



WELCOME

NEOP Statewide Collaborative Meeting
Sacramento, California
November 14, 2012



Announcements

- **Cell phones:** Please turn off cell phones or turn ringer off/put on vibrate.
- **Restrooms:** The restrooms are located to the left as you exit the Grand Ballroom. There are additional restrooms available on the lower level. The staircase is to your right as you exit this ballroom.
- **Lactation Room** – A Lactation Room equipped with a refrigerator is located in the American Room. Please visit the registration table for a key.
- **Resources, materials and other displays including a spa water display and an edible fruit display donated by Farm Fresh to You** – are available in the back of the room. Please take a moment to take a look at what is available.
- **Review Handouts in Packet**
- **Breakfast/Lunch** – We will have a 30 minute stretch break at 11:45 so that hotel staff can set up today's lunch. We will reconvene in this room at 12:15 for a working lunch.
- Additionally, you will receive a **10% discount** with the hotel if you present your meeting badge for coffee or breakfast.
- **Parking Validation** – See the registration desk for validation stamp.
- **Evaluation Forms** – A survey monkey will be sent out tomorrow afternoon for this meeting.



Ice Breaker

Michele van Eyken, MPH, RD
Assistant Chief for NEOP Programs

- **Turn to your neighbor on the right**
- **Introduce yourself**
- **Where do you work?**
- **Describe your proudest accomplishment with obesity prevention work**



NSC Executive Committee Members

Glovioell Rowland, PhD, MPH
Co-Chair

Laura Brainin-Rodriguez MPH, MS, RD
Co-Chair

Claudia G. Corchado

Marvin Espinoza, MEd

David Ginsburg, MPH

Gayle Hoxter, MPH, RD

Carol A. Lee, Esq.

Jamie Morgan

Mae Swoboda, MPH, CHES

Melody Steeples, MPH, RD

Rodney Taylor

Kari Tuggle, MS, RD

Antronette Yancey, MPH, MD



Setting the Stage for Success in SNAP-ED

**Moderator: Gil Sisneros, MPH, Assistant Chief of
NEOP Operations**

- Kathleen Billingsley, RN, CDPH
- Dennis Stewart, USDA Western Region
- Linda Patterson, CalFresh Branch, CDSS
- Lovell S. (Tu) Jarvis, PhD, UC Davis



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Network NEOP Meeting November 14, 2012

Lovell (Tu) Jarvis

Professor of Agricultural and Resource Economics
Special Assistant to the Dean, College of Agricultural and Environmental Sciences
Director, Richard Blum Center for Developing Economies at UC Davis
University of California, Davis

David Ginsburg, MPH

Director, UC CalFresh Nutrition Education Program

Funded through a joint agreement among the U.S. Department of Agriculture/Food & Nutrition Services (USDA/FNS), the California Department of Social Services (CDSS) CalFresh Branch, and the University of California Cooperative Extension (UCCE).

FFY 13 Statewide Goals

-  **Goal 1:** Expand Family-Centered and Adult/Youth Nutrition Education
-  **Goal 2:** Continue Money/Food Resource Management Education and Training for Teens and Adults
-  **Goal 3:** Enhance Nutrition Education Through Partnerships
-  **Goal 4:** Explore Lower Cost Direct Nutrition Education Delivery Methods
-  **Goal 5:** Program Evaluation and Training

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FFY 2012 UC CalFresh Accomplishments*

- | | |
|--|---|
|  Total number of participants:
141,431 |  Total hours of education (Youth only): 128,767 |
|  Youth Direct Education:
118,670 | |
|  Adult/Family Direct Education:
22,670 |  Total unique delivery sites
1,114 |
|  Number of contacts-impressions
6,253,661 | <ul style="list-style-type: none">• Adult Sites 597• Youth Sites 632 |
|  Overall SNAP Participant reached (statewide): 63% | |

**preliminary data*

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Thank You!

We look forward to our partnership in addressing the needs of California's CalFresh Eligible population.

Funded through a joint agreement among the U.S. Department of Agriculture/Food & Nutrition Services (USDA/FNS), the California Department of Social Services (CDSS) CalFresh Branch, and the University of California Cooperative Extension (UCCE).

Accelerating Progress Through Synergy: FFY 13 Highlights by Section Chiefs, Table Talk

**Moderator: Kamaljeet Singh-Khaira, MS, Program Director III,
Public Health Institute**

- **Rosanne Stephenson, MPA, Program Development**
- **Susan Foerster, MPH, RD, Policy Planning, and Partnership**
- **Cyndi Guerra Walter, Community and School Policy and Training**
- **Fred Molitor, PhD, Research and Evaluation**
- **Christine Miller for Melissa Meade, Administration and Operations**

Table Talk: Share suggests and questions, submit on colored cards.





