



Black Health Awareness and Power Up Your Summer Webinar Survey

******* REMINDER *******

PLEASE COMPLETE THIS SURVEY BY JUNE 26, 2015

**Black Health Awareness and Power up Your Summer Months
June, July and August, 2015**

Thank you again for your participation in the Black Health Awareness Month, Power Up Your Summer Webinar which was held on May 6. As part of our effort to keep track of upcoming Signature Events throughout the state and to continuously provide you with the support needed, we would appreciate it if you would complete [this very brief survey](#).

As a reminder, please alert the Nutrition Education and Obesity Prevention Branch (NEOPB) to any media coverage you secure for your events as we have a vendor who can monitor the clips on your behalf.

Thank you again and good luck with your events!

For more information, please contact us at NEOPB_MediaPR@cdph.ca.gov.

NEOPB Training Resources

Check out the [NEOPB Training Resources](#) webpage for the latest training related information and calendar of scheduled [NEOPB Events](#) and [TRC Trainings](#).

[TRC Training Highlights for June](#)

Enhancing Physical Activity in Schools – June 16

Cultural Competency: Diversity, Perceptions, and Communication – June 17

[NEOPB Event Highlights for June and July](#)

2015 Youth Engagement Forums – June 27

Policy, Systems and Environmental Change in the Farmers' Market Setting – July 28

Save the Date for Champion Alliance Workshops

Save the Date!

The **2015 Champion Alliance Workshop**
is Coming to an Area Near You

10 a.m. to 3:30 p.m. | Sacramento, San Jose, Fresno, Orange County



For CalFresh information, call 1-877-847-3663. Funded by USDA SNAP-Ed, an equal opportunity provider and employer.

Runyon Saltzman Einhorn and NEOPB's State Media and Public Relations Unit will host a Champion Alliance Workshop near you during July and August. The workshops are intended for Local Health Departments (LHDs), local Champions and other local NEOPB partners. Planned workshops will guide conversations around new and existing efforts to promote Champions for Change; grow the movement; available resources to attract, recruit and engage local Champions, as well as opportunities for capacity-building and networking.

Please make a note of the workshop nearest the community you serve. You will receive an email in the coming weeks that will include additional details and registration information. Below is a list of tentatively scheduled dates and locations.

Sacramento - July 16
San Jose/Santa Clara - July 21
Fresno - August 4
Orange County - August 11

For more information, please contact us at NEOPB_MediaPR@cdph.ca.gov.

MyPlate Broadens Its Reach

The Center for Nutrition Policy and Promotion recently announced the translation of MyPlate resources into 18 additional languages, for a total of 20. Most of the added languages are Asian and Pacific Island languages. The MyPlate icon and the first in the Ten Tips Nutrition Education Series (Choose MyPlate) have been translated.

Please see the United States Department of Agriculture blog for more background at: <http://blogs.usda.gov/2015/05/28/myplate-broadens-its-reach/>.

You can check out the newly translated resources at: <http://www.choosemyplate.gov/print-materials-ordering/MultipleLanguages.html>.

As a reminder, many other MyPlate resources are available in Spanish at: <http://www.choosemyplate.gov/en-espanol.html>.

For more information, please contact Poppy Strode at: Margaret.Strode@cdph.ca.gov.

State Media and Public Relations Updates

Half MyPlate

For the second consecutive year, NEOPB has partnered with iHeart Media for the “Half MyPlate Pledge” and contest. The “Half MyPlate Pledge” is an effort to encourage both English and Spanish dominant Californians to pledge that they will make half their plate fruits and vegetables at every meal. As an incentive, every person who takes the pledge is eligible to win free groceries for a year!

The promotion began in May and will run through the end of September. Please encourage Supplemental Nutrition Assistance Program-Education eligible participants to take the pledge by visiting [Facebook.com/CaChampionsForChange](https://www.facebook.com/CaChampionsForChange) and clicking the “Take the Pledge!” tab on a desktop or tablet. Please note: the pledge form is not accessible on mobile devices. One entrant will be selected as the winner when the contest ends on September 28, 2015. NEOPB will feature the winner on [Facebook.com/CaChampionsForChange](https://www.facebook.com/CaChampionsForChange) and in the October 2015 LHD E-Newsletter.

For more information, please contact John Pacheco at john.pacheco@cdph.ca.gov.



Pandora Station Generator



Champions for Change now have a branded Station Generator on Pandora! This exciting program provides access to music specifically designed to inspire your optimum workout, offering three unique stations tailored to pair with physical activities such as cardio, yoga, and weight-lifting. While listening to a station, listeners will also receive quick tips for better health in the form of five unique audio spots.

We believe the perfect music can help you run faster, get in the zone and make physical activity fun. You're invited to get moving with us as we promote physical activity and healthy living through upbeat music and inspiring visuals. Check out our stations and share them with your community!

www.pandora.com/ChampionsforChangeYoga

www.pandora.com/ChampionsforChangeCardio

www.pandora.com/ChampionsforChangeLift

For more information, please contact John Pacheco at john.pacheco@cdph.ca.gov.

Radio Remotes

All LHDs have the opportunity to participate in radio remotes or community events offered by iHeart Media. Radio remotes are a great opportunity to help drive more attendees to your events. When you choose to participate in a radio remote, the station will promote your event on air leading up to the event, air call-ins during the event to promote attendance, and provide you with two \$110 gift cards to purchase bicycles and helmets to be given away at the event.

Alternatively, a community event can also be requested. By requesting this, you can receive space for signage and booth space at an already existing event along with the two \$110 gift cards.

Radio remotes and community events can be requested at:

www.ChampionsForChangeRequestForm.com.

For more information, please contact Elias Muniz at elias.muniz@cdph.ca.gov.



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