

HEALTH & WELLNESS TRUST FUND COMMISSION Study Committee on Childhood Overweight/Obesity

SUMMARY MINUTES

Context of Meeting: Study Committee on Childhood Obesity
Date: Friday, August 20th, 2004
Time Meeting Convened: 10:00 am
Time Meeting Adjourned: 2:30 pm
Location: Embassy Suites Greensboro, 204 Centreport Drive, Greensboro, NC

Attendance:

Committee: Rep. Verla Insko, Co-Chair; Dr. Alice Ammerman, Mr. Dave Gardner, Mr. Richard Greene, Ms. Lynn Hoggard, Mr. Oscar Kelley, Dr. Kathryn Kolasa, Ms. Betsy LaForge, Ms. Sue Lynn Ledford, Dr. Gerard Musante, Rev. Emily Odom, Ms. Shellie Pfohl, Mr. Charles Saunders, Dr. Donald Schumacher, Ms. Shirley Faison Sims, Dr. Lisa Sutherland, and Dr. Sandhya Thomas-Montilus

Committee Members not in attendance: Dr. Olson Huff, Co-Chair; Senator Bill Purcell, Co-Chair; Dr. Delilah Blanks, Mr. Phil Kirk, and Dr. Robert Schwartz

Health and Wellness Trust Fund Staff and Counsel: Mr. Jim Davis, Ms. Vandana Shah, Mr. Michael Arnold, Ms. Elaine Pope, Ms. Beth Van Amberg

Other Attendees: Former NC Governor Jim Hunt (Womble Carlyle), Dr. Carolyn Lackey (NC State University), Ms. Cynthia Servier (Stokes County Schools), Dr. Don Martin (Winston Salem-Forsyth County Schools), Mr. Brock Leach (Pepsico), Ms. Betsy Conti (Office of the Lieutenant Governor), Mr. Butch Gunnells (NC Soft Drinks Association), Dr. Cathy Kapica (McDonalds Corporation), Ms. Heather Oldani (McDonalds Corporation), Mrs. Heidi Churchill (Duke University), Mrs. Suzanne Schmal (Duke University), Ms. Kim Looby (YMCA of the USA), Mrs. Laura Simpson (Southeast United Dairy Association), Mrs. Sara Benjamin (UNC-CH School of Public Health), Mr. Benjamin Mount (Assistant to Rep. Insko), Mrs. Carla Huffman (Eden Family YMCA), Mr. Randy Laster (Pepsi Bottling Ventures), Mrs. Diane Thomas (Fit City/Mecklenburg County Health Department), Mr. Walter Shepard (NC Academy of Family Physicians), Mrs. Tish Singletary (NC Academy of Family Physicians), Jennifer Coulombe (YMCA of Northwest NC), Mrs. Anita Pulley (Northwest AHEC – Wake Forest School of Medicine), Ms. Barbara Ann Hughes (Barbara Ann Hughes and Associates), Mr. John Teeter (Pepsi Bottling), Mr. George Suddath (Pepsi Bottling Ventures), Mr. Lauren Steele (Coca-Cola Bottling Company Consolidated – Charlotte, NC), Mr. Phil Swink (Pepsi), Mr. Darren Clark (Pepsi-Cola Company), Mr. Bernie Schwing (Cary Family YMCA), Ms. Kim Jones (Cary Family YMCA), Mr. Kevin Cragwell (Banks D. Kerr Family YMCA), Mrs. Evie Benson (Chapel Hill-Carrboro YMCA), Ms. Becky Langton (Central YMCA), Ms. Lynn Mitchell (Forsyth County Department of Public Health), Ms. Barbara Rush Cline (YMCA of Catawba Valley), Ms. Jamie Kivett (YMCA-Statesville), Ms. Angela Covington (YMCA of Iredel County), Ms. Susan Pettengil (Cary Family YMCA), Mr. Tony Campione (Southwest Wake YMCA), Mr. Liam Behran (YMCA – Greensboro), Mr. David Heggie (YMCA-Greensboro), Mr. Greg Jones (YMCA-Greensboro), Ms. Beth Gargan (McKeeman Communications Group), Ms. Jamie Taylor (McDonald's Corporation), Mr. Scott Ickes (UNC-CH School of Public Health), and Ms. Laura Simpson (Southeast Day).

