

Champion Press



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

July 2008

Regional Champions

Regional Network News

Network for a Healthy California—African American Campaign's Consumer Empowerment Forums for Change - The *Network's African American Campaign* in the *Bay Area, San Diego & Imperial, Los Angeles, Desert Sierra* and *Gold Country Regions* successfully hosted the Consumer Empowerment Forums for Change throughout the month of June and empowered low-income communities to make healthy, active living a priority!

The Forums began on June 11 and focused on making healthy changes in the community, such as the development of several community gardens, a produce stand and a community food bank. Adding to the excitement were local dignitaries who attended several of the Forum events.

Congratulations to all who were involved in making the Forums a success and giving communities and families the power to bring about healthy changes!

Orange County Region - The *Network for a Healthy California—Orange County Region* hosted a highly successful Fruit and Veggie Fest event, "Toast to Health," on May 28, 2008. In addition to highlighting the great work the *Network* is doing in Orange County schools, worksites, market and community events, the Fruit and Veggie Fest also recognized Henry Torres, worksite coordinator, *Network for a Healthy California—Orange County Region*, for being a Champion for Change and successfully recruiting 20 worksites to participate in the *Worksite's Take Action!* program. Congratulations, Henry!

San Diego & Imperial Region- We are pleased to announce that Blanca Melendrez, project director, *Network for a Healthy California—San Diego & Imperial Region*, has been named one of U.C. San Diego's (UCSD) Exemplary Employees of the Year! She was recognized by the Chancellor of UCSD on June 5, 2008 for her team-player attitude and support of her *Network* staff.

Congratulations, Blanca, on your much deserved recognition!

In This Issue

- ↓ [Regional Network News](#)
- ↓ [Regional Network Spotlight](#)
- ↓ [LIAs in the News](#)
- ↓ [Collaboratives in the News](#)
- ↓ [Information of Interest](#)
- ↓ [Network News](#)
- ↓ [Opportunities & Resources](#)

→ [Click here to forward Champion Press to a friend!](#)

→ [CPNS Calendar of Events](#)

Regional Network Spotlight

Thanks to our Champions for Change at the *Network for a Healthy California—San Diego & Imperial Regions*, it is now easier for 78,000 more Californians to get their daily amount of fruits and veggies! The *Network* recently played an instrumental role in the opening of the first certified farmers' market in the City Heights neighborhood of San Diego on June 7, 2008. Not only is the City Heights Farmers' Market the first of its kind in this ethnically diverse neighborhood, it is also the first Electronic Benefit Transfer (EBT) accessible farmers' market in San Diego County!

In a quote from the *San Diego Union Tribune*, Blanca Melendrez, project director, *Network for a Healthy California—San Diego & Imperial Region* stated, "We really hope this is going to increase food-stamp participation and reduce hunger. We hope this will serve as a model for other farmers' markets."

In addition to the *San Diego Tribune*, several San Diego television, radio and print media outlets ran information on the market, including KUSI Channel 51, NBC 7/39, Univision and Azteca America.

[Click here to see the full article on the farmers' market in the *San Diego Tribune*.](#)

LIAs in the News

Hawthorne Unified School District hosts Healthy Hawthorne 5K Run/Walk Health & Sports Fair

The Hawthorne Unified School District, in partnership with the City of Hawthorne and Moneta Gardens Improvement, Inc. hosted the 6th annual Healthy Hawthorne 5K Run/Walk Health & Sports Fair on June 7, 2008 to promote both physical activity and healthy eating habits! Seven-hundred students, parents and staff from Hawthorne School District were in attendance and participated in the energized event.

ABC Unified School District elementary school utilizes Harvest of the Month

Below is a link to a news story highlighting the Harvest of the Month program at Melbourne Elementary School, a school of ABC Unified School District!

http://www.twcsocalnews.com/index.php?option=com_seyret&Itemid=26&task=videodirectlink&id=740

Collaboratives in the News

Network for a Healthy California—Orange County Region:

Nutrition and Physical Activity Collaborative (NuPAC) releases first Orange County Obesity Prevention Plan

This first-ever *Orange County Obesity Prevention Plan: A Plan of Action 2008*, was unveiled during a press conference in Garden Grove on May 29, 2008! The Plan, patterned after the *California Obesity Prevention Plan*, has been a NuPAC special project for the past two years and focuses on combating obesity through local government, health care insurers and providers and families.

Bay Area Nutrition and Physical Activity Collaborative (BANPAC) launches Soda Free Summer Campaign

Over 100 BANPAC members, along with other guests and press, gathered in Oakland on June 4, 2008 to announce the launch of the Soda Free Summer Campaign, which encourages Bay Area residents to reduce their soda consumption throughout the summer months.

