

# Napa County Community Obesity Prevention Plan 2015-2020



# January 2015

**Live  
Healthy  
Napa  
County**



**Vive  
Saludable  
Condado  
de Napa**

## Contents

Contents.....	2
Executive Summary.....	3
Community Partners.....	4
Special Recognition.....	7
Problem Statement.....	8
Obesity Prevention Planning Process .....	9
Live Healthy Napa County Background.....	11
Policy Agenda.....	13
Strategy Matrix .....	14
Community Health Assessment Data Book .....	43



## Executive Summary

In June 2014, Live Healthy Napa County delivered a call to action for community partners to come together and focus on tackling one of the most significant, pervasive issues affecting health in our community: obesity. Over eighty stakeholders answered that call and came together to develop a shared vision, contribute innovative, strategic ideas, and committed to taking action while developing the first ever Napa County Community Obesity Prevention Plan.



The Napa County Community Obesity Prevention Plan is the first “component plan” to be developed following the completion of Live Healthy Napa County’s (LHNC) Community Health Improvement Plan (CHIP). Component Plans allow community stakeholders to focus collectively on a specific theme or issue area that has arisen as part of a larger community assessment or planning process.

Early in the planning process, community partners mutually agreed to the vision, “Our community embraces a culture of health where every person has access to and is aware of nutritious food, opportunities for exercise, and safe outdoor places that inspire people to be active and thrive.” This plan is a roadmap for how to make that vision a reality.

This Napa County Community Prevention Plan includes collaboratively developed goals, objectives, and strategies that will support the Napa County community in achieving the overarching goal of collectively maintaining a healthy weight. Each strategy has an assigned organizational leader, a list of partners, an associated performance measure and timeframe, and identified resources needed to ensure success. Partners will work together and hold each other accountable for taking action to implement the agreed upon strategies.

Our goals for encouraging and supporting healthy weight in Napa County include the following:

- 1. Promote the availability and affordability of healthy food and beverages**
- 2. Educate the community on how to make healthy choices for food and beverages**
- 3. Encourage and support breastfeeding**
- 4. Increase access to opportunities that encourage physical activity**
- 5. Strengthen community partnerships to improve coordination of policy and organize for change**
- 6. Increase and strengthen awareness and understanding of how protective and positive experiences across the life course create health outcomes**



## Community Partners

We would like to extend a special thank you to all community partners who contributed to creating the Napa County Community Obesity Prevention Plan.

Name	Organization	Title
Joseph Alvarez	Napa Valley Unified School District	Director of Student Services
Lynn Anderson	Napa Valley Unified School District	Sodexo Food Service Consultant
Deanna Antovich	Community Member	
Whitney Ball	Nutrition Education Obesity Prevention (NEOP) - Healthy Cooking with Kids, Inc.	Health Educator
Sarah Barry	First Five Napa County	Contract and Evaluation Manager
Mary Butler	County of Napa Probation Department	Chief Probation Officer
Karen Calhoun	Napa Emergency Women's Services (NEWS)	Development/Marketing Director
Cristina Calvo	Partnership HealthPlan of California	Perinatal Program Coordinator
Jessica Chapin	Napa County HHSA Public Health	MAA Analyst
Mike Costanzo	Napa County Bicycle Coalition	Executive Director
Mike Cromwell	Napa Valley Unified School District	Culinary Arts Instructor
Kathy DeMaggio	Community Resources for Children	Children and Weight Coalition of Napa County Facilitator
Briana Downy	Napa County Office of Education	Senior Program Manager
Sunita Dutt Ellenby	Napa Valley Unified School District	Food Services Coordinator
Elizabeth Emmett	Napa Valley Unified School District	Director, Communications & Community Engagement
Hannah Euser	Napa County HHSA Public Health	Public Health Analyst
Connie Evans	St. Joseph Health Queen of the Valley	Coordinator Health Education & Perinatal Outreach
Kim Foster	Napa County HHSA Public Health	Cal-EIS Fellow
Jennifer Fotherby	Connolly Ranch	Executive Director
Valerie Fung-A-Ling	Dairy Council of California	Community Nutrition Adviser
Joelle Gallagher	Cope Family Center	Executive Director
Melissa Goltiao	Nutrition Education Obesity Prevention (NEOP) - Healthy Cooking with Kids, Inc.	Nutritional Educator

Name	Organization	Title
Nikki Gross	Nikki Gross Divine Wellness	Owner
Jessica Hackwell	Partnership HealthPlan of California	Perinatal Program Coordinator/ GTPP Supervisor
Jill Hard	PE 4 Kids Now	Administrative Assistant
Jim Hard	PE 4 Kids Now	Project Coordinator
Lyse Hellie	St. Helena Hospital	Center for Health Program Manager
Jennifer Heminger	Integrative Healing	Owner
Jennifer Henn	Napa County HHSA Public Health	Epidemiologist
Eliot Hurwitz	Calistoga Institute	Executive Director
Kristin James-Bowe	Napa County HHSA Public Health	Staff Services Analyst
Onome Johnson	Run Towne	Creative Director
Chiara Kae	Children and Weight Coalition of Napa County	Intern
Laura Keller	Napa County HHSA Public Health	Director of Public Health Nursing
Saenen Kerson	Vine Village, Inc.	
Debbie King	West Park Elementary	Educator
Joel King	Napa County Bicycle Coalition	President
Jacque Komplin	Child Start	Nurse Consultant
Jeff Kresge	St. Joseph Health Queen of the Valley	Healthy for Life
Norma Lisenko	Nutrition Education Obesity Prevention (NEOP) - Healthy Cooking with Kids, Inc.	Program Manager
Cheryl Losado	Napa County HHSA Public Health	Supervising Staff Nurse
Guadalupe Martinez-Ramirez	New Tech High School/NVUSD	Educator
Diana Meehan	Napa County Transportation and Planning Agency/ Napa Valley Transportation Authority	Associate Planner
Robert Meneses	Napa County HHSA Public Health	Senior Office Assistant
Judy Merwin	Napa County Medical Society Alliance	President
Kate Miller	Napa County Transportation and Planning Agency/ Napa Valley Transportation Authority	Executive Director
Kristin Miller	Moving Forward Towards Independence	Director of Community Relations
Susan Miller	Child Start	Health/Nutrition Manager
Julie Murphy	Cope Family Center	Program Manager Home Visitation



Name	Organization	Title
Danielle Niculescu	Nutrition Education Obesity Prevention (NEOP) - Healthy Cooking with Kids, Inc.	Project Coordinator
Jenny Ocon	UpValley Family Centers	Executive Director
Sandra Oliva	Community Outreach	Intern
Sharon Parda	Veterans Home	Chief, Diet and Food Service
Becky Peterson	Napa Valley Vintners	Member and Community Relations Director
Amanda Radzik	Community Resources for Children	Children and Weight Coalition of Napa County Coordinator
Celine Regalia	Napa Valley Hospice and Adult Day Services	Program Director
Zach Romawac	Partnership HealthPlan of California	Perinatal Program Coordinator
John Shea	Allen, Shea & Associates	General Partner
Sally Sheehan-Brown	First Five Napa County	Executive Director
Karen Smith	Napa County Health and Human Services Agency	Deputy Director/Health Officer
Jennifer Stewart	Napa Valley Education Foundation	Executive Director
Carrie Strohl	UC Davis	UCCE Master Gardener
Loralyn Taylor	Napa County HHSA Public Health	Intern
Janet Todd	Girls on the Run Napa & Solano	Executive Director
Vimlan VanDien	Napa County HHSA Public Health - WIC	WIC Program Coordinator
Cynthia Verrett	Kaiser Permanente	Community Benefits Manager
Brad Wagenknecht	Napa County Board of Supervisors	Supervisor
Kara Walker	Napa County HHSA Public Health - WIC	Public Health Nutritionist
Kaycee Wanlass	Safe Routes to School (NCOE)	Interim Program Coordinator
Anne Williams Darrow	Safe Routes to School (NCOE)	Program Coordinator
Cara Mae Wooledge	Napa County HHSA Public Health	Health Education Specialist
Sommer Woolley	Napa County Agricultural Commissioner's Office	Agricultural Biologist III
Nancy Wynne de Rivera	Napa County HHSA Alcohol & Drug Services	Health Education Specialist
Karen Zanetell	Veterans Home	Director of Residential Care Programs
Kerri Zemko	Food for Life	Instructor
Teresa Zimny	Napa County HHSA Public Health	Program Manager II

## Special Recognition

In addition to the substantive expertise and contributions from our community partners listed above, we would also like to extend sincere appreciation to the following individuals and organizations that provided essential support to make this planning process a success.

