

COUNTY OF LOS ANGELES
 PUBLIC HEALTH COMMISSION
 JUNE 28, 2012
 MINUTES

APPROVED

COMMISSIONERS

Michelle Anne Bholat, M.D., M.P.H., Chairperson*
Patrick Dowling, M.D., M.P.H., Vice-Chair**
Waleed W. Shindy, M.D., M.P.H.**
Jean G. Champommier, Ph.D.*

DEPARTMENT OF HEALTH SERVICES REPRESENTATIVE

Jonathan E. Fielding, Director of Public Health and Health Officer***
 Angela Haley, Secretary*
 Public Health Commission

PUBLIC HEALTH COMMISSION ADVISOR

Jonathan E. Freedman, Chief Deputy**
 Public Health

PUBLIC HEALTH COMMISSION YOUTH ADVISOR

Vacant

*Present **Excused *** Absent

TOPIC	DISCUSSION/FINDINGS	RECOMMENDATION/ACTION/ FOLLOW-UP
I. CALL TO ORDER	The meeting was called to order at approximately 10:05 a.m. by Commissioner Champommier at Central Health Center.	Information only.

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II. ANNOUNCEMENTS & INTRODUCTIONS	<i>Introductions of Commissioners and guests were conducted.</i>	<i>Information only.</i>
III. APPROVAL OF MINUTES	<i>The minutes will be approved at the next Commission meeting due to a lack of a quorum.</i>	

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<p>IV. PUBLIC HEALTH REPORT</p>	<p>Carrie Brumfield provided the Commission with a <i>Public Health Report</i> and discussed public health activities since the last report on June 14, 2012.</p> <p>STD Control Plan Update</p> <p>Ms. Brumfield distributed and discussed the update of the Department of Public Health's (DPH) plan to prevent and control Gonorrhea and Chlamydia among young women and their at-risk partners in high impact areas of the Second Supervisorial District (SD2), including unincorporated areas. The update consists of seven key areas:</p> <ul style="list-style-type: none"> • Case Management • Expanded Screening • School Level Programs • Social Marketing • Community Advisory Group/Community Engagement • Public Relations • Administrative Updates 	

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<p>V. CHRONIC DISEASE & INJURY PREVENTION (CDIP)</p>	<p>Dr. Paul Simon, Director, Chronic Disease and Injury Prevention (CDIP), provided the Commission with an update of activities within CDIP. Dr. Simon distributed and discussed the organizational structure for CDIP, and the new units that have been added to CDIP, such as: Sodium Reduction in Communities Program (grant funded), Research and Evaluation, Clinical and Other Preventive Services, Programs and Policy (a new leadership position), Early Childhood Obesity Prevention Program (funded by First 5 LA), Chief of Administration, and two CDC funded projects (Renew and Choose Health LA).</p> <p>Dr. Simon discussed the following slides of trend data:</p> <ul style="list-style-type: none"> • Prevalence of Cigarette Smoking Among Adults (18 years and older), L.A. County (LAC), 1997-2011 • Recent Trends in Smoking Prevalence Among High School Students, LAUSD • Prevalence of Obesity and Diabetes Among Adults in LAC, 1997-2011 • Prevalence of Obesity Among 5th, 7th, and 9th Graders in LAC Public Schools, California Physical Fitness Testing, 1999-2010 • Obesity Prevalence Among 3 and 4 Year Olds in the WIC Program, LAC, 2003-2010 	

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<p>V. CDIP CONTINUED</p>	<p>Dr. Simon indicated that CDIP's net county cost (NCC) is \$2 million per year, and that hasn't change much. Dr. Simon distributed and discussed a graph that displays the grant funding in millions for CDIP.</p> <p>Dr. Simon provided a summary of two grant funded programs.</p> <p><u>RENEW L.A. COUNTY PROGRAM</u></p> <p>The two-year RENEW L.A. County grant was awarded in March 2010 as part of the federal government's \$373 million Communities Putting Prevention to Work initiative, which funded L.A. County with \$15.9 million over a two-year period to implement obesity prevention activities.</p> <p><u>PROJECT TRUST</u></p> <p>Project TRUST implemented a targeted social marketing and public education campaign in L.A. County that targeted priority populations in an effort to reduce tobacco use and initiation, and promote effective smoking cessation services, including the California Smokers' Helpline. Project TRUST also implemented social marketing and public education campaigns to increase public awareness, support, and compliance with smoke-free policies designed to reduce exposure to secondhand smoke in multi-unit housing and public places.</p>	

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V.CDIP CONTINUED	<p>Chairperson Bholat congratulated Dr. Simon and staff on a job well done.</p> <p>Commissioner Champommier asked if DPH is involved with the Wellness Center at General Hospital in terms of the program and planning. Dr. Simon indicated it is part of our community transformation grant and our funding is going to help support some of the initial staffing if needed. In addition, we'll help with a host of volunteer organizations as well.</p> <p>Dr. Tony Kuo, Deputy Director, CDIP, discussed the achievements and impact of division efforts to reduce obesity in L.A. County.</p> <p>Choose Health L.A.!</p> <ul style="list-style-type: none"> • Built Environment: strategies to increase pedestrian activity and biking in the City of Los Angeles, eight other cities, and the unincorporated areas of the county. <p><u>County-wide Initiatives</u></p> <ul style="list-style-type: none"> • Healthy Design Ordinance • County Bike Master Plan 	<p>Chairperson Bholat requested data on racial and ethnic issues regarding obesity and tobacco.</p>

