

# Champion Press



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

October 2008

## Save the Dates!

**November 7, 2008:** Come share your successes and show your support for your Champion colleagues by attending the upcoming *Network* Steering Committee (NSC) Meeting held at the Sheraton Grand Hotel in Sacramento. Register before October 17 by visiting <http://www.networkforahealthycalifornia.net/forms/use/nscreg/form1.html>.

**March 4 – 5, 2009:** Join us at the 11th *Network for a Healthy California* Conference, “Inspiring Healthy Change Together.” The Conference will focus on inspiring perspectives and actions that lead to positive change. Expand your ideas, build your professional network of Champions and learn from your colleagues’ best practices. For more information, visit <http://networkforahealthycalifornia.net/2009Conference/>.

## Regional Champions

### Champion Mom Successes

**San Diego & Imperial Region** - The office of California’s First Lady Maria Shriver invited Champion Moms from the *Network for a Healthy California—San Diego & Imperial Region* to attend California’s Family Day at the Marine Corps Air Station in Miramar, Calif., on September 25, 2008! Xinia Sanchez, Susan Cooper, Alesia Rhodes and Lakeysha Sowunmi assisted *Network* staff in handing out nutrition education materials and empowered over 300 families to make healthy changes by explaining, “If we can do it, so can you!”

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From left to right: Maria Elena Aguilar (Champion Mom), Blanca Melendrez (San Diego & Imperial Region), Lakeysha Sowunmi (Champion Mom) and son, Larissa Johnson (San Diego & Imperial Region) and Susan Cooper (Champion Mom) all pose for a picture with First Lady Maria Shriver during the Family Day event in Miramar, Calif.

The *Network's* Champion Moms' first encounter with Maria Shriver took place last year at the Family Day event in the Bay Area. The First Lady was so impressed by our *Bay Area Region* Champion Moms that she asked that additional Champion Moms participate in this year's event! Participation provides a great opportunity for *Network* visibility with California's Family Day supporters and local California communities. We are thrilled to see such a warm welcome for our Champion Moms and the well-deserved recognition the *Network* regions are receiving for their inspiring work!

**Los Angeles Region** - The *Network for a Healthy California—Los Angeles Region* Champion Moms recorded a 60-second radio promotion with Jillian Michaels, personal trainer on *The Biggest Loser* and talk show host on Los Angeles radio station KFI-AM 640. In the promotional spot, Michaels tells listeners they "have the power to be a Champion for Change in the fight against childhood obesity." The Champion Moms offer their tips for healthy change, like serving more fruits and vegetables "to protect my family's health." The recorded messages invite parents to submit their Champions for Change tips on [www.KFI640.com](http://www.KFI640.com) for a chance to meet Jillian Michaels and win a mini-vacation to Palm Springs, compliments of (and paid for by) KFI-AM 640. This station also has been used by the United States Department of Agriculture (USDA) for its national outreach campaign.

[Click here to listen!](#)

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## Regional Network Spotlight

The *Network for a Healthy California—Los Angeles Region*, in conjunction with Health Net, held a Champion Mom Reunion Luncheon on August 22, 2008 to honor its Champion Moms for their dedicated work in being Champions for Change for their families and communities. Five of the eight *Los Angeles Region's* Champion Moms were able to attend the luncheon.



*Champion Moms (from left to right) Yolanda Allen, Elizabeth Gallardo, Aracely Rosas, Angeline Lee and Miriam Cohen (middle) pose for a picture at the Champion Mom Reunion Luncheon in Los Angeles!*

Lilia Gonzalez, nutrition specialist, *Network for a Healthy California—Los Angeles Unified School District* was on-hand to help the moms establish simple, quick ways to encourage their children to eat more fruits and vegetables. All the Champion Moms walked away with more ideas on how to get other moms, dads, grandparents and care givers involved in creating nutritious meals and snacks and healthier homes and communities. The Champion Mom successes also were shared with other moms to encourage them to contribute their tips on healthy eating to local residents in their communities!

The *Los Angeles Region* is now in the process of developing a monthly e-blast for the Champion Moms to keep them informed about Harvest of the Month, new healthy recipes, how to use the MyPyramid Web site, physical activity tips and upcoming community events the region is doing!

The *Network for a Healthy California—Bay Area Region* and the Bay Area Nutrition and Physical Activity Collaborative also honored more than 200 of their region's Champions for Change on September 17, 2008! Representatives from school districts, food banks, grocery stores, health departments, Food Stamp Program offices and other local organizations were recognized for their dedication to making the *Bay Area Region* a healthier place for local families and communities.

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## Regional Network News

**Desert Sierra Region** - *The Network for a Healthy California—Desert Sierra Region Latino Campaign Advisory Committee (AC)*, in partnership with Corona Medical Clinic, Riverside County Health Agency, Nutrition Services Branch and San Bernardino County and Child Health Disability Program, sponsored the second "Partners in Health" workplace health fair on July 22, 2008.

The health fair provided free glucose and hypertension screenings, healthy food demonstrations and nutrition education to over 80 Food Stamp Nutrition Education (FSNE) eligible employees and students from Planned Parenthood and the Center for Employment Training in Coachella, Calif.

