

# Network Partnerships and Collaborative Work

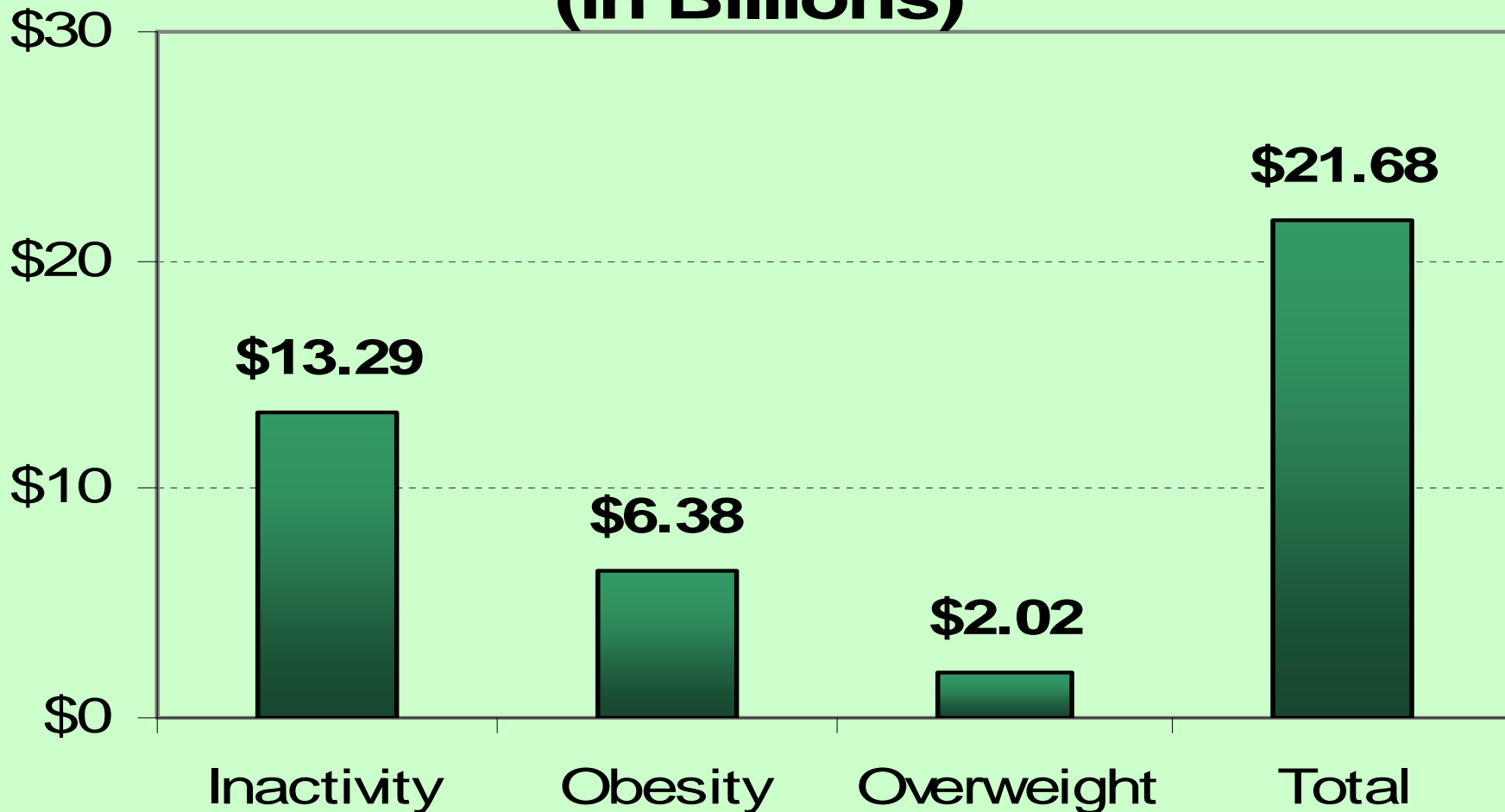
The Association of State Nutrition Network  
Administrators (ASNNA)

Winter Conference-February 19, 2008  
Philadelphia, PA

Presented by:  
David Ginsburg, MPH  
*Network for a Healthy California*  
California Department of Public Health

