

Champion Press

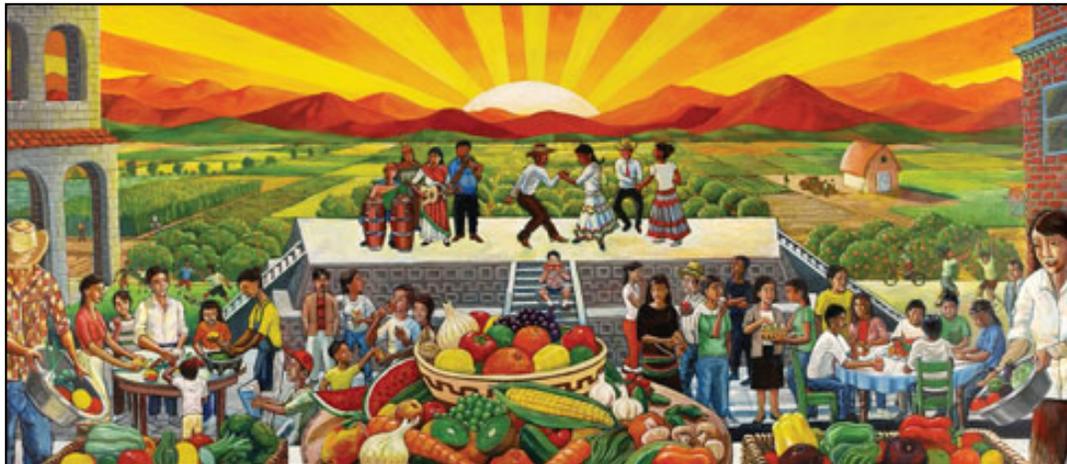


A healthy dose of news about the *Network for a Healthy California*.

August 2008

Save the Dates!

September 2008: Get ready for the *Network for a Healthy California—Latino Campaign's* 2008 Latino Health Awareness Month celebrations! Festivals, healthy Latino cooking demonstrations and much more will take place throughout September. All the events are organized to empower California Latinos to be Champions for Change. Go out and support your local *Latino Campaign* and their many partners!



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2008 Latino Health Awareness Month Events

Bay Area Region: Sunday, September 14 from 10 a.m. – 6 p.m. @ Guadalupe River Park, Children's Discovery Park in San Jose, CA

Central Coast Region: Sunday, September 14 from 12 p.m. – 6 p.m. on Alisal Street (between Madeira & Hebron) in Salinas, CA

Central Valley Region: Saturday, September 6 from 8 a.m. – 3 p.m. @ Parlier Junior High in Parlier, CA

Desert Sierra Region: Saturday, September 27 from 9 a.m. – 2 p.m. @ Desert Mirage High School in Thermal, CA

Gold Coast Region: Thursday, September 18 from 12 p.m. – 2 p.m. @ Valley Crest Tree Company in Fillmore, CA

Gold Country Region: Saturday, September 6 from 9 a.m. – 12 p.m. @ Freeman Park in Woodland, CA

Los Angeles Region: Friday, September 19 from 2 p.m. – 6 p.m. @ University of California Cooperative Extension in Los Angeles, CA

Orange County Region: Tuesday, September 9 beginning at 2 p.m. @ Anaheim Independencia Family Resource Center in Anaheim, CA

San Diego & Imperial Region: Saturday, September 6 from 9 a.m. – 1 p.m. @ 333 Oxford Street in Chula Vista, CA

For more information, please contact Ignacio Romero, marketing manager, *Network for a Healthy California—Latino Campaign* at Ignacio.Romero@cdph.ca.gov.

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Regional Champions

Regional Network News

San Diego & Imperial Region- Karemi Sanchez, *Latino Campaign* coordinator, *Network for a Healthy California—San Diego & Imperial Region* and Xinia Sanchez, one of the region's Champion Moms, recorded a 30-minute Clear Channel program on July 9, 2008. Xinia presented her Top 10 Tips she uses to add more fruits and vegetables to meals and to get her family up and moving! Some of these tips included pre-planning meals and limiting TV time to make sure children are getting plenty of physical activity. Xinia's daughter spoke on how her mom has inspired the whole family to be Champions for Change. With her mom's support she takes dancing lessons and learns about the nutrients found in fruits and vegetables.

Clear Channel will air this program ten times on stations across the state during Latino Health Awareness Month in September, so stay tuned!

