

New State Transportation Reimbursement Policies

As of January 2016, transportation network companies that provide prearranged transportation services to government entities through an online-enabled application connecting drivers using a personal vehicle, such as Lyft and Uber, can now be claimed as an allowable state business expense. Short-term vehicle rentals of 30 days or less from companies such as AirBnb may also be used. Note: all existing state travel requirements and reimbursement policies remain in effect.

For more information contact your assigned contract manager

Join the Movement TV Ad Wins Gold

The Join the Movement advertising campaign won a 2015 Gold Aurora Award. The Nutrition Education and Obesity Prevention Branch (NEOPB) worked with Runyon Saltzman Einhorn to produce the Join the Movement campaign.

The Aurora Awards are a top-tier industry award for works not broadcast nationally on all major networks. Winners of the Gold Award are judged for professional excellence, quality content and creativity and have reached the Aurora Awards Standard of Excellence.

Join the Movement also took home a Gold Hermes Creative Award and Gold AVA Digital Award in 2015. You can view our ads here:

<http://www.cdph.ca.gov/programs/cpns/RL/Pages/Media.aspx>

<https://www.auroraawards.com/Gold-2015-Award-Winners>

For more information, please contact us at:

NEOPB_PR@CDPH.CA.GOV



Be Better Campaign Pre-Launch Webinar

You Don't Have to Be Perfect, Just Be Better!

That is the rationale behind the Be Better Campaign, NEOPB's new advertising campaign. To ignite awareness and excitement around the Be Better Campaign the Statewide Media and Public Relations (SMPR) Team is planning a multi-faceted launch event that includes:

- An interactive media event open to the public that recreates scenes from the Be Better commercials
- Smaller scale Be Better events hosted by interested local health departments (LHDs)
- A social media strategy that enables all Californians to show their support and participation

Your Local Health Department can participate in the launch of the Be Better Campaign by hosting events or communicating health messages to your community with available media materials. NEOPB is coordinating a Be Better Campaign Pre-Launch Webinar that will outline different levels of launch participation and introduce LHDs to related media materials.

What: Be Better Campaign Pre-Launch Webinar

When: 10:30 - Noon, Wednesday, April 13, 2016

Where: <https://attendee.gototraining.com/r/8036479294045848833>

Who: LHD Project Directors, Media Coordinators, interested LHD staff

Contact: Asbury.Jones@cdph.ca.gov

Let's work together to inspire and motivate Californians to make small changes that can add up to big health improvements!

NEOPB Training Resources

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

NEOPB Event Highlights for March and April

Recruiting and Engaging Youth – March 16

A, B, Cs of Healthy Retail: Fundamentals for Designing a Healthy
Retail Program March – 22

Sprouting Healthy Kids in Early Care and Education Settings – March 24

Tools for Building Successful School Wellness Strategies
March 25 & April 19

Make it Last! Creating Sustainable Retail Programs – March 29

The Middle Miles of Youth Engagement – March 30

SNAP-Ed Physical Activity (PA) Integration: Moving Towards
Sustainable PA – April 5 & 26

CNAP Coordinators Strategic Planning Workshop – April 13

Be Better Campaign Pre-launch Webinar – April 13

S.N.A.P. Crackle and Learner-Centered Education – April 27

