**DNPAO Seminar Series**

**SPAN, HOP, REACH – Five-Year Impact and Stories from State and Local Efforts**

February 29, 2024

00:00:04:15 - 00:00:05:23

Hi. Good afternoon.

00:00:05:23 - 00:00:06:14

Good morning.

00:00:06:14 - 00:00:09:10

Welcome to the DNPAO Seminar Series.

00:00:09:10 - 00:00:12:10

Super excited for the seminar that we have

for you all today.

00:00:12:12 - 00:00:15:08

It's going to focus

on the five year impact and some stories

00:00:15:08 - 00:00:18:18

from the field from our State

Physical Activity Nutrition program,

00:00:18:18 - 00:00:22:14

our High Obesity Program, and our Racial

and Ethnic Approaches to Community Health.

00:00:22:15 - 00:00:25:08

So thank you so much for joining.

00:00:25:08 - 00:00:26:06

I'm Janelle Gunn.

00:00:26:06 - 00:00:29:10

I serve as the Associate Director for

Policy Partnerships and Communications.

00:00:29:10 - 00:00:32:20

And today I serve as your moderator

for our seminar series.

00:00:32:21 - 00:00:34:19

So really glad to have you with us.

00:00:34:19 - 00:00:37:19

Just a few housekeeping things

for using this platform.

00:00:37:19 - 00:00:39:16

All of your lines are muted.

00:00:39:16 - 00:00:40:21

We do want to hear from you.

00:00:40:21 - 00:00:44:13

So if you have questions go ahead

and type them in the Q&A chat box.

00:00:45:05 - 00:00:46:02

We'll get to those

00:00:46:02 - 00:00:49:19

at the end of the seminar today

but feel free to enter them at any time.

00:00:50:04 - 00:00:52:05

Also, the seminar is being recorded.

00:00:52:05 - 00:00:56:08

This will be available later

for playback on our website.

00:00:57:05 - 00:01:00:18

So I'm super thrilled about the seminar

that we have today

00:01:00:18 - 00:01:04:06

and the great stories

that we have to share with you all today.

00:01:04:07 - 00:01:07:06

So we have an all star lineup

of presenters.

00:01:07:06 - 00:01:08:19

First, we have Terry O’Toole.

00:01:08:19 - 00:01:12:21

He serves as our Chief for the Program

Development and Evaluation branch

00:01:12:21 - 00:01:16:10

in CDC's Division of Nutrition,

Physical Activity and Obesity,

00:01:16:19 - 00:01:17:21

which is commonly called DNPAO.

00:01:17:21 - 00:01:23:02

He provides leadership and subject matter

expertise to state and community based

00:01:23:02 - 00:01:27:03

programs, national partners,

and health organization focused on program

00:01:27:03 - 00:01:31:04

efforts to promote good nutrition,

physical activity and obesity.

00:01:32:12 - 00:01:34:05

Next, we have Anu Pejavara.

00:01:34:05 - 00:01:38:04

She serves as our Program Evaluation

Team Lead and in this

00:01:38:18 - 00:01:42:16

role, she’s the lead for program

evaluation for the division.

00:01:42:18 - 00:01:45:23

She and her team guide

83 state and community recipients

00:01:45:23 - 00:01:49:07

to evaluate policy, systems,

and environmental change

00:01:49:07 - 00:01:52:21

strategies to improve physical activity

and nutrition environments.

00:01:53:05 - 00:01:56:18

Her utilization-focused approach

allows evaluations to be grounded

00:01:56:18 - 00:02:00:08

in community context and be used

for data-driven decision making.

00:02:00:11 - 00:02:02:19

You're going to hear more about that

today.

00:02:02:19 - 00:02:05:07

Next we have Kathryn Bernstein.

00:02:05:07 - 00:02:08:04

She's the Program Director

for Food Systems and Nutrition

00:02:08:04 - 00:02:11:04

Policy

with the Illinois Public Health Institute.

00:02:11:08 - 00:02:13:18

In this role,

00:02:13:18 - 00:02:16:22

she works to increase access

to nourishing foods in workplaces

00:02:16:22 - 00:02:21:23

and community spaces by managing the Food

Service Guidelines strategy of the prior

00:02:21:23 - 00:02:25:07

CDC State Physical Activity and Nutrition

Cooperative Agreement.

00:02:25:23 - 00:02:29:00

Kathryn is also involved in food systems,

legislative policy

00:02:29:06 - 00:02:31:01

and coalition development initiatives.

00:02:32:09 - 00:02:34:07

She'll be followed by Yolanda Pruitt.

00:02:34:07 - 00:02:35:20

She serves as a Program Manager

00:02:35:20 - 00:02:39:02

for Mississippi State University,

the High Obesity Program there.

00:02:39:20 - 00:02:42:13

She served as that program manager.

00:02:42:13 - 00:02:46:07

And there they also call their project AIM

for CHangE

00:02:47:00 - 00:02:50:16

through this partnership

with Mississippi State Extension.

00:02:50:16 - 00:02:53:15

She enjoys coalition

building and community engagement

00:02:53:15 - 00:02:57:14

in rural communities and credits her

experience and associated leadership role

00:02:58:10 - 00:03:02:01

there as giving her a solid foundation

for her public health career.

00:03:03:02 - 00:03:05:00

And then next we'll have Mikayla Hill.

00:03:05:00 - 00:03:09:14

She's the Nutrition Health

Promotion, for Multnomah County

00:03:09:14 - 00:03:13:01

REACH, the Racial and Ethnic Approaches

to Community Health program there.

00:03:13:08 - 00:03:17:09

In her role as Specialist,

she has partnered with over 20

00:03:17:12 - 00:03:21:02

community organizations

and has a team that addresses food access

00:03:21:02 - 00:03:23:00

barriers and affordability concerns

00:03:23:00 - 00:03:26:07

among Black and African immigrant

and refugee communities.

00:03:26:20 - 00:03:27:21

She is also involved

00:03:27:21 - 00:03:31:23

in advancing food policy and system

change to influence the institutions

00:03:32:07 - 00:03:36:19

and strategies that shape the way we eat

and our long term health outcomes.

00:03:37:01 - 00:03:40:01

So, as you can see, we have an awesome

panel for you all today.

00:03:40:09 - 00:03:42:06

So here's our plan for the next hour.

00:03:42:06 - 00:03:45:06

We're going to hear

about the Five Year Impact

00:03:45:16 - 00:03:47:23

for the SPAN, HOP, and REACH programs.

00:03:47:23 - 00:03:49:13

And we'll hear from the Illinois

00:03:49:13 - 00:03:52:19

SPAN program and their some of their work

in food service guidelines.

00:03:53:11 - 00:03:56:11

It'll be followed by Physical Activity

Through Community Design

00:03:56:20 - 00:03:59:20

from the Mississippi State University

HOP program.

00:04:00:06 - 00:04:04:00

And then we will have the REACHing

the Black and African Community,

00:04:04:05 - 00:04:07:05

Expanding Culturally specific

Breastfeeding Services,

00:04:07:10 - 00:04:10:10

focused on the work of Multnomah

County REACH.

00:04:10:17 - 00:04:12:07

Lastly, we will close with Q&A.

00:04:12:07 - 00:04:15:07

So another reminder to go ahead

and submit your questions

00:04:15:11 - 00:04:16:22

throughout the presentations today.

00:04:17:24 - 00:04:18:08

All right.

00:04:18:08 - 00:04:21:00

I'm pleased to hand it over

to my colleagues Terry and Anu.

00:04:21:00 - 00:04:22:12

Terry.

00:04:22:12 - 00:04:23:18

Thank you Janelle.

00:04:23:18 - 00:04:25:19

Hello everyone.

00:04:25:19 - 00:04:29:01

I’m Terry O’Toole

and I lead our DNPAO program

00:04:29:06 - 00:04:32:06

and evaluation

efforts to translate what we know

00:04:32:06 - 00:04:35:16

works into public health strategies

that can build a nation

00:04:35:16 - 00:04:40:13

where everyone can easily access

nutritious foods and lead active lives.

00:04:41:06 - 00:04:44:22

However, more than half of Americans

live with at least one

00:04:44:22 - 00:04:48:05

chronic disease, such as heart disease,

diabetes, or obesity.

00:04:48:17 - 00:04:52:00

And we know that chronic diseases

are the leading causes of death

00:04:52:00 - 00:04:56:12

and disability, drivers of health care

costs, and lower worker productivity.

00:04:56:24 - 00:05:00:19

And the two main risk factors

for chronic disease include inadequate

00:05:01:02 - 00:05:04:02

physical activity and poor nutrition.

00:05:04:13 - 00:05:07:16

So adequately addressing

these risk factors needs to consider

00:05:08:01 - 00:05:11:07

long standing inequities, factors

that influence health

00:05:11:21 - 00:05:14:21

and leveraging partnerships

with federal, state, and local

00:05:14:21 - 00:05:17:21

public health agencies

and non-governmental organizations,

00:05:17:23 - 00:05:21:02

as well as education, transportation,

agriculture,

00:05:21:03 - 00:05:24:05

housing and health care sectors

and settings.

00:05:25:00 - 00:05:27:06

This next slide

00:05:27:06 - 00:05:30:19

depicts our DNPAO leadership

and how we are organized

00:05:30:19 - 00:05:35:02

to achieve our mission to support healthy

eating and active living for all people

00:05:35:13 - 00:05:38:13

by advancing public health strategies

that work.

00:05:38:19 - 00:05:42:12

We have an amazing team of public health

professionals across DNPAO

00:05:42:12 - 00:05:45:22

and we know what works to build

healthier communities.

00:05:46:09 - 00:05:50:24

And DNPAO uses information from research

studies, recommendations from expert

00:05:50:24 - 00:05:56:14

bodies, and practice based experiences

to determine what works best

00:05:57:11 - 00:06:00:23

and what public health actions

are feasible and impactful.

00:06:01:18 - 00:06:04:18

DNPAO has identified and prioritized

00:06:04:18 - 00:06:08:22

five population

focused public health actions

00:06:09:03 - 00:06:13:01

to reduce chronic disease through improved

physical activity and nutrition.

