



Growing Healthy Kids Columbus

VISION: *Columbus is a community in which all children live in a smoke-free environment, have daily opportunities for active play, and have access to nutritious foods so they enter kindergarten ready to live, learn and play at their best.*

Minutes

December 4, 2018 10:00am - 11:30am
Columbus Public Health, 119C

Attendance

Organization	Member
American Academy of Pediatrics	Lory Winland
American Heart Association	Alice Luce
Children's Hunger Alliance (CHA)	Laura Poland
CPH – WIC	Dawn Sweet
CPH – CDC PHAP, Chronic Disease Prevention	Lyana Delgado
CPH – Creating Healthy Communities (CHC)	Katie Stone
CPH – Creating Healthy Communities (CHC)	Dana Dorsey
CPH – Healthy Children Healthy Weights (HCHW)	Hannah Bills
CPH – Healthy Children Healthy Weights (HCHW)	Alyssa Dorsey
CPH – Local Food Action Team (LFAT)	Karis Kovacs (Intern)
CPH - Local Food Action Team (LFAT)	Jalisa Dawkins
CPH – Safe Routes to Schools (SRTS)	Katie Swidarski
Franklin County Public Health (FCPH)	Kristin Peters
Moms2B	Michelle Tiburzio
Franklin Park Conservatory (FPC)	Christie Nohle
OSU – Extension	Carol Smathers
YMCA of Central Ohio – Early Head Start (EHS)	Claudette Bailey
Columbus Rec and Parks (CRPD)	Malik Willoughby

10:00am – 10:10am DIY Trail Mix Bar

All

STEERING COMMITTEE MEMBERS:
Carolyn Bernard, Columbus City Schools
Alexis Tindall, Nationwide Children's Hospital
Laura Poland, 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
Hannah Bills, Columbus Public Health
Rebecca Wade-Mdivanian, Ohio State University Life Sports
Maria Villareal, CDCFC Head Start
Lory Sheeran Winland, American Heart Association

10:10am – 10:25am End of Year Survey

All

10:25am-10:55am Member Introductions and Program Updates

All

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

Partner/Organization	Program Updates
Carol/ OSU Ext.	Attended ChangeLabs Symposium in Oakland, CA.
Hannah/ CPH HCHW	Also attended ChangeLabs Symposium in Oakland, CA and spoke on Local Government panel.
Lyana/ CDC PHAP	Continued work on Targeted Marketing. Compiled info on initiative and TM webpage is now online on CPH's website.
Christie/ FPC	Busy year! Worked on smoke-free and wellness trainings for staff. Children's Garden opened in May, 2018. Carol asked if a GHKC meeting could be held at the learning centers and children's garden. Christie to investigate. Ran teen corp program, incorporated targeted marketing concepts to this group and used WFFT water bottles. Did a SSB activity with kids that resonated well.
Swid/ CPH SRTS	Currently applying for Safe Routes to Parks grant and looking for momentum and community partners. Goal is to allow kids to walk from schools to parks, closing sidewalk gaps. Involved in strategic scholars network, moving research into policy (how to communicate with media). Looking to strengthen wellness policy with CCS wellness committee and moving forward to implement policy in using physical activity as reward.
Alyssa/ CPH HCHW	CD4AP market nutrition presentations.
Claudette/ YMCA EHS	Completed training on staff wellness in Head Start setting. Child care providers generally experience below average wellness. Using DIY potluck bars in staff activities. Working with new vendor for all YMCA child care facilities to ensure menus will meet OHP standards and working on building a self-prep kitchen to eventually cook all meals/snacks.
Dana/ CPH CHC	Offer active commute support resources to three organizations. Continuing BFF and Active Linden (meeting again in Jan). Will have BikeFest in 2019.
Michelle/ Moms2B	RD for Moms2B. One of the researchers is partnering with Smart Columbus to create rides for baby to offer free rides for new moms, taking moms to grocery stores or other errands outside of doctor visits.
Karis/HCHW Intern	Completed CP4AP market presentation
Kristin/ FCPH	Another school on board with Ohio Days, with Grandview being the most recent. Currently have 5 schools. Joyce Beatty participated in Farm to School month. Submitted farm to school grant.
Dawn/ WIC	Clinic on Cleveland Ave just implemented Produce Prescription with MOF, >800 additional meals given away (in Oct). Once a month on Wednesdays. In process in getting PM1 position to help with outreach and nutrition education, including a SSB education.
Katie/ CPH CHC	Working on tobacco policies with community organizations, with smoke-free signs available. Purchasing produce connects signage to promote program and increase clinical linkages. CDPAB changing to having meetings twice a year in a summit format. Meetings will be all day, featuring a key-note speaker. Will

