

Champion Press



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

March 2009

Regional Network News

Sierra Cascade Region- A new "Healthy Hero" was recognized by the *Network for a Healthy California—Sierra Cascade Region* on February 6, 2009 at the Chapmantown Food and Fitness Festival Farmers' Market in Chico, CA. Richard Roth has been honored for his dedication to empower Oroville and Chico residents to adopt healthy lifestyles. Roth is the founding director of Collaboratively Creating Health Access Opportunities and Services (cChaos), a nonprofit organization that works with schools and community service groups to assist them in outreach, research, fundraisers and delivering health services like WIC and food stamps to those in need. Roth has also been part of creating two farmers' markets in underserved neighborhoods of Chico and Oroville, the only farmers' markets in the area to accept Electronic Benefits Transfer (EBT).

"I really appreciate all those folks who are gardening, supporting school gardens and improving school lunch programs. You are fighting off obesity, diabetes, heart disease and cancers in our communities," expressed Roth during his award ceremony. "You have been my heroes for years."

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"Healthy Hero" Richard Roth accepts the Healthy Hero Award from the *Network for a Healthy California—Sierra Cascade Region*.

LIAs in the News

Network for a Healthy California—Los Angeles Unified School District representative featured on KLCS-TV

Roberta Acantilado, project director, *Network for a Healthy California—Los Angeles Unified School District* (LAUSD) conducted an interview and cooking demonstration on KLCS-TV on February 5, 2009. Roberta discussed what LAUSD is doing to combat childhood obesity and

explained it is a collaborative effort between teachers, school nurses, parents, farmers and students that help make effective changes. Roberta also prepared a colorful mix of non-fat yogurt, tangerines, grapefruit and oranges and discussed the importance of involving students in the preparation of healthy recipes.

[Check out Roberta's interview by clicking here!](#)

Network for a Healthy California—Alhambra Unified School District's Ramona Elementary School holds Mustang Super Bowl VII

Over a thousand students, teachers, parents and community members will once again have the opportunity to learn about healthy eating choices and take part in an interactive day filled with nutrition and health-related activities at Ramona Elementary School's Mustang Super Bowl VII on Thursday, March 19, 2009 from 9:00 am – 12:00 pm. The event, named after the school's mascot, will feature a six foot diameter bowl that students will fill with over 300 pounds of fruits and vegetables!

For more information, please contact Judy Huffaker, nutrition education specialist, *Network for a Healthy California—Alhambra Unified School District* at 626-943-3560 or huffaker_judy@alhambra.k12.ca.us.

News from a Network Project

The Pacific Coast Farmers' Market Association (PCFMA), a *Network* Local Food and Nutrition Education contractor was featured in an article in the *Contra Costa Times* on February 11, 2009. The article highlighted the expansion of its "Cookin' the Market" nutrition education and food stamp promotion efforts. The "Cookin' the Market" includes conducting healthy cooking demonstrations and providing nutrition education at WIC and food stamp offices, farmers' markets and community events to promote the use of food stamp benefits to increase fruit and vegetable purchase and consumption. Activities conducted include providing recipe demonstrations, taste testings, shopping tips and information on local retail outlets and farmers' markets that accept EBT.

"We want to encourage people to start out on the right foot by buying fresh, seasonal local produce and having the confidence to cook for themselves- instead of just buying canned- and to have a recipe to make it," explained Sarah Nelson, special projects coordinator.

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Network News

Sue Foerster receives the 2009 Stampy Award at the Food Stamp Forum

Sue Foerster, chief, *Network for a Healthy California (Network)* graciously accepted the California Food Policy Advocates 2009 Stampy Award in the category of "Best Work to Improve Food Stamps by a State Employee" on February 10, 2009 in Sacramento, CA. Sue was recognized for coordinating efforts between state and federal agencies; helping to create new legislation from advocate organizations to improve California's participation in food stamps; and for developing innovative ways to incentivize food stamp spending.

Through Sue's outstanding vision and leadership, large social marketing campaigns were developed, including the *California 5 a Day for Better Health! Campaign* and the *Network for a Healthy California (Network)*. The social marketing campaigns are now united as the *Network for a Healthy California (Network)* and echo the inspiring and motivational Champions for Change messages. The *Network* has become the largest social marketing nutrition program in the nation and is recognized as the leader for the United States Department of Agriculture's Supplemental Nutrition Assistance Program (SNAP-Ed). Sue has been a driving force in helping reduce food insecurity in California and certainly deserves this recognition for her dedication to helping low-income Californians live healthier lives. Congratulations, Sue! We are proud and honored to be working under your leadership.

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Information of Interest

U.S. Department of Agriculture (USDA) Secretary and Ad Council announce new public service advertisements (PSAs)

The new PSAs were announced on Wednesday, February 25, 2009 by Tom Vilsack, secretary, USDA and the Ad Council and are designed to inspire parents to adopt healthier lifestyles for themselves and their families. The campaign, which is supported by USDA's Food Nutrition and Consumer Services, encourages parents to visit the MyPyramid Web site (www.MyPyramid.gov) and features characters from the Disney classic, *Pinocchio*.

You can access and download the PSAs as well as new television, radio, print and outdoor at <http://www.prnewswire.com/mnr/adCouncil/37169/>.

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Opportunities and Resources

New and updated materials available on the *Network* online ordering system and Communications Resource Library

Check-out the new and updated materials now available to *Network*-funded partners on the online ordering system (www.championsforchangematerials.net). Materials include the *Network for a Healthy California—Fruit, Vegetable, and Physical Activity Toolbox for Community Educators*; Food Stamp Office Resource Kit 2; *Soulful Recipes: Building Healthy Traditions Cookbook*, the rebranded *A Day in the Life: One African American Family's Journey to a Healthy Lifestyle* DVD; 20 Produce Quick Tip Cards – Partner Version 3, English; and, the *Network* Recycled Paper Goodie Bags.

Updates have also been made to the Communications Resource Library (www.networkforahealthycalifornia.net/Library). These include the reorganization of the photo section; Certificate of Appreciation templates (English and Spanish); Champion Mom recruitment screeners in Microsoft Word and PDF formats; and, sample model release forms.

For additional information regarding publications or upcoming projects, please contact Sarah Sciandri at Sarah.Sciandri@cdph.ca.gov.

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

This material was produced by the California Department of Public Health, *Network for a Healthy California*, with funding from the USDA Supplemental Nutrition Assistance Program (formerly the Food Stamp Program). These institutions are equal opportunity providers and employers. In California, food stamps provide assistance to low-income households, and can help buy nutritious foods for better health. For food stamp information, call 877-847-3663. For important nutrition information visit www.cachampionsforchange.net.