

# Champion Press



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

June 2008

## Save the Dates!

**March 4 - 5, 2009:** It's never too early to start planning for the 2009 *Network for a Healthy California* Conference! Join your fellow Champions for Change at the Sacramento Convention Center and get ready for a great time! Abstracts are due September 2008. Additional Conference details to follow!

**June 2008:** Be sure to check out the *African American Campaign's* Consumer Empowerment Forums for Change (CEFFC), going on in your region this month!

*Bay Area Region:* Wednesday, June 11, from 1:30 p.m. - 3:30 p.m.  
@ Lockwood Child Development Center in Oakland

*San Diego & Imperial Region:* Friday, June 13, from 5:00 p.m. - 7:00 p.m.  
@ Tubman Chavez Multicultural Center in San Diego

*Los Angeles Region:* Saturday, June 21, from 10:00 a.m. - 12:00 p.m.  
@ Cienega Elementary School in Los Angeles

*Desert Sierra Region:* Wednesday, June 25, from 11:00 a.m. - 1:30 p.m.  
@ T. Hughes Building in San Bernardino

*Gold Country Region:* Thursday, June 26, from 10:00 a.m. - 12:00 p.m.  
@ 3900 Block of Cypress Ave. in Sacramento

For more information, contact Angela Dennis, marketing specialist, *Network for a Healthy California–African American Campaign* at 916-552-9928 or [Angela.Dennis@cdph.ca.gov](mailto:Angela.Dennis@cdph.ca.gov).

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## Regional Champions

### Champions for Change Mom Success

Xinia Sanchez and Lakeysha Sowunm, Champion Moms with the *Network for a Healthy California–San Diego & Imperial Region*, were in the spotlight recently at the San Diego Chapter of California Women Lead Meeting, held in San Diego on May 9. The women spoke to a large audience of elected and appointed officials about their role in the *Network*, and the healthy changes they have been able to make in their neighborhoods.

Meeting attendees also were given an overview of the *Network's* efforts and encouraged to help make healthy choices an easy choice for San Diego's low-income communities. Presentations were given by Susan Pennel, communications & media manager, *Network for a Healthy California*; Blanca Melendrez, project director, *Network for a Healthy California–San Diego & Imperial Region*; and Susan Cooper, another Champion Mom who's been a collaborative volunteer and is now president of the Healthy Kids Choice initiative.

## Regional Network News

**Bay Area Region** - The *Network for a Healthy California–Bay Area Region* is in the process of finalizing plans for a media campaign they are developing entitled, “Poetry in Motion - Hip Hop for Health!” This media campaign will engage local Champions for Change in *Network* activities through poetry, music and other creative art forms. Monique Woodford, coordinator, *Network for a Healthy California–Bay Area Region African American Campaign*, wrote a terrific poem titled, “Intelligent Movement -- Invest in and Nurture Yourself.” [Check out this inspiring poem by clicking here.](#) The region expects that community members will be equally creative in their campaign submissions.

**Gold Country Region** - The *Network for a Healthy California–Gold Country Region Children’s Power Play! Campaign* joined forces recently with the County of Sacramento Department of Health & Human Services and Radio Disney, to promote healthy eating and physical activity among 4th and 5th grade students. Ten assemblies were held at schools throughout the region. Using the *Power Play! School Idea Resource Kit* lessons, students were taught and challenged to eat plenty of fruits & vegetables and get physical activity every day. In addition, 30-second radio commercials were recorded at each assembly and broadcast on Radio Disney.

**San Diego & Imperial Region** - Blanca Melendrez, project director, *Network for a Healthy California–San Diego & Imperial Region*, was interviewed about the STEP Campaign (Nino Saludables) on San Diego’s Channel 15 Azteca America! Supported by the *Region’s Power Play! Campaign*, the STEP Campaign offers a \$1,000 scholarship to local elementary schools to create a school garden and provide nutrition education and physical activity classes. [Click here to view the clip!](#)

### ***Network for a Healthy California–Retail Program’s 2nd Annual Fruit and Veggie Fest Combines Food, Fitness and Fun***

The *Network’s Retail Program* partnered with grocery stores across California to host the second annual Fruit and Veggie Fest, a month-long celebration empowering low-income communities to make healthy, active living a priority!

This year’s Fruit and Veggie Fest events were held in the *Network’s* Central Valley, Bay Area, Sierra Cascade and Los Angeles regions. A range of activities took place to help Californians become Champions for Change, including cooking demonstrations, health screenings and fruit and vegetable store tours enjoyed by thousands of California families. In addition, many local media and dignitaries from each region came out to celebrate the Fruit and Veggie Fests, including Gilroy Councilmember Peter Arellano, Exeter Mayor Ted Macaulay, Oroville Vice Mayor Jamie Johansson and Los Angeles Councilmember Diane Watson.



Students at Harmon Johnson participate in a smoothie party during their assembly hosted by the *Network for a Healthy California–Gold Country Region Children’s Power Play! Campaign*, Radio Disney and the County of Sacramento!



Congratulations to all who were involved in making the Fruit and Veggie Fests a success and giving communities and families the power to make healthy changes!

Martin Padilla, 3 of Gilroy, takes a bite of a fresh apple by the watermelon patch at second annual Fruit and Veggie Fest hosted by the *Network for a Healthy California–Bay Area Region Retail Program* in Gilroy, Calif. on May 3.