Agenda distributed? Yes No **Attached?** Yes No

(Exhibit A – Agenda: <http://www.hwtfc.org/pdffiles/FitFamilies-08-20-04Agenda.pdf>)

Attendance Record Taken? Yes No **Attached?** Yes No

Presiding: Co-Chair, Representative Verla Insko
Recorder of Summary Minutes: Michael Arnold, Research Director, Study Committee for Childhood Overweight/Obesity

Minutes from previous meeting distributed? Yes No N/A
Minutes from previous meeting edited? Yes No N/A
Minutes from previous meeting approved? Yes No N/A

1. Major Agenda Item/Topic: Welcome/Call to Order

Co-Chair, Representative Verla Insko called the meeting to order at 10:00 am. Co-Chair Insko welcomed study committee members and the general public to the 3rd convening of FIT FAMILIES: A Study Committee for Childhood Overweight/Obesity in NC, commissioned by the NC Health and Wellness Trust Fund.

After a brief report regarding meeting logistics and housekeeping issues, Co-Chair Insko reminded committee members of the state’s ethics reminder outlined in their packet. Further, she called for an approval of the summary minutes from the June 18th committee meeting. The minutes were approved by committee consent.

Before moving on to the next phase of the meeting, Co-Chair Insko reminded committee members of the recommendation development forms available in their packets and encouraged them to use the form as a tool for recording their thoughts regarding the day’s presenters and potential recommendations. She asked that each committee member give great thought to their responses and return them to the committee Research Director, Michael Arnold, for recording purposes and to facilitate further discussion regarding recommendations.

2. Major Agenda Item/Topic: Science Perspective Regarding Proper Nutrition

With no other comments or questions from the committee or the general public, Co-Chair Insko introduced the day’s first speaker: Dr. Carolyn Lackey, Ph.D., Food and Nutrition Extension Specialist, North Carolina State University. Dr. Lackey presented from a science perspective helping to define healthy foods and healthy diets. She reviewed tools for defining a healthy diet including the dietary guidelines for Americans, the food guide pyramid, Dietary Reference Intakes, recommendations from national disease associations, and nutrition facts labels. Further, she referenced two important NC tools for defining proper nutrition: (1) The NC Blueprint for Changing Policies and Environments in Support of Healthy Eating and (2) The Winner’s Circle Healthy Dining Program.

(Exhibit B – Power Point Presentation by Dr. Carolyn Lackey:
<http://www.hwtfc.org/pdf/files/FitFamilies-08-20-04Lackey.pdf>)

3. Major Agenda Item/Topic: State School Perspective – Child Nutrition Services

Lynn Hoggard, Section Chief, Child Nutrition Services, NC Department of Public Instruction – Also a member of the Study Committee – was called upon to present. Ms. Hoggard began with an overview of the history of child nutrition in NC schools, from the 1940s to date, and then carried into further detail about today’s child nutrition landscape. She discussed the realistic barriers currently present in today’s child nutrition system that prohibit an optimal nutritional environment as well as the opportunities for change in NC’s Child Nutrition Programs. In conclusion, Ms. Hoggard outlined several recommendations including:

1. Restoration of state and local funds to support CN program
2. Per-meal supplement to replace revenues generated from a la carte sales
3. Investigate impact of indirect costs on nutrition integrity of CN Program
4. Shared salary/benefits responsibility for CN personnel among federal, state and local partners
5. Approval for DPI to use available federal funds to add positions that would support schools in the achievement of SMI and recommended nutrition standards
6. Nutrition education as a required component of the school curriculum
7. Promote fiscal policies that reduce reliance on profits from sale of less nutritious food or beverages to supplement local school budgets

(Exhibit C – Power Point Presentation by Ms. Lynn Hoggard:
<http://www.hwtfc.org/pdf/files/FitFamilies-08-20-04Hoggard.pdf>)

4. Major Agenda Item/Topic: Local School Perspective – Child Nutrition Services

Co-Chair Insko next called upon Cynthia Sevier, Child Nutrition Director, Stokes County School District. Ms. Sevier presented the issues of child nutrition services from a local perspective reflecting on how school nutrition has evolved over the last 50+ years from a simple meal to a sophisticated program that potentially generate substantial amounts of revenue for the school systems they serve. Meeting the challenge of offering healthy food choices throughout the school environment and at the same time surviving financially was a point of emphasis for her presentation.

