

**Live  
Healthy  
Napa  
County**



**Vive  
Saludable  
Condado  
de Napa**

## **Healthy Bodies Coalition**

Obesity Prevention Plan

2014-2015 Progress Report

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## I. Background

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.

## II. Obesity Prevention Plan Goals

The Healthy Bodies Coalition (HBC) created a six goal Obesity Prevention Plan with a total of 70 strategies within those goals. They are:

- 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 protection and positive experience across the life course create health outcomes

A complete list of strategies for each goal can be found in the appendix.

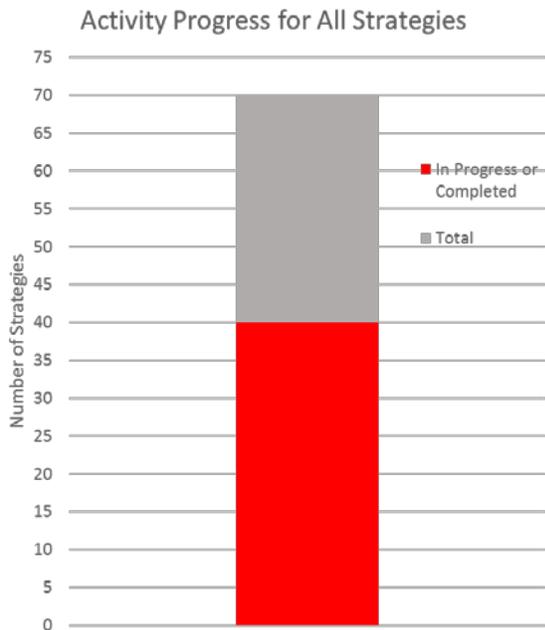
### III. Data Collection

To collect data for this report, an email was sent out to the coordinator for each strategy asking him/her to complete an Activity Progress Report (APR) along with a list of activities they needed to report on. A second round of emails was sent to those coordinators that had yet to complete the report. The APR gathered information on:

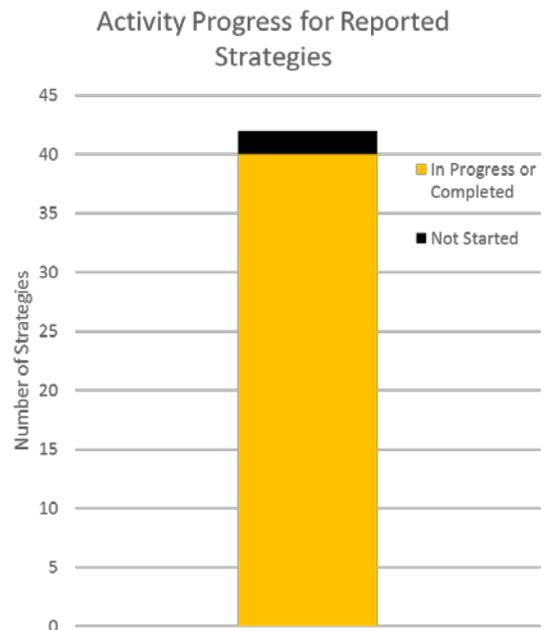
- Status of the strategy
- Data or information that was produced as a result of implementing the strategy
- Next steps
- Ways LHNC can support the effort
- Additional contact information for the coordinator

### IV. Data

As previously stated, there are 70 strategies within the six OPP goals. After the data collection, 42 (60%) APRs were returned completed. For all strategies, 57.1% were indicated to have a status of either completed, completed/in progress, or in progress (Figure 1). Of the completed 42 APRs, 95.2% indicated having a status of completed, completed/in progress, or in progress (Figure 2).