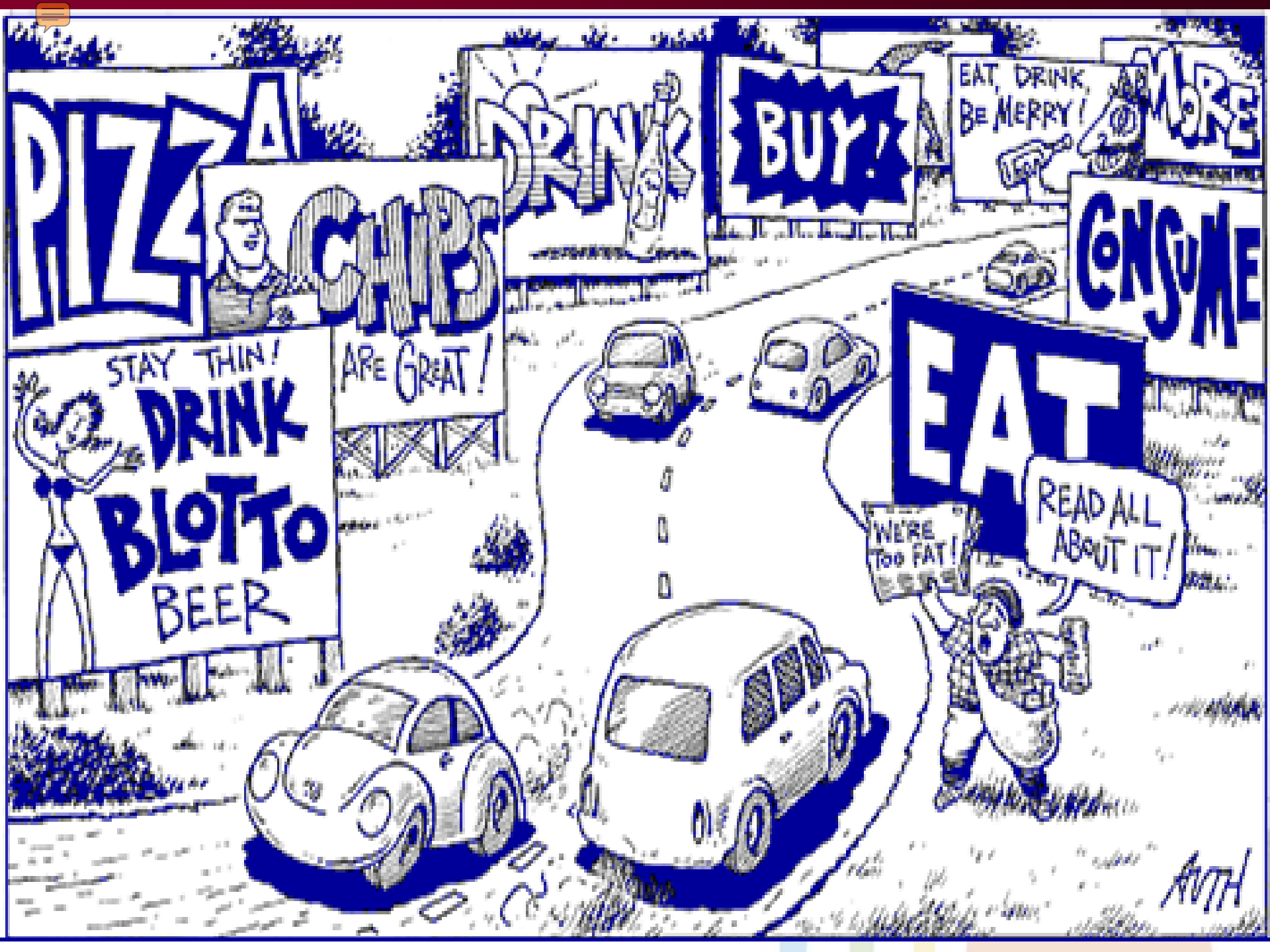


# Costs in California in Year 2000 (in Billions)



**Projected Cost for 2005: \$28 BILLION**

Source: California Department of Health Services, 2005



PIZZA

DRINK

BUY

EAT, DRINK, BE MERRY!

MORE

CHIPS

CONSUME

STAY THIN!

ARE GREAT!

DRINK BLOTTO BEER

EAT

WE'RE TOO FAT!

READ ALL ABOUT IT!

AUTH

# The Pictures Tell the Story



# ...and the social norm for serving size grows...and grows



# Physical Activity is Getting Engineered Out of Daily Life





**San Diego, California**



**Trial lawyers'  
next cash cow.**

89% of Americans think obesity lawsuits are ridiculous.

86% believe that parents are responsible for their kids' choices.

Now, trial lawyers want to force *their* choices on 100% of us.

*Learn more about the erosion of common sense at:*

**ConsumerFreedom.com**

**Obesity:**  
~~“Epidemic”~~  
~~“Problem”~~  
~~“Threat”~~  
~~“Issue”~~  
**“Hype”**

Americans have been force-fed a steady diet of obesity myths by the “food police,” trial lawyers, and even our own government.

Learn the truth about obesity at:

**ConsumerFreedom.com**

The Center for Consumer Freedom is a nonprofit organization dedicated to protecting consumer choice and promoting common sense.



**Actor.  
Governor.  
Fatso?**

According to the US government, Arnold Schwarzenegger, Tom Cruise, and Sammy Sosa are all obese! Trial lawyers and activists are using these flawed standards to sue food companies and call for higher food taxes!

