


Mono County MCAH

Working to reduce overweight and obesity rates through changes in the nutrition and built environments.




Presented by:
Sandra Pearce, PHN, MS, CNS
MCAH Director, Mono County Health Department
December 13, 2012

Today's Presentation

- Mono County Demographics
- Nutrition & Physical Activity Taskforce
- The Four Nutrition Environments
- Changes to Nutrition Environments
 - Community: Food Day 2012
 - Consumer: Sierra Bounty
 - Organizational: Mammoth Unified School District
- Changes to the Built Environment
 - Bridgeport Revitalization Project

Mono County Demographics

- Located on the eastside of the Sierra Nevada and bordered by the state of Nevada, Alpine County, and Inyo County.
- One of the highest counties in the US, with many 13,000-14,000 ft peaks and 7,000-9,000 ft mountain passes.
- Mammoth Lakes, home of Mammoth Mountain Ski Area, is the largest town located at 7,880 feet with a population of 8,234.
- The County's year-round population is 14,309, and the population can swell up to 50,000 during peak tourist times.



The Nutrition & Physical Activity Taskforce (NPAT)

- NPAT was re-initiated in June, 2009 as a result of the rising childhood obesity rates in Mono County highlighted in the MCAH Title V Needs Assessment.
- The MCAH Director is the chair of the taskforce which is comprised of community members and individuals from the following agencies:
 - 4-H Youth Development Program
 - Mammoth Hospital
 - Mammoth Unified School District
 - Mono County Health Department
 - Mono County Office of Education
 - Mono County WIC

The Mono County Nutrition & Physical Activity Taskforce (NPAT)

- After some trial and error and with limited resources (financial and personnel), the Taskforce determined that the most effective way to influence change in the community would be through education, advocacy, and collaboration.
- Since this time, NPAT has been working to influence change in both the nutrition and built environments.

The Four Nutrition Environments

- **Community:** the type, location, and accessibility of food outlets such as stores and restaurants.
- **Consumer:** the availability of healthy options, price, promotion, placement and nutritional information.
- **Organizational:** the home, school, work, and other affiliations .
- **Informational:** media and advertising of food items.

Changes to the Community Nutrition Environment

- NPAT hosted a Food Day event on October 24, 2012 to bring awareness to the local childhood obesity epidemic, highlight the importance of making personal choices that improve wellness, and to inform the community about the availability of healthy and affordable food options at Mammoth schools and local restaurants.



Food Day Program

- 5:00-5:25 p.m.** Registration, appetizers and refreshments provided by Mammoth High School Culinary Arts Students, *75210: Simple Steps to Better Health* outreach provided by Health Science Academy Students.
- 5:25-5:30 p.m.** Welcome and introductions by the Nutrition & Physical Activity Taskforce.
- 5:30-6:30 p.m.** Presentation of the film *Choices*, from the HBO series *Weight of the Nation*.
- 6:30-7:00 p.m.** Buffet of healthy tastings from local restaurants: Java Joint, Mammoth Mountain, Stellar Brew/Sierra Bounty, Toomey's and Z-Pizza.
- 7:00-7:30 p.m.** Discussion about how we can impact the community to reduce local overweight & obesity rates.
- 7:30 p.m.** Raffle and final comments.





Food Day 2012

- 125 community participants
- Great collaboration between NPAT, local restaurants, Mammoth Unified School District (Culinary Arts Students, Health Science Academy students, Middle School Athletics Director & Administration).
- Community members had a chance to speak about changes they would like to see including increased physical activity in the schools, cooking lessons on making traditional Hispanic dishes healthier, and a closed high school campus at lunch.
- Overall a very fun and successful event (but there is always room for improvement) in which our partners are excited to participate again next year!

Changes to the Consumer Nutrition Environment

- Sierra Bounty Produce Collective uses a Community Supported Agriculture (CSA) model to pool produce from multiple local farms and facilitate the delivery of local produce to participating growers, produce box members, restaurants, and grocers.
- While Sierra Bounty was striving to obtain 501c3 (non-profit) status, the Mono County MCAH Director served on the Advisory Committee.
- Meetings were held on a monthly basis from the beginning of the growing season, through the end of harvest (March-September 2011).