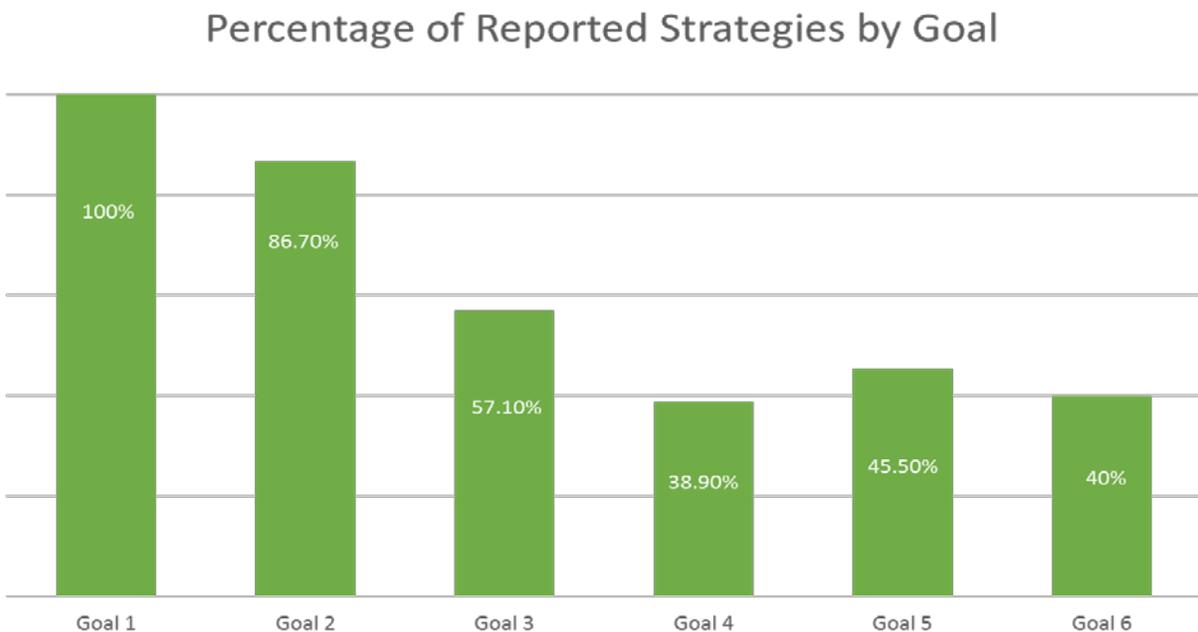


**Figure 1**



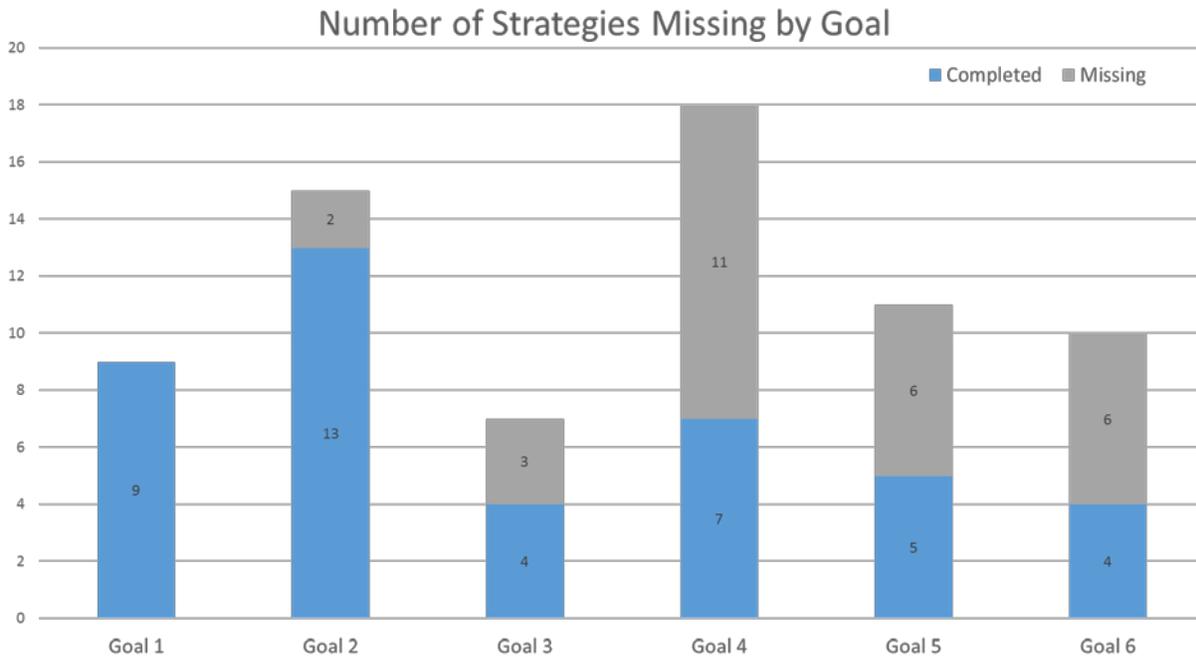
**Figure 2**

The following figure portrays the percentage of strategies reported by goal.



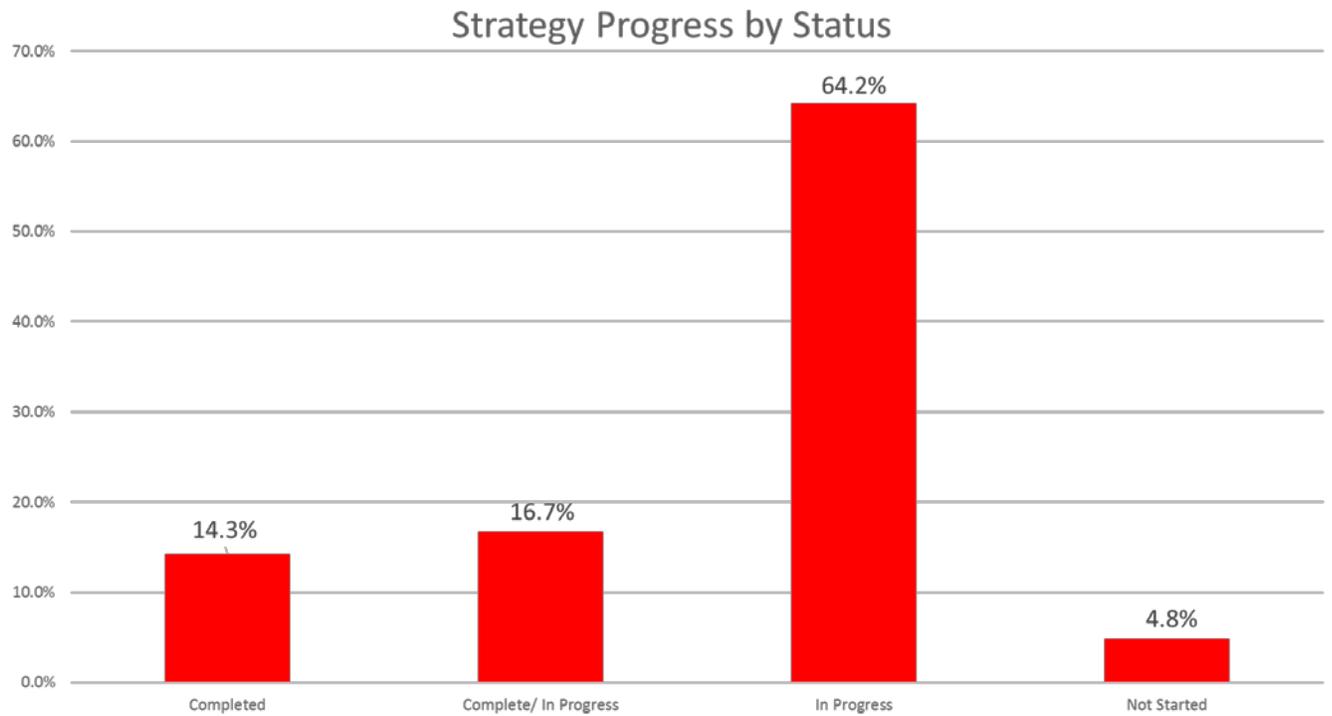
Goal 1 has the highest response rate at 100%, while Goal 4 has the lowest response rate at 38.9%. However, Goal 4 has twice as many strategies (n=18 versus n=9). Goal 3 has the lowest number of strategies (n=7), but has the third highest response rate (57.1%). Alternatively, Goal 2 has the second highest number of

