

1) **A brief description of current healthy eating, active living (HEAL) activities\* in your organization with the goal of childhood obesity prevention;**

From our annual Title V report: Specific Childhood interventions: Promote culturally congruent best practices to improve children's weight status by providing education, resources and technical assistance to funded MCAH programs and partners for the promotion of environmental change practices and programmatic policies. Build and sustain partnerships and collaborations with national, state and local level partners to promote interventions to address national guidelines on weight, nutrition and physical activity for young children. Identify or develop and disseminate information and tools through key partners (NEOP, WIC CDE, Systems of Care, EMSA) to help low-income children meet the dietary guidelines for Americans. Addressing upstream perinatal causes of later childhood obesity: Conduct surveillance of weight gain during pregnancy, including measurement of trends and disparities. Promote culturally congruent best practices about weight gain during pregnancy by providing technical assistance, education and resources to funded MCAH Programs and partners for the promotion of environmental change practices and programmatic policies. Promote the national Dietary Guidelines for Americans and Physical Activity Guidelines weight assessments, counseling and referrals for women of reproductive age. Identify or develop and disseminate information and tools through key partners (NEOP, WIC, CDE, Systems of Care, and EMSA) to help the women of reproductive age meet the dietary guidelines for Americans. Build and sustain partnerships and collaborations with national, state and local partners (such as WIC, NEOPB, the United States Breastfeeding Committee, the California Breastfeeding Coalition, and the California WIC Association) to promote breastfeeding by offering webinars, conferences, developing and disseminating lactation accommodation and hospital breastfeeding best practices.

2) **A brief description of proposed activities for this TA application, including:**

- a) which of the activities identified in #1 will be used as a springboard for this project, and why "Promote culturally congruent best practices to improve children's weight status by providing education, resources and technical assistance to funded MCAH programs and partners for the promotion of environmental change practices and programmatic policies." In addition, "Promote culturally congruent best practices about weight gain during pregnancy by providing technical assistance, education and resources to funded MCAH Programs and partners for the promotion of environmental change practices and programmatic policies." They directly relate to the purpose of this TA opportunity.
- b) The population and/or audience to be served: local 61 health jurisdiction MCAH programs
- c) the specific type of activity to be provided: TA (such as infographic) to utilize Maternal and Infant Health data and the MCAH LHJ programs to utilize the Systems and Environmental Changes Toolkit (<https://www.cdph.ca.gov/Programs/CFH/DMCAH/NUPA/Pages/Systems-and-Environmental-Change.aspx>) to adopt nutrition, physical activity and breastfeeding policy, systems and environmental changes in low income populations.
- d) The theoretical model to be used, if any, to support the activity: knowledge-attitude behavior model
- e) The tiers of the I+PSE Conceptual Framework in which the activities are aimed: promote Community Education and Educate Providers
- f) How you will determine the potential success of the activity: post training tests, web hits, and LHJ MCAH annual reports.

3) **Information about your team members. Who will be working with you on this project? Indicate:**

- a) Who your proposed community partner(s) is/are; Carina Saraiva (MCAH epidemiologist), Eileen Yamada (MCAH pediatrician), interagency nutrition coordination workgroup, local MCAH program contacts.
- b) The nature of your relationship: standing collaborative partners
- c) Evidence of working with that community partner: Title V Child Health Domain work within MCAH, quarterly collaboration meetings, MCAH web-based information and sponsored webinars for partners.