



Agenda Item 7
December 3, 2014

DATE: November 17, 2014

TO: Children and Families Commission of Orange County

FROM: Christina Altmayer, Executive Director 

SUBJECT: Childhood Obesity Prevention Update

SUMMARY:

In March 2012, the Children and Families Commission approved a second round of catalytic investments. These catalytic projects were prioritized for specific program areas, but warranted additional planning prior to full implementation. The intended use of catalytic investments is to build community and organizational capacity, achieving results for the benefit of young children and their families, while reducing or eliminating the Commission's funding contribution over time. This staff report provides an update on two catalytic funding allocations that have the potential to support childhood obesity prevention, and requests authorization for proposed implementing actions.

DISCUSSION:

Obesity is now recognized as a major health problem in the United States for both adults and children. Research indicates that early childhood is a promising time to ensure that children develop healthy eating practices and exercise activities to reduce the prevalence of obesity and its health consequences throughout their later life. Yet, as evidenced in the 20th Annual Report on the Conditions of Children in Orange County, the rate of fifth grade students in a healthy fitness zone for body composition (as measured in the California Physical Fitness Test) has decreased, particularly for Hispanics and Pacific Islanders. Only 57% of the fifth grade students have a healthy body composition and rates are even higher in lower income communities, including Santa Ana, Anaheim, Buena Park and La Habra.

Commission actions to date have approved three catalytic program allocations to address obesity prevention:

Funding Allocation/Date	Project	Requested Action	Allocation
Capacity Building November 2012	Discovery Science Center	Approve change in scope.	\$250,000
Round 2 Catalytic March 2012	Nutrition and Fitness - Breastfeeding	Authorize contract.	\$135,000
Round 2 Catalytic March 2012	Nutrition and Fitness – Obesity Prevention	Receive update.	\$325,000

Discovery Science Center

In November 2012, the Commission approved a \$250,000 Capacity Building grant to Discovery Science Center to build out 2,500 square feet of space dedicated for children 0-5 and their

caregivers. The plan approved at that time would have created an exhibit called, *ABC; Learning Through Adventure, Books, and Curiosity*. The hands on learning exhibit was planned to include a reading room, lending library, and traveling exhibits. This dedicated 0-5 programming space was part of Discovery’s overall facility expansion plan to add 40,000 square feet, doubling the current exhibit space. Construction for the expansion is underway and will provide even more hands-on educational programming in support of their core initiatives: Science, Technology, Engineering, Math Proficiency, Environmental Stewardship, Early Learning, and Healthy Living.

The Discovery Science Center has requested that the Commission’s original Capacity Building grant, dedicated to early learning, be refocused to health, nutrition, and sleep for young children. This new plan is aligned with planned uses for surrounding exhibits, creating a series of integrated exhibits focused on obesity prevention and promoting healthy lifestyles.

Commission staff recommends extending the term of the existing grant, and amending the scope of work, to allow for the theme change to healthy lifestyles that integrates the concepts of healthy eating, physical activity and sleep. The conceptual design for the exhibit includes ways children and parents can actively engage in learning about how the food eaten, rest received and physical activity lead to a healthy body and lifestyle. The full exhibit, as conceptualized currently, would exceed the Commission grant amount of \$250,000 but Discovery Science Center in partnership with the Commission staff would work to identify and secure match funding. Staff will return to the Commission in February to provide a budget that includes an implementation plan for the exhibit and an update on matching opportunities. The Discovery Science Center anticipates opening the first phase of the exhibit space in July 2015.

Nutrition and Fitness

The Commission allocated in \$500,000 Round 2 Catalytic Funding to support both breastfeeding and community based nutrition and fitness programs targeting families with children 0-5. At the March 2013 meeting, the Commission approved allocations of a portion of these funds to include:

Project	Scope of Funding Expended	Total Program Allocation	Funding Expended	Funding Available
Nutrition and Fitness - Breastfeeding	Develop recommendations related to increasing breastfeeding rates	\$150,000	\$15,000	\$135,000
Nutrition and Fitness – Obesity Prevention	Continue work of Arlene Turner, Commission’s fitness and nutrition consultant	\$350,000	\$25,000	\$325,000
TOTAL		\$500,000	\$40,000	\$460,000

Breastfeeding Promotion

In March 2012, the Commission approved implementing actions for Round 2 catalytic investments that included an allocation of \$150,000 to promote breastfeeding. The Commission’s investments are designed to increase the percentage of woman who breastfeed and the duration. Breastfeeding promotion has been linked to healthy weight development in young children. In February 2013, a

portion of the funding was allocated to the Orangewood Children's Foundation to facilitate the development of a Breastfeeding Promotion Plan that would build on, and expand the partnerships created by the Bridges Maternal Child Health Network to improve the breastfeeding rate among new mothers in Orange County. In 2013, 62.7% of Orange County women were exclusively breastfeeding at the time of hospital discharge, compared to 64.8% in California (California Department of Public Health). Of Orange County women surveyed, 39.2% were exclusively breastfeeding one month after delivery (Maternal and Infant Health Assessment Survey).