strategies (n=15) and the second highest response rate (86.7%). The number of missing strategies by goal is shown in Figure 4.

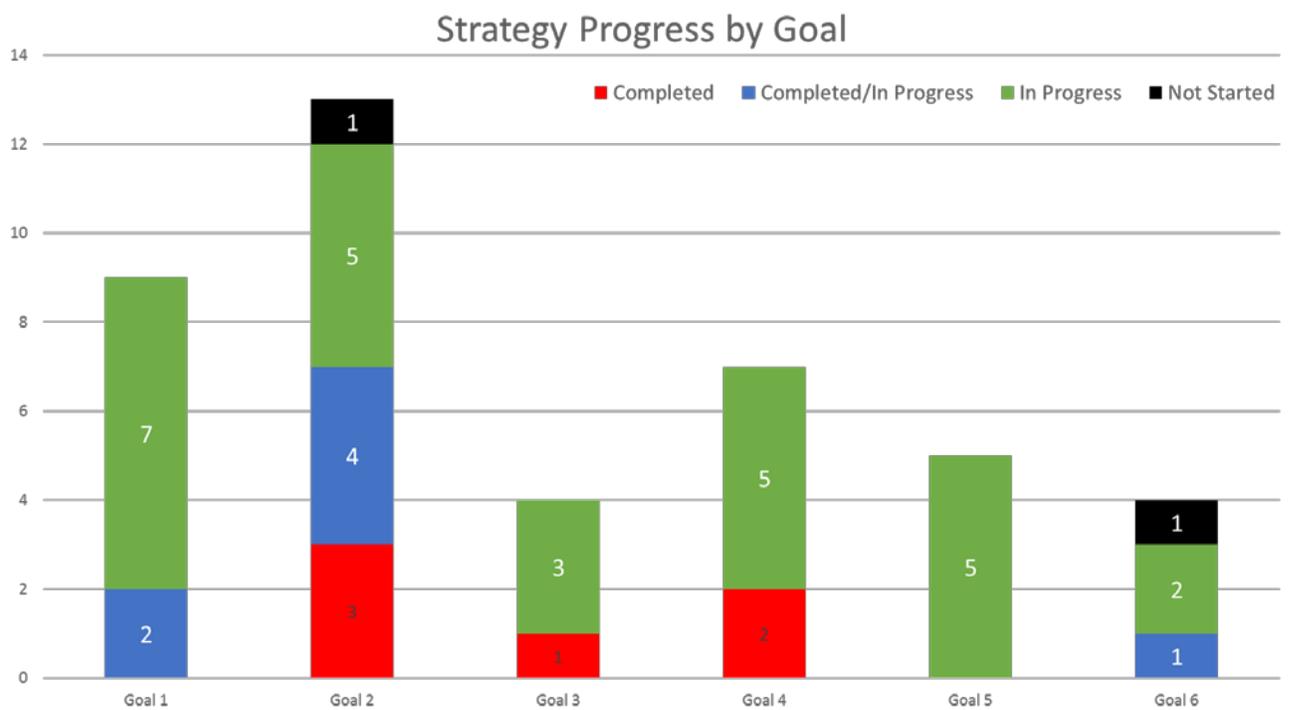


**Figure 4**

Of the 42 strategies that completed APRs, 6 are completed (14.3%), 7 are completed/ in progress (16.7%), 27 are in progress (64.2%), and 2 have not been started (4.8%) (shown in Figure 5). Goals 2, 3 and 4 are the only goals that have a completed strategy (3, 1, and 2, respectively). Goals 1, 2, and 6 have strategies that have a status of complete/in progress (2, 4, and 1, respectively). Goals 2 and 6 reported 2 total strategies that have not started yet. Figure 5 displays reported strategy progress by goal.



