



## **Every Body Walk! Collaborative Micro-Grants: Funding Announcement; Applications Due on October 15**

On September 9, the Surgeon General announced a Call to Action to promote walking and walkable communities. The Call to Action encourages increased walking through improved access to safe and convenient places to walk and wheelchair roll and the development of a community culture that supports walking for individuals of all ages and abilities.

The Call to Action includes five strategic goals:

1. Make walking a national priority.
2. Design communities that make it safe and easy to walk for people of all ages and abilities.
3. Promote programs and policies to support walking where people live, learn, work, and play.
4. Provide information to encourage walking and improve walkability.
5. Fill surveillance, research, and evaluation gaps related to walking and walkability.

To learn more and download resources (including the YouTube video and infographic), visit the Surgeon General's [Step It Up! webpage](#).

Walking serves many purposes and helps people to incorporate physical activity into their busy lives. There is growing evidence and interest in the community-wide benefits of improving access to safe and convenient places to walk. America Walks and the Every Body Walk! Collaborative has released one-time micro-grants (up to \$2,500) for activities designed to increase local walking programming and to stimulate community demand for infrastructure improvements that provide accessible, safe walkable places for the entire community. Grant activities fall into two broad categories: 1) strengthening or elevating community-walking programs and 2) fortifying the policies, systems and environments that create walkable places. Read the full funding announcement [here](#). Applications are due by 5 p.m. EDT on October 15.

For further information, please email your questions to [NEOPB@cdph.ca.gov](mailto:NEOPB@cdph.ca.gov).

## **NEOPB Approved Resources List Update**

The Approved Materials List has been divided into the Curriculum List and the Resources List. The Nutrition Education and Obesity Prevention Branch (NEOPB) web page is now updated, with both lists available under the Approved Materials/Resources (SNAP-Ed) in the Local Support & Training section.

The NEOPB Approved Resources List format is similar to the Curriculum List. Resources are located in appropriate tabs and are categorized by language, age, venue, type and topic. Reference the Instruction Tab for details on how to use the Resources List and find other sources of allowable materials. Find the Approved Resources List at: <http://www.cdph.ca.gov/programs/NEOPB/Pages/ApprovedSNAP-EdMaterials.aspx>.

For more information, please contact your Project Officer.

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## Project Directors Meeting (PDM) Event Website Now Available!



### CDPH/NEOPB Project Directors Meeting

Hilton Sacramento – Arden West  
November 3-4

2015

**Please visit the website often for the most up-to-date information related to registration, lodging and agenda.**

**Access the Project Directors Meeting event website [here](#).**

**Don't forget to [register early](#)!**

**The deadline to register online is October 21.**

*\*There is no cost to attend the PDM; however, it is essential to pre-register for the meeting*

#### **Meeting Objectives:**

- Acquire training and technical assistance on the development of scopes of work for the Federal Fiscal Years (FFY) 2017-2019 Local Health Department (LHD) Supplemental Nutrition Assistance Program-Education (SNAP-Ed) funding contracts with California Department of Public Health (CDPH) NEOPB.
- Preview NEOPB's draft obesity prevention strategic plan and provide feedback that will be used to strengthen the final version of the strategic plan.
- Receive programmatic and administrative updates from NEOPB staff in the areas of fiscal management; media and communications; policy and partnerships; research and evaluation; and training resources to support your work in the coming years.
- Highlight and recognize LHD SNAP-Ed grantees that have done an outstanding job in areas ranging from championing local policy, systems and environmental change strategies, to exemplary fiscal contract management.

#### **Target Audience:**

- LHD Project Directors; and
- Up to two additional key staff per agency

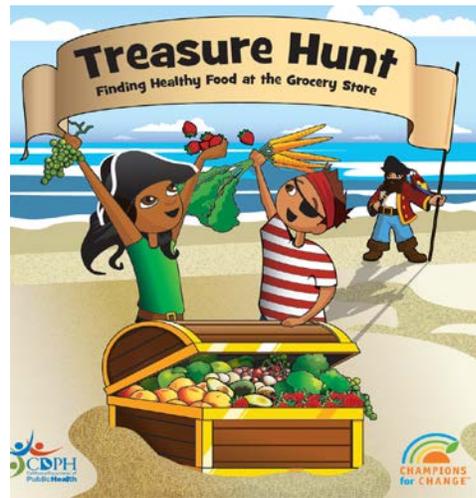
For general questions related to the PDM, please contact the following event leads:  
Kristi Maryman via email: [Kristi.Maryman@cdph.ca.gov](mailto:Kristi.Maryman@cdph.ca.gov) or by phone at (916) 445-5303 or  
Eugenio Garcia via email: [Eugenio.Garcia@cdph.ca.gov](mailto:Eugenio.Garcia@cdph.ca.gov) or by phone at (916)-449-5331.

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## Gold Medal Awarded to NEOPB

The NEOPB is happy to announce that CDPH has been awarded nineteen medals in the prestigious National Public Health Information Coalition's (NPHIC) Awards of Excellence in Public Health Communications competition. That's more than double what CDPH won last year.

