



In accordance with the Americans with Disabilities Act, persons requiring assistance or auxiliary aids in order to participate should contact the Community Services Department or the City Clerk's Office at City Hall, 13831 San Pablo Avenue, San Pablo, as soon as possible prior to the meeting. The city will give such requests primary consideration, taking into account undue financial and administrative burdens or fundamental alterations in the city service, program or activity.

CHILDHOOD OBESITY PREVENTION TASK FORCE STEERING COMMITTEE AGENDA

Tuesday, March 19, 2013, 6:00 pm
San Pablo Economic Development Corporation
13830 San Pablo Avenue, Suite D
San Pablo, CA 94806

AGENDA

1. Call To Order and Introductions

2. Public Comments

The public is welcome to address the Steering Committee on any item that is not listed on the agenda.

3. Review and Approval of November 26, 2012 Meeting Minutes

4. SRI Survey Results – Presentation

Dr. George Manross, Strategy Research Institute (SRI)

5. COPTF Consultants Update

- a. CA Center for Public Health Advocacy (CCPHA)
 - a. Survey of Programs and Services
- b. ChangeLab Solutions
- c. Verduzco & Associates

6. City Newsletter

Review of draft article to be included in the May 2013 release of the City Newsletter

7. Childhood Obesity Prevention Conference, June 18-20, 2013, Long Beach, CA

8. Steering Committee Membership

- a. Youth Commission seat
- b. Member non-attendance
- c. New Members

9. Steering Committee Member Comments/Updates

10. Adjournment

Next Meeting: TBD

ITEM 3 - ATTACHMENT

**CHILDHOOD OBESITY
PREVENTION TASK FORCE**
EAT SMART GET MOVING



**CHILDHOOD OBESITY PREVENTION TASKFORCE (COPTF)
STEERING COMMITTEE MEETING
NOVEMBER 26, 2012, 5:30 P.M. – 7:00 P.M.
SAN PABLO CITY HALL, MAPLE HALL**

PRESENT

Genoveva Calloway – Council Member, City of San Pablo

Patrice Chamberlain - Program Coordinator, CA Summer Meal Coalition

Charlotte Dickson – Director, CA Center for Public Health, HEAL Cities Campaign

Tina Gallegos - City Planner, City of San Pablo

Leonard McNeil - Vice Mayor, City of San Pablo

Melody Ocampo - Recreation Supervisor, City of San Pablo

Matt Rodriguez - City Manager, City of San Pablo

Bertha Romo - Intern, City of San Pablo

Tanya Rovira - Nutrition & Food Security Coordinator, Contra Costa Health Services, CWPP

Sophia Talbot - Nutritionist, Community Services Bureau

Nancy Thome - Community Service Manager, City of San Pablo

Jan Schilling- Director, Weigh of Life

Jesus Verduzco- Consultant, Verduzco & Associates

Ian McLaughlin- Consultant, ChangeLab Solutions

Christine Fry- Consultant, ChangeLab Solutions

CALL TO ORDER AND SELF INTRODUCTIONS

Meeting was called to order at 5:45 p.m. by Chair Leonard McNeil and Co-Chair Tony Ramirez. Chair McNeil welcomed members and members individually introduced themselves to the group.

PUBLIC COMMENT

No public comment.

APPROVAL OF THE MINUTES

Consensus to accept 10/11/12 Steering Committee meeting minutes as read.

COPTF CONSULTANTS UPDATE

Nancy provided a brief update on the contracting process and introduced the three organizations that will be providing technical assistance to COPTF. Each organization gave a brief overview of their role:

- A) CCPHA will identify and interact with the organizations that provide obesity-related education and services in San Pablo to invite them to be part of the taskforce.
- B) ChangeLab Solutions will provide support in the policy-making process by developing model policies and toolkits, conducting a policy scan, and providing advice on policy implementation.
- C) Verduzco & Associates will provide support in the community engagement process, particularly in working with residents and young people to provide them with the training and capacity to be part of the campaign to raise awareness on the obesity epidemic.

Committee member questions/comments:

Mayor Calloway asked the consultants to share any insight on the process Richmond went through in developing the Soda tax policy. Charlotte from CCPHA shared that surveys were used to get resident input and there was work done on an education campaign. ChangeLab provided technical assistance to Richmond.

2012-13 SRI, INC SURVEY INSTRUMENT (DRAFT)

City Manager Rodriguez introduced Dr. Manross who has been working on a survey instrument to get community input on topics that relate to childhood obesity such as the availability of green space, a possible funding mechanism for obesity prevention, among other questions. The survey results will be used to carve out core values and to develop a messaging strategy. When the results are in, they will be forwarded to the consultants.