*See how your weight measures up to these famous figures at*

**ConsumerFreedom.com**

Help the nonprofit Center for Consumer Freedom fight trial lawyers and the food police by donating online.



# Collaboration Defined

“exchanging information, altering activities, sharing resources and enhancing the capacity of one another for mutual benefit and to achieve common purpose”

Arthur Himmelman

A decorative graphic in the bottom right corner of the slide. It features a stylized rainbow with three visible bands: light blue, light green, and light yellow. Below the rainbow is a semi-circle representing a sun, colored in a light orange or peach hue. To the right of the sun, there is a single green leaf-like shape.

# Why Partner?

To take the next step and do things we can't do alone or with funding limits

- Stretch beyond norms
- Create environments that facilitate good nutrition and physical activity
  - Policy and Advocacy Issues
  - Community Norms
  - Media
  - Program Delivery



# What is Collaboration?

- Collaborations provide an opportunity to re-think concepts on how stakeholders & organizations w/in a community or system relate to each other;
- Respond to the increasing needs of their members/community
- Often with limited resources




# What is a Collaborative

“a process by which several agencies or organizations make a formal sustained commitment to work together to accomplish a common mission.”





# Why Collaborate?

- Do collectively what can't be done alone
  - Build capacity
    - Clout/Influence
    - Resources/Funding
    - Reach/Contacts
    - Creativity
    - Deliver “complete” continuum of service
  - The possibilities are limitless
- 

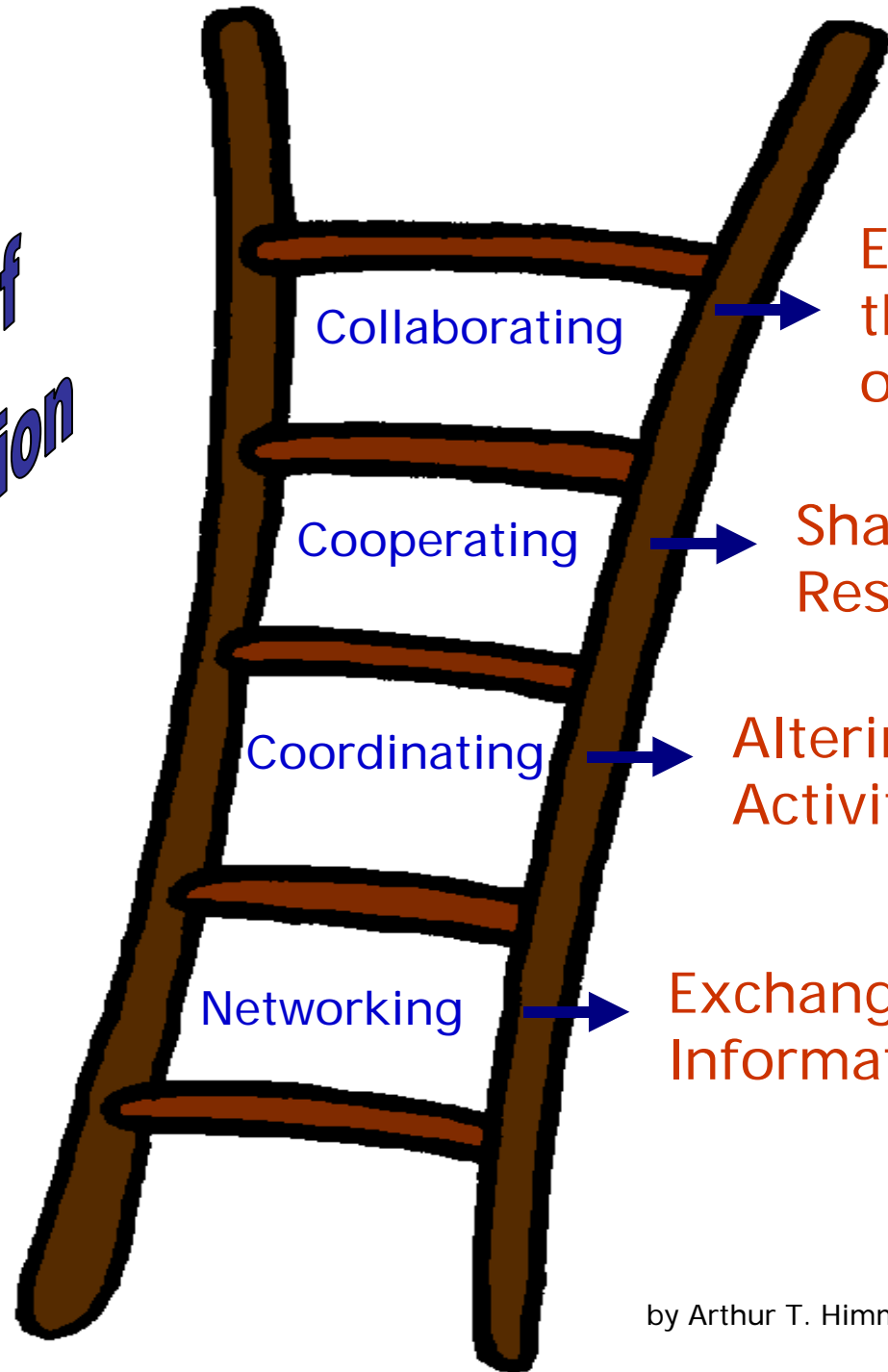
“Alone we can do so little,  
together we can do so  
much”

