

Sodium Reduction in Communities: Sodium Project Leadership Team Meeting

Meeting Information		Team Members			
DATE	11/28/2011	Invited: Paula Clayton, Bob Hedberg, Nancy Johnson, Tara Dimick, Misty Jimerson, Cindy Winters, Gary Caruthers, Anthony Randles, Lisa Martin, Erin Tynon By Phone: Ryan Loo Not in attendance: Jim Ogle			
TIME	10:00 – 11:30				
PLACE	CRC				
FACILITATOR	Paula Clayton/Bob Hedberg				
ITEM		RESPONSIBLE For Reporting	OBJECTIVE	DISCUSSION/CONCLUSION	ACTION
1.	CDC Site Visit	Paula/Bob	1) Begin thinking about when and what will be highlighted during the visit.	Be thinking about what time of year – Anytime after the middle of March through May. Need to stay away from April 24 th and 25 th KPHLI capstone. Nancy suggested looking at the first 3 weeks of May. Could have a media event during that time with Salty.	
2.	Strategy 1: Adopt procurement policies and practices to enhance nutrition including reducing dietary sodium	Tara/Sodium Leadership Team	1.) Procurement workgroup Update: CHANGE Tool follow-up: Status of scheduling appointments and completing CHANGE tool How many have been completed? How many are left to be done? Status of RFP for County vending – any updates?	10 county and 5 city surveys have been completed. Misty has 2 more city and county surveys scheduled for next week. There are 27 combined departments to be interviewed. Everyone has received 2 e-mails and three phone calls. 2 city people contacted Misty to conduct the tool after her phone calls. Have been hearing the same answers – 60% of the total possible – hearing the same answers. Won't be suffering if we call it good. Ryan can explain it. Misty has the city's policy for procurement. Requested county policy from Alice Weingartner but haven't heard from her. Asked Jane Rizac. Nancy suggested Misty call Stacey Worthington to get a copy of the county policy. Ryan will help Misty work through analysis of the CHANGE tool data. Bob still doesn't know who will pick up the responsibility for county vending. Do we want to consider consolidating vending through the County Commissioners?	Misty will work with Ryan on the analysis of the CHANGE tool data. Nancy will get an appointment with John Knight at Parks and Recreation for completion of the CHANGE tool. Bob will identify who is responsible for county courthouse vending.
			2.) Recruit from the 10 largest employers in the city to join the Procurement Task Force (if not already	St. Francis needs a contact person – Misty has a name – Jane Kay – Anna Stoelher is no longer the contact. Identified Employers:	Nancy or Misty can get the name of individuals from the identified employers

			involved) (DEC. 11) Current Members: Nancy Johnson – CRC; Melissa Moore – Stormont Vail; Lisa Conway – St. Francis; Anna Stoelher – St. Francis; Tara Dimick – HHN; Misty Jimerson – CRC; Lisa Martin – KSRE; Susan Carr – Harvesters; Amber Groeling – HyVee; Donna Bateman – USD 437; Nicole Jahnke – USD 501; Brian Cole – Shawnee County Jail; Erin Tynon – SCHA; Jack Gray and Joe Hodgson from the YMCA.	Westar - Doug Sterbenz Hills- Rich Wienckowski Frito Lay – Cap. Fed – Core First Bank - Mike Fowler or Garry Cushinberry, Parrish Management – Brett Dillons - Kim Svoda is willing to provide input but can't attend meetings. Available on Mondays. PTMW- Investigate Target Warehouse and Home Depot and Del Monte. Also bleeds over into year 2 for the CHANGE tool sodium survey. Can get names from the Chamber. Discussed beginning conversations with Mars Candy Company – coming to Topeka.	from the Chamber.
			3.) Research and identify model procurement policies that have been implemented in similar governmental agencies across the country (DEC. 11)	Have collected several models, will draft a policy and ask Lisa to look it over. Goal is to have it drafted by December 9 th done and ready to present to the Procurement Task Force at the December 13 th procurement meeting.	Erin, Misty and Tara will draft the procurement policy. Lisa will review and provide input. Present to the Procurement Task Force at December meeting
3.			4.) Develop a fact sheet containing latest research and data including health economics data if available supporting implementation and outcomes of procurement policies (DEC 11)	Tara requested information to on the fact sheet. New York State included local data on the number of deaths resulting from hypertension in the state. Want similar data to be included facts on our fact sheet. Final survey report is due the end of January. Can we consider moving the completion date back to January to allow the inclusion of survey data in the fact sheet? Ryan did not think that would be a problem. Want to have a draft done by the end of December. Gizmo wants a fact sheet for the media campaign.	Bob will get data for Tara for the fact sheet. Bob has an article about economic information that he will forward on to Misty.
3.	Strategy 2: Promote venue based policies that support healthy nutrition and sodium	Bob/CRC	1.) Determine the number of employers to be interviewed using the adapted CHANGE tool from the Capital City Wellness	The same list of major employers that were identified previously for strategy 1. Discussed posting media campaign material at the schools in the teachers' lounge.	Misty, Erin and Tara will get contact information for the identified employers mentioned in

