



# CHILDHOOD OBESITY PREVENTION TASK FORCE

## EAT SMART GET MOVING



**CHILDHOOD OBESITY PREVENTION TASKFORCE (COPTF)  
STEERING COMMITTEE MEETING  
MARCH 19, 2013, 6:00 P.M. – 8:00 P.M.  
SAN PABLO ECONOMIC DEVELOPMENT CORPORATION  
13830 San Pablo Ave. San Pablo, CA Suite D**

### **PRESENT**

Genoveva Calloway – Mayor, City of San Pablo

Patrice Chamberlain - Program Coordinator, CA Summer Meal Coalition

Diana Diaz – Chair, San Pablo Youth Commission

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

Danielle DePuiter-Williams- Policy Associate, CCPHA

Lori Dorfman- Director, Berkeley Media Studies Group

Michael Espinoza- Public Relations Officer, San Pablo Youth Commission

Christine Fry- Consultant, ChangeLab Solutions

Wendell Greer- Associate Superintendent, WCCUSD

Leonard McNeil – Professor, Contra Costa College

Paul Morris- Vice Mayor, City of San Pablo

Melody Ocampo - Recreation Supervisor, City of San Pablo

Fernando Quintero – Berkeley Media Studies Group

Matt Rodriguez - City Manager, City of San Pablo

Alexina Rojas - Center Director, West County First 5 Center

Bertha Romo –Program Assistant, City of San Pablo

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

Jan Schilling - Director, Weigh of Life

Sophia Talbot - Nutritionist, Community Services Bureau

Nancy Thome - Community Services Manager, City of San Pablo

Jesus Verduzco - Consultant, Verduzco & Associates

### **CALL TO ORDER AND SELF INTRODUCTIONS**

Meeting was called to order at 6:10 p.m. by Chair Leonard McNeil. Chair McNeil welcomed members and members individually introduced themselves to the group.

### **PUBLIC COMMENT**

No public comment.

### **APPROVAL OF THE MINUTES**

Consensus to accept 11/26/12 Steering Committee meeting minutes as read.

### **SRI SURVEY RESULTS- PRESENTATION**

City Manager Rodriguez introduced Dr. Manross who gave a presentation on the results of the community survey administered in December to residents and opinion leaders. The survey included a variety of questions: general questions about city services and questions on health, physical activity, and obesity. The results will be used to develop a messaging strategy. The strategies will be used in printed and electronic media to begin to raise awareness about the obesity issue in San Pablo. Developing the Fact Sheet is the next step.

### **COPTF CONSULTANTS UPDATE**

City Manager Rodriguez introduced the consultants and each team gave an update:

- a) CCPHA – Charlotte shared that CCPHA developed a survey to start a conversation with organizations currently working on the obesity issue. They also subcontracted with Berkeley Media Studies to train COPTF members on messaging strategies.
- b) ChangeLab Solutions – Christine shared that ChangeLab created a matrix of different policies and the matrix will be used in a policy report on best practices. The report will be completed in April.
- c) Verduzco & Associates – Jesus shared that he is working with the San Pablo Youth Commission on developing a youth survey and using the results to create a list of recommendations on how to respond to the Obesity epidemic. Diana, Chair of the Youth Commission, gave background on their work with Jesus: Youth Commissioners attended a two-day training coordinated by Jesus on obesity, leadership, and research. Then they began to meet with him weekly to develop the survey tool, which will be administered to San Pablo Youth. Commissioner Michael added that the survey will be completed by April 1<sup>st</sup>.

Steering Committee member's commended the Youth Commissioners for their report and involvement and made several comments.

#### **CITY NEWSLETTER**

City Manager Rodriguez briefly stated that the city is creating a joint newsletter with the San Pablo Economic Development Corporation. Nancy provided each member with a copy of a draft obesity article to be included in the May issue. Members commented on the article.

#### **CHILDHOOD OBESITY PREVENTION CONFERENCE, JUNE 18-20, 2013**

Nancy provided a brief overview of the 7<sup>th</sup> Biennial Childhood Obesity Prevention Conference, June 18-20, 2013 in Long Beach, CA and shared that COPTF could sponsor transportation, a 2-night stay, and registration for 2-3 members to attend and commit to giving a report to the taskforce upon their return. Mayor Calloway expressed interest in going. Members suggested that a youth attend as well and Youth Commission Chair Diana volunteered. Nancy will coordinate with them directly. Patrice, Coire, and Tanya will already be attending.

#### **STEERING COMMITTEE MEMBERSHIP**

Nancy opened the discussion regarding the current membership procedures and asked for feedback. Jesus requested a youth seat and two resident seats. In terms of the structure, Nancy commented that suggestions for new membership go to the Youth Services Ad hoc subcommittee and formal action is taken by the City Council. Mayor Calloway asked who else should be part of the steering committee and it was suggested to have a representative from Lifelong and the WCCUSD. Members can submit recommendations to Nancy. With regards to size, members recommended that there should not be a cap on membership. Charlotte suggested that members should be required to attend a certain percentage of meetings or after two absences, receive a warning and then the committee would vote on that member's continuance. Nancy will be following up with members who have not attended and current members will be asked to renew their terms.

#### **MEMBER COMMENTS & NEXT MEETING**

Members made several announcements. Patrice shared information on the Summer Meal Program. Melody shared that summer activity registration is now open and Recreation staff award residents for being physical active through the Random Acts of Recreation program. Mayor Calloway announced the Cinco de Mayo parade. Vice Mayor Morris suggested that speakers should be invited to meetings. The next Steering Committee meeting date is TBD.

#### **MEETING ADJOURNED**

*Minutes brought to you by B. Romo.*