

LA CNAP Meeting Agenda

December 15, 2014

1:00pm-3:30pm

DPSS Exposition Park District Office

3833 S. Vermont Ave

Los Angeles, CA 90037

1:00pm-1:10pm	Welcome/Introductions	Steve Baldwin	10 min
1:10pm-1:35pm	DPSS Your Benefits Now (YBN) Presentation	Sergio Andrade DPSS/CalFresh	25 min
1:35pm-2:00pm	Marketing to Children White Paper	Kelly Dumke Allison Kwan LA County DPH	25 min
2:00pm-2:15pm	Nutrition Messaging Work Group	Mirella Miranda	15 min
2:15pm-2:30pm	Bi-Directional Work Group	Fatinah Darwish	15 min
2:30pm-2:45pm	BREAK		15 min
2:45pm-3:00pm	Los Angeles County CNAP Objectives	All	15 min
3:00pm-3:25pm	Los Angeles County CNAP New Name	All	25 min
3:25pm-3:30pm	Closing remarks	Steve Baldwin	5 min

Los Angeles County Nutrition Action Plan (CNAP)

December 15, 2014 1:00pm-4:00pm

MINUTES

Attendees (26 total): Laura James (211), Denise Ward (Aging), Carlos Portillo (CalFresh), Steve Baldwin (LADPH), Zoë Phillips (LADPH/First 5/CHLA Kids), Allison Kwan (LADPH/First 5), Ibtisam Sirhan (LADPH), Ana Goins-Ramirez (LADPH), Mirella Miranda (LADPH), Kelly Dumke (LADPH/First 5), Leyla Marandi (LADPH), Gabby Warner (LADPH), Emily Caesar (LADPH), Julie Tolentino (DPH), Veena Raghavan (LADPH), Sahra Miyazawa (LADPH), Fatinah Darwish (LADPH), Dr. Conrad Ulpindo (LAUSD), Dr. Lori Vollandt (LAUSD), Maryam Shayegh (LACOE), Judith Dunaway (Pasadena DPH), Alejandra Arellano (LA Biomed WIC), Ani Tarpinian (CCPHA), Tonce Jackson (PHFE WIC), Christina Cardenas (CCPHA), Janice Ahena (SLAHP/LA Biomed WIC)

Welcome

Steve Baldwin, MS, RD
Program Director
Nutrition and Physical Activity Program
Los Angeles County Department of Public Health

DPSS/CalFresh: Your Benefits Now (YBN) Presentation (Carlos Portillo)

(Presentation slides will be sent at a later date)

- YBN can be used in multiple languages.
- Marketing: Some materials for promoting YBN is available and would like to partner with other agencies that can promote the YBN program.
- The number of users is tracked. CalFresh/DPSS can share data with CNAP partners. The CBOs assist CalFresh in using YBN and setting up and enrolling clients.
- LAUSD (C. Ulpindo) shared that their network of 41 schools can be used where they have a special channel for sharing information such as CalFresh/YBN in various languages. Advertising is also free on these channels and CalFresh can share information such as upcoming events, updates, etc. with the community.
- Specific food items that clients purchase is not tracked (Question by J. Dunaway). The system is not that specific but tracks the amount spent by the client. This aggregated information cannot be shared unfortunately.
 - However, is good idea to be incorporated so that high volume stores can be identified (S. Baldwin).
 - Also maybe a good idea to have a variety of profile options such as being able to have an advertising section/pop-ups such as “Did you know you might also be eligible for WIC?” (A. Goins-Ramirez)
 - Carlos: Good ideas, will share with Lino Rios who unfortunately could not attend today.
 - This can also be included in the bi-directional referral section of our objectives as well as including farmer’s market information.
 - Carlos: to share with CNAP group how the partners can share and market the YBN website/app.

