

Champion Press



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

June 2009

Save the Date!

June 2009: Get ready for the *Network for a Healthy California—African American Campaign's* 2009 Juneteenth events! The *African American Campaign* along with several local partners across California will offer African American families creative ideas and tips for eating right when money's tight. Several regions will utilize fun educational games and interactive activities from the *Network's Fruit, Vegetable and Physical Activity Toolbox* to encourage families to take charge of their health and help reduce the risk of serious health problems, including obesity, heart disease, type 2 diabetes and certain types of cancer.

Go out and support your local *African American Campaign* and their partners. For more information on an event near you, contact your region's *African American Campaign* Coordinator (<http://www.cdph.ca.gov/programs/cpns/Pages/AfricanAmericanRegContacts.aspx>).

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June 2009: The *Network for a Healthy California—Children's Power Play! Campaign* is launching a new Power Up Your Summer! Challenge to combat the "Summer Slump" which leads kids to gain weight during the summer months due to a lack of physical activity and healthy eating. In the 11 *Regional Networks*, the *Children's Power Play! Campaign*, in collaboration with their Physical Activity Specialists, will be partnering with community youth organizations (CYOs) to encourage kids and their families to get 60 minutes of active PLAY! each day, eat plenty of fruits and vegetables during summer break and sign up for low- and no-cost summer programs. As part of the Challenge, CYOs will host a "PLAY! Week" on June 22 – June 26 and provide creative ways to stay active this summer. For more information, contact the *Power Play! Campaign* Coordinator in your region (<http://www.cdph.ca.gov/programs/cpns/Pages/PowerPlayRegionalContacts.aspx>).

Regional Network News

Central Valley Region- The *Network for a Healthy California—Central Valley Region Children's Power Play! Campaign* held its annual *Garden of the Sun* event on March 26, 2009. The *Garden of the Sun* event is a celebration to encourage 4th-5th grade students, parents and staff from Yokomi Elementary to eat more fruits and vegetables and be active every day. Approximately 200 people participated in tomato transplanting, salsa making and several other nutrition education and physical activity demonstrations. Participants also took part in an educational and interactive walking tour of the garden, to learn more about the nutritional benefits of a variety of vegetables, including how to eat and prepare cacti; and enjoyed a hands-on gardening lesson from UC Cooperative Extension Master Gardeners.

"Events like these really help children and adults understand that growing fruits and vegetables is a fun, low cost and nutritious way to access fresh food," said Melissa Murphy, program coordinator, *Network for a Healthy California—Central Valley Region Children's Power Play! Campaign*.

The success of this event was due in large part to several long-term partnerships the *Central Valley Region* has established with the Dairy Council of California, Youth Nutrition Education Program, UC Cooperative Extension Master Gardeners, Central Valley Health Network and Bella

Frutta, who graciously donated all of the ingredients for the salsa making.

Desert Sierra Region- The *Network for a Healthy California—Desert Sierra Region Worksite Program* encouraged the Riverside Transit Agency (RTA) employees to leave their cars at home, put on bicycle helmets and peddle their way to a healthy lifestyle by participating in National Bike to Work Week, May 11-15, 2009. Bike to Work Week is designed to promote commuting alternatives, along with better health by helping working adults obtain the amount of physical activity per week that is necessary to maintain a healthy weight and prevent the risk of developing serious health problems like obesity, type 2 diabetes, heart disease, stroke and certain types of cancer.

"It has been my pleasure to work with RTA's Wellness Committee. Their enthusiasm and commitment to improving the health and wellbeing of their employees is to be commended," said Valerie Comeaux, coordinator for the *Network for a Healthy California—Desert Sierra Region Worksite Program*.



Riverside Transit Agency's Operations Manager Phil Moores (left) and Director of Planning Mark Stanley biked their way to better health on May 14, 2009 during Bike to Work Week!

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Network News

Network for a Healthy California (Network) participates in First Lady's Garden Ceremony at the state Capitol

California's First Lady Maria Shriver's office extended an invitation to the *Network* and our Champion Moms to participate in the *WE Garden Ceremony* on May 21, 2009 at Capitol Park in Sacramento, CA. Champion Mom Leslie Hammond from the *Gold Country Region* was on-hand to provide budget-friendly shopping tips to event attendees and assist *Network* staff in operating the very popular Smoothie Bike. Presenters including First Lady Maria Shriver, Alice Waters, executive chef and owner of Chez Panisse and founder of the Edible Schoolyard in Berkeley; Food Network Celebrity Chef Guy Fieri, and A.G. Kawamura, secretary, California Department of Agriculture talked about the importance of introducing gardening to children to inspire them to eat and enjoy healthy food. As part of the ceremony, First Lady Maria Shriver, Alice Waters, and Guy Fieri helped the children plant the garden and provided gardening tips.