CHAIR/CO-CHAIR ASSIGNMENT

Consensus to accept current Chair and Co-Chair assignment: Mr. McNeil as Chair and Mr. Ramirez as Co- Chair.

COPTF GENERAL MEETING PLANNING

Nancy provided a brief overview of the purpose of the General Meeting: to provide an update on what the Steering Committee has been doing. Patrice volunteered to assist Nancy in preparing for the meeting. Members gave recommendations on items for the agenda:

- RFQ process update
- Presentation by Dr. Manross
- Have someone from Richmond attend a meeting to discuss lessons learned
- Include an interactive activity during the meeting
- Share data on obesity issue
- Do an icebreaker activity
- Share the article “40 year campaign to cover up evidence that sugar kills” from Mother Jones
- Invite RYSE youth to perform spoken word piece on Soda
- Have a literature display
- Break the survey into parts for people to comment on
- Give Steering Committee subcommittee reports

Other comments include distributing a flyer for the meeting as well as reaching out to people by phone. The meeting is open to the general public.

OTHER BUSINESS

Members discussed the possibility of making community grants to local organizations that are doing work around obesity prevention. Mr. Kinney suggested creating a competition to get youth involved; for example, in developing a PSA on obesity. Mr. McNeil suggested getting resources from philanthropic organizations to put toward COPTF efforts.

UPCOMING MEETINGS & ANNOUNCEMENTS

The General meeting is on December 4 at 5:30p.m. The next Steering Committee meeting date is TBD. The County is putting on two free Sugar Savvy workshops: January 28 3p.m.-4p.m. and January 30th 10a.m.-11a.m. at Maple Hall. RSVP to Bertha, BerthaR@SanPabloCA.gov

MEETING ADJOURNED

Minutes brought to you by B. Romo.

ITEM 5 - ATTACHMENT

Survey of Programs and Services Addressing Childhood Obesity and Chronic Disease Prevention

Name of Organization: _____

Name of person completing survey: _____

Phone number: _____ **Email address:** _____

Do you offer programs or services in the following areas

1. Nutrition Education Yes ___ No ___

If yes, do you do any of the following (check as many as apply):

- Classes or workshops on food pyramid, reading food labels, buying healthy food on a budget, dangers of sugary beverages
 - Cooking classes or workshops
 - Classes or workshops on the benefits & how to's of breastfeeding
 - How to apply for SNAP
 - How to apply for WIC
 - How to apply for free or reduced lunch/breakfast
 - Classes or workshops on assessing the retail food environment (for example going out into the community to map the grocery stores, farmers markets, produce stands, convenience stores, fast food restaurants)
 - Classes or workshops on growing fruits and vegetables
 - Classes or workshops on how to work with communities and policy makers to increase access to healthy food.
 - Other (please describe) _____
-

2. Physical Activity Programs Yes ___ No ___

If yes, do you do any of the following (check as many as apply):

- Exercise classes
- Sports classes
- Sports teams
- Walking groups
- Classes or workshops on assessing the “walkability” and “bikability” of communities, for example taking a group to a particular neighborhood to look at sidewalks, cross walks, traffic, etc
- Classes or workshops on how to work with communities and policy makers to increase recreational opportunities, open spaces, bike lanes, etc.
- Other (please describe) _____

3. What audience(s) does your program serve?

- Preschool aged children
- Elementary aged children
- Middle school aged youth
- High school aged youth
- Young adults
- Parents
- Elderly
- Other (please describe) _____

Please add additional information about your audience _____

4. Where is your program offered? (please provide name and address of location)

- Preschool _____
- Elementary school _____
- Middle school _____
- High school _____
- Community based organization _____
- City facility _____
- County facility _____
- Health care facility or Doctor's office _____
- Other _____