Our NEOPB Retail Program took home a Gold Medal for our Treasure Hunt activity booklet! This booklet is designed for second and third grade students and serves as a workbook for sponsored grocery store tours. The booklet engages students in activities that increase their familiarity with their neighborhood grocery store, appreciation for fruits and vegetables and skills to build a healthy meal. Treasure Hunt received the 2015 NPHIC-Grady College Awards for Excellence in Public Health Communication award.



After submitting 38 separate items in 18 categories of the competition, CDPH won the most awards nationwide, followed by the South Dakota Department of Health with 13 and Alaska Department of Health and Social Services with 11. CDPH won in 12 categories with six Gold, six Silver and seven Bronze awards.

These awards showcase the great work CDPH is accomplishing in California and demonstrate how sharing innovative work helps to improve public health in every state, county and tribe across the country.

These annual awards also are a reminder that all the work that is done every day truly makes a difference in the lives of those CDPH serves. Congratulations to our staff!

- NEOPB
  - Gold ([Treasure Hunt activity book, special print project](#))

For more information, please contact us at [NEOPB\\_MediaPR@cdph.ca.gov](mailto: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](#).

[NEOPB Event Highlights for October and November](#)

NEOPB Geographic Information System (GIS) Viewer Training – October 20 & 29  
Project Directors' Meeting (PDM) – November 3 & 4

# Look What's New with Harvest of the Month!

The Harvest of the Month (HOTM) Student Workbook Teacher's Guide is now available for download at: <http://www.healthysbcss.org/en-US/educators-harvest-of-the-month-supplementary-materials>.

The guide is available for kindergarten to sixth grade. It is designed to facilitate standardization of the HOTM student workbook implementation. As a reminder, all NEOPB contractors who opt to use the 4<sup>th</sup>-6<sup>th</sup> grade workbooks in FFY 2016 must also commit to administering pre- and post-tests (please refer to Evaluation Guidelines attachment found on the July 1 LHD E-Newsletter). The kindergarten through third grade student workbooks do not require pre- and post-tests and will only count as indirect nutrition education.

To ensure consistency of the program, all LHDs are asked to follow the same guidelines for workbook implementation. These guidelines only apply to the fourth through sixth grade student workbooks, which will be considered as direct nutrition education. All LHDs must implement at a minimum the five required lessons listed and within the months listed below:

1. MyPlate (September or November)
2. Brain Breaks! (December)
3. Start Smart with Breakfast (January)
4. Rethink Your Drink (February)
5. Water is the Way to Go (March)

Additional lessons may be implemented at the discretion of the implementing agency and follow the specified monthly schedule found in the HTOM workbooks.

**HOTM Infographic** – Now Available on NEOPB Website: <http://cdphinternet/programs/NEOPB/Pages/HOTM.aspx>

This infographic is a compelling piece to share with stakeholders and policy makers. The infographic clearly illustrates – with few words- how HOTM is being used in many ways and in diverse avenues connecting the classroom, cafeteria, home and community.



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## Success Story: Safe Routes to Healthy Places

National City of San Diego County has embarked on a mission to improve walkability for the Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX3). This story describes how an Old Town Neighborhood came together and improved safe routes to school and healthy places in this underserved area of the city.

The journey of a thousand miles began with a single step during a “Walk to School Day” event at Kimball Elementary on August 14, 2014. This event led to a series of efforts focused on improving walkability and accessibility in the Old Town Neighborhood of National City. The walk from Big B’s Market to Kimball Elementary is only two blocks, but it took three years to complete and \$1.8 million to improve.

A few years before, Resident Leadership Academy (RLA) participants selected walkability improvements in the Old Town Neighborhood as their focus. The RLA participants presented their plans to the city council and continued to share input with the city planner in support of the city’s vision to make improvements to the Old Town Neighborhood. However, redevelopment funds allocated by the State of California were reduced delaying the completion of the project. It was not until 2012, through efforts of the CX3 and the County of San Diego Health and Human Services Agency, that walkability improvements were adopted by the City Council. Today, this San Diego Old Town community has wider sidewalks, seating benches, shortened pedestrian crossing distances, and sidewalks that meet American with Disabilities Act (ADA) standards.

For additional information regarding this project, please contact Adrienne Gilleran at (619) 692-8462

## WANTED: New Images for Social Media

NEOPB is expanding the social media image library and requests your new images of community/school gardens, after-school programs, and community events. Images are accepted on a continuous basis with a signed Model Release Form.

Model release forms can be located at the following link:  
<http://www.cdph.ca.gov/programs/cpns/RL/Pages/AdditionalResources.aspx>.

For more information or to send your images, please email John Pacheco at: [John.Pacheco@cdph.ca.gov](mailto:John.Pacheco@cdph.ca.gov).

## LHD E-Newsletter “Table of Contents” Now Available

The LHD E-Newsletter FFY 15 “Table of Contents” is now available online. All articles for FFY 15 are listed under each edition release date and page where it can be located. The FFY 16 “Table of Contents” will be forthcoming at the end of this month. This resource will be updated on a monthly basis and is available on the NEOPB website link at: <https://www.cdph.ca.gov/programs/neopb/pages/lhdnewsbulletin.aspx>.

For additional questions, please email any inquires to [NEOPB\\_ICCS@cdph.ca.gov](mailto:NEOPB_ICCS@cdph.ca.gov).