The Campaign has been well received by the media, with news articles running in the *Contra Costa Times*, *Oakland Tribune*, *San Jose Mercury News* and several other print outlets. In addition, news segments were featured on the local FOX, CBS and ABC television stations!



This 57-year-old teacher got 3rd place with students at the Hawthorne Unified School District's 5K Run/Walk!

Information of Interest

The *Network's* Youth Empowerment Project has been successfully initiated at 11 pilot sites!* These sites are actively working to engage young leaders and provide them with the skills they need to be Champions for Change and empower their peers to do the same.



Youth Champions for Change gather together to share their experiences and empower one another in their quest for healthy communities and schools!

One recent success story comes from Mountain View Middle School in Lamont, Calif., where the youth team is working tirelessly to establish a farmers' market on campus that the entire community can utilize. The group has now been approached by the Dolores Huerta Foundation in the Central Valley to develop a partnership which will provide Mountain View Middle School with many of the resources and connections it needs!

In San Diego, adult leader Dajahn Blevins was recently named "Outstanding Community Advocate of the Year," largely due to his work on the youth empowerment project. One of his students on the project also was honored for her leadership and work by her school.

More exciting news... Six renewing LIAs will soon be taking on the Youth Empowerment Project as well! These LIAs include: The Fresno County Office of Education, Visalia Unified School District, Orange County Department of Education, Calistoga Unified School District, Contra Costa Unified School District and San Francisco Unified School District.

Congratulations on a job very well done by all of the sites!

*The 11 pilot sites are: Galileo High School in San Francisco, Francisco Middle School in San Francisco, Tennyson High School in Hayward, Mt. View Middle School in Lamont, Mandela Marketplace in West Oakland, Renaissance High School in Watsonville, Community Services Unlimited in Los Angeles, Youth 4rce in San Diego, San Bernardino Parks and Recreation in San Bernardino, Orange High School in Orange and Yorba Middle School in Orange.

[Return to top](#)

Network News

Network wins International Association of Business Communicators (IABC) Crystal Awards

The *Network's* Real Moms, Healthy Kids direct mail campaign has been awarded two 2008 IABC Crystal Awards! The

Crystals were awarded in the categories of Publications: Direct Mail (RMHK Direct Mailer) and Audio Visual/PSA: Video PSA (Champions for Change DVD).

One of the most prestigious communications awards in the Sacramento area, the Crystal Awards recognize regional excellence in the field of communication and related subspecialties.

Network launches redesigned Champions for Change consumer Web site

The Network's consumer Web site (www.cachampionsforchange.net or www.campeonesdelcambio.net) has been updated to better reflect the Champions for Change brand. What's more, it offers new features to make the site more user-friendly – including enhanced navigation, a "What's New?" page, an updated resources page and updated PDF publication downloads.

Be sure to check out the new site and share it with local Champion Moms in your region, to help them make healthy changes in their lives and introduce the new Web site to others!

For more information on the updated Web site, contact Kristy Garcia at kristy.garcia@cdph.ca.gov or Allyson Thomas at allyson.thomas@cdph.ca.gov.

[Return to top](#)

Opportunities and Resources

Do you have a school garden and need some funding opportunities to keep it growing? If so, check out the information below that could help you out!

2008 Healthy Sprouts Awards (Deadline: October 15, 2008)

Sponsored by Gardener's Supply Company to support school and youth garden programs that teach about nutrition and the issue of hunger in the United States. Awards will be presented to 20 schools or organizations. For more information on eligibility requirements, visit <http://www.kidsgardening.com/healthysprouts.asp>.

Youth Garden Grants (Deadline: November 1, 2008; 2009)

The National Gardening Association (NGA) is happy to announce that The Home Depot has returned to sponsor these 2009 grants. For this cycle, NGA will award 125 grants. For full eligibility criteria and grant categories, visit <http://www.kidsgardening.com/YGG.asp>.

Mantis Awards (Deadline: March 1, 2009)

Support charitable and educational garden programs that enhance the quality of life in their host communities. The National Gardening Association (NGA) will select 25 gardens to receive a Mantis Tiller/Cultivator. Learn more at <http://www.kidsgardening.com/grants/mantis-criteria.asp>.

Governor's Council Spotlight Award nominations currently being accepted

Winners of the Council's Spotlight Awards will receive up to \$10,000 for California individuals, organizations and events helping children be physically active and fit!

For more information or to sign up for the Awards, visit www.calgovcouncil.org.

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[Return to top](#)

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.