

CHILDHOOD OBESITY PREVENTION TASK FORCE

EAT SMART GET MOVING



CHILDHOOD OBESITY PREVENTION TASKFORCE (COPTF) MEETING MINUTES August 24th, 2016, 5:30 P.M. – 7:00 P.M. SAN PABLO COMMUNITY CENTER

PRESENT

- ✓ **Lucy Alfaro (Co-Chair) - Parent, West County Regional Group, First Five**
- Flor Castro – Parent, West County Regional Group, First Five**
- ✓ Genoveva Calloway- Councilmember, San Pablo
- ✓ **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, First Five**
- ✓ **Petronila Fernandes - Parent, West County Regional Group, First Five**
- ✓ Astrid Flores- Administration Intern, City of San Pablo
- ✓ **Soledad Garcia - Parent, West County Regional Group, First Five**
- ✓ **Rhea Laughlin – Community Engagement Program Officer, First Five Contra Costa**
- ✓ **Leydi Maldonado – Parent, West County Regional Group, First Five**
- ✓ **Tashaka Merriweather – Coordinator, West Contra Costa Unified School District**
- ✓ Andrea Mendez- Recreation Coordinator, City of San Pablo
- Elizabeth Pabon- San Pablo Resident**
- Lynn Pernala – Executive Director, Weigh of Life**
- Eric Peterson – Area Director, Contra Costa Care Council**
- ✓ **Tony Ramirez (Chair) - Teacher, Dover Elementary School**
- Coire Reilly- Community Wellness & Prevention Program Manager, Contra Costa Health Services**
- ✓ **Gabi Rivas- Community Liaison, First Five Contra Costa**
- ✓ Melody Ocampo– Recreation Supervisor, City of San Pablo
- ✓ **Jan Schilling – Former Executive Director, Weigh of Life**
- ✓ **Monique Sims – Program Manager, Contra Costa Health Services, WIC Programs**
- ✓ **Adriana Vasquez – Parent, West County Regional Group, First Five**
- ✓ **Emily Warming – Director, Healthy and Active Before 5**
- ✓ **Gwendolyn White – Health Educator, Contra Costa Health Services**

Total Membership: 20
Quorum: 11
Members Present: 15

WELCOME AND INTRODUCTIONS

Meeting was called to order at 5:34 p.m.

PUBLIC COMMENT

One public comment presented.

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Peter Fong is involved with the organization YES. YES is a program that is involved in Youth Participatory Action Research Projects for the past three years that helps teens help address public health issues in West Contra Costa. The program has been funded by the California Department of Public Health's Nutrition Education and Obesity Prevention branch. The goal for 2016-2017 school year is to create a direct impact to the WCCUSD. Team members are creating a group that will help youth leaders work at Helms Middle School. During this time the Youth Group will lead Helms students to identify a research project of an issue in Helms Middle School that is related to health and wellness. The following steps will be for the Youth Group and Helms students to advocate for a policy, system or environmental change within the school. During the fall they will train into their roles of health educators and to role models to the Helms students. Mr. Fong, has asked to create a space to allow the youth to present their future research.

APPROVAL OF THE MINUTES

6/22/16 Minutes Approved, Motion made by G. White and Second by G. Rivas.

BERKELEY HEALTHY CHILD COALITION

Xavier Morales, executive director for the Latino Coalition for a Healthy California gave a presentation about the The Praxis Project (Praxis) which focused on the initiative of the Soda Tax in Berkeley. Mr. Morales focused on the involvement of the Berkeley community members and how soda companies created a heavy countermeasure campaign leading up to the election, one that gave the appearance the Soda Tax was a grocery tax. Mr. Morales mentioned the different types of methods, such as holding meetings at people's households and the type of advertising Praxis Project used to educate community residents about the Soda Tax. Berkeley was the first City to pass the soda tax, Richmond also tried but did not succeed and San Francisco is now in the process to pass one as well. The Soda Tax was put on the ballot in November 2014, it needed 50% + 1 of the votes and it received 75% of the vote. The tax revenue went into Berkeley's general fund, As of March 2016, over \$1.5 million has been designated to go to community health and nutrition efforts, including other school programs in the district.

SUBCOMMITTEE REPORTS & MEMBERSHIP

Active Living- Rhea and Andrea gave a report, which was focused on the 50K that was given to COPTF by City Council. First, the group established the criteria by looking into the data that was provided by the previous classes that were offered in Recreation last year. With the data's information they chose those same popular classes and opted to continue to provide them again for this coming year. Secondly, creating classes that could be accessible to all the children's abilities was highlighted as a focus point for the group. Lastly, for the upcoming year they want to have a better method to collect data and be able to distinguish if classes are actually being helpful to the community and changing the behaviors of the participants. Andrea offered the opportunity to include the selected classes in the upcoming guide, for advertisement. Also, she introduced a plan to what classes will be brought back for the 2017 year. As the discussion continue there was a dialogue about San Pablo and unincorporated San Pablo, and how can San Pablo better track residents and allow them to take part in the upcoming classes. The extension of swimming classes was also an idea brought by Chair Lucy Alfaro for San Pablo families. The subcommittee has requested a portion of \$18,000 thousand dollars to help provide in the upcoming year \$10 dollar classes to San Pablo residents.

Funding and Sustainability- Emily Warming provided a report with a focus on the subcommittee efforts to continue the Sugar Bites campaign and increased efforts around educating the community on the dangers of sugar sweetened beverages and type 2 diabetes. Having an extension to better focus it on San Pablo and mobilizing it through the community. Emily also shared information that the City Manager offered to assist with the cost of the mailing of the new campaign. The main focus was to have new information available that will be mailed is to San Pablo residents about health education, the epidemic of obesity, and chronic diseases. Emily, on the behalf of the subcommittee made the request that a portion of \$11,000 continue the advocacy of Childhood Obesity.

Health Eating – Greg and Melody provided an overview focus for the subcommittee with the 50K allocation. Greg's focus was on the guidelines to every subcommittee and how much will each subcommittee request. Within

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that, Greg's report for the Sub-Committee was a recommendation to work in partnership with the WCCUSD to install hydrations stations to a couple of schools. Some questions were brought up about the responsibility of maintenance of the hydration stations (whether it would be San Pablo or District). It was stated that additional information would be need to plan for the overall process and cost, with the hope that all of the San Pablo schools in the district would eventually have hydration stations. Melody's focus was on creating a scholarship that the COPTF would endorse and that City Staff would administer and monitor with the purpose of helping provide funding to families that would not be able to afford different programing in San Pablo, ones that focus on the healthy eating and active living initiative. The subcommittee requested for \$21,000, to help create hydration stations and scholarships for families.

Motion was made by R. Laughlin and second E. Warming by for the following allocation to each subcommittee

ANNOUNCEMENTS/ UPCOMING AGENDA ITEMS

- a. City updates on events and programs
- b. Logo Layout for COPTF
- c. *Other*

MEETING ADJOURNED

Meeting was adjourned at 7:01pm. The next meeting will be held on October 26, 2016.