Thank you to the Nutrition Education Obesity Prevention - Healthy Cooking with Kids, Inc. staff who helped with setting up and taking down of equipment for each meeting, taking minutes, and helping to ensure that meetings ran smoothly. Specifically, thank you to Whitney Ball, Aly Hite, Jessica Engle, and Melissa Goltiao for taking these tasks on.

Thank you to Dr. Jennifer Henn, epidemiologist for Napa County HHSA Public Health, for important statistical data around the prevalence and significance of obesity in our local community. Thank you for offering technical expertise throughout the planning process.

Thank you to Dr. Karen Smith, Health Officer for Napa County Health & Human Services Agency's Public Health Division for providing vision, guidance, and encouragement to ensure the process of developing this Plan was a success.

For providing this group with wonderful meeting spaces, we would like to thank the Yountville Community Center, Napa County Transportation and Planning Agency, and Napa County Health & Human Services Agency for providing a place for us to come together to dive into this important work.

Thank you to Loralyn Taylor, Public Health Intern, for your generous, academically engaged contributions to this plan and for your willingness to step in and help.

For providing this group with energizing physical activity breaks, thank you to Vimlan VanDien, Diana Meehan, Lise Hellie and Jennifer Heminger. Thank you for demonstrating how to incorporate mindful physical activity into long (and even short) meetings.

Lastly, thank you to Danielle Niculescu and Hannah Euser for facilitating this visioning and planning process, ensuring open dialogue, encouraging community input, and for putting all the pieces together to make this plan an important step in enhancing better health for the entire Napa County community.

## Problem Statement

It is widely acknowledged obesity is a serious issue in the United States. Abundant unhealthy food options, lack of physical activity, and economic and social inequity are only some of the factors that contribute to making United States one of the most obese countries in the world. The obesity epidemic is prevalent throughout the entire population affecting both adults and children. Recent data from the Centers for Disease Control and Prevention (CDC) shows that 28.9 % of adults nationwide are obese, along with 17% of children ages 2-19<sup>1</sup>.

Being obese in and of itself is not the only problem. More serious concerns relate to the chronic diseases that obesity is known to cause including heart disease, type II diabetes, and certain cancers. The issue is serious and immediate. The prevalence of obesity continues to rise. Some states have seen obesity rates more than tripling in the past decade. If nothing is done to prevent the rise of obesity amongst children, this generation is predicted to be the first in more than a century to have a shorter life expectancy than their parents<sup>2</sup>. Obesity remains one of the most serious public health problems of our time and deserves policy development and other interventions to help reverse the current trend.

The classification of obese and overweight are defined, for most data, by evaluating a person's body mass index (BMI). A person with a BMI of 25.5-29 is considered overweight and a person with a BMI greater than 30 is classified as obese<sup>3</sup>. CDC data from 2013 shows that 35.4% of the population is overweight based on their BMI. Combined with the obesity rate means 64.3% of the population is either overweight or obese in the U.S.. California's obesity and overweight statistics are slightly better than the national average but vary between counties and cities throughout the state. It is important to note that BMI may not be the best indicator of risk for some overweight individuals as it does not take into account muscle mass and percent body fat. It is possible that some individuals, like athletes, may be classified as overweight based on their BMI but are in fact in very good health. BMI does, however, remain the most common and consistent way to evaluate possible weight problems in a population and is used in a majority of studies.

California is one of only eight states in the nation where the obesity rate is between 20-25%<sup>4</sup>. However, when the data is disaggregated by county a different trend appears. Counties like Marin and San Francisco have low obesity rates of 15% while Yuba has an obesity rate of 31% ([Countyhealthrankings.org](http://Countyhealthrankings.org)). Similar trends appear when evaluating the percent of individuals who are overweight. In Marin County, 40% of individuals are overweight or obese, while in Imperial County 73%

---

<sup>1</sup> Centers for Disease Control and Prevention. (2014). Obesity and Overweight for Professionals: Data and Statistics: Adult Obesity - DNPAO - CDC. Retrieved from <http://www.cdc.gov/obesity/data/adult.html>

<sup>2</sup> Biro, F. M., & Wien, M. (2010). Childhood obesity and adult morbidities. American Journal of Clinical Nutrition. doi:10.3945/ajcn.2010.28701B

<sup>3</sup> Centers for Disease Control and Prevention. (2013). FastStats - Overweight Prevalence. Retrieved from <http://www.cdc.gov/nchs/fastats/obesity-overweight.htm>

<sup>4</sup> Centers for Disease Control and Prevention. (2014). Obesity and Overweight for Professionals: Data and Statistics: Adult Obesity - DNPAO - CDC. Retrieved from <http://www.cdc.gov/obesity/data/adult.html>



of the population is overweight or obese<sup>5</sup>. The rate of obesity and overweight, like so many other chronic conditions, is clearly linked to where people work, play, and live.

Locally, Napa County has an obesity rate of 28.9%, higher than the statewide average of 23.2%, and an overweight percentage of 31.9%, slightly lower than the state average of 34.6% (CHIS, 2013). Within the county, obesity rates vary based on demographics. Individuals 200% or more below the federal poverty level are twice as likely to obese compared to those 400% or more above the federal poverty level (NCCCHA, 2013). In addition, more than 40% of 5th, 7th and 9th graders are overweight or obese, a rate that increased 6% in a five year span. This was the largest increase among bay area counties (NCCCHA, 2013). Higher obesity rates in the County were also seen among male students, African-American students and Hispanic/Latino Student (NCCCHA, 2014)<sup>6</sup>. Factors which may affect the higher rate of obesity in Napa County include lack of access to healthy food, lack of spaces and opportunities for exercise, lower exclusive breastfeeding rates, and lack of knowledge on habits to maintain a healthy weight.

## Obesity Prevention Planning Process

Napa County is fortunate to have strong, committed community partners and organizations that care deeply about improving health and wellness in the place where we work, live, and/or play. When a call went out to LHNC partners to focus on solving the problem of obesity on a local level, over eighty people answered and agreed to come together to develop the first ever Napa County Community Obesity Prevention Plan.



The Napa County Community Obesity Prevention Plan is the first “component plan” to be developed following the completion of Live Healthy Napa County’s (LHNC) Community Health Improvement Plan. Component plans allow community stakeholders to focus collectively on a specific theme or issue area that is identified as part of a larger community assessment or planning process. Obesity was identified as one of the top three challenges facing Napa County residents in the Community Health Assessment.

---

<sup>5</sup> Centers for Disease Control and Prevention. (2013). FastStats - Overweight Prevalence. Retrieved from <http://www.cdc.gov/nchs/fastats/obesity-overweight.htm>

<sup>6</sup> Live Healthy Napa County. (2013). Napa County Comprehensive Community Health Assessment. Moore Iacofano Goltsman INC.

## VISION

Our community embraces a culture of health where every person has access to and is aware of nutritious food, opportunities for exercise, and safe outdoor places that inspire people to be active and thrive.

goals, objectives, and strategies.

Understanding the problem and current community efforts helped lay the framework for the obesity prevention group to develop our vision. During the visioning process, partners were asked to think big about making long lasting, systemic change for the Napa County community. After productive brainstorming and refinement, the group agreed to the vision statement: Our community embraces a culture of health where every person has access to and is aware of nutritious food, opportunities for exercise, and safe outdoor places that inspire people to be active and thrive.

Upon solidifying a vision for this plan, partners worked to develop goals, objectives, and subsequent strategies for each of the areas. For each strategy, lead partners were asked to identify a timeline for implementation using three categories: immediate (within 12 months), short term (within 2 years) and long term (within 5 years). The strategies demonstrate the commitment of many partners throughout Napa County to improving health and wellness in our community.

