



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

January 29, 2019 10:00am - 11:30am
Columbus Public Health, 119C

Attendance

Organization	Member
American Heart Association	Cresha Auck
Children's Hunger Alliance (CHA)	Laura Poland
Children's Hunger Alliance (CHA)	Mikaelie Gonzalez (Intern)
CPH – CDC PHAP, Chronic Disease Prevention	Lyana Delgado
CPH – Creating Healthy Communities (CHC)	Dana Dorsey
CPH – Growing Healthy Kids Columbus Coalition (GHKC)	Ali Segna
CPH – Healthy Children Healthy Weights (HCHW)	Lillian Delatore (Intern)
CPH – Healthy Children Healthy Weights (HCHW)	Alyssa Dorsey
CPH - Local Food Action Team (LFAT)	Rachel Bright (Intern)
CPH – Safe Routes to Schools (SRTS)	Katie Swidarski
Franklin County Public Health (FCPH)	Kristin Peters
Moms2B	Kari Barden (Intern)
Moms2B	Regan Rudolph
Moms2B	Michelle Tiburzio
Mount Carmel Hospital Systems	Chris Evans
Nationwide Children's Hospital	Anne Goodman
Franklin Park Conservatory (FPC)	Christie Nohle
OSU – Extension	Carol Smathers
OSU – Extension	Ingrid Adams
YMCA of Central Ohio – Early Head Start (EHS)	Claudette Bailey

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

Columbus Rec and Parks (CRPD)	Malik Willoughby
Columbus Rec and Parks (CRPD)	Bryana Ross

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 Updates
Ali/GHKC	CDPAB biannual summit, April 11 th at CPH. Will include breakout sessions to learn about other working groups and stay up to date.
Dana/CPH – CHC	Co-chair physical activity coalitions
Alyssa/CPH - HCHW	Working with Creating Healthy Communities, CelebrateOne, Safe Routes to School to conduct the Stroll and Roll Initiative. Physical activity through Active Commute content. Provided trainings for the TTT for the Ohio Healthy Programs.
Michelle/Moms2B	Finished up month long campaign, enrolled new moms.
Ingrid/OSU	Goal is to start a project to increase vegetables amongst children.
Anne/Nationwide	April 18, Nutrition Symposium, soliciting for exhibitors, includes free registration
Laura/CHA	Nutrition training webinar on OCCRRA, healthy meal planning for family providers, March 19 th .
Cresha/AHA	Complete streets and nutrition standards, effort to increase CPR for babies statewide.
Carol/OSU Ext.	Working with Case Western Reserve, building an online tool for individuals to assess PSE change, giving tailored recommendations for PSE change for those who complete the surveys. Online trainings being provided. Healthy retail, healthy schools, child care, and farmers market. Farm to School on Feb 12, Healthy School Retail is on March. Good way to start any PSE change.
Kristen/FCPH	Reynoldsburg will be joining Ohio Days in February, with 6 schools in the program.
Swid/CPH-SRTS	Looking for resources for gift cards and healthy snack donations for the SRTS Annual Task Force with all stakeholders in the community.

10:30am – 10:40am Breaking News

Lyana Delgado

Government Shutdown Puts Safety of Food Supply at Risk

- <https://cspinet.org/news/government-shutdown-puts-safety-food-supply-risk-20190108>
- The ongoing federal shutdown has halted the Food and Drug Administration’s regular food inspections.
- For cause inspections. The agency has posted no new warning letters since the shutdown began more than two weeks ago

Litigation Over Kellogg’s Deceptive Marketing of “Whole Grain” Cheez-It Crackers to Advance

- <https://cspinet.org/news/litigation-over-kellogg%E2%80%99s-deceptive-marketing-%E2%80%9Cwhole-grain%E2%80%9D-cheez-it-crackers-advance-20181211>
- A federal appeals court has cleared the way for a class-action lawsuit alleging misleading labeling and marketing of Kellogg’s “Whole Grain” Cheez-It crackers to proceed.

- Crackers are predominantly white flour, “enriched white flour” is the main ingredient

Added-Sugars Warning Could Be Next for New York City Restaurants

- <https://cspinet.org/news/added-sugars-warning-could-be-next-new-york-city-restaurants-20190109>
- New York City Council would require chain restaurants to display a warning icon next to menu items that are high in added sugars.
- Modeled after the sodium warning rule in 2015.
- New York the first city in the nation to provide information on menus about the added sugars that are often hidden in foods and beverages at restaurants.
- warning notices next to menu items and on signs for items that contain over 12 grams of added sugar
- Additionally, the proposed bill would impose monetary penalties on restaurants that violate this law.

