



CHILDHOOD OBESITY PREVENTION TASK FORCE

EAT SMART GET MOVING



CHILDHOOD OBESITY PREVENTION TASKFORCE (COPTF) STEERING COMMITTEE MEETING December 11, 2013, 5:30 P.M. – 7:30 P.M. MAPLE HALL, 13831 SAN PABLO AVE

PRESENT

Lucy Alfán- Parent, West County Regional Group, First Five
Saidy Brizuela- Commissioner, San Pablo Youth Commission
Erica Browne- Community Benefit Manager, Kaiser Permanente
Genoveva Calloway – Councilmember, City of San Pablo
Patrice Chamberlain - Director, CA Summer Meal Coalition
Michon Coleman- Community and Government Relations, Kaiser Permanente
Mariela Cuellar- Parent, West County Regional Group, First Five
Charlotte Dickson – Director, CA Center for Public Health, HEAL Cities Campaign
Greg Dwyer - Community Services Manager, City of San Pablo
Tomas Espinoza- Parent, West County Regional Group, First Five
Petronila Fernandes- Parent, West County Regional Group, First Five
Astrid Flores – Chair, San Pablo Youth Commission
Christine Fry- Consultant, ChangeLab Solutions
Aja Green- Parent, West County Regional Group, First Five
Dr. Gary Manross- Chairman and CEO, Strategy Research Institute
Ian McLaughlin- Consultant, ChangeLab Solutions
Paul Morris- Mayor, City of San Pablo
Melody Ocampo- Recreation Supervisor, City of San Pablo, Community Services
Tony Ramirez- Teacher, Dover Elementary School
Gabi Rivas- Community Liaison, First 5 Contra Costa
Matt Rodriguez - City Manager, City of San Pablo
Michele Rodriguez- Development Services Manager, City of San Pablo
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
Adriana Vazquez- Parent, West County Regional Group, First Five
Ruth Vasquez-Jones- Community and Government Affairs Director, Brookside Community Health Center
Jesus Verduzco - Consultant, Verduzco & Associates
Ben Winig- Consultant, ChangeLab Solutions

WELCOME AND INTRODUCTIONS

Meeting was called to order at 5:35 p.m. by Chair Tony Ramirez. Mr. Ramirez welcomed members and members individually introduced themselves to the group.

PUBLIC COMMENT

No public comment.

APPROVAL OF THE MINUTES

Consensus to accept 10/17/13 Steering Committee minutes as read.

PRESENTATION FROM ERICA BROWNE, KAISER PERMANENTE

Erica Browne and Michon Coleman from Kaiser Permanente presented on the role of the Community Benefits and Community and Government Relations divisions of Kaiser. They each passed out program literature and gave a brief background on their work. Government Relations’ main focus is to network and get to know the community. The Community Benefits program goes beyond just funding community health events and initiatives, it also concentrates on strategic efforts to combat childhood obesity, violence, and other health issues as well as increase access to care. Understanding the role of the Community Benefits program will put the Task Force in a position to seek funding and partnership with Kaiser as the group prepares to launch new programs and policies to combat childhood obesity.

ROLE OF THE TASKFORCE

City Manager Rodriguez shared that the role of the taskforce for the coming months will be to work on developing a Community Action Plan. ChangeLab Solutions will write the plan, which will outline programs and policies to prevent childhood obesity. The plan will be presented to the Task Force to review in February and once approved, will be presented to the City Council by March 1st. The Council will determine which programs and policies will be implemented. A large portion of a \$95,000 Community Grant Fund will be earmarked to fund the obesity prevention efforts.

COMMUNITY ACTION PLAN

Charlotte led the small group work session, asking groups to pick up where they left off last meeting. Before the group work session, Ben gave a brief overview of the consultants’ community research process and reviewed the policies and programs that were recommended in prior meetings. Jesus and Astrid reminded the group of the youth findings. Charlotte provided a matrix of programs and policies for groups to use and the groups spent approximately 30 minutes on arriving at the program and policy ranking.

REPORT BACK

Groups reported out on their rankings and below are the results:

	Policies	Programs
Healthy Eating	<ol style="list-style-type: none"> 1) Soda Tax 2) Drinking Water Access 3) Wellness policy to improve school lunches 	<ol style="list-style-type: none"> 1) Free and reduced nutrition and cooking classes 2) Water in Schools/Rethink Your Drink 3) Urban and School farms/gardens 4) Healthy fundraising and recognition 5) Healthy food retail recognition
Active Living	<ol style="list-style-type: none"> 1) Safe Routes to School 2) Park Space improvements 3) Play Streets 	<ol style="list-style-type: none"> 1) School and City programs and classes 2) Free/reduced cost classes for all ages, including toddlers 3) Competitive events 4) Free activities in parks and streets. Ex. Play Streets 5) Adopt a Park

City Manager Rodriguez shared that the Dr. Manross and the SRI team will develop a survey to shop these programs and policies with the community at large.

TASK FORCE/ STEERING COMMITTEE SIGN-UP

Members were invited to sign up to be part of the COPTF Steering Committee and/or Task Force. Members interested in the Steering Committee will be recommended to City Council for approval.

MEETING ADJOURNED

Minutes brought to you by B. Romo.