

Champion Press



A healthy dose of news about the *Network for a Healthy California*.

April 2008

Save the Dates!

April 7, 2008 from 9:00 am – 4:00 pm: The WIC Summit, *Making Change Matter: Maximizing the Health Impact of the New WIC Foods*, will take place in Los Angeles and focus on the new federal rules that enable WIC households to purchase a variety of fruits and vegetables, whole grains and soy products for the first time! Click here <http://www.calwic.org/foodsummit.aspx> for more information.

April 19, 2008 from 7:45 am – 12:00 pm: The Kids Fitness Challenge 5K Run/Walk/Ride will take place in Fontana at the Auto Club Speedway. The event is hosted by the Kid's Fitness Challenge Foundation and is open to all students, parents and teachers who want to live healthy, active lives! Click here <http://fitnesschallengefoundation.org> for more information.

May 2008: The *Network for a Healthy California—Bay Area, Central Valley, Los Angeles and Sierra Cascade Regions* will encourage California residents to be Champions for Change by hosting 2008 Fruit and Veggie Fest kick-off events throughout May. See the list of locations, dates and times below for the events in your area!

Sierra Cascade Region: Thursday, May 1, 2008 from 3:30 pm – 6:30 pm @ Food Maxx in Oroville, CA

Bay Area Region: Saturday, May 3, 2008 from 1:00 pm – 4:00 pm @ Arteaga's Super Save in Gilroy, CA

Central Valley Region: Wednesday, May 7, 2008 from 8:30 am – 12:00 pm @ Save Mart Supermarket in Exeter, CA

Los Angeles Region: Wednesday, May 28, 2008 from 10:00 am – 2:00 pm @ Food 4 Less in Los Angeles, CA

For more information, contact Rosanna Oliva, marketing specialist, *Network for a Healthy California—Retail Program* at Rosanna.Oliva@cdph.ca.gov.

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"I teamed up with other moms to make healthy changes in our neighborhood."

Adrienne G.

Working mom
One child, age 23

Regional Champions

Regional Network News

Central Valley Region- The *Network for a Healthy California—Central Valley Region*, U.C. Cooperative Extension and the Central Valley Health & Nutrition Collaborative (CVHNC) have been hard at work leveraging media opportunities to promote CVHNC, Champions for Change and March's National Nutrition Month. They were recently featured on *Central Valley Today* in thirteen segments aired throughout the month of March! All of the segments featured CVHNC partners and *Network* staff, healthy tips, recipes and ways to be active.

Below is a link to the first segment that was featured on March 4.

<http://www.ksee24.com/programming/cvt/16217487.html?video=YHI&t=a#>

Los Angeles Region- The *Network for a Healthy California—Los Angeles Region* and the Los Angeles Collaborative for Healthy Active Children have come up with a creative way to encourage community members to be Champions for Change and make healthy changes in their lives! They have developed a Champion Mom Mobile Billboard that is traveling through their local communities! The billboard began traveling back in March and will continue its journey throughout the region until mid-June.

Gold Coast Region- The *Network for a Healthy California—Gold Coast Region Power Play! Campaign* and the region's Physical Activity Specialist have stepped up for healthy living! They recently partnered with ABC7 to host a "Kid Healthy Steps to Healthy Living Campaign" kickoff event at a local elementary school and provided educators and students with nutrition education tools and pedometers. JoAnn Torres, coordinator, *Network for a Healthy California—Gold Coast Region Power Play! Campaign* was even quoted in the *Ventura County Star!* Check out what she had to say at <http://www.venturacountystar.com/news/2008/mar/08/hueneme-tries-new-approach-in-fight-against/>.



The Champion Mom Mobile Billboard cruises down the streets of Los Angeles to spread the message of Champions for Change!

LIAs in the News

U.S. Secretary of Agriculture visits Alisal Unified School District & Food Bank for Monterey County

The United States Secretary of Agriculture, Ed Schafer toured a school garden and enjoyed a healthy lunch with students at Dr. Martin Luther King Jr. Academy, a school from the *Network's* Alisal Unified School District! In addition to visiting the school, Secretary Schafer was later joined by A.G. Kawamura, secretary of the California Department of Food and Agriculture and toured the Food Bank for Monterey County.

Alhambra Unified School District hosts Mustang Super Bowl

Students filled a huge bowl with almost 300 pounds of spinach and other appetizing salad ingredients at Alhambra Unified School

District's Ramona School "Mustang Super Bowl VI"! Students learned about incorporating healthy habits into their daily lives as they ran through an obstacle course, learned fun facts about fruits and vegetables, sang spinach songs, pumped up their heart rate, and of course, sampled the tasty spinach salad!

During the big event, City of Alhambra Councilmember Stephan Sham proclaimed March as National Nutrition Month in the City of Alhambra. In addition, certificates of recognition were presented to Ramona School, Alhambra USD Food & Nutrition Services, *Network for a Healthy California—Los Angeles Region Power Play! Campaign*, American Heart Association and the American Cancer Society.



Ramona School students prepare an almost 300-pound spinach salad!