A planning process was conducted with broad-based community participation including representatives from the Orange County Health Care Agency (administrators and Public Health Nurses), Orange County birthing hospitals, non-profit agencies (MOMS Orange County, 2-1-1 OC, Planned Parenthood), Orange County Chapter of the American Academy of Pediatrics, volunteers (Breastfeeding Coalition), Certified Lactation Consultants (International Board Certified Lactation Consultant), CalOptima, WIC programs, Community Perinatal Network and the Hospital Association of Southern California (HASC). The planning process included the following components:

- Research data and review existing promising practices (County, State, Nation)
- Determine what investments have already been made by the Commission and other local organizations
- Identify what could be done to build on existing resources and efforts (leveraging opportunities)
- Engage and gather input from consumers
- Confirm the most promising sustainable strategies for promoting breastfeeding in Orange County with the funds and resources that have been made available to support these efforts

On October 9, [SB 402](#) was signed into law, the first in the nation that requires all perinatal hospitals in California to implement all *Ten Steps to Successful Breastfeeding* as adopted by Baby Friendly USA per the Baby Friendly Hospital Initiative, by January 1, 2025. Hospitals may use alternate guidelines such as the California Department of Public Health [Model Policies](#) or the [Kaiser Permanente Breastfeeding Toolkit](#), but alternate policies must be evidence-based and target specific outcomes. The Community Perinatal Network has formed a Hospital Breastfeeding Consortium to be used as a forum to assist hospital leadership in implementing Ten Steps. The Community Perinatal Networks strong relationship with Orange County hospitals can be used to help bridge hospital inpatient, outpatient, and community breastfeeding efforts.

Project recommendations have been incorporated into the scope of work (Attachment 1) to be implemented by the Community Perinatal Network. The Community Perinatal Network is a 501(C)(3) non-profit organization focused on promoting optimal perinatal care for patients and families. Their efforts are achieved through facilitating communication and coordination among agencies, organizations and providers of perinatal health services. They are currently designated as California's Regional Perinatal Program provider in Orange County. The Regional Perinatal Network has a long standing relationship with both Orange County hospitals and community providers.

Obesity Prevention

The Commission's catalytic investment program funds were designated for a community based fitness and nutrition strategy that has the potential for leveraging matching funds. As reported to the

Commission in October, several of the Commission's current investments provide an opportunity to inform the focus of the nutrition and fitness catalytic investment. These include the work of Dr. Candice Taylor Lucas, University of California, Irvine pediatrician focused on training healthcare professionals, Dr. Patricia Riba's Health Club, and the Commission's fitness and nutrition consultant Arlene Turner. In addition, there are several other initiatives to be considered:

- Bright Futures – The Bright Futures guidelines, endorsed by the American Academy of Pediatrics, are the recommended standard for implementation by medical providers of the Affordable Care Act prevention services related to children. Bright Futures includes Body Mass Index health supervision beginning at 18 months of age.
- Orange County Health Improvement Plan 2014-16 – The comprehensive community assessment was led by the County Public Health Services department. The Plan to improve Orange County's health has four community priorities, one of which is obesity and diabetes, including child and adolescent weight. A governing structure for a Health Improvement Partnerships is being formed. A focus of the Partnership committees is obesity prevention. Commission staff is actively participating in this planning process.
- Orange County United Way – The United Way's FACE 2024 community-wide action plan includes a focus on decreasing childhood obesity from 34.5% to 20%. To this end, a Request for Proposal (RFP) to support programs utilizing promising evidence-based practices to reduce childhood obesity was recently released. It is anticipated that selected nonprofit organizations, cities, schools and community business organizations may have projects with relevance to early childhood.

Commission staff will continue to monitor local progress in these efforts and will return to the Commission in February with a recommendation for a nutrition and fitness investment strategy.

STRATEGIC PLAN & FISCAL SUMMARY:

The reports and recommended actions presented in this staff report have been reviewed in relation to the Commission's Strategic Plan and are consistent with all applicable goals. Funding is included in the Commission's FY 2014/15 budget in the Catalytic Funding budget category.

PRIOR COMMISSION ACTION:

- October 2014 – Received Catalytic status report
- November 2012- Approved Capacity Building grant awards
- March 2012 – Approved implementing actions for Round 2 Catalytic investments
- February 2012 – Approved work plan for Round 2 Catalytic investments

RECOMMENDED ACTIONS:

1. Receive Childhood Obesity Prevention Update and approve amendment to the Discovery Science Center's Capacity Building Grant scope of work.
2. Adopt resolution (Attachment 2) authorizing the Executive Director, or designee, and Commission Counsel to prepare and negotiate Agreement FCI-NF-01 with the Community

Perinatal Network, in an amount not to exceed \$135,000, for a term of 24 months, to implement strategies to promote breastfeeding as specified in Attachment 1.