	continue to utilize subgroups, adding Minority Health as a subgroup, and ask subgroups to present breakout presentations throughout the day. Foundation for Active Living fund is currently going through reorganization, aiming to use funds for community members to use mini-grants, asking community members to present at CDPAB.
Jalisa/ LFAT	Community Garden Grant coming out Feb 1 st , available to schools or other community organizations. Within Columbus, up to \$2,000 available in addition to other supplies. In Franklin county, up to \$4,000 is available. Franklin County Local Food Council meets monthly and is working on presentations to community partners in establishing roles and/or planning food system.
Malik/ CRPD	Oversee 7 centers on SE side of Columbus. Holding Sunday Jan 6 th at Barnett Community Center (multigenerational center). Following up event with monthly events at one or more rec centers. Also holding weight lifting competition in late winter, early spring. Hiring wellness coordinator to handle wellness for whole Parks and Rec department, likely taking over attendance at GHKC. Willoughby SoulVeg is working with at-risk young men in nutrition and trauma-informed care, hosted at FoodFort (ECDI).
Laura/ CHA	Doing first train the trainer for afterschool sites, training individuals to be CATCH trainers. 24 people are signed up. Goal is to help create environment of wellness at afterschool sites, encompassing more than just physical activity. Received OA credit for healthy menu training. Will be delivering for CHA sites in Jan, Feb, and March.
Alice/ AHA	Worked closely with Primary One on identifying ppl with HTN and connecting with RD for trainings. MOF produce giveaways with RD educating on how to use foods. Secured 14 th school garden with teaching garden program at East Linden Elementary School; comes with curriculum for whole year. Looking at another site, focusing on DD.
Lory/ AAP	New Director of Immunization Programs at American Academy of Pediatrics. HVP Program: distributing survey to parents of kids with HPV vaccination and to adolescents with HPV vaccination, and to those who are unfamiliar with HPV vaccinations. Asking if there are any community events coming up to have AAP attend to distribute surveys. Have multiple other programs to update on later (on smoking, safe sleep, nutrition, etc.)

10:55am – 11:00am Activity Break

All

11:00am – 11:05am Breaking News

Karis Kovacs

AR101 Oral Immunotherapy for Peanut Allergy

- Experiment with participants ages 4-55 years old
- Assigned participants AR101 or placebo in 3:1 ratio.
- Measured participants reactions to increasing doses of peanut protein with the AR101 and placebo therapy.
- Research Article: <https://www.nejm.org/doi/full/10.1056/NEJMoa1812856>
- FARE: <https://www.foodallergy.org/common-allergens/peanut>

Conclusions of AR101

- AR101 was an immunomodulating treatment which desensitized children and adolescents (4-17 years old) who were highly allergic to peanuts.

- Reduced overall symptoms, and increased tolerance of peanut protein up to 600 mg (67% participants), and 1000 mg (50% participants)
- No significant effect for ages 18-55

Raley's Supermarket Grocery Improvement

- Raley's grocery has moved the highest sugary cereals to the bottom shelf – making them less visible.
- Removed 25% of candy from checkout aisles
- Eliminated sugar sweetened soda from registers in 2016
- In Sacramento, CA: promising because is it a larger grocery chain
- <http://cspinet.org/news/raley%E2%80%99s-supermarket-rethinks-cereal-aisle-20181108>

USDA Publishes Names of Chicken Slaughter Houses that Failed Salmonella Standards

- 8/11 Perdue Farms' failed to meet *Salmonella* performance standards for chicken parts
- None of Tyson Foods slaughter houses failed
- 17% Sanderson Farms failed performance standards for chicken parts
- 26% Pilgrims Pride failed performance standards for chicken parts
- <http://cspinet.org/news/usda-names-slaughterhouses-are-failing-salmonella-performance-standards-chicken-parts-20181126>

Big Soda, Spreading Lies about "Grocery Taxes," Attempts to Preempt to Soda Taxes

- Big Soda began a campaign to prevent local soda taxes in Washington State and Oregon using ballot initiative
- Using names like "Yes! To Affordable Groceries" to prevent tax on groceries – actually means prevent tax on sugary drinks
- <https://cspinet.org/news/big-soda-spreading-lies-about-%E2%80%9Cgrocery-taxes%E2%80%9D-attempts-preempt-soda-taxes-20181106>
- <https://www.nytimes.com/2018/11/02/health/grocery-taxes-oregon-washington-soda-tax.html>

