



Bobby Jindal  
GOVERNOR

# STATE OF LOUISIANA DEPARTMENT OF HEALTH AND HOSPITALS



## Louisiana Council on Obesity Prevention and Management Meeting Minutes

Thursday January 19, 2012, 10:00 AM – 12:00 PM  
Pennington Biomedical Research Center, Administration Building

### Members and Partners Present:

Donna Betzer (Healthy Lifestyle Choices)  
Berry Burnside (American Heart Association)  
Michael Comeaux (Department of Education)  
Avery Corenswet (Ochsner Health System)  
Jessica Erwin (Pennington Biomedical Research Foundation)  
Peyton Fisher (DHH Diabetes & Obesity Prevention Program)  
Dee Fuchs (Consultant, Baptist Community Ministries)  
Stewart Gordon (Pediatrics, Earl K Long Medical Center-Council Chair)  
Linda Greco (Southeast Dairy Association, Louisiana Dietetic Association)  
Denise Holston (LSU Ag Center- Smart Bodies)  
Jiji Jonas (East Baton Rouge Parish Schools)  
Amy Karam (Health Enrichment)  
Joan Landry (UL Lafayette Center for Child Development)  
Leslie Lewis (OPH-MCH/CSHS Consultant Nutritionist)  
Kate Lolley (Tulane PRC)  
Marisa Marino (DHH Heart Disease & Stroke Program)  
Janie Martin (Louisiana Maternal and Child Health Coalition)  
Barbara Moffett (Louisiana State Nurses Association)  
Taffy Morrison (Slidell Memorial Hospital/Healthy Families Program)  
William Mupo (New Orleans Health Dept)  
Tiffany Netters (DHH Chronic Disease Unit)  
Bill Noonan (Environment & Health Council of Louisiana)  
Karissa Page (Louisiana State Oral Health)  
Ashley Politz (LA AAP)  
Christy Reeves (Blue Cross Blue Shield Foundation/LA 2 Step)  
Vanessa Richard (LSU Student Health Center)  
Pam Romero (DHH/Nutrition-Council Coordinator)  
Liz Scheer (Baptist Community Ministries)  
Trayce Snow (Rapides Foundation)  
Billy Stokes (UL Lafayette Center for Child Development-Picard Center)  
Gayla Strahan (SE LA AHEC)  
Patrick Williams (State Representative)  
Alice Womble (Blue Cross Blue Shield/ LA 2 Step)

### I. Call to Order/Welcome/Introductions

The meeting was called to order by Dr. Stewart Gordon. After attendee introductions, all were reminded of the Council's Mission: *To promote an environment that supports opportunities for all Louisiana residents to make healthy food choices and to be physically active in order to achieve or maintain a healthy weight.*

## II. Presentation: Challenge for a Healthier Louisiana Update

*Christy Reeves, Blue Cross Blue Shield of Louisiana Foundation*

- Challenge for a Healthier Louisiana Grant in partnership with Pennington Biomedical Research foundation was announced on September 14, 2011 at the Childhood Obesity and Public Health Conference.
- There have been statewide informational workshops regarding applying for the grant. The letter of intent was due January 13, 2012. There have been 112 submissions total. The board of directors will award \$10 million in funding to selected projects. Of the submissions 11 multi-region; 14 stateside; 22 from the Baton Rouge area; 5 from the Lafayette area; 1 from the Lake Charles area; 9 from the Monroe area, including Alexandria; 42 from the New Orleans area, including the Northshore; 7 from the Shreveport area and 1 to be determined.
- Grant applications must be cross-cutting and focus on multiple collaborations in the community. Submissions may be based on programs, policies, environmental change, or infrastructure change.
- Next steps include technical assistance workshops that will be state-wide. April 30, 2012 proposals are due and grantees will be announced in July. The expected start date for all projects is September 2012.

*Alice Womble, Blue Cross Blue Shield of Louisiana Foundation (Louisiana 2-Step)*

- 2 Step has a new “app” for smartphones
  - This app includes a calendar with community health events, calorie counter, a place to record daily food intake and activity, and allows you to track your weight and activity goals
- 2 Step is expanding in their classroom materials
  - Focus K-5 population with some middle school material
  - Developing games for My Plate and Fats and Sugars
  - Activity book to track progress

## III. Approval of September 1, 2011 Minutes

## IV. Workgroup Reports

### **Louisiana Action for Healthy Kids (AFHK) Workgroup**

*NAP SACC (Pam Romero)*

- Nutrition and Physical Activity Self Assessments in Child Care (NAP SACC) program has been expanded to 26 child care centers. 13 are receiving intervention and 13 are the control group. Following the study all 26 will implement NAP SACC program. Melinda Sothern from LSU Health Science Center is working on tracking activity data using accelerometers. So far we have

data on 400 children including height and weight baseline data. DCFS, DHH, and DOE are collaborating to implement standards on physical activity and nutrition in childcare centers.