Throughout the strategic planning process, community partners focused significant attention on the importance of maintaining a life course perspective when addressing obesity. Goals for a healthy weight in a community need to be balanced with a guiding principle to “do no harm” and to protect both children and adults from blame and harm.<sup>7</sup> Community partners emphasized the need for preventive

Beginning in June 2014, LHNC partners committed to four meetings to work collaboratively towards developing a vision, goals, objectives, and strategies to support every person in our community in maintaining a healthy weight. In preparation for this important work, Napa County HHS Public Health Epidemiologist, Dr. Jennifer Henn provided local and comparative statistics relevant to the issue of overweight and obesity in Napa County. The Obesity Prevention Planning group used this data for developing

## GUIDING PRINCIPLES

- **Life Course Perspective.** Protective and risk factors throughout the life course are strong determinants of health and wellness.
- **Do No Harm Messaging.** Protect children and adults from blame and harm.
- **Positive Solutions.** Present ideas and interventions from a positive perspective.
- **Shared Vision.** Form the foundation for building a healthy future.
- **Dialogue.** Ensure respect for diverse voices and perspectives during the collaborative process.
- **Data and Education.** Inform each step of the process.
- **Partnerships and Collaboration.** Optimize performance through shared resources and responsibility.
- **Strategic Thinking.** Foster a proactive response to the issues and opportunities facing the system.
- **Celebration of Successes.** Ensure that contributions are recognized and sustain excitement for the process.

<sup>7</sup> Partners of the Community Obesity Prevention Plan aim to approach the topic of overweight and obesity in Napa County by utilizing evidence based approaches and models, such as the Ellyn Satter Institute model. (<http://www.ellynsatterinstitute.org>)

strategies to address unintended negative outcomes in families and children. This principle includes avoiding the inadvertent suggestion or prescription of dieting and other weight loss techniques which have been shown to cause restrictive eating, shaming, depression and stereotyping. Children especially need to be protected from harmful practices and statements that focus on weight and food intake, rather than societal and familial environments. The goal for a healthy weight in a community should also be balanced with the findings that longevity and good health include multiple facets and choices. This concept was reported in the research on “Blue Zones” throughout the world, and was well stated in the World Health Organization definition of health as “a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.”

Most significantly, throughout this planning process, new partnerships and innovative ideas were developed that will contribute to large scale community change for Napa County. Partners came to the table with out of the box ideas and new perspectives on partnering with one another. The Strategy Matrix below, shows the degree to which community partners have committed to strategic action that reaches well beyond traditional approaches to obesity reduction. The enthusiasm and dedication of contributing partners will continue to inspire us over the next five years as we work collectively to increase the proportion of people in Napa County who are able to maintain a healthy weight.

### Live Healthy Napa County Background

The Napa County Community Obesity Prevention Plan is the first of a planned series of “component plans” resulting from the extensive community-driven work of Live Healthy Napa County (LHNC). Component plans are meant to bring a concerted focus to specific community-wide issue areas discovered through an assessment process. LHNC recognizes that by providing opportunities for community partners to come together to strategize on specific areas needing improvement, we will demonstrate broad collective impact in the local community.

#### LHNC VISION

*In Napa County, community members will take responsibility for improving and sustaining health through shared leadership, strategic planning, meaningful community engagement and coordinated action.*

The Live Healthy Napa County (LHNC) collaborative was created in July 2012 from the idea that improving overall health requires a shared responsibility among diverse stakeholders. LHNC is a collaboration whose intention is to promote and protect the health and wellbeing of every member of the community. LHNC is a public-private partnership bringing together, among others, representatives from health, healthcare, business, public safety, education, government, nonprofits, and the general public to develop a shared understanding and vision of a healthier Napa County.

LHNC acknowledges that Napa County community members understand that improving the health of individuals, families, and communities requires a comprehensive understanding of health, one that considers all of the conditions in which people are born, grow, live, work, and age, including the health system. By addressing all of these conditions, sometimes called the “social determinants of health,” people and communities can be healthier and enjoy an enhanced quality of life.



The LHNC collaborative has produced the following three pivotal documents through utilization of Mobilizing for Action through Planning and Partnerships (MAPP) framework for their work. The documents are available on the LHNC website (<http://countyofnapa.org/lhnc>).

1. **Comprehensive Community Health Assessment (CHA):** The CHA aims to establish the foundation for sustainable improvements in health in Napa County. As part of the comprehensive assessment, LHNC conducted three community assessments to better elucidate local health issues that are important to the community, measure the capacity and capability of the local public health system, and examine data on the health status of Napa County and its residents.
2. **Community Health Improvement Plan (CHIP):** The CHIP is a long-term, systematic effort to address public health issues based on the results of the CHA and a community health improvement process. It helps to provide support for developing new policies and determining health promotion strategies.
3. **Community Health Action Plan (CAP):** The CAP provides a roadmap for stakeholders to begin implementing the CHIP. The plan details strategic steps that put priority areas and strategies into action.

The Napa County Community Obesity Prevention Plan builds on the data and strategic planning efforts reported in these documents.

## Policy Agenda

The Napa County Community Obesity Prevention Partners agree that the following policies are important to consider when developing new or updating current policies to have larger impact on community change.

Goal Area	Policy Agenda
Promote the availability and affordability of healthy food and beverages	<ul style="list-style-type: none"> <li>• Affordable healthy food and beverages policies in schools, workplaces and the community; such as healthy snack policy</li> <li>• Healthy vending machine choices- all county parks, recreation centers and agency buildings have healthy options for at least 50% vending machine options</li> <li>• Implement “market match” program at all Farmers Markets county wide</li> <li>• Commit to avoid bringing candy, cookies, cakes and other foods and beverages of limited nutritional value into the office for group consumption</li> <li>• County/city designated sites for farmers markets in low income neighborhoods</li> <li>• Offer free potable water at all schools, county buildings, and recreational areas</li> </ul>
Educate the community on how to make good choices for healthy food and beverages	<ul style="list-style-type: none"> <li>• Nutrition labeling and coding on all vending machines on city/ county property and in city/county buildings</li> <li>• Implement healthy signage policy for corner stores, especially those around schools</li> </ul>
Encourage and support breastfeeding	<ul style="list-style-type: none"> <li>• Implement breastfeeding friendly policies at workplaces county wide</li> <li>• Local hospitals will become Baby Friendly</li> </ul>
Increase access to opportunities that encourage physical activity	<ul style="list-style-type: none"> <li>• Increase free recreation space/ trails/ parks</li> <li>• Offer physical education class at all elementary schools</li> <li>• Implement workplace wellness policies incorporating active meetings and stretch breaks</li> <li>• Maintain adequate lighting via street lights on all neighborhood streets</li> </ul>
Strengthen community partnerships to improve coordination of policy and organize for change	<ul style="list-style-type: none"> <li>• Promote the consideration of health in all policies in Napa County</li> <li>• Develop procurement policies that require food purchases made with public funds to be healthy</li> <li>• Implement policies that encourage the purchasing of local foods</li> <li>• Advocate for blending, braiding, and collaborative funding solutions at the federal, state, and local levels</li> <li>• Advocate for organizational policies and practices that encourage and require cross sector partnerships</li> </ul>
Increase and strengthen awareness and understanding of how protective and positive experiences across the life course create health outcomes	<ul style="list-style-type: none"> <li>• Increase the number of programs that support the wellbeing of the entire family throughout the life course</li> <li>• Educate providers and organizations on “do no harm” messaging</li> </ul>

## Strategy Matrix

GOALS	OBJECTIVES
<b>Overarching Goal:</b> Napa County residents will maintain a healthy weight	<b>Overarching Objective:</b> By 2020, increase the proportion of people who are at a healthy weight by 10%
<b>Goal # 1:</b> Promote the availability and affordability of healthy food and beverages	<b>Objectives:</b> <ul style="list-style-type: none"> <li>a. Increase the number of neighborhood stores with fresh produce</li> <li>b. Decrease the Food Environment Index</li> </ul>
<b>Goal #2:</b> Educate the community on how to make healthy choices for food and beverages	<b>Objectives:</b> <ul style="list-style-type: none"> <li>a. Increase the number of children and adults who eat 5+ servings of fruits and vegetables per day</li> <li>b. Decrease consumption of sugary drinks</li> <li>c. Increase family meals and the understanding of their importance</li> <li>d. Increase % of children and teens who pass the annual Fitness Gram Aerobic Capacity test</li> </ul>
<b>Goal #3:</b> Encourage and support breastfeeding	<b>Objective:</b> Increase the % of babies who are exclusively breastfed for the first 6 months of life
<b>Goal # 4:</b> Increase access to opportunities that encourage physical activity	<b>Objectives:</b> <ul style="list-style-type: none"> <li>a. Increase the proportion children and adults who are physically active</li> <li>b. Increase access to open spaces and natural areas</li> <li>c. Increase access to exercise opportunities</li> </ul>
<b>Goal #5:</b> Strengthen community partnerships to improve coordination of policy and organize for change	<b>Objectives:</b> <ul style="list-style-type: none"> <li>a. Increase community organizing efforts and leadership engagement</li> <li>b. Increase county and city/town policies directed at prevention and reduction of obesity</li> <li>c. Increase communication and consistent messaging</li> </ul>
<b>Goal #6:</b> Increase and strengthen awareness and understanding of how protective and positive experiences across the life course create health outcomes	<b>Objectives:</b> <ul style="list-style-type: none"> <li>a. Increase mindfulness practices and stress reduction practices</li> <li>b. Increase the number of families with children 0-5, who access and utilize services that build protective factors and reduce risk factors</li> <li>b. Increase number of providers who understand and adopt “do no harm” messaging</li> <li>c. Increase the number of community members that are aware of the effect of adverse experiences and stress on health outcomes</li> </ul>