Los Angeles Region- Ismael Aguila, *Network for a Healthy California—Los Angeles Region* physical activity specialist, was interviewed on KRCA Los Angeles En Vivo program on July 7, 2008! Aguila discussed the *Network*, eating a variety of fruits and vegetables and ways to be physically active during the summer.

Alejandrina Orozco, coordinator, *Los Angeles Region—Latino Campaign* will be interviewed for the En Vivo program later this month to promote the region's "Good Health in Bad Times" event celebrating Latino Health Awareness Month.

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LIAs in the News

Network's LAUSD representatives interviewed by La Opinion

Raul Gonzalez, parent resource coordinator, *Network for a Healthy California—Los Angeles Unified School District* (LAUSD), was interviewed on June 21, 2008 by *La Opinion*!

Patricia Prieto, Life and Style writer with *La Opinion*, has a great relationship with Gonzalez and contacts him when she writes stories about food and food availability. Prieto interviewed Raul on school gardens.

LAUSD Registered Dietitian, Jennifer Genens, was interviewed on how to select the best produce. [Click here to view this Spanish-language article!](#)

Network's Alhambra USD schools receive recognition by the Alliance for a Healthier Generation

Ynez, Repetto and Monterey Highlands Elementary Schools all received bronze recognition by the Alliance for a Healthier Generation for their participation in the Alliance's Healthy Schools Program. Representatives from each of the schools, including Judy Huffaker, nutrition education specialist, *Network for a Healthy California—Alhambra Unified School District*, will accept their bronze recognition at the Healthy Schools Forum August 4 – 6 in Little Rock, Arkansas! Congratulations to each of the schools!

Network's Alhambra USD Garfield Elementary School students hit a homerun

Garfield Elementary School Nutrition Advisory Council (NAC) and the *Network for a Healthy California—Alhambra Unified School District* received the Anthem Blue Cross Foundation Award for taking charge of their health and were rewarded with a trip to a Los Angeles Dodger baseball game on July 13, 2008! Garfield NAC has conducted many fun activities for parents and students to encourage all to eat more fruit and vegetables.



Garfield Elementary School students were rewarded with a trip to a Los Angeles Dodger baseball game on July 13, 2008!

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Research Article

Education and Administrative Reporting System (EARS) Moves Onward

By FFY 2010, all Food Stamp Nutrition Education (FSNE) contractors will need to submit direct, social marketing, and indirect data under the USDA Education and Administrative Reporting System (EARS). Expenditure data is already being reported to the United States Department of Agriculture (USDA) in this format for FFY 2008.

To ensure the USDA is ready for its implementation, the *Network for a Healthy California* worked with Department of Social Services in June to participate in a pilot test of its Food Program Reporting System (FPRS) data entry system. California and Arizona were designated as participants specifically because the states included social marketing as part of their FSNE interventions and the USDA wanted to test the functionality of that component of its data entry system.

In late May, the *Network* was asked to report on data from October 1, 2007 – March 31, 2008. Since data had already been collected from local contractors at that point, the State decided to report what it could without asking contractors for additional data, since the primary purpose of the pilot was to test the FPRS system. The pilot also provided the *Network* with the opportunity to identify issues that it will need to address in the upcoming year as the *Network* develops and pilot tests an EARS data collection system.

We established criteria for designating campaign participants into < 130% of Federal Poverty Level (FPL), < 185% FPL, and “other.” Some issues that arose included:

- Whether to designate class participants (such as Toolbox or Power Play!) as direct education or social marketing campaign members
- How to determine if members of a worksite campaign were Food Stamp eligible
- How to determine if recipients of indirect education (e.g., readers of a newspaper article) were in the target audience
- Converting impressions to persons

- Rounding errors and the lack of Hispanic racial categories, making it difficult to use California Department of Education DataQuest data for direct education estimates for schools

An EARS working group will be meeting regularly to resolve these issues and more. A concept paper for working with an IT subcontractor on EARS is under internal development and review. The next step is the development of a Feasibility Study Report (FSR), requesting permission to move forward in developing this application. When it is approved, we will need volunteers to test the developing system, so we will keep you posted!

In the meantime, contact Sharon.Sugerman@cdph.ca.gov with any questions.