00:06:13:10 - 00:06:15:13

Number one, being physically active

00:06:15:13 - 00:06:19:08

is one of the most important things

people can do to improve their health.

00:06:19:15 - 00:06:23:20

And DNPAO provides funding and technical

assistance to help states and communities

00:06:24:01 - 00:06:28:24

make physical activity safe and accessible

through a variety of activities such as

00:06:29:03 - 00:06:33:18

complete streets policies, and supporting

safe routes to schools and parks.

00:06:34:06 - 00:06:39:01

Number two, actions that, that work

to make healthy food choices available

00:06:39:01 - 00:06:43:05

include healthy food guidelines

and procurement policies where food is

00:06:43:05 - 00:06:46:24

offered, served and sold,

and increasing access

00:06:46:24 - 00:06:50:23

to fruit and vegetable voucher incentive

and produce prescription programs.

00:06:51:19 - 00:06:56:05

Number three, states and communities

can enhance maternity care practices

00:06:56:05 - 00:06:59:05

at hospitals

to support the start for breastfeeding

00:06:59:05 - 00:07:03:04

and after leaving maternity

care settings can promote access

00:07:03:09 - 00:07:06:10

to culturally tailored

breastfeeding support in the workplace

00:07:06:10 - 00:07:09:14

and community

to help sustain breastfeeding.

00:07:10:13 - 00:07:12:03

And number four,

00:07:12:03 - 00:07:17:11

DNPAO provides funding and technical

assistance to state and local recipients

00:07:17:11 - 00:07:21:04

to develop action plans

that can use system and policy levers

00:07:21:09 - 00:07:25:01

to improve nutrition, physical activity

and breastfeeding environments

00:07:25:07 - 00:07:28:07

in early care and education facilities.

00:07:29:00 - 00:07:30:22

And number five,

00:07:30:22 - 00:07:33:18

DNPAO provides

funding and technical assistance

00:07:33:18 - 00:07:36:06

to states and communities

to make it easier for families

00:07:36:06 - 00:07:40:17

who need access to CDC recognized family

healthy weight programs

00:07:41:00 - 00:07:45:07

proven to support

healthy growth and reduce chronic disease.

00:07:46:12 - 00:07:51:03

At DNPAO, we know that state and local

health agencies need focused,

00:07:51:03 - 00:07:55:23

resources and specific expertise to tailor

and implement these actions at work.

00:07:56:10 - 00:08:00:00

It also takes essential and specialized

staff, including physical activity

00:08:00:00 - 00:08:03:21

specialists, public health

nutritionists, program evaluators,

00:08:04:10 - 00:08:07:20

policy experts,

communication experts, epidemiology,

00:08:07:20 - 00:08:12:00

epidemiology and operational support,

as well as a dedicated project manager.

00:08:12:16 - 00:08:16:15

And over the last five years, DNPAO

provided funding and technical assistance

00:08:16:15 - 00:08:21:11

to 16 states, 15 land grant institutions

and 40 organizations to implement

00:08:21:11 - 00:08:25:01

what we know works through our SPAN, HOP,

and REACH public health programs.

00:08:25:20 - 00:08:28:05

Please refer to the link

just in the chat there

00:08:28:05 - 00:08:31:05

depicting our current round of recipients.

00:08:31:11 - 00:08:35:10

And I'll just close my comments today

by sharing two key takeaways

00:08:35:12 - 00:08:38:13

from what we know about our work

to reduce chronic

00:08:38:13 - 00:08:41:18

disease through improved nutrition

and physical activity.

00:08:42:09 - 00:08:43:02

Number one,

00:08:44:01 - 00:08:46:24

our supply is not even close to meeting

the demand.

00:08:46:24 - 00:08:49:16

That is DNPAO resources

00:08:49:16 - 00:08:53:09

equivalent to $0.31 per investment

per American per year

00:08:53:10 - 00:08:58:05

maybe unlikely to prevent at-risk

Americans nor

00:08:58:12 - 00:09:02:05

reduce the racial and ethnic disparities

in the national burden of obesity.

00:09:02:11 - 00:09:06:22

And number two, when we do fund states

and communities to implement what works,

00:09:07:23 - 00:09:10:15

they are incredibly successful.

00:09:10:15 - 00:09:13:04

You'll hear about that more and I'm

pleased to turn it over to my colleague,

00:09:13:04 - 00:09:16:04

Anu Pejavara and our friends

from Illinois, Mississippi, and Oregon

00:09:16:07 - 00:09:19:19

Who'll share more highlights on the impact

of our SPAN, REACH, and HOP programs.

00:09:21:14 - 00:09:22:00

Great.

00:09:22:00 - 00:09:23:24

Thank you. Terry.

00:09:23:24 - 00:09:24:17

Appreciate it.

00:09:24:17 - 00:09:27:08

What a privilege for me

to be with you all today.

00:09:27:08 - 00:09:30:06

My name is Anu Pejavara

and I lead our division’s program

00:09:30:06 - 00:09:34:14

evaluation efforts for this work, as Terry

mentioned, and I get the great honor

00:09:34:20 - 00:09:38:19

today of sharing the collective impact

made by SPAN, REACH,

00:09:38:19 - 00:09:43:03

and HOP recipients

over the five years of 2018 to 2023.

00:09:43:12 - 00:09:47:24

These 71 state and community partners

demonstrated

00:09:47:24 - 00:09:52:10

such a commitment to making a difference

in our country's efforts to improve places

00:09:52:18 - 00:09:55:23

and to ultimately, ultimately

make the healthy choice the easy choice.

00:09:56:07 - 00:10:00:06

Honestly, we have been truly wowed by them

and so I am proud

00:10:00:06 - 00:10:03:00

and honored that I get to share

a little bit of their work.

00:10:03:00 - 00:10:06:01

So what I'm going to do

is I'll start by describing our approach

00:10:06:01 - 00:10:09:21

to the evaluation design,

and then share the findings with you.

00:10:10:18 - 00:10:14:18

So the first purpose of our evaluation

design was to demonstrate accountability

00:10:14:18 - 00:10:15:19

for this funding.

00:10:15:19 - 00:10:19:16

So what this looked like

was it rolling up the data and sharing it

00:10:19:16 - 00:10:21:05

internally and externally.

00:10:21:05 - 00:10:25:11

So each program year what we did over

the past five years is we disseminated

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mid-progress findings to CDC leadership,

to our recipient partners

00:10:30:24 - 00:10:34:09

that were doing this work out in the field

and other key partners.

00:10:35:03 - 00:10:40:00

The second purpose was to collect

and analyze evaluation data to ensure

00:10:40:00 - 00:10:44:11

we were providing high quality technical

assistance and guidance to our recipients.

00:10:44:19 - 00:10:48:12

So over the five years, what we did,

there were so many instances actually,

00:10:48:12 - 00:10:52:22

where the data really helped illuminate

gaps and opportunities that we were

00:10:52:22 - 00:10:57:07

then able to address in real time

to improve the quality of programs.

00:10:57:23 - 00:11:01:10

And thirdly, we wanted to use evaluation

findings to help advance

00:11:01:10 - 00:11:05:05

the fields of nutrition, physical activity

and obesity prevention.

00:11:05:15 - 00:11:08:24

You know, what's really exciting is

although it wasn't even a requirement

00:11:08:24 - 00:11:12:15

of these cooperative agreements,

more than half of our SPAN, REACH,

00:11:12:15 - 00:11:16:11

and HOP recipients published peer

reviewed articles in journals

00:11:16:11 - 00:11:20:04

describing and showcasing their work,

which was just so exciting to see.

00:11:21:04 - 00:11:24:04

So we had several

principles that were kind of our true

00:11:24:04 - 00:11:27:10

north

and guided us in our evaluation design.

00:11:27:24 - 00:11:31:05

First, as I mentioned,

we made a commitment to routine data

00:11:31:05 - 00:11:34:20

collection and dissemination

so that we could make timely decisions

00:11:35:02 - 00:11:37:00

along the way of the cooperative agreement

00:11:37:00 - 00:11:40:00

instead of waiting

until after it was done.

00:11:40:04 - 00:11:43:04

As a second principle

we used was transparency.

00:11:43:13 - 00:11:47:01

We heard from recipients in the past

that there were times, sometimes

00:11:47:01 - 00:11:49:19

when they reported their data to CDC

and they were unsure

00:11:49:19 - 00:11:52:16

of what happened to it

or how those data were used.

00:11:52:16 - 00:11:55:24

We aim to be transparent with recipients

every step of the way.

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We pulled back

the curtain and openly shared the details

00:11:59:09 - 00:12:02:16

of our review, validation

and data cleaning process.

00:12:02:23 - 00:12:06:07

And then we made a commitment

to hold an annual webinar

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where we shared their findings

back to them,

00:12:09:17 - 00:12:12:17

back to the recipients,

and we shared it by strategy,

00:12:12:19 - 00:12:15:19

by cooperative agreement,

and by the full portfolio.

00:12:16:06 - 00:12:18:22

And, you know, it was really great to hear

after these presentations

00:12:18:22 - 00:12:21:23

that we did each year,

many recipients would reach out to us

00:12:21:23 - 00:12:25:13

and say how much they appreciated

seeing how their work contributed

00:12:25:13 - 00:12:28:13

to this overall collective mission

that we were on.

00:12:28:13 - 00:12:31:13

In fact, that's basically

what we're doing here with you all today.

00:12:31:15 - 00:12:33:03

So I'm sharing first

00:12:33:03 - 00:12:36:17

the high level findings of the full

portfolio of 71 recipients.

00:12:36:22 - 00:12:40:02

And then the three recipient partners

that are going to share after me.

00:12:40:05 - 00:12:43:09

They'll share how their work

was part of that overall success.

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So the third

00:12:45:11 - 00:12:48:14

principle you see here is usability.

00:12:48:14 - 00:12:51:14

We really thought a lot about that

when designing our evaluation.

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For each component of the evaluation,

we were really clear

00:12:54:17 - 00:12:57:17

on how the data would be interpreted

and used.

00:12:57:24 - 00:13:01:14

Simply put, if we didn't intend to do

something with it, we didn't collect it.