**Figure 5**



**Figure 6**

## V. Highlighted Activities within Strategies

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

Healthy Cooking with Kids Inc. gave new life to the Calistoga Elementary School garden after it had been abandoned for several years. Healthy Cooking with Kids, Inc. in partnership with the school offered garden based nutrition classes to the students as well as providing over 20 varieties of produce for the Food Service Director to use in the school meals. Healthy Cooking with Kids, Inc. is also working with the school districts throughout the county to provide technical assistance and support in revitalizing their student wellness policies.

Napa County Agricultural Commissioner's Office is the lead on the strategy "Local Food Advisory Council recommends 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". The council has created the Local Food Policies FAQ, revised the Beekeeping Ordinance, created the annual Napa Food Day event (Oct 24th since 2011), held forums on local food production, community gardens and food labeling. It was also the primary driver in the creation of the Local Food website (<http://napalocalfood.com/>). The council is currently working on creating the outline for a proposed Napa Food Action Plan. This will be an assessment of our local food system.

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

In 2014-15, 161 teachers used Dairy Council of California curriculum: 24 Kindergarten, 21 1st grade, 31 2nd grade, 25 3rd grade, 19 4th grade, 15 5th grade, 10 Middle, and 15 High School. Napa County Board of Supervisors proclaimed July Rethink Your Drink month throughout Napa County in 2014 and 2015. Rethink Your Drink event at the Napa Farmer's Market was held in July 2014 and 2015 with an estimated 200+ participants attending the market event.

Napa Valley Unified School District Healthy for Life targeted classes (grades K-12): conducted nutrition classes (75 classes taught, 2,584 duplicated students). As a part of the assessment, they asked 4 nutrition/lifestyle questions. The improvement results were the following: breakfast question-46.8 %, physical activity question-40.9%, sugary beverages question-28.1%, fruits and vegetables question-48%. At preschool targeted sites they conducted 2 parent nutrition classes at each school (total of 14 classes). Incentives were offered to parents who attended both sessions. There were 156 parents (duplicated number) who attended.

### Goal 3: Encourage and support breastfeeding

The Napa Valley Breastfeeding Coalition lead activities within multiple strategies. They presented “Are Clients in Crisis-CPR for Breastfeeding” on 10/24/14 and 86 people attended. Educating mothers and fathers on benefits of exclusive breastfeeding was done at both Healthy Moms and Babies and Queen of the Valley Medical Center’s (QVMC) Community Outreach. QVMC offers lactation visits with an International Board Certified Lactation Consultant (IBCLC) prenatal or postpartum, as well as weekly Breastfeeding Support Groups (50 held in FY15 with 574 duplicated contacts).

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

Safe Routes to Schools promoted international walk to school day (10/7/15) by getting 16 Napa County Elementary and Middle Schools to participate. 939 students either walked or rode to school and 1,430 parent surveys were distributed and returned.

UpValley Family Center promoted “Zumba-like” exercise classes to increase options for physical activity among local residents. They had 90 unduplicated clients in Calistoga and 60 in Saint Helena from 03/31/2014-03/31/2015. Classes were held weekly in St. Helena with an average of 15 people attending each week. Classes were held weekly in Calistoga with an average of 25 people attending each week.

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

The Children and Weight Coalition of Napa County have had collaborative meetings and have created consistent messaging for their Rethink Your Drink campaign and Unplug, Interact, Move campaign with community partners to enhance community impact.

