

# Public Health Division, Staff Report

Maternal Child Adolescent Health (MCAH) Advisory Board

Advisory to the County of Sonoma Board of Supervisors

August 1, 2024

● Informational

→ Advocacy Opportunity

<p>CHW CDC Grant</p>	<ul style="list-style-type: none"> <li>● The CHW and Resilient Communities (CCR 2109) grant has entered its final Quarter of the grant cycle. Last April 5, DHS requested a No Cost Extension and as of today, DHS has not received a confirmation from CDC. (The proposed new extended last day for grant activities is Nov. 28, 2024)</li> <li>● A recent CCSF CHW graduate is planning to build a CHW Cooperative in Sonoma County. He has experience working on two other unrelated cooperatives and is looking to find and connect with CHWs interested in joining.</li> </ul>
<p>Dental/Oral Health</p>	<ul style="list-style-type: none"> <li>● The Dental Health Network will meet again on August 6<sup>th</sup>. Contact <a href="mailto:Ariel.Thomas-Urlik@sonoma-county">Ariel.Thomas-Urlik@sonoma-county</a> for more information.</li> <li>● Program staff are available for community presentations on oral health, accessing services, and other custom topics.</li> </ul>
<p>Healthy Eating, Active Living (HEAL)</p>	<ul style="list-style-type: none"> <li>● On June 7<sup>th</sup> the HEAL team hosted a training for Healthy Apple daycare providers on physical activity. The providers learned new activities to keep children active and build motor skills. Each of the 20 sites that attended received a set of physical activity equipment.</li> <li>● The HEAL team hosted a Wellness Policy training on July 16<sup>th</sup> to teach providers how to create nutrition and physical activity policies for their daycare programs.</li> <li>● Healthy Apple providers who attended the garden training earlier this spring are sending in pictures of their lovely gardens and happy children tending the plants!</li> </ul>



Home Visiting

- NFP and TIA PHN continue to hold monthly parent support groups with great success at Sonoma County Children’s Museum
- Childcare tax measure campaign in Sonoma County, “Our Kids Our Future,” is proposing a quarter-cent sales tax to support childcare employees, expansion of the local childcare network, pediatric screening and treatment, and other early childhood services. The initiative will be on the November 2024 ballot for voters to decide.

Impact Sonoma  
(Tobacco & Nicotine Prevention)

- A big win for children and youth: on July 23<sup>rd</sup>, the Santa Rosa City Council voted 6-0 (one recusal) to adopt a new Tobacco Retail License. On August 6<sup>th</sup>, the standard second reading will occur on the consent calendar and councilmembers are expected to affirm their votes in favor of a TRL. The six councilmembers voiced strong support for regulating tobacco locally; the policy includes a full ban on electronic

cigarettes, a \$10 min price, pack size minimums, no online sales, and no acceptance or use of discounts/coupons. This [Press Democrat article](#) summarizes the support. **You can still help by thanking your councilmembers for their steadfast support.**

- The Tobacco-Free Sonoma County Community Coalition (TFSCCC) continues to do outreach regarding TRL campaigns to community stakeholders. TRLs are needed in the cities of Cloverdale, Rohnert Park and Cotati. Efforts are now beginning, and the coalition is looking for support on these policy campaigns. If you're interested in getting involved, please reach out to either [tobaccofreesonoma@gmail.com](mailto:tobaccofreesonoma@gmail.com) or [emily.gonzalezdemont@sonoma-county.org](mailto:emily.gonzalezdemont@sonoma-county.org) for more information!
- The tobacco industry is flooding the market with new (illegal) products all the time. Check out this [device](#) that doubles as a video game. If you want to learn more about which tobacco products are allowed where, and how to spot a banned product, please reach out to our compliance team at 565.6680.



<p>MCAH Planning &amp; Coordination</p>	<ul style="list-style-type: none"> <li>● We are partnering with our County WIC, Sonoma County Indian Health Project WIC and First 5 to hold a celebration for WIC's 50<sup>th</sup> Anniversary and to kick off World Breastfeeding Week. This celebration will be on August 1<sup>st</sup> at the WIC Farmers market and will include food, face painting, a raffle for breastfeeding individuals, and healthy cooking demos.</li> <li>● In July, Lucy, our Perinatal Services Coordinator, and Tiffany Lacey, an experienced Medi-Cal doula, hosted two training meetings for doulas interested in becoming Medi-Cal and Partnership Health Plan Providers- these trainings are an important part of MCAH's overall goal of increasing access to doula services among our Medi-Cal population.</li> </ul>
<p>Women, Infants &amp; Children (WIC)</p>	<ul style="list-style-type: none"> <li>● WIC's 50<sup>th</sup> Anniversary and World Breastfeeding Week Celebration will be on Thursday, August 1<sup>st</sup> in the WIC parking lot at 1450 Guerneville Rd. Sponsors of the event include First5, Community Foundation, and Sonoma County Breastfeeding Coalition. This event is in collaboration with SCIHP WIC. There will be free food (taco truck), face painting, food demos using WIC foods, and raffle prizes. Community partners will be tabling at the event including the Bibliobus, and Children's Museum. WIC Farmers' Market will be happening simultaneously.</li> <li>● WIC is getting ready for the WIC Farmers' Market which starts Thursday, July 11<sup>th</sup>. Once a year, participants receive vouchers totaling \$30 to purchase fresh fruits and vegetables at a Farmers' Market. In collaboration with Santa Rosa Original Farmers' Market, WIC hosts a Farmers' Market in the WIC parking lot. Community partners are invited to table at the event.</li> </ul>



## Contact Information

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