*Action for Healthy Kids and Fuel Up to Play 60 (Linda Greco)*

- March 5<sup>th</sup> or 12<sup>th</sup> there will be an AFHK meeting held at the NFL Saints training facility. This will be similar to a “Share Fair” where people can gather together to share their ideas and information about nutrition and physical activity programs in schools. The idea behind the event is to promote wellness and prevent obesity.
- Fuel Up to Play 60 has given funds to 21 schools, this grant cycle. The total amount schools received was around \$61,000. June 1<sup>st</sup> is the next cutoff date to apply for a grant for your school.
- Fuel Up to Play 60 in partnership with Rotollo’s Pizza hosted a top your pizza contest promoting healthy pizza toppings. Children that entered had to write an essay on why their pizza was healthy. Over 1000 entries were received. In March, Fuel Up to Play 60 will host a state-wide breakfast campaign, encouraging schools to provide breakfast in the classroom to support children receiving a healthy breakfast so they are ready to learn.

*Schools Putting Prevention to Work (SPPW) Grant (Tiffany Netters)*

- Schools Putting Prevention to Work (SPPW) is a grant from the CDC to provide funding for school health advisory councils
- 27 school districts received funding for an 18-month period. The project cycle is now complete: 25 schools successfully completed and 2 dropped out. Looking to the future, DHH hopes to sustain the success of the schools by providing continued support through the Community Transformation Grant (CTG) or through use of other resources.

*NFL Fitnessgram Project (Michael Comeaux)*

- The biggest challenge is having schools report their scores. The Cooper Institute is pushing for schools to input their scores into the system. There needs to be greater communication between schools and Picard Center/DOE.
- Michael will follow up to see if there is a misunderstanding between entering Wellnet data versus Fitnessgram data. Teachers do not want to input the scores twice. Partners will help leverage their resources to see that this issue gets resolved so that the data is available.

## **Advocacy/Policy and Environmental Change Workgroup**

*Campaign for Healthy Kid/Save the Children Project (Berry Trascher)*

- Legislative session this year is from March 12—June 4, 2012.

- Last year, the LA Obesity Council's Policy Workgroup, with the American Heart Association as the fiscal agent, received \$25,000 for advocacy and \$15,000 for lobbying. 2 (Joint Use Agreements and Breastfeeding Support) out of the 3 Obesity Prevention Policy Agenda items were enacted.
- 2012—The Policy Workgroup has \$50,000 for advocacy and \$25,000 for lobbying.
- The Policy Workgroup is developing the 2012 Obesity Prevention Policy Agenda that relates to child care center standards (60 minutes of physical activity, and <60min of screen time) in addition to the implementation of Coordinated School Health. Save the Children will match up to \$1 million in funding with appropriations for further development of Coordinated School Health in Louisiana schools. If you haven't done so, please go to [www.yourethecure.org](http://www.yourethecure.org) and sign up online to receive email updates.

## 2011 Legislative Session Update

### *Act 269 Breastfeeding Initiatives (Elise Lang & Janie Martin)*

- Act 269 was passed during the 2011 Regular legislative session. It requires 10 state buildings to construct at least one suitable room by July 1, 2014 for the exclusive use of women to breastfeed children or express breast milk. There is one room in the Bienville building in Baton Rouge and two in Benson towers in New Orleans.
- The Louisiana Breastfeeding Coalition sent letters to Representative Simon and the director of the Office of State Buildings Mr. William Wilson. We are asking for Representative Simon's assistance in determining the implementation status of ACT 269 by requesting an annual progress report on the legislation from the Office of State Buildings.