Program Development Section

**Rosanne Stephenson, MPA
Chief, Program Development**



Three Units

- **Community Development**
 - LHD Initiative
 - LFNE
 - LIAs
- **CalFresh Outreach Access Improvement Unit**
 - CalFresh Plan
 - CalFresh Promotion
- **Communications Unit**
 - Media and Public Relations
 - Social Media



Questions

- What efforts could you do in your Region and/County to support the launch of the new campaigns?
- CalFresh participation is one of the factors that determines future NEOP funding. How can you promote CalFresh to increase participation in your area?



Policy, Planning, and Partnership

Susan Foerster, MPH, RD
Chief, Policy, Planning, and Partnership



Policy, Planning, and Partnership Section

- **Regional Operations**
- **Fruit, Vegetable, and Physical Activity Campaigns and Programs**
- **Partnerships and Planning**



Table Talk Questions: Policy, Systems and Environmental Change?

What organizational decisions and environmental supports would make the biggest difference in achieving *Network* goals for healthy eating and physical activity in low-income settings? (Pick one sector)

- **Government, e.g., in counties, cities, districts**
- **Non-profits or foundations, e.g., CBOs, civic and service organizations, health plans**
- **Businesses and worksites, e.g., retail food and physical activity, employers, media/marketing**





Overview of Community and School Policy and Training Section Work



Cyndi Guerra Walter, Program Director
California Project LEAN, joint program of CDPH/PHI
NEOP Statewide Collaborative Meeting, Nov. 14, 2012

CSPoT Programs

- California Obesity Prevention Program
 - Breastfeeding Support in CA Clinics
 - California Obesity Prevention Plan
 - Obesity Prevention Group
- California Project LEAN
 - Building Healthy Communities
 - Peer-Led Nutrition Education Project & Expansion
 - Childhood Obesity Conference
 - Community Transformation Grant
 - Sodium Reduction in Communities Grant
- School Health Connections



Question



Now it's Your Turn!

How are you coordinating and leveraging off of the funded Community Transformation Grant (CTG) efforts in your county?

How can the State support your efforts?

If you have no CTG funded efforts in your county, what other funded efforts are you coordinating with and how can the State support your efforts?

PROMOTING HEALTHY PLACES AND POLICIES

PROJECTLEAN



Research and Evaluation

Fred Molitor, PhD
Chief, Research and Evaluation



Research and Evaluation Section

- **Implement quantitative and qualitative methods for the new comprehensive, four-year evaluation of NEOP.**



Question

- **What types of evaluations have you participated in and how were the findings used, such as to increase program effectiveness or seek additional funding?**





Administration and Operations

**Christina Miller
for Melissa Meade**



Administration and Operations

- **Administration and Fiscal Services Unit**
- **Contract Operations Unit A**
- **CMU – Analyst**
- **Contract Operations Unit B**
- **Special Projects and Regional Infrastructure Unit**
- **Administrative Support**
- **Contract Compliance Monitoring Unit**



Question

- How can our section better serve your needs ?



Implementing Partnerships in Local Jurisdictions

Moderator: Michele van Eyken, MPH, RD, Assistant Chief for NEOP Programs

- **Wendel Brunner, MD, California Conference of Local Health Officers**
- **Jeff Brown, MPH, MSW, County Health Executives Association of California**
- **Niaomi Hrepich, RD, California Conference of Local Health Department Nutritionist**
- **Gina Sims, California Association of Nutrition and Activity Programs**

Feedback: Submit suggestions or questions on colored cards.



County Health Executives Association of California

CHEAC

NEOP Statewide Collaborative Meeting
November 14, 2012

Jeff Brown, MPH
CHEAC Immediate Past President



CHEAC

- * Statewide Association formed in 1988
- * Affiliate of the California State Association of Counties (CSAC) which was established in 1895
- * Composed of County and City Health Department & Agency Directors



CHEAC's Mission

CHEAC is dedicated to the promotion, protection, and improvement of the health of California's population.



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CHEAC Member Responsibilities

- * **Public Health**
 - * Communicable Disease Control
 - * Response & Containment of Foodborne Outbreaks
 - * Maternal & Child Health Programs
 - * Public Health Emergency Preparedness & Response
 - * Chronic Disease Prevention
 - * Environmental Health



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CHEAC Member Responsibilities

Continued

- * **Indigent Medical Care**

- * Section 17000 Welfare & Institutions Code
- * Medical Providers – County Hospitals & Clinics
- * County Medical Services Program (CMSP)

- * **California Children's Services Program**

- * Medical Therapy Program



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CHEAC 2013 Priorities

- * Strengthen & Enhance Partnerships
- * Advocate for Health & Public Health Policy
- * Strengthen Local Health Departments to address Chronic Disease, Health Disparities & Health Equity



