

Healthy Works / Community Transformation Grant (CTG) Leadership Team Meeting Minutes

Friday, March 15, 2013, 2:00pm – 4:00pm

Attendees:

Healthy Works/CTG Leadership Team Members:

Brian Albright	Nora Faine, M.D.	Bob Prath	Pam Smith
José Aponte	Barbara Jiménez	Maria Lourdes Reyes	Howard Taras
Karma Bass	Chuck Matthews	Sup. Rob Roberts	Wilma Wooten, M.D.
Steve Eldred	Kimberly Medeiros	Rob Seidman, PhD	

Non-Members:

Amelia Barile-Simon	Naomi Chavez	Cheryl Moder	Emma Sanchez
Dan Bennett	Tina Emmerick	Dan O'Shea	Elizabeth Santillanez
Ramona Berry	April Fernández	Curley Palmer	Jeff Thial
Ches Blevins	Sharon Hillidge	Ebony Polk	Tina Zenzola
Deirdre Browner	Sue Lindsay	John Rasmussen	
Ashley Cassatt	Lindsey McDermid	Jayne Reinhardt	

Agenda Item	Presenter	Discussion	Action Items
Welcome and Introductions	Supervisor/Chair Ron Roberts	Meeting Purposes: <ul style="list-style-type: none"> • Present CPPW Evaluation Report findings • Introduce CTG School Physical Activity project and contractor 	None
Approval of December Meeting Minutes		Minutes approved unanimously	None
Report on Action Items, Evaluation, and Action Institute	Dr. Wilma Wooten	<u>Action Items</u> <ol style="list-style-type: none"> 1. Include list of members that attended the meeting in the meeting minutes. 2. Review granular part of evaluations to see if interventions are being implemented effectively. 3. Have Dr. Lindsay provide overview of CPPW evaluation results. 4. Have Leadership Team members consider their possible role in leveraging public relations resources. 5. Consider holding a separate convening/workshop at Action Institute to discuss local provider involvement. 6. Include Leadership Team members on planning committee for Action Institute. <u>Evaluation</u> <ol style="list-style-type: none"> 1. Agenda items were appropriate. 2. Information presented on CTG Intervention Updates was useful. 3. Information presented on CTG Evaluation Plan was useful. 	<u>Status</u> <ol style="list-style-type: none"> 1. Complete 2. Complete 3. Presenting at March 15, 2013 meeting (today) 4. Leadership team members to discuss 6. Volunteers: Dr. Maria Lourdes Reyes, Karma Bass, Howard Taras, Dr. Nora Faine. Meetings to be held in April and May. <u>Action</u> <ol style="list-style-type: none"> 4. Will look at how to bring information to share with members. 5. Included more time for discussion during this

		<p>4. Information provided on CTG Communications Plan could be improved.</p> <p>5. Need more time for discussion.</p> <p>6. Have better use and engagement of attendees.</p> <p><u>Action Institute Planning</u></p> <p>1. Action Institute is intended for the Leadership Team members and contractors and key partners of CTG.</p> <p>2. Would like to have someone give brief overviews from national, state, and local perspectives.</p> <p>3. Discuss topics are requested for Action Institute.</p> <p>4. Technical Assistance from CDC will contribute information.</p> <p>5. Planning committee being formed for meetings to commence in April and May.</p> <p>6. Provide feedback on draft agenda</p> <p>7. Dr. Maria Lourdes Reyes, Karma Bass, Howard Taras, Dr. Nora Faine have volunteered for the planning committee</p>	<p>meeting.</p> <p>6. Welcome more comments and suggestions; will be discussed at Action Institute</p>
<p>CTG Procurement & Intervention Updates</p>	<p>Lindsey McDermid</p>	<p>SANDAG:</p> <ul style="list-style-type: none"> • Regional Safe Routes To School (SRTS) Strategic Plan • Held Public Stakeholder Group meeting to view Regional Plan evaluation criteria. • Two contractors will be selected and start work by June 2013 for Complete Streets. <p>SDUSD:</p> <ul style="list-style-type: none"> • District procuring locally grown food from entrepreneurial agricultural program <p>School Physical Activity:</p> <ul style="list-style-type: none"> • Contract executed in February 2, 2013. <p>Smoke-Free MUH</p> <ul style="list-style-type: none"> • SAY San Diego selected as contractor • Waiting for CDC approval • Language developed to include in our smoke-free environment for our contracts. <p>Farm to Institution / Urban/Rural Agriculture</p> <ul style="list-style-type: none"> • SOW draft in progress and awaiting CDC review <p>Clinical Preventive Work</p> <ul style="list-style-type: none"> • SOW draft in progress and awaiting CDC review <p>Worksite Wellness and Lactation Supportive Environments</p> <ul style="list-style-type: none"> • RFP posted earlier this week • MLA with First 5 was executed • RFP proposal meeting scheduled for March 18, 2013 from 10:00am – 12:00pm. <p>Nurse Family Partnership</p> <ul style="list-style-type: none"> • Training protocol around work with CTG has been approved <p>Communications</p> <ul style="list-style-type: none"> • Advisory group has been formed regarding CTG communications 	<ul style="list-style-type: none"> • Must be registered with BuyNet to receive all of the information regarding RFPs. • SOWs can be emailed without going through BuyNet, but all updates will be sent through BUYNet. • Anyone can apply for the grants that are offered. Applicant must go through committee review.