### *Act 256 (Joan Landry & Katy Jensen)*

- Act 256 requests the expansion of health-related fitness assessments in schools, which is has been piloted by the Picard Center at UL of Lafayette.
- Since the release of the report in September 2011, there has been an addendum which includes looking at the relationship between cardiovascular fitness and academic scores. A draft copy was handed out at the meeting.
- The Act 256 December Report was written in conjunction with DHH, DOE, Picard Center and Governor's Council on Physical Fitness and Sports. The report asks that the partners mentioned above provide their recommendations moving forward based on the September 2011 Act 256 Report. The recommendations included: Consider expanding the physical fitness assessments from 22 districts to statewide; adding height and weight data to the LINKS system; and providing state matching monies for Medicare reimbursement for coordinated school health programs.
- To access the Act 256 Report and the December Act 256 Report go to: [www.obesityprevention.dhh.la.gov](http://www.obesityprevention.dhh.la.gov)

## **Louisiana Childhood Obesity Research Consortium (LA CORC)**

*LA CORC (Robert Newton could not attend. He sent in an update)*

- LACORC has essentially been inactive for the past 6 months. In order to get back on track, the plan is for us to revitalize the website with postings of information relevant to LACORC (e.g. grant opportunities). In addition, we plan to encourage more member activity through the website. We will provide a forum for participants to present research findings, interesting articles, and other information that will assist LACORC in achieving its mission.

## **Health Education and Awareness Workgroup**

*Pennington Annual Childhood Obesity and Public Health Conference and Report Card (Jessica Erwin)*

- The Louisiana Childhood Obesity Report Card is modeled after the Healthy People 2020 goals. The report card is released annually in conjunction with the annual Childhood Obesity and Public Health Conference. In 2011, 475 people attended the conference held at Pennington in September. The report card committee asked for feedback from the public this year. They received a few dozen submissions of feedback from the public and private sector individuals and corporations.
- This year, 3000 copies of the report card were sent out by mail, thousands were sent through email, and the report is also available online.
- The 2012 Report Card is in the planning phase. Someone raised the question: What about looking at children under the age of 5 this year? Currently data is not available on this age group, but Pennington may look into adding this demographic in the future. The 2012 Report Card will continue to track the progress of the current recommendations as well as provide a letter grade for the state of Louisiana as far as their progress toward accomplishing these goals.

*Behavioral Risk Factor Surveillance System (BRFSS) Report (Pam Romero)*

- Copies of the 2009 BRFSS report were distributed and can also be found online at the CDC or DHH website.
- The graph on page 52 of the report shows the “Percent of Louisiana Adults Obese or Overweight, 1995-2009”. Obesity rates have been on an upward march since 1995. The graph does show a decrease the rate of change during 2005-2009 as compared to 2000-2005 and 1995-2000.

## **Announcements**

- The new Program Manager of the DHH Chronic Disease Unit’s Diabetes and Obesity Prevention Program, Peyton Fisher was introduced. As announced at the September Council meeting DHH is undergoing reorganization and state budget cuts. For the past 5 years, DHH has provided a part-time position through funding from the state-funded Nutrition Services/Obesity Prevention to coordinate the legislatively created LA Obesity Council. The state funding has been cut and Obesity Prevention will be moving from DHH Nutrition Services to the DHH Chronic Disease Prevention and

Control Unit. This move to the Chronic Disease Prevention and Control Unit will provide DHH Obesity Prevention more resources in terms of access to epidemiologists, funding and increased staff members. The Council will be updated as this transition progresses. Pam Romero will continue to represent DHH Nutrition Services on the Council and focus obesity prevention efforts on the WIC, Child Care and School populations as the Nutrition Consultant Coordinator.

- Tiffany Netters, DHH Chronic Disease Unit Director: The Chronic Disease Unit (CDU) will prioritize obesity and tobacco programs and initiatives. In an attempt to streamline efforts, the CDU will develop a Chronic Disease Coalition with four focus areas: schools, worksites, communities, and healthcare. DHH will not support staffing the Obesity Council. Moving forward, Tiffany is happy to talk to those who have questions and concerns about the future of the Obesity Council.
  - Liz Scheer asked to please let the Council know the new DHH organizational chart and where the Obesity Council fits in and what this will look like.
- Pam Romero announced a job opening in the North Louisiana Area with the Alliance for a Healthier Generation.
- Taffy Morrison: Looking at programs related to obesity and the BCBS Challenge Grant applications, it is important to remember to combine efforts in our attempts to encourage healthy eating and increasing physical activity. Collaboration and partnerships are essential to being most effective in implementing/expanding programs and policies.

V. Adjourn

**2012 SCHEDULED MEETING DATES: March 1, June 7, September 6**