Reaching diverse communities utilizing culturally tailored strategies to impact change

8th Biennial Childhood Obesity Conference

San Diego, CA
July 1, 2015

Funded by the Centers for Disease Control and Prevention
CA4Health

- Background - Community Transformation Grant
- Small/Rural CA Counties
- Strategic Directions - Decrease Consumption of Sugary Beverages
- Evaluation
California Project LEAN

• CA4Health: Strategic Direction Lead for Sugary Beverages

• 100% Healthy Beverage Standards:
  • Adults
  • Schools
  • Non-school youth settings
  • 0-5
BEVERAGE ADHERENCE – ACROSS ALL 12 COUNTIES AND ALL SETTINGS COMBINED (Baseline)

Soda: 21%       Sports Drinks: 15%       Water: 14%

Does Not Adhere 69%  Adhere 31%
Challenges

• “Our County is Conservative”

• “100% healthier beverage standards– Not an option”

• Water vs. Sugary Drinks

• Everyone knows each other
Why Youth Engagement:
An effect strategy for cultural competence and childhood obesity prevention

• 25.5% of California’s population is young people.
• Youth know what is important in their communities.
• Youth represent the overall diversity of the bigger community.
• Youth want to make a difference
• Building for the future - Future health advocates.
Similar Approaches

1) Work with Partners, especially YOUTH
2) Provide Trainings
3) Use Tested Tools, Models, and TA
4) Undergird Efforts with County-wide Media Campaign
Solano County

- Population ~ 425,000; combination of rural and suburban
- Travis Air Force Base
- Demographics: 15% African American; 15% Asian; 25% Hispanic; 61% non-Hispanic white; 7% multiple race
- Orderly growth initiative; 94% of population lives in 7 incorporated cities
The Need: Solano County Stats

- Diabetes: 1 in 10 adults
- Overweight: 40% of adults
- Childhood obesity + overweight: 46% (Suisun), 43% (Vallejo)
- 1 in 3 of hospitalized persons is diabetic
Partnering with CBOs and their youth

Selected 3 CBOs:
- Vacaville Police Department
- Touro University California, Public Health
- Solano Cooperative Extension 4-H/UC Cooperative Extension

Built in Requirement to Engage Youth
- Authentically
- From beginning
Trained staff, contractors, youth on Rethink your Drink and the “Why”

..and in Five Phases of Community Mobilization
Successes

- To date, 9 policies have been adopted, effectively serving over 18,000 people every year
  - Vallejo City Unified School District
  - Neighborhood Boys and Girls Club (Vacaville)
  - AWARE coalition
  - REACH youth coalition
  - Solano County Vending Machine Policy
  - North Bay Athletic Association
  - Westwind 4H Club
  - Suisun Valley 4H Club
  - Parent Project – Vacaville PD
Summary and Lessons Learned

• Engaging CBOs and youth is powerful
• Strategy chart is a great tool for community mobilization
• Champions are important
• Leverage mass media to change the beverage environment
Mendocino County

- Population – 87,192
  - 22% under age 18
- 3,500 square miles
- Poverty – 28 % of youth living in poverty
- 58% Obese/overweight
- Access to Healthy food
  - 16% live in Food Insecurity
  - 57% Free lunch program
Partners and Training

- Build on existing capacity
- Rethink Your Drink Mini-grants (RFP)
- Encouraged Youth Engagement
- Grantees trained youth in Rethink Your Drink & “why”
- Youth Advocacy Training for youth and their adult allies through CYAN
Lesson Learned

• Incentives can help to engage youth
• Decision makers listen to youth
• Youth in public schools reflect the diversity of communities
• Community Partners/
  Build relationships
• Working with partners and youth advances policy
Successes

• 18 community organizations and 2 schools district and 3 individual schools adopt Healthy Beverage Standards
• 3 school districts and 2 individual schools install hydration stations
• Presentations increased community awareness and changed practices
• We changed how we do business internally
• On-going culture of youth empowerment externally
• Trained over 80 youth - and increased our capacity to do so
• Leveraged other funding to continue the work
Contact information:

Katherine Hawksworth  
Program Manager  
California Project LEAN (Leaders Encouraging Activity and Nutrition)  
Public Health Institute  
Katherine.Hawksworth@PHI.org


Robin Cox  
Solano County Public Health  
RCCox@SolanoCounty.com

Colleen Schenck  
Mendocino County Health and Human Services Agency Public Health, Prevention and Planning Unit  
schenckc@co.mendocino.ca.us