Trump administration puts refined grains, low fat milk back on school lunch menu

- <https://www.nbc4i.com/news/u-s-world/trump-administration-puts-refined-grains-low-fat-milk-back-on-school-lunch-menu/1649205526>
- The U.S. school lunch program is making room on menus again for noodles, biscuits, tortillas and other foods made mostly of refined grains.
- only half the grains served will need to be whole grains, a change it said will do away with the current bureaucracy of requiring schools to obtain special waivers to serve select refined grains foods.
- Low-fat chocolate milk will also be allowed again.
- The School Nutrition Association, which represents local cafeteria operators and companies like Domino's Pizza, Kellogg and PepsiCo, had called for relaxing the whole grain-only requirement, saying it was too difficult for some districts to meet.
- CSPI and AHA encourage schools to stay the course since most schools are already in compliance. Only 20% of schools were applying for whole grain exemptions.

U.S. fast food chains offering more healthy options for kids

- <https://www.reuters.com/article/us-health-restaurants-kids/u-s-fast-food-chains-offering-more-healthy-options-for-kids-idUSKCN1P325B>
- Children consume about 150 extra calories on days when they eat out, and healthier sides and drink choices could counteract that – UCLA researcher, Megan Mueller
- 20 chains examined, researchers found, meal bundles that included at least one fruit and non-fried vegetable as an option increased by nearly 58 percentage points between 2004 and 2015. Meal bundles with the healthier option as a default rose from zero in 2011 to nearly 20 percent in 2015. 30 percent offered healthier choices as the default option in their meal bundles by 2015
- While restaurants may change what is offered on their menu boards, unhealthy options may still be offered at the register or advertised more heavily.
- Calorie labeling may encourage restaurant chains to change the overall composition of meal bundles to display lower calorie items
- Make change across the entire menu, not just the kids menu given that the majority of kids don't eat from the children's menu.

Canada's new food guide: a better version of MyPlate?

- <https://food-guide.canada.ca/en/>
- <https://www.foodpolitics.com/2019/01/canadas-new-food-guide-a-better-version-of-myplate/>
- According to Marion Nestle, the Canadian food guide is better, they offer food suggestions as well.

10:40am – 10:50am End of Year Evaluation Results

Lyana Delgado

- What is your organization/program doing to create/implement PSE change related to Water First for Thirst? (Check all that apply)

- Majority are providing education
- Implemented WFFT within our organization and continuing to promote and support through signage and healthy meeting policies.
- CHA is posting "Water First for Thirst" signage in the break room and offer water and coffee as the only beverages of choice during staff meetings. 2. Water First for Thirst education is provided to Family Child Care Providers across the state through Ohio Healthy Programs curriculum as well as during in-home technical assistant visits. Nutrition Education programming is offered to children 3-5 and 6-14 years and each curriculum includes a Healthy Beverages lesson.
- Tumblers distributed to program volunteers, water first for thirst education included in Girls in Gear sessions at Champion Middle
- What is your organization/program doing to create/implement PSE change related to An Hour a Day to Play? (Check all that apply)
 - Majority are providing education
 - FPC Camps, nature pre-k school, teen corps (all kids programs) implements 1 hr of play into curriculum every day.
 - CHA An Hour a Day to Play education is provided to Family Child Care Providers across the state through Ohio Healthy Programs curriculum as well as during in-home technical assistant visits.
- What is your organization/program doing to create/implement PSE change related to Healthy Gatherings? (Check all that apply)
 - Majority are providing education
 - The Healthy Gatherings kit has been introduced to program leaders in my department, and the Healthy People Team leader attended Healthy Gatherings training at Columbus Public Health.
 - Shared the toolkit with other City departments on whose committees, coalitions
 - Providing education and guidance on healthy parent and staff meetings. Working on a memo to address requirements for parent meetings, which will include food/beverages provided.
 - Through our Quality of Working Life Club provides access and TA to a healthy gatherings kit. The City of Columbus (COC) trained and offered kits to all COC Wellness Ambassadors
- What is your organization/program doing to create/implement PSE change related to Targeted Marketing? (Check all that apply)
 - Providing targeted marketing education to teen 4-H Healthy Living Advocates, and encouraging them to take action to counter unhealthy or misleading messages.
 - Teen corps enlists the help of Lyana and Carol to teach a segment on sweetened beverages that talk about targeted marketing with teens.
 - Provide education materials to families on healthy options, policy on no vendors or advertisements of unhealthy food in our locations.
- Growing Healthy Kids Columbus Resources and Presentations
 - Majority of responses included the Healthy Eating resources (i.e. Water First for Thirst, Healthy Gatherings, DIY Potlucks, etc.)
 - Breaking News, Beverage Marketing Strategies, Opioid Epidemic
- I participate in the GHKC because I aim to...
 - Contribute to long-term, permanent social change
 - Learn and or stay updated on physical activity and healthy eating best practices for young children