00:13:03:00 - 00:13:04:20

Fourth, we co-created

00:13:04:20 - 00:13:07:20

our evaluation design

in partnership with recipients.

00:13:08:03 - 00:13:08:24

We would first,

00:13:08:24 - 00:13:13:06

we first drafted some guidance internally,

and then we would ground truth it

00:13:13:11 - 00:13:17:06

by asking our recipients

about the feasibility of that work.

00:13:17:13 - 00:13:19:16

Was this relevant to their context?

00:13:19:16 - 00:13:22:22

Would this create an undue burden on them

for this reporting?

00:13:22:22 - 00:13:26:13

So we asked this question so that

they could be involved in the design.

00:13:27:10 - 00:13:30:23

And finally,

we all here know that context matters.

00:13:31:05 - 00:13:33:24

What recipients do in their states

and communities is driven

00:13:33:24 - 00:13:37:01

by the needs

of their specific priority populations,

00:13:37:07 - 00:13:40:07

and they tailor their approaches

to meet those needs.

00:13:40:08 - 00:13:43:20

We tried to build a mixture of evaluation

reporting that allowed

00:13:43:20 - 00:13:48:15

for rolling up the data to tell this

portfolio level story, while also allowing

00:13:48:15 - 00:13:53:00

recipients to describe and showcase

the unique context of their programs.

00:13:54:00 - 00:13:55:12

So we spent a couple minutes here

00:13:55:12 - 00:13:58:12

just talking about the purposes

and principles of our design.

00:13:58:17 - 00:14:02:19

Now let's discuss how we collected this

information and what we found from it.

00:14:03:06 - 00:14:06:15

So we used a mixed methods approach

in our evaluation design.

00:14:07:02 - 00:14:10:14

Today I'll highlight three portions

of our evaluation data collection.

00:14:10:21 - 00:14:13:17

We'll start with the first

which was a qualitative method.

00:14:13:17 - 00:14:16:17

And then later I'll discuss

the two quantitative methods.

00:14:16:22 - 00:14:19:22

So starting here

you see contextual questions mentioned.

00:14:20:04 - 00:14:23:21

Each year we asked recipients a few open

ended questions and their evaluation

00:14:23:21 - 00:14:28:02

reports that gave them an opportunity

to share their unique context with us

00:14:28:07 - 00:14:32:04

and informed how we approached the work

or what how what the work meant to them.

00:14:32:19 - 00:14:36:20

So allow me to share just a few themes

and quotes from the final years’

00:14:36:20 - 00:14:40:24

reports of recipients to help explain

a little bit more about what

00:14:40:24 - 00:14:44:10

this work meant to them,

how they use their evaluation data,

00:14:44:10 - 00:14:47:13

and how this has made an impact on them

in their communities.

00:14:48:04 - 00:14:53:01

So one theme that emerged when reviewing

these reports was how SPAN, REACH, or HOP

00:14:53:14 - 00:14:58:05

helped recipients to develop partnerships

and expand and foster

00:14:58:05 - 00:15:01:05

the ones they already had to advance

this work.

00:15:01:07 - 00:15:04:08

And importantly, in this example quote,

you can see that

00:15:04:08 - 00:15:07:12

these partnerships

help them reach priority populations,

00:15:08:06 - 00:15:12:01

many of whom are often the most vulnerable

and underserved in our country.

00:15:12:13 - 00:15:16:03

And this work and these partnerships

helped them optimize the limited

00:15:16:03 - 00:15:20:08

resources, dedicate to physical activity,

nutrition and breastfeeding.

00:15:21:13 - 00:15:24:22

We know that the evidence-based actions

that Terry mentioned earlier

00:15:24:22 - 00:15:28:07

are most effective

when they can be tailored to the needs

00:15:28:07 - 00:15:31:12

of priority populations

or community context.

00:15:32:03 - 00:15:35:20

A theme that arose from our recipients

narratives was how much they appreciated

00:15:35:20 - 00:15:40:05

the opportunity to make their work

responsive to their communities’ needs,

00:15:40:17 - 00:15:42:09

assets, and cultures.

00:15:42:09 - 00:15:46:08

Instead of applying a

one size fits all approach.

00:15:47:10 - 00:15:50:12

As I mentioned earlier,

we sought to make our evaluation

00:15:50:12 - 00:15:54:08

reporting very usable

not only for us, but for recipients.

00:15:54:16 - 00:15:57:18

Many recipients noted the numerous ways

they were able

00:15:57:18 - 00:16:00:20

to use evaluation reporting for themselves

and for their partners.

00:16:01:01 - 00:16:03:15

Let me just highlight

two themes about that.

00:16:03:15 - 00:16:05:24

One was related to using evaluation data

00:16:05:24 - 00:16:08:24

in real time for continuous program

improvement.

00:16:09:12 - 00:16:13:16

In this example quote, the recipient

modified a breastfeeding certification

00:16:13:19 - 00:16:18:14

program goals to better address structural

barriers following evaluation data.

00:16:19:17 - 00:16:21:14

Other recipients noted that evaluation

00:16:21:14 - 00:16:25:05

data help them realize certain priority

populations were not being reached,

00:16:25:13 - 00:16:28:13

or certain program

goals were not being achieved.

00:16:29:05 - 00:16:31:21

The other way

recipients used evaluation data

00:16:31:21 - 00:16:36:00

was when putting together applications

for additional or future funding.

00:16:36:17 - 00:16:39:06

This recipient said

that potential funding partners

00:16:39:06 - 00:16:42:07

are more inclined to provide

financial support when they receive

00:16:42:13 - 00:16:45:13

concrete evidence

of the impact of a program.

00:16:45:18 - 00:16:49:10

They felt their programs are strength,

are strengthened with evaluation data,

00:16:49:17 - 00:16:52:23

providing, quote, a powerful advocacy tool

00:16:52:23 - 00:16:56:06

when making the case for continued support

and expansion.

00:16:57:09 - 00:16:59:18

Other recipients noted

that these data were critical

00:16:59:18 - 00:17:02:22

in demonstrating readiness

to implement new programs,

00:17:03:03 - 00:17:06:16

or by highlighting the leveraged funds

they had already secured.

00:17:06:23 - 00:17:09:13

They could showcase

that they have a proven track record

00:17:09:13 - 00:17:12:19

of using outside resources

to enhance program activities.

00:17:13:22 - 00:17:17:00

So that was just a few snippets

from evaluation reports.

00:17:17:01 - 00:17:20:14

Now let's shift to talking about

the two quantitative data sets we have.

00:17:20:20 - 00:17:23:20

We'll start

we'll start with leveraged funds.

00:17:24:01 - 00:17:28:07

So the way we define leveraged

funds are the financial representation

00:17:28:07 - 00:17:31:21

of resources, goods or services

from a source other than DNPAO.

00:17:31:21 - 00:17:36:07

We know that securing leveraged funds

can amplify

00:17:36:19 - 00:17:40:22

current program efforts

and help establish a foundation to sustain

00:17:41:01 - 00:17:44:03

future efforts

beyond the current funding period.

00:17:44:17 - 00:17:48:23

Tracking and reporting leveraged funds

can help communicate the value of SPAN,

00:17:48:23 - 00:17:53:09

REACH, or HOP efforts to decision makers,

partners, and community members.

00:17:53:10 - 00:17:57:14

And this works really great

for both the recipient as well as for CDC.

00:17:58:06 - 00:18:03:00

So not only did SPAN, REACH, and HOP

recipients use their federal resources

00:18:03:00 - 00:18:06:13

effectively and efficiently,

they collaborated with partners

00:18:06:13 - 00:18:12:16

to leverage an additional $400 million

to amplify their funding strategies

00:18:12:16 - 00:18:16:04

and help sustain

their programs beyond the funding period.

00:18:16:21 - 00:18:20:10

On this slide, you can see the breakdown

of the amount of leverage funds

00:18:20:10 - 00:18:24:18

by cooperative agreement and the number

of recipients per cooperative agreement.

00:18:25:02 - 00:18:27:17

So just to highlight

a couple of notes about that.

00:18:27:17 - 00:18:31:11

So the SPAN program,

which primarily represented statewide

00:18:31:11 - 00:18:35:06

entities such as state health

departments, had the ability to leverage

00:18:35:06 - 00:18:39:18

more dollars from other federal resources

or from state budgets,

00:18:39:18 - 00:18:43:24

which lend led to a greater total

relative to the number of recipients.

00:18:44:06 - 00:18:46:24

So, for example, state health departments

were able to collaborate

00:18:46:24 - 00:18:50:07

on and get resources

from other state level entities

00:18:50:12 - 00:18:54:22

such as the Department of Transportation,

Departments of Natural Resources,

00:18:55:05 - 00:18:58:24

maternal and child

health programs, and university systems.

00:18:59:19 - 00:19:03:00

And just to demonstrate the contrast,

HOP recipients

00:19:03:07 - 00:19:07:01

had an expectedly lower overall

total of leveraged funds

00:19:07:07 - 00:19:10:24

due to working in primarily

rural communities with smaller populations

00:19:10:24 - 00:19:13:06

and for and fewer resources.

00:19:13:06 - 00:19:17:02

But really across the board,

we saw incredible

00:19:17:02 - 00:19:18:20

amount of funds, leveraged,

00:19:18:20 - 00:19:22:12

and the recipients’ ability to

successfully do this from various sources

00:19:22:21 - 00:19:25:23

really suggests that this work in policy

systems

00:19:25:23 - 00:19:28:23

and environmental approaches

could really be sustainable.

00:19:29:22 - 00:19:32:00

Finally, let's share the impact recipients

00:19:32:00 - 00:19:35:10

demonstrated via their annual performance

measure reporting.

00:19:36:00 - 00:19:39:06

Our performance measures

quantify the number of settings

00:19:39:06 - 00:19:42:16

that provide increased access

to opportunities to make healthy choices,

00:19:42:24 - 00:19:46:02

and the number of people

potentially reached through those efforts.

00:19:46:14 - 00:19:48:06

Places and people.

00:19:48:06 - 00:19:51:09

We honestly, we have more data

than we have time to cover today.