	reduction efforts		<p>Coalition membership and the top 10 employers in Topeka. (Jan 12)</p> <p>2.) Conduct adapted CHANGE Tool Assessment for sodium policies within private business and non-government organizations in Shawnee County (March 12)</p>	<p>Waiting to set up the CHANGE tool appointments for the week of December 19th. Tara says this is a good week to make phone calls and set appointments. Want to start conducting the CHANGE tool assessment in January with employers and having them completed by the end of January. Target completion date is March. Discussed how to use HHN membership. Used them for the focus groups. Bob is not sure how to pull them into the project more. May have them open the doors for the group for the project. HHN advisory group meeting in January.</p>	Strategy 1, Action Step 2
4.	Strategy 3: Promote policies to change relative prices of healthy vs. unhealthy high sodium items (e.g., competitive pricing)	Bob/Tara	<p>3.) Competitive Pricing Workgroup Update:</p> <p>Identify convenience stores to implement pricing strategies to increase access to fruits and vegetables as a pilot project (SEP 11)</p> <p>Work with convenience stores piloting pricing strategies to develop evaluation measures (Dec 11)</p> <p>Schedule meetings with identified store managers/decision makers to discuss initiative (Dec 11)</p> <p>Work with convenience stores piloting pricing strategies to implement media campaign messaging (Dec 11)</p> <p>Minnesota corner store redesign information status</p>	<p>Have met with HyVee and their convenience store, Dillons and Kwik Shops. Not getting much response from privately owned shops..</p> <p>Highlights – HyVee- 60% of families who walk in the door don't know what they are going to have for dinner that night. District Manager has complete say for promotions and displays. Leaves it up to department heads for promotion. Interested in doing incentives – very interested in health. 60% of sales are convenience foods. Pizza and Roller Grill items are the top sellers.</p> <p>Contracts with candy bars – typically one year contracts.</p> <p>Dillons – owns and operates 9 convenience stores in Shawnee County – 175,000 purchases every day in all of their grocery stores. On-line coupon market is taking off – an incentive we could work with them on. They don't have much control over displays in the store that comes out of Hutchinson.</p> <p>Senate Bill 197 is technically alive, but the tax code needs to be changed before the senate bill would come into play. Paula doesn't believe there will be any work on the bill.</p>	<p>Tara is going to contact Karen to get into the Kelly Express, Wood Oil, and Tim's Gas Station.</p> <p>Erin will do the analysis of the convenience store data and will share it with Ryan.</p> <p>Need to send the convenience store questionnaire to Ryan and Cindy</p>

				<p>Nancy expressed concern that the vision cards allow you buy fried chicken but you can't buy grilled chicken with them. Nancy would like to pursue this as a policy change. Keep Senate Bill 197 on the schedule because it might get attention during the session this year. HHN has a legislative meeting in December will ask Laura Kelly about it the bill.</p> <p>Erin will compile the answers from the convenience store visits. Coupons kept coming up as a source of incentive. Coupons are not as easy to do as it may seem. Thinking about setting up a sodium free area for quick shopping. Kwik shop already does a lot of fresh fruits. Will be keeping them due to consumer trust. Best selling fruits are bananas and apples. Tried to talk to Walgreens but haven't returned calls. Walgreen's are corporately run. Kwik Shop manager stated ratio is 55% merchandise to 45% gas. People purchasing daily drinks drive that number up. Mo's Express – need to get them on board.</p> <p>Wisconsin visit – is set for November 29th at 2:30 and Minnesota is Nov. 30th at 10:00. Learn what they did, how they did it, who they worked with. Is there someone locally – how did they measure impact. Useful indicators.</p>	
5.	Strategy 4: Counter-advertising of high sodium foods to promote heart healthy low sodium foods.	Tara/Misty	<p>1.) Focus group – Hispanic focus group General focus group Final report</p> <p>2.) Media Update Complete development of media campaign through signed contract and media messaging approval (Oct 11) Completed in</p>	<p>Focus groups done – final report will be sent to Tara today. Responses – Hispanic 12 people – 9 bilingual, 8 females, 4 males, Connect to people that looked like them and speak like them. Much more open to telling the truth about how they felt about McDonalds – still like McDonalds. They don't feel bad about eating at fast food places. Basics and home cooked meals. Younger mentioned eating out more. Older generation is 30+ would eat whatever was available. Purchasing decisions made on money. 18-</p>	Tara will send the final report out today to find out what needs to be edited in the report.

			<p>November</p> <p>Create Spanish language translations of all messages (Feb.12)</p> <p>Create a video advertisement (Feb. 12)</p> <p>Create hard copy messages (e.g., posters, brochures) (Feb. 12)</p> <p>Complete a comprehensive media buy (Feb. 12)</p> <p>Develop media messaging strategies to support media campaign to apply target message in schools, worksite and clinic settings (Feb. 12)</p> <p>Radio spots will be placed with local radio stations (Feb.12)</p>	<p>25 distorted version of a healthy meal and more emotional purchasing. This group was a little more professional than the other groups. Hispanic group is not Internet based. Don't consider the internet as their source of news. Only 3 of the 12 had Facebook. Requested an education program. Will connect Lisa with this group for further education.</p> <p>Media update – everyone has seen the material. Headed towards Salty. Chose Pass on the Salt. Hiccup with the salt shaker. Spend more time looking at the hidden salt – trying to find a better logo to represent the hidden salt. Tara asked for a timeline – be complete by February 2012. Looking at doing a Valentine's Day launch. Messaging will identify more information. Get the fact sheet together for the media. Move dates to February 2012.</p> <p>Will be doing the media buy when the cash is in hand.</p> <p>Working on developing a media plan. Keeping the website simple. Use Salty – will do a casting call for Salty.</p> <p>Not one drop of media will be placed until the money has exchanged hands.</p> <p>Has money to do production from year one. Gizmo is still doing the production. Media buy has to be done by the end of December first of January. Thinking placing posters will create impact. Tweeter and Facebook account. Salty will be doing stuff. Salty will talk about what he is doing. Market penetration is needed from the media company – the number of people they are reaching. Evaluation of the media component is being done by the media company.</p>	
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6.	Next meeting	Bob/Paula	Set a date for Project Leadership Meeting	Next meeting is December 19th, 2011 at CRC at 10:00 501 SE Jefferson, Suite 30.	

NOTE: NOT SURE ABOUT THE STATS IN THE YELLOWED AREA???