### Goal 6: Increase and strengthen awareness and understanding of how protection and positive experience across the life course create health outcomes

Four parent nutrition classes were given throughout the fiscal year 2014-2015 lead by the Children and Weight Coalition. Classes held at Community Resources for Children: Helping You and Your Child Become Happy, Healthy Eaters had 3 parents and 8 health professionals attend; Alimentando a sus Niños con Amor y Salud had 6 parents attend; Coping with a Picky Eater had 12 parents and 4 child care professionals attend; and Quick and Easy Family Meals had 6 parents and 4 child care professionals.

## VI. Next Steps and Support

Many of the strategies will continue their progress by conducting more training classes, collaborating with partners, hosting committee meetings, and holding conferences. Coordinators have asked LHNC for support with promoting programs and classes, finding additional partners, grant funding, volunteers, evidence-based materials, nutrition experts, and physical activity experts.

### Appendix

Status of Strategies within each Goal	
Strategy	Status
<b>Goal 1: Promote the availability and affordability of healthy food and beverages</b>	
Increase community and school gardens	Complete/ In Progress
Food Day	Complete/ In Progress
Increase EBT and market match at farmers markets	In Progress
Healthy Stores for a Healthy Community Initiative	In Progress
Create a forum for all Title 1 school wellness committees to increase healthy food in schools	In Progress
Expand student breakfast program	In Progress
Increase purchases of fruits and vegetables at Farmers Markets by WIC participants	In Progress
Cooking Matters Classes	In Progress
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	In Progress
<b>Goal 2: Educate the community on how to make healthy choices for food and beverages</b>	
The Healthy for Life Initiative will increase capacity for kids and families to make good food choices	Complete
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	Complete
Provide Rethink Your Drink information to WIC participants during the summer months	Complete
Nutrition education using gardening, cooking, and food systems education	Complete/ In Progress
Improve nutrition practices for children 0-5 years old in Napa County Child Care Centers and Child Care Homes through the Active Bodies Program	Complete/ In Progress

Parent education classes on: a. Nutritional needs and “5 Keys” concept: parent and child division of responsibilities on feeding, eating and nutrition education of food groups and nutrient needs	Complete/ In Progress
Promote and market annual Rethink Your Drink campaign to encourage drinking water instead of sugary sweetened beverages.	Complete/ In Progress
Educate and encourage businesses to provide fast options for breakfast & lunch as an alternative to fast food	In Progress
Maintain resource based web site and supply of education materials for community on nutrition	In Progress
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	In Progress
Help students eat healthier from all five food groups through science-based nutrition education programs (K-12) that align to Common Core (no cost).	In Progress
Increase access to healthy food for people with intellectual and developmental disabilities through Vocational Garden Program	In Progress
Pilot water filling stations in schools and community facilities	Not Started
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	Missing
Implement Napa County Public Health’s Guide to Healthy Meetings and Celebrations and pilot in other County departments	Missing
<b>Goal 3: Encourage and support breastfeeding</b>	
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	Complete
Support breastfeeding immediately after hospital discharge; Support 2 weeks postpartum; Peer support; Remove formula from all location where women receive services disabilities through Vocational Garden Program	In Progress
Educate mothers and fathers on the benefits of exclusive breastfeeding	In Progress
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	In Progress
Create a community wide breast feeding plan	Missing
Increase capacity of Breastfeeding coalition to serve Spanish	Missing