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NEOP

- * New opportunities
- * New funding formula based on # SNAP-Ed eligibles
 - * Decreased statewide funding - \$165M to \$90M by 2017
- * CHEAC advocated for changes for a smooth transition
 - * Fully fund programs this year
 - * Carry forward unspent funds from this year to next year

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Benefits of Local Health Department Partners

- * Infrastructure
- * Leveraging opportunities
- * Access to local and state policy makers
- * History of Success

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Contracting with Local Health Departments

- * Contracting requirement
- * Competitive process (required per 24 CFR Part 85.36)
- * Limited communication during procurement process
- * Most large counties - out to bid in first quarter 2013
- * Goal – contracts in place by September 30, 2013

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Summary

- * Excited about the potential opportunities under the new program
- * Committed to chronic disease prevention and finding ways to increase investments in this work
- * Committed to working with community partners

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Thank You!



Jeff Brown, MPH
CHEAC Immediate Past President
Nevada County HHS Director
jeffrey.brown@co.nevada.ca.us

Judith Reigel
CHEAC Executive Director
jreigel@cheac.org

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CCLHDN – Developing Leadership, Supporting Change

Niaomi Hrepich, RD
President



CCLHDN – Who We Are

- Affiliate of and advisory to CCLHO
- Membership mirrors one CCLHO – one RD from each local health department
- Purpose is to build leadership capacity among county nutritionists to influence nutrition programs and funding



CCLHDN and the Network

- Local health departments were among original “LIAs”
- Some have been with Network since its inception
- Larger number that became Network partner in last year or so



Building Bridges

- Reach out to other stakeholders in the movement
- None of us can do everything, and none of us can do it alone
- Use your CNAP to build bridges



We Can Help

Learning Collaborative

A screenshot of the CCLHDN website. The browser address bar shows "cclhdn.org". The navigation menu includes "CONTACT US", "WHO WE ARE", "USEFUL LINKS", and "EMPLOYMENT OPPORTUNITIES". The main banner features a collage of fresh produce and the CCLHDN logo. The "WHO WE ARE" section is highlighted, containing a map of California and text: "Welcome to the California Conference of Local Health Department Nutritionists (CCLHDN) website and collaborative learning venue. Here members can share and explore helpful resources, access forms, and get updates on CCLHDN initiatives and recent developments. CCLHDN is an association of professional nutritionists who manage countywide nutrition and health programs, and advise health officers on nutrition and physical activity issues." Other sections visible include "The 2013 Annual Meeting and Leadership Forum" (March 19-20, 2013), "MEMBER RESOURCES" (Meet the CCLHDN Board, CCLHDN Board Documents), and "IT'S MEMBERSHIP TIME!!" (membership application link).

We Can Help

CNAP Support

- Webinars
- Tool Kit
- CNAP templates

www.cclhdn.org



We Can Help

Peer Exchange – what participants are saying:

- *having face time with staff in another county was invaluable...*
- *now I have a resource where I can pick up the phone and get information...*
- *the detailed/nitty-gritty details on how they do their programs was key...*
- *seeing the organizational structure and how the county divides their work/budget was so helpful...*



We Can Help

Annual Conference and Leadership Forum



CCLHDN: supporting the nutrition experts -- RDs and professional nutritionists -- in providing leadership and managing effective programs.

Niaomi Hrepich, President
Rebecca Tryon, Staff

hrepichns@co.monterey.ca.us
rebecca@can-act.net

California Conference of
CCLHDN
Local Health Department
Nutritionists



Building on a Strong Foundation

The California Association of Nutrition & Activity Programs

Gina Sims, MA, President



What is CAN-Act?

- Established in 2006 with help from CWA to represent the interests of California's SNAP-Ed providers
- Supported early on by TCE; now collect membership dues from *Network* contractors and also contract with *Network* to take on specific projects that benefit local providers
- CAN-Act now operates under fiscal sponsorship of PHI with policy direction set by advisory board
- Members include local health departments, school based projects, and non-profits.



Transition to NEOP



Building on a Strong Foundation

Network Schools - Creating Places for Healthy Students and Families

California has made tremendous strides in reaching low-income residents with information and skill building opportunities as well as changing the context in which people make food and activity choices. Through the Network for a Healthy California (Network), schools have been at the forefront of the movement for healthy change, and as institutions that are able to reach the most vulnerable children, schools are well positioned to continue to lead the way in addressing the needs of the most vulnerable children and families. This network of schools has the potential to be a powerful force for change in the lives of the most vulnerable children and families.