(Exhibit D – Power Point Presentation by Ms. Cynthia Sevier:
<http://www.hwtfc.org/pdf/files/FitFamilies-08-20-04Sevier.pdf>)

5. Major Agenda Item/Topic: Local School Perspective - Superintendent

Continuing the opportunity for a local perspective, Co-Chair Insko called upon Dr. Don Martin, Superintendent, Winston-Salem/Forsyth County Schools. Dr. Martin provided the local school perspective on exclusive pouring rights contracts, including specifics on the exclusive “pouring rights” contract he signed with Pepsico in 2000 and then later renewed

until 2010. Continuing, Dr. Martin reviewed cafeteria conditions in his district including a-la-carte sales in school cafeterias, contract food service management companies, and efforts to reduce fat content in school lunches.

(Exhibit E – Power Point Presentation by Dr. Don Martin:
<http://www.hwtfc.org/pdf/fitfiles/FitFamilies-08-20-04Martin.pdf>)

6. Major Agenda Item/Topic: Discussion/Recommendations

As expert testimony and committee discussion ran over their allotted time, Co-Chair Insko proposed a change in the agenda. Consented by all committee members, committee discussion of recommendations was tabled for later in the afternoon following the industry presentations.

7. Major Agenda Item/Topic: Break for Lunch

8. Major Agenda Item/Topic: Industry Perspective - PepsiCo

Co-Chair Insko reconvened the meeting at 1:05 pm and asked committee members and the general public for special privilege in recognizing former Governor Jim Hunt to address the study committee and introduce the first industry speaker.

Governor Jim Hunt came forward and referenced the importance of addressing childhood overweight and obesity. He thanked the committee members for their support in serving on the committee and encouraged them to seek viable recommendations for addressing these issues. Gov. Hunt continued by referencing his work in serving on a national PepsiCo obesity task force, to help advise PepsiCo on issues of nutrition, physical activity, community involvement, and overall health for children. In his efforts with the task force, he had the pleasure of working with the next featured speaker. Knowing how hard PepsiCo was working to address this very serious health concern, Gov. Hunt indicated that he felt compelled to address the study committee to introduce Brock Leach.

As such, Gov. Hunt called upon Brock Leach to speak on behalf of PepsiCo's commitment to children's health, their position on issues related to obesity and new initiatives PepsiCo was launching to help provide healthier products to the market place.

At this time, Brock Leach, Senior Vice President, New Growth Platforms and Chief Innovation Officer, PepsiCo (Tampa, Fl) addressed the study committee.

Mr. Leach presented PepsiCo's efforts to not only deal with the obesity problem, but to capture the growth opportunity presented by meeting the growing consumer need for wellness. He continually emphasized that PepsiCo has embraced these changes and sees it as a way of gaining market share. A major part of his presentation was focused on how PepsiCo and other food/beverage companies should be part of the solution by creating healthier products people really want to eat/drink, and by marketing them in ways that motivate people to adopt healthier lifestyles. He indicated that PepsiCo was open to partnering with public health and others in NC to address these issues.

(Exhibit F – Power Point Presentation by Mr. Brock Leach:
<http://www.hwtfc.org/pdffiles/FitFamilies-08-20-04Leach.pdf>)

9. Major Agenda Item/Topic: Industry Perspective – McDonald’s Corporation

Next, Co-Chair Insko called upon Dr. Cathy Kapica, Director of Global Nutrition, McDonald’s Corporation to address the study committee. Dr. Kapica, a Registered Dietitian and Ph.D. of Public Health Sciences, presented information about McDonald’s multi-year Balanced Lifestyles commitment which includes significant efforts in the areas of food choice, physical activity and education.

