



March 27, 2014 Health Committee Minutes

Present: Michael Gollub, MD, Heather Nichols, MD, Cindy Reed, Robin Godfrey, Reyna Dominguez, Paris Maloof, Allison Richard, MD, Judy Talbott, Adonna Ebrohani, Letty Alvarez

New members: Paris Maloof-Bury, Heather Nichols and Cindy Reed were introduced

Robin Godfrey gave a brief overview of F5VC's matrix of Obesity Prevention strategies.

The group discussed the challenges of promoting breastfeeding while supporting all parent choices. Paris Maloof-Bury lead a discussion of the importance of not alienating mothers with language that diminishes their parenting, yet ensuring they know that it is clearly the healthiest choice for most babies. It was recognized that language is particularly important when promoting breastfeeding.

The group reviewed specific language around breastfeeding in the Nutrition and Physical Activity Guidelines with the following recommendations:

- Change newborns to children
- Add language about extended breastfeeding
- Add non-judgmental language about formula use (see below)
- Add "into toddlerhood" or language that reflects the benefits of continuing well beyond six months or one year.
- Add "for moms who are formula feeding, please follow their healthcare provider's recommendations for formula use."
- Under dietary guidelines for milk add:
 - Breast milk or formula
 - Whole milk (it was noted that these guidelines may change soon)
 - 2 and up 1%, non-fat, breast milk

F5VC staff agreed to wordsmith committee recommendations, ensure alignment with APA and WHO recommendations, and return to committee for review. Changes will ultimately go to the F5VC Commission for approval.

The group also reviewed the parent nutrition handout with the following recommendations on combining categories and moving content.

Parent Handout Recommendations

- Move Breast is Best for Infants to top
- Breast milk is the ideal food for babies
- Continued breastfeeding, with appropriate solid foods is beneficial into toddlerhood
- Using formula? Follow your pediatrician's recommendations
- Cow's milk/milk alternatives are not a substitute for breast milk or formula

Cindy Reed provided an overview of nutrition education strategies at Neighborhoods for Learning. Her staff is conducting a community scan of nutrition education trainings so that we can leverage existing outreach programs and identify areas most in need of this service. F5VC is providing Healthy Kids Bags with resources from The Dairy Council, Chop-Chop Magazine, health-oriented children's books and 5-2-1-0/MyPlate information.

Commissioner Gollub emphasized the need to assess the quality of program content in nutrition education programs. Commissioner Dominguez added that F5VC evaluation will help ensure that outcomes are met, and that self-assessments conducted by Public Health staff managing the program can help ensure quality.

Dr. Gollub led a discussion on the importance of prenatal outreach as a way to reduce early obesity and other chronic disease. Dr. Richard shared the challenges in changing adult behavior, even when health consequences are clear. Robin Godfrey informed the group that F5VC would be convening a group to look at the prenatal years and Ventura County gaps.

Don McNeill shared the importance of outreach and communication to inform mothers about the benefits of breastfeeding and to increase breastfeeding rates. Recommendations included website, social media and campaign-based outreach.