speaking populations	
Start breastfeeding and tobacco cessation. Include handout on exclusive breast feeding in prenatal packet given to women receiving their pregnancy confirmation education once women receive their positive pregnancy test. Included with other required education like alcohol	Missing
<b>Goal 4: Increase access to opportunities that encourage physical activity</b>	
Make international walk to school day a success	Complete
Provide at least one Active Living class per year which promotes physical activity for WIC participants with children age 1 to 5 years	Complete
Produce and distribute the PE 4 Kids Now program to elementary school teachers and after school day care facilities	In Progress
UpValley Promotors will lead “Zumba-like” exercise classes to increase options for physical activity among local residents	In Progress
Increase physical activity opportunities for children 0-5 years old in Napa County Child Care Centers and Child Care Homes through the Active Bodies Program	In Progress
Parent education classes on: 1. Physical activity needs 2. Strategies for limiting media use in the home	In Progress
Promote and market annual Unplug, Interact, Move campaign (formerly Screen-Free Week campaign)	In Progress
Ensure that a variety of organized physical activity is a component of after school care in elementary schools in Napa County	Missing
Host free monthly hula hoop jams in the City of Napa in public spaces, including Veteran’s Park and Fuller Park	Missing
Increase active transportation for kids to get to school	Missing
Teach yoga to community members who are suffering from obesity, hypertension, 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	Missing
Establish the NVUSD Healthy Choices Advisory Committee to increase collaboration regarding nutrition, physical fitness and physical health among students	Missing
Partner with UC Berkeley to conduct the 3-year FitStudy Program, focused on student physical fitness in elementary and middle school	Missing
The Healthy for Life Initiative will increase physical activity for children in schools	Missing
Provide opportunities for the community to learn how to safely ride bicycles for increased exercise and active transportation	Missing
Increase the proportion of individuals who use active transportation for trips of 2 miles or less	Missing
Girls on the Run in all elementary schools in Napa County	Missing
Increase the number of play/fun opportunities for children and adults	Missing
<b>Goal 5: Strengthen community partnerships to improve coordination of policy and organize for change</b>	

Improve nutrition and physical activity policies and practices for children 0-5 years old in Napa County Child Care Centers and Child Care Homes through the Active Bodies Program	In Progress
Children and Weight Coalition of Napa County collaborative meetings	In Progress
Create a consistent Rethink Your Drink campaign message with community partners to enhance community impact.	In Progress
Create consistent message and tools for Unplug, Interact, Move campaign with community partners to enhance community impact. (formerly Screen-Free Week campaign).	In Progress
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	In Progress
Commitment from cities/towns/ communities to promote active transportation Bike friendly communities Infrastructure improvement -Sidewalks -"Complete Streets" - Bike lanes -Signage for safety	Missing
Expand evidence based health & wellness curriculum for students K-12	Missing
Explore partnerships for NVUSD Staff Wellness Program	Missing
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.	Missing
Healthy for Life supplies schools with new physical education equipment and builds capacity for teacher to increase student access to physical activity opportunities	Missing
Host website with resources for consistent messaging	Missing
<b>Goal 6: Increase and strengthen awareness and understanding of how protection and positive experience across the life course create health outcomes</b>	
Parent education classes on: 1. Creating emotionally healthy eaters 2. Nutritional needs and "5 Keys" concept: parent and child division of responsibilities on feeding, eating 3. Prevention of disordered eating	Complete/ In Progress
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 2xyr)	In Progress
Train the Trainer classes: 1. Education standards and evidence	In Progress

<p>based strategies re: children and families at risk for obesity</p> <ul style="list-style-type: none"> <li>-a. Creating a healthy food environment which promotes healthy food choices and emotionally healthy response to foods/meals</li> <li>-b. Prevent emotional harm to children, prevent restrictive eating/disordered eating</li> </ul>	
<p>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</p>	Not Started
<p>Build capacity for home visitation programming to families with children 0-5 that and attachment, infant brain development, and other protective factors supports breastfeeding, bonding</p>	Missing
<p>Provide home visitation services to families with children 0-5 that support breastfeeding, bonding and attachment, infant brain development, and other protective factors</p>	Missing
<p>Enhance, expand, Cope's Healthy Families America (HFA) Program, Baby Steps</p>	Missing
<p>Teach community tool &amp; techniques for stress reduction &amp; relaxation to improve health , increase happiness and promote physical healing</p>	Missing
<p>Educate the community and healthcare providers on Adverse Childhood Experiences and Trauma Informed Care</p>	Missing
<p>Create marketing campaign that address socio-emotional component of eating</p>	Missing