

Minutes

May 12, 2010

Combined Leadership Council & Rethink Your Drink Committee Teleconference

9:00-11:00AM

Sara Marin, Darlene Fujii, Paula Hamilton, Marianne Szeto, Gwenn White, Mark Elkin, Andrea Menefee, Joe Prickitt, Ellen Szakal, Tuline Baykal, Susan Karlins

Teleconference Line: 877-814-7306 Pass code: 2222384# (Leader 1222384#)

Topic	Who is leading discussion	Desired outcomes	Action steps
9:00 Welcome	Darlene	<ul style="list-style-type: none"> • Welcome/introductions and April LC minutes reviewed/accepted 	<ul style="list-style-type: none"> • Introductions made and minutes accepted as submitted. Susan was thanked for thoroughness by Darlene and Sara. Darlene also referred to RYD notes from 4/14.
9:05-9:40 Campaign Updates	Darlene	<ul style="list-style-type: none"> • SFS/Ryd Action Cards—Susan for Jo • DWSTO: English and Spanish—Susan • Tip Sheets: black & white versions—Jennifer • Sugar Savvy Curriculum—Darlene • Dental Outreach—Darlene & Joe Prickitt • Upcoming Sugar Savvy workshops—all • BANPAC & Soda Free Summer Web Updates—Darlene & Susan • Policy & organizational changes: Susan and All • Local updates as time permits—all 	<ul style="list-style-type: none"> • Action Card: Jo is wrangling with the final postal return details—should be at printer end of this week. Jo will notify us of delivery date when she hears from the printer. • DWSTO: English—being printed—Jo will let us know when to expect it when she gets a date from the printer. • DWSTO Spanish: translation finished—at printer—Jo will notify us of delivery date when she knows. • B&W versions of Tip Sheets. Anyone else willing to work on it? Andrea to update Tip Sheets with new logo and ask Paula for help if needed. They might look better w/ new logo. CDA will post on their website. Marianne also wanted b & w. Let's see what they look like with new logo. • Alameda Co revised green SFS brochure—made all changes to Action/Insert cards. Went to printer yesterday. • Sugar Savvy Curriculum: Updated English version online @ www.banpac.org. Darlene to get Spanish to Susan by May 19 and Susan to ask Sharee to change out logos and get posted on www.banpac.org within about two weeks. • Darlene presented with Dr. Allston's to AC dental society & dental society participation in campaign. Joe shared Tip Sheets with CDA—wants to share Tip Sheets with all dental societies across California and post on their website. Could represent good media opportunity. Oral Health Access Coalition meeting in Sacto on May 15 on sweetened beverages re: sweetened drink policy. Darlene: what position will CDA take on these bills? Dr. Allston should speak with CDA's media people. Great if CDA printed buttons. Joe to set up

meeting with CDA and Paula and Darlene to participate.

- Sugar Savvy workshops: ALL please send train-the-trainer workshops to Susan. Darlene suggested follow up
- Web: www.banpac.org has been updated. Latest versions of English and Spanish DWSTO kit materials posted. Latest version of Sugar Savvy Curriculum English posted. Awaiting Spanish version. Should be online to all in approximately two weeks. To post tracker.
- www.sodafreesummer.org working with Project Lean to get funding to pay Sharee to update website. If not successful, will get money to do it. **Darlene** to ask Sharee to cut out file for tracking form to post at www.banpac.org Ellen reported that Marin has removed side panels of brochure and gave tracking forms to dental hygienist.
- **Jr. Giants:** Friar Fit program in SD has a direct tie to PowerPlay!, healthy food and beverage consumption at San Diego Padres stadium. Great feedback. Darlene to present to 180 Jr. Giants Commissioners meeting at AT&T park, representing 16,000 at-risk, low-income children in western states. Joe sent inquiry to Jr. Giants about possible media collaboration. Open to talking w/ SF Giants about improving food & beverage environment at the Park. Want to learn more about the San Diego Padres model. Kaiser has something similar with the Warriors.
- **Policy & organizational changes: Santa Clara County's** children's health food initiative passed the BOS on the second vote 3-2.
 - SFS launch June 1, sponsored by FIRST 5 SCC and Kaiser San Jose at the Children's Discovery Museum.
- **Contra Costa:** May 13-14: partnering w/ food bank and UCCE will run a RYD exhibit to students and parent volunteers. Sugar Savvy professional presentations for health dept staff and Public and Environmental Health Advisory Board.
- **SF** having train-the-trainer next week. Park & Rec is promoting SFS in all summer camps—Friends of Camp Mather that run general store at family camp. This year, promoting water and stainless steel water bottles. Sunday Streets lined up through October—will have exhibits at those. Done presentations, including Bayview Book Fair—distributed 300 copies of the book. SF Park & Rec is now soda free. Paula—could be a media opportunity.
- **Marin:** proclamation going to BOS. Meeting w/ county partners; only one showed up. YLI will be working with youth programs this summer and at the fair. Working at 4 elementary and 1 middle school to provide resources for their summer campaigns. Dental: Shirley

