A Collaborative Approach to Improving Child Health

Public Health, Food Security and Nutrition

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Key Public Health Approaches

- Engage Community and Partners in assessing needs and developing strategies
- Focus on upstream drivers of health outcomes
- Emphasize policy, systems and environmental changes
- Address inequities that drive health disparities

Framework for the Essential Services, Core Public Health Functions Steering Committee, 1994
Santa Clara County Household Income, 2017

U.S. Census Bureau; 2017 American Community Survey 1-Year Estimates
Santa Clara County Families Living Under 185% FPL

Santa Clara County Children (0-17 years) Living Under 185% FPL

Children’s Health Improvement Plan

2016-2017 Assessment Priorities:
• Race and Health Equity
• Access to Care & Oral Health
• Developmental Screening
• Early Care and Education
• Food Security
• Housing
• Violence and Bullying Prevention

Food Security Implementation Goals:
• Expand school breakfast, lunch, after-school and summer meal access
• Maintain access to food assistance programs through policy advocacy
• Expand access points for healthy foods for families and youth
Food Security Implementation Goals

Public Health Partnership and Coordination Support

- **Expand school breakfast, lunch, after-school and summer meal access**
  - Schools
  - After school program providers
  - City and County Library, Parks & Rec Programs

- **Maintain access to food assistance programs through policy advocacy**
  - Second Harvest Food Bank
  - Advocacy Organizations
  - Food Assistance Programs

- **Expand access points for healthy foods for families and youth**
  - Clinics
  - Food Pantries
  - Community Based Programs
  - Public Health – Nutrition Education and Obesity Prevention
Example NEOP Strategies for Improved Food Access

- Promotion and incentives for produce purchases at local Farmer’s Markets for CalFresh recipients
- Using the Smarter Lunchroom Movement approach
Public Health Strategies for Healthy Food Access

**NEOP Partner Sites:**
- **Red Dot** = incentive program participating Farmers Markets
- **Green Dot** = Schools participating in smarter lunchroom movement activities and student nutrition action councils (SNACs)
Shifting Focus in Public Health on Food

Nutrition and healthy eating
- Framed as a health behavior independent of other factors
- Addressed through individual or group health education

Access to healthy foods
- Environmental issue including school, neighborhood and retail settings
- Addressed through infrastructure improvements and improving nutritional quality of available choices

Food security
- Systems issue including a complex array of individual and community factors
- Emerging strategies including a focus on the affordability of healthy foods

Improved Health Outcomes
Potential Public Health Roles in Addressing Food Security

• Community Assessment – monitor community food security and nutrition needs
• Convene and Coordinate Partners – Children’s Health Improvement Plan
• Implement Programs – NEOP programming

What role should public health play to address food security in Santa Clara County?

Framework for the Essential Services, Core Public Health Functions Steering Committee, 1994
Great Things Start with Good Health
NEOP: CalFresh Farmer’s Market Promotion Program

CalFresh & Market Match Dollars and Unique Patrons Have All Notably Increased
NEOP: Smarter Lunchroom Movement (SLM)

- Assess using the SLM Scorecard
- Implement changes and promotions
  - Attractive labeling and displays
  - Move healthier items in easy reach
  - Promote foods through taste tests
  - Incorporate lunchroom staff prompts to offer healthy foods

- Support Student Nutrition Advisory Councils (SNACs)
  - Meal of the day posters
  - Catchy Names for foods
  - Youth ambassadors promote healthy foods
NEOP: Smarter Lunchroom Movement (SLM)

Taste Test Impact on Fruit Selection

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<th>Item</th>
<th>School</th>
<th>Amount taken (before)</th>
<th>Amount taken (after)</th>
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<td>Rosemary Elementary</td>
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<td>Castlemont Elementary</td>
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<td>Grapefruit</td>
<td>Rosemary Elementary</td>
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SLM Scorecard Scores

- Average increase among 4 schools with additional services: **+14 points**
- Average increase among all schools: **+10 points**