**Goal # 1: Promote the availability and affordability of healthy food and beverages**

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
Increase community and school gardens	Initial stages of implementation	Master Gardeners School Garden Task Force	Nutrition Education Obesity Prevention, School Districts	1. Memorandum of Understanding's with schools and surveys on garden education 2. # of thriving gardens	Short term	Students and their families throughout Napa County	Volunteers and champions, funding
Increase EBT and market match at farmers markets	Ideas and communication stage	Nutrition Education Obesity Prevention	Farmer's Markets, Calistoga Fairgrounds, Nutrition Education Obesity Prevention	Ecology center track markets with EBT	Short term	Low income, SNAP eligible, Title 1 school students	Need existing Farmer's Market
Healthy Stores for a Healthy Community Initiative	In development	Nutrition Education Obesity Prevention	Napa County HHSA Alcohol & Drug Services and Public Health, Community Action Napa Valley Tobacco Education and Quit Smoking Program	1. Increase healthy food options 2. Decrease tobacco and alcohol products and advertising	Short term	Low-income	Partners willing businesses & store owners
Create a forum for all Title 1 school wellness committees to increase healthy	New Idea	Nutrition Education Obesity Prevention	Title 1 schools	1. # of schools at meetings, amount of healthy food at schools 2. Increase healthy	Short to Long term	Title 1 schools	Interested partners



Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
food in schools				beverages in school wellness policy			
Expand student breakfast program	Included in the Local Control Accountability Plan 3-year plan	Napa Valley Unified School District Food Services (NVUSD)	Napa Valley Unified School District	% and # increase in students in NVUSD breakfast programs	Short term	NVUSD K-12 Students, families, and NVUSD staff	Funding and partners
Increase purchases of fruits and vegetables at Farmers Markets by WIC participants	Already in place	Women, Infant, and Children (WIC) Program	Napa Farmers Market, Calistoga Farmers Market, St. Helena Farmers Market	Track the number of WIC families cashing Farmers Market Nutrition Program vouchers at Farmers Market in Napa County	Long term	WIC Clients (Low/Moderate income families with pregnant and postpartum women, infants, and children to age 5)	Already in place/ contingent on WIC contract and funding for Farmers Market Nutrition Program
Cooking Matters Classes	In place	Silverado Cooking School	St. Joseph Health Queen of the Valley Medical Center, Promotores	Increase knowledge and healthy eating confidence	Immediate	Low-income/ general community	Funding
Food Day	Already in place	Local Food Advisory Council	Agricultural Commissioner's Office, Nutrition Education Obesity Prevention, Napa County UC Cooperative Extension, Napa County	Participation in Food Day events	Immediate	All Napa County residents	Partners, volunteers, funding



Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
			Health & Human Services Agency Public Health				
Local Food Advisory Council recommendations to educate the community on healthy eating and local food choices, promote an increase in local food production and distribution, and increase consumer access to fresh local products	Already in Place	Napa County Agricultural Commissioner's Office	Napa County departments: Planning, Building and Environmental Services, Health and Human Services, the UC Cooperative Extension, Farm Bureau	Increase in local food production and diversity of crops grown in Napa County	Intermediate-long term	Napa County residents looking to have access to local, sustainably grown produce.	Local farms/ farmers wanting to diversify crops, partners

**Goal #2: Educate the community on how to make healthy choices of food and beverages**

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
Increase access to healthy food for people with intellectual and	Initial stages of implementation	Moving Forward Towards Independence	United Cerebral Palsy of the North Bay, Master Gardeners	Pre-test survey that tracks exercise and number of fruits and veggies eaten daily.	Immediate	Individuals with intellectual and developmental	Partners with experience in gardening, funding, volunteers, teachers

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
developmental disabilities through Vocational Garden Program				Age, disability, income skill set out of 27. Post-test to include completion of program and acquisition of food handlers certificate.		disabilities 18+ years of age	exp. with intellectual delay and developmental delay patients
Nutrition education using gardening, cooking, and food systems education	Already in place	Nutrition Education Obesity Prevention	Schools, Food Bank, Food Donors	Pre- post surveys for nutrition lessons in each area to show increased knowledge and behavior change	Short term	Low-income, food insecure, SNAP eligible	Funding for cooking supplies and garden materials
Educate and encourage businesses to provide fast options for breakfast & lunch as an alternative to fast food	New idea	Napa County Health & Human Services Public Health	Local Business and grocery stores	1. Number of stores who agree to participate 2. Percent of sales of quick food items	Short term	Adults working age	Funding and partners
Teachers use the PE 4 Kids Now program containing a short "Nutritional Nugget" focusing on how to make good choices for healthy food and beverages	In place and on-going	PE 4 Kids Now	CDC website, American Academy of Pediatrics, Let'sMove.gov, USDA foods, Napa Valley Unified School District	Teachers will view the DVDs at least 2 times per week; Pre/post questionnaire filled out by random sampling of students using the program; Random sampling of teachers will fill out rate of usage and additional comments	Short term	Elementary age students	On-going need for funding; consultation from a registered dietician
The Healthy for Life Initiative will	In place	St. Joseph Health Queen	Napa Valley Unified School District,	1. Reduce overweight/obese	Immediate	Elementary school children	Spanish speakers

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
increase capacity for kids and families to make good food choices		of the Valley Community Outreach	Synergy Medical Fitness Center, Kaiser Permanente, Community Health Clinic Ole, Napa Valley Pediatrics, Napa Community Nutrition Action Partners, Children & Weight Coalition	students in lead target classes by 10% 2. Increase healthy lifestyle choices by 10%			
Provide quarterly Healthy Eating classes for WIC participants with children age 1 to 5 years, including a yearly class on benefits of whole grains, and one on fruits and vegetables	Already in place	Women, Infant, and Children (WIC) Program	Napa County Public Health, Children and Weight Coalition of Napa County	Track the redemption of WIC food instruments for fruits and vegetables and whole grains, Track BMI of 2-5 year olds enrolled in the WIC program	Long term	WIC Clients (Low/Moderate income families with pregnant and postpartum women, infants, and children to age 5)	Already in place/contingent on WIC contract and funding
Provide Rethink Your Drink information to WIC participants during the summer months	Already in place	Women, Infant, and Children (WIC) Program	Napa County Public Health (Maternal, Child, and Adolescent Health), Children and Weight Coalition of Napa County	# of people reached	Long term	WIC Clients (Low/Moderate income families with pregnant and postpartum women, infants, and children to age 5)	Already in place/contingent on WIC contract and funding

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
Improve nutrition practices for children 0-5 years old in Napa County Child Care Centers and Child Care Homes through the Active Bodies Program	Already in Place	Community Resources for Children, Children and Weight Coalition of Napa County	Childcare Centers and Family Child Care Homes, First 5 Napa County	1. Number of child care centers and family child care homes visited annually 2. Survey outcome reports on best practices in nutrition	Long term	Child Care Professionals, families with young children in childcare	Additional partners, grant funding, evidence-based materials, nutrition and physical activity experts, incentive gifts, Let's Move! Child Care program materials
Maintain resource based web site and supply of education materials for community on nutrition	Already in place	Children and Weight Coalition of Napa County	First 5 Napa County; Napa County HHSA Public Health (WIC); Queen of the Valley Community Outreach; Nutrition Education Obesity Prevention; Edible Education Napa Valley; Community Action Napa Valley Tobacco Education & Quit Smoking Program; Dairy Council of California	1. Number of education materials distributed 2. Number of hits on website	Long term	Families with children; community at large, health professionals, partners	Grant funding, evidence-based materials, nutrition and physical activity experts
Parent education classes on: a. Nutritional needs and "5 Keys" concept: parent and child division of responsibilities on feeding, eating	Already in place	Children and Weight Coalition of Napa County	First 5 Napa County; Napa County HHSA Public Health (WIC); Queen of the Valley Community Outreach; Nutrition Education Obesity Prevention; Edible	Number of attendees attending classes	Long term	Adults with children	Additional partners, grant funding, evidence-based materials, nutrition experts, physical activity experts, refreshments, incentive gifts