**Latino Health Awareness Month** - *The Network for a Healthy California—Latino Campaign* was hard at work this September as it held Latino Health Awareness Month to celebrate healthy changes in its families and communities! Local programs took place throughout California (*Bay Area Region, Central Coast Region, Central Valley Region, Desert Sierra Region, Gold Coast Region, Gold Country Region, Los Angeles Region, Orange County Region and San Diego & Imperial Region*) and featured healthy cooking demonstrations, food preparation and healthy eating tips, free health screenings and plenty of nutrition education.



*A family enjoys fresh fruit samples at the health fair and farmer's market in Woodland, Calif., hosted by the Network for a Healthy California—Gold Country Region Latino Campaign on Sept. 6, 2008! Photo by Matt Henderson/Network for a Healthy California*

Local media coverage included *El Observador* (Bay Area), KCBA-TV Online (Central Coast), *Ventura County Star* (Gold Coast), KSCO-TV Telemundo (Gold Country), *La Opinión* (Los Angeles), KFCF-FM 88.1 (Central Valley) and Univision (San Diego & Imperial).

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## LIAs in the News

**Two Network-funded schools receive grand prize at the Governor's Council on Physical Fitness and Sports Spotlight Awards Ceremony**

Hazel Strauch Elementary School, part of the *Network for a Healthy California—Children’s Power Play! Campaign* (Sacramento, Calif.) and Cecil Avenue Middle School (Delano, Calif.) were awarded \$100,000 fitness centers at the Governor’s Council Spotlight Awards Ceremony on September 17, 2008 in Sacramento! These schools were two of three that received the grand prize for the positive impact they have had on increasing the physical activity levels of California’s children and youth. Congratulations on a job well done to both of these schools!

The 2009 Governor’s Challenge officially kicked off at the Spotlight Awards Event and will continue through May 31, 2009. Sign up at [www.calgovecouncil.org](http://www.calgovecouncil.org)!

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## Research Articles

### **Study finds parents' fruit and vegetable consumption also effects children’s intake**

A study out of *Preventive Medicine* found that parents have a profound impact on their children’s consumption of fruits and vegetables, and when parents increase their consumption so do their children. These findings highlight the importance of parents serving as role models for their young children. The study also tested the effectiveness of a home-based intervention to encourage fruit and vegetable consumption and found this to be effective in improving intake.

[For the full article, please click here.](#)

### **Children not meeting physical activity or screen time recommendations much more likely to be overweight**

Researchers at Iowa State University in Ames studied 709 children age 7 to 12 years old to determine if there were weight differences among children that met the recommendations (at least 60 minutes of physical activity and no more than 2 hours of screen time per day) and those that did not. Findings show those who did not meet either recommendation were three to four times more likely to be overweight than those who met both recommendations.

[The full article can be found by clicking here.](#)

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## Network News

### **Harvest of the Month (HOTM) Training Corner now available on the HOTM Web page**

Just introduced, the Harvest of the Month Training Corner offers a “virtual guide” for both *Network* and non-*Network* agencies, new and seasoned HOTM users, teachers and program coordinators looking to implement the program. Training components include background materials, a “how-to” DVD, instructional guide, preparation worksheets and training handouts.

Check out the new Training Corner via the HOTM homepage ([www.harvestofthemonth.com](http://www.harvestofthemonth.com)) or directly at <http://www.harvestofthemonth.com/TrainingCorner/index.asp>.

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## Opportunities and Resources

### **Celebrate California School Garden Week, October 25 – 31**

The California School Garden Network (CSGN) encourages all schools to celebrate the harvest and raise awareness about garden-based learning by getting involved in California School Garden Week. Showcase your school garden, participate in special events and invite your families and communities to get involved!

For ideas on how your school can participate in California School Garden Week, visit the California School Garden Network Web site at [www.csgn.org](http://www.csgn.org).

### **2008-2009 Love Your Veggies™ grants available**

If you’re an elementary school and want to apply, you may have a chance to receive a \$15,000 grant! Each grant award will support an elementary school in developing a program offering fresh fruits and vegetables lasting through the 2009-2010 school year.

For more information or to submit your proposal, visit the grant program Web site at [www.LoveYourVeggiesGrants.org](http://www.LoveYourVeggiesGrants.org). Proposals are due by November 7, 2008 and schools will be notified of their award status by March 2009.

### **Join the Alliance for a Healthier Generation’s Healthy Schools Program**

Schools from the *Network for a Healthy California—Alhambra Unified School District* and *Network for a Healthy California—El Monte Unified School District* have already been recognized nationally for their participation in the Healthy Schools Program, and now it is your school’s chance! The *Network* is working with the Alliance for a Healthier Generation to recruit schools to join the Alliance’s online Healthy Schools Program.

All qualifying schools that participate and apply for National Recognition will be invited to the Healthy Schools Forum at the end of the school year, where they will be acknowledged for their accomplishments and receive Bronze, Silver, Gold or Platinum recognition.

Be recognized for the great work your school is doing to create healthier lifestyles for children and youth! For more information on the Alliance, visit [www.healthiergeneration.org](http://www.healthiergeneration.org) or register your school at [www.healthiergeneration.org/builder](http://www.healthiergeneration.org/builder).

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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.