00:19:51:09 - 00:19:53:10

So we're just going to share

the impact recipients

00:19:53:10 - 00:19:56:17

made on people

through their five year efforts.

00:19:57:10 - 00:20:01:22

So allow me to walk through these circles

one by one starting from the top left.

00:20:02:05 - 00:20:05:23

Let's start with the physical activity

strategy, which is in impacting

00:20:05:23 - 00:20:09:00

a whopping 28 million people.

00:20:09:13 - 00:20:13:23

State and community recipients

passed new or improved policies or plans

00:20:14:04 - 00:20:18:01

to increase activity

friendly routes to everyday destinations.

00:20:18:10 - 00:20:21:01

Now, because of this great work

that happened over the

00:20:21:01 - 00:20:24:13

course of five years,

there are more sidewalks and bike lanes

00:20:24:13 - 00:20:29:04

in their communities and more everyday

destination where families can be active.

00:20:30:06 - 00:20:32:03

Looking

at the second circle through the work

00:20:32:03 - 00:20:35:17

recipients have done to implement

healthy nutrition standards

00:20:35:17 - 00:20:38:23

in places where foods are sold, served

or distributed.

00:20:38:23 - 00:20:43:02

These are places like food pantries,

work sites, hospitals,

00:20:43:12 - 00:20:46:12

government

buildings, colleges and universities.

00:20:46:15 - 00:20:49:22

Through this work,

9 million Americans have increased

00:20:50:01 - 00:20:53:01

or have increased access

to healthier foods.

00:20:53:19 - 00:20:55:09

Breastfeeding.

00:20:55:09 - 00:20:56:17

Continuity of care.

00:20:56:17 - 00:20:58:15

As Terry mentioned earlier, is achieved

00:20:58:15 - 00:21:03:00

by consistent, collaborative and seamless

delivery of high quality services

00:21:03:00 - 00:21:06:16

for families from the prenatal period

until no longer breastfeeding.

00:21:07:04 - 00:21:10:11

Over 3 million mothers

and families can get the skills

00:21:10:11 - 00:21:13:09

and support

to breastfeed from the prenatal period

00:21:13:09 - 00:21:16:09

to the time

of delivering their baby in the hospital.

00:21:16:13 - 00:21:19:22

So when they're establishing breastfeeding

in their daily lives, in the work

00:21:19:22 - 00:21:22:24

site, in the community,

or in early care and education centers,

00:21:24:14 - 00:21:28:19

2.6 million people have more options

for places to get healthier

00:21:28:19 - 00:21:32:24

food, foods, their increased or financial

or geographic access.

00:21:33:10 - 00:21:37:09

Recipients worked on enhancements

to existing places to accept food

00:21:37:09 - 00:21:41:24

incentive vouchers, such as SNAP the

Supplemental Nutrition Assistance Program.

00:21:42:13 - 00:21:46:16

They also work to increase neighborhood

availability of healthier foods through

00:21:46:21 - 00:21:51:19

mobile markets, or adding new farmer's

markets or adding new food pantries.

00:21:52:10 - 00:21:55:17

Many of these places are helping families

with food insecurity

00:21:55:17 - 00:22:00:01

get access to fruits and vegetables

at low cost and no cost.

00:22:01:07 - 00:22:02:20

Moving to the bottom row.

00:22:02:20 - 00:22:06:12

3.8 million children are attending

early care and education

00:22:06:19 - 00:22:10:17

where nutrition, physical activity

or and breastfeeding standards

00:22:10:17 - 00:22:12:14

and practices are now being improved.

00:22:12:14 - 00:22:15:03

Thanks to this great work.

00:22:15:03 - 00:22:18:03

A few REACH recipients

worked in the tobacco space.

00:22:18:09 - 00:22:22:12

Some of them worked with partners

to pass local tobacco policies,

00:22:22:16 - 00:22:25:13

which were those that were implemented

at the jurisdictional level.

00:22:25:13 - 00:22:29:07

So they had the potential to influence

an entire city or county.

00:22:29:22 - 00:22:33:17

Thanks to this work, a million

more employees can breathe a little easier

00:22:33:22 - 00:22:37:02

knowing that their environment

and their work site is tobacco free.

00:22:38:02 - 00:22:39:00

And finally,

00:22:39:00 - 00:22:43:00

over 41,000 patients have been referred

to much needed care

00:22:43:06 - 00:22:46:19

for chronic disease

prevention or management, or to other

00:22:46:22 - 00:22:50:08

services for child assistance,

housing, health, or mental health.

00:22:50:16 - 00:22:53:16

Treating the whole person.

00:22:53:18 - 00:22:57:15

This is the impressive impact

that SPAN, REACH, and HOP recipients

00:22:57:15 - 00:23:01:00

made in their states and communities

over the course of five years.

00:23:01:07 - 00:23:04:13

We are so grateful

for their impactful contributions

00:23:04:13 - 00:23:07:24

that they made, and we've really enjoyed

our partnership with them.

00:23:08:00 - 00:23:10:10

So speaking of partnership, we're

00:23:10:10 - 00:23:13:10

now going to be hearing

from three of those recipient partners.

00:23:13:15 - 00:23:16:15

So I'm going to first

turn it over to Kathryn Bernstein

00:23:16:15 - 00:23:19:15

to share about her

team's work in Illinois.

00:23:19:16 - 00:23:20:22

Kathryn.

00:23:20:22 - 00:23:25:17

Thank you so much, Anu,

and thank you all very much for having me.

00:23:26:01 - 00:23:28:07

My name is Kathryn Bernstein.

00:23:28:07 - 00:23:32:04

I use she her pronouns

and I'm a Program Director working on food

00:23:32:04 - 00:23:36:21

systems and nutrition policy

with the Illinois Public Health Institute.

00:23:37:09 - 00:23:40:17

I led the food service guidelines

strategy

00:23:40:20 - 00:23:44:15

from the last Illinois

State Physical Activity and Nutrition,

00:23:45:02 - 00:23:50:07

which we called ISPAN, program

from 2018 to 2023.

00:23:50:19 - 00:23:54:17

And today,

I'll share a little bit about our impact

00:23:54:17 - 00:23:57:17

in the food service guidelines space.

00:23:57:20 - 00:24:01:17

So first I mentioned I'm with the Illinois

Public Health Institute.

00:24:01:21 - 00:24:04:17

We are a statewide nonprofit

00:24:04:17 - 00:24:10:02

whose mission is to mobilize stakeholders,

catalyze partnerships, and lead action

00:24:10:02 - 00:24:15:03

to improve public health systems

to maximize health, health equity

00:24:15:13 - 00:24:18:21

and quality of life

for people and communities.

00:24:19:13 - 00:24:23:08

The Illinois Public Health

Institute was the implementation agency

00:24:23:18 - 00:24:28:03

for the last Illinois SPAN program,

as well as the new SPAN

00:24:28:03 - 00:24:31:14

Cooperative Agreement,

which will run through 2028.

00:24:32:07 - 00:24:35:15

And of course, much of the work

for SPAN was

00:24:35:15 - 00:24:39:17

and will continue to be done

by our incredible program partners.

00:24:40:17 - 00:24:41:20

So we and

00:24:41:20 - 00:24:45:14

our Food Service Guidelines

partners are so grateful

00:24:45:17 - 00:24:49:03

and humbled by the work

that we were supported to do.

00:24:49:12 - 00:24:52:12

And the people

we had the opportunity to impact.

00:24:53:01 - 00:24:56:11

Over the course of the last SPAN

program, Illinois

00:24:56:11 - 00:25:01:05

supported 50 work and community sites

to tailor,

00:25:01:09 - 00:25:06:21

formally adopt, implement,

and to monitor food service guidelines.

00:25:07:13 - 00:25:11:17

These sites included food

pantries, transitional and supportive

00:25:11:17 - 00:25:14:17

housing facilities, a park district,

00:25:14:21 - 00:25:17:21

local government departments and agencies,

00:25:18:03 - 00:25:21:03

Special Olympics Illinois, and many more.

00:25:21:15 - 00:25:24:06

Collectively, these 50 sites fed of

00:25:24:06 - 00:25:28:22

224,649 Illinoisans.

00:25:29:22 - 00:25:34:14

So to help us wrap our minds around

what this really looks like in practice,

00:25:34:18 - 00:25:40:03

I pulled a few snippets from some of the

guidelines implemented across the state.

00:25:40:20 - 00:25:42:13

So you can see that Marillac St.

00:25:42:13 - 00:25:48:04

Vincent Food Pantries is increasing

their supply of health-supporting foods

00:25:48:13 - 00:25:51:21

that are requested by their clients

via surveys.

00:25:52:03 - 00:25:56:04

They're doing this by purchasing

the items, requesting the items

00:25:56:04 - 00:25:59:07

from donors, and seeking to establish

00:25:59:07 - 00:26:02:07

new targeted donation relationships.

00:26:03:01 - 00:26:05:12

Pekin Park District is making sure

00:26:05:12 - 00:26:09:19

that there's at least one

unsweetened fruit and or non-fried

00:26:09:19 - 00:26:12:19

vegetable, one whole grain snack

00:26:12:20 - 00:26:15:12

and one non or low fat dairy option

00:26:15:12 - 00:26:18:15

at all of their concession

stands across the district.

00:26:19:11 - 00:26:23:15

The River Bend Food Bank is growing

their partnerships with local farmers,

00:26:23:19 - 00:26:27:14

especially those who produce foods

that are requested by their guests

00:26:28:02 - 00:26:31:18

and who identify as members

of their priority populations.

00:26:32:13 - 00:26:35:16

Special Olympics

Illinois is striving to offer

00:26:35:16 - 00:26:40:15

a variety of meals and snacks

inspired by a diversity of cultures,

00:26:41:02 - 00:26:44:24

repeating a meal or snack

offering as little as possible.

00:26:45:24 - 00:26:46:07

The Cook

00:26:46:07 - 00:26:49:07

County Juvenile Temporary Detention Center

00:26:49:08 - 00:26:52:13

is offering

free drinking water at all of their meals.

00:26:53:03 - 00:26:56:09

The Tazewell County Health

Department is including at least one

00:26:56:09 - 00:26:59:14

vegetarian option

every time food is served.