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<p>V. CDIP CONTINUED</p>	<p><u>City Level Initiatives:</u></p> <ul style="list-style-type: none"> • South Bay Bicycle Master Plan • Complete Streets policies in Baldwin Park and Azusa • Lancaster Bike and Trails Master Plan • L.A. City Transit Oriented Development (TOD) & "Streets for People" <p><u>City-Level Strategies to Increase Access to Healthy Foods and Beverages in Cities</u></p> <p>10 cities have passed healthy vending policies:</p> <ul style="list-style-type: none"> • South El Monte • Baldwin Park • La Puente • Pasadena • El Monte • Pico Rivera • Huntington Park • San Fernando • Bell Gardens • Long Beach 	

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<p>V. CDIP CONTINUED</p>	<p><u>Healthy Food Procurement: Develop, adopt, and/or implement healthy food/beverage practices in at least 3 County Departments</u></p> <ul style="list-style-type: none"> • Department of Public Works • Probation Department • Department of Health Services <p><u>County of Los Angeles Board Motion: Passed March 22, 2011</u></p> <ul style="list-style-type: none"> • L.A. County Department of Public Health (DPH) provided technical assistance on drafting language for the board motion. • Since passage of this motion, a DPH food procurement advisory group has been established to continue to guide policy development and implementation of procurement policies. <p>Dr. Kuo also discussed the following charts:</p> <ul style="list-style-type: none"> • Needs Assessment 2009 • Estimated Reach of Food Procurement Strategies in the County of Los Angeles Government 	

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<p>V.CDIP CONTINUED</p>	<p><u>School Nutrition: Strategies to Improve the Nutritional Content of School Meals in at Least 4 School Districts</u></p> <ul style="list-style-type: none"> • Los Angeles Unified School District • Long Beach Unified School District • El Monte Union High School District • ABC Unified School District • Estimated population reached: 850,000 <p><u>Preschool Nutrition and Physical Activity: Implement guidelines to improve nutrition and Increase Physical Activity in at Least 60 Preschools in the LAUP Network</u></p> <ul style="list-style-type: none"> • Estimated population reached: 2,610 <p><u>Breastfeeding: Adopt/implement policies to support breastfeeding in three county hospitals, eight county departments, and two large Private Employers</u></p> <ul style="list-style-type: none"> • Estimated population reached: 18,540 <p><u>Physical Education: Increase teacher capacity to implement existing, evidenced-based Physical Education Requirements at 50-70 Public Schools</u></p> <ul style="list-style-type: none"> • Estimated population reached: 30,050 	

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<p>V.CDIP CONTINUED</p>	<p><u>Joint Use: Adopt joint use agreements in 5 School Districts and Establish Joint use Agreements at 10 Schools in Communities with Few Recreational Venues</u></p> <ul style="list-style-type: none"> • Estimated population reached: 28,000 <p>Media/Communications – Videos to Support Procurement Policies</p> <ul style="list-style-type: none"> • “Salt Shocker” – video series was featured in the L.A. Times • Spoofed by the “Salt Guru” <p>Launch of Choose Health L.A. “sugar pack” campaign: February 27, 2012</p> <ul style="list-style-type: none"> • Transit TV – 30 second sugar video spots, shown 16 times daily, 7 days a week • CBS Outdoor – transit shelters, indoor bus and rail car cards, metro station posters, billboards, and exterior bus and rail cars • Online ads directing to www.choosehealthLA.com 	

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<p>V.CDIP CONTINUED</p>	<p><i>Impressions Since Launch of Choose Health L.A.:</i></p> <ul style="list-style-type: none"> • More than 200 news clips • 15,000 You Tube views • 1.5 million Twitter impressions • 63,000 interactions on Facebook, with application helping to quadruple page "Likes" • 535,000 website hits • Search-Engine Optimized (SEO) press releases have cumulatively generated 30,000 page views, 2,200 clicks and 30,000 clips <p><i>Growing the "Choose Health L.A." Brand</i></p> <ul style="list-style-type: none"> • Will continue to represent obesity prevention efforts of the Department of Public Health, under Community Transformation Grants and other opportunities. • Will continue chronic disease prevention and health promotion messages on ways to eat healthy, move more and live tobacco free. • Will allow community partners and key stakeholders to stay connected through an e-newsletter featuring the latest policies, programs and events. • Forming Community Partnerships to Reduce Sodium Intake 	

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<p>V.CDIP CONTINUED</p>	<p>Dr. Kuo indicated we're beginning to see changes, and discussed the following charts:</p> <ul style="list-style-type: none"> • Nutrition: Key Outcomes – the DPW Experience • Baseline assessment of cafeteria and vending machines using validated food environment scan tools (e.g., adapted NEMS-V) • 6 month follow-up assessment • Key Outcomes: LAUSD (provisional data) • LAUSD: Food Production Records • LAUSD: Plate Waste Study • Baseline Results: Plate Waste Study • Key Outcomes – Choose Health L.A. • Media/Public Education Street Intercept Survey • Dissemination Timelines and Vision – Accountability and documenting impact <p>Commissioner Champommier asked if DPH plans on getting involved with school health clinics. Ms. Aragon indicated she will look into integration of services in the health clinics at LAUSD schools.</p>	

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<p>V.CDIP CONTINUED</p>	<p>Chairperson Bholat stated she hopes in the future to see that behavioral health is implemented in primary care, a model that will work for all partners.</p> <p>The Commission thanked Dr. Simon and staff for an excellent presentation.</p> <p>The meeting adjourned at 11:10 a.m.</p>	