ATTACHMENTS:

1. Breastfeeding Promotion Plan Scope of Work
2. Resolution authorizing Agreement FCI-NF-01

Contact: Alyce Mastrianni

Round 2 Catalytic Funding: Nutrition and Fitness, Breastfeeding Promotion
Contract # FCI-NF-01

Contractor	Community Perinatal Network a 501©(3) non-profit organization	
Allocation	\$135,000	
Term	January 1, 2015 – December 31, 2016	
Scope Implement strategies that are shown to have a positive impact on breastfeeding initiation, duration, and exclusivity as recommended in the Breastfeeding Promotion Plan submitted to the Commission (September 2013).	Breastfeeding Plan Recommendations	Examples of Proposed Contract Activities
	Facilitate hospital efforts to adopt the “Ten Steps to Successful Breastfeeding” as adopted by the Baby-Friendly USA, per the Baby-Friendly Hospital Initiative	Newly formed Hospital Breastfeeding Consortium will be used as an open forum to assist hospital leadership in implementing the Ten Steps. Key staff from Baby Friendly hospitals will be used as mentors to guide others in the process of successful implementation. By the end of the first year, all OC hospitals will be on the path to Baby Friendly status. Hospitals will be assisted with policy writing that supports the 10 steps, staff/physician education, and promotion of baby friendly activities and consistent messaging/marketing to highlight specific activities on a quarterly basis such as lunch and learn or nursing grand rounds. CEUs for RNs can be provided to encourage participation in hourly educational activities. A list of hospitals and steps completed will be kept in the CPN office. Some money can be used to assist hospitals in educating staff as lactation consultants/educators to act as champions for change on the units?
	Collaborate with obstetricians, pediatricians, family practice physicians, hospitals, businesses (workplaces), and child care providers to integrate promising promotion and education practices / policies, leverage existing resources and efforts	Will use available best practices for breastfeeding support activities in the outpatient setting including Academy of Breastfeeding Medicine outpatient policies as well as relationships hospitals already have with their practicing physicians; outreach will be conducted to initiate baby friendly practices in these settings. The Comprehensive Perinatal Services Program can help facilitate the promotion of patient and provider education. Development of an educational packet for all providers (including nurse practitioners), specific to specialty, to encourage consistent messaging. Will consider feasibility of developing 1-2 baby friendly outpatient clinics.

Scope	Support / fund ongoing administration and coordination of County-wide breastfeeding efforts	A relationship with WIC programs will be leveraged to provide education on Ten Steps to encourage patients to plan on breastfeeding in the hospital and to expect support from hospital staff overcomes the barrier of cultural norms for formula feeding.
	Focus on promising practices that can provide support during the first two weeks of an infant's life when breastfeeding can be most difficult	The Hospital Breastfeeding Consortium will be used as a forum for promotion of baby friendly activities and consistent messaging/marketing to highlight specific activities on a quarterly basis such as lunch and learn or nursing grand rounds and can focus on breastfeeding initiation, duration and exclusivity. CEUs for RNs can be provided to encourage participation in hourly educational activities.
	Highlight benefits of breastfeeding using social marketing and publicize centralized resource via various venues	Development of short marketing messages geared towards breastfeeding promotion prior to and after delivery will be used to encourage mothers interested in weight loss after birth and ongoing health of the newborn/child. Messages can be developed to be added to existing websites such as the county's Healthy Communities Institute web portal. Development of a resource list provided to physicians offices for patient distribution.
	Facilitate access to breastfeeding information and resources, including a centralized point of access	Maintain a website for hospitals to look for information regarding the Ten Steps implementation with resources to assist with each step.
Eligible Expenses	Costs associated with planning and implementation to include: staffing, consultant contracts, training and technical assistance expenses, other direct project expenses and indirect project expenses.	

CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

RESOLUTION NO. ___-14-C&FC

December 3, 2014

A RESOLUTION OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY DIRECTING THE EXECUTIVE DIRECTOR OR DESIGNEE AND COMMISSION COUNSEL TO PREPARE AND NEGOTIATE THE TERMS AND FINAL FORM OF AGREEMENT FCI-NF-01 WITH THE COMMUNITY PERINATAL NETWORK, A 501(C)3 NON-PROFIT ORGANIZATION, TO IMPLEMENT STRATEGIES TO PROMOTE BREASTFEEDING; AND, AUTHORIZING APPROVAL AND EXECUTION OF SUCH AGREEMENT ON BEHALF OF THE COMMISSION

WHEREAS, in order to facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development, the legislature adopted legislation set forth in the California Children and Families Act of 1998, Health and Safety Code Section 130100, *et seq.* (as amended, the “Act”) implementing the Children and Families First Initiative passed by the California electorate in November, 1998 and establishing the California Children and Families Commission and County Children and Families Commissions, including this Children and Families Commission of Orange County (“Commission”); and

WHEREAS, Commission adopted its Strategic Plan to define how funds authorized under the Act and allocated to the Commission should best be used to meet the critical needs of Orange County’s children prenatal to five years of age as codified in the Act; and

WHEREAS, the Executive Director and Commission Counsel have prepared a standard Master Agreement for Services (“Master Agreement”) which was approved by the Commission; and

WHEREAS, Commission desires to enter into agreement FCI-NF-01 ("Agreement") with Community Perinatal Network to implement strategies to promote breastfeeding, in an amount not to exceed \$135,000 for a term of twenty four months beginning on or about January 1, 2015; and

WHEREAS, Commission has reviewed the staff report for the December 3, 2014 Commission meeting relating to the scope of services to be provided and hereby finds and determines that the proposed Agreement is in furtherance of and consistent with the Commission’s Strategic Plan; and

WHEREAS, Commission desires to authorize the Commission Chair to execute the Agreement in an amount not to exceed \$135,000 for a twenty four month period beginning on or about January 1, 2015.

NOW, THEREFORE BE IT RESOLVED BY THE COMMISSIONERS OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY AS FOLLOWS:

Section 1 Commission finds and determines the foregoing Recitals are true and correct and are a substantive part of this Resolution.

Section 2 Commission authorizes the Executive Director, or designee, and Commission Counsel to prepare and negotiate the terms, conditions, and final form of the Agreement with Community Perinatal Network, in an amount not to exceed \$135,000 for a twenty four month period beginning on or about January 1, 2015, as described in the December 3, 2014 staff report for this Agenda item and scope of services referenced therein; and

Section 3 The form of the Agreement with Community Perinatal Network shall be substantially similar to the form of the standard Master Agreement, subject to minor, non-substantive revisions as reviewed and approved by the Executive Director or designee and Commission Counsel. The approval by the Executive Director of the Agreement shall be conclusively evidenced by the execution of such Agreement by the Commission Chair and delivery thereof to the Commission Clerk.

Section 4 Commission hereby approves the Agreement with Community Perinatal Network as specified in the December 3, 2014 staff report for this Agenda Item.

Section 5 The Commission Chair and the Clerk of the Commission are hereby authorized to execute and attest, respectively, the Agreement with Community Perinatal Network on behalf of the Commission.

Section 6 A copy of the final Agreement with Community Perinatal Network when executed by the Commission Chair and attested by the Clerk of the Commission shall be appended hereto as a part of Exhibit A to this Resolution. Exhibit A is hereby fully incorporated as a part of this Resolution by this reference and made a part hereof. The final executed Agreement shall be placed on file in the office of the Clerk of the Commission.

Section 7 In addition to the authorization of Section 2 above, the Executive Director, or designee, is hereby authorized, on behalf of the Commission, (i) to sign all documents necessary and appropriate to carry out and implement the Agreement, (ii) to cause the issuance of warrants, (iii) to administer the Commission's obligations, responsibilities, and duties to be performed under such Agreement, and (iv) during the term thereof to provide waivers, administrative interpretations, and minor modifications of the provisions of such Agreement in the furtherance thereof.

Section 8 The Clerk of the Commission shall certify to the adoption of this Resolution.

The foregoing resolution was passed and adopted by the following vote of the Children and Families Commission of Orange County on December 3, 2014 to wit:

AYES Commissioner(s): _____

NOES Commissioner(s): _____

EXCUSED Commissioner(s): _____

ABSTAINED Commissioner(s): _____

CHAIR

STATE OF CALIFORNIA)
)
COUNTY OF ORANGE)

I, SUSAN NOVAK, Clerk of the Commission of Orange County, California, hereby certify that a copy of this document has been delivered to the Chair of the Commission and that the above and foregoing Resolution was duly and regularly adopted by the Children and Families Commission of Orange County.

IN WITNESS WHEREOF, I have hereto set my hand and seal.

SUSAN NOVAK
Clerk of the Commission, Children and Families Commission of
Orange County, County of Orange, State of California

Resolution No: __-14-C&FC

Agenda Date: December 3, 2014

Item No. __



I certify that the foregoing is a true and correct copy of the Resolution adopted by the

SUSAN NOVAK, Clerk of the Commission

By: _____
Deputy

EXHIBIT A TO RESOLUTION OF COMMISSION

(Attach copy of final executed Agreement FCI-NF-01 with Community Perinatal Network)