00:27:00:09 - 00:27:04:02

And finally, the Hephzibah

Children's Association is serving

00:27:04:02 - 00:27:07:02

all of their children's

meals on a MyPlate plate.

00:27:07:20 - 00:27:11:20

So these are just bits

of the 50 guideline documents

00:27:11:20 - 00:27:14:22

that are now active

throughout the state of Illinois.

00:27:15:18 - 00:27:19:03

To further dig into what this looks like,

00:27:19:03 - 00:27:22:18

these are a few pictures of the guidelines

in action.

00:27:23:06 - 00:27:27:18

So on the top left

you see some fresh fruits

00:27:27:18 - 00:27:33:06

that are newly available to residents

at Hand-N-Hand Transitional Housing.

00:27:33:06 - 00:27:37:12

There was these were given out

at each of the houses that they operate.

00:27:38:09 - 00:27:41:13

In the middle,

you see some health supporting snacks

00:27:41:13 - 00:27:46:06

that the Peoria Area Food Pantry Network

served at one of their events.

00:27:47:00 - 00:27:50:04

On the top right,

you see some fresh produce

00:27:50:04 - 00:27:55:07

in a new refrigerator at the Daystar Food

Pantry down in southern Illinois.

00:27:56:02 - 00:28:01:20

And on the bottom, slightly left

of center, you see the snacks that we had

00:28:01:20 - 00:28:05:20

at a taste testing event with the Illinois

Committee of Blind Vendors.

00:28:05:20 - 00:28:10:09

They took the snacks that they thought

would sell well and incorporated them

00:28:10:09 - 00:28:13:09

into their vending machines

all across the state.

00:28:13:21 - 00:28:15:11

So that's all I have.

00:28:15:11 - 00:28:17:17

Thank you so much for your time.

00:28:17:17 - 00:28:22:18

It's been an absolute pleasure doing this

work in community with so many of you.

00:28:23:01 - 00:28:26:17

And we are very excited about the work

to come.

00:28:26:20 - 00:28:31:03

My contact information is on this slide,

and please don't hesitate to reach out

00:28:31:14 - 00:28:32:15

any time.

00:28:32:15 - 00:28:38:07

And now I'm glad to pass it to Yolanda

Pruitt with Mississippi State HOP.

00:28:39:21 - 00:28:41:16

Thank you Kathryn.

00:28:41:16 - 00:28:45:12

Being active is an important part

of living a happy and healthy life.

00:28:45:24 - 00:28:50:04

The bike share program was a demonstration

project to see how we could connect

00:28:50:12 - 00:28:53:16

physical activity

through community design.

00:28:55:03 - 00:28:58:18

This project was yielded

from the results of a transportation plan

00:28:58:18 - 00:29:02:17

that we did in Noxubee County

that included the city of Macon

00:29:02:23 - 00:29:05:17

and the towns

of Shuqualak and Brooksville.

00:29:05:17 - 00:29:09:03

We had a total of 20 bikes

that were distributed

00:29:09:03 - 00:29:12:10

between the library branches

of these towns and city.

00:29:13:05 - 00:29:16:05

The collaboration

with the Department of Rehabilitation

00:29:16:07 - 00:29:20:14

was beneficial in providing

a safety component with the helmets.

00:29:21:07 - 00:29:23:14

With this project, we were able to connect

00:29:23:14 - 00:29:27:22

over 15 miles throughout the communities

that included projects

00:29:28:00 - 00:29:31:00

such as the Story Walk and walking tracks.

00:29:31:00 - 00:29:34:06

These are the collaborators

that helped to bring this project to life.

00:29:34:20 - 00:29:38:00

Having the municipalities

engaged from the very beginning

00:29:38:08 - 00:29:41:17

was instrumental

in the planning and implementation phases.

00:29:42:02 - 00:29:44:19

The small town center

created the plan that handled

00:29:44:19 - 00:29:47:21

most of the physical purchasing

and the logistics.

00:29:47:21 - 00:29:51:14

Noxubee County

Library System will house the bikes

00:29:51:21 - 00:29:55:16

and make them available to the community

throughout the checkout process,

00:29:55:22 - 00:29:59:15

which they will actually check

the bikes out like they check out books.

00:30:00:15 - 00:30:03:23

MDRS Rehabilitation provided the helmets

00:30:03:23 - 00:30:07:23

to each community, which again

provided a safety component as well.

00:30:08:15 - 00:30:11:18

Charles

T Brown is the founder of Equitable Cities

00:30:11:18 - 00:30:15:06

and provided technical assistance

through Centers for Disease Control.

00:30:15:17 - 00:30:18:04

So if you're thinking about

use the technical assistance

00:30:18:04 - 00:30:21:00

I will tell you now,

definitely take advantage of it.

00:30:21:00 - 00:30:25:02

It was very helpful to us,

and he was a great asset to our efforts.

00:30:25:08 - 00:30:28:09

Not to mention

he was a native of Noxubee county.

00:30:28:13 - 00:30:31:10

So we definitely hit a home run with that.

00:30:31:10 - 00:30:35:04

These are some of the marketing tools

that we used to introduce the project

00:30:35:06 - 00:30:36:13

to the communities.

00:30:36:13 - 00:30:38:17

We had a ribbon cutting event.

00:30:38:17 - 00:30:41:21

We did fliers and cards at community

events

00:30:41:21 - 00:30:44:21

throughout the towns

that we actually work with.

00:30:45:05 - 00:30:49:11

We also did a promo video

to be able to educate on the process

00:30:49:11 - 00:30:52:21

for taking out the bikes,

and the link should be in the chat.

00:30:53:16 - 00:30:55:22

This was one of the many comments

that show

00:30:55:22 - 00:30:59:04

how grateful, empowered

rural communities can be

00:30:59:11 - 00:31:04:03

when you get the buy in from them

and include them early on in the process.

00:31:05:12 - 00:31:08:04

The community was very excited

about the project

00:31:08:04 - 00:31:11:24

in the planning stages

and throughout the early implementation.

00:31:12:07 - 00:31:16:11

Once we implemented the program,

they wasn't quite used

00:31:16:11 - 00:31:18:03

as much as we thought they would be.

00:31:18:03 - 00:31:22:05

However,

it does exemplify room for growth, which

00:31:22:05 - 00:31:26:11

we will give the community the momentum

to get more people riding the bikes.

00:31:26:16 - 00:31:28:13

And I'll talk about how we plan to do that

00:31:28:13 - 00:31:31:13

as we wrap up

in the next couple of slides.

00:31:31:17 - 00:31:34:13

The next few slides show the routes

that were marked

00:31:34:13 - 00:31:37:23

by the bike Noxubee logo in each location.

00:31:38:07 - 00:31:41:19

Looking at these maps,

you are able to see how the right routes

00:31:41:19 - 00:31:45:16

run through everyday destinations

such as the post offices, such

00:31:45:16 - 00:31:49:23

as food markets, such as schools,

such as libraries to name a few.

00:31:50:03 - 00:31:54:15

So all of the places that they go on

a regular is included in this bike route.

00:31:55:18 - 00:31:58:18

And this actually shows Macon's route.

00:32:00:00 - 00:32:03:00

And this shows Shuqualak’s route.

00:32:05:03 - 00:32:07:23

And this is the Noxubee bike logo to mark

00:32:07:23 - 00:32:10:23

the routes that we use

throughout the locations.

00:32:11:19 - 00:32:15:10

These are some of the limitations

that we've seen throughout the timeline.

00:32:15:19 - 00:32:19:23

The outlook of the program shows

that it was needed and is promising.

00:32:20:08 - 00:32:24:11

We plan to look at the culture to see how

this plays a role in implementing

00:32:24:11 - 00:32:28:23

this project, and similar ones

that we plan to do in the future.

00:32:29:09 - 00:32:33:04

We plan to revisit why the bikes

are not being utilized by possibly

00:32:33:04 - 00:32:36:04

doing some focus groups

or listening sessions to see

00:32:36:04 - 00:32:39:04

their reasoning and provide

their feedback to the community.

00:32:39:11 - 00:32:43:03

We also are planning to work

with community to plan some events

00:32:43:03 - 00:32:48:07

around the program, such as National

Bike Day, to revamp the program.

00:32:48:20 - 00:32:52:05

Some of the things that we got from

the communities were liability.

00:32:52:08 - 00:32:55:02

They were afraid

if someone got hurt on the bikes.

00:32:55:02 - 00:32:59:06

we kind of gave a suggestion

of having a waiver in place

00:32:59:06 - 00:33:03:02

so that they could sign the waiver

before actually taking out the bikes.

00:33:03:09 - 00:33:06:02

It also was some concern with maintenance.

00:33:06:02 - 00:33:09:12

we actually suggested maybe doing a

00:33:09:12 - 00:33:13:20

doing a option

where people can donate to the program.

00:33:13:20 - 00:33:16:04

So provide a dollar, provide $2.

00:33:16:04 - 00:33:18:12

And that could help

with changing out tires

00:33:18:12 - 00:33:21:12

and other maintenance issues

that might arise.

00:33:21:14 - 00:33:24:05

Also working in small rural areas,

00:33:24:05 - 00:33:28:01

it was an issue with storage

and the assembly of the bikes.

00:33:28:07 - 00:33:32:24

So we actually suggested since the bikes

could not be stored outside

00:33:33:13 - 00:33:37:09

that, they take a look at other options

where they can actually store the bikes,

00:33:37:09 - 00:33:42:00

or maybe look into getting something

a little bit more durable outside too,

00:33:42:00 - 00:33:46:13

so that the bikes will be safe or lock

bike locks to actually go in the box.

00:33:47:00 - 00:33:48:13

Also, political wheels

00:33:48:13 - 00:33:52:02

are looking at preference for the programs

and the means to achieve it,

00:33:52:10 - 00:33:56:05

can also be a limitation

to this actual program.

00:33:57:03 - 00:33:58:09

Please connect with us.

00:33:58:09 - 00:34:01:09

Our social media

information will be in the chat

00:34:01:24 - 00:34:05:05

and I will now turn it over to Mikayla

Hill with REACH.

