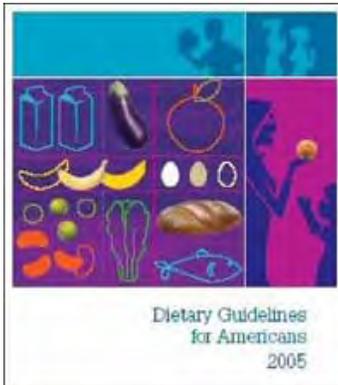


# Fresh Facts

A healthy dose of news about the California Nutrition Network and California 5 a Day Campaign

January 2005

## New Dietary Guidelines Highlight Value of Fruits, Vegetables, and Physical Activity



On January 12, the United States Departments of Health and Human Services and Agriculture released the *Dietary Guidelines for Americans 2005*, the federal government's science- and research-based guidelines to promote health and reduce risk of chronic diseases through nutrition and physical activity. This joint project, which places stronger emphasis on reducing empty calorie consumption and increasing physical activity, is the latest of the five-year reviews required by federal law. It is the basis of federal food programs and nutrition education programs and supports the nutrition and physical fitness pillars of President Bush's *HealthierUS* Initiative.

The new guidelines, which identify 41 key recommendations, have changed daily intake measurements from servings to cups and ounces. The guidelines suggest 4 1/2 cups of fruits and vegetables are recommended daily for the reference 2,000-calorie level, with higher or lower amounts depending on the caloric level. This results in a range of 2 1/2 to 6 1/2 cups (5 to 13 servings) of fruits and vegetables each day for the 1,200- to 3,200-calorie levels, which are determined by age, gender, and daily level of activity.

For physical activity, the new recommended daily requirement is 30 to 90 minutes a day for adults, and children should maintain 60 to 90 minutes of physical activity a day. The guidelines suggest 30 minutes of moderate-intensity physical activity to reduce the risk of chronic disease in

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## Policy Leaders Target Key Issues for California's Working Families



(L to R): Darci Smith, Nancy Strohl, Elmy Bermejo, and Senator Liz Figueroa entertain questions during the Child Care and After-school Care session of the 2005 California Working Families Policy Summit. \*

On January 7, more than 500 policy leaders gathered in Sacramento to discuss and debate recommendations on priority issues facing California's working families at the California Working Families Policy Summit. Various state leaders in child care and after-school care, health, welfare, nutrition, and physical activity made recommendations for change and improvement in areas that most affect the lives of California's working families.

State leaders in this discussion included elected official Senator Liz Figueroa (D- Alameda) and heads of various organizations in California associated with working families. The mission of the Summit was to ensure that policy makers understand the needs of California's working families and that advocates set clear and strategic policy goals for meeting those needs.

"It was tremendously gratifying to have so many policy leaders attend the Summit," said Kate Karpilow, Ph.D., executive director

adulthood, 60 minutes of moderate- to vigorous-intensity physical activity to help maintain body weight and 60 to 90 minutes of daily moderate-intensity physical activity to sustain weight loss. For a full list of guidelines and detailed recommendations, please visit [www.healthierus.gov/dietaryguidelines](http://www.healthierus.gov/dietaryguidelines).

"Fruits, vegetables and physical activity have emerged as strong players in the fight for disease prevention, weight management, and weight maintenance," explains Desiree Backman, Dr.P.H., M.S., R.D., manager of the *California 5 a Day—for Better Health! Campaign*. "The *Guidelines* recommend eating more fruits and vegetables, combined, than any other food group—five cups or about 10 servings a day for most adults. Physical activity also has emerged as a stronger player. These *Guidelines* offer a much needed push to help reduce overweight and obesity, as well as other chronic diseases among Californians."

Over the next several months, the *California Nutrition Network (Network)* will be working with our national partners and sister agencies to develop California-specific messages that are informed by and reflect the new *Guidelines*. These messages will be disseminated to the *Network's* funded projects and statewide partners in *Fresh Facts* and through direct communication.

### Keeping Physical Activity Goals for the New Year and Beyond

At the beginning of the year, we often make resolutions to include more physical activity in our lives, and then we find it's challenging to stick to it. More than half of all adults are overweight or obese,<sup>1</sup> and one-third of California kids age 9 to 11 are overweight or at risk of becoming overweight.<sup>2</sup>

These alarming statistics make it clear that physical activity should be a top priority in the New Year. Senator Tom Torlakson (D- Contra Costa) endorsed a "New Year's Resolution" to promote physical activity, nutrition, and wellness among all Californians during a January 3 press conference. The California Health and Wellness Resolution called for local actions by schools, communities, and workplaces to provide safe and easy access to physical activity and recreation to all Californians.

We should all start this year by making physical activity a top priority. The following is a list of three recommendations that will help you do just that.

1. **Have a Social Support/Buddy System:** This support system is the most prominent indicator of long term success. Your social support can be your family, friends, co-workers, or anyone who can keep you accountable to your physical activity goals.
2. **Set Goals With a Partner:** Get a partner and set physical activity goals with one another. A goal can be something like, "Walk 10,000 steps a day" or Get "60 minutes of physical activity every day."
3. **Build Physical Activity Into Your Schedule:** In order to succeed in your physical activity goals, you must make physical activity a

California Center for Research on Women and Families. "All the advocates had a stark understanding of the state's deficit, but recognized that it is their collective responsibility to identify and advocate for programs and policies that improve the lives of families, particularly those that are lower-income."

The Summit served as a forum for legislative and administration staff, advocates, non-profit leaders, and others to identify and discuss public policy for the upcoming legislative session.

"One of the things I appreciate about the Summit is the fact that the advocates begin the year with a clear sense of their priorities and the recommendations made are specific," said Senator Figueroa, chair of the Legislative Women's Caucus. "For the Women's Caucus, particularly in these difficult fiscal times, it helps tremendously to know the priorities of the advocates who serve working families."

The California Working Families Policy Summit 2005 was hosted by the California Center for Research on Women and Families. It was co-sponsored by the California Legislative Women's Caucus, the Asian Pacific Islander Legislative Caucus, the California Legislative Black Caucus, the Latino Legislative Caucus, the California Legislative LGBT Caucus, the California Commission on the Status of Women, and more than 50 nonprofit organizations. The Summit was funded by The California Endowment and the Stuart Foundation, with support from the *California Nutrition Network for Healthy, Active Families*. For more information and to view the full recommendations, visit: <http://www.ccrwf.org/>.

*\*Darci Smith, executive director of the California School-Age Consortium; Nancy Strohl, executive director of the Child Care Law Center; Elmy Bermejo, chair of the California Commission on the Status of Women; and Senator Liz Figueroa, chair of the California Legislative Women's Caucus*

### Increasing Health Awareness During Black History Month 2005

part of your day, every day. According to Gil Sisneros, *California Nutrition Network* health education consultant, if you build physical activity into your daily life you are more likely to get it done because it becomes a part of your daily routine.

“You don’t need to join a gym or be in an aerobics class to build active living into your life,” said Sisneros. “It can be as simple as using the stairs instead of an elevator at work, parking further away in the parking lot, or even setting aside time to take walking breaks at work.”

### Employers “Working” on Wellness

Physical activity is no longer just a personal issue; more and more employers are taking note of the importance of nutrition and physical activity. Some companies offer incentives to employees who walk or bike to work, or offer physical activity breaks during meetings.

California employers are being urged to apply for the California Fit Business Award. The California Fit Business Award recognizes employers who go the extra mile in supporting and promoting health among their workers. There is still time to apply for the California Fit Business Award, the deadline has been extended to March 15, 2005.

Whether you are engaging in physical activity at home or at work, it is important to set goals, have a support system, and make physical activity part of your daily routine.

For more information about the California Fit Business Award, please visit <http://www.wellnesstaskforce.org/> for applications and complete instructions. For more information about physical activity, visit the California Center for Physical Activity at <http://www.caphysicalactivity.org/> or the Centers for Disease Control and Prevention at <http://www.cdc.gov/nccdphp/dnpa/physical/index.htm>.

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<sup>1</sup>Keihner, A.J., Foerster, S.B., Sugerman, S., Oppen, M., & Hudes, M. (2002). California Children’s Healthy Eating and Exercise Practices Survey. Retrieved January 19, 2005 from <http://www.dhs.ca.gov/ps/cdic/cpns/research/download/calcheeps/CalCHEEPS-Low.pdf>

<sup>2</sup>California Department of Health Services. (2002). 2002 California Behavioral Risk Factor Survey (Unpublished data). Survey Research Group: Author.

### Conference Convenes to Protect the Health of California’s Children

More than 1,400 attendees gathered at the 2005 California Childhood Obesity Conference in San Diego from January 9–12 to build partnerships that will embolden California’s fight against childhood obesity. Led by the California Department of Health Services, University of California Berkeley Center for Weight and Health, and the California Department of Education,



Traditionally, Black History Month is a time to reflect on the significant contributions of African Americans and community empowerment. What gets less attention, however, is the health of African Americans. The *California African American 5 a Day Campaign* empowers African Americans throughout the state to make eating healthy and engaging in physical activity a priority.

During the month of February, *African American 5 a Day Campaign* Faith-Based Community Projects will host forums in Los Angeles, San Diego, San Bernardino, and Sacramento. The forums will address the environmental barriers that prevent African Americans from actualizing nutritional and physical activity recommendations. Invitees include policy makers, community leaders, and other stakeholders, who will be charged with developing solutions and an action plan that will help improve the health of their community.

“It will take all of us – elected officials, community leaders, families, and individuals – to create an environment where it is easier for people to make healthy choices about eating more fruits and vegetables and increasing their daily level of physical activity,” said Valarie Scruggs, marketing manager for *African American 5 a Day Campaign*.

For more information about the forums, contact Angela Dennis at <mailto:adennis@dhs.ca.gov>. For more information about the *California African American 5 a Day Campaign*, visit [www.dhs.ca.gov/ps/cdic/cpns/aa/default.htm](http://www.dhs.ca.gov/ps/cdic/cpns/aa/default.htm).