- Learn ways to implement policy, system and environmental changes within my own organization/program
- Meet my own individual organization/program goals/deliverables
- Benefits and Barriers
 - More effective and efficient delivery of programs
 - More opportunities for professional development
 - Improved outreach to stakeholders
 - I have too many other coalition meetings to attend
 - I am often the only voice representing my viewpoint
 - Being involved in policy work is a problem
- Biggest Success in 2018
 - Personally: trusted info on healthy eating trends, improvements to my own nutrition
 - Professionally: Networking
 - For my program: DIY potlucks, Healthy Gatherings, Program to Policy training
 - For my organization: Priester Culture of Health Award, WFFT, tools for PSE change
- Future Presentations
 - Active Commute
 - An Hour a Day to Play
 - ACES and impact of opioid usage on children in the household and community
 - Working with fed/state programs on effective policy changes
- 2018 PSEC Results
- Education and resources
 - 314 Reported education, resources, events or programming (last year 181)
 - Examples include:
 - Submitted two trainings that are now Ohio Approved, Healthy Gatherings for Afterschool, Summer and Early Learning Programs and Physical Activity Training for Afterschool.
 - Submitted 6 live-webinar trainings for home providers for Ohio Approval – CHA
 - MOF produce giveaways with RD educating on how to use and cook with the foods. - AHA
 - Posted material from session 2 and 3 in personal Facebook page with parents, specifically on the juice recommendations. – CHA
 - ***New Resources GHKC (32)***
 - Ohio Approved Healthy Gatherings Training for Afterschool, summer and early learning programs – 75 min, 90 min and 2 hours.
 - 13 HCHW Key message handouts formatted as educational resources, including knowledge comprehension questions, for WIC. Translated into Spanish and Somali.
 - Why is Tap Water a Good Choice? Handout created for WIC clients discussing cost effectiveness and safety of tap water in central Ohio. Includes knowledge comprehension questions.
 - Translated resources on HCHW and GHKC page translated in Nepali to be accessed for the community in early 2019.
 - Targeted Marketing webpage is up and running including resources (Sugar-Sweetened Beverage Teaspoon Activity, Market Box Activity, WFFT Pledge (English, Spanish, Somali)).
 - Targeted Marketing Slides (organizational, community, and youth workshop).
 - GHKC slide updates for parent group presentation.
- Environment
 - 148 Environment changes (last year 49)
 - Examples include:

- WIC clinic on Cleveland Ave implemented Produce Prescription with Mid-Ohio Food Bank, over 800 additional meals given away in October.
- Linden farmers market is in Columbus, every Sunday from 1-4p. – Local Food
- 2 balance bikes for younger (preschool age) bicyclists to practice gross motor skills. – Healthy Places
- Assisting White Hall city schools (6 purchased) gardens – FCPH
- 128 smoke free and young lungs at play signage distributed to CCS - CHC
- System
 - 14 System changes (last year 25)
 - Examples include:
 - Community Health Improvement Plan (CHIP) was completed and includes GHKC as a working group for the CDPAB for nutrition, PA, tobacco-free initiatives. - CDPAB
 - Whole grain pasta has been added to the approved foods list and yogurt will be added soon. – WIC
 - Success with 2 mobile food units (free lunch at 2 locations, staff stick around after for PA, water pitchers available at the tables during snack time, took over a year) – YMCA
 - Partnered with Grandview schools for the Ohio Days program, which now includes 5 school districts total. – FCPH
- Policy
 - 19 Policy changes (last year 4)
 - Examples:
 - YMCA Head Start Healthy Celebration Policies: New Head Start (PA and nutrition) standards updated on policies and standards documents. Two additional policies were submitted around healthy celebrations: To best promote children’s health, sugar-sweetened beverages will not be served at Family Fun Day and other center events, including soda, fruit flavored drinks, sweetened tea, energy drinks, etc. All meals and snacks served at Family Fun day and other center events will model balance by including nutritious foods and limiting foods high in fat, sugar, and salt.
 - 17 cities passed for Tobacco21 in 2018. – AHA
 - 181 Policy changes for early care programs supported by Healthy Children Healthy Weights and Children’s Hunger Alliance

10:50am – 10:55am Activity Break

All

10:55am – 11:05am GHKC 2019 Objectives

Ali Segna

Recap of 2018 Objective Accomplishments

By December 31, 2018 GHKC will...