00:34:05:08 - 00:34:05:24

Thank you.

00:34:06:23 - 00:34:08:17

Thank you Yolanda.

00:34:08:17 - 00:34:09:17

Hello everyone.

00:34:09:17 - 00:34:13:18

My name is Mikayla Hill and I serve

as the Nutrition Health Promotion

00:34:13:18 - 00:34:18:12

Specialist for the Multnomah County

Health Department REACH program.

00:34:18:24 - 00:34:22:24

We are based in Portland, Oregon

and serve the Black and African population

00:34:22:24 - 00:34:24:02

of Multnomah County.

00:34:24:02 - 00:34:27:02

And I'm here to share our work

in promoting breastfeeding

00:34:27:05 - 00:34:30:19

and how we're increasing lactation access

for our focus population.

00:34:31:14 - 00:34:34:20

So I want to give a brief overview

of the demographic we serve

00:34:34:20 - 00:34:38:15

in relation to the history of the state

and Multnomah county, Portland.

00:34:38:15 - 00:34:42:06

Situated in

the county, has about 6% Black population.

00:34:42:14 - 00:34:44:17

And it's been this way for decades.

00:34:44:17 - 00:34:48:09

The state used to have many sundown towns,

and there's a history of hostile

00:34:48:09 - 00:34:50:01

and discriminatory policies

00:34:50:01 - 00:34:53:10

that have led to Black population

stagnating and declining.

00:34:54:07 - 00:34:55:14

Black and African people

00:34:55:14 - 00:34:59:01

and the other nonwhite communities

are often left out of decision making.

00:34:59:10 - 00:35:03:16

This plus gentrification has pushed

a lot of our focus population,

00:35:03:16 - 00:35:06:19

mainly the Black community,

out of their historic neighborhoods

00:35:06:19 - 00:35:10:20

of North and Northeast Portland and out

towards Southeast Portland and Gresham.

00:35:11:23 - 00:35:15:03

When it comes to breastfeeding,

this is an issue because there's

00:35:15:03 - 00:35:18:08

less of a community of practice around

breastfeeding in the Black community.

00:35:18:17 - 00:35:22:08

There aren't a lot of Black medical

practitioners in the lactation field,

00:35:22:08 - 00:35:24:23

and this is one of our underlying

challenges.

00:35:24:23 - 00:35:27:15

Now, particularly

after the peak of Covid-19,

00:35:27:15 - 00:35:32:04

people might have trouble

finding culturally, specific care

00:35:33:07 - 00:35:35:19

resources and information

because we still haven't

00:35:35:19 - 00:35:38:07

fully transitioned back to in-person

activities.

00:35:38:07 - 00:35:39:23

Community building has slowed,

00:35:39:23 - 00:35:43:12

and this is a constant fear

that we find ourselves going up against.

00:35:43:21 - 00:35:46:07

So Multnomah County's

REACH program is grounded

00:35:46:07 - 00:35:50:04

in cultural preservation, building

on strengths of the community to promote

00:35:50:04 - 00:35:53:24

health equity using community

based participatory processes.

00:35:54:08 - 00:35:57:18

We love our partnerships,

community voice and resiliency

00:35:57:19 - 00:36:00:19

while promoting social cohesion

and economic development

00:36:01:01 - 00:36:03:20

in order to counteract

the toxic stress caused

00:36:03:20 - 00:36:07:22

by socio economic inequity, racism,

and forced displacement.

00:36:08:06 - 00:36:12:13

Multnomah County REACH cultivates

cultural pride and community connection.

00:36:13:08 - 00:36:16:24

In Multnomah County, specifically,

Black mothers do initiate breastfeeding

00:36:16:24 - 00:36:21:17

at a rate of 92% of white mothers,

but only compared to white mothers.

00:36:21:17 - 00:36:25:20

But only 55% of the Black African mothers

who breastfeed exclusively

00:36:25:23 - 00:36:30:11

still do so after eight weeks,

compared to roughly 70% of white mothers.

00:36:30:21 - 00:36:33:21

Because of our partnership with WIC

and the Healthy Birth Initiative

00:36:33:21 - 00:36:37:14

we learned that there are not many Black

providers providing lactation support.

00:36:37:22 - 00:36:41:20

Having culturally specific resources

for new moms and families is crucial

00:36:41:20 - 00:36:43:12

to their breastfeeding success.

00:36:43:12 - 00:36:46:24

So the focus of our breastfeeding

strategy was to increase continuity

00:36:47:07 - 00:36:50:22

of care and community support

among the REACH focused population.

00:36:52:13 - 00:36:53:06

Here we wanted to

00:36:53:06 - 00:36:56:06

highlight some of our successes

by sharing a few numbers.

00:36:56:12 - 00:36:59:22

We assisted with 19 new and improved sites

and programs.

00:36:59:22 - 00:37:02:22

Over 32,000 residents were reached.

00:37:02:23 - 00:37:06:21

24 Black certified lactation

consultants were trained.

00:37:07:08 - 00:37:10:10

We partnered with

five different health systems to support

00:37:10:10 - 00:37:15:01

implementation of our 10 Steps

to Successful Breastfeeding

00:37:15:06 - 00:37:18:09

and referring moms to culturally specific,

mobile

00:37:18:09 - 00:37:21:09

lactation program called Sacred Roots.

00:37:21:09 - 00:37:24:20

We launched an employee-focused

breastfeeding campaign.

00:37:24:21 - 00:37:26:16

We also launched the FeedNourishLove

00:37:26:16 - 00:37:30:05

communications campaign, which

I will share more images to that later

00:37:30:19 - 00:37:33:05

and supported the development

of the Sacred Roots Mobile

00:37:33:05 - 00:37:37:05

Lactation program so new moms can receive

breastfeeding support in their homes,

00:37:37:11 - 00:37:40:11

which was crucial

during the Covid-19 peak.

00:37:40:12 - 00:37:43:09

So this timeline here shows

some of our activities throughout

00:37:43:09 - 00:37:45:07

the five years of the REACH grant.

00:37:45:07 - 00:37:45:19

I will share

00:37:45:19 - 00:37:47:17

some of our notable successes, but

00:37:47:17 - 00:37:50:20

I wanted to show the variety of activities

that we've implemented.

00:37:51:11 - 00:37:53:23

Most importantly,

we started by listening to our partners

00:37:53:23 - 00:37:55:12

in the community to better understand

00:37:55:12 - 00:37:58:18

the policy, systems and environment

in which Black moms are breastfeeding.

00:37:59:02 - 00:38:02:20

From there, we worked with partners

to address gaps in services, resources,

00:38:02:20 - 00:38:07:03

and knowledge through a variety of policy

systems and environmental changes.

00:38:09:02 - 00:38:12:10

we launched a community campaign

to promote and normalize

00:38:12:10 - 00:38:16:00

breastfeeding, engage fathers, family,

friends, and support.

00:38:16:12 - 00:38:19:05

We conducted barbershop talks

to hear from Black men

00:38:19:05 - 00:38:22:05

about supporting breastfeeding women

in their in their lives.

00:38:22:15 - 00:38:26:11

We launched the FeedNourishLove campaign

during Covid.

00:38:26:22 - 00:38:31:09

We developed a mobile breastfeeding tent,

to be used at community events.

00:38:31:15 - 00:38:34:15

We supported the training of 24 CLCs.

00:38:35:06 - 00:38:38:06

we rebirthed AABCO,

which is the African-American

00:38:38:09 - 00:38:40:17

Breastfeeding Coalition of Oregon.

00:38:40:17 - 00:38:43:00

We advocated for a breastfeeding space

00:38:43:00 - 00:38:46:00

at Rockwood

Market Hall resulted in two spaces.

00:38:46:01 - 00:38:50:11

and we partnered with the Portland

airport to enhance lactation spaces.

00:38:50:19 - 00:38:54:02

And every year

we held special events to celebrate Black

00:38:54:02 - 00:38:56:17

Breastfeeding Week

within Breastfeeding Month.

00:38:56:17 - 00:39:00:17

So how we do this work

programmatically in the Multnomah County

00:39:00:17 - 00:39:04:07

Health Department with women, infants,

children and Healthy Birth Initiative

00:39:04:07 - 00:39:08:11

and with local community organizations

such as Black Parent Initiative.

00:39:08:11 - 00:39:10:15

Right from the Start, Sacred Roots,

00:39:10:15 - 00:39:14:15

African-American Breastfeeding

Coalition of Oregon, and I Am M.O.R.E.

00:39:14:15 - 00:39:15:08

Resilient.

00:39:15:08 - 00:39:18:07

We also work with other entities

like the City of Gresham

00:39:18:07 - 00:39:21:03

Redevelopment Commission

and the Port of Portland.

00:39:21:03 - 00:39:24:18

Some of our partnerships go back

a few years and others are relatively new.

00:39:24:19 - 00:39:28:00

We think it's important to work

with organizations and program

00:39:28:00 - 00:39:31:01

that have history,

are trusted in the community, or

00:39:31:01 - 00:39:34:01

are notable and can help push our message

out to the public.

00:39:34:07 - 00:39:38:03

We're particularly excited

to work, with the Port of Portland

00:39:38:03 - 00:39:41:04

this summer on a breastfeeding campaign

to increase awareness

00:39:41:04 - 00:39:44:04

and promote

the creation of lactation spaces.

00:39:44:12 - 00:39:47:02

Another success we wanted to

highlight was our partnership

00:39:47:02 - 00:39:50:07

with the African American Breastfeeding

Coalition of Oregon, or AABCO.

00:39:50:16 - 00:39:52:17

This coalition was paused

for several years,

00:39:52:17 - 00:39:56:07

but was eventually reconvened through

the REACH activities and partnerships,

00:39:56:13 - 00:39:59:13

focusing on policy systems

and environmental change.

00:39:59:21 - 00:40:02:10

We worked on starting their own 503 C.

00:40:02:10 - 00:40:07:03

The CLCs are members of the AABCO

that we we we certified

00:40:07:16 - 00:40:12:18

and we are assisting communications

campaign within this coalition.