Review of the Literature: Effectiveness of School-Based Nutrition Education Interventions

As poor nutrition, obesity and diet-related chronic disease continue to rise, school-based nutrition education and activity interventions have become a focus of public health and economic stakeholders. This review of the literature has been sought to address:

1. Effectiveness of public school-based nutrition education interventions in improving students' knowledge, attitudes, and behaviors, and whether these interventions are cost-effective or cost-beneficial.
2. Effectiveness of interventions to create healthier school food and physical activity environments in schools.
3. Effectiveness of school-based nutrition education interventions in improving students' knowledge, attitudes, and behaviors, and whether these interventions are cost-effective or cost-beneficial.
4. Cost-effectiveness of nutrition education and other environmental and policy changes to promote healthier eating and activity levels.

We conducted a literature search using PubMed, collecting journal articles from 1980 to the present. We also conducted several reports issued by public agencies, non-profits, other academic institutions, and private consultants. We selected the most relevant articles published between 1980 and 2011 that assessed the effectiveness of nutrition education in schools. Thirteen articles from this period addressed the effectiveness of school-based nutrition education and physical activity interventions in schools. The most recent articles published in 2011 considered the effectiveness of social marketing

Tulare County Office of Education: Sharing Our Impact

Background

The Tulare County Office of Education (COE) is a collaborative effort between teachers, food service professionals, nutrition educators, administrators, community members and students. The program encourages nutrition education for children, so they can gain the skills and information to make healthy choices for the rest of their lives.

Tulare County Office of Education (COE) serves over 98 sites with 8 school districts and nearly 50 charter schools, reaching over 200,000 students and families. It is the largest provider and trainer of healthy "Whole Child" staff. It is a national, parent education, meal connection, farm-to-school, farm-to-table, farm-to-school, and garden-to-table program. It also participates in school events and provides parent and community nutrition education through development partnerships.

Partnerships

Tulare COE has established many partnerships over the past 11 years. Some are a few highlights of successful collaborations.

Through partnership with the Tulare County Farm Bureau, a branch of the Market and some take-home items every morning throughout the county. The collected items are featured in a calendar that is distributed to local families.

Since March has provided support by donating produce, featuring harvest of the harvest information in its produce section and hosting the Fruit and Veggie Fair. Farmers are able to sample healthy recipes and participate in nutrition education in the Base Mart store.

Tulare COE meets with food handlers and food service directors monthly, which has led to the inclusion of harvest of the Month produce and recipes in the cafeteria.

By collaborating with other nutrition education providers in the area, Tulare COE has been able to help resources and eliminate duplication.

Apply It

Apply it to your school, community, workplace, or organization. Share your story with us. We'll help you reach your goals.

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How can CAN-Act help?

- Training, tools, and support – reframing programs, identifying, recruiting, and redirecting resources
- Convene planning and communications meetings between partners
- Resources on member's page on CAN-Act website
- Ongoing championing of the value of SNAP-Ed

www.can-act.net



What's next?

- Communicate
- Connect
- Collaborate
- Build on existing success
- Be inclusive and transparent
- Reach out to CAN-Act



Stretch Break

- **Lunch** - We now have a 30 minute break to stretch and Network. The working lunch will reconvene promptly at 12:15 p.m. Please be sure to return to your seats on time. Hotel staff will begin clearing the room at 1:00 p.m.
 - **Name Badges** – We are recycling name badge holders. There will be a box for name badges at the registration table when you go out.
 - **Parking Validation** – Parking is being offered at a discounted rate and will be validated at the registration table. Please validate your ticket before leaving the meeting.
 - **Lactation Room** – A Lactation Room equipped with a refrigerator is located in the American Room. Please visit the registration table for a key.
 - **Meeting Evaluation Survey**– An online evaluation will be sent out to meeting attendees following the meeting. The link to the survey is also available on the resource summary in the back of your meeting packets on the left hand side.
 - **Next NSC Meeting** – will be in Spring 2013. A Save-the Date will be sent as soon as the date is confirmed.
 - **Afternoon Breakouts** – There are five different breakout sessions that will take place from 3:30-5:00 p.m. today.
- 

Lunch with Partnership Assessment and Growth

Table Talk:

- **Introduce yourself and your organization.**
 - **Share your proudest accomplishments in nutrition education, physical activity promotion, and obesity prevention in low-income communities.**
 - **Describe the connections that worked and why.**
- 

Regional/County Partnerships and Filling the Gaps: Education, Marketing and PSE

Moderators: Amy DeLisio, MPH, RD and Monet Parham-Lee, MPH

- Facilitators introduce the purpose and process for the afternoon
- Review materials and your area's resources and scopes of work in the meeting packet.



Closing Remarks, Next Steps, and Thank You!

Michele van Eyken, MPH, RD
Assistant Chief for NEOP Programs

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- **Thank you for participating!**