			<p>working with hygienists—training Thursday with providers and dental hygienists. They put together a bulletin board to model. Working w/ FIRST 5 to get SFS up and running w/ DWSTO at centers. Will follow up with partners about entering data on the tracking form.</p>
<p>9:40-10:40 Campaign Media Outreach</p>	<p>Paula Hamilton</p>	<p>Tentative Agenda—to be revised by Paula as needed</p> <ul style="list-style-type: none"> • Campaign Messages • Media Outreach • Planning • Q & A <p>Next RYD/SFS Teleconference: Wed, May 26 9-10AM</p>	<ul style="list-style-type: none"> • Paula referred to message points handout distributed this morning via email. What/why/action. • It's important to highlight implementation of practices that have environmental or systems implications. Gold Country Collaborative Coordinator won over dad who runs a soccer snack bar—a media story. For schools, point to so-called “sports drinks”, electrolyte drinks, vitamin waters bill in the legislature. Schools can update wellness policies to include availability of tasty, clear water. Working to get filters on drinking fountains or kitchen filters and putting it out for lunch. Dentists could give button and DWSTO to children in their pre-k dental exam. Businesses implement healthy vending and healthy meeting policies. Retail could reprioritize promotions. Healthy vending policies could be spread further. • Need sustained and ongoing outreach—not just a one-time event like a launch. • Darlene noted that all CCPHA webinar materials are online; Paula referred us to the Rudd Center website. Something like 90% of children's food marketing is for soda. • Jr. Giants: have no idea of what's coming on Saturday! If they take it on, that's the story. Like dental society, if one organization stands up that's the story. • Darlene happy to work on media outreach, should a group be formed to pay attention to that. Paula: a great time to bring in more people who might talk to media. BANPAC has been a national leader, we should. Darlene: strategy group and spokespeople. Let's get people with interest in media outreach. Susan to promote through e-blast to see if there's interest. Darlene, Joe, and Paula will form the media group to start. <u>First meeting Monday, May 17 –11:30AM.</u> Susan to set up and disseminate teleconference information to them. AC is doing text messaging about sweetened beverages. • Media Group Meeting 5/17/10, 11:30-12:30pm 877-814-7306 2222384# participant passcode. Joe will activate 1222384# leader passcode • Paula: important to track media—on BANPAC Tracking Form @ www.banpac.org. Ellen initiated a discussion about reporting to Network LIA and Region.

			<ul style="list-style-type: none"> • Media Tools: <ul style="list-style-type: none"> ○ Susan to develop Campaign Overview—this week ○ Paula and Susan drafted Message Points—distributed ○ Press Releases and Media Alerts for specific events. Can do press releases and fact sheets for each event.
10:40-10:55 Leadership Council	Susan	<ul style="list-style-type: none"> • Youth Action Committee Update-Tuline • Food Security Committee Update-Sara • Mini-Grant update-Susan 	<ul style="list-style-type: none"> • YAC: Denys is adapting attachments for school & youth program tip sheets on school announcements and healthy fundraising. Met after BANPAC meeting last week. Will schedule another meeting soon. What worked was bringing a project to the group vs. taking too much time soliciting input. What is needed from YAC? Paula: best if youth are advocates. Roylitta from Girls Inc have been active with RYD/SFS went to Soda Tax Hearing and spoke. Working on promotora model for the summer. Invite Roylitta to next meeting. Need media piece for “Power up Your Summer” kick-off—working on with Joe. Susan and Tuline to talk about using members to provide technical assistance and providing vignettes about activities for the BANPAC e-blast. • Food Security Committee: Met 4/28 after BANPAC about two ongoing projects. Susan Stuart taking the lead on the layout for the farmers markets brochures. Discussed logos, trim, etc. Second project: Encouraging businesses to attract SNAP dollars through presentations to business groups—a new audience. Interested in attracting another Emerson Hunger Fellow to pull together a presentation—Janet Leader is taking lead on this project. This project could last for next few years. Developing plan & presentation over next few months. Next meeting June 8 @ 2-3:30PM—have a small committed group working on these issues. • Mini-Grants: 11 applications received. MG Heroes had to work with multiple files. In review until next Monday, then Susan will analyze data and rate applications. Decisions to be made 5/19 at a meeting from 1-2:30PM. Susan to get organizations & amounts to State by 5/20 and completed forms to State by 6/3/10.
10:55-11:00 Next Meeting	Susan	<ul style="list-style-type: none"> • Mark to lead June 17 at the teleconference • Sara to lead July 15th meeting—teleconference or meeting? • Tuline to lead August meeting—teleconference or meeting? 	<ul style="list-style-type: none"> • Next RYD meeting will be June 2 at 2PM. Darlene to chair. • Next Leadership Council teleconference is June 17. Mark to chair. Andrea to take brief notes of decisions made in Susan’s absence.