00:40:13:13 - 00:40:17:09

We wanted to specifically highlight AABCO

because this coalition

00:40:17:09 - 00:40:18:19

is made up of several entities,

00:40:18:19 - 00:40:21:19

and we work together to set goals

and carry out our work.

00:40:21:21 - 00:40:25:17

AABCO is made up of the Multnomah County

Health Department, HBI,

00:40:25:17 - 00:40:29:20

Healthy Birth Initiative, Women, Infant

and Children, BPI Black Parent Initiative.

00:40:29:20 - 00:40:32:06

Right from the Start, and Sacred Roots.

00:40:32:06 - 00:40:35:07

Rockwood Market Hall,

now I'd like to discuss

00:40:35:07 - 00:40:39:14

one of our successes in more detail,

which was creating a lactation

00:40:39:14 - 00:40:42:14

space in outer

southeast Portland, or Gresham,

00:40:42:20 - 00:40:47:01

at a place called Rockwood Market Hall,

which is a hall for BIPOC vendors.

00:40:47:01 - 00:40:48:21

specifically.

00:40:48:21 - 00:40:52:00

More and more of our REACH

focused population is being dispersed

00:40:52:00 - 00:40:55:10

and pushed out of Portland proper

and into the Gresham area.

00:40:56:14 - 00:40:57:06

So we

00:40:57:06 - 00:41:00:07

wanted to highlight that we did implement

a breastfeeding space.

00:41:00:09 - 00:41:01:24

It's newly built.

00:41:01:24 - 00:41:05:19

It has restaurants, shops,

a playground, a splash pad, and adding

00:41:05:19 - 00:41:09:21

a lactation space makes it

that much more accessible to families.

00:41:10:05 - 00:41:14:23

And that lactation room allows nursing

parents to have privacy and calm to nurse

00:41:15:06 - 00:41:16:05

while out.

00:41:16:05 - 00:41:19:00

Fathers, as well as mothers,

are encouraged to use the space.

00:41:19:00 - 00:41:19:24

It can also provide

00:41:19:24 - 00:41:24:12

as much respite for children

and people with neuro sensory disorders.

00:41:24:23 - 00:41:28:14

So reaching out co partnered

with the City of Gresham redevelopment

00:41:29:00 - 00:41:30:05

team for this space.

00:41:30:05 - 00:41:34:09

And it includes and we'd like to call it

a feed pump and rest spot

00:41:34:18 - 00:41:37:19

and this beautiful

and the slides are missing.

00:41:37:19 - 00:41:40:09

But there is a beautiful

our lovely lactation station,

00:41:40:09 - 00:41:45:15

in partnership with AABCO that we

bring out to provide at different events.

00:41:45:15 - 00:41:50:11

That is not a bathroom, a hot car, or

uncomfortably dealing with public stairs.

00:41:50:24 - 00:41:54:11

So we set those up at all of our

events throughout the summer.

00:41:56:06 - 00:42:00:24

There is

that slide and there's the beautiful tent.

00:42:00:24 - 00:42:04:11

There's, 24 Black CLCs

we like to talk about.

00:42:04:21 - 00:42:06:09

and highlight, of course.

00:42:06:09 - 00:42:07:16

And then there's the Rockwood

00:42:07:16 - 00:42:10:16

Market Hall lactation

space being used by a father there.

00:42:11:20 - 00:42:17:13

So here, is a photo of the mom of all pod

that we implemented last month

00:42:17:13 - 00:42:20:20

at Soul Restoration Center,

which is housed within the location

00:42:20:20 - 00:42:25:17

of the former Albina Art Center

and was established in the 1960s

00:42:25:17 - 00:42:29:20

after Black youth advocated for a safe

gathering space where they could take

00:42:29:20 - 00:42:34:05

free creative arts dances and music

classes taught by black professionals.

00:42:34:18 - 00:42:35:13

So I Am M.O.R.E.

00:42:35:13 - 00:42:38:12

is the organization

that hosts the Soul Restoration Center.

00:42:38:12 - 00:42:42:05

The space was intentionally created

as a culturally relevant environmental

00:42:42:15 - 00:42:45:11

environment of social emotional safety.

00:42:45:11 - 00:42:50:08

This includes round tables, padded chairs,

sectional couches, lots of local art,

00:42:50:08 - 00:42:55:02

colorful rugs, cultural books,

water features, drums, meditation area,

00:42:55:14 - 00:42:59:17

empowerment quotes everywhere,

a fireplace for ambiance,

00:42:59:19 - 00:43:04:22

incense diffuser, love

and now a designated breastfeeding space

00:43:04:22 - 00:43:08:21

that is listed on the Mamava

app as a public space to breastfeed.

00:43:10:06 - 00:43:13:13

So as

part of, Portland International Airports

00:43:13:13 - 00:43:15:21

ongoing efforts

to provide a wonderful customer

00:43:15:21 - 00:43:19:19

service experience,

PDX opened two new lactation

00:43:19:19 - 00:43:23:24

rooms, making four rooms total available

to both employees and travelers.

00:43:24:15 - 00:43:28:10

Each room is equipped with ample

counter space, electrical outlets,

00:43:28:10 - 00:43:32:06

chairs, a sink, additional

seating for children, and attached chair.

00:43:32:22 - 00:43:36:23

In addition, the rooms are decorated with

soothing colors, lighting, and artwork.

00:43:36:23 - 00:43:40:18

All four rooms are ADA compliant,

compliant, accessible

00:43:40:18 - 00:43:45:11

and we have developed the lactation room

evaluation to enhance these spaces,

00:43:45:17 - 00:43:49:05

and we plan to incorporate messaging

and communications material

00:43:49:05 - 00:43:53:12

that we will be used in various settings

throughout the airport, as you see here.

00:43:53:19 - 00:43:58:03

which we like to highlight, we do not

want to eat our lunch in the bathroom.

00:43:59:07 - 00:44:02:08

our, AABCO team has worked

very, very hard on this.

00:44:02:08 - 00:44:05:23

So this is one of our,

our dear projects that we, are proud of.

00:44:06:13 - 00:44:10:18

So here is a flier from our breastfeeding

month activities and webinars.

00:44:10:18 - 00:44:14:13

We did, we asked all of our photos be,

utilized

00:44:14:13 - 00:44:17:15

with all the mothers

that are, present in AABCO.

00:44:18:18 - 00:44:21:17

So this

is a poster we use to advertise a webinar

00:44:21:17 - 00:44:26:13

we hosted during the Covid-19 pandemic

when we were physically distancing.

00:44:26:13 - 00:44:29:13

It shows a multi-sector partners

we work with.

00:44:29:21 - 00:44:32:05

And this was one of many postings

00:44:32:05 - 00:44:35:08

for our FeedNourishLove campaign

to normalize breastfeeding.

00:44:35:13 - 00:44:39:05

It shows a local woman

feeding her infant on a bus stop bench.

00:44:40:07 - 00:44:42:23

This was recently posted

on our REACH Facebook page

00:44:42:23 - 00:44:45:23

with tips for breastfeeding moms

when traveling.

00:44:46:24 - 00:44:49:24

And Thank you

00:44:49:24 - 00:44:52:20

and I will pass it back to Janelle.

00:44:52:20 - 00:44:55:09

Thank you Mikayla

and thanks to all our presenters.

00:44:55:09 - 00:44:58:23

So great hearing all the work

that you've done over the past five years.

00:44:59:07 - 00:45:02:18

If I can invite my presenters

to come back on camera,

00:45:02:18 - 00:45:08:09

we'll try to squeeze in a few Q&A here

before we do some, final thoughts.

00:45:08:10 - 00:45:11:18

So I can maybe

turn the first question to Anu.

00:45:11:18 - 00:45:15:06

What are some examples of leveraged

funds recipients secured?

00:45:16:07 - 00:45:18:21

Yeah, thanks for that question, Janelle.

00:45:18:21 - 00:45:21:08

Yeah,

I mean that the variety of leveraged funds

00:45:21:08 - 00:45:23:16

that were secured

was just very, very impressive.

00:45:23:16 - 00:45:25:14

And I mentioned a few of them, like state

00:45:25:14 - 00:45:28:14

health departments

that found other state resources.

00:45:28:14 - 00:45:32:20

Another example of

that is one of the SPAN recipients.

00:45:32:20 - 00:45:37:17

They got state dollars for a program

called Revitalizing Main Streets.

00:45:38:10 - 00:45:41:15

And that actually funded infrastructure

improvements in communities

00:45:41:15 - 00:45:43:14

to make walking and biking easier.

00:45:43:14 - 00:45:46:09

So they didn't actually the SPAN program

didn't have to pay for that.

00:45:46:09 - 00:45:49:09

They found another budget source

to do that.

00:45:49:09 - 00:45:54:09

Or one of the HOP recipients, they also

leveraged funds through the Gus Schumacher

00:45:54:09 - 00:45:59:17

Nutrition Incentive program to get SNAP

dollars matched at farmer's market.

00:45:59:17 - 00:46:02:10

So that was another example of an outside

source of funding.

00:46:02:10 - 00:46:05:13

So lots of outside

sources of funding that were secured

00:46:05:13 - 00:46:08:13

that were just very,

very impressive and creative.

00:46:08:16 - 00:46:10:02

Thank you.

00:46:10:02 - 00:46:11:19

Next question for Yolanda.

00:46:11:19 - 00:46:15:05

What are the most important factors

for starting a bike share program?

00:46:16:13 - 00:46:18:09

I would definitely say first,

00:46:18:09 - 00:46:23:14

just making sure you engage your community

and checking for readiness as well.

00:46:23:21 - 00:46:27:00

A lot of times we're so quick to just,

because we're so excited

00:46:27:00 - 00:46:29:00

we want to get things done

for a community,

00:46:29:00 - 00:46:32:08

that we never really take the time to see

if they're even ready for it.

00:46:32:14 - 00:46:35:13

And we don't take the time

to see if they even want it.

00:46:35:13 - 00:46:39:05

If you get them on it early on

and they want the program,

00:46:39:10 - 00:46:43:05

then sustainability is going to be there

because they're going to want to do it.

00:46:43:06 - 00:46:44:20

Accountability is going to be there

00:46:44:20 - 00:46:47:20

because they're going to want to do it

for their community.