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
b.Nutrition education of food groups and nutrient needs			Education Napa Valley; Community Action Napa Valley Tobacco Education & Quit Smoking Program; Dairy Council of California; Cope Family Center; Childstart; Childcare providers; NVUSD; Healthy Moms and Babies; Parent clubs/groups				
Promote and market annual <i>Rethink Your Drink</i> campaign to encourage drinking water instead of sugary sweetened beverages.	Already in place	Children and Weight Coalition of Napa County	First 5 Napa County; Napa County HHSA Public Health (WIC); Queen of the Valley Community Outreach; Nutrition Education Obesity Prevention; Edible Education Napa Valley; Community Action Napa Valley Tobacco Education & Quit Smoking Program; Dairy Council of California; Napa County Water District; Napa	Number of attendees at annual community event; number of agencies participating in campaign; number of campaign materials distributed	Long term	Families with children; community at large	Additional partners, grant funding, volunteers, evidence-based materials, nutrition experts, incentive gifts

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
			Farmer's Market				
Train the Trainer classes: 1.Education standards and evidence based strategies re: children and families at risk for obesity -a. Creating a healthy food environment which promotes healthy food choices and emotionally healthy response to foods/meals -b. Prevent emotional harm to children, prevent restrictive eating/disordered eating	Already in place	Children and Weight Coalition of Napa County	First 5 Napa County; Napa County HHSA Public Health (WIC); Queen of the Valley Clinical Registered Dietician and medical staff; Community Health Clinic Ole Registered Dietician and medical staff; Kaiser Health educators and clinical staff; Napa State Hospital Dietetic Internship; St. Helena Hospital Registered Dietician and clinical staff; Child care providers and educators	Number of attendees attending classes	Long term	Professional nutrition, childcare and medical staff working with families and children	Grant funding, evidence-based materials, nutrition experts, physical activity experts, incentive gifts
Pilot water filling stations in schools and community facilities	New idea	Napa County HHSA Public Health	Nutrition Education Obesity Prevention, Napa Valley Unified School District, City of Napa, County Departments	At least 3 facilities will adopt water filling stations in Napa County and measure usage to consider for further implementation	Short term	Will benefit entire community but target children	Funding, permission from facilities to implement
Implement Napa County Public	In progress	Napa County HHSA Public	Napa County Departments	Napa County HHSA Public Health will	Short Term	--	Guidelines are already drafted. Necessary to

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
Health's Guide to Healthy Meetings and Celebrations and pilot in other County departments		Health		implement guidelines and share results with other County Departments			share information with other County Departments
Help students eat healthier from all five food groups through science-based nutrition education programs (K-12) that align to Common Core (no cost).	Already in place	Dairy Council of California	Schools; Napa Valley 4 Health; Children and Weight Coalition of Napa County; Napa Farm Bureau; Napa County HHSA Public Health (WIC), First 5 Napa County	Number of teachers and Health Professionals who use Dairy Council of California's programs and resources each year	Long term	Student population (K-12) , families, adults, health and wellness providers. Spanish speaking	Already in place
Improve community health through nutrition education programs and resources (no cost)	Already in place	Dairy Council of California	Schools; Napa Valley 4 Health; Children and Weight Coalition of Napa County; Napa Farm Bureau; Napa County HHSA Public Health (WIC), First 5 Napa County	Number of teachers and Health Professionals who use Dairy Council of California's programs and resources each year	Long term	Student population (K-12) , families, adults, health and wellness providers. Spanish speaking	Already in place

**Goal #3: Encourage and support breastfeeding**

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
Support breastfeeding immediately after hospital discharge Support 2 weeks postpartum Peer support Remove formula from all location where women receive services	Already in place	Napa Valley Breastfeeding Coalition	Pediatricians WIC offices, Obstetrician offices, other insurance, Le Leche League, Napa County HHSA Public Health, Partnership HealthPlan	WIC data number of women continuing to exclusively breast feed at 9 months; Pediatrician offices collect data during well baby checks; Web Evaluations	Short-long term	All women who deliver a baby in Napa County up to 12 months postpartum	Volunteers, pediatricians, LBCLCs, insurance companies, OB offices, resources for pregnant women, La Leche League
Educate mothers and fathers on the benefits of exclusive breastfeeding	In place, however have equal focus for fathers	Napa Valley Breastfeeding Coalition	PHPC alpha pregnancy center, Women, Infant, and Children Program, Community Health Clinic Ole, Partnership HealthPlan, Other insurance agencies	Increase amount of exclusive breast feeding	Long term	Low income, teen young adult, mothers & fathers	CPSP resources, Napa Valley Breastfeeding Coalition, lactation consultants
Create a community wide breast feeding plan	In place	Napa Valley Breastfeeding Coalition	Napa County HHSA Public Health/WIC, St. Joseph Health Queen	Completed Community-wide Breastfeeding Plan	Immediate	Pregnant women, new mother and babies and families	Funding to assist hospitals in becoming Baby Friendly; buy-in from community agencies and partners



Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
			of the Valley Community Outreach, Partnership HealthPlan, Healthy Moms and Babies, Community Health Clinic Ole				and hospitals
Increase number of breastfeeding experts who accommodate low income working mothers. Increase number of breastfeeding experts to support breastfeeding women at home after delivery. Develop a consistent message among all partners	Some aspects in place California had breastfeeding accommodations in place	Napa Valley Breastfeeding Coalition	Healthy Moms and Babies, Community Health Clinic Ole, Napa County Health & Human Services Public Health, Napa Perinatal Collaborative	Increase number if fast food restaurants that accommodate breast feeding moms; Increase number of wineries accommodate breastfeeding moms	Long term	Low income breastfeeding women	California WIC Association, CWA
Increase capacity of Breastfeeding coalition to serve Spanish speaking populations	In place	Napa Valley Breastfeeding Coalition	--	# of participants in group for Spanish speakers	Immediate	Spanish speaking pregnant women	Spanish speakers, funding
Start breastfeeding education once women receive their positive pregnancy test. Included with other required education like alcohol	New	Planned Parenthood	Community women's clinics; Healthy Mom's and Babies; Napa County Health	Increase number of women with positive pregnancy test (who plan on parenting) who	Immediate	Pregnant women	Partners to support

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
and tobacco cessation. Include handout on exclusive breast feeding in prenatal packet given to women receiving their pregnancy confirmation			& Human Services Public Health	receive breastfeeding counseling at first visit. Give them breastfeeding info as a cue to action			
Provide Baby Behavior classes for prenatal women and infants enrolled in the WIC Program. Provide anticipatory breastfeeding guidance class for prenatal women enrolled in the WIC Program. Offer electric breast pump loans free of charge to WIC participants to assist with the initiation and continuation of exclusive breastfeeding. Provide WIC participants access to lactation educators and counselors	In place	Women, Infant, and Children (WIC) Program	Napa County HHSA Public Health (Maternal, Child and Adolescent Health)	Track infant feeding packages issued to Napa WIC participants (fully breastfeeding, fully formula feeding and combo breastfeeding and formula feeding packages)  Track success of pump loan program in increasing initiation and duration of breastfeeding	Long Term/ Ongoing	Infants and mothers enrolled in the Napa WIC program	Already in place/ contingent on WIC contract and funding