Helen Keller





# Ladder of Collaboration



Collaborating

Enhancing the Capacity of Partners

Cooperating

Sharing Resources

Coordinating

Altering Activities

Networking

Exchanging Information





# Seven Elements of Successful Collaboration

1. Shared Vision
2. Process Orientation
3. Cultural Diversity
4. Multiple Sector
5. Member Driven Agenda
6. Leadership
7. Give to Gain

Source: The National Assembly of National Voluntary Health Organizations and Social Welfare Programs








# Challenges of Collaboration

- Territorialism
- Distrust
- Past Histories
- Time, Resources & Money
- Need for Consensus
- Leadership Vacuum
- Not my issue or agenda
- Inactivity





# Before Starting...

- Need to find the players
  - Research and understand the issues
  - Support interanally/externaly
  - Need the influencers to support and Invite
  - Understand process
  - Delineation of roles
  - Create vision/purpose
  - Shoot for outcome
- 

# Social Ecological Model



# SEM In Action

Regional collaboratives; media advocacy; improving access to f/v and safe environments for active play

Influencing food and physical activity environments at schools, worksites, community youth organizations, faith organizations, retailers.

Society

Influencing moms and teaching youth leaders how to improve acceptability among peers

Community

Influence policy by educating decision makers, opinion leaders; partner with advocacy groups

Organizational

Activities in multiple channels; Media

Interpersonal

Individual



“We must be the change we wish to see in the world”

Ghandi



# Why have integrated & Cross Program Approaches?

- Programs are not created equally
- Opportunity to share and speak with one voice
- Promote consistent behaviors across programs
- Ability to be more comprehensive w/expanded reach & intensity
- Connect programs serving similar populations





# Governor's Summit on Health, Nutrition and Obesity

September 15, 2005



# Key Policy Developments in California to Create Healthy Food Environments

## *A Vision for California – 10 Steps Toward Healthy Living*

1. Californians will understand the importance of physical activity and healthy eating, and they will make healthier choices based on their understanding.
2. Everyday, every child will participate in physical activities.
3. California's adults will be physically active every day.
4. Schools will only offer healthy foods and beverages to students.
5. Only healthy foods and beverages will be marketed to children ages 12 and under.
6. Produce and other fresh, healthy food items will be affordable and available in all neighborhoods.
7. Neighborhoods, communities and buildings will support physical activity, including safe walking, stair climbing, and bicycling.
8. Healthy foods and beverages will be accessible, affordable, and promoted in grocery stores, restaurants, and entertainment venues.
9. Health insurers and health care providers will promote physical activity and healthy eating.
10. Employees will have access to physical activity and healthy food options.



# Summit Commitments



Lewis Group of Companies



- Healthier Products
- Marketing Changes
- Pedestrian-Oriented Communities
- Healthcare obesity prevention focus

# State Level Leadership and Coordination

- Cabinet-level call-to-action
- Strategic alliances at Agency and department levels
- CDPH Obesity Prevention Group
- Legislative measures—school food standards, *Fresh Start*, PE, school gardens, menu labeling



# Schools



Harvest  
of the  
Month  
Network for a Healthy California





**Kids Deserve a Healthy Start.**

**Breakfast**

[www.breakfastfirst.org](http://www.breakfastfirst.org)



Los Angeles  
Initiative  
WORK

Eat 1 Serving  
of fruits and vegetables  
with the kids  
Every Day  
with Mother's Milk



# The *Network for a Healthy California -- Worksite Program*



Fit Business  
Awards



# Food and Beverage Industry

## Retail Program



Goal is  
FOR  
ACTION!