## LIAs in the News

Debra Mason, recreation supervisor, Ambrose Recreation and Park District, received the *Network's* Champion for Change-Community Engagement Award at the 2008 Conference in January, for her dedication to being a Champion for Change in the *Bay Area Region*. She works diligently to find valuable resources and develop relationships in her community in order to help build a healthier environment for all. Recently featured in the *Contra Costa Times*, details of Debra's award-winning efforts can be viewed at [http://www.contracostatimes.com/baypoint/ci\\_8837939](http://www.contracostatimes.com/baypoint/ci_8837939). Congratulations, Debra!

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## New Resource from the Central Valley Region

### ***Central Valley Delivers 'Must-Read' on Children and Nutrition***

The *Network for a Healthy California–Central Valley Region's* Health and Nutrition Collaborative has come out with a great new education brief, *Malnutrition in the 21st Century*, which reveals the ironic situation of overweight children actually being malnourished. Although they may be calorically over-satisfied, many overweight youth in the Central Valley and throughout California are also nutrient deprived. The report is a very valuable resource and we encourage you to take a look at it!

We commend all of you in the Central Valley who took part in developing this brief, and thank you for your commitment to making our communities healthier and happier!

[Click here to view the education brief](#)

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## Research Article

### ***Prevalence of Obesity Among Children in Six Chicago Communities: Findings from a Health Survey, Public Health Reports***

Margellos-Anast et al. (2008) examined data from the Sinai Improving Community Health Survey (SICHS), a door-to-door health interview survey focusing on six communities in Chicago, Illinois, and found interesting differences within communities on neighborhood level obesity data.

Each community consisted of 15 randomly chosen census blocks (blocks with higher proportion of adults were given a higher probability for selection). Households were selected at random from the census blocks and data was collected from the primary caretaker for 501 children from Fall 2002 through Spring 2003.

Census data from 2000 was collected to look at demographic information for each of the communities. Three communities included were predominately African American and Hispanic, with the lowest household income and highest unemployment and child poverty levels. Two of the communities were predominately Caucasian, with the highest household income and lowest unemployment and childhood poverty rates. Two additional communities included in the study were more ethnically diverse and had income, unemployment and childhood poverty levels close to the Chicago average.

The results showed that the prevalence of obesity in children in all communities except for the most affluent were two to three times higher than the U.S. average. Also, the proportion of children who were obese in the more affluent area was significantly lower than the national average. The difference in obesity prevalence was also present when comparing

ethnic groups among the neighborhoods to national data. Disparities in race/ethnicity and income were also found for children that were overweight. The study additionally found that race/ethnicity, household income and television viewing time were all significantly related to obesity in children.

Margellos-Anast, H., Shah, A.M., Whitman, S. (2008) Prevalence of Obesity Among Children in Six Chicago Communities: Findings from a Health Survey, Public Health Reports, Volume 123, 117-125, retrieved 5/7/08 from

[http://www.suhichicago.org/files/publications/PHR\\_child\\_obesity.pdf](http://www.suhichicago.org/files/publications/PHR_child_obesity.pdf)

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## Network News

### ***Network for a Healthy California–Retail Program works with Safeway to raise awareness through eScrip***

With continued support from Safeway, the *Network for a Healthy California–Retail Program* will utilize eScrip to send *Network* email messages to 150,000 - 200,000 California Safeway members! The email, scheduled to drop on June 17, 2008, will include the *Network's* billboard messages on how to be a champion for healthy changes at home and in the community. It also will include a link to the *Network's* Champions for Change Web site ([cachampionsforchange.net](http://cachampionsforchange.net)), providing a great opportunity to increase general awareness of the *Network* and drive traffic to the Web site at no cost.

For more information about the *Network's* retail program, contact Melanie Hall, program administrator, *Network for a Healthy California–Retail Program*, at 916-552-9926 or [Melanie.Hall@cdph.ca.gov](mailto:Melanie.Hall@cdph.ca.gov).

To learn more about the eScrip program, visit <http://www.escrip.com/program/about.jsp>.

### ***Network for a Healthy California's "Ownership Campaign" wins Telly Awards***

The *Network's* Ownership Campaign recently won three prestigious 2008 Telly Awards. The three bronze awards were given to the Campaign's "My Kitchen" :30 television spot, "Our Community" :30 television spot, and Transit television.

The 2008 Telly Awards competition received over 14,000 entries from leading ad agencies, production companies, TV stations, cable companies and corporations around the world. It is a wonderful achievement to be selected for this recognition!

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## Information of Interest

### ***United States Department of Agriculture (USDA) runs radio ads to promote the Food Stamp Program***

The radio ads, in both English and Spanish, are running through the end of June in Fresno, Tulare-Hanford-Visalia, Los Angeles and San Diego.

California's Food Stamp Information Line (1-877-847-3663) is managed by the *Network* and the California Association of Food Banks. Its toll-free number is featured in the radio ads.

Radio scripts can be found at <http://www.fns.usda.gov/fsp/outreach/radio/default.htm>. Additional information on the specific radio stations and counties can be found on the [attached PDF](#).

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*Visit us online at <http://www.networkforahealthycalifornia.net>.*

*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.*