November Election Day Updates: Transportation and Preemption Ballot Measures

- Austin, TX, Tucson, AZ, Charlotte and Wake County, NC: Park/Recreation improvement, increasing amount of bike and walking paths, and street/sidewalk reconstruction for safety
- Boulder, CO: 2 cent tax per oz. on sugary beverages raised over \$5 million – to fund healthy food and physical activity opportunities
- Oregon: Will allow local governments to tax soda/sugary beverages by rejecting Measure 103
- <https://voicesforhealthykids.org/2018electionday/>

11:05am – 11:30am Sodalicious and Craft Sodas

Lyana Delgado

Sodalicious

- Established in 2013
 - Predecessor is Swig, established 2010
 - Similar to Sonic beverage model
 - Pricing very low
 - Started with coconut flavoring being added to drinks
 - Substitute for coffee, heard interest from other counties that wanted franchises
 - Most customers come in once or twice a day
 - 24 locations thus far
 - Blue Bombshell: mtn dew, blue curacao, passionfruit, coconut
 - You're welcome: dr. pepper, coffee, white chocolate, half-and-half
 - Skinny menu: royal passion: diet 7-up, lavender, passionfruit
- Based in Utah, expanded to Idaho and Arizona

- >50 stores, moving to the mid-west
- Burger King and Sonic were among the first restaurants to join the National Restaurant Association's Kids LiveWell program and promised to offer at least one healthy meal and individual item for children
- The percent of combinations that met calorie and sodium criteria for preschoolers increased significantly at KFC and Sonic
- Fudge cookie: 330 calories, 11g fat, 32 g sugar
- 12 oz can of Dr. Pepper = 40 g of sugar
- <https://www.youtube.com/watch?v=lvog8RhWgmQ>
- <http://archive.satrib.com/article.php?id=2872310&itype=CMSID>
- “Dirty” Soda
 - Seen as substitute for coffee
- In house-bakery
- Watched Sodalicious video
 - Fudge cookie nutrition info, hard to find other nutrition information
- Shared obesity rates in AZ, ID, and UT
 - Since introduction in 2013, rates increased in all three states. Not causative, however, there is a concern that this new ”craft” soda market may have implications on obesity rates amongst youth.

Discussion: too bad they didn't come up with a healthier version of soda (sodastream with fruit, etc)

- Question around anyone who is studying obesity rates related to Sodalicious
- Craft Sodas
 - “Craft:” Natural ingredients
 - Artisanal, Independent, Organic, Authentic
 - Typically sold through supermarkets/ hypermarkets
 - Mostly targeting young millennials, groups that are interested in “natural” ingredients
 - “Healthier” and ”small business” alternative are amongst the buzz words associated with craft sodas
 - “Marketers have...noted that people in their 20s and 30s in particular—a group referred to as millennials—are particularly drawn to products they feel are authentic,”
 - In soda, it was consumers rejecting artificial additives and sweeteners that caused the rising tide of change.
 - The soda companies are responding by switching to "real sugar" as their preferred sweetener, but using odd additives to give their brands that "craft" feel. Both Caleb's Kola and 1893 are made from kola nuts, real sugar, spices, and other natural ingredients.
 - <https://www.fool.com/investing/2016/08/26/pepsico-inc-introduces-new-craft-soda-but-is-there.aspx>
 - <http://www.takepart.com/article/2014/10/11/pepsi-lures-hipsters-new-craft-soda>
- Potential Impacts of the Craft Soda Industry
 - Projected to increase due to urbanization, hectic schedules, youth
 - Natural craft soda = the largest product segment in 2016
 - Young adults accounted for 64.22% of the market share
 - Perception of craft soda as a healthy substitute
 - Declining soda consumption volumes enter their second decade, we're seeing a similar trend by big bottlers like Pepsi and **Coca-Cola** ([NYSE:KO](http://www.nyse.com/quote/NYSE:KO)), which are launching brands they're calling "craft," but seemingly are little different from the flavored carbonated water they sold

before.

The global craft soda market size was valued at USD 537.9 million in 2016.

- Manufacturers are concentrating on developing beverages produced from natural ingredients such as herbs, spices, and sweeteners to meet the customers' demand
- <https://www.grandviewresearch.com/industry-analysis/craft-soda-market>
- Sweet FAQs handout
 - ASK: if there are any comments around including info in new educational handouts

Next Steps: Happy Holidays!!!!

Next Meeting: Tuesday January 29, 2019, 10am-11:30am Columbus Public Health, Room 119C