#### **Goal # 4 Increase access to opportunities that encourage physical activity**

<b>Strategy</b>	<b>Status</b>	<b>Lead Organization</b>	<b>Partners</b>	<b>Performance Measures</b>	<b>Timeline</b>	<b>Target Population</b>	<b>Resources Needed</b>
Ensure that a variety of organized physical activity is a component of after school care in elementary schools in Napa County	New	Napa County HHSA Public Health	Providers of on-site after school programs and or school districts, Napa Valley Unified School District	Define a number and frequency of physical activities to be organized each week	Long term	Elementary school children	Physical education knowledge for staff, equipment
Host free monthly hula hoop jams in the City of Napa in public spaces, including Veteran's Park and Fuller Park	Already in Place	Napa Hoopers	--	Host at least 9 hoop jam events per year Increase attendance at monthly jams Increase volunteers to host events Expand to other cities or sites	Short term: Increase attendance  Long term: Funding for hosts	Anyone that can hula hoop; People who want to have fun while exercising	Stipends to provide incentives for hosts; funding to purchase hoops to share; partners to increase attendance and create local hoops groups in other cities
Make international walk to school day a success	Already in place	Safe Routes to Schools	Elementary schools	# of schools participating	Immediate	Elementary school children	Volunteers
Increase active transportation for kids to get to school	In place	Napa County Transportation and Planning Authority; Safe Routes to Schools	Napa County HHSA Public Health	Surveys/ Reporting of students using active transportation	Short term	All school age children k-12 and their parents/ caregivers	Funding, advocates
Teach yoga to community members who are suffering from obesity, hypertension,	New idea	Integrative Healing	City of Napa Parks & Recreation; Other yoga professionals	# of participants	Short Term	All community members, with a focus on low-income community	Funding to supplement costs

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
loss of strength, and other issues related to lack of movement due to job constraints or lack of access to yoga classes for financial reasons			who would like to commit to this vision			members	
Establish the NVUSD Healthy Choices Advisory Committee to increase collaboration regarding nutrition, physical fitness and physical health among students	Included in the Local Control Accountability Plan 3-year plan	Napa Valley Unified School District (NVUSD)	Healthy for Life, Napa Valley Education Foundation, Nurses, Napa Valley Vine Trail, other non-profits, parents, students	# meetings per year, the development of a committee action plan	Short Term	K-12 Students, families and NVUSD staff	Funding and partners
Partner with UC Berkeley to conduct the 3-year FitStudy Program, focused on student physical fitness in elementary and middle school	New	Napa Valley Unified School District (NVUSD)	UC Berkeley	% reduction in body mass index per program data	Long Term	K-12 Students, families and NVUSD staff	Funding and partners
Produce and distribute the PE 4 Kids Now program to elementary school teachers and after school day care facilities	In place and on-going	PE 4 Kids Now	CDC website, American Academy of Pediatrics, Let'sMove.gov, USDA foods, NVUSD	Teachers will view the DVDs at least 2 times per week; Pre/post questionnaire filled out by random sampling of students using the program; Random	Short term	Elementary age students	On-going need for funding; consultation from a registered dietitian

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
				sampling of teachers will fill out rate of usage and additional comments			
UpValley Promotores will lead “Zumba-like” exercise classes to increase options for physical activity among local residents	Already in place	UpValley Family Center	UpValley Promotores; Calistoga Unified School District and St. Helena Presbyterian Church (space for classes)	# of people attending classes	On-going	Low-income, Hispanic, high risk of developing diabetes (however, classes are open to anyone)	Certification for more instructors; more outreach and more venues to offer the classes
The Healthy for Life Initiative will increase physical activity for children in schools	In place	St. Joseph Health Queen of the Valley Community Outreach	Napa Valley Unified School District, Synergy Medical Fitness Center, Kaiser Permanente, Community Health Clinic Ole, Napa Valley Pediatrics, Napa Community Nutrition Action Partners, Children and Weight Coalition of	1. Reduce overweight/obese students in lead target classes by 10% 2. Increase healthy lifestyle choices by 10%	Immediate	Elementary aged children	Spanish speakers

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
			Napa County				
Provide opportunities for the community to learn how to safely ride bicycles for increased exercise and active transportation	In place	Napa County Bicycle Coalition	--	# of participants in bike safety classes	Short term	Children	Grant from Air Resources Board (already received grant)
Increase the proportion of individuals who use active transportation for trips of 2 miles or less	In place	Napa County Bicycle Coalition	--	# of individuals logging their bike rides	Ongoing	Everyone	Staff time and website support from League of American Bicyclists
Provide at least one Active Living class per year which promotes physical activity for WIC participants with children age 1 to 5 years	In place	Women, Infant, and Children (WIC) Program	Napa County HHSA Public Health	Track BMI rates among 2-5 year olds enrolled in the WIC program	Long term	WIC Clients (Low/Moderate income families with pregnant and postpartum women, infants, and children to age 5)	Already in place/contingent on WIC contract and funding
Increase physical activity opportunities for children 0-5 years old in Napa County Child Care Centers and Child Care Homes through the Active	Already in Place	Community Resources for Children, Children and Weight Coalition of Napa County	Childcare Centers and Family Child Care Homes, First 5 Napa County	1. Number of child care centers and family child care homes visited annually 2. Survey outcome reports on best practices in physical activity	Long term	Child Care Professionals, families with young children in childcare	Additional partners, grant funding, evidence-based materials, nutrition and physical activity experts, incentive gifts, Let's Move!

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
Bodies Program							Child Care program materials
Parent education classes on: 1. Physical activity needs 2. Strategies for limiting media use in the home	Already in place	Children and Weight Coalition of Napa County	First 5 Napa County; WIC Napa County; Queen of the Valley Community Outreach; Nutrition Education Obesity Prevention; Edible Education Napa Valley; Community Action Napa Valley Tobacco Education & Quit Smoking Program; Dairy Council of California; Cope; Childstart; Childcare providers; NVUSD; Healthy Moms and Babies;	Number of attendees attending classes	Long term	Adults with children	Additional partners, grant funding, evidence-based materials, nutrition experts, physical activity experts, refreshments, incentive gifts

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
			Parent clubs/groups				
Promote and market annual <i>Unplug, Interact, Move</i> campaign (formerly Screen-Free Week campaign)	New idea, already started	Children and Weight Coalition of Napa County	First 5 Napa County; WIC Napa County; Queen of the Valley Community Outreach; NEOP; Edible Education Napa Valley; Community Action Napa Valley Tobacco Education & Quit Smoking Program; Dairy Council of California; Napa Farmer's Market	1. Complete qualitative research on handout drafts (2015) 2. Complete final handout drafts for distribution (2015) 3. Number of materials distributed 4. Number of organizations participating in campaign (2015)	Long term	Families with children; community at large, partners	Grant funding, staff and focus groups for research project, physical activity experts
Girls on the Run in all elementary schools in Napa County	In Place	Girls on the Run Napa and Solano	Schools	Pre & Post tests on self-esteem, fitness, caring & healthy living factors	Immediate	Girls in 3 <sup>rd</sup> – 5 <sup>th</sup> grades	Need to expand into 5 schools (Westpark, Canyon Oaks, Napa Junction, Stonebridge & Browns Valley)
increase the number of play/fun opportunities for	In Place	Girls on the Run Napa and Solano	Parks and Recreation; St. Joseph Health	Increase the experiences/opportunities by 5 in high risk areas.	Immediate	High Risk Community Members	--



Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
children and adults			Queen of the Valley; Napa Valley Vine Trail	Offer at least one "pop-up" playground			

**Goal #5 Strengthen community partnerships to improve coordination of policy and organize for change**

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
Commitment from cities/towns/ communities to promote active transportation Bike friendly communities Infrastructure improvement <ul style="list-style-type: none"> <li>• Sidewalks</li> <li>• "Complete Streets"</li> <li>• Bike lanes</li> <li>• Signage for safety</li> </ul>	New	Napa County Transportation and Planning Authority	Napa County Bicycle Coalition, LHNC partners, local jurisdictions	Conduct surveys on existing improvements increase in mode shift offer promotion/ improvements air quality improvement measures	Long term	All populations	Funding for planning, infrastructure, volunteers
Expand evidence based health & wellness curriculum for students K-12	Existing, expansion	Napa Valley Unified School District (NVUSD)	Healthy for Life, Napa County Office of Education, Napa Valley Education Foundation, Nutrition	Long term health outcomes among NVUSD students, immediate outcomes may be indicated using CHKS	Long term	NVUSD K-12 students, families, and NVUSD staff	Funding and partners