5. What days and hours does your program operate?

List days and times for each program/class _____

6. What sources of funding support your program?

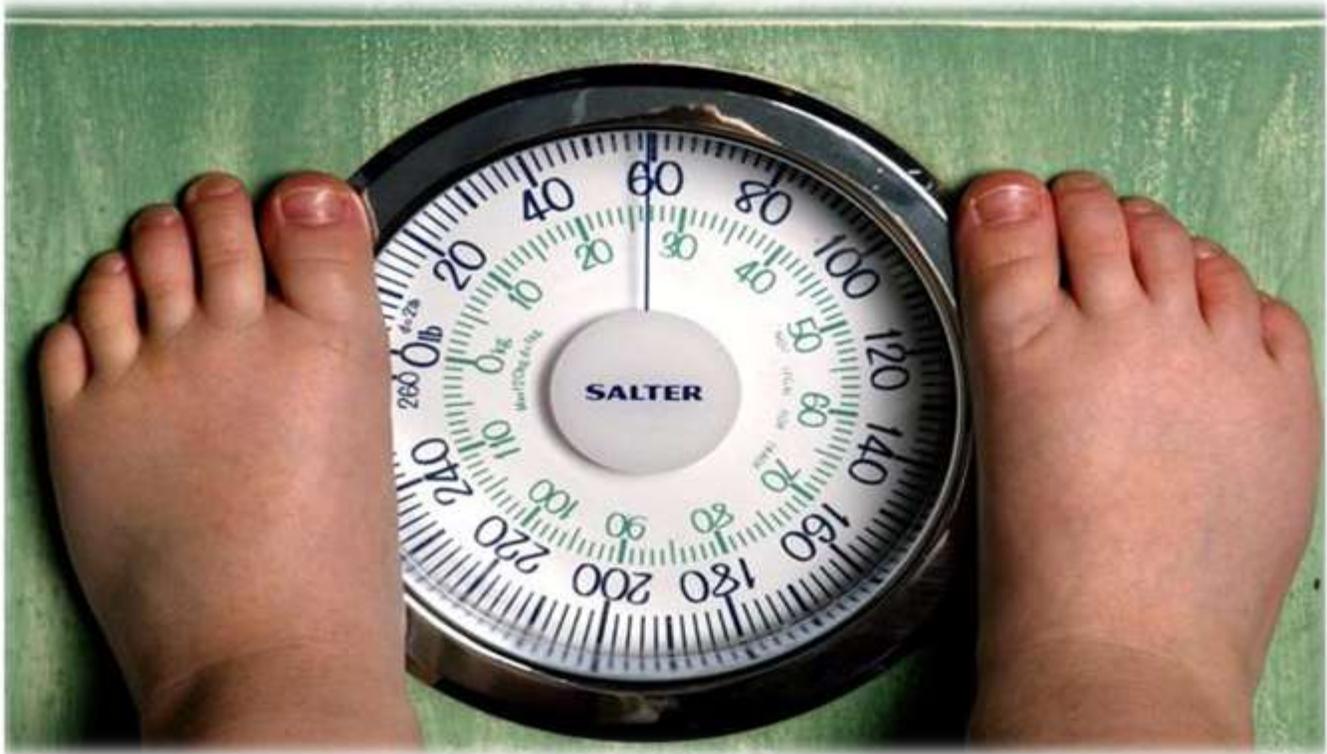
- City funds
- County Funds
- Foundation
- Business
- Fees
- Other _____

7. How do you market your program? _____

8. Please add any information you would like to share about your programs and services

To discuss the survey, please contact Charlotte Dickson @ cd@publichealthadvocacy.org, 510-302-3387

The Element of Health

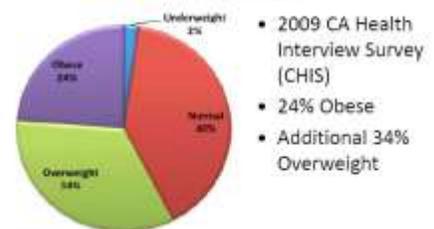


San Pablo Wins National Award for Plan to fight a growing Health Epidemic.

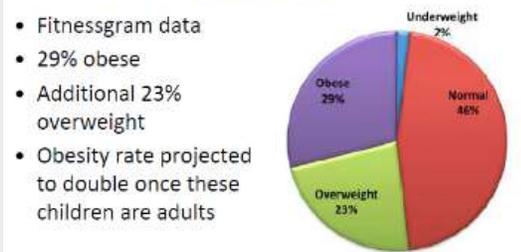
A recent study of 5th graders in San Pablo provided shocking results showing that more than 50% of school-age children are obese or overweight.

Overweight children have an increased risk of developing type 2 diabetes, are more likely than other young people to have high blood pressure and high cholesterol, and are more likely to become obese adults. Already, chronic diseases, including cancer, heart disease, and stroke, are the most common causes of death overall in Contra Costa County and the State. Compared to other counties, Contra Costa death rates are higher than more than half of all other counties in California in the categories of cancers, stroke, Alzheimer's, female breast cancer, diabetes, prostate cancer, colon cancer, firearm-related deaths, and homicide.