### Food Stamps Resolution Promises to Strengthen Health and Economy of Fresno

The Fresno County Board of Supervisors recently approved a resolution proclaiming 2005 as Food and Nutrition Access Year in Fresno County. The resolution calls upon the communities of Fresno County to work with state and federal agencies to improve access to the Food Stamp Program to strengthen the

this year's conference provided a deeper understanding to policy leaders on workable solutions to the epidemic of childhood obesity.

Three keynote speakers, Gerard Hastings, Ph.D., B.Sc., professor of social marketing at the University of Strathclyde in Scotland and special advisor to the United Kingdom House of Commons Select Committee on Health; Dr. Robert K. Ross, president and chief executive officer of The California Endowment; and Marion Nestle, Ph.D., M.P.H., professor of nutrition, food studies, and public health at New York University, addressed different aspects of childhood obesity, and acknowledged the social and environmental barriers to achieving healthier lifestyles.

Superintendent of Public Instruction Jack O'Connell also announced California's new physical activity standards that were adopted on January 12 for implementation into California schools' physical activity curriculums.

In addition to the daily plenary sessions, attendees participated in workshops that addressed a number of childhood obesity-related issues ranging from body image and self-esteem to the medical consequences and treatment of obesity. In between the workshops and presentations, attendees took part in physical activity sessions and perused exhibitor booths and poster displays.

In this year's conference, obesity was framed in the larger context—linking obesity and low-income families to “social determinants of health,” such as poverty, housing, and helplessness. Changing community environments to eliminate such social barriers and mobilizing individuals at the local and community levels were the logical strategies presented at this conference in fighting this epidemic.

“It's not enough to tell children and parents to eat healthier and exercise more,” said Patricia Crawford, co-director of the University of California Berkeley's Center for Weight and Health and cooperative extension specialist at the campus' College of Natural Resources. “We need to address some of the underlying factors that are presenting real barriers for the healthier lifestyles we're prescribing. That means getting help from city and community leaders, park and recreation officials, as well as educators and health care providers.”

The next California Childhood Obesity Conference is scheduled for January 2007. For more information visit <http://fresh-facts.stage.netcomsus.com/> [www.cce.csus.edu/conferences..](http://www.cce.csus.edu/conferences..)

## 2004 County by County Profile

Are you interested in how your county ranks among the other counties in California in terms of performance on key hunger, obesity, and health indicators? The 2004 County by County Profile report on hunger and nutrition is currently available on the California Food Policy Advocates website. The county profile provides a comprehensive two-page overview

region's people and economy, as well as to improve the health of Fresno County.

“We were all very happy that the food stamp resolution passed,” said Edie Jessup, Hunger and Nutrition Project coordinator of the Fresno Metro Ministry. “Hopefully this will turn the tide of people's perceptions of equating food stamps with welfare, and now they will equate food stamps with good health and nutrition.”

This move is seen as an opportunity to draw federal dollars to Fresno, and to provide working families access to affordable fresh local produce, while improving the local economy. The Board of Supervisors also recognizes that the resolution will provide food stamp access to eligible families, and the benefits to the local agriculture and businesses of Fresno County.

The resolution was brought forward by the U.S. Congressional Hunger Fellows, Laura Tatum and Dennis Barrett, and their sponsoring collaborative: Fresno Metro Ministry, the Fresno Community Food Bank, Tulare County Foodlink, all of which are funded by or partners of the *California Nutrition Network*.

For more information about the Food Stamp Resolution please contact Edie Jessup, Fresno Metro Ministry at 559-481-5416 or visit <http://www.fresnometroministry.org/>.

## California Lifts Ban on Food Stamps for Drug Felons

According to new legislation that went into effect on January 1, Californians convicted of non-violent drug felonies are once again eligible to participate in the Food Stamp Program. Prior to the new law, offenders were ineligible to receive food stamps for life under a federal ban that was established in 1996. Supporters of the new law say that giving drug felons access to nutritious foods through the Food Stamp Program will aid the recovery process and assist parents in rebuilding relationships with their children.

Although those convicted of drug possession are now eligible for food stamps once they complete

of the nutritional status and participation in federal nutrition programs among residents for each county in California. The site includes an evaluation of participation in federal food nutrition assistance programs such as school lunch, food stamps, and summer meal programs. Also highlighted is the \$437 million in federal funding California loses each year due to underutilization and to the more than 1,400 schools in California that do not have a School Breakfast Program. County profiles are accessible using a hyperlinked map, which allows direct access the county profile of interest. To view your county's profile or to download the entire report, please visit: <http://www.cfpa.net/>.

### **In Memory of Nonnie Korten**

Nonnie Korten passed away on January 10, 2005, at age 55.

Nonnie worked as an educator with the Los Angeles Unified School District (LAUSD) for 29 years. She believed strongly in the power of public education, always looking for meaningful experiences that would engage children in the learning process.

In her memory, the "Nonnie Korten Memorial School Garden" will be dedicated at the new LAUSD Nutrition Network site in late spring or early summer 2005.

The *California Nutrition Network* will always remember her spirit and dedication and appreciate her contribution to the *Network* and LAUSD.

### **Save the Date – CPNS Social Marketing Conference**

Save the date for this year's Social Marketing Conference held in Sacramento by the Cancer Prevention and Nutrition Section, August 11–12, 2005.

**Visit us online at <http://www.ca5aday.com/>.**

Please send your *Fresh Facts* story ideas to Veronica Davison, public relations manager, at [vdavison@dhs.ca.gov](mailto:vdavison@dhs.ca.gov). Be sure to include "Fresh Facts" in the subject line.

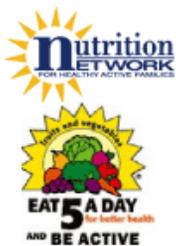
Funded by the U.S. Department of Agriculture Food Stamp Program, an equal opportunity provider and employer, through the *California Nutrition Network for Healthy, Active Families*. For information on the California Food Stamp Program, call 1-800-952-5253.

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their sentences and comply with a government recognized treatment program, those who have been convicted of selling or trafficking drugs remain ineligible for food stamp benefits.

In a written message to the California State Assembly on September 30, 2004, Governor Schwarzenegger explained that the new law would "provide food stamp benefits in support of individuals' efforts to successfully recover from drug lifestyles."

For more information on the Food Stamp Program in California, visit <http://www.dss.cahwnet.gov/foodstamps>.



# Fresh Facts

A healthy dose of news about the California Nutrition Network and California 5 a Day Campaign

February 2005

## Black History Month Policy Forums Renew Leaders' Commitment

In recognition of Black History Month, the *California African American 5 a Day Campaign* hosted four Health Awareness Policy Forums throughout the state this month. Faith-based programs in Oceanside, San Bernardino, Sacramento, and Los Angeles gathered to identify solutions to environmental barriers that prohibit low-income African Americans from consuming fruits and vegetables and being physically active every day.

Local policymakers, community advocates, business leaders, health intermediaries, and key influencers were urged to support and partner with the *African American 5 a Day Campaign's* Faith-Based Community Projects. The overall goal of each forum was to educate local decision makers on environmental barriers and to develop key partnerships that will assist the Faith-Based Community Projects in actualizing environmental changes. Each region defined specific barriers to be addressed and invited guests who are committed to addressing those challenges. Below are highlights from each forum:



(L to R): Councilmember Jack Feller, Susan Woods, Elder Morris Woods

Oceanside's Friendly Church of God in Christ presented their plans for creating walkable communities. They received two proclamations, one from Councilmember Jack Feller from the Oceanside Planning Department and the other from Oceanside School Board representative, Ray Clendening—each showing support for the *Campaign's* efforts. Senior Olympian Carl Grubbs and Nick Macchione from the County of San Diego Health and

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## Bay Area Health Summit Addresses Health Inequities Among African Americans



David Satcher, M.D., Ph.D., FAAFP, FACPM, FACP, director of the National Center for Primary Care at the Morehouse School of Medicine, delivers the keynote presentation at the 2005 Bay Area African American Health Summit.

On January 28-29 in Oakland, the Bay Area Black United Fund held their second annual African American Health Summit focusing on embracing wellness and developing solutions to address health inequities in the African American community.

The summit featured an impressive list of speakers, including former U.S. Surgeon General, David Satcher, M.D., Ph.D., F.A.A.F.P., F.A.C.P.M., F.A.C.P., and clinical psychologist and author Brenda Wade, Ph.D. Speakers elaborated on the summit's main issue that "there continues to be an alarming disproportionate burden of illness among minority and medically underserved populations."

"It's estimated that lifestyles account for almost 50 percent in the variation of

Human Services also served as distinguished panelists.



*Front Row: (L to R) Karen Wiggins, Jeanne Silberstein, Bronica Chess, Chahn Chass, Diane Wayne*

*Back Row: (L to R) Althiea Franklin-Allen, Catherine and Keith Tolbert, Julia Mortimore Loistine Herndon*

San Bernardino's Temple Community Center and Faith Temple Church collaborated to host a forum where decision makers addressed personal safety issues that prevent residents from safely participating in physical activity in their own neighborhoods. Representatives from the offices of U.S. Representative Joe Baca (D - 3rd District), Assemblymember Bill Emmerson (R - 63rd District), Mayor Judith Valles, the San Bernardino police department, along with City Councilmember Rikki Van Johnson voiced their commitment to make access in low-income communities a priority. One immediate outcome of this forum is that the Mayor's Office has committed to initiating the process to evaluate whether or not a stop sign is needed at a high traffic intersection near a local high school.



*Assemblymember Dave Jones and Patricia Dawkins, AA5 Program Coordinator*

During the forum hosted by Greater St. Stephen Baptist Church in Sacramento, key decision makers and partners, including a representative from City Councilmember Bonnie Pannel's office, along with NAACP, 100 Black Men, Kaiser Permanente, and Police and Sheriff Department representatives expressed support for the Sacramento Faith-Based Community Project's efforts to bring farmers' markets to low-income communities and expand options for physical activity through community centers, safety initiatives, and improvements that make the streets more walkable. Assemblymember Dave Jones (D - 9th District) was also in attendance and presented Greater St.

morbidity and mortality in this country," stated Dr. Satcher. "Lifestyle is a critical determinant to eliminating disparities in health. When it comes to nutrition there's a lot of confusion, but it all boils down to trying to get the American people, especially African Americans, to consume no more calories than we burn and to consume more fruits and vegetables, and less fats and sweets."

