



CHILDHOOD OBESITY PREVENTION TASK FORCE

EAT SMART GET MOVING



CHILDHOOD OBESITY PREVENTION TASKFORCE (COPTF) MEETING MINUTES August 27, 2014, 5:30 P.M. – 7:30 P.M. SAN PABLO COMMUNITY CENTER

PRESENT

Lucy Alfaro (Co-Chair) - Parent, West County Regional Group, First Five
Jacqueline Aranda- Assistant Program Coordinator, Discovering the Reality of our Community, BACR
Genoveva Calloway- Councilmember, City of San Pablo
Doug Chen- Intern, Discovering the Reality of our Community, BACR
Mariela Cuellar- Parent, West County Regional Group, First Five
Greg Dwyer - Community Services Manager, City of San Pablo
Tomasa Espinoza- Parent, West County Regional Group
Petronila Fernandes- Parent, West County Regional Group
Soledad Garcia- Parent, West County Regional Group
Rhea Laughlin- Community Engagement Program Officer, First Five Contra Costa
Angeles Lopez- Parent, West County Regional Group
Paul Morris- Mayor, City of San Pablo
Michele Nomura, RN- Resident, San Pablo
Melody Ocampo- Recreation Supervisor, City of San Pablo, Community Services
Elizabeth Pabon- Resident, San Pablo
Tony Ramirez (Chair) - Teacher, Dover Elementary School
Gabi Rivas- Community Liaison, First Five Contra Costa
Matt Rodriguez- City Manager, City of San Pablo
Michele Rodriguez- Development Services Manager, City of San Pablo
Bertha Romo– Youth Services Program Coordinator, City of San Pablo
Sophia Talbot- Nutritionist, Community Services Bureau
Karel Villalobos- Parent, West County Regional Group
Rita Xavier- Vice Chair, Planning Commission, City of San Pablo

WELCOME AND INTRODUCTIONS

Meeting was called to order at 5:49 p.m. by Mr. Greg Dwyer. He welcomed everyone and members individually introduced themselves to the group. Mr. Dwyer announced that the City of San Pablo hired Bertha Romo for the position of Youth Services Program Coordinator.

PUBLIC COMMENT

No public comment.

APPROVAL OF THE MINUTES

Consensus to accept 7/23/14 minutes as read.

GUEST SPEAKERS/ PRESENTATIONS

a) Jacqueline Aranda, BACR: Ms. Aranda presented on the accessibility of Alcopops and the impact on teen drinking. Alcopops are sweet alcoholic beverages that can be purchased at liquor stores and grocery stores. They are easily confused with sugar sweetened beverages, making it difficult to enforce the legal drinking age. Ms. Aranda is working with youth to decrease access and consumption in San Pablo and neighboring cities.

b) Melody Ocampo, Recreation Division: Ms. Ocampo led a PowerPoint presentation on the programs, activities, and services offered through Community Services, focusing on the items that support childhood obesity prevention, such as healthy cooking, sports and physical activity classes.

COMMUNITY ACTION PLAN FUNDING UPDATE

Mr. Ramirez discussed funding options to support COPTF efforts. He recommended that the Task Force seek support from foundations, grants, and sponsorships and to form a team to carry out this task. City Manager Rodriguez is allocating \$25,000 from the City Manager contingency fund for the implementation of priority programs and policies. Councilmember Calloway and Mayor Morris shared the possibility of an additional \$26,000 in funding from a reallocation of election funds. The city is not holding an election this year and on September 15th, the Council will vote on directing the funds toward obesity prevention. Members inquired about the soda tax and the City Manager addressed their concerns and provided reasons as to why the city could not pursue the option of the soda tax at this time. The City Manager added that it could be a direction in the future and did not rule the possibility out; however, in order to adhere to the scheduled agenda and allotted times, the topic was not discussed further. Members requested that the item be placed on a future agenda. Mr. Dwyer announced that the City is pursuing funding from the Robert Wood's Foundation.

RANKING THE CAP PROGRAMS AND POLICIES TO IMPLEMENT

COPTF members voted on the top three program and policy priorities via ballot. The results were as follows:

- 1) Improve park spaces
- 2) Offer free and reduced-cost programs and classes for all ages, particularly 0-5 and teens
- 3) Fund obesity prevention programs and policies through a tax on sugar sweetened beverages

NEXT STEPS

Members discussed the need for information and presentations at future meetings on models in the selected program and policy priorities to learn best practices and strategies for implementation. First Five announced their upcoming parks needs assessment scheduled for October 11th and invited members to participate. Ms. Xavier announced the next film showing and distributed flyers. The next meeting will be scheduled for October at the San Pablo Community Center.

MEETING ADJOURNED

Meeting was adjourned at 7:35pm.

Minutes brought to you by B. Romo.