.



THE RESTAURANT INDUSTRY



- **\$2.95 Billion from the 10 fast food restaurants listed**



We need to reach Critical Mass

- **Create a self-sustaining chain reaction**
- **Champions must also identify and mentor more champions for us to compete.**



Champion Principles Being Implemented in Fresno

- **No direct education unless it supports the recruitment and development of individual or organizational champions**
- **Communicate, coordinate, cross-promote, and integrate activities with subcontractors and partners.**



Champion Principles Being Implemented in Fresno

- **Proactively contribute to the development of Champions by creating opportunities to:**
 - **Implement and lead nutrition and physical activity education activities.**
 - **Identify, implement, and lead PSE projects.**
- **Case management tracking of champion activities**



Sara Bosse

**Fresno County Public Health
Office of Policy, Planning and Communication**

sbosse@co.fresno.ca.us

559-600-6449



SANTA CLARA COUNTY PUBLIC HEALTH DEPARTMENT

4/27/2015

Local Health Department SNAP-ED IMPLEMENTATION

Bonnie Broderick, Senior Health Care Program Manager
Chronic Disease & Injury Prevention Center



Public Health Department

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Vision

- Creating a healthy safe community for all people to live, learn, work, and play

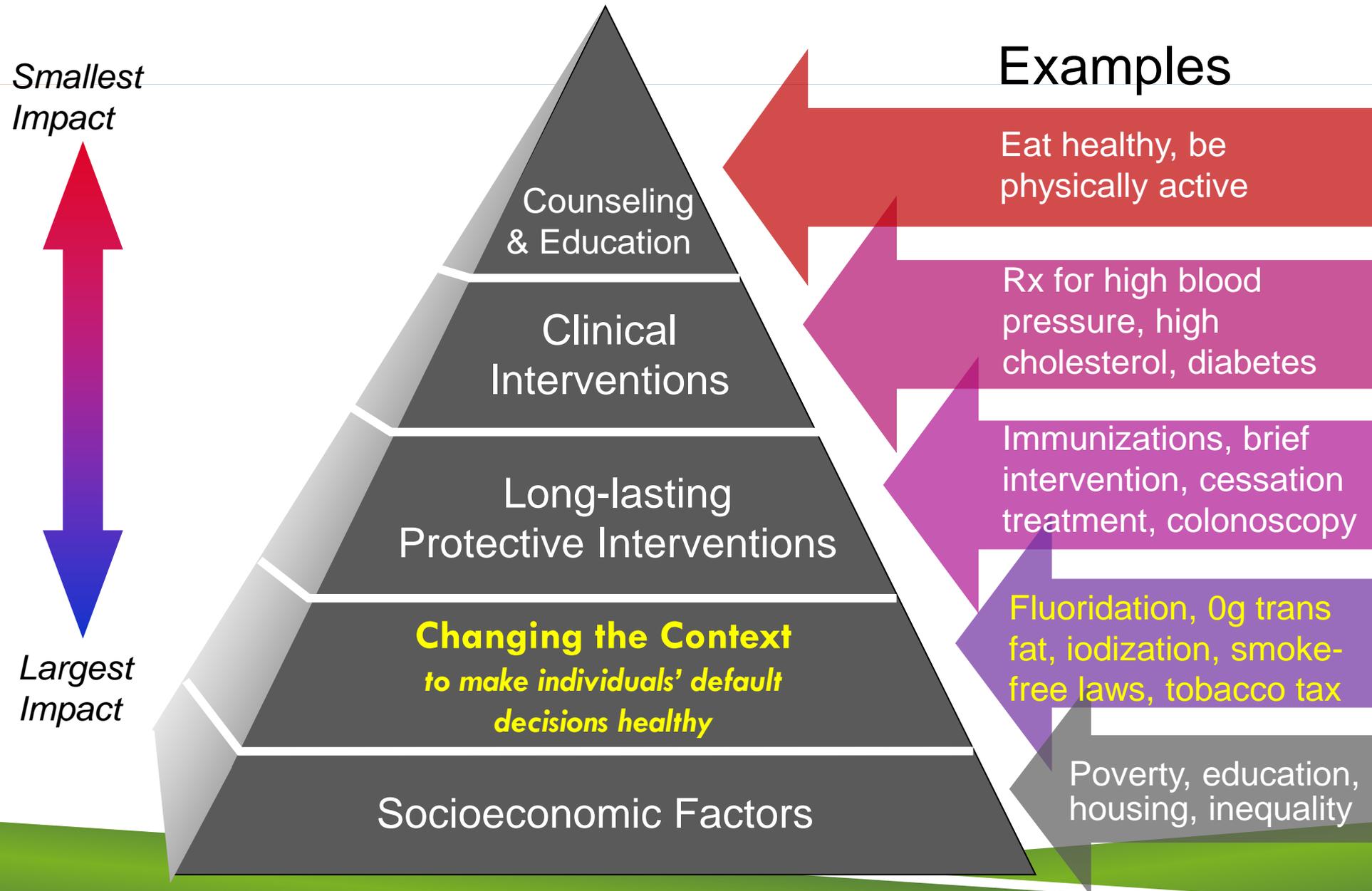
Mission

- To prevent disease and injury and create environments that promote and protect the community's health



Great Things Start with Good Health

Factors that Affect Health

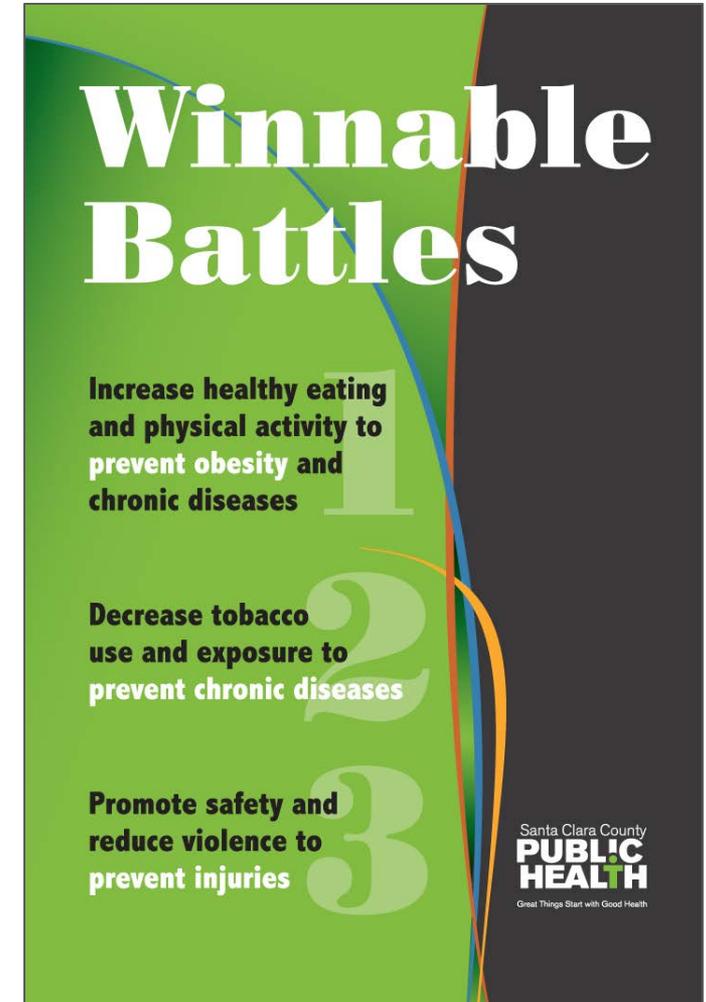


Public Health Winnable Battles

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Approach:

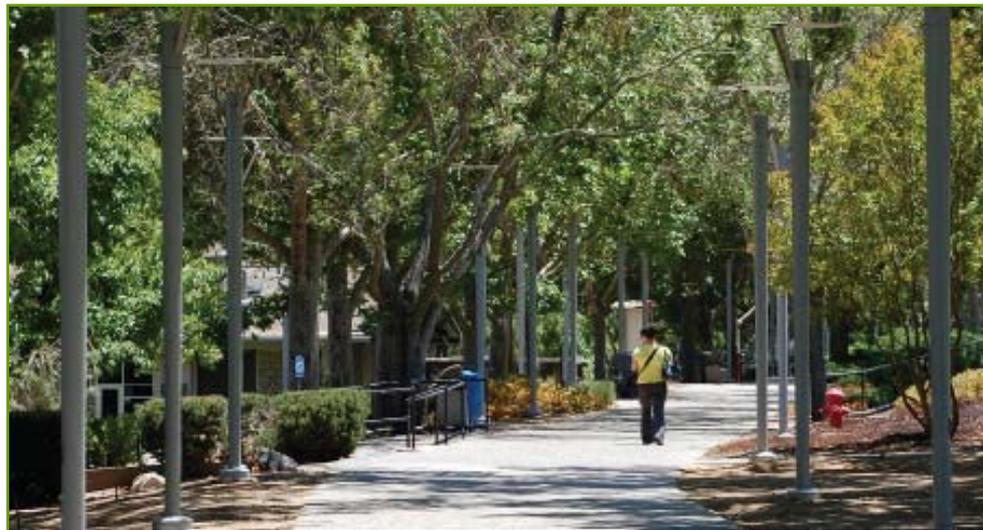
- Change **policies and environments** so the healthy choice is the easy choice
- Extend resources beyond increasing individuals' knowledge to **shaping social norms**
- National movement focused on **prevention** through the Affordable Care Act
- National focus on **health disparities** and **health inequities**



4/27/2015

Overarching Goal

- Create healthy, safe, livable communities in Santa Clara County to assure access to healthy food and beverages, safe places for physical activity and active transportation, and tobacco/smoke free environments



Multiple Funding Streams

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Federal Grants

United States Dept. of Agriculture

Health & Human Services- Centers for Disease Control & Prevention; Dept. of Transportation



State Grants

California Dept. of Public Health; California Office of Traffic Safety

Metropolitan Transportation Commission; State Dept. of Transportation



Local Grants

Kaiser Permanente; El Camino; FIRST 5; The Health Trust

General Funds; Ambulatory Care; Valley Health Plan

4/27/2015

CDIP Priority Areas

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- Active and Safe Communities
- Injury and Violence-Free Communities
- Healthy Food and Beverage Environments
- Tobacco-Free Communities



Healthy Food & Beverage Environments

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- Promote breastfeeding
- Promote healthy child feeding practices
- Increase healthy food & beverage consumption
- Improve access to healthy food & beverages



LOCAL HEALTH DEPARTMENT IMPLEMENTATION



Nutrition Education

- ▣ Classes
- ▣ Community Events
- ▣ Grocery Store Tours
- ▣ Food Demonstrations



Policy, Systems and Environmental Change

- ▣ Healthy Retail
- ▣ Healthy Food and Beverage and Physical Activity Standards



Campaigns and Programs

- Champion Providers Initiative
- Communities of Excellence (CX3)
- Harvest of the Month
- Physical Activity Integration
- Power Play!
- Retail
- Rethink Your Drink



Neighborhood Intervention Model



Neighborhood Intervention Model

Nutrition Education and Obesity Prevention (NEOP) – Local Health Department (LHD)
Staff & Sub-Grantees (or subcontractors)

- Community Nutrition Action Plan (CNAP)
- Communities of Excellence in Nutrition, Physical Activity, Obesity Prevention (CX3) Neighborhood Assessments
- Media & Promotion
- Nutrition Education
- Rethink Your Drink

Community Partners

Specific Neighborhood Interventions & Initiatives Identified, Strategies Planned and Implemented

Childcare Settings and Medical & Dental Clinics

Faith-Based Organizations

Schools & Afterschool Programs

Peer-to-Peer Education & Community Engagement

Retailers

Youth Engagement

Evaluation Plan

Policy, Systems & Environment Changes (PSE) and Programmatic Outcomes (using Impact Outcome Evaluation or IOE)

Example: Washington Neighborhood

Nutrition Education and Obesity Prevention (NEOP) - Local Health Department (LHD)
Washington Neighborhood, San Jose

2014



Collaboration with Other Initiatives Supported and/or Lead by the Santa Clara County Public Health Department, Center for Chronic Disease & Injury Prevention:

- Healthy Stores for a Healthy Community
- Safe Routes to School
- Teen Dating Violence Prevention
- General Plan Support & Technical Assistance
- Juvenile Diversion Program
- Active Transportation for a Walkable and Bikeable Community – Planning & Trainings
- Healthy Organizations, Towns & Cities
- Salad Bars in Schools
- Hydration Stations - Water to Go!
- Youth & Adult Engagement in Tobacco Control
- Breastfeeding Accommodation
- Senior Falls Prevention Task Force
- Walk With Ease & Eat for Health
- Communities of Excellence in Tobacco Control (CX)
- Rethink Your Drink Education and Media
- Healthy and Safe Parks
- Integration of Physical Activity into Schools & Businesses
- Nutrition, Healthy Food & Beverages, and Physical Activity Trainings
- Tobacco-Free Campaign

CDIP Core Integration Strategies

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- Engage, educate, and empower communities
- Promote policy, environmental, organizational and systems changes
- Support change through data, training, resource dissemination and leadership



Integration with Other SCCPHD Programs

- Integration Plan
- Integrated Work Groups
 - Organizational Wellness
 - Retail
 - Rethink Your Drink
 - School-Based Outreach and Education

Water to Go

- Collaboration between SCCPHD, FIRST 5 Santa Clara County, and Santa Clara Valley Water District
- Installed approximately 100 water bottle filling stations throughout the County
- LHD role
 - Provide Rethink Your Drink education at approved sites



Salad Bar Initiative

- Collaboration between the SCCPHD, California Department of Education, Team California for Healthy Kids, Let's Move Salad Bars to Schools, Santa Clara County Office of Education, local non-profits and private funders
- Purchased 15 salad bars for schools
- Raised funds for additional salad bars through a 5K run and donations from private funders
- LHD Role
 - Provide nutrition education at approved schools to support the environmental changes



Valley Health Centers

- SCCPHD collaboration with Valley Health Centers
- LHD roles
 - Provide quarterly nutrition classes at approved Valley Health Center sites
 - Share resources with staff working with Valley Health Centers to incorporate into outreach activities



COLLABORATION WITH LIA'S AND OTHER CNAP PARTNERS



LHD Role with LIAs



▣ LHD

- Local lead agency
 - Leads the development and monitoring of the integrated work plan
 - Coordinates site requests/approvals
 - Lead on organizing joint trainings, events, communications
- 

CNAP

- ❑ Prior to FFY15 – only funded partners
- ❑ FFY15 – expanded to unfunded partners
- ❑ Key projects
 - Santa Clara County Nutrition and Physical Activity Monthly Themes
 - Dissemination of information on Food Assistance Resources
 - Joint trainings and activities
 - PSE strategies

Pumpkin Decorating Contest at First
FFY15 CNAP Meeting



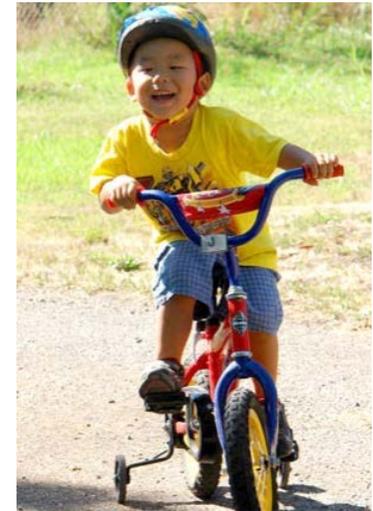


Better Health For All

Santa Clara County
PUBLIC
HEALTH

Great Things Start with Good Health

Interactive Dialogue with LHDs



Stakeholder Meeting Timeline

July 1, 2014 – October 31, 2015

September 23, 2014

January 5, 2015

April 27, 2015

July 31, 2015

October 2015

Meeting Announcements will be posted on the
NEOPB Partners and Stakeholders [Webpage](#)

Thank You and Next Steps

Complete and Return

- Input and Feedback Worksheet
- Environmental Scan Worksheet

NEOPB Partners and Stakeholders [Webpage](#)

- Meeting Summary
- Presentation Slides

NEOPB email inbox

- neopbstakeholders@cdph.ca.gov