The event included a section entitled *Food Alley*, where partners provided information on gardening, offered plant seedlings, fresh produce, nutrition information, recipes, and other important resources related to gardening. The *Food Alley* partner booths, included representatives from The Foundation for Agriculture in the Classroom, California School Garden Network, Western Growers, California, Women, Infant and Children (WIC) program, California Department of Education, UC Cooperative Extension, California Grown, Soil Born Farms and Alchemist, Urban Farm Stands and others.

The WE Garden event was truly a celebration of the importance of creating a garden setting, either at home or in the school, so children appreciate

and get excited about growing and eating fresh produce. The *Network's* partnership with the First Lady's office and her WeConnect program has grown as well. The First Lady's interest in our program and especially the Champion Moms began with the *Bay Area Region* Family Day Event two years ago; and again at the *San Diego & Imperial Region's* Champion Moms last year at her 2008 Family Day Event in Miramar, CA. We look forward to more opportunities in working with the First Lady's office and the WeConnect program.

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! Click on the link below for more information on the WE Garden project. <http://www.firstlady.ca.gov/index.php/projects/school-gardens/>



First Lady Maria Shriver and Secretary of the California Department of Agriculture A.G. Kawamura planted vegetables in the new garden at Capitol Park in Sacramento, CA.

Network for a Healthy California—Retail Program's Fruit and Veggie Fest events

The *Network for a Healthy California—Retail Program's* 2009 Fruit and Veggie Fest events were a big success throughout the month of May and received great media coverage from across California. Events included healthy cooking demonstrations, fruit and vegetable scavenger hunts and appearances by Champion Moms and local dignitaries such as National City Mayor Ron Morrison (*San Diego & Imperial Region*), Monterey County Supervisor Simón Salinas (*Central Coast Region*) and others.

[Click here](#) to see a great interview by Kathryn Ramirez, program coordinator, *Network for a Healthy California—Central Coast Region Retail Program!* Some other media highlights included the *Northcoast Region* event covered in the Ukiah Daily Journal, the *Los Angeles Region* highlighted in the *California Crusader* and the *Retail Program* featured in an article in the trade publication, *Progressive Grocer*.



Network for a Healthy California—Los Angeles Region Champion Mom Angeline Lee and her son, Joshua give customers tips on how to eat right when money's tight at the 2009 Fruit & Veggie Festival at Superior Grocers in Los Angeles, CA.

Opportunities and Resources

California Governor's Council on Physical Fitness and Sports Spotlight Awards

The 4th Annual Spotlight Awards are once again honoring individuals, organizations and events that positively impact the physical activity and fitness levels of California's children and youth. The awards consist of cash prizes to help further promote physical activity in communities (Gold: \$10,000; Silver: \$2,500; Bronze: \$1,000). Award categories include Principal of the Year; Teacher of the Year; Organization of the Year; Parent Association; Park and Recreation Program of the Year; Event of the Year; School of the Year; and School District "Champion for Fitness."

For more information, visit the Governor's Council Web site at www.calgovcouncil.org.

Active Living Research (ALR) Conference seeks abstracts and award nominations for annual conference held in San Diego, CA on February 9 – February 11, 2010

The themes of the ALR conference include "Engaging Communities to Create Active Living Environments" and "Accelerating Progress in Reversing Childhood Obesity." Abstracts describing research results on all topics related to active living policies and environments are welcome and abstracts related to the conference theme are particularly encouraged. Submit your abstract at <http://www.activelivingresearch.org/conference/2010/cfa2010> by July 29, 2009, 1:00 pm PT.

"Translating Research to Policy Award" recognizes innovative teams or individuals representing research, policy and/or advocacy who have had success in catalyzing policy or environmental change of relevance to youth physical activity, sedentary behavior and obesity prevention. In addition to a cash prize, the winner will be invited to provide an oral presentation at the ALR Conference. The nomination deadline is August 26, 2009, 1:00 pm PT. Find out more at <http://www.activelivingresearch.org/conference/2010/cfn2010>.

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.

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.