



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

February 26, 2019 10:00am - 11:30am
Columbus Public Health, 119C

Attendance

Organization	Member
American Heart Association	Cresha Auck
Celebrate One	Amber Jones
Children's Hunger Alliance (CHA)	Laura Poland
Columbus City Schools (CCS)	Carolyn Bernard
Columbus Public Health (CPH)	Deani Deskins
CPH – Health Policy	Edward Johnson
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)	Hannah Bills
CPH – Healthy Children Healthy Weights (HCHW)	Alyssa Dorsey
CPH - Local Food Action Team (LFAT)	Maya Rizkala (Intern)
CPH – Safe Routes to Schools (SRTS)	Katie Swidarski
CPH – WIC	Dawn Sweet
Franklin County Public Health (FCPH)	Kristin Peters
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

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

OSU – Extension	Danielle Seidita
OSU – Extension	Lauren Mason
OSU – Extension	Matt Kretovic
OSU – Franklin County EFNEP Extension	Bobblyn Kasson
YMCA of Central Ohio – Early Head Start (EHS)	Claudette Bailey

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	Presented Physical Activity for Out of School Time at the OAN and will be presenting Healthy Gatherings for CCS Preschools (216 teachers, 103 classrooms). Discussion on putting parameters around family engagement activities to not include unhealthy practices. Will be incorporating the resources that Healthy Gatherings has for the teachers to create healthier environments and opportunities for their families.
Dawn	Pilot system for WIC, will have better outreach opportunities to sign moms up at the individual sites. Will be presenting at the Nationwide Conference on a panel.
Hannah	Changing Healthy Children Healthy Weights name to Growing Healthy Kids to align the work of the GHKC and making the content more weight inclusive. Will be transitioning the name throughout various meetings and program partners.
Carol	Collaborative network around farm to early care (CPH, EACFP, Ohio Head Start, etc). Motivation and enthusiasm to grow local foods and eat local foods in early care. In Ohio, not a single position was allocated for a farm to ECE, next week the Department of Agriculture to dedicate a position for farm to ECE.
Laura	Can continue the work with in-home family care providers for OHP. Will be presenting at the NCH conference on the panel with Dawn. Ohio Early Childhood Health Network, co-leads for the network and wants GHKC members to be a part of it. Taking steps to implement the steps in the strategic plan.
Danielle	Shifting to PSE efforts, increase the use of produce perks in franklin county. Trying to think of ideas for transportation efforts for community housing and snap.
Anne	NCH conference, looking for more exhibitors.
Alyssa	Working on a collaborative effort for an active transportation initiative in early care, Stroll and Roll.
Cresha	Working on equity work in communities with highest needs for healthy nutrition enhancement.
Claudette	Held a healthy gathering family fun day for the families in their YMCA. Staff healthy potluck (Love your heart Potluck). Professional development training for I am Moving, I am Learning for Head Start teachers, how to use PA activities with kids and use their evaluations to better address their baseline needs.
Swid	May is bike month, starting in March to the summer lends supplies for bike rodeos and blender bikes materials. Safety skills course, bikes, helmets, locks,

	and lights to be borrowed and used as incentives. Have a new website and takes you immediately to the request form for any of their services.
Amber	Connect with women in organizations, leverage resources to connect moms to services and resources for healthy pregnancies and healthy babies. Received a grant to extend services to Franklin County, serve pregnant women in any capacity to provide resources.
Edward	Representatives with the Ohio Beverage Association and Alliance for a Healthier Generation met with Dr. Roberts and asked for CPH to participate in promoting some of their products. CPH will invite industry partners to one Farmers' Market in 2019 to offer taste testing of water product lines that they have available, in order to stay consistent with CPH's Water First for Thirst initiative. We will also ask the industry invitees to comply with other brand and marketing standards of CPH, including the zero-waste policy.

10:30am – 10:35am Breaking News

Lyana Delgado

New Physical Activity Guidelines for Americans

- <https://health.gov/paguidelines/second-edition/>
- Preschool-aged children should be active throughout the day to enhance growth and development. Adults caring for children this age should encourage active play (light, moderate, or vigorous intensity) and aim for at least 3 hours per day.
- New evidence shows that physical activity can help manage more health conditions that Americans already have. For example, physical activity can decrease pain for those with osteoarthritis, reduce disease progression for hypertension and type 2 diabetes, reduce symptoms of anxiety and depression, and improve cognition for those with dementia, multiple sclerosis, ADHD, and Parkinson's disease.
- For youth, physical activity can help improve cognition,* bone health, fitness, and heart health. It can also reduce the risk of depression.
- For pregnant women, physical activity reduces the risk of postpartum depression.*
- For adults, physical activity helps prevent 8 types of cancer (bladder,* breast, colon, endometrium,* esophagus,* kidney,* stomach,* and lung*); reduces the risk of dementia* (including Alzheimer's disease*)