LADPH: Local Strategies for Reducing the Marketing of Unhealthy Foods & Beverages to Children Presentation (Kelly Dumke & Allison Kwan)

(Presentation slides attached)

- Shared current statistics on marketing to children:
 - Advertisement comes in various forms such as website pop-up ads and banners, adver-games, participation marketing (e.g. videos on YouTube going viral or being shared among friends)
 - Majority of advertisements aimed at children are shown on only 4 channels
 - Children cannot tell the difference between advertising and other forms of information even when it is animated.
 - Mexico recently banned advertising to children during certain times and areas (e.g. times when they come home from schools, in movie theatres, etc.)
- May 15, 2014: Stop Subsidizing Childhood Obesity Act of 2014 was introduced by Sen. R. Blumenthal.
 - Likelihood to pass is at 0% today.
- National & Federal Efforts
 - Children’s Food and Beverage Advertising Initiative (CFBAI)
 - Founded in 2006, an initiative by the Better Business Bureau (BBB), created in response to the IOM report that advertising junk food leads to unhealthy children.
 - Focuses on food and beverages advertised to children under the age of 12.
 - 18 Major food companies (such as PepsiCo Inc., Burger King Corp., Coca-Cola Company, ConAgra Foods, Inc., Dannon, General Mills, Inc., Hershey Company, Kraft Foods Group, Inc., etc.) joined together to set standards for advertising to children to improve the nutrition composition of foods in child-directed advertising.
 - Also incorporating category-specific uniform nutrition criteria taking the US Dietary Guidelines into consideration to promote “healthier dietary choices”.
 - Rudd, CSPI: Found this to be not effective since children are watching TV all the time. Limiting the time ads run, for example, has not been shown to be effective.
 - 2009: FTC, CDC, FDA, USDA created a work group to counteract the adverse effects of advertising and marketing has towards children.
 - Much lobbying has occurred against this and the standards are currently not in place.
 - 2014: New USDA rule—schools cannot advertise foods that they cannot sell on site. Will phase out the advertising of sugary drinks and unhealthy foods.
- LA County efforts:
 - White paper
 - Toolkit
 - Three guidelines are available for: CBO, parents and policy makers
 - Quick and easy to read guides on policy options and available resources
 - Parent Collaborative Framework
 - Photo voice
 - Policy implementation goals: 20

- Comments:
 - Consider unintended consequences of passing/implementing policies (L. Vollandt).
 - e.g. LAUSD banning junk food created a black market for these items on campus.
 - This has been considered and will do so continuously (K. Dumke).
 - e.g. Sponsorships bring in money for the school so alternate funding sources need to be considered; DPH will not dictate what needs to be done or changed, we will discuss specifically regarding marketing and not “banning” foods.
 - Training will cover understanding of all facets of policy changes.
 - Students need to buy-in to marketing healthier options (as the “cool” default changes), they will purchase what they want (G. Warner).
 - Grocery environment class curriculum is being created so WIC can incorporate this angle/information as well.
 - In schools, if you create lessons/presentations and is quick and easy to use/access for the teachers, it can be taught easily to the children. We have 1000 Principals and have only a few minutes to share ideas, if this piece is made very user-friendly we can share with them. (C. Ulpindo)
 - Parent collaborative is not established yet, but do have about 20 in L.A. County currently.
 - Consider consistent messaging and “fairness” in creating the messaging piece (L. Arangua).
 - Ask: If you’d like to partner with us in this effort, please contact Kelly Dumke or Allison Kwan.

Media and Messaging Work Group Update

Mirella Miranda mmiranda@ph.lacounty.gov, 213-351-7861

- Coordinating message will begin May 2015 until at least Sept 2015.
- Last meeting we wanted less screen time, reducing SSB, tips for dining out, making your plate health (whole grain), etc.
- A lot of our partners do not have marketing pieces but we have some to share.
- Plan A: to tailor nutrition messaging on a monthly basis that connects to the existing campaigns so that we are providing the same messaging and materials.
- Plan B:
- **May:** Plan, shop, Save and/or Reducing SSB & Juice
- Available resources: Champion Mom DVDs, RYD materials, videos, handouts
- Ask: If suggested messaging does not work then please submit your messaging topics to be incorporated into the timeline at a later stage.
- If you have any signature events please let Mirella know so that we can include it in the calendar ASAP.
- If the materials are not user friendly for you, let Mirella know, and we can also work on co-branding, etc.
- FY 2016—aiming to create a campaign that is synchronized with all partners. For materials please contact Mirella.

- CalFresh promo materials will be available early April.
- Available materials list will be available to be shared soon.
- 211 (L. James): We can share events on our website so send information.
- Next steps: To coordinate late fall and winter calendars during our next conference call. For call-in and date/time information for the Media Messaging Work Group contact Mirella Miranda (mmiranda@ph.lacounty.gov, 213-351-7861).