To directly address the issue, the two-day summit sponsored by Kaiser Permanente in conjunction with the Alameda County Public Health Department, The California Endowment, and the YMCA of the East Bay, focused on embracing wellness and developing solutions to address health inequities in the African American community.

More than 550 attendees participated in workshops aimed at discovering health solutions for the mind, body, and spirit by impacting belief systems and changing consciousness through community action. Participants included health care providers, faith-based ministries, health and service-related organizations, youth advocates, and community leaders from all walks of life, dedicated to improving the health of African Americans. The Health Expo, held on the subsequent day, featured a variety of organizations and exhibits committed to educating and improving the health of African Americans in the Bay Area. Close to 8,000 attendees participated in health screenings, fitness classes, cooking demonstrations, and holistic health classes open to the public. The *California 5 a Day Campaign's* exhibit demonstrated practical and appetizing ways to eat nutritiously by providing fresh fruit smoothies and helpful tips on how to add more fruits and vegetables to a daily diet.

Stephen Baptist Church a proclamation.



Back Row: (L to R) Sherman Wainwright, Sandy Roman-Morales, Yvonne Laudermill, Mirta Walkin, Brenda Payne, Daisy Galeano, Ilesia Jones  
 Front Row: (L to R) Dr. Thelma Eaton, Rev. Charles Tolbert, Dr. Elaine Williams, Lottie Cleveland

In collaboration with the *African American 5 a Day Campaign*, the *California 5 a Day—Be Active! Program* hosted the final Black History Month forum in Los Angeles at the Weingart YMCA. University of California, Los Angeles Professor and Researcher Dr. Antronette Yancey, M.D., M.P.H., Bill Releford, M. D., and Community Health Council representative Gwen Flynn, among others highlighted environmental barriers to healthy eating and physical activity. Key partners and community leaders expressed their commitment to collaborating with the Los Angeles Faith-Based Community Project to make changes in low-income communities allowing African Americans greater access to healthy food and physical activity.

The forums will enable the *African American 5 a Day Campaign* Faith-Based Community Projects to build a broader network of partners that will concentrate their efforts on effecting environmental change in communities where low-income African Americans live, work, go to school, play, and worship. The *African American 5 a Day Campaign* and Faith-Based Community Projects are excited about the success of the forums and the new partnerships that will result.

For more information on the *African American 5 a Day Campaign*, contact Valarie Scruggs at <mailto:vscruggs@dhs.ca.gov>.

**Put a Spring In Your Step**



Billy Blanks, fitness enthusiast and creator of Tae Bo®, led demonstrations at the Health Expo.

Fitness enthusiast and Tae Bo® exercise creator Billy Blanks, who led demonstrations of his Tae Bo® program, reinforced the importance of making fitness an enjoyable and rewarding activity.

“Parents play a critical role as motivators for children in demonstrating appropriate lifestyles, using their own actions as models,” said Blanks.

The Bay Area Black United Fund (BABUF) is a non-profit organization dedicated to raising funds for community-based agencies to ensure that the needs of African Americans and other ethnic communities continue to be met. For more information about the BABUF, visit <http://www.babuf.org/>.

**CEWAER to Hold Roundtables on Obesity and Low-Income Communities**

The *California Nutrition Network* and the California Elected Women’s Association for Education and Research (CEWAER) will be hosting roundtable events in March and early April throughout California to discuss the issue of rising obesity rates and the importance of healthy living in low-income communities. The roundtable discussions will also focus on ways to increase the access and availability of fruits and vegetables,



Spring is just around the corner, and now is the perfect time to get out of the house and start walking. Walking is one of the easiest ways to get more physical activity each day, and getting into the habit will help you meet the 10,000 steps a day (about five miles) goal advised by experts.

California schools have gotten the message about the importance of physical activity, and are tracking their miles from walking. The Marin County Safe Routes to Schools program, in conjunction with the *California Nutrition Network*, has started a pilot "Walk & Bike Across America" program, encouraging kids to walk and bike to school. The program also addresses the safety concerns of parents by encouraging greater enforcement of traffic laws, educating the public, and exploring ways to create safer streets.

"The amazing part about this program is that walking and biking used to be the norm of how kids got to and from school and now it is not so common," said Wendi Kallins, project coordinator of the Marin County Safe Routes to Schools program. "We are trying to show the kids that walking or biking to and from school helps to develop good habits about physical activity and helps them get to the minimum level of physical activity they need on a daily basis."

The "Walk & Bike Across America" program has now turned into an interactive on-line game. Classes track the miles the students walk and bike to and from school. They can then use those miles to travel all around the United States visiting as many landmarks and sites as possible. Each landmark represents a national park or historic site to broaden the students' knowledge of the United States, or a key agricultural location that provides nutritional information. *Network*-funded school districts are encouraged to use the web site and provide feedback so the web site can be enhanced next year.

Adults can also track their steps and be active using a pedometer, which works by sensing your body movement and counting your steps. Pedometers record your total number of steps taken, and many also track how many miles you have walked a day. They are relatively inexpensive to buy, and easily

physical activity, and nutrition assistance programs for food stamp users and other low-income Californians.

The upcoming series of discussions is an extension of the successful roundtable discussions that were held in Santa Ana, Los Angeles, and Fresno in 2004. The participants, which included local elected and appointed officials, community health experts, and healthy living advocates, developed a number of recommendations that were released and distributed to policy makers throughout the state in May 2004.

CEWAER is a statewide, non-partisan, non-profit organization whose mission is to provide networking opportunities, leadership trainings, and policy discussion forums for elected and appointed leaders. To obtain more information about CEWAER, visit <http://www.cewaer.org/>.

### The Vivid Picture Project: Creating a Sustainable Food System



California is often referred to as the "Salad Bowl of the World" because of the abundance of produce that is grown in the state. Yet, many Californians still struggle to gain access to fresh produce and other healthy foods. In response to these growing concerns with food security, the Vivid Picture Project was established. Funded by the Roots of Change Fund, the Vivid Picture Project is designed to generate a blueprint for a sustainable food system, and a "change agenda" to achieve the vision.

The primary goal of the Vivid Picture Project is to create a comprehensive

attainable for under \$10 at local stores.

For more information about the "Walk & Bike Across America" program please call Wendi Kallins at 415-488-4101 or visit [www.saferoutestoschools.org/walk](http://www.saferoutestoschools.org/walk).

### Last Chance to Apply for the California Fit Business Award



The deadline to turn in applications for the California Fit Business Award, sponsored by the California Task Force on Youth and Workplace Wellness and the *California 5 a Day—Be Active! Worksite Program* is March 15, 2005.

The California Fit Business Award recognizes employers that provide their employees access to healthy eating and physical activity during the workday. Employers can find out how the environment contributes to the healthy nutrition and physical activity choices for employees at the workplace, to make a difference for healthier, more productive employees and a healthier bottom line. Completing the application alone provides an opportunity to be recognized statewide as a California employer taking steps to foster employee health and productivity.

Winners will be announced in a May press conference during California Fitness Month, where they will receive a framed certificate and proclamation from the California Task Force. Everyone is encouraged to urge their own workplace to apply and to tell colleagues and other associates about the award.

To download an application and apply before March 15, or for more information, please visit <http://www.wellnesstaskforce.org/>.

vision for a sustainable food system for California that addresses multiple aspects including access to quality food for all people in California; economic vitality for regional producers, manufacturers, distributors and purveyors; and personal health, well being, and community building through food and nutrition.

Eileen Brady, vice president of Food & Farms, will be speaking on behalf of the Vivid Picture Project during the Joint Steering Committee meeting in Sacramento on March 16, 2005.

The project started in January 2004 and will run through June of 2005. To find out more about the Vivid Picture Project or the Roots of Change Fund visit <http://www.vividpicture.net/>.

For more information about the Joint Steering Committee meetings, please contact Matthew Marsom, development specialist with the Cancer Prevention and Nutrition Section of the California Department of Health Services at 916-449-5431 or <mailto:mmarsom%20@dhs.ca.gov>.

### CHIS 2003 Data Now Available!

The 2003 California Health Interview Survey (CHIS) data results are now available on ASKCHIS 2.0. CHIS is a collaborative effort involving the University of California at Los Angeles, California Department of Health Services, and the Public Health Institute. AskCHIS 2.0 allows users to compare 2003 data with previous years in one table. Moreover, in an effort to account for the socio-economic variation of California's population and to allow for comparisons with 2003 data, CHIS 2001 population weights were revised. They are now based on population estimates from the California Department of Finance. As a result, estimates at the county, regional, and state levels for smaller populations such as Chinese, Filipino, Korean, and

Vietnamese are available for both 2001 and 2003. At this time, nearly one hundred of the most requested CHIS topics are available; more topics will be added in the next couple weeks.

For more information regarding CHIS and to access AskCHIS 2.0, visit [www.askchis.com/main/default.asp](http://www.askchis.com/main/default.asp).

### **National Public Health Week**

April 4-10 is National Public Health Week, and the California Department of Health Services is encouraging all Californians to take a proactive approach to their health to become stronger and healthier. California's theme for Public Health Week is "Living Healthy California Style—Be Active, Eat Healthy, Live Well."

This year will focus on promoting nutrition and physical activity, and highlight the importance of fostering healthy habits in the workplace.

### **Nonnie Korten Remembered**



Nonnie Korten, a distinguished educator in the Los Angeles Unified School District (LAUSD) for 29 years, is being honored in the wake of her passing with her name on a courtyard VIP plaque in the International World Peace Rose Garden. The plaque will be placed in State Capitol Park in Sacramento, California, on one side of a four-sided pillar in the courtyard area surrounding a fountain.

Also in her memory, the "Nonnie Korten

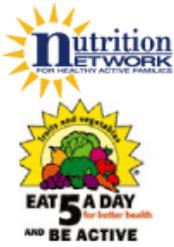
Memorial School Garden" will be dedicated at the new LAUSD *Nutrition Network* site in late spring or early summer 2005. There are plans to plant a tree at the site in her memory once the garden is established.