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
			Education Obesity Prevention				
Explore partnerships for NVUSD Staff Wellness Program	New	Napa Valley Unified School District (NVUSD)	Kaiser Permanente, St. Joseph Health Queen of the Valley Hospital, fitness or nutrition experts	Long term health outcomes among NVUSD staff	Long term	NVUSD K-12 students, families, and NVUSD staff	Funding and partners
Full day seminar for coalition members on the latest science of metabolic disorders and recovery; how diet, exercise, and stress work together to affect health. Focusing on changes at needed for recovery, both biological and behavioral	New idea	Calistoga Institute	Many potential partners	Participants will be able to speak knowledgably in the community about the issues of metabolic health	Short term	Coalition members	Funding, instructors, presentation materials
Healthy for Life supplies schools with new physical education equipment and builds capacity for teacher to increase student access to physical activity opportunities	In Place	St. Joseph Health Queen of the Valley Medical Center	Napa Valley Unified School District, Synergy, Childstart, Clinic Ole, Napa Valley Pediatrics, Kaiser	1. Reduce overweight/obese students in lead target classes by 10% 2. Increase healthy lifestyle choices by 10%	Immediate (each school year)	Title 1, low income families	Volunteers, teachers interested in taking on classes
Improve nutrition and physical activity policies and	Already in Place	Community Resources for	Childcare Centers and	1. Number of child care centers	Long term	Child Care Professionals,	Additional partners, grant funding,

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
practices for children 0-5 years old in Napa County Child Care Centers and Child Care Homes through the Active Bodies Program		Children, Children and Weight Coalition of Napa County	Family Child Care Homes, First 5 Napa County	and family child care homes visited annually 2. Report on number of project goals reached by child homes and child care centers		families with young children in childcare	evidence-based materials, nutrition and physical activity experts, incentive gifts, Let's Move! Child Care program materials
Children and Weight Coalition of Napa County collaborative meetings	Already in place	Children and Weight Coalition of Napa County	First 5 Napa County; WIC Napa County; Queen of the Valley Community Outreach; NEOP; Edible Education Napa Valley; Community Action Napa Valley Tobacco Education & Quit Smoking Program; Dairy Council of California	Number of meetings held and number of attendees	Long term	Community organizations and members of community	Grant funding, nutrition and physical activity experts, paper resources, refreshments, staff
Host website with resources for consistent messaging	Already in place	Children and Weight Coalition of Napa County	First 5 Napa County; WIC Napa County; Queen of the Valley Community	1.Number of education materials distributed 2.Number of hits on website	Long term	Families with children; community at large, health professionals, partners	Grant funding, evidence-based materials, nutrition and physical activity experts



Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
			Outreach; NEOP; Edible Education Napa Valley; Community Action Napa Valley Tobacco Education & Quit Smoking Program; Dairy Council of California				
Create a consistent <i>Rethink Your Drink</i> campaign message with community partners to enhance community impact.	Already in place	Children and Weight Coalition of Napa County	First 5 Napa County; WIC Napa County; Queen of the Valley Community Outreach; NEOP; Edible Education Napa Valley; Community Action Napa Valley Tobacco Education & Quit Smoking Program; Dairy Council of California; Napa County Water District;	Number of attendees at annual community event; number of agencies participating in campaign; number of campaign materials distributed	Long term	Community Partners; community at large	Additional partners, grant funding, volunteers, evidence-based materials, nutrition experts, incentive gifts

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
			Napa Farmer's Market				
Create consistent message and tools for <i>Unplug, Interact, Move</i> campaign with community partners to enhance community impact. (formerly Screen-Free Week campaign)	New idea, already started	Children and Weight Coalition of Napa County	First 5 Napa County; WIC Napa County; Queen of the Valley Community Outreach; NEOP; Edible Education Napa Valley; Community Action Napa Valley Tobacco Education & Quit Smoking Program; Dairy Council of California; Napa Farmer's Market	1. Complete qualitative research on handout drafts (2015) 2. Complete final handout drafts for distribution (2015) 3. Number of materials distributed 4. Number of organizations participating in campaign (2015)	Long term	Families with children; community at large, partners	Grant funding, staff and focus groups for research project, physical activity experts
Train the Trainer classes: 1. Education standards and evidence based strategies re: children and families at risk for obesity a. Creating a healthy food environment which promotes healthy food choices and emotionally healthy response to	Already in place	Children and Weight Coalition of Napa County	First 5 Napa County; WIC Napa County; Queen of the Valley Clinical Registered Dietician and medical staff; Community Health Clinic	Number of attendees attending classes	Long term	Professional nutrition, childcare and medical staff working with families and children	Grant funding, evidence-based materials, nutrition experts, physical activity experts, incentive gifts

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
foods/meals b. Prevent emotional harm to children, prevent restrictive eating/disordered eating			Ole Registered Dietician and medical staff; Kaiser Health educators and clinical staff; Napa State Hospital Dietetic Internship; St. Helena Hospital Registered Dietician and clinical staff; Child care providers and educators				

**Goal #6 Increase and strengthen awareness and understanding of how protective and positive experiences across the life course create health outcomes**

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
Build capacity for home visitation programming to families with children 0-5 that supports breastfeeding, bonding	In place	Napa County HHSA Public Health/ Cope Family Center	Napa County Office of Education; Child Start; Aldea; St. Joseph Health Queen of the Valley Medical Center	1. 30% increase in number of Home Visitation providers within established Home Visiting	Immediate	High risk families	Program and fiscal staff to analyze funding opportunities; funding to create

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
and attachment, infant brain development, and other protective factors				Collaborative 2. Determine funding source/shared funding for home visiting program expansion			and maintain structure under the collective impact model; training for home visitors on protective factors and interventions to support these
Provide home visitation services to families with children 0-5 that support breastfeeding, bonding and attachment, infant brain development, and other protective factors	In place	Napa County HHSA Public Health/ Cope Family Center	Napa County Office of Education; Child Start; Aldea; St. Joseph Health Queen of the Valley Medical Center	50% increase in the number of families utilizing Home Visitation services	Short term (Jan. 2017)	High risks families with children 0-5	Additional trained home visitors and nurses; funding for service expansion
Enhance, expand, Cope's Healthy Families America (HFA) Program, <u>Baby Steps</u>	In place	Cope Family Center	Home Visiting collaborative, Napa Valley Breastfeeding Coalition, Perinatal collaborative, and Children and Weight Coalition of Napa County	Increased assessments of development of infants (ASQ's); Increased breastfeeding rates; Increased parent child attachment	Short term to continue program; Long term to expand program in the county	Higher risk families who are at risk for adverse childhood experiences	Funding for existing programs, partner collaborative that helps encourage and support referrals and outreach efforts
Teach community tool & techniques for stress reduction & relaxation to improve health , increase happiness and promote physical	In place	Divine Wellness	--	Surveys to measure a decrease in stress and anxiety; Surveys to measure decrease in medications for depression, high blood	--	Everyone	--

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
healing				pressure and anxiety			
Educate the community and healthcare providers on Adverse Childhood Experiences and Trauma Informed Care	New	Napa County HHSA Public Health, Cope Family Center	Napa County Office of Education, Child Start; Aldea, St. Joseph Health Queen of the Valley Medical Center, Napa Emergency Women's Services	1. Complete community wide conference and small group presentations 2. Establish ongoing training plan to educate community and providers on Life Course protective and risk factors that impact health and well-being	1. Immediate (December 2015) 2. Short Term (December 2016)	Healthcare and social service professionals and staff; larger community	Funding to organize and implement conference; expert speakers/panelists such as Dr. Vincent Felitti; community partners willing to commit to ongoing collaborative training
Offer educational forums for Girls on the Run and Elementary school Parents. Teach and inspire to have positive body image talk, make healthy choices, increase physical activities and link to Girls on the Run curriculum (offer 2x/yr)	Beginning phases	Girls on the Run Napa-Solano	St. Joseph Health Queen of the Valley Napa Valley Parent University	Have parents attend at McPherson Elementary School. Parents can identify new strategies that they learned and committed to implement at home	Short term	Target Latino families and low income	Funding to lead and coordinate effort
Create marketing campaign that address socio-emotional component of eating	Not started	Cope Family Center	First 5 Napa County, Napa Emergency Women's Services	1. Number of impressions 2. Knowledge of surveys	--	--	--
Parent education classes on: 1. Creating emotionally	Already in place	Children and Weight Coalition of Napa County	First 5 Napa County; WIC Napa County; Queen of the Valley Community Outreach;	Number of attendees attending classes	Long term	Adults with children	Additional partners, grant funding, evidence-based materials, nutrition



Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
<p>healthy eaters</p> <p>2. Nutritional needs and “5 Keys” concept: parent and child division of responsibilities on feeding, eating</p> <p>3. Prevention of disordered eating</p>			<p>Nutrition Education</p> <p>Obesity Prevention;</p> <p>Edible Education Napa Valley; Community Action Napa Valley</p> <p>Tobacco Education &amp; Quit Smoking Program; Dairy Council of California; Cope Family Center; Childstart; Childcare providers; NVUSD; Healthy Moms and Babies; Parent clubs/groups</p>				<p>experts, physical activity experts, refreshments, incentive gifts</p>
<p>Train the Trainer classes:</p> <p>1.Education standards and evidence based strategies re: children and families at risk for obesity</p> <p>-a. Creating a healthy food environment which promotes healthy food choices and emotionally healthy response to foods/meals</p> <p>-b. Prevent emotional harm to children, prevent restrictive eating/disordered eating</p>	Already in place	Children and Weight Coalition of Napa County	<p>First 5 Napa County; WIC Napa County; Queen of the Valley Clinical Registered Dietician and medical staff; Community Health Clinic Ole Registered Dietician and medical staff; Kaiser Health educators and clinical staff; Napa State Hospital Dietetic Internship; St. Helena Hospital Registered Dietician and clinical staff; Child care</p>	Number of attendees attending classes	Long term	Professional nutrition, childcare and medical staff working with families and children	<p>Grant funding, evidence-based materials, nutrition experts, physical activity experts, incentive gifts</p>

Strategy	Status	Lead Organization	Partners	Performance Measures	Timeline	Target Population	Resources Needed
			providers and educators				
Create a marketing campaign around positive body talk/image. How Ads are photo shopped. Talk about what are bodies can do not what they look like. Also what healthy looks like! For Food/Fitness	Not started	Girls on the Run Napa-Solano	Partner with Napa Valley Vine Trail, Billboard, Live Healthy Napa County, Napa Emergency Women's Services	Create media for bill boards, vine, etc.			Funding to create marketing campaign & coordination

<b>Strategies to consider developing over the next 5 years:</b>	Increase attendance at parent classes offered in community through identifying parent promoters at housing complexes and apartment
	Promote physical activity events in our community
	Sugar sweetened beverage (soda) tax in Napa County
	Increase worksite wellness programs through education of employers throughout all sectors of Napa County.
	Disordered eating and eating disorder prevention education, media awareness, body image, self-esteem, healthy exercise and mindful eating. Anorexia and bulimia emphasis maybe one group that focuses on over/under eating.
	Free- low cost after school programs for middle school age children who want to participate in sports but may not want to compete
	Reinstate physical education in all K-12 schools in all Napa County public schools
	Implement action alert network - email distribution list, standard format template, responsible person in organization
	Provide training and promote petition site-change.org to advocate for needed change.
	Continue implementation of iWalk Napa. Project needs a lead group.
	Develop a culinary production garden program at least one Title I school
	Start Friday night dances in downtown

## Community Health Assessment Data Book

Socioeconomics	Napa County	CA	Sources	Comments
Percent of people living below 100% of Federal Poverty Level	10.0% (2006-2010)	13.7% (2006-2010)	ACS	
Percent of children under age 18 living below 100% of Federal Poverty Level	12.0% (2006-2010)	19.1% (2006-2010)	ACS	
Percent of people living below 200% of Federal Poverty Level	26.4% (2006-2010)	32.8% (2006-2010)	ACS	
Percent enrolled in Supplemental Nutrition Assistance Program(SNAP)	3.4% (2009)	8.4% (2009)	Census (SAIPE)	
Percentage of households reporting food insecurity	52.2% (2009)	40.4% (2009)	CHIS/BRFSS	**this is based on families at 185% FPL, whereas estimates in CA are for families at <200%FPL
Percent of children eligible for free or reduce price school lunch	41.8% (2009-2010)	55.6% (2009-2010)	US Dept of Ed	
Quality of Life	Napa County	CA	Sources	Comments
Fast Food Restaurants per 100,000 population	54.9/100,000 (2009)	69.4/100,000 (2009)	USDA	
Grocery Stores per 100,000 population	27.8/100,000 (2009)	22.2/100,000 (2009)	USDA	
Percent of population that is low-income and lives > 1 mile from supermarket/large grocery store	5.2% (2006)	14.6% (2006)	USDA	Values for CA and US are mean values for all counties listed in USDA data spreadsheet for Food Environment Atlas
Recreation and Fitness Facilities per 100,000 population	13.2/100,000 (2009)	8.7/100,000 (2010)	Census	
Percent of population living within 1/2 mile of a park	57.6% (2010)	58.6% (2010)	Census, ESRI	
Maternal, Child and Adolescent Health	Napa County	CA	Sources	Comments
Percent of mothers initiating breastfeeding in the hospital	96.8% (2011)	91.7% (2011)	CDPH/NVSS	

Percent of WIC mothers exclusively breastfeeding at 6 months	28.7% (2011)	21.7% (2009)	Napa WIC/CDC	
Woman who are obese prior to pregnancy more likely to have large for gestational age (LGA) babies (weigh >8lbs 13oz). Consequences for baby mean birth complications and increased risk of obesity later in life.				
<b>Healthcare and Preventative Services</b>	<b>Napa County</b>	<b>CA</b>	<b>Sources</b>	<b>Comments</b>
Percent of population without health insurance	15.8% (2011)	18.1% (2011)	ACS	
<b>Behavioral Risk Factors</b>	<b>Napa County</b>	<b>CA</b>	<b>Sources</b>	<b>Comments</b>
Adults Consuming 5+ Servings of Fruits/Vegetables per Day	51.8% (2005)	48.7% (2005)	CHIS/BRFSS	
Children Consuming 5+ Servings of Fruits/Vegetables per Day	55% (2007/2009)	48.3% (2007/2009)	CHIS	
Percent of children age 2-11 drinking one or more sugar sweetened beverages per day	41.5% (2005)	41.0% (2005)	CHIS	
Percent of adults participating in moderate or vigorous physical activity	42.5% (2007)	36.3% (2007)	CHIS	
Percent of 5th, 7th and 9th graders who are physically fit.**	65.5% (2011-2012)	62.8% (2011-2012)	CDE	**In the healthy fitness zone for aerobic capacity.
Percent of children under 18 consuming fast food at least once in past week	59.2% (2007/2009)	71.9% (2007/2009)	CHIS	
Percent of 11th grade students who report eating breakfast on day of survey.	59% (2011-2012)	59% (2009-2011)	CHKS	
A shift in active transportation (biking and walking) from a median of 4.4 to 22 minutes/day results in 14% decrease in heart disease, stroke and diabetes, 6-7% decrease in dementia and depression, 5% decrease in breast and colon cancer, and 9.5 months increase in life expectancy				
<b>Illness and Injury</b>	<b>Napa County</b>	<b>CA</b>	<b>Sources</b>	<b>Comments</b>
Percent of adults (20+ years) who are overweight (BMI >25 and < 30)	31.9% (2007/2009)	34.6% (2007/2009)	CHIS/BRFSS	
Percent of adults (20+ years) who are obese (BMI > 30)	28.9% (2007/2009)	23.2% (2007/2009)	CHIS/BRFSS	-

Percent of 5th, 7th and 9th graders who are overweight or obese (85% and above)	42.0% (2011-2012)	44.1% (2011-2012)	CDE	
Percent of low income (<200% FPL) preschool children (age 2-4) who are obese	18.3% (2009-2011)	15.8% (2008-2010)	USDA	**Among all children age 2-5
<p><b>Cancer:</b> According to the CDC, an estimated one-quarter to one-third of common cancers in the U.S. are caused by the joint effects of excess weight and lack of physical activity. Nearly one-third of adults in Napa County are obese and more than half of Napa County residents get little or no physical activity .</p>				
<p><b>Diabetes:</b> In Napa County, an estimated 8.4% of the population has diabetes. Overall, diabetes in Napa County has increased from 5.3% in the 2003 survey year to 8.4% in the 2011-2012 survey year. Due to the relatively small sample size of the survey, the 95% confidence intervals around the estimates are very wide and none of the differences in diabetes prevalence between years can be considered statistically significant.</p>				