

MINUTES

Lane County Commission for Children and Families
Serbu Youth Campus – 2727 Martin Luther King Jr. Boulevard
Eugene, Oregon

January 28, 2009
5:30 p.m.

PRESENT: Judith Hampton, Chair; Marty Beyer, Chuck Boyer, Elizabeth Clewett, Rich Cook, Sharri da Silva, Abigael Fender, Karen Hamilton, Liane Lucas, Kevin Maloney, Gail Parr, Phil Walker, Commission members; Diana Avery, Serafina Clarke, Christine Rogers, Nancy Bischofs, DCF staff; Peggy Lintula, South Lane School District; Karen Roth, Food For Lane County; Laurie Trieger, Lane Coalition for Healthy Active Youth; Jennifer Jordan, Lane County Public Health.

ABSENT: Kitty Piercy, Debi Farr, Shirley Swank, John Radich, Joachim Schulz, Ryan Stroup, Faye Stewart, and Peter Sorenson, Commission members.

I. WELCOME, ANNOUNCEMENTS, PUBLIC COMMENT

- **WELCOME**

Ms. Hampton convened the meeting at 5:34 p.m. and asked those present to introduce themselves.

- **ANNOUNCEMENTS**

Ms. Hamilton announced that the Read Across America literacy event sponsored by the National Education Association (NEA) would be taking place on March 3, 2009 in the preschool classrooms of Head Start of Lane County. She proceeded to distribute a flyer to the committee that described the event in greater detail and further noted that the event would also be focusing on the works of Dr. Seuss.

- **PUBLIC COMMENT**

Ms. Roth spoke on behalf of the Early Childhood Planning Team (ECPT) and was requesting the LCCF's support of the ECPT and LCHAY's fast food chain nutrition menu labeling initiative.

Ms. Roth briefly described the current state of fast food labeling practices as well as current obesity statistics for children and adults across the county. She added that the nutrition labeling practices which would be discussed later in the meeting basically called for the use of calorie information in the same size font as price information on fast food menus and that similar practices were currently employed in other areas of the state of Oregon as well as parts of California and New York.

Ms. Roth noted that a recent poll conducted by the Northwest Health Foundation had indicated 73% of local respondents were in favor of having more accessible nutrition information on fast food menus.

Ms. Lintula thanked the committee on behalf of the eleven family resource centers in Lane County for

their support and encouraged the committee members to visit their neighborhood family resource center during the week of February 9 to participate in their Family Resource Center Week festivities. Ms. Lintula proceeded to distribute a pamphlet listing the various family resource centers that served Lane County.

Ms. Hampton encouraged the committee members to participate in the Family Resource Center Week festivities as Ms. Lintula had suggested.

II. CONSENT CALENDAR

- a) **Approve November 19, 2008 Minutes**
- b) **Approve December 10, 2008 Minutes**

Mr. Walker, seconded by Ms. Da Silva, moved to approve the minutes of the November 19, 2008 and December 10, 2008 meetings of the LCCCF. The motion passed unanimously, 13:0.

III. NUTRITION MENU LABELING AND POLICY RECOMMENDATIONS

Ms. Trieger thanked the committee members for their recent support of Project Homeless Connect.

Ms. Trieger provided a brief overview of the history and goals of the Lane County Healthy Active Youth (LCHAY) organization for the benefit of the newer members of the committee.

Ms. Jordan and Ms. Trieger provided a presentation regarding LCHAY's Chain Restaurant Menu Labeling initiative entitled *The Obesity Epidemic: Consumers Right to Know and Menu Labeling*.

Ms. Jordan briefly described from the presentation the current aspects and statistics of the obesity epidemic facing Lane County and surrounding regions. She noted that over the past 16 years Oregon had come to be considered one of the heavier states in the country with over 60% of its population deemed to be overweight or obese.

Ms. Trieger briefly discussed the multitude of factors which had contributed to the current national obesity epidemic including the decrease of physical education programs in public schools, poor community/urban design, increasingly aggressive food industry marketing practices, and the increase in the number of families living in poverty.

Ms. Trieger noted that LCHAY's policy initiatives surrounding obesity concerns were designed to increase public awareness and education of public health issues related to obesity.