00:46:47:24 - 00:46:49:05

Thank you.

00:46:49:05 - 00:46:51:24

Kathryn, a question for you.

00:46:51:24 - 00:46:55:04

How do we know this will work

and be sustained now that the cooperative

00:46:55:04 - 00:46:56:06

agreement has ended?

00:46:57:20 - 00:46:58:05

Yeah.

00:46:58:05 - 00:46:59:04

Thanks, Janelle.

00:46:59:04 - 00:47:02:24

I would say,

of course, we can never know for sure

00:47:02:24 - 00:47:06:01

unless we show up to every site

and test all our food.

00:47:06:01 - 00:47:12:20

But sustainability is baked

into the nature of guidelines, passing

00:47:12:20 - 00:47:16:24

food service guidelines

policy as opposed to, you know, programing

00:47:16:24 - 00:47:21:07

or other types of efforts,

really integrates the practices

00:47:21:07 - 00:47:24:07

into the procedures of that institution.

00:47:25:05 - 00:47:29:15

That being said, I do want to mention

I think it's extremely important to

00:47:29:15 - 00:47:33:14

integrate key players at the institution,

such as leadership,

00:47:34:00 - 00:47:36:18

food service

staff, procurement staff, janitorial

00:47:36:18 - 00:47:39:20

staff,

the actual eaters at that organization,

00:47:39:20 - 00:47:44:16

and more into the process from the get

go from the very beginning.

00:47:44:18 - 00:47:48:13

That's important

not only to craft the guidelines

00:47:48:13 - 00:47:51:19

in a way that works for the institution

and its eaters,

00:47:52:04 - 00:47:56:16

but also gives ownership over the policy

and its implementation.

00:47:57:02 - 00:47:58:10

It's not just something,

00:47:58:10 - 00:48:02:06

you know, us as an outside group comes in

and says, hey, you should pass this.

00:48:02:06 - 00:48:03:03

It's a good thing to do.

00:48:03:03 - 00:48:06:03

It's actually their policy.

00:48:06:15 - 00:48:10:16

Also, at the end of the last

cooperative agreement,

00:48:10:22 - 00:48:15:02

we worked really hard near the end

to connect all of those organizations

00:48:15:02 - 00:48:19:15

with ongoing support

that had aligned goals and capacity

00:48:19:15 - 00:48:24:11

to keep, to keep helping, like SNAP-Ed is

a is a great example there.

00:48:26:17 - 00:48:27:13

Thank you.

00:48:27:13 - 00:48:29:18

Mikayla, a question for you.

00:48:29:18 - 00:48:32:21

What are some challenges

of opening lactation spaces,

00:48:33:02 - 00:48:36:02

particularly in areas such as the airport?

00:48:40:14 - 00:48:41:09

Well,

00:48:41:09 - 00:48:46:07

there wasn’t a really, I think like for me

it was the challenges where we,

00:48:46:10 - 00:48:50:00

there's a there's a lot of different

community members that we have to have in

00:48:50:00 - 00:48:54:02

to contact with and reach out

to just to have their voices heard.

00:48:54:15 - 00:48:58:06

So a lot of the roundtables

that we spoke, I'm like, what?

00:48:58:07 - 00:48:59:18

Like, for instance,

00:48:59:18 - 00:49:02:13

the breastfeeding room, they didn't

have an outlet next to the chair.

00:49:02:13 - 00:49:05:09

So that was something

that we had to work to implement

00:49:05:09 - 00:49:08:15

But the Port of Portland

was actually great to work with.

00:49:08:15 - 00:49:11:15

And they were really accepting

of all of our

00:49:12:01 - 00:49:14:16

the evaluation and recommendations

we made.

00:49:14:16 - 00:49:16:22

So we didn't really have any barriers.

00:49:16:22 - 00:49:22:02

I think right now it's just working

on our communications campaign

00:49:22:02 - 00:49:24:13

and finding areas

within the Port of Portland

00:49:24:13 - 00:49:28:19

that we can place those images

that are going to have an impact on

00:49:28:19 - 00:49:31:20

travelers as well as the employees

of Port of Portland.

00:49:34:03 - 00:49:34:22

Thank you.

00:49:34:22 - 00:49:36:11

Well, we're nearing the end of our time.

00:49:36:11 - 00:49:38:03

I want to ask each of our speakers today

00:49:38:03 - 00:49:41:03

if they have a final thought

they want to leave our audience with.

00:49:41:14 - 00:49:44:14

So Terry, I'll turn to you first.

00:49:45:17 - 00:49:46:10

Well thanks, Janelle.

00:49:46:10 - 00:49:51:05

I think what I would say is,

and what you heard from our presenters,

00:49:51:16 - 00:49:54:15

in order to adequately address

these risk factors,

00:49:54:15 - 00:49:58:22

we're in the face of long

standing systemic inequities.

00:49:58:22 - 00:50:00:02

And we've got to confront those.

00:50:00:02 - 00:50:04:15

And often the most underserved

groups are are the ones

00:50:04:15 - 00:50:08:06

that have historically suffered

risk factors disproportionately. So,

00:50:10:06 - 00:50:13:05

not only identifying those policies

that you need to have in place,

00:50:13:05 - 00:50:16:10

but also the people that you need to work

with and partner with.

00:50:16:19 - 00:50:17:23

And those partnerships are key.

00:50:17:23 - 00:50:20:23

So patience, flexibility

00:50:20:24 - 00:50:23:15

and even some grace

I think is was warranted.

00:50:23:15 - 00:50:24:18

And I think that's,

00:50:24:18 - 00:50:27:20

that's something to keep in mind

if you want to do this kind of work.

00:50:29:15 - 00:50:30:11

Thanks, Terry.

00:50:30:11 - 00:50:33:13

Anu. Thanks Janelle.

00:50:33:13 - 00:50:35:00

yeah.

00:50:35:00 - 00:50:39:07

I mean, you know, really, when we look

at these numbers, the ability to leverage

00:50:39:24 - 00:50:43:16

$400 million additional dollars

and reach over

00:50:43:16 - 00:50:46:24

28 million people, really,

it was just astounding.

00:50:46:24 - 00:50:52:00

And we were just blown away by what

just 16 SPAN

00:50:52:00 - 00:50:55:21

recipients, 15 HOP recipients,

and 40 REACH recipients could accomplish.

00:50:55:22 - 00:50:59:20

And so I invite you all, Terry

mentioned earlier you know, supply

00:50:59:20 - 00:51:03:08

and demand are not matching right now,

so I invite you all to visualize

00:51:03:15 - 00:51:05:21

what more could be accomplished

in our country.

00:51:05:21 - 00:51:09:22

You know, if all 50 states

and if all eligible and interested

00:51:09:22 - 00:51:13:07

universities and community-level

organizations, if they were all funded

00:51:13:07 - 00:51:17:00

to do this critical work

and just where we could be as a nation.

00:51:17:00 - 00:51:20:19

So I just, am so proud of what

everybody has accomplished.

00:51:20:19 - 00:51:24:01

And also would love to envision

a future in which more could be done.

00:51:26:01 - 00:51:26:20

Thank you.

00:51:26:20 - 00:51:29:02

Kathryn.

00:51:29:02 - 00:51:32:03

Well said those who came before me.

00:51:32:03 - 00:51:35:18

I think the only other piece

I would add in the food

00:51:35:18 - 00:51:39:24

space is just like much of the work

that we all do.

00:51:39:24 - 00:51:44:03

And you all on the phone do,

this work really can't be rushed.

00:51:44:06 - 00:51:49:00

And one element that I wasn't

so much able to touch on, but I think is

00:51:49:00 - 00:51:52:00

critically important, is that we were able

00:51:52:00 - 00:51:55:06

to take the time to hear from the eaters

00:51:55:07 - 00:51:59:18

of the organizations directly

and integrate their feedback

00:52:00:05 - 00:52:04:22

into their food service guidelines

policies to to different degrees.

00:52:05:06 - 00:52:09:22

So I think one piece that

I didn't fully come out is that now,

00:52:09:22 - 00:52:13:02

not only are there more health

supporting foods being offered

00:52:13:02 - 00:52:17:00

throughout Illinois, but those foods

are also more culturally responsive

00:52:17:00 - 00:52:21:03

and delicious for those those particular

eaters consuming them.

00:52:23:08 - 00:52:24:05

Thank you.

00:52:24:05 - 00:52:27:05

Yolanda.

00:52:28:00 - 00:52:31:00

I would say that

my final thought would be,

00:52:31:07 - 00:52:34:15

no matter

the project innovation that you're doing,

00:52:34:22 - 00:52:38:16

please don't forget to give the people

you are doing it for a seat at the table.

00:52:38:24 - 00:52:40:17

Engage them in the beginning.

00:52:40:17 - 00:52:43:16

And I stand on that.

00:52:43:16 - 00:52:44:12

Thank you.

00:52:44:12 - 00:52:46:21

And Mikayla.

00:52:46:21 - 00:52:48:24

Thank you, and going off of what

00:52:48:24 - 00:52:52:09

Yolanda just said,

I think, mentioning your partners

00:52:52:09 - 00:52:55:21

and giving them the floor

always their voice should be heard first.

00:52:56:05 - 00:52:59:14

And, you know, promote nutrition

starting from the breast, always.

00:53:00:15 - 00:53:01:20

And happy Black History month.

00:53:01:20 - 00:53:03:08

Thank you.

00:53:03:08 - 00:53:05:16

Yes. Thank you, thank you.

00:53:05:16 - 00:53:08:06

Well, what a great session we had today.

00:53:08:06 - 00:53:10:08

Thank you all for joining us for this.

00:53:10:08 - 00:53:13:04

This will be posted on the CDC website.

00:53:13:04 - 00:53:16:08

So if you want to come back and hear

some more of the great examples

00:53:16:08 - 00:53:17:21

that you heard today, it will be there.

00:53:17:21 - 00:53:21:08

Or if your colleagues missed it, want them

to check it out, we'll have it posted.

00:53:21:08 - 00:53:24:17

So thanks for joining us and we look

forward to seeing you at the next seminar.

00:53:25:03 - 00:53:25:10

Goodbye.