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Network News

Hands-on Brand Tour Workshops for all Network Regions, LIAs and funded projects

These workshops are a wonderful opportunity to learn how our new brand was conceived and designed; to learn how to apply the brand guidelines to design and write effective marketing materials; and, to receive one-on-one technical assistance from the *Network's* Communications and Media Unit. Get all of your questions answered on applying the Champions for Change brand in your current and future work!

Check out the dates below for the Brand Tour Workshop arriving in your region. Don't miss this chance to learn more about Champions for Change and basic design principles to leverage the outstanding work all of you are doing across California! And don't forget to bring any projects you are currently developing (i.e. brochures, flyers, etc.) to receive one-on-one technical assistance!

Bay Area Region: Tuesday, September 30 @ Alameda County Office of Education in Hayward from 9:30 a.m. - 12:30 p.m.

Central Valley Region: Thursday, September 11 @ UCCE Fresno from 10 a.m. – 1 p.m.

Los Angeles Region: Thursday, September 18 @ St. Anne's Conference Center in LA from 1 p.m. – 4 p.m.

Orange County Region: Thursday, August 21 @ Orange County Health Care Agency in Santa Ana from 1 p.m. – 4 p.m.

San Diego & Imperial Region: Monday, September 8 @ UCSD School of Medicine from 10 a.m. – 1 p.m.

For more information, please contact Becky Larson, public relations marketing specialist, *Network for a Healthy California* at 916-449-5297 or Rebecca.Larson@cdph.ca.gov.

Network for a Healthy California—Retail Program works with Safeway to utilize eScrip

The *Retail Program* and Safeway are partners in a co-branding effort using eScrip (email). Distributed to over 150,000 California Safeway members on July 31, 2008, the eScrip features a *Network* recipe and a link to our Champions for Change consumer Web site (www.cachampionsforchange.net) to encourage shoppers to be Champions for Change and cook healthy meals.

eScrip is a fundraising organization that allows consumers to contribute a portion of their purchases to community-based organizations (schools, churches, clubs, etc.). Merchants like Safeway use eScrip to help make communities healthy.

[Click here to view the email!](#)

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Information of Interest

Local California Agencies Work to Increase Access to Healthy Foods

East Palo Alto has not had a supermarket since the 1970s. According to the *San Jose Mercury News* in the eastern part of the city 28 percent of children are overweight. To increase the availability of healthy foods, East Palo Alto-based nonprofit Collective Roots is partnering with San Mateo's community health planner to build school gardens, and organize the city's first certified farmers market (Digitale, *San Jose Mercury News*, 5/31/08). [Click here to read more!](#)

Study Suggests Physical Activity Diminishes as Children Grow Older

The *Journal of the American Medical Association* recently provided a study in their July 16, 2008 issue suggesting that children's physical activity rates decrease dramatically as they age into their teens, *HealthDay* reports.

To assess childhood activity patterns, researchers at the University of California-San Diego in La Jolla in 2000 began monitoring a group of 1,032 nine-year-old children. Across the six-year study period, researchers asked children to wear accelerometers for four to seven days at a time at ages 9, 11, 12 and 15. At age 9, the children engaged in an average of three hours of moderate to vigorous physical activity each day. Each year thereafter, however, the time decreased by an average of 38 minutes on the weekdays and 41 minutes on the weekends. By age 15, study participants spent an average of just 35 minutes on weekends and 45 minutes on weekdays engaging in moderate to vigorous activity.

The researchers note that boys were generally more active than girls, logging an additional 18 minutes and 13 minutes of physical activity during weekdays and weekends, respectively. The researchers further calculated that girls tended to drop below the 60-minute recommendation for daily physical activity during weekdays at 12.6 years of age, compared with 13.1 years among boys.

Commenting on the findings, Goutham Rao, M.D., clinical director of the Weight Management and Wellness Center at Children's Hospital of Pittsburgh, attributes the dramatic decline in physical activity to changing priorities and lifestyle as children age. In addition, Rao says that children have fewer opportunities for activity in their daily lives, noting that "kids don't walk to school anymore, and...no one uses stairs or rides bikes," particularly because the "environment isn't always suitable for those things."

The researchers emphasize that parental involvement and support is instrumental in encouraging children to lead more active and healthy lifestyles, and recommend that parents take steps to model recommended exercise behaviors (Gordon, [HealthDay/Atlanta Journal-Constitution](#), 7/16/08; Parker Pope, [New York Times](#), 7/16/08; Nader et al., [Journal of the American Medical Association](#), 7/16/08).

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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.