Ms. Trieger described elements of other regional fast food menu labeling initiatives currently in existence in other parts of the country. She noted that such initiatives were primarily designed to present calorie information at the point of decision making at the restaurants of the larger fast food chains and that initiatives were specifically designed to be judgment neutral with respect to food choices.

Ms. Trieger reported that agencies such as the Multnomah County Health Department, the American Heart Association and the American Diabetes Association were supportive of fast food menu labeling policies such as was being described.

Ms. Trieger briefly described how fast food menu labeling initiatives had been implemented in Multnomah County and how such practices might similarly be applied to Lane County.

Ms. Trieger summarized that the alarming increases in obesity and related chronic disease rates constituted a public health imperative to improve the level of public awareness and information with regard to food choice and which could be addressed by cost effective policy initiatives such as the fast food menu labeling initiative. She further summarized that LCHAY was specifically seeking the passage of a policy order regarding fast food menu labeling from the Lane County board of county commissioners as well as a formal statement of support from the LCCCF.

Ms. Hampton recognized a general consensus of support regarding LCHAY's fast food menu labeling initiative among the committee members.

Ms. Trieger, in response to a request from Ms. Da Silva, said that she would distribute copies of their PowerPoint presentation to the LCCCF members.

Ms. Trieger, responding to a question from Ms. Da Silva, noted that some studies had been conducted with respect to how menu calorie labeling initiatives had affected the ways in which restaurants and packaged food industries were actually making food but that she did not have any specific data in that regard.

Ms. Hampton, responding to a question from Mr. Boyer, commented that the LCCCF in its support of the LCHAY menu labeling initiatives would be communicating to the Lane County board of county commissioners that they were both individually and collectively be supporting a policy order that would require chain restaurants operating in Lane County to post calorie content on menus and menu boards.

Ms. Hamilton, seconded by Ms. Beyer, moved to collectively support the recommendations of the Lane County board of county commissioners with regard to the LCHAY Lane County Chain Restaurant Menu Labeling initiative. The motion passed unanimously, 13:0.

IV. GIRLS DEVELOPMENT & DELINQUENCY

Ms. Beyer discussed issues regarding the development and societal concerns of young women in the community as well as potential strategies for addressing such concerns. She felt that while young girls were more verbal and resilient in early childhood they often became more withdrawn and less emotionally resilient as they entered adolescence.

Ms. Beyer maintained that many of the studies and literature regarding early childhood and adolescent development in the community had been based much more on findings regarding boys.

Ms. Beyer commented that relationships were the most important aspect in the development of young girls and, referring to the *12 Ways You Can Support a Girl* list previously distributed to the council, suggested ways in which committee members and community members could foster healthy relationships for girls in Lane County.

Ms. Beyer directed the committee members to the *Meeting Girls' Needs* informational materials and discussed many of conclusions reached regarding the state of the physical, psychological and emotional well-being of girls in the community.

Ms. Beyer worried that community services and public agencies such as the foster care and juvenile justice systems had been set up without consideration of the developmental issues affecting girls.

Ms. Lucas, speaking in her capacity as a junior attending South Eugene High School, maintained that while she had not encountered problems of the severity that Ms. Beyer had referred to and had not actually been through the juvenile justice system, there were a great deal of pressures and expectations placed on girls her age.

Ms. Beyer noted that she was seeking the committee's support and endorsement of the 12 Ways to Help a Girl list which she further noted had been generated by the Girls at Risk Coalition. She stated that the Coalition wished to have the list circulated among any partner agencies or community groups associated with the LCCCF members.

Ms. Lucas, responding to a question from Ms. da Silva, noted that some of her peers did indeed suffer from the kind of depression and personal relationship difficulties discussed by Ms. Beyer.

Ms. Hampton noted that the *12 Ways You Can Support a Girl* list contained many suggestions that were similar to suggestions made in previous LCCCF meetings regarding Developmental Assets Model.

Ms. Fender offered that many of the societal pressures affecting girls in the community began in middle school.

Ms. Beyer, responding to a question made by Ms. Clewett, averred that it was important to sensitively consider the individual developmental needs of girls in order to address any of the developing aggressive tendencies that might develop in the transition from elementary to middle school.

Ms. Hamilton maintained that local educators and community members did not often do a good job of addressing the developing aggressive tendencies of girls in early childhood.

V. DEBRIEF DECEMBER JOINT MEETING WITH BCC

Mr. Boyer reported on his perceptions of the December joint meeting with the Lane County board of county commissions (BCC) and said that overall the meeting lacked substance and was generally a very routine rehash of inconsequential data and statistics. He expressed that only when Ms. da Silva had volunteered to tell a story based on her personal experiences did the meeting take on any real substance. He noted that it might be helpful for the LCCCF to have a discussion on its relationship with the BCC and how they might change from a data-based relationship to a human-based relationship.

Ms. Hamilton expressed that it was necessary to keep a certain amount of statistical data involved in its communications with the BCC and that it was important to balance the more routine analytical aspects of the LCCCF's work with the BCC with more personal anecdotal testimony.

Ms. Clarke agreed with Mr. Boyer's assessment and offered that a more emotional perspective could enhance the level of engagement and involvement between the LCCCF and the BCC.

Ms. Avery commented that Commissioner Pete Sorenson had offered input regarding the fast food menu labeling initiative at the December meeting and further commented that involvement from a county commissioner on such an issue was somewhat unusual.

Mr. Hampton expressed that the BCC did not often ask for the opinion of the LCCCF even though they served the BCC in an advisory capacity.

Mr. Cook commented that it would be good to balance data and statistical analyses with a certain level of human interest perspectives in future dealings with the BCC.

VI. LEGISLATIVE COMMITTEE REPORT

Mr. Cook provided an overview of the recent efforts of the Legislative Committee and provided the committee members with copies of his *Legislation Committee Presentation* regarding the same.

Mr. Cook noted that he had recently attended a meeting for a coalition of local government commissions in Salem with DCF staff member Alicia Hays.

Mr. Cook briefly described the current conditions of the State General Fund Budget 2009-2011 and Governor Kulongoski's Revenue proposals as outlined in Mr. Cook's presentation materials. Mr. Cook noted that the general fund budget figures were in a state of extreme flux and as such were not intended as a firm indication of the viability of the general fund budget.

Mr. Cook noted as an addendum to his discussion of the Governor's revenue proposals that his research had indicated that the state of Oregon might expect to see approximately \$800 million in federal stimulus funding assistance in the near future, although such stimulus funds might be hampered due to matching funds restrictions that might be attached.

Mr. Cook briefly described the current conditions of the Oregon Commission on Children and Families (OCCF) General Fund and State OCCF Level Planning efforts as outlined in the presentation materials.

Mr. Cook briefly described the recent planning efforts of the LCCCF as outlined in the presentation materials. Mr. Cook noted that last summer's meeting between LCCCF members and the legislative delegation had gone well and provided a health foundation for future initiatives. He noted that additional meetings with Lane County legislators would be necessary to discuss the strategies and goals of the LCCCF.

Mr. Cook directed the commission members to the OCCF's *Small Investment, Big Return* informational document which had been distributed with the supplemental presentation materials. Mr. Cook noted that the document had been drafted by the OCCF to demonstrate the value and effectiveness of the OCCF and its affiliated local agencies. Mr. Cook noted that the document would be revised to include citations for the data it presented and that in its final form the document would serve as an important leveraging tool with local legislators.

Ms. Beyer expressed concern regarding the matching funds restrictions that might be placed on federal stimulus funds and asked if the difficulties that Oregon might have in that regard were shared by other states. Mr. Cook responded that there were undoubtedly other states facing difficulties with matching funds and that looking at how other states dealt with such problems might be useful to the LCCCF.

Ms. Hampton, referring to the portion of Mr. Cook's presentation regarding LCCCF planning strategies, expressed that it would always be necessary to consider and communicate where funding might be coming from concurrent with any strategies as to what the LCCCF could actually do for children.

Ms. da Silva maintained that any communications with legislators regarding funding would also be helped by presenting information regarding the projected outcomes of LCCCF initiatives with an emphasis on demonstrating how preventative initiatives ultimately saved money.

Mr. Cook noted that the Legislative Committee would be investigating ways to definitively demonstrate the cost-effectiveness of LCCCF programs to local, state, and federal legislative agencies.

Ms. Hamilton maintained that it would be very important to act quickly with regard to any funding that might be available to the LCCCF through the federal stimulus package.

Ms. Hampton, noting no further business to be discussed, adjourned the meeting at 7:28 p.m.

(Recorded by Wade Hicks)