Visit us online at <http://www.ca5aday.com/>.

Please send your *Fresh Facts* story ideas to Veronica Davison, public relations manager, at [vdavison@dhs.ca.gov](mailto:vdavison@dhs.ca.gov). Be sure to include "Fresh Facts" in the subject line.

Funded by the U.S. Department of Agriculture Food Stamp Program, an equal opportunity provider and employer, through the *California Nutrition Network for Healthy, Active Families*. For information on the California Food Stamp Program, call 1-800-952-5253.

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# Fresh Facts

A healthy dose of news about the California Nutrition Network and California 5 a Day Campaign

March 2005

## Outdoor Physical Activity and Gardening



Gardening is a great way to engage in more outdoor physical activity this spring.

"You don't need to have huge plots of land for gardening, and it's a great way to stay healthy and active," says Gil Sisneros, health education consultant with the *California Nutrition Network*. In fact, "people who garden are not only staying physically active, but they are also more likely than non-gardeners to eat fruits and vegetables."

Here are some gardening activities that will help you reach your physical activity goals:

- Digging holes for planting fruits, vegetables, flowers, shrubs, trees, or water irrigation increases muscle strength, involves abdominal stretching, and partial squatting.
- Pruning shrubs, trees, or the vines on fruits and vegetables in the garden helps to stretch your arms.
- Using a wheelbarrow to transport top soil and fertilizer to a garden as well as spreading the top soil and fertilizer on the garden uses the leg muscles, shoulders, and arms.
- Pulling weeds out of the garden involves squats and forearm stretches.

Also, studies have shown that the energy expended in digging is four times greater than that needed for walking, and on the same basis, digging consumes as much energy as general aerobics and swimming.<sup>1</sup> Activities such as carrying wood, clearing land, hauling branches, and laying sod are equivalent to stationary bicycling. Active gardening will give you as much physical activity as many aerobic exercises. One hour of weeding provides the same amount of physical activity as walking or biking at a moderate pace.

Local communities are also recognizing the benefits of gardening. The city of Escondido in northern San Diego County established a Community Nutrition Council to allow community members to get involved in gardening. Through the council, the city secured two parcels of land that provided gardening for more than 600 residents and utilized 218 garden plots. The garden offered residents an opportunity to get engaged in more physical activity, and strengthened Escondido's community spirit. The Vietnam Veterans of San Diego provided one of the gardens, while the city of Escondido leased an undeveloped park site for

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## National Nutrition Month Programs Encourage Californians to Eat Healthy All Year Long



Community members purchase fresh fruits and vegetables from a local farmer at the Alisal Union School District 5 a Day farmers' market held on March 2 at Dr. Martin Luther King Jr. Academy.

In celebration of National Nutrition Month, *California Nutrition Network for Healthy, Active Families and California 5 a Day—for Better Health! Campaign* funded projects hosted or participated in a number of local events throughout March. Each of these events addressed the health benefits of good nutrition, and emphasized the importance of access to fruits and vegetables.

Here are highlights from a few of the events that were held:

- To provide community members with increased access to fresh fruits and vegetables, three farmers' markets were held at Dr. Martin Luther King Jr. Academy on March 2, 16, and 30 in Alisal. The farmers' markets were organized by the Alisal Union School District 5 a Day program and featured a variety of fresh produce from students and local farmers. Several organizations, including

the second parcel.

When participating in gardening or any kind of outdoor activity, it is important to always wear sun protection. Here are some easy tips on sun safety:

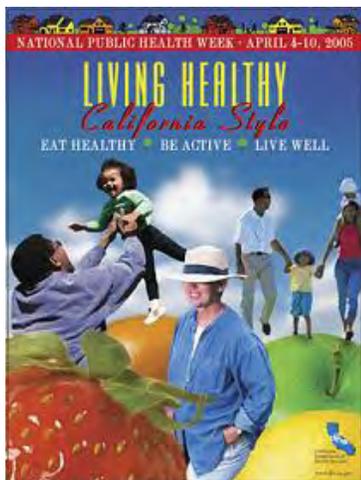
- Reduce sun exposure from 10 a.m. to 4 p.m., when UV rays are strongest (This is especially important from mid-spring through mid-fall).
- Use sunglasses that include a warranty stating that they provide 100 percent UVA and UVB (broad-spectrum) protection.
- Liberally apply sunscreen to exposed skin one-half hour before going outdoors. The sunscreen container should have a sun protection factor (SPF) rating of 15 or above and should state that it has broad-spectrum (UVA and UVB) protection. PABA-free sunscreens are recommended for persons with sensitive skin. Depending on outdoor conditions, sunscreen should be reapplied at least every two hours.
- Wear a wide-brimmed hat (at least 4-inch brim) that produces a shadow that covers the eyes, nose, face, ears, and back of the neck.
- Wear tightly-woven, loose-fitting clothing that covers as much of the body as possible.

For more information relating to gardening visit <http://www.garden.org/>, and for more information on sun protection visit the sun protection portion of the *California 5 a Day* Web site at <http://www.dhs.ca.gov/ps/cdic/cpns/skin/default.htm>

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<sup>1</sup> Go for Green: The Active Living and Environment Program. (n.d.). *Gardening for life: The physical benefits of gardening*. Retrieved March 22, 2005, from [www.goforgreen.ca/gardening/physical\\_benefits\\_of\\_gardening.htm](http://www.goforgreen.ca/gardening/physical_benefits_of_gardening.htm)

## Public Health Week Encourages Californians to Live Well



the *Latino 5 a Day* and *5 a Day—Power Play! Campaigns* and the Community Alliance with Family Farmers, conducted taste tests and cooking demonstrations while a representative from social services distributed information about food stamps.

- On March 4, students in Santa Cruz, San Benito, and Monterey Counties participated in the launch of the "Plant a Seed for Good Health Project." Students were given vegetable seeds, potting soil, and garden-based nutrition activities to learn about the food-growing process. The project, which was organized by the *5 a Day—Power Play! Campaign*, Life Lab Science Program, Community Alliance with Family Farmers, and Go For Health! Collaborative, will continue throughout the school year as students continue to care for their plants.
- The Nutrition Mobile, a traveling educational van focused on teaching community members about better nutrition and maintaining a physically active lifestyle to prevent chronic diseases, toured various locations in South Monterey County on Wednesdays and Fridays throughout March. Developed by the *Latino 5 a Day Campaign*, Regional Diabetes Collaborative of the Central Coast, and Mee Memorial Hospital, the Nutrition Mobile featured diabetes screenings, cooking demonstrations, and educational resources for community members.
- Students at the Fremont Elementary School in Salinas participated in a fruit tree planting ceremony on March 15 featuring the traveling educational group, Common Vision. Members of the group performed a series of West African drum and dance pieces during the tree planting ceremony. The ceremony and performance taught the children about ecology, farming, gardening, nutrition, and personal health.
- The *Latino 5 a Day Campaign* participated in the third annual Women's Health Summit held on March 4 in Monterey County. The *Campaign* provided food demonstrations and gave presentations about the benefits of eating more fruits and vegetables. The summit, entitled "The Power of a Woman—Her

The California Department of Health Services (CDHS) is celebrating National Public Health Week April 4-10, 2005 with various activities involving state, county, and city public health organizations. This year's Public Health Week theme for California is "Living Healthy...California Style. Eat healthy, Be active, Live well."

CDHS is planning a Public Health Week "Rally for Health" at the West Steps of the California State Capitol at 12:00 noon on Tuesday, April 5. The event will emphasize the importance of incorporating healthy eating and physical activity into every employee's work routine. State employees from the downtown Sacramento area will be invited to walk from their worksites to the State Capitol. State officials, including Health and Human Services Secretary Kimberly Belshé, CDHS Director Sandra Shewry, State Public Health Officer Dr. Richard Jackson, Food and Agriculture Secretary A.G. Kawamura and State Senator Abel Maldonado (R-Santa Maria) will speak at the event.

The CDHS will be announcing an important report on the cost of physical inactivity, obesity, and overweight in California. The event will also include entertainment, healthy snacks, and prizes.

Also, CDHS will present two awards: The Beverlee A. Myers Award for Excellence in Public Health and The Public Health Recognition Award. The Award for Excellence in Public Health is presented each year to an individual who has exhibited outstanding leadership and accomplishments in public health in California and/or nationwide. The Public Health Recognition Award is presented to a CDHS employee who has exhibited outstanding leadership and accomplishments in protecting or improving the health status of all Californians.

This year's award recipients will be recognized at the Joint Annual Meeting of the Southern and Northern California Public Health Associations on April 4 in Oakland, CA, and at an awards ceremony at the CDHS Auditorium on April 7 in Sacramento, CA.

### Joint Steering Committee Partners with Agriculture for a Healthy California

Health," was hosted by the office of Assemblyman Simon Salinas and brought together health agencies, legislators, and community members from Monterey, San Benito, and Santa Cruz counties to discuss ways for women to stay healthy.

- The *5 a Day—Power Play! Campaign* participated in the Building Bridges to Optimum Health Diabetes Conference that took place on March 3 and 4 in Los Angeles. Policy makers, community members, and members of the healthcare industry attended the conference which focused on nutrition and physical activity's role in primary prevention, screening and diagnosis, treatment and intervention, and policy/advocacy change through keynote speakers and interactive, educational breakout sessions. *5 a Day—Power Play! Campaign* played an important role in the event, as the *Campaign* focuses on primary prevention of chronic diseases, promoting healthy eating and physical activity.

For more information and recipes for National Nutrition Month, visit <http://www.ca5aday.com/>.

### CDC Reports Show Health Disparities Still Exist for African Americans



The Centers for Disease Control and Prevention (CDC) recently released the results of several studies that addressed the health disparities experienced by African Americans in the United States. The findings of these studies were published in the CDC's Morbidity and Mortality Weekly Report (MMWR). Overall, the studies found that although the top three causes, including seven of the 10 leading causes of death, are the same for African Americans and whites, the risk factors and incidence, morbidity, and mortality rates for stroke, hypertension, and cancer for example, are often greater among African Americans than whites.

Following are some of the health disparities that were discussed in the report:



California Department of Food and Agriculture Secretary A.G. Kawamura discusses the role of agriculture in obesity prevention efforts.