- Identify at least 3 GHKC programs or organizations who adopt *organization-wide* HEAL policies.
 - YMCA Head Start – Healthy Celebration Policies
 - 2018 Priorities shifted with our work with ChangeLabs. Focused shifted to TMI, Program to Policy training and Playbook. Recommend identifying this again as an objective for 2019 with edit “organization-wide policies related to the vision of GHKC.”
- Develop one Ohio Approved Healthy Gatherings training for providers serving children birth to 5 years old.
 - Developed Ohio Approved Healthy Gatherings training for Out-of-School-Time, 3 trainings – 75min, 90 min and 2 hours

- Increase the number of individuals and programs trained using the Healthy Gatherings training. (Baseline 0)
 - Individuals trained = 44
- Increase the number of children reached through the Healthy Gatherings training. (Baseline 0)
 - Estimated children reached = 1,647
- Conduct at least 5 presentations on target marketing to young children and minorities to increase knowledge and awareness of the topic.
 - Number of presentations = 38

By December 31, 2019 GHKC will...

- Identify at least 3 GHKC programs or organizations who adopt *organization-wide* policy, system and environmental changes as it relates to the vision of GHKC.
- Increase coalition members' knowledge in health equity as it's related to policy change.
- Utilize the Data for Change Tool to create messages and stories that move people into action (i.e. individuals, groups, organizations, decision makers, etc.).
- Identify at least one decision maker or group to present our call to action (i.e. Mayor's Office, Health Commissioner Office, City Council, etc.).
- Identify reporting structure to utilize in tracking progress in implementing best practices from Columbus Targeted Marketing Playbook.
- Develop one educational resource (i.e. training, handouts, etc.) to disseminate information from Columbus Targeted Marketing Playbook.
- Develop objectives and questions for community members around targeted marketing of food and beverage.
 - Data for Change Tool is used to help craft a 10 minute elevator speech for decision-makers, topics of interest, finding the same data points.
 - Capacity building, new partnerships,
 - Executive summary of the playbook.
 - Want to eventually create a focus group to engage community partners.

11:05am – 11:30am Updates from ChangeLab Symposium and Playbook preview Hannah/Carol

- ChangeLab Solutions is a well-respected public health law organization in California.
- Utilizing an equity lens on policy change
- Takeaways
 - Increasing GHKC members' knowledge in health equity
 - Clearly communicating targeted marketing issue in Columbus
 - Engaging residents to increase community power
- Need to do a better job at engaging the residents and increasing their power in the community, as it relates to the inequitable effects of targeted marketing.
- Columbus in Action examples to showcase how some of the changes being recommended in the Playbook are being implemented in Columbus.
- Anchor institutions: schools, recreation centers, hospitals, universities → biggest populations that they serve, biggest number of employees, biggest purchasers and market power, they're the experts (i.e. role models, if they are doing it then it must be okay). ODH is looking to promote healthy eating and PA policies in anchor institutions.
- What is our role in implementing PSE change?
 - Most of us are seen as educators, not policy advocates. That isn't to say there is an important role that we all fill in promoting these changes. Connecting/networking is a major part of this.
- Retail environments

- The presence and absence (access to healthy foods) is very important in low income neighborhoods
- A variety of food retail type of establishments, food pantries, faith-based, etc. Collaborative/coordinated effort with different facilities
- Smart Columbus is partnering with transportation services to provide transportation to moms to pantries.
- Messaging not just on food but way-finding pieces for all neighborhoods. Create something for the city that can be tailored for individual neighborhood.
- Pantry coordination system presentation, incorporate an early care.
- Embrace and work with preference changes through biased and misleading messaging awareness.
- Call to action:
 - Make incremental changes (i.e. spend \$4.50/day for all of the nutritious foods to see it is possible)
- Zone business owners, and area commission retail changes

Next Steps: Review the *Columbus Food and Beverage Targeted Marketing Playbook* and be prepared to share top three PSE priorities of interest for your organization.

- **From the Playbook, what are the three PSE changes that are most relevant to your organization?**
- **What role(s) do you see the Coalition having in implementing PSE around targeted marketing?**
- **How do you see the Coalition tracking progress in implementing PSE change?**

Next Meeting: Tuesday February 26, 2019, 10am-11:30am Columbus Public Health, Room 119C