



San Diego County Childhood Obesity Initiative Healthcare Domain Minutes October 16, 2015

Attendees: Anne Kashiwa, Cheri Fidler, Cheryl Moder, Dean Sidelinger, Lisa Kakone, Marina Capella, Nina Ghatan, Shana Wright Bruno, and Stan Miller.

- I. Welcome and introductions led by Stan Miller
- II. Workplan Updates:
 - a. Obesity prevention messaging package for prenatal settings
 - i. Workgroup reviewed *Obesity Prevention Source* article, "Prenatal and Early Life Influences" and risk factors including: mother's smoking habits during pregnancy, weight gain, blood sugar levels and specifically whether she develops gestational diabetes.
 - ii. Workgroup agreed to focus messaging on healthy weight gain, breastfeeding benefits for mom and baby, and fetal outcomes instead of modifying 5-2-1-0 messaging.
 - iii. OB/GYNs will be invited to the next workgroup meeting (or attend via conference call) as a focus group so we can better understand what they are telling pregnant women about healthy weight gain and breastfeeding and how we can support them.
 - iv. **Next Steps:**
 1. Develop a list of questions for focus group
 2. Cheryl touch base with Shaila regarding inviting Yvette LaCoursiere and Dr. Nurse.
 3. Follow up with Cheri Hoolihan regarding representatives from Sharp Mary Birch
 4. Marina connect with OB/GYNs at North County Health Services
 5. Cheri Fidler reach out to Dr. Edwards for a referral or champion
 6. Anne and Shana follow up with Dr. White at the San Diego Breastfeeding Coalition
 7. Dean follow up with Shelly Parker
 8. Nina look into Codigital as a way to engage focus group
 - v. A number of new mothers understand the importance of breastfeeding, but lack support, connecting mothers to lactation support is critical to ensure mothers stick with it.
 - vi. Centering Program at Chula Vista Medical Center connect pregnant women with a lactation educator and support in a small group setting.
 - vii. A recommendation was made to look at critical windows of time to help influence breastfeeding (before taking maternity leave and immediately after child is born) so women are educated about their options and supported when they return to work.
 - viii. After the OB/GYN focus group, we could convene pediatrician and OB/GYNs to discuss their experiences with healthy weight and breastfeeding messaging.
 1. San Diego County Medical Society can help promote the event with members.
 2. Institution would need to be approached individually.
 3. Write an article in the San Diego Physician about healthy weight gain and breastfeeding (with quotes from champions) as outreach and to promote the event.
 4. Invitations would also be extended to the Navy, family pediatricians, Balboa Naval Hospital, and Sharp Mary Birch.
 - b. 211 Pilot Project Update
 - i. Prior 211 project developed a nutrition and physical activity database on 211's website; pediatricians were trained to refer clients this resource.



- ii. Currently 211 has been providing proactive care management for several programs with great success, so the domain has discussed expanding their work by piloting a physical activity and nutrition referral program.
- iii. We are still in the process of determining what the model will look like and the location, but the concept will be to increase physicians' community competency by looking at the individual in the context of their environment.
- iv. Recommendation was to discuss technological options, such as video consulting with lactation consultants as a way to remove barriers to access.

III. Announcements:

- a. North County Health Services received funding for a pilot program with obesity kids ages 6-11 and their parents. Fasting labs will be recorded, **Nina agreed to provide Marina with 5-2-1-0 incentives.**
- b. Community Housing Works is partnering with pediatricians and nurses in National City to meet in the community for 5 weeks to educate families on topics including: immunization, injury prevention, reading to children, and nutrition education. Participants that graduate the program will be able to register for cooking classes through Rady's. **Nina agreed to provide Cheri with 5-2-1-0 outreach materials.**
- c. Staff changes at CHIP: Due to background experience and areas of interest, Dan Fesperman, the director of the Reach Chula Vista program, and Stan, director of the COI will be changing positions. Stan plans to continue attending COI meetings as available.
- d. 10/23 is Let's Go Local Produce Showcase from 2-6pm at the Leichtag Ranch.
- e. 11/13 SSB forum at National University Sanford Education Center.
 - i. Harold Goldstein with the California Center for Public Health Advocacy is moderating the event and will address potential policy options (local, state and federal).
 - ii. Xavier Morales with Latino Coalition for a Healthy California will discuss the soda taxes in Mexico and Berkeley and how beverages industry targets ethnic minorities.
 - iii. Kimber Stanhope, with UC Davis will discuss the metabolic impact of SSBs.
 - iv. Michael Long with The George Washington University will discuss the financial impact and health return on investment of a federal soda tax. **Seating is limited, so register today.**

Next Meeting: TBD