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Network News

Network to commence advertising campaign

On March 31, 2008 *Network* advertising began appearing in all California media markets*, repeating the "Ownership" campaign produced in FFY2007. Plans tailored by market include English- and/or Spanish-language TV and outdoor advertising and Spanish-language radio. Advertising will run through early September 2008.

For further details or a DVD of the ads, please contact Lawrence Montgomery, advertising marketing specialist, at 916-449-5429 or lawrence.montgomery@cdph.ca.gov.

*Media markets: Bakersfield, Chico, Eureka, Fresno, Los Angeles, Monterey, Palm Springs, Sacramento, San Diego, San Francisco, Santa Barbara

Network to produce new Food Stamp Office Resource Kit (FSORK)

Work is underway to develop and produce a new edition of the FSORK to be released in September 2008. 288 certified food stamp offices implemented the first kit. Components of the new kit include: a 20-minute DVD, eight *Network for a Healthy California* recipe cards, informational brochures, a poster and a metal kiosk for print materials. An evaluation conducted by the *Network* showed that 70 percent of those surveyed after visiting a food stamp office recalled at least one component of the kit. Eighty-seven percent who reported watching the video were able to recall specific tips or messages.

For more information, contact Lawrence Montgomery, advertising marketing specialist, at 916-449-5429 or lawrence.montgomery@cdph.ca.gov.

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Opportunities and Resources

Network's Communications Resource Library is full of helpful information

As a reminder...the new Communications Resource Library is full of communications resources (i.e., photos, logos, template materials, branding guidelines, etc.) that *Network* contractors need in order to help build equity and recognition in the Champions for Change brand. The URL for the Communications Resource Library is <http://networkforahealthycalifornia.net/Library/index.php>.

If you have any questions regarding the Communications Resource Library, please contact Kristy Garcia, publications marketing manager at 916-449-5411 or kristy.garcia@cdph.ca.gov.

In addition, Champion Mom Recruiting Guidelines have been developed to assist all *Network*-funded projects in recruiting Champion Moms and are posted on the Communications Resource Library under the Additional Resources page (<http://networkforahealthycalifornia.net/Library/addresources.php>).

Please contact Rebecca Larson, public relations marketing specialist at 916-449-5297 or rebecca.larson@cdph.ca.gov or Michelle Mussuto, public relations marketing manager at 916-449-5447 or michelle.mussuto@cdph.ca.gov if you have any questions regarding these guidelines.

New, improved Harvest of the Month materials and resources

The Harvest of the Month Web site (www.harvestofthemonth.com) has many new features and materials available for those implementing Harvest of the Month. Check out new materials in the expanded Educators' Corner (<http://www.harvestofthemonth.com/EdCorner/index.asp>) and the links to new resources below!

Monthly menu slicks translated into Spanish

<http://www.harvestofthemonth.com/download.asp>

Monthly family newsletters translated into Hmong, Chinese and Vietnamese <http://www.harvestofthemonth.com/EdCorner/translated-newsletter.asp>

Nutrient Graphs

<http://www.harvestofthemonth.com/EdCorner/nutrient-graphs.asp>

Mosaic poster

These can be viewed by clicking on the link below and ordered on the *Network's* online ordering system.

<http://www.harvestofthemonth.com/poster.asp>

USDA's Center for Nutrition Policy and Promotion releases MyPyramid Menu Planner

The U.S. Department of Agriculture's (USDA) Center for Nutrition Policy and Promotion released the MyPyramid Menu Planner, which interactively shows whether a person's food choices are balanced for the day or on average over a week. The Menu Planner can help plan upcoming meals to meet MyPyramid goals, provides suggestions for ways to improve food choices and allows for easy entry of foods for additional family members. It can be found at www.MyPyramid.gov/Planner.

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Information of Interest

Robert Wood Johnson Foundation launches new "Commission to Build a Healthier America" in Washington, D.C.

This new commission will examine the economic, educational and social factors impacting health in the hopes of identifying viable policies for improving health disparities. The full report and an executive summary can be found at <http://>

www.commissiononhealth.org/Report.aspx?Publication=26244.

New Centers for Disease Control and Prevention (CDC) study indicates physical education may improve girls' academic performance

This new study confirms on a national level what some smaller studies have concluded, explains Susan Carlson, CDC epidemiologist. Published online in the *Journal of American Public Health* (www.ajph.org), the study indicates that trimming physical education programs may not be the best way to raise test scores in schools.

The information provided here is for general information purposes only. The views expressed are not necessarily those of the Network for a Healthy California (Network). The Network has taken all reasonable measures to ensure the material provided is correct. However, the Network gives no warranty and accepts no responsibility for the accuracy or the completeness of the material.

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Visit us online at <http://www.dhs.ca.gov/ps/cdic/cpns/>.

This material was funded by USDA's Food Stamp Program through the California Department of Public Health's *Network for a Healthy California*. These institutions are equal opportunity providers and employers. The Food Stamp Program provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet. For information on the Food Stamp Program, call 1-888-328-3483.