



Growing Healthy Kids Columbus

VISION: *Columbus is a community in which all children have daily opportunities for active play and access to nutritious foods that lead to children entering kindergarten ready to live, learn and play at their best.*

Minutes

October 24, 2016 10:00am - 11:30am
Columbus Public Health, 119C

Attendees:

CPH Healthy Children Healthy Weights	Alyssa Dorsey
CPH Healthy Children Healthy Weights	Hannah Bills
CPH Healthy Children Healthy Weights	Ali Segna
OSU Extension Franklin County	Jenny Lobb
Personal Fitness Navigators	Ricardo Wilson
Nationwide Childrens	Megan Gorby
CPH Creating Healthy Communities	Dana Dorsey
CPH Creating Healthy Communities	Amber Jones
CPH Healthy Places	Elise Fester
Children's Hunger Alliance	Mark Haynes
OSU Extension	Carol Smathers
American Heart Association	Lory Swinland
YMCA Head Start	Jess Lambie
YMCA	Stephanie Cedeno
Moms2B	Carmen Clutter
OSU Life Sports	Luke O'Quinn

2016 STEERING COMMITTEE MEMBERS:

Carolyn Bernard, Columbus City Schools
Megan Gorby, Nationwide Children's Hospital
Mark Haynes, Children's Hunger Alliance
Ali Segna, Columbus Public Health
Bobbi Shannon, YMCA of Central Ohio

Carol Smathers, Ohio State University Extension
Dawn Sweet, Franklin County WIC
Jamie Turner, Columbus Public Health
Rebecca Wade-Mdivanian, Ohio State University Life Sports
Maria Villareal, CDCFC Head Start
Matthew Yannie, United Way of Central Ohio

10:00am – 10:30am Member Introductions and Program Updates

All

- Highlights
- New resources/education
- Policy, system and/or environmental changes
- Challenges or barriers

Partner/Organization	Program Update
Ali Segna, GHKC	HCHW trained health promotion consultants on the HCHW trainings for early care providers from around Ohio in collaboration with OCCRRA, introducing the new Healthy Families training.
Dana Dorsey, CPH Creating Healthy Communities	Has been working with Ali to develop the Healthy Gatherings Step-By-Step guide.
Ricardo Wilson, Personal Fitness Navigators	Has continued to promote fitness and health in facility
Alyssa Dorsey, HCHW	Working with two YMCA centers currently participating in HCHW program.
Hannah Bills, HCHW	Currently recruiting centers in the Franklinton 43223 zip code to participate in HCHW through funding from the Healthier Buckeyes Grant. Provided a TA webinar to other public health members who will be facilitating OHP across the state with Alyssa Dorsey.
Megan Gorby NWC	Continues training Primary Care obesity health network. Wrapping up Kroger store tours videos. Still doing wellness trainings.
Mark Haynes, Children's Hunger Alliance	Continuing OHP with home providers. Hosting family engagement events this Saturday in Cleveland and next week in Cincinnati. Successful family event last weekend in Zanesville. Sponsoring CACFP in child care centers.
Carol Smathers, OSU Extension	October is Farm to Preschool month.
Jenny Lobb, OSU Extension Franklin County	New publications on how to read nutrition facts label and info on sugar/sweeteners. Will attend an internal conference this week with other educators.
Amber Jones, CPH CHC	New handouts approved last week to go with social media campaign regarding smoke free baby and me. Did presentation last Friday to developers. Trying to get campaign out, targeting large home management systems to educate moms and families on importance on not smoking with children.
Luke O'Quinn, OSU Life Sports	Rugby clinic for 9-14 year olds, working with rugby team. Next clinic is gymnastics clinic in Nov. Still working on providing healthy meals during clinic and including flyer on why foods are being provided. Four more clinics before end of 2016.
Elise Fester, CPH Healthy Places	New CDC fellow working in Chronic Disease Section.
Carmen Clutter, Moms2B	Waiting to get funding for opening Linden site
Lory Swinland, American Heart Association	ECE childcare regulations: looking at nutrition, PA, screen time and having them match. Submitted comments to ESSA including 200 volunteers who signed it. Working at state level with Finance Fund and Food Trust. Submitting letter of support for 15 million for healthy food financing.