Obesity Prevalence in San Pablo Adults



Obesity Prevalence in San Pablo Children



DRAFT

Top Health Concerns in San Pablo

<i>Adult Obesity and Overweight</i>	Adults in Costa Contra who are either overweight or obese (60.1 percent) is higher than the Bay Area average (51.2 percent).
<i>Childhood Obesity</i>	West Contra Costa Unified School District (WCCUSD) reported the highest percentage of overweight fifth graders.
<i>Cancer</i>	San Pablo's cancer death rate is the highest in the County.
<i>Heart Disease & Stroke</i>	Residents of San Pablo are more likely to die from heart disease and stroke compared to the County overall.
<i>Diabetes</i>	Residents of San Pablo and Richmond are more likely to die from diabetes compared to the County overall.
<i>Childhood Asthma</i>	Children in San Pablo and Richmond have significantly higher hospitalization rates for asthma than do children in other communities.

Source: Community Health Assessment, Planning, and Evaluation Group, Public Health Division of Contra Costa Health Services. "Community Health Indicators for Contra Costa County", June 2007.

Developing the "Health Element" -- a plan to combat Health inequalities

Given the alarming statistics with regards to the general health of residents of San Pablo, the San Pablo City Council took the initiative and decided to turn a new page by creating a new chapter, or "element," in the City's General Plan that is completely devoted to improving and promoting the health, wellness, and safety of its residents

The San Pablo City Council wanted a document that "put people first," defined community well-being, and set realistic goals and policies to improve the health of San Pablo residents. To achieve this, the Health Element that was created focused on:

- **Identifying health conditions** in San Pablo today, and the factors that contribute to these conditions;
- **Focusing on the link** between these existing health conditions (chronic diseases, drug abuse, crime, death, and incarceration) — and how the way our city is built, the natural environment, and social surroundings affect overall community health;
- **Establishing city policies and programs** to address the identified major health issues facing the community; and

No Pie in the Sky here...Setting Realistic Goals

San Pablo community members, business people, service providers, and leaders participating in this effort wanted to ensure that the city policies and programs that were made a part of the Health Element were realistic and achievable, and that these measures could in fact be put into effect. The table below summarizes the goals of the document and the programs and policies that the City is currently working on to make these goals a reality:

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Goal's in the Health Element	Health Benefits	What we're doing about it!	
Improve transportation options and physical activity	Improving street designs to provide adequate sidewalks, and additional bike lanes encourages walking and biking	San Pablo Avenue Complete Streets project	 <p>Walk and Design Workshop</p>
Improve access to Healthier Foods	Making the healthy choice , the easy choice by making healthier food easily accessible	San Pablo Farmer's Market	
Improve access to Health Services	Improving health care access by increasing health care services within San Pablo	New West County Health Clinic recently constructed	
Reduce crime by providing safe places for Physical activity	Developing new recreational space will encourage physical activity and improved recreational programs can help reduce crime	New Wanlass Park New San Pablo Community center @ Helms Middle school New Soccer fields on Rumrill	

DRAFT

We are on our way...City earns National recognition for efforts to address health issues

San Pablo is the first city in the State to adopt a Health Element for its General Plan. All participants in the process enthusiastically embraced the opportunity to bring a health-related perspective to long-range planning. As a result, the City of San Pablo was awarded a National Planning Achievement Award by the American Planning Association for incorporating a Health Element chapter into the recently updated General Plan and for setting realistic goals to address these issues.

WHAT IS A GENERAL PLAN AND A GENERAL PLAN "ELEMENT"?

A General Plan documents a community's shared vision for the future and sets goals, policies, and programs to achieve that vision. It describes how a community's physical, social and economic resources can and should be used to attain these future goals. California law requires that each county and city in the State develop and adopt a General Plan. The General Plan must contain the following seven (7) state-mandated chapters or "elements": Land Use; Open Space; Conservation; Housing; Circulation; Noise; and Safety.

Additionally, cities and counties can include "optional" elements or topics that are important to their community, San Pablo choose to add a "health element" to address a broad range of community health issues.

It doesn't stop there...get involved through our Childhood Obesity Prevention Task Force

Although the city has been nationally recognized for its efforts, the work on this critical issue doesn't stop there! To further implement its health-related goals, the San Pablo City Council hosted its first Childhood Obesity Prevention Task Force (COPTF) meeting on March 7, 2012. The groups focus is to bring awareness to the growing childhood obesity epidemic in the community. The COPTF works collaboratively with local stakeholders to develop a Community Action Plan focused on increasing community awareness of the obesity epidemic, increasing accessibility to healthy food and physical activity opportunities and expanding healthy eating, active living programs. To participate with this group please contact Nancy Thome, Community Services Manager at: nancyt@sanpabloca.gov, or at (510) 215-3047