Bi-Directional Referral Workgroup Update

Fatinah Darwish, fdarwish@ph.lacounty.gov, 213-351-7822

- **Framework Model** – based on Theory of Planned Behavior
 - Describes the *behavior* we want the target audience to perform.
 - Behavior will be defined as utilizing our services/benefits (e.g. use EBT cards, participating in school lunch program, etc.)
 - *Intention* is the most important determinant of behavior.
 - Defined as the participant enrolling into our services
 - Intention is influenced by the constructs *awareness, beliefs* and *perceived behavioral control*.
 - Our emphasis will be to increase awareness through bi-directional referrals and hopefully dispel common misbeliefs of enrolling into food assistance programs. The end goal will be for the participant to perform the behavior.
- On October 2014, 15 representatives from each agency (CalFresh, 211, NEOP, First5, WIC, CACFP, etc.) participated in a conference call. The main highlights were:
 - Most agencies currently provide information on other programs and services.
 - e.g. First5 is developing a community resource guide; CACFP is mandated by the USDA to provide information on WIC annually to providers; City of Aging has general brochures in their lobby.
 - WIC is the only agency that has an electronic system, ISIS, that refers clients to other resources the participants may need (each referral is tailored to the WIC site).
 - Agencies that will benefit from an increase in participation rates are WIC, CalFresh and CACFP.
 - The other agencies will support these services by either hosting enrollment sites or having brochures/flyers of these programs at their facilities.
 - Instead of developing a handout on food assistance programs to give to participants, a centralized website would be easier, especially to update.
 - Collaborate with 211
 - Utilize data from LA County Helps Website
 - Consider a smart phone app that allows individuals to enter personal information to assess which food assistance programs they are eligible for.
 - Utilize data from LA County Helps Website
- **LA County Helps (lacountyhelps.org)**
 - Website can also be accessed through DPSS
 - Individuals enter personal information (income, employment status, number of household dependents, etc.) and see which programs they are eligible for.
 - Includes information on food assistance programs, social services, housing, and income support for adults, etc.

- Website also provides general information on other services the individual might be interested in (e.g. County health clinics, adult protective services, etc.)
- **Increasing Bi-Directional Referrals** – using 3 resources (in-person, phone, and Internet):
 - Office: participants physically go into an agency’s office to learn more information about other programs, which includes flyers, brochures, one-on-one, etc.
 - 211: participants call 211 for information on other programs
 - Website: participants look up which programs they are eligible for online. Consider promoting LA County Helps website or placing this link on agency’s homepage.
- Difficult to assess if referral translates to *enrollment* of services.
- **Question: How are we going to monitor/track the referral process?**
 - There was much discussion on this topic.
 - At the WIC facilities, the electronic system ISIS has a prompter screen that asks where the participant was referred from.
 - CalFresh – eligibility workers have the option to select how the participant was referred. There is currently 51 drop down selection options that the eligibility worker selects (e.g. district office, customer service, Your Benefits Now).
 - Would like to have WIC eligibility workers at their office to enroll participants to WIC.
 - Department has a mobile unit (40 units) so they can go to schools and events. They have iPads and computers to process applications. Would like this process to screen for other eligible programs.
 - LACOE – teachers, food service and health service staff are trained to recognize hunger in children and help them link to resources.
 - AB 402 – information on the School Lunch Program application will be used to determine if the child is eligible for CalFresh.

LA CNAP New Name Proposal:

- **LA PLATEs** (Los Angeles Partners Linking Access to Eating)
 - The group as a whole did not seem to resonate with the name, we will brainstorm as a group and have more to vote/select from during our next meeting.

Due to so many nutrition plans and programs in the Los Angeles County area, the name for our group, “County Nutrition Action Plan” is a misnomer and we proposed that we change our name that is more representative and descriptive of our group as a whole. We brainstormed a few names and we are open to any discussion or input, please let us know if you have any suggestions/additions:

- Need to be action oriented, something that’s driving us, that we are doing some action
- Healthy living, healthy eating
- Important to include nutrition, health, and wellness, also fighting equity
- Collaborative nature is important (coalition, collaborative)
 - e.g. Bay Area Nutrition and Physical Activity Collaborative
- Referral, access to help, oneness
- Use the objective document to drive the name

- LA Food Promotion Collective
- **Some suggestions:**
 - LA County Action for Nutrition (LA CAN)
 - LA Nutrition Task Force

***Next CNAP meeting** will be scheduled for some time in **March 2015**. Date, time, and location will be announced as soon as decided. Thank you!