# Recipe Cards

## Counter-Top Recipe Cards



### Pico de Gallo

*Fresh tasting, with just a bit of heat. Use to season your family meals or serve with tortilla chips.*

#### Ingredients

- 1 pound ripe tomatoes, chopped
- 1½ cups chopped onion
- ½ cup chopped fresh cilantro
- 3 jalapeño peppers, seeds removed and chopped
- 2 tablespoons lime juice
- 2 cloves garlic, minced
- ¼ teaspoon salt

#### Preparation

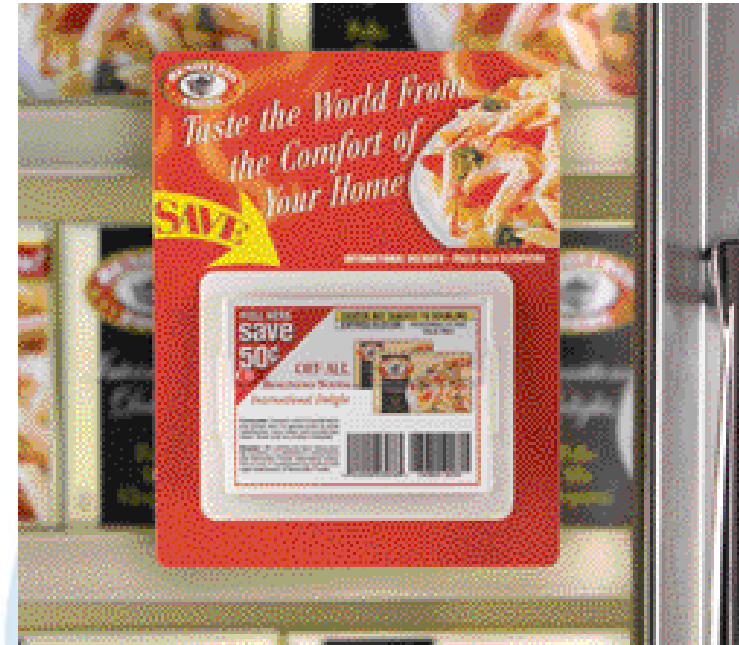
- 1. Combine all ingredients in a medium bowl.
- 2. Serve immediately or cover and refrigerate for up to 3 days.

Makes 6 servings. ½ cup per serving.  
Prep time: 20 minutes  
Nutrition information per serving:  
Calories 36, Carbohydrate 8 g,  
Protein 1 g, Total Fat 0 g,  
Saturated Fat 0 g, Cholesterol 0 mg,  
Sodium 106 mg, Dietary Fiber 2 g

## Canned Aisle Recipe Cards



## Freezer Aisle Recipe Cards







# Health Care Insurers and Providers

## Blue Cross

## Health Net



# KAISER PERMANENTE®

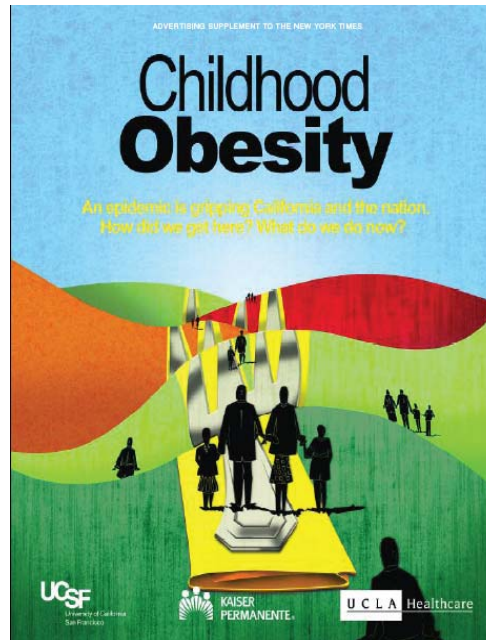


BACKGROUND PAPER ON THE  
PREVENTION AND TREATMENT OF  
OVERWEIGHT AND OBESITY

Prepared for the Roundtable:  
"Prevention and Treatment of  
Overweight and Obesity:  
Toward a Roadmap for Advocacy and Action"  
August 14 & 15, 2003

Sponsored by:  
American Association of Health Plans  
Centers for Disease Control and Prevention  
HealthPartners  
Kaiser Permanente Care Management Institute  
Kaiser Permanente Institute for Health Policy  
The Robert Wood Johnson Foundation  
Washington Business Group on Health

By Joseph Nissen, Tina Hutto, Jackie Gaudier and Greg Mose





California  
Medical  
Association

*Physicians dedicated to the health of Californians*



*Network of Ethnic Physician Organizations*

A PROJECT OF THE CMA FOUNDATION

## PROMOTING HEALTH THROUGH THE FOOD STAMP PROGRAM



Healthy  
Eating

Access  
to Food

Physical  
Activity



1201 J Street, Suite 350 • Sacramento, California 95814

916.551.2550



## Champions for Change:

Health Net and the Los Angeles Collaborative

The mission of the California Medical Association (CMA) Foundation is to improve community health through a partnership of leaders in medicine, related health professions, and the community. In all of our projects, including the obesity prevention project, we work with organizations committed to improving health through collaboration and action. The CMA Foundation is proud to highlight the unique and effective partnership of Health Net and the Los Angeles Collaborative for Healthy, Active Children. Their work together is a prime example of what can be accomplished when a health care organization and community collaborative come together around a common cause.