Jess Lambie and Stephanie Ceden, YMCA	Out to bid for child care food contract. Trying to maximize on produce variety and ensuring kids are getting the best meals at YMCA centers. Language supports centers to serve meals/snacks family style. Jess at Head Start has wrapped up the 45 day deadline for the kids' health screening.
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10:30-10:35 am **Breaking News**

Ali Segna

New recommendations from the American Academy of Pediatrics on Screen Time

- For children younger than 18 months, avoid use of screen media other than video-chatting. Parents of children 18 to 24 months of age who want to introduce digital media should choose high-quality programming, and watch it with their children to help them understand what they're seeing.
- For children ages 2 to 5 years, limit screen use to 1 hour per day of high-quality programs. Parents should co-view media with children to help them understand what they are seeing and apply it to the world around them.
- For children ages 6 and older, place consistent limits on the time spent using media, and the types of media, and make sure media does not take the place of adequate sleep, physical activity and other behaviors essential to health.
- Designate media-free times together, such as dinner or driving, as well as media-free locations at home, such as bedrooms.
- Have ongoing communication about online citizenship and safety, including treating others with respect online and offline.

Voices for Healthy Kids Action Center replacing the PreventObesity.net website

The Voices for Healthy Kids Action Center is a project of the American Heart Association to support of the movement to help all children grow up at a healthy weight. Highlights of the new Voices for Healthy Kids Action Center:

- A mobile responsive tool.
- New ways to reach decision-makers and have an impact, including text & social media actions.
- Leader profiles that will allow you to showcase your interests and work- and connect with fellow advocates.
- More social media integration to help share and grow the movement.
- An Inside Track blog where you can get regular updates on the great work happening across the country!
- Access to tools and resources to help you learn about key issues and lead campaigns in your community.

Correlates of Sugar-Sweetened Beverages Purchased for Children at Fast-Food Restaurants

A recent study published in the American Journal of Public Health suggests that uncoupling sugary drinks from combo meal deals might reduce high-calorie beverage consumption and help to curb childhood obesity rates.

The researchers reviewed the meal choices of 483 boys and girls at McDonald's, Burger King, KFC, Wendy's or Subway locations.

On average, kids consumed 179 more calories overall if their combo meal came with a soda, sweetened tea or juice, or flavored milks. They drank 82 more calories than when beverages were bought separately.

Parents who picked combo meals were 24 percent more likely than those who ordered item by item to get a sugar-sweetened drink instead of a non-sweetened one or no beverage.

PepsiCo Launches 2025 Sustainability Agenda Designed to Meet Changing Consumer and Societal Needs

Pepsi Co plans to continue transforming its product portfolio by offering healthier food and beverage choices, reduce its environmental impact and empower people around the world

In regards to their products and nutrition:

PepsiCo's ambition is to enable better nutrition at scale by continuing to develop a broader portfolio of food and beverage choices and increasing access to great-tasting, nutritious options.

The company has set the following goals for 2025:

- At least two-thirds of its global beverage portfolio volume will have 100 calories or fewer from added sugars per 12-oz serving.
- At least three-quarters of its global foods portfolio volume will not exceed 1.1 grams of saturated fat per 100 calories.
- At least three-quarters of its global foods portfolio volume will not exceed 1.3 milligrams of sodium per calorie.
- The rate of sales growth of what the company refers to as Everyday Nutrition products will outpace the rate of sales growth in the balance of PepsiCo's portfolio. Everyday Nutrition products include those that deliver whole grains, fruits and vegetables, dairy, protein and hydration.
- It will provide access to at least three billion servings of nutritious foods and beverages to underserved communities and consumers.

Pepsi Co has also launched The Hello Goodness vending machine -- which will also be available in a beverage-only version -- features a thoughtfully chosen selection of PepsiCo products such as such as Naked Juice, Smartfood Delight popcorn, Lay's Oven Baked potato chips, Quaker Real Medleys bars, Pure Leaf iced tea, Propel Electrolyte Water, Tropicana Pure Premium and Sabra Ready-to-Eat Hummus cups.

The Hello Goodness vending machine also goes beyond traditional vending machines in the market and:

- Features a digital point-of-sale touch screen with product nutritional information
- Suggests food and beverage pairing ideas for different eating occasions throughout the day
- Is smart equipment, giving PepsiCo real-time consumer preference insights to further inform future offerings
- Contains dual climate-control shelving, allowing both perishable and non-perishable items to be easily vended together at the correct temperature
- Allows for cashless and digital vending

Feedback from Carol and Jenny regarding marketing tactics and potentially unhealthy items still included in vending machines

10:35am – 10:50am Communicating the Message

Ali Segna

As next steps, members were asked at last month's meeting to how they would you communicate the message and resources about Healthy Gatherings to their organizations and/or community?

