



Corvallis-Benton County Healthy Kids, Healthy Communities ***Creciendo en Salud***

Western MCH Nutrition Leadership
Network Meeting 2012
March 22-23
The Marina del Rey Hotel

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Healthy Kids, Healthy Communities

The National Program

- \$44 million over 5 years
- 50 sites across the nation
- **Active living and healthy eating**
- Policy and environmental change
- Children and families
- Low-income, vulnerable populations

Local Partnerships

- Corvallis Parks & Recreation
- Strengthening Rural Families
- Willamette Neighborhood Housing
- Corvallis Environmental Center
- Casa Latinos de Benton County
- OSU-Extension
- Tunison Neighborhood Association
- Lincoln PTA

Increasing Access to Healthy, Culturally Appropriate Food

Understanding the roots of the issue:

- Literature Review
- Needs Assessment Activities
 - Las Comidas Latinas Community Nutrition Assessment
 - Structured interviews with 106 Latina women in Linn & Benton counties
 - HKHC focus groups (5) with Latina women
 - Mailed Survey to 300 families in target area
 - Key informant interviews with key stakeholders (12)

Key findings from assessment(s):

- Household factors
 - Food insecurity is an issue among Latino families
 - Income of families is low (1500 a month/ family of 5)
 - Grocery shopping twice a month (payday)
 - Lack of land to grow food
- Social & Cultural factors
 - Lack of knowledge of climate and local foods
 - Prefer fresh foods- organic! Open air markets
 - Most Latino parents are not acculturating- Spanish dominant

Key findings from assessment(s):

- Environment & Policy
 - Housing costs greater than 50% of income
 - Limited transportation
 - Limited opportunities for childcare/preschool
 - Lack of health insurance/benefits

Review of the Literature:

- Food Insecurity is a form of economic hardship
- Employment status and poverty alone do not explain food insecurity
- Income shocks
- Families with incomes close to 300% FPL experience food insecurity
- Competing demands on family budgets
- Immigrants and Latino families have higher rates of food insecurity than national average



Changes that affect the structural and components of a neighborhood can mean improvements for a generation, not just for an individual.

Social Ecological Framework

- Understanding the interrelations among diverse personal and environmental factors in human health and illness (Stokols, 1996)
- Focus on policy and environmental change
- Acknowledge the role of traditional health education- but connect to policy and environmental change opportunities
- Strive to affect root causes of lack of access to healthy, culturally appropriate food

Policy: Important at Multiple Levels

Limited Definition: Policy = Legislation
i.e. the higher the “lever,” the greater the impact

Big “P” Policy = rules/statutes approved by elected officials

City Ordinance

Approved master plans

Comprehensive Plan

Little “p” Policy = departmental policies and patterns

Protocols

Design Guidelines

Budgets/Capital Funding

Departmental Practices/Norms

Level of intervention	Strategy/Activity	Partner
Individual/ Family	Nutrition Education Classes (SNAP-Ed)	OSU Extension
	Farmers' Market Tours	Ten Rivers Food Web
Environment	Community Gardens	Corvallis Environmental Center
	Affordable Housing	Willamette Neighborhood Assoc.
	Education opportunity (including preschool)	Casa Latinos Unidos de Benton County
Social/ Cultural	Local Food System	Oregon Food Bank Ten Rivers Food Web
Policy	Community Garden Master Plan	Corvallis Dept. Of Parks & Recreation
	School Food-breakfast, dinner/snacks	Corvallis 509J
	Health care transformation- CCO	Benton County Health Services Mid-Valley Health Care advocates
	Organizational practices/procedures that limit access for Latino families	Various

Strategies

- Community Engagement
 - Health Navigators – building trust among vulnerable population
 - Community mobilization
- Build Relationships with Stakeholders
 - Partnerships and coalitions
 - Start where stakeholders are on a particular issue
 - Collaboration and sharing of resources
 - Provide technical assistance
 - Seek outside training and consultants when needed
- Grant writing to meet community resource needs
 - Multiple leverage points require sustained resources

Strategies

- Promote a comprehensive approach
 - “health in all policies”
 - Diverse stakeholders
 - “Who are we missing?”
- Maintain a focus on equity and eliminating health disparities
 - Educating decision makers
 - Building community capacity



Strategies

- Involve residents and leaders in policy change efforts
 - Workshops/trainings
 - Attend City Council Commissions to testify
 - Identify priorities for partnership and collective action



Strategies

- Create healthy environments to support healthy personal choices
 - Housing
 - Transportation
 - Parks/Community Gardens
 - Farmers' Markets
 - Education



Challenges

- Many stakeholders are in the trenches- focus on keeping organization funded
- “We don’t do policy”- making the connection between programs and policies
- Reluctance to collaborate
- Differing ideas about collaboration
- Understanding the social determinants of health is not always easy for stakeholders.
- It takes time to build relationships, trust and a base

Success

- Forging new partnerships (i.e. City/County Government and among County Governments)
- Building trust among diverse stakeholders
- Creating a network to address root causes of food security and other public health issues
- Increasing access to resources for Latino and low income families
- Increasing community engagement- more voices are being heard
- Continue to build community resources

Are we making a difference?

- Do Latino and other low income families have greater access to healthy, culturally appropriate food?
- Are there more opportunities/resources within their community that provide healthy, culturally appropriate food?
- Are we addressing the barriers that Latino and other families have identified? Are there new barriers?

Questions and Answers

www.healthykidshealthycommunities.org



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