In response to Los Angeles County's growing childhood obesity epidemic, the Los Angeles Collaborative for Healthy Active Children (LA Collaborative) was formed to encourage healthy eating and physical activity among underserved residents and to create innovative partnerships to help curb the rise of unfit, overweight children.

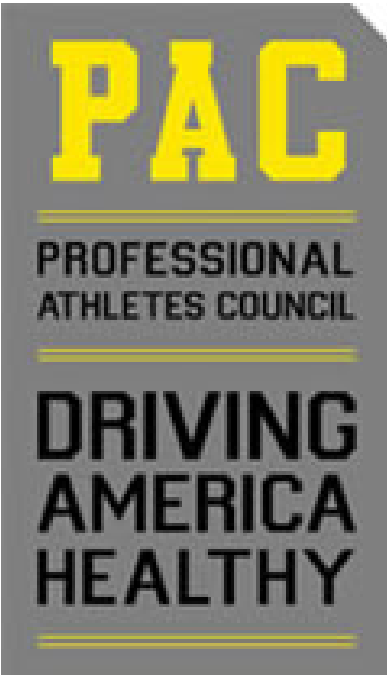
the health care industry and participate in resource sharing to promote healthy eating and physical activity among the county's low-income residents. Health Net's organizational commitment to addressing the obesity epidemic has led to a successful partnership with the LA Collaborative for more than three years.

### LA Collaborative Partners

- School Districts
- Health Care Providers
- Head Start Providers
- Community Based Organizations
- County of Los Angeles Department of Health
- City and County of Los Angeles Parks and Recreation
- Faith Based Organizations
- Los Angeles Nutrition Network
- 5 a Day Campaigns
- American Heart Association
- American Diabetes Association
- American Cancer Society
- Dairy Council of California
- California Food Policy Advocates



# Entertainment and Professional Sports



Hollywood Health  
&  
Society



San Diego Padres

Los Angeles Dodgers

Golden State

Warriors





- Governor's Challenge
- 2007 Spotlight Awards
- Live Like a Champion tour (Blue Cross)

The San Diego  
**Union-Tribune.**

Company of the Year



A World for Kids,  
Organization of the Year

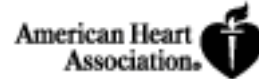


CA-Grown Food Tour,  
Event of the Year



Riverside Healthy Cities  
Park Program of the Year





“The Alliance for a Healthier Generation can help turn young people's lives around and give them hope for a healthier future.”  
- President Clinton





# Charitable Sector and Agriculture


**Produce Bags**  
**Network for a**  
**Healthy California**



# Farmers'/Flea Markets, Festivals, Grocery Stores, Community-Based Organizations/Direct Health Service Providers, and Media






California Latino 5 a Day Campaign  
La Campaña latina 5 al día de California



5 A DAY AND PHYSICAL ACTIVITY  
**TOOLBOX**  
FOR COMMUNITY EDUCATORS

HERRAMIENTAS EDUCATIVAS  
DE 5 AL DÍA Y ACTIVIDAD FÍSICA  
PARA LOS EDUCADORES DE LA COMUNIDAD



# CA CONVERGENCE

WORKING TO IMPROVE NUTRITION AND PHYSICAL ENVIRONMENTS



Map modified February 2007 by CPNS to note the additional participating CK3 sites.





# Young Champions for Change

- This framework leads to authentic, meaningful partnerships between youth and adults.
- This project demonstrates that young Californians can be active champions in their school, community, afterschool programs and in their home -- to promote a healthier, more nutritious, and active lifestyle!



# Alameda County's Plan of Action

## Youth Empowerment: Developing Plan of Action



# Regional Network

Established 2005

- 11 *Regional Networks*
- January 2005 – September 2007
- Amendment: October 2007- September 2008
- Staffing; up to 10% for evaluation; up to 5% for mini-grants





# Overview

*Regional Networks* are working to create environments that support food stamp participants and similar low-income residents in healthy eating and daily physical activity.