		CTG Program Manager position open until March 25, 2013	
CPPW Evaluation Results	Sue Lindsay	<p><u>Healthy Communities Campaign</u></p> <p>The Fresh Fund program is designed to:</p> <ul style="list-style-type: none"> • Increase consumption of locally grown produce by recipients of supplemental nutrition programs • Address several issues that affect many low income neighborhoods. <p>Food deserts:</p> <ul style="list-style-type: none"> • Provide an incentive for Farmers' Markets to locate in low income communities and expand sources of healthy food • Incentivize those recipients of food assistance to purchase healthy food. • Provide a stable market for small farmers to increase the economic viability of small local farms <p>There was a substantial increase in revenue for the vendors over time. The Fresh Fund program at the markets appeared to create an environment where more money was spent from multiple sources including:</p> <ol style="list-style-type: none"> 1. the use of EBT/WIC at the market 2. use of cash to purchase tokens 3. use of incentive tokens 4. use of other sources of income <p><u>Healthy Schools</u></p> <ul style="list-style-type: none"> • Elementary school teachers are now more aware of California-based standards for PE and how to increase MVPA • Teachers now have a sustainable, accessible PE curriculum appropriate to their grade level • Equipment was inventoried, purchased, and organized for each school • Classroom teachers were educated and supported, but they were not required to implement a specific standardized curriculum. This allowed teachers to tailor activities to the school district and the school within the district. <p><u>Community Engagement and Other Overarching Interventions</u></p> <ul style="list-style-type: none"> • Resident Leadership Academies were Provided by CHIP in Four Communities. • Media Campaign <ul style="list-style-type: none"> ○ 2 television commercials ○ 2 radio commercials ○ Website ○ Facebook ○ Twitter ○ YouTube 	None

		<ul style="list-style-type: none"> ○ Healthy Works priority online placement and online banners ○ Farmers' Markets and Fresh fund poster ads ● Use of the San Diego Immunization Registry and links to electronic health records in order to create county estimates of body mass index (BMI) 	
Increasing School Physical Activity	Sharon Hillidge	<p>Goal of CTG PE/PA project: to increase the quantity and improve the quality of physical activity in 19 Chula Vista Elementary Schools over the next 4 years.</p> <p>Sustainability</p> <ul style="list-style-type: none"> ● Assess and revise what worked and what didn't with each of the 3 pilot schools (PDSA) ● Implement changes & ideas with Year Two schools (6) then Year Three (10) ● Provide access to program information on District website for ongoing support and for non-project schools ● Develop and Share best practices and lessons learned with other SD County School Districts 	None
Screening of "San Diego is Pedal Powered"	Dr. Wilma Wooten	Not shown due to lack of time.	None
Meeting Adjournment	Dr. Wooten	<p>Upcoming meetings:</p> <ul style="list-style-type: none"> ○ Action Institute tentatively scheduled June 12, 2013 	None