

# Champion Press



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

November 2008

Even for those of us working in public health, it can be difficult to remember the importance of eating healthy and staying active as the holidays and tempting foods approach. But because we are all Champions for Change, we can do it! We can take a walk with our families after our Thanksgiving meal and fuel up on the variety of delicious fruits and vegetables available this time of year like squash, apples and many more. It's not always easy, but staying healthy so we can spend time with our families and friends this holiday season is worth it.

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## Save the Date!

**March 4 – 5, 2009:** Looking to expand upon your innovative ideas and learn best practices that can lead to positive change? Join your Champion colleagues at the 11th annual *Network for a Healthy California* Conference, "Inspiring Healthy Change Together." For more information or to download a Conference flyer to distribute to your appropriate local partners, visit <http://networkforahealthycalifornia.net/2009Conference>.

→ [Network Calendar of Events](#)

## Regional Network News

**San Diego & Imperial Region-** Congressman Bob Filner recently attended the *Network for a Healthy California—San Diego & Imperial Region Latino Campaign's* Latino Health Awareness Month event on September 6, 2008 and presented the *Latino Campaign* with a Proclamation to declare the month of September 2008 Latino Health Awareness Month! Congressman Filner was highly impressed by the hard work and dedication of Karemi Alvarez, *Latino Campaign* coordinator and other Community Health Leaders in attendance. After the event, Congressman Filner sent Karemi and the Health Leaders a letter thanking them for their efforts in encouraging local Latinos to eat healthy and be active.



*Network for a Healthy California—San Diego & Imperial Region* staff (from left to right) Alejandro Sotura, Aide Garcia, Zulema Lailson, Victor Paz, Tanya Lopez and Karemi Alvarez pose for a picture with Congressman Bob Filner (center) at the region's Latino Health Awareness Month event!

**Los Angeles Region-** The *Network for a Healthy California—Los Angeles Region* KFI-AM 640 radio promotion that was highlighted in last month's edition of Champion Press proved to be a huge success! The radio station received hundreds of Champions for Change tips from parents across the region on how to promote healthy eating and physical activity with their families and communities. In the end, Norm Rippon, a well-deserving single father with two young children was chosen as the Champion Dad and contest winner.

Norm knows how important it is for his children to live a healthy, active life. "Being a single-dad, it can be tough to avoid the knee-jerk compulsion to swing by McDonald's on the way to pick up the kids - I fight this as best I can," said Norm. "Also, when it comes to groceries, I have the kids 'pick a color', make it a game...then we always pick out a fruit or vegetable of that color - it makes it their idea and the net result is I get less resistance in introducing them to new fruits & vegetables."

Norm was able to meet Jillian Michaels, personal trainer on *The Biggest Loser* and won a mini-vacation to Palm Springs compliments and paid for by KFI-AM 640. KFI-AM 640 has also been used by the United States Department of Agriculture (USDA) for their national outreach campaign.

## LIAs in the News

**United States Department of Agriculture (USDA) visits *Network* school to celebrate National School Lunch Week**  
Newport-Mesa Unified School District, a *Network* Local Incentive Awardee in Costa Mesa, CA was chosen as USDA's site to celebrate National School Lunch Week due to their model Food Service Program. Allen Ng, administrator, USDA Western Region Food and Nutrition Services visited the school garden of Paularino Elementary School where *Network* staff conducted nutrition education classes on October 15, 2008. This visit was from the Food Service side of USDA, and not Food Stamp Nutrition Education.



Allen Ng (right) from USDA Western Region Food and Nutrition Services observes as students from Paularino Elementary participate in National School Lunch Week events.

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## Network News

**United States Health and Human Services and Surgeon General's Office utilize *Network* Spanish language TV spot**

In partnership with the *Network*, the United States Health and Human Services (HHS) and the Surgeon General's Office will be utilizing the "Mi Cocina" Latino-targeted TV spot as part of their nationwide Outreach Tour. "Mi Cocina" will be highlighted on the HHS Web page and will be offered to host cities the Surgeon General visits while on tour (50 cities so far). HHS also plans to highlight the spot at two December 2008 Latino Media Roundtables they are hosting. Stay tuned as more information will follow.

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## Opportunities and Resources

**United States Department of Health & Human Services develops new Web site to help consumers stay healthy**

The Web site comprises of sections that highlight the top five things you can do to stay healthy. The sections include Get Active, Eat Healthy, Get Screened, Quit Smoking and Watch your Weight. It also provides specific health advice based on your age and gender. Check out the Web site at [www.healthfinder.gov](http://www.healthfinder.gov).

**Win an Organic Teaching Garden for your school**

If you work for a public school, you could win a \$2,000 cash award plus equipment (plants, seeds, etc.) to establish an Organic Teaching Garden! Barbara's Bakery and Organic Gardening is accepting applications from United States K-12 public schools that plan to use the garden to teach students about nutrition education. The contest ends November 30, 2008 so if you're interested, download an application at [www.organicgardening.com/pdf/school\\_garden\\_application.pdf](http://www.organicgardening.com/pdf/school_garden_application.pdf).

**New 2008 Physical Activity Guidelines for Americans now available**

The United States Department of Health and Human Services (HHS) released the new Guidelines to provide Americans aged 6 years and older with guidance on the types and amounts of physical activity that provide health benefits. The Guidelines offer a variety of physical activity options emphasizing the more physical activity you do, the more health benefits you gain. A toolkit has been developed to spread the word about the new Guidelines and encourage Americans to get active. The Guidelines and all other materials can be found on the HHS Web site at [www.health.gov/paguidelines](http://www.health.gov/paguidelines).

**The Million Trees Los Angeles (MTLA) Initiative announces grant competition for Los Angeles City Schools**

MTLA is soliciting grant proposals from schools that have successfully completed and implemented urban forestry projects in their schools, communities or neighborhoods. Each successful applicant could receive a grant of up to \$1,000 and may be highlighted at the 2008 Environmental Youth Conference held on December 13, 2008. Applications are due no later than 5:00 pm on November 14, 2008 and should be mailed to:

Million Trees Los Angeles  
Attention: Lisa Sarno, Executive Director  
200 North Spring Street, Room M-154

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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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.