Responses to the question:

- Amber: use bulletin board at multi-unit housing complexes in resources room. Including handouts on wellness tips on healthy practices at home, healthy gatherings, etc.
- Ricardo: at recent event, brought healthy foods (turkey rolls, meatballs, carrots, celery, etc) and displayed them on table. Noted the meat products were left behind.
- Lori: Utilizes the American Heart Association food and beverage toolkit for meetings and gathering at the office. Link to toolkit:
http://www.heart.org/HEARTORG/HealthyLiving/WorkplaceHealth/EmployerResources/Healthy-Workplace-Food-and-Beverage-Toolkit_UCM_465195_Article.jsp#.V8W5wfkK70.

- Will only use particular caterers who can adhere to food and beverage toolkit guides.
- Will only book venues for conferences that meet particular guidelines
- Discussion around general guidelines for worksite food (bringing leftover desserts, candies, etc to the office) and culture surrounding American Heart Association's worksite wellness policy.
- Shared idea of using national days around eating healthy to capitalize on wellness messages
- Megan: Talked about reaction to changing to no SSBs in hospital. Indicated that it didn't result in loss of sales but is interested in seeing what other department potlucks may practice when people are able to bring in their own beverages.
- Mark: Communicating message has been easy but putting it into practice is more difficult. New HR director and SVP are invested but there is still work left to be done in making environment match the message. Tough to communicate these messages in coordinating catering for family engagement events.
 - Sends out messages via email with wellness letters and at staff meetings via brief presentations
 - Shared idea of using health challenges to get employees engaged
- Dana asked how it has gone for larger organizations who have implemented wellness policies. Lori responded that the policies are followed very closely while the smaller offices may observe policies with more leniency.
- YMCA shared that there aren't any policies surrounding wellness. Communication typically goes through metro offices and there is separate communication to child care centers. All communication is done primarily through email. Also difficult if centers are partnerships, not fully under YMCA; ultimately very dependent on center managers.
- Ali shared that she and Dana are developing a brief 5-minute presentation on CPH's healthy gatherings toolkit. YMCA indicated that they would be willing to share toolkit with center administrators.

10:50am – 10:55am Activity Break

Ricardo Wilson

10:55am – 11:15am Healthy Gatherings: FAQ-Pushback

Carol Smathers

Last month we discussed commonly asked questions and pushback members get when implementing changes around meetings and events. Carol asked members to discuss in small groups, what responses and/or resources would they give to the most commonly asked questions/sentences bulleted below:

- More expensive to offer healthier options
 - Mark: educating administration on long-term cost savings in health care for employees when promoting health and wellness
 - Carol: better to be wasted in the trash can than waste on a body
 - Dana: water from the tap is always cheaper!
 - Lori: offering a cost breakdown for vending
- Everything in Moderation
 - Lori: quarterly celebrations, offering fruit or other healthy options with
 - Dana: show sugar resource and educate the importance of providing healthy option
 - Carol: instead of thinking of moderation, think about frequency
 - Jenny: saying "people deserve to have a temptation free workplace"
 - Ali: try limiting choices (one type of cookie instead of 3)
 - Ricardo: try limiting portion size
- Other ways to raise money than selling baked goods
 - Mark: think about selling services instead (car wash, raking leaves, shoveling snow, etc). Could also make mandates as an organization to force groups to be creative.
 - Ricardo: Use auctions or silent auctions on experiences or services
- Taking away my choice to choose
 - Expand healthy options while making unhealthy options less convenient to level the playing field

- We want to take into consideration those who wish to make better choices
- Provide information about how temptations sabotage weight loss and provide a list of alternatives and/or nutritional information about common snacks provided (i.e. cookies, cake, bagels)
- You are free to make a choice, however it is not our responsibility to provide it for you.
- Try a phase in approach; use the step by step guide.
- Instead of Pizza Party
 - Try a DIY Potluck
 - Have additional games or activities
- I dislike “healthy” foods
 - Well, that’s not true for everyone
 - Other people like healthy foods and deserve to have access to them
 - Everyone has different preferences, it’s important to have those options there for those who want them

11:15am-11:30am Health Gatherings: Step-By-Step Guide

Dana Dorsey

Members received an updated version of the Healthy Gatherings Guidelines. It has been redrafted into a step by step approach so small changes can be made, starting with water and beverages and ending with menu changes. Due to time, everyone was asked to take the handout with them and come to the December meeting ready with feedback on content and visuals (not formatting).

Next Steps: We will be conducting our end of year survey at the December meeting. Please be prepared to answer questions related to what policy, system, and/or environmental changes your organization has made, or will make, in 2016?

Next Meeting: December 6, 2016, 10:00am-11:30am Columbus Public Health, 119C