Lawmakers: Ban soda on children's menus, create age limit for energy drinks

- <http://www.courant.com/politics/capitol-watch/hc-pol-connecticut-kids-soda-ban-20190201-u7ptcjlq2fdmrasio3vd55nngq-story.html>
- Beverage options would be limited to “water, sparkling water, flavored water with no added sweeteners, unflavored milk or a nondairy milk alternative,” according to the proposed legislation.
- The legislature's children's committee, which introduced the bill, has also recommended prohibiting the sale of energy drinks to children who are younger than 16. Retailers who are caught selling the drinks to customers who are not of age would be fined \$250 with fines increasing to as high as \$500 for multiple violations within a two-year period.

U.S. Soda Taxes Work, Studies Suggest — But Maybe Not As Well As Hoped

- https://www.npr.org/sections/thesalt/2019/02/21/696709717/u-s-soda-taxes-work-studies-suggest-but-maybe-not-as-well-as-hoped?utm_source=Global+Health+NOW+Main+List&utm_campaign=818a660e0f-EMAIL_CAMPAIGN_2019_02_22_01_22&utm_medium=email&utm_term=0_8d0d062dbd-818a660e0f-2935961
- This week, the governor of Connecticut proposed a statewide tax on sugar-sweetened drinks.

- "We saw a 52 percent decline in consumption over the first three years" since the tax went into effect, she says. "This has a huge impact." Berkeley.
- Tuchman says that sales of those drinks in Philadelphia have dropped sharply, by 46 percent, since the tax went into effect.
- But there's a catch. "We find a very large increase in sales of soda and other taxed products at stores that are located zero to four miles outside the city," she says.
- When you take that into account, sales in and around the city dropped about 20 percent, not 46 percent. And sales of sugar-sweetened drinks fell even less. Implications for a statewide tax.

Exposure to sugary breakfast cereal advertising directly influences children's diets

- https://www.eurekalert.org/pub_releases/2019-01/dmc-ets010719.php
- Preschoolers have shown preference for advertised products after just 30 seconds of exposure¹.
- Examined the effectiveness of TV food ad exposure on kids' diets in a real world setting, specifically of Brand X being advertised and consumed.
- Emond's team purchased an advertising database and actually counted, by brand, the cereal ads that aired on the children's TV network programs each child watched. Parents were asked about the shows their kids watched and what cereals their kids ate in the past week, every eight weeks, for one year.
- First naturalistic study to show a direct and concerning link between kids' exposure to TV ads for high-sugar cereal and their subsequent intake of that cereal. This naturalistic study demonstrates that child-directed high-sugar breakfast cereal TV advertising was prospectively associated with brand-specific high-sugar breakfast cereal intake among preschoolers.
- Jennifer Emond, PhD, member of the Cancer Control research program at Dartmouth's Norris Cotton Cancer Center and Assistant Professor in the Department of Biomedical Data Science Geisel School of Medicine

10:35am – 10:40am Activity Break

All

10:55am – 11:05am Data for Change

Ali Segna
Carol Smathers

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?

Discussion:

- Carol –strengthening nutrition standards in child care, special events. Limit on infant formula giveaways.
- Alyssa – limiting incentives and giveaways relating to SSBs
- Claudette – having water available at every beverage machine with at least ½ of the products. Have the healthy eating policies in place but need stronger enforcement.
- Dana – Community readiness spectrum, revolved around anchor institutions because policies made there will infiltrate the environment. WIC is no longer in hospitals and not immediately given the infant formula coupons for new moms in order to promote breastfeeding. Baby Friendly Hospital (Doctor's Hospital in Columbus), very difficult to obtain, mostly revolves around limiting infant formula giveaways.
- Carol – 4 different task force groups to dive into the different areas.
- Anne – Water filling stations at CPH and rec and parks facilities, need to make water and readily available at all events.

- Ali – Beverage vending/advertisement (WFFT positive messaging), nutrition standards for all EVENTS
- Hannah – Corner Stores, local school wellness policies with CCS

Next Steps: Review the *Columbus Food and Beverage Targeted Marketing Playbook* and be prepared to discuss shared values and desired outcomes.

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