With regard to food choice, Dr. Kapica referenced the new products that McDonald’s has launched including: New premium salads, healthier chicken nuggets made from white meat, apple dippers, apple juice, and milk in new creative jugs. She continued by referencing their investments in the promotion of physical activities such as the Olympics and the new adult sized happy meals featuring pedometers, among others. She also referenced McDonald’s efforts to provide easy to understand nutritional content on their menus and other product locations.

Finally, Dr. Kapica emphasized that the cause of obesity were multiple and that the solutions would need to be as well...and that McDonald’s was committed to being part of the solution.

(Exhibit G – Power Point Presentation by Dr. Cathy Kapica:
<http://www.hwtfc.org/pdffiles/FitFamilies-08-20-04Kapica.pdf>)

10. Major Agenda Item/Topic: Committee Discussions/Recommendations

Following the last presentation of the day from Dr. Kapica, Co-Chair Insko opened the floor for committee discussion regarding potential recommendations.

Sue Lynn Ledford had a quick point of clarification regarding the Committee Recommendation Forms. In response, Co-Chair Insko referenced that the Committee Recommendation Forms were simply a tool for committee members to record thoughts and ideas, or to take note from the various presenters. This tool might serve useful to committee members when they later move into a recommendation development format.

Several minutes of committee discussion proceeded regarding the importance of developing partnerships and collaborations among business/industry, education, government, churches, etc...to help in addressing childhood overweight/obesity. Several committee members and general public attendees voiced their pleasure in having industry as a part of the day’s agenda, indicating that they had not before considered ways in which industry could play a critical role in addressing these issues.

Another major point of discussion centered around the importance of nutrition education as a part of the Standard Course of Study in NC schools. According to Dave Gardner and Lynn Hoggard, nutrition education is a part of the General Course of Study, but because Health and Nutrition Education is not part of the “End of Grade” testing, that teachers and

school often omit it from the class in an effort to generate more time for tested subjects. The committee felt that this created a “no accountability” standard. Dr. Lisa Sutherland summed up the discussion, “It is very important that we learn to read and write...but if you are dead at 35 it does you no good”.

From there, the committee discussion looked at ways of integrating nutrition education in the more basic curriculum. An example of this was outlined by Sue Lynn Ledford, “Teachers could use basic nutrition components in their math curriculum. They could have students tally calorie consumption or pedometer steps in math class as a means of imparting important components of health while also learning how to count”.

Another important issued echoed by many committee members was the issue of early childhood intervention. Articulating the overriding opinion of the committee, Dr. Gerard Musante said, “Does anyone really think that we can successfully stem off obesity once a child develops their food and activity habits...I don’t. We must look at ways of addressing obesity at a very early age and reach parents and families before the child even enters school”.

In the last point of committee discussion, Dr. Alice Ammerman was recognized. She referenced the fear that schools in NC were so strapped for money that they were not in a position to take a financial risk of implementing new healthier alternatives, from fear of losing desperately needed revenue. Her contention was that we must look at ways of helping schools make the financial transition to providing healthier food choices. With no other committee discussion, Co-Chair Insko moved the meeting to the next agenda item.

11. Major Agenda Item/Topic: Recommendation Forms

Co-Chair Insko reviewed the recommendation forms in the study committee packets and reminded committee members to fill them out and return them to help facilitate future discussion regarding potential recommendations.

12. Major Agenda Item/Topic: Adjourn

With no other discussion, the study committee meeting was adjourned.

List of “handouts”/materials distributed at the meeting:

Study Committee Travel Forms

Agenda and Ethics Reminder

Recommendation Processing Form

Defining Healthy Foods/Healthy Diets – PP by Dr. Carolyn Lackey

Child Nutrition Programs: The State Perspective – PP by Lynn Hoggard

Child Nutrition – Taking A Look at the Local Perspective – PP by Cynthia Sevier

LEA Perspective on: Exclusive Pouring Rights Contracts, A la carte Sales in School

Cafeterias, Food Service Management Companies, and Efforts to Reduce Obesity in

Children – PP by Dr. Don Martin

PepsiCo Health & Wellness - Capturing Growth at the Intersection – PP by Brock Leach

Promoting Balanced Lifestyles at McDonald’s – PP by Dr. Cathy Kapica