Members of the Joint Steering Committee met on March 16 in Sacramento to discuss the relationship between the *Nutrition Network's* nutrition and food security initiatives and the agriculture industry.

One of the main objectives of the meeting was to identify how those working in public health and obesity prevention can work with the agriculture, grower, and retail community to increase access to healthy foods and meet the recommendations from the 2005 Joint Steering Committee policy platform. The meeting also focused on learning about community-level efforts by industry and community partners that will promote increased consumption of fruits and vegetables for Food Stamp recipients and other low-income Californians.

Representatives from various organizations presented on topics ranging from building local food systems to increasing fruit and vegetable consumption for low-income Californians. In his address, California Department of Food and Agriculture Secretary A.G. Kawamura noted that farmers assume their plants will thrive and take steps to prevent damage to their crops. However, the health system is set up differently in that it focuses more on treatment rather than prevention.

Ecotrust's vice president of food and farms, Eileen Brady, presented information on the Vivid Picture Project and addressed issues related to the California food system. Brady also discussed some of the proposed goals of the project.

"One of the goals of the Vivid Picture Project is to develop a sustainable food system in California where all communities pass the 'milk test.' That is, to have all communities be safe enough, neighborhood markets close enough, and milk wholesome enough for parents to send their 12-year-old child out for a half-gallon of milk," explained Brady.

Karen Jetter, assistant research economist at the University of California, Davis Agricultural Issues Center, presented an issues brief entitled *Does 5-a-Day Pay?* and discussed the financial benefits of increased fruit and vegetable consumption to California growers. According to the issues brief, the annual

- **Stroke:** An analysis of the data collected through the 2000-2001 National Health Interview Survey (NHIS) indicated that 52.7 percent of African American stroke sufferers were under the age of 65 while 34.8 percent of white stroke survivors were below the age of 65. When surveyed about limitations of activity, African American stroke survivors were more likely than whites to report limitation of activity in standing or being on their feet for approximately two hours; pushing or pulling large objects; walking a quarter mile; stooping, bending, or kneeling; and walking up 10 steps without resting.
- **Hypertension:** The CDC analyzed the 1999-2002 data from the National Health and Nutrition Examination Surveys (NHANES) and found that the prevalence of hypertension, or high blood pressure, among African Americans was 40.5 percent compared to 27.4 percent among whites.
- **Cancer:** In 2001, African American females experienced significantly higher rates of colon/rectal, pancreatic, and stomach cancer compared to white females; and African American males experienced higher rates of prostate, lung/bronchus, colon/rectal, and stomach cancer compared to white males.

The report noted that racial/ethnic health disparities occur as a result of multiple factors including socioeconomic factors, lifestyle, social environment, and access to preventative health-care services. Further, eliminating these health disparities requires culturally appropriate public health initiatives, community support, and equitable access to quality health care.

The MMWR contains data on specific diseases and reports on diseases, environmental hazards, natural or human-generated disasters, occupational diseases and injuries, and intentional and unintentional injuries. To access the PDF version of the Morbidity and Mortality Weekly Report containing information on African American health disparities, visit: [www.cdc.gov/mmwr/PDF/wk/mm5401.pdf](http://www.cdc.gov/mmwr/PDF/wk/mm5401.pdf).

Addressing African American health disparities and educating low-income Californians about prevention

benefits for California growers would be \$316 million if Californians were to consume five servings of fruits and vegetables each day, and \$788 million if Californians were to consume seven servings of fruits and vegetables each day.

California State Senator Jeff Denham (R-Salinas), chair of the Committee on Agriculture, spoke about the importance of collaborating with agriculture in obesity prevention efforts. Senator Denham announced that the Committee on Agriculture would be holding a series of hearings on nutrition and obesity in Monterey County later this year.

In the afternoon, attendees participated in roundtable discussions and developed recommendations and strategies for engaging local agriculture, grower, and retail partners in their efforts to increase access to fruits and vegetables.

The next Joint Steering Committee meeting is scheduled for June 21, 2005.

If you are interested in learning more about the Joint Steering Committee or the Policy Action Teams please contact Matthew Marsom, development specialist with the Cancer Prevention and Nutrition Section of the California Department of Health Services at 916-449-5431 or [mmarsom@dhs.ca.gov](mailto:mmarsom@dhs.ca.gov).

To view a PDF version of the University of California Agricultural Issues Center Issues Brief, *Does 5-a-Day Pay?*, visit [www.dhs.ca.gov/ps/cdic/cpns/default.htm](http://www.dhs.ca.gov/ps/cdic/cpns/default.htm).

### **CPNS Chief Susan Foerster Appointed to Institute of Medicine Panel**

Susan Foerster, M.P.H., R.D., chief of the Cancer Prevention and Nutrition Section of the California Department of Health Services, has been appointed to serve on a new Institute of Medicine of the National Academies (IOM) panel called the Committee on Progress in Preventing Childhood Obesity.

This committee will assess progress in obesity prevention actions and promote the implementation of the findings and recommendations for the IOM report, *Preventing Childhood Obesity: Health in the Balance*, which was published last September.

The IOM's mission is to serve as advisor to the nation to improve health. As such, it provides unbiased, evidence-based, and authoritative information and advice concerning health and science policy to a variety of entities.

To view the report, *Preventing Childhood Obesity: Health in the Balance*, or to learn more about the Institute of Medicine of the National Academies, visit <http://www.iom.edu/>.

### **Save the Date: Conference to Focus on Obesity Prevention**

The San Mateo County Health Department will be hosting the Third Bi-Annual

of chronic disease through nutrition and physical activity are among the goals of the *California African American 5 a Day Campaign*. Local partners of the *Campaign* work to address poor dietary habits and physical inactivity, which are associated with high rates of chronic disease, with low-income African Americans in places where they eat, work, shop, and spend time with their families. Through faith-based nutrition education programs, community education, partnerships, advocacy, and policy development, the *African American 5 a Day Campaign* promotes the benefits of healthy eating and physical activity from a cultural perspective.

To obtain more information about the *California African American 5 a Day Campaign*, please visit: <http://www.dhs.ca.gov/ps/cdic/CPNS/aa/>.

### **Last Chance to Apply for the Superintendents' Challenge**

For the second year in a row, school districts and County Offices of Education (COE) throughout California are encouraged to promote good nutrition and regular physical activity by participating in the California Superintendents' Challenge.

The annual Superintendents' Challenge is coordinated by the California Department of Education and the California Task Force on Youth and Workplace Wellness (Task Force). Last year, 30 school districts applied, and five were recognized for their outstanding programs.

All districts/COEs that pass the scoring thresholds will receive an award of recognition from the Task Force acknowledging their efforts. The most exemplary efforts may also receive cash awards of up to \$10,000.

Final applications are due by Friday, April 1, 2005, and winners will be announced in May 2005. For more information, visit [www.cde.ca.gov/eo/in/ch](http://www.cde.ca.gov/eo/in/ch). For additional questions, please contact Suzanne Flint at 916-452-1802.

Childhood Overweight and Obesity Conference, *A Pound of Prevention is Worth a Ton of Cure*, on Wednesday, May 18, at the South San Francisco Conference Center in San Francisco.

Focusing on prevention, the one-day conference will address multiple health issues including ways to motivate families to make health a priority, counseling diverse populations, the cultural obsession with being thin, the power of physical activity, and best practices at the state and local level. Health educators, youth counselors, community workers, family physicians, nurses, and school staff are all encouraged to attend.

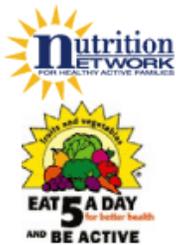
The conference's sponsors include the San Mateo County Public Health Department, *California Nutrition Network for Healthy, Active Families*, Kaiser Permanente, Health Plan of San Mateo, and the Palo Alto Medical Foundation. For additional information or to register for the conference, contact Lori Cancilla at the San Mateo Health Department at 650-573-2303 or at [lcancilla@co.sanmateo.ca.us](mailto:lcancilla@co.sanmateo.ca.us).

**Visit us online at <http://www.ca5aday.com/>.**

Please send your *Fresh Facts* story ideas to Veronica Davison, public relations manager, at [vdavison@dhs.ca.gov](mailto:vdavison@dhs.ca.gov). Be sure to include "Fresh Facts" in the subject line.

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# Fresh Facts

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April 2005

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## Cost of Obesity Report Garners International Media Attention



State Public Health Officer, Dr. Richard Jackson, leads California Department of Health Services employees in a Rally for Health to the Capitol.

The media spotlight was on the west steps of the State Capitol on Tuesday, April 5 when the California Department of Health Services (CDHS) released a new topline report, *The Economic Costs of Physical Inactivity, Obesity, and Overweight in California Adults: Health Care, Workers' Compensation, and Lost Productivity*. The topline report stated that physical inactivity, obesity, and overweight cost California \$21.7 billion a year in direct and indirect medical care (\$10.2 billion), workers' compensation (\$338 million), and lost productivity (\$11.2 billion). Without improvements in physical activity and nutrition, it is projected that the costs will increase to \$28 billion by the end of 2005.

The release of the report, which was the first of its kind in California, garnered considerable media attention. More than 300 print, broadcast, and radio outlets around the world covered the CDHS report and its startling findings.

## New Pyramid Highlights Nutrition, Physical Activity, and Personalization



This month, the U.S. Department of Agriculture (USDA) unveiled a new color-coded, 3D food guidance system, named "MyPyramid: Steps to a Healthier You." MyPyramid represents the new recommendations from the *2005 Dietary Guidelines for Americans*, which was released by the USDA and U.S. Department of Health and Human Services (HHS) in January. The new pyramid is designed for a personalized and interactive approach to nutrition and physical activity.

In the new MyPyramid, color-coded vertical bands represent a varied diet, as well as portion size – orange is for grains, green for vegetables, red for fruits, blue for milk, purple for meat and beans, and yellow for oils. It also features a figure walking up steps to highlight physical activity, a feature which was not incorporated in the previous food



Media awaits the release of the report.

Among the media that were in attendance was the *Associated Press (AP)*, which released an article highlighting the key findings from the report as well as the State's efforts to reverse the growing rate of obesity in California. The *AP* article also quoted A.G. Kawamura, secretary of the California Department of Food and Agriculture, who said, "If we didn't know this is a bad thing to eat junk food day after day after day and nothing else, we could say we don't know any better. But we do know better."

Recognizing the importance of these findings, both national and international outlets such as *CNN International*, *Pravda* in Russia, *The Wall Street Journal*, and *USA Today* published articles on the report.

In addition, a number of state publications also covered the report, many of them exploring the local implications of the report's findings. The *Los Angeles Times* discussed the urgency of the report's findings as well as some of the lifestyle factors in California which have contributed to the increased rate of obesity, citing Susan Foerster, chief of CDHS' Cancer Prevention and Nutrition Section and co-editor of the *Economic Costs of Physical Inactivity, Obesity, and Overweight in California Adults* topline report.

Promotion and distribution of the report was a collaborative effort between CDHS and the *California Nutrition Network's Regional Nutrition Networks*. Each

pyramid. In addition to offering a visual guide that reinforces the importance placed on fruit and vegetable consumption in relation to the other categories of food represented, MyPyramid provides a personalized limit on intake of added fats and sugars in order to control excess calories.

"The dietary guidelines present a strong qualitative message about the best foods to eat for chronic disease prevention, and for the first time, the food pyramid incorporates physical activity as a major component of overall health," said Susan Foerster, chief of the Department of Health Services' Cancer Prevention and Nutrition Section. "The *Nutrition Network* and *5 a Day Campaign* have been educating Californians about the importance of eating fruits and vegetables as well as being, physically active, as the two are intrinsically tied to maintaining a healthy lifestyle. This focus on the importance of fruits and vegetables cannot be said enough."

The key aspect to MyPyramid is its interactivity, using the MyPyramid Plan. By logging on to the <http://www.mypyramid.gov/> Web site, any user can fill in age, gender, and physical activity level, and receive one of 12 personalized sets of recommendations for nutrition and physical activity. Advanced users can also use the MyPyramid Tracker which has more specific entry fields incorporated for a more customized set of recommendations.

In accordance with the new dietary guidelines, the *California Nutrition Network for Healthy, Active Families (Network)* and *California 5 a Day—for Better Health! Campaign (5 a Day)* will encourage adults to consume 3 ½ to 6 ½ cups of fruits and vegetables every day, based on

*Regional Nutrition Network* worked to educate local media and community leaders about the costs of obesity and its effects on local businesses and residents. As a result of these efforts, the report was covered in numerous local print, television, and radio outlets throughout California, and is being widely referenced by health leaders and organizations to add leverage to their respective agendas.

The report was released as part of a Public Health Week event, themed, "Living Healthy...California Style. Eat healthy, Be active, Live well." The event included a "Rally for Health" walk where state employees walked from their worksites to the State Capitol to demonstrate the importance of incorporating physical activity into the workday.

In addition to Kawamura and Foerster, key speakers included Sandra Shewry, director of CDHS; Richard Jackson, M.D., M.P.H., state public health officer; State Senator Abel Maldonado (R-Santa Maria); and author of *The Economic Costs of Physical Inactivity, Obesity, and Overweight in California Adults: Health Care, Workers' Compensation, and Lost Productivity* technical report David Chenoweth, Ph.D., FAWHP, professor, East Carolina University, and president, Chenoweth & Associates, Inc.

As an added highlight, a variety of donations were made by local produce agencies and *California Nutrition Network* partners, including longtime *Network* and *California 5 a Day—for Better Health! Campaign* partner, Melissa's World Variety Produce, who provided dried fruit.

To access *The Economic Costs of Physical Inactivity, Obesity, and Overweight in California Adults: Health Care, Workers' Compensation, and Lost Productivity* report, visit <http://www.ca5aday.com/>.

### **Healthy Parks for Healthy Californians: Group Physical Activity in Safe Environments**

age, gender, and level of physical activity. As outlined in the new dietary guidelines, adults should engage in 30 minutes of physical activity every day for chronic disease prevention, 60 minutes to maintain a healthy weight, and 90 minutes to keep weight off. Children ages 9 to 11 should eat 3 ½ to 5 cups of fruits and vegetables and engage in 60 minutes of physical activity every day. While MyPyramid underscores individual behavior change, the social ecological model will continue to inform the *Network* and *5 a Day's* promotion of healthy eating and physical activity.

Over the coming months, the *Network* and *5 a Day* will work with the National 5 A Day Partnership to determine what changes will be needed in program messaging. Collateral materials produced by the *Network* and *5 a Day* will be updated accordingly.

For more information about MyPyramid or to get personalized recommendations based on age, gender, or activity level, please visit <http://www.ca5aday.com/>.

### **California WIC Association Presents Improved Approach to Address Healthy Eating and Active Living**

This year's theme of "Changing WIC, Changing Lives! Healthy Eating, Active Living," highlighted the blueprint for the California WIC Association's (CWA) 13th Annual Conference, held April 18-20 in Oakland. The conference showcased WIC's (Women, Infants, and Children) strategies to fight obesity and physical inactivity in California communities. This meeting played an integral part in the CWA's effort to make significant changes in many



With daylight savings bringing more sunshine and longer days, now is the perfect time to get outdoors and engage in more physical activity. Group activities are a great way to increase physical activity, stay motivated, and build social skills while having fun.

Parks and recreation centers offer a safe environment to participate in a wide range of group activities.

"Local park and recreation agencies manage numerous parks, trails, and recreation facilities that provide a multitude of opportunities for individuals, families, friends, and neighbors to get together and get active," says Jane Adams, executive director of the California Park and Recreation Society. "They provide close-to-home spaces for activities including walking, biking, swimming, skating, kite flying, picnicking, and running. In addition, many local parks are free and are open from sunrise to sunset, seven days a week."

Here are a few ways to take advantage of your local park or recreation center to increase physical activity:

- Form a hiking group. Exploring a nature trail with a partner or group can help you learn about the environment while increasing physical activity.
- Participate in a recreational game or sport such as soccer, basketball, or baseball. Join your city/county sports league or round up friends and family members to start your own game.
- Volunteer to help improve your community park. This is an excellent way to get physical activity and do something positive for the community.
- Substitute a car trip with a bike or walking trip. Instead of driving somewhere on your next family outing, take the family on a walking or biking trip to a nearby park.

To encourage Californians to increase physical activity,

areas that will result in an improved ability to address public health issues, in particular the childhood obesity epidemic.

Renowned keynote speakers included Sandra L. Shewry, director of the California Department of Health Services; Dr. Susan Linn, Harvard Medical School instructor and author of *Consuming Kids: The Hostile Takeover of Childhood*; Dr. Thomas Robinson, Stanford University School of Medicine; Susan Johnson, Ph.D., director of the Children's Eating Laboratory in Colorado; and famous chef and cookbook author Tanya Holland, star of Food Network's *Melting Pot*. The conference plenary and workshop sessions created a greater impetus towards change, leaving participants energized with new ideas, fresh inspiration, and numerous resources.

This year's workshop topics were organized across the "Spectrum of Prevention," (a theoretical model similar to the Social Ecological Model) showcasing best practices in WIC nutrition education, sharing local agency successes in fostering coalitions and changing organizational practices. The workshops also explored innovative strategies to promote healthy eating and physical activity. The sessions targeted issues related to individual and group education, organizational change, community and provider education, and policy advocacy.

Sue Foerster, M.P.H., R.D., chief of the Cancer Prevention and Nutrition Section gave a presentation entitled, "Nutrition Network Policy Recommendations: A WIC Partnership," which provided an overview of the process used by the *Network* to develop policy priorities, outlined the policy resources that would be available to partners, and

many counties are working to make safe areas such as parks available, especially in low-income neighborhoods. For example, the Los Angeles County Department of Parks and Recreation, with support from the *California 5 a Day—Power Play! Campaign* and the California Department of Health Services, developed the “Healthy Parks” Program.

The mission of the program is to create healthy communities through people, parks, and programs by offering family-oriented and culturally informed health, nutrition, physical activity programs, and educational opportunities that work together to improve the quality of life for all Los Angeles County Residents. Currently, the program consists of 11 pilot locations in areas where the majority of residents are low-income “working poor” with minimal resources. With the growing success of the “Healthy Parks” Program in Los Angeles, similar programs are being developed throughout California including San Francisco and San Diego.

When engaging in any outdoor activity, remember to protect your skin from sun damage by using sunscreen and stay hydrated by drinking plenty of fluids. To learn more about sun safety, visit [www.dhs.ca.gov/ps/cdic/cpns/skin/default.htm](http://www.dhs.ca.gov/ps/cdic/cpns/skin/default.htm).

For more information about the “Healthy Parks” Program of Los Angeles County, visit <http://parks.co.la.ca.us/HealthyParks.htm> or contact Jane Adams, executive director of the California Park and Recreation Society, at 916-665-2777.

### Food Security Task Force Meets to Address Food Access



introduced policy projects of the Regional Collaboratives.

Special events during the conference included the WIC Branch Local Agency Awards and “A Taste and Toast to the Future of WIC,” the 4th annual California Nutrition Corps (CNC) Scholarship Fundraiser. The Trade Show Exhibit and Local Agency Sharing kick-off featured a special reception to learn about the latest products and services available to the WIC Program participants and providers.

For more conference information, visit <http://www.calwic.org/> or contact Diane Woloshin at 916-448-2280 or [diane@calwic.org](mailto:diane@calwic.org).

### Hunger Action Day Encourages Legislators to Fight Hunger



On May 10, hundreds of anti-hunger advocates from across the state will meet in Sacramento for Hunger Action Day, to educate legislators about hunger and support anti-hunger legislation. At this California Hunger Action Coalition (CHAC)-hosted event, low-income advocates, nutritionists, food bank supporters, soup kitchen volunteers, and others will address the issue of food security which affects the 3.1 million Californians experiencing

*Laura Tanaka from the Food Policy Working Group of Santa Cruz County adds information about food security efforts in Santa Cruz to the map.*

Fifty-two people attended the Food Security Task Force (FSTF) meeting held in Los Angeles on April 15. The meeting allowed attendees to share information with each other and provide updates on progressive and effective food security plans being implemented in the 15 community-based food security projects in California.

Facilitating the meeting were co-chairs Paula Jones of San Francisco Food Systems and Frank Tamborello of Los Angeles Coalition to End Hunger and Homelessness. The meeting brought together the 15 food security projects funded by the *California Nutrition Network (Network)*, previously funded food security projects, and consultants to the *Network's* Food Security Channel. For the first time, representatives from the newly-formed *Regional Nutrition Networks*, local food policy councils, and *African American 5 a Day Faith-Based* projects in the Los Angeles area were also in attendance.

As part of the day-long meeting, Frank Buck, program manager for the *Network*, gave a comprehensive overview on the *Regional Nutrition Networks* and encouraged them to work cooperatively with the food security projects already operating in their regions. Additionally, the 15 funded food security projects updated attendees on their activities and successes.

Penny Leff provided an overview of and updated the FSTF on the Electronic Benefit Transfer (EBT)/Farmers' Market Project. Leff works with local farmers' markets so they are able to accept EBT; more than 50 markets are already using EBT and additional ones are due to open soon. Leff emphasized the importance of the use of EBT cards and the need for wireless devices at farmers' markets in areas with large populations of food stamp recipients.

Following updates from the Food Stamp Outreach project and an update on the Los Angeles farmers' market, Raquel Bournboresque and Heather Fenney from the Community Food Security Coalition led a session on, "Building a Council of Councils," in which represented food policy councils (FPCs) reported what they were working on and the possibility of bringing all the FPCs in California together to form a unified voice. As part of the session, FSTF attendees participated in activities that identified the locations of FPCs throughout the state, and provided a visual representation of which issues each FPC was addressing, as well as highlighted

hunger.

"Hunger Action Day provides the opportunity to have the voices of people who benefit from organizations like food banks heard," said Lee Mercer, co-chair of the California Hunger Action Coalition. "These people share their stories about how lack of access to healthy nutrition has affected them and their families."

This year, there will be important pieces of legislation discussed, with the intent of accomplishing adequate, nutritious, and safe food for all Californians. Highlights from a few of the bills introduced include the following objectives:

- Improve the current food stamp program by ending the finger imaging system that requires every adult of a food stamp household to be fingerprinted in order to receive benefits.
- Allow able-bodied adults without dependents to receive food stamps in areas of high unemployment.
- Require fresh fruit with every school breakfast and conduct standard and mandated reviews of school breakfast to determine accordance with USDA guidelines for fat and saturated fat.

On Hunger Action Day, the Hunger Fighter Awards will be presented to individuals and organizations that exhibit a commitment to ending hunger through innovative and collaborative approaches.

CHAC Steering Committee Members include the Alameda County Community Food Bank (ACCFB), Asian Pacific American Legal Center (APALC), California Association of Food Banks (CAFB), California Food

potential areas of collaboration.

Nine FSTF members had the opportunity to visit Compton Unified School District's Farm to School Demonstration program (one of the *Network's* current food security projects) the day before the meeting. The visit included the opportunity to sample the school salad bar, observe children using the salad bar, and sit in on a nutrition education activity. All who attended reported being very impressed with the project and its staff.

The meeting was adjourned following brief updates from the *Network*. The next FSTF meeting will be August 10, 2005 in Sacramento.

For more information on the *Network*, visit <http://www.ca5aday.com/>. For more information on food security, visit <http://www.foodsecurity.org/>.

### **USDA FSNE Plan Guidance Now Available**

To all *California Nutrition Network* contractors and partners: The USDA Food Stamp Nutrition Education Plan Guidance for Fiscal Year 2006 is now available on the Food Stamp Nutrition Connection website at [www.nal.usda.gov/foodstamp/National\\_FSNE.html](http://www.nal.usda.gov/foodstamp/National_FSNE.html).

According to the USDA, the 2006 Guidance does not include any principles specific to the draft FSNE Framework posted for public comment during FY 2004. However it does incorporate policy clarifications and reflects the new *Dietary Guidelines for Americans* released in early 2005 and the forthcoming USDA Food Guidance System.

### **2005 Social Marketing Conference August 11-12, 2005 "Cultivating Communities with Healthy Eating and Active Living"**

Policy Advocates (CFPA), California/Nevada Community Action Partnership, Community Action Partnership of Orange County, Food Bank for Monterey County, LA Coalition to End Hunger & Homelessness (LACEHH), LA Community Action Network (LACAN), Fresno Metro Ministries, Sacramento Hunger Commission, St. Anthony Foundation, and Second Harvest Food Bank of Santa Cruz and San Benito Counties.

For more information about Hunger Action Day, please visit <http://www.hungeraction.net/> or contact Lee Mercer at 831-722-7110 ext 220, or [lee@thefoodbank.org](mailto:lee@thefoodbank.org).

### **New CHIS Report Published**

The UCLA Center for Health Policy Research published a new report entitled, Health of California's Adolescents: Findings from the 2001 California Health Interview Survey. It presents a public profile of California adolescents, ages 12-17 years, based on data from 2001 CHIS. According to the findings from CHIS 2001, only two out of five (40%) California adolescents reported consuming the recommended 5 or more servings of fruits and vegetables per day. *This data was collected when 5 servings of fruits and vegetables were recommended.*

The topics covered in the report include:

- Adult supervision and parental monitoring;
- Adherence to safety standards;
- Diet and physical activity;
- Tobacco, alcohol and marijuana use;
- Sexual activity, including



The 8th annual *California Nutrition Network for Healthy, Active Families* Social Marketing Conference, "Cultivating Communities with Healthy Eating and Active Living" will be held on August 11-12, at the Sacramento Convention Center. This year's focus is changing the community environment.

The conference will address how to change low-income communities where food deserts, disparities, and other barriers exist, into places where the healthy choice is the easy choice.

If you would like to learn more about this year's conference, please call Carma Okerberg at 916-449-5425 or e-mail her [cokerber@dhs.ca.gov](mailto:cokerber@dhs.ca.gov).

- pregnancy and disease prevention; and
- Health care access, utilization, and health insurance.

To access a PDF of the full report, visit [www.healthpolicy.ucla.edu/pubs/files/CA\\_Adolescents\\_PB\\_030105.pdf](http://www.healthpolicy.ucla.edu/pubs/files/CA_Adolescents_PB_030105.pdf).

### **Git' Fit Fitness Tour Combines Physical Activity with Hip-Hop**



Git' Fit America kicked off the "Git' Fit Fitness Tour" this month at Hollenbeck Middle School in Los Angeles in collaboration with the *California 5 a Day Campaign*. The event featured fun and interactive physical activity moves as well as the Git' Fit Goodie Bags, and Swoop, the originator of the Hip-fitness craze BOOGALOO!

BOOGALOO! is a hip-hop aerobic fitness workout combining popular dances from artists such as Jessica Simpson, Whitney Houston, and Will Smith.

The *5 a Day Campaign* worked with the Git' Fit Fitness campaign to incorporate nutrition education through the use of *5 a Day* materials distributed in goodie bags, as well as interventions with children and their families, promoting the importance of healthy eating and physical activity. Future collaborations are anticipated for "Git' Fit Fitness Tour" stops that target low-income Californians.

The Git' Fit Fitness campaign uses hip-hop and urban culture as a way to teach school-aged children about health and physical activity. The campaign is targeted at school-aged kids 12-17 and their parents to

promote and establish healthy eating habits and physical activity. The campaign currently partners with the California Department of Health Services, The Public Health Institute, *Children's 5 a Day—Power Play! Campaign*, and the Los Angeles Unified School District.

For more information about the Git'Fit America campaign visit <http://www.gitfit.net/>.

### **Leadership, Innovation, and Nutrition Collaboration Awards Call for Entries**



Nominations are now being accepted for the Leadership, Innovation, and Nutrition Collaboration (LINC) Awards as part of the United States Department of Agriculture's Second Food and Nutrition Service (FNS) National Nutrition Education Conference, "Nutrition Connections: People, Programs, Science, Community." The conference will be held from September 12-14, 2005 in Arlington, Virginia.

Categories for this year's awards are:

- Partnerships and Collaborations: Synergy for Excellence
- Nourishing Tomorrow's Nutrition Leaders and Practitioners
- Excellence in Practice

The deadline for submitting nominations for the awards is May 2, 2005.

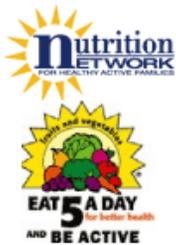
For more information about the conference or the awards, please visit the conference website at [www.fns.usda.gov/nutritionconference](http://www.fns.usda.gov/nutritionconference).

**Visit us online at <http://www.ca5aday.com/>.**

Please send your *Fresh Facts* story ideas to Veronica Davison, public relations manager, at [vdavison@dhs.ca.gov](mailto:vdavison@dhs.ca.gov). Be sure to include "Fresh Facts" in the subject line.

Funded by the U.S. Department of Agriculture Food Stamp Program, an equal opportunity provider and employer, through the *California Nutrition Network for Healthy, Active Families*. For information on the California Food Stamp Program, call 1-800-952-5253.

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# Fresh Facts

A healthy dose of news about the California Nutrition Network and California 5 a Day Campaign

May 2005

## California 5 a Day Campaign Hosts Community Health Leader Training



Myrtis Tracy and Margie Dike of LA BIND offer participants food demonstration tips for easy-to-prepare healthy meals and snacks.

On Friday, April 29, the *California 5 a Day—for Better Health! Campaign* hosted the Community Health Leader Training in Los Angeles, bringing together some of the most important *Nutrition Network for Healthy, Active Families (Nutrition Network)* funded partners in promoting healthy eating and physical activity throughout the state. More than 90 representatives from the *African American* and *Latino 5 a Day Campaigns* came together for the educational and fun-filled training.

The training was designed to expand the capacity of *5 a Day Campaign* representatives to deliver consistent *5 a Day* messages and reinforce methods for conducting effective community interventions. Most importantly, the training allowed representatives from African American and Latino lead agencies to come together and develop relationships that will be beneficial in promoting the *5 a Day* messages across cultural boundaries.

Emily Perez of the *Latino 5 a Day Campaign* stated the group's mission, "We are here to help people save their own lives." The group was then treated to a morning session featuring highlights from the *Latino 5 a Day Campaign, African American*

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## Save the Date for the Social Marketing Conference



The 8th annual *California Nutrition Network for Healthy, Active Families Social Marketing Conference, "Cultivating Communities with Healthy Eating and Active Living,"* will be held on August 11-12 at the Sacramento Convention Center.

This year's speakers include Alice Waters, world renowned chef, author, and proprietor of Chez Panisse Restaurant in Berkeley. Waters has pioneered a culinary philosophy based on using only the freshest organic products, picked in season. She has brought the same philosophy to her creation of The Edible Schoolyard, a public health education program that integrates gardening, cooking, and the sharing of a daily school lunch into the core academic curriculum. Waters will bring conference attendees the chef's perspective on changing the food environment in California's communities.

Another plenary speaker will be Dr. Jerome Williams, Ph.D., who holds joint appointments in the Department of Advertising and the Center for African

*5 a Day Campaign, 5 a Day Retail Program, and Be Active Campaign* and an informative presentation from the Los Angeles County Food Stamp Office. Community Health Leaders were also informed about current policies that impact the *5 a Day Campaign* such as the shift to using the new USDA dietary guidelines.

The morning session was spiced up with an exciting harvest dance led by Beronica and Chahn Chess of Families of African American Ancestry Manifesting our Excellence (FAME). The innovative dance offered a blend of physical activity and nutrition by incorporating the movements used by farmers when harvesting produce to provide a creative physical activity break for all.



(L to R): Alicia González, Judy Cervantes, and Leticia Martínez take part in the harvest dance physical activity break.

During the afternoon session, participants spent time at four interactive stations to receive community intervention training. The stations provided advanced training on operating the Prize Wheel, conducting food demonstrations and sampling, tent set-up, and delivering nutrition education messages.

- The Prize Wheel station stressed the importance of nutrition education. As a key opportunity for intervention with the low-income consumer, participants were encouraged to ask questions such as “What’s your favorite fruit?” to initiate dialogue and create an opening for sharing additional information with consumers.
- Myrtis Tracy and Margie Dike of Los Angeles Blacks in Nutrition and Dietetics (LA BIND) provided training on food preparation and the power of food demonstrations to grab and hold a consumer’s attention; thus providing a key opportunity to introduce consumers to healthy recipes that they can make at home.
- Judy Cervantes with the Central Coast *Latino 5 a Day Campaign* and Jessica Micheletti from the *Nutrition Network’s Be Active! Program* facilitated the *5 a Day* tent set-up —an item that is used at many *5 a Day* events.
- Desiree Backman, Dr.P.H., M.S., R.D., manager of the

and African American Studies at the University of Texas at Austin. His research interests cover a variety of areas in the business-to-business and consumer marketing domains, with emphasis on ethnic minority marketing. He has testified in a number of court cases as an expert witness on consumer response to advertising strategies. In addition, he has published extensively in the area of multicultural marketing and consumer psychology and has been interviewed by national media, including *CNN, Good Morning America, New York Times, Wall Street Journal, Black Entertainment Television (BET)*, etc., for his views on multicultural marketing, especially on topics dealing with target marketing and consumer racial profiling.

To learn more about the conference, please call Carma Okerberg at (916) 449-5425 or e-mail her [cokerber@dhs.ca.gov](mailto:cokerber@dhs.ca.gov).

### Stay Active and Cool in the Summer



Summer is a great time to get outdoors and engage in physical activity. However, as the temperature rises, it is especially important to take steps to prevent your body from overheating.

“The effects of dehydration and heat exhaustion can be very severe,” says Jessica Micheletti, health education consultant for the *California Nutrition Network*. “Taking some simple precautions can prevent these illnesses

*California 5 a Day—for Better Health! Campaign*, helped participants learn to better educate consumers about the nutritional benefits associated with eating different types of fruits and vegetables. Backman encouraged agency representatives to “be adventurous and become familiar with all types of produce, be a source of accurate information, and encourage fruit and vegetable consumption by showing consumers the relationships between produce and nutrition.”

The *Nutrition Network* funded projects work tirelessly to advance the *Network’s* goals of promoting healthy eating, physical activity, and participation in federal nutrition assistance programs among low-income, food stamp eligible Californians. Collectively, the *African American* and *Latino 5 a Day Campaigns* reached more than one million low-income Californians through community interventions last year. The Community Health Leader Training was an opportunity for local *Campaign* representatives to gather additional tools and information to build on last year’s success.

To learn more about the *African American* and *Latino 5 a Day Campaigns*, visit <http://www.ca5aday.com/>.

### Food Stamp PSA Airs in Conjunction with Hit WB Show *7th Heaven*



*WB’s Fan Van distributed giveaways to the youth at Lincoln Elementary School.*

The WB hit series *7th Heaven* tackled the issue of food stamp participation in an episode that aired on May 2.

The Alameda County Community Food Bank took full advantage of this opportunity and pitched their local WB20 station to air a food stamp PSA in conjunction with the *7th Heaven* episode. The station agreed to air the PSA during the month of May to promote the importance of food assistance program participation by those who are eligible as a way to expand the

and assist in ensuring a summer of fun.”

Here are some tips for staying cool during the summer:

- Avoid outdoor activity from 10 a.m. to 4 p.m. when the sun’s rays are the strongest, or when the temperature exceeds 90 degrees Fahrenheit.<sup>1</sup>
- Whenever possible, stick to shady areas that provide some relief from the heat.
- Wear light-weight, light-colored, and loose-fitting clothing to stay comfortable and cool.

In one hour of physical activity, the body can lose more than a quart of water, depending on exercise intensity and air temperature.<sup>2</sup> As a result, it is essential to drink plenty of fluids before, during, and after any activity to prevent dehydration and protect against heat exhaustion. Although there are a variety of sports drinks available, water is still the best fluid replenisher. Here are some tips to staying hydrated:

- Drink one to two cups of fluid at least one hour before the start of any activity.
- Drink six to eight ounces of fluid every 15 to 20 minutes during activity.
- Drink eight ounces of fluid within 30 minutes after activity.
- Drink an additional two cups of fluid for every pound of body weight lost after exercise.
- Freeze a bottle of water beforehand to ensure that water stays cool longer.

Protecting skin from sun damage is another important precaution. Without adequate protection, skin is vulnerable to the sun’s cancer-causing ultraviolet (UV) rays. The following are some tips for keeping your skin safe:

- Wear sunscreen anytime you will be

food budget and to purchase more fruits and vegetables.

As a complement to the *7th Heaven* episode and food stamp PSAs, on May 2, WB20 offered their "fan van" to the Alameda County Community Food Bank for a trip to Lincoln Elementary School in Oakland and provided food stamp eligibility screening. That evening, a TV screening of the *7th Heaven* episode was held, inviting volunteers, staff, clients, partners, and community members to view the food stamp episode.

For more information about the food stamp program, please contact your local Food Stamp Office or *Regional Nutrition Network*. A food stamp benefits brochure can be downloaded at [www.dhs.ca.gov/ps/cdic/cpns/press/downloads/Need-Help-Buying-Food-Brochure.pdf](http://www.dhs.ca.gov/ps/cdic/cpns/press/downloads/Need-Help-Buying-Food-Brochure.pdf).

To view the California food stamp project directory, visit [www.dhs.ca.gov/ps/cdic/cpns/network/project\\_directory03-04.htm](http://www.dhs.ca.gov/ps/cdic/cpns/network/project_directory03-04.htm).

### Hazardous Environment Safer with New Stop Sign Installation Following Black History Month Policy Forum



Intersection at 11th and Wilson was hazardous prior to stop sign installation.

Just three months after the *California African American 5 a Day Campaign's* Black History Month Policy Forum in San Bernardino focusing on environmental barriers to healthy foods and physical activity, one low-income African American community has already taken action to improve their neighborhood's conditions.

During February's policy forum, participants urged policymakers to lead support in making needed changes at a high-traffic crossing near a local high school in San Bernardino's Westside community.

Councilman Rikke Van Johnson together with Loistine Herndon,

outside for more than 20 minutes, even when it's cloudy.<sup>3</sup>

- Choose a sunscreen with a sun protection factor (SPF) of 15 or higher that provides broad-spectrum coverage against all UV wavelengths.
- One ounce (about two tablespoons) is considered the amount needed to properly cover exposed skin.
- Apply sunscreen at least 30 minutes before sun exposure, and reapply regularly—especially if swimming or sweating.
- Wear sunglasses with 100 percent UV protection.
- Wear a hat to shade your neck or face while exercising outdoors.

To obtain more information on how to engage in physical activity safely during the summer, visit the American Council on Exercise site at <http://www.acefitness.org/>.

For more information about skin protection and sun safety, visit [www.dhs.ca.gov/ps/cdic/cpns/skin/default.htm](http://www.dhs.ca.gov/ps/cdic/cpns/skin/default.htm).

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<sup>1</sup> American Council on Exercise. (2001). *Fit Facts: Beat the Heat Before it Beats You*. Retrieved May 18, 2005, from [www.acefitness.org/fitfacts/fitfacts\\_list.aspx](http://www.acefitness.org/fitfacts/fitfacts_list.aspx)

<sup>2</sup> American Council on Exercise. (2001). *Fit Facts: Healthy Hydration*. Retrieved May 18, 2005, from [www.acefitness.org/fitfacts/fitfacts\\_list.aspx](http://www.acefitness.org/fitfacts/fitfacts_list.aspx)

<sup>3</sup> American Council on Exercise. (2001). *Fit Facts: Summer Skin*. Retrieved May 18, 2005, from [www.acefitness.org/fitfacts/fitfacts\\_list.aspx](http://www.acefitness.org/fitfacts/fitfacts_list.aspx)

### Winners Announced for the California Superintendents' Challenge

*African American 5 a Day Campaign* program director at Temple Community Outreach Center, sought the support of local residents for a petition to place a stop sign at the intersection of 11th and Wilson. After petitioning and presenting to the San Bernardino City Council, the stop sign was approved and installed