Sierra Bounty Produce Collective

- Serving on the Advisory Committee assisted in the development of a program for low-income families:
 - Fundraising and donations enable 2 of the 75 produce shares to go to low-income families.
 - Any produce boxes not picked up during the weekly distribution are donated to the local food bank.
- While Sierra Bounty was not able to overcome the hurdles of becoming a 501c3, the organization ensures that growers are able to receive a fair price for their goods and buyers are not overcharged in their efforts to support local agriculture.



Changes to the Organizational Nutrition Environment

- The Food Service Manager at Mammoth Unified School District is a partner of NPAT and strives to offer nutritious meals to her students while staying within a limited budget.
- She is also a huge fan of Jamie Oliver’s Food Revolution, so we took this approach to help revamp some menu items, advocate for no competitive foods in the schools, and find creative solutions to low levels of staffing.



Mammoth Unified School District

- **Menu options**
 - Verification that milk is hormone-free (no rBGH), and only 1% served.
 - Elimination of Teriyaki Chicken Dippers (an elementary school favorite) and other pre-made or processed foods.
 - Cost analysis of switching to organic chicken breasts.
 - Pizza now made with whole-wheat crust and low-fat cheese.
- **Competitive foods**
 - Advocacy to school administration to enforce the wellness policy and discourage competitive foods such as pizza and cupcake celebrations.
- **Staffing**
 - The yogurt and salad bar was able to re-open at the Middle School with recruitment of parent volunteers.

Changes to the Built Environment

- Mono County was awarded a Caltrans Community Based Transportation Planning Grant in July 2011.
- In April of 2012, the project consultant contract was signed with Dan Burden, a nationally recognized walkability authority.
- Creating environments that are safe, encourage walking and biking, and are aesthetically pleasing improve their “walkability”.
- The walkability of a town has been shown to improve the well-being of community members through increased physical activity.



Bridgeport Main Street Revitalization Project

- The project was coined the Bridgeport Main Street Revitalization Project with a goal of restructuring Hwy 395, which is the main thoroughfare through the center of town, and the surrounding community.
- The MCAH Director was able to participate in two phases of the project:
 - July 2012: Participation in meetings with Mono County Community Development to explore ways to outreach to community members in Bridgeport, especially harder to reach populations such as Latinos, to involve them in the Revitalization Project.
 - August 2012: Meeting with Dan Burden and other local agency representatives to discuss desired outcomes of the project, emphasizing safe routes to school, bike lanes, pedestrian walkways, & aesthetics.



Bridgeport, Ca Summer 2012

- Hwy 395 is the main thoroughfare from the Nevada border, down the Eastern Sierra, to southern California. The highway was 4 lanes through downtown Bridgeport, allowing for passing of slower vehicles.
- There was limited parallel parking on the side of the highway, and little foot traffic from travelers passing through.
- There were 3 pedestrian walkways across the highway, but the street markings were faded and pedestrians had to cross 4 lanes of traffic.



Bridgeport, Ca Fall 2012

- The new street design features two travel lanes, a center turn lane, bike lanes, and a mix of back-in, angle, and parallel parking that invites travelers to slow down and perhaps stop and explore Bridgeport's historic town site.





Main Street (Hwy 395), Bridgeport, Ca: Before and After



Main Street (Hwy 395), Bridgeport, Ca: Before and After

Bridgeport Main Street Revitalization Project

- While phase 1 of the project is complete with the new paint overlay, there are many more projects in the works including:
 - Developing pedestrian curb extensions and safe havens
 - Improving lighting and signage for the pedestrian walkways
 - Encouraging improved building façades and general street appearance
 - Marking pedestrian and bike pathways for safer routes to school
 - Creating a trail system
- MCAH will continue to collaborate on these projects as funding becomes available.

Questions?
We can make a difference!



Sandra Pearce, PHN, MS, CNS
MCAH Director, Mono County Health Department
760.924.1818
spearce@mono.ca.gov