# Continuum of Interventions

**Unaware/  
Considering Change/  
Maintaining Behavior**

**Aware/  
Not Considering  
Change**

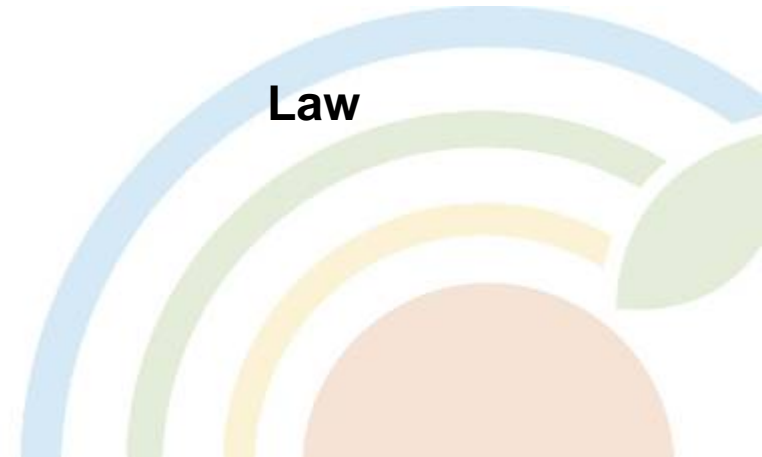
**Entrenched/  
No Desire to Change**



**Education**

**Social Marketing**

**Law**



# California Brands Have Changed



California Nutrition Network  
for Healthy, Active Families



**EAT FRUITS & VEGETABLES  
AND BE ACTIVE**


California 5 a Day Campaign



Network for a Healthy California



# Brand Architecture



## Network for a Healthy California

Empowering, Champions, Change Agents

**Fruits and  
Vegetables**

**Physical Activity**

**Food Security**

**Chronic  
Disease  
Prevention**

Primary Targets: Internal Culture, Intermediaries, Consumers


Secondary: Policy Makers, Executive Branch, Advocates, Media, Government Partners

---

Tools & Disciplines: Community Development, Systems Change, Policy, Research and Evaluation, Environmental, Industry Practices, Communications

# Champion Moms Go Hollywood

May 2007 a new multi-media advertising campaign was launched which

- Is Highly strategic
  - Has a unique brand personality: empowering, change agents
  - Uses real moms – not actors or celebrity spokespeople
  - Is comprehensive; testing new ground with direct mail
  - Provides tools for moms to help themselves
- 







# My kitchen. My rules.

**Rule #1:**  
**Eat more fruits  
and vegetables.**



For tips on obesity prevention or Food Stamp information, call 1-888-328-3483. A message from the California Department of Health Services.  
Funded by the U.S. Department of Agriculture's Food Stamp Program.



# My television. My rules.

**Rule #2:**  
**Turn it off and  
go out and play.**



For tips on obesity prevention or Food Stamp information, call 1-888-328-3483. A message from the California Department of Health Services. Funded by the U.S. Department of Agriculture's Food Stamp Program.



# Our neighborhood. Our rules.

**Rule #3:**  
**We speak up for  
healthy changes.**



For tips on obesity prevention or Food Stamp information, call 1-888-328-3483. A message from the California Department of Health Services.  
Funded by the U.S. Department of Agriculture's Food Stamp Program.

# Direct Mail Kit

**Lower the chances...**

The help you need to **lower the chances** of obesity, high blood pressure, and type 2 diabetes in your family.

**FREE** DVD & magazine inside!

**Real Moms Healthy Kids**

Inside: What you need to know about nutrition and physical activity. Plus, real-life moms share their ideas, tips, and stories.

**1-888-328-3483**



**Real Moms Healthy Kids**

What you need to know about nutrition and physical activity.

Moms share their ideas, tips, and stories.

**We are Hero Moms!**  
**Somos Super-Mamás!**

**Boys and Men**

How Many Cups of Fruits and Vegetables Do I Need?

AGE	FRUIT	VEGETABLE	TOTAL
2-3	1 CUP	1 CUP	2 CUPS
Physical Activity Level: Moderately or vigorously active for less than 60 minutes a day			
4	1 CUP	1 CUP	2 CUPS
Physical Activity Level: Moderately or vigorously active for 30 to 60 minutes a day			
5-6	1 CUP	1 CUP	2 CUPS
Physical Activity Level: Moderately or vigorously active for more than 60 minutes a day			



# New Websites

Champions for Change - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Word Pad Notepad Explorer

Address <http://cachampionsforchange.net/en/index.php> Go Links

Home Contact Us Site Map Search

Español

**We are moms.  
We are dads.  
We are concerned parents.  
We are just like you.**

**CHAMPIONS  
for CHANGE**  
Network for a Healthy California

Be A Champion My Kitchen Be Active Our Community Resources

**We are *Champions for Change!***

We want the best for our kids. We want them to be healthy. We want to protect them from chronic diseases, including obesity, type 2 diabetes, heart disease, stroke, and certain types of cancer.

So we are making healthy changes in our kitchens, homes, schools, and neighborhoods. We make the rules now. Rules like:

1. Eat [more fruits and vegetables](#).
2. Be [more active](#).
3. Speak up for [healthy changes](#).

You do not have to be a health expert to help reduce your child's chances of getting chronic disease. But you do need to be committed to helping your family eat more fruits and vegetables and be more physically active.

Change is good. Healthy eating and active living are starting to happen in families and communities. It is not always easy but we are making it happen. And so can you.

Become a [Champion for Change](#). And become a champion for your family's health.

**...You Make It Happen!...**

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<http://www.dhs.ca.gov/privacyoffice/webprivacy/> Internet



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[Skin Cancer Prevention](#)

**Address**

1616 Capitol Avenue,  
Suite 74.516, MS 7204  
Sacramento, CA 95814



**What's New**

**July 1, 2007: The Cancer Prevention and Nutrition Section is now part of the California Department of Public Health**  
Effective July 1, 2007, the California Department of Health Services reorganized to form the [California Department of Public Health](#) (CDPH) and the [California Department of Health Care Services](#) (CDHCS). For more information on the reorg, please visit the new [CDPH homepage](#).

**[USDA Food Stamp Nutrition Education Plan Guidance: Federal Fiscal Year 2008](#)** This document provides policy guidance for States regarding the operation of Food Stamp Nutrition Education.  
The [California Food Stamp Nutrition Education Plan for Federal Fiscal Year 2008](#) and [Final Report for Federal Fiscal Year 2007](#). The plan summarizes the nutrition education activities for the California Nutrition Network and the University of California's Food Stamp Nutrition Education Program and their partners.

**[USDA Administrative Review of the California Nutrition Network](#)**

The Western Regional Office (WRO) of the USDA Food Stamp Program conducted an administrative review of State operations and selected local projects from the 2004 state plans for the California Nutrition Network and Food Stamp Outreach. This involved office and site visits at the California Department of Health Services, the California Department of Social Services,



[My Kitchen | Mi Cocina | Our Community | Nuestra Comunidad](#)

[IIEW Champion Press](#)

[Press Room](#)

[Project Directory \(2006-2007\)](#)

[Calendar of Events](#)

[CPHS Contractor Listing](#)

[Network Steering Committee \(IISC\)](#)

[Online Catalog / Cost Recovery](#)

[Employment Opportunities](#)



# Food Stamp Office Resource Kit



Food Stamps help put healthy food on your table.

Smothered Greens

Lemon Rosemary

Corn and

Tortilla Pizzas

Tropical Smoothie

Potato Sauté with

Peach Crisp

Meatball Soup

**Nutrition Information**

Calories.....	176
Carbohydrates.....	19g
Protein.....	16g
Total fat.....	4g
Saturated fat.....	1g
Cholesterol.....	82mg
Sodium.....	349mg
Dietary fiber.....	2g

*Makes 4 servings – ½ cup broth mixture and 3 large meatballs per serving*  
Prep time: 15 min    Cook time: 40 min

**Ingredients**

- 6 cups water
- 1½ cup rice
- 3 low-sodium beef- or chicken-flavored bouillon cubes or 1 tablespoon bouillon powder
- 4 strips fresh oregano, finely chopped or 1 tablespoon dried oregano
- 8 ounces lean ground beef, turkey or chicken
- 1 tomato, finely chopped
- 1½ onion, peeled and finely chopped
- 1 large egg
- 1½ teaspoon salt
- 2 cups fresh vegetables (carrots, celery & broccoli)

**Preparation**

1. In a large pot, combine water, rice, bouillon cubes and oregano. Bring to a boil over high heat. Stir to dissolve bouillon. Reduce heat to low and simmer.
2. Meanwhile, in a large bowl, mix ground meat, tomato, onion, egg and salt. Form into 12 large meatballs.
3. Add meatballs to broth mixture and simmer 20 minutes.
4. Add vegetables. Cook 10 to 15 minutes or until meatballs are cooked and rice and vegetables are tender.

Recipe courtesy of the California Lettuce & a Day Campaign

The Food Stamp Office resource kit is funded by US Department of Agriculture's Food Stamp Program through the California Nutrition Network for Healthy Active Families. This institution is an equal opportunity provider and employer.

REC-0410-12-006







# Summary

- **Partnerships** between governmental agencies, industry, and other stakeholders can enable “virtual campaigns”
- **Partnerships at different levels** enables vertical integration and synergy ( state, county, community)
- Involve a **broad spectrum of stakeholders** that can have an impact on preventing obesity (individuals, families, business, government, schools, community groups, etc).
- Create **advisory groups, workgroups and task forces** to involve partners
- Provide an **environment for networking and information exchange** for partners
- **Recognize/ reward partners** for their contribution



“When spider webs unite,  
they can bind a lion.”

Ethiopian Proverb





# Moving Forward



- **Health Care Reform**
  - **Obesity Prevention Initiative**
  - **Cornerstones of a Healthy Lifestyle -- Blueprint for Nutrition & Physical Activity**
  - **Changing the Norms**
- 
- A decorative graphic in the bottom right corner consisting of a stylized rainbow with four bands (blue, green, yellow, orange) and a large orange circle below it, resembling a sun or a rising moon. A green leaf-like shape is partially visible on the right side.



*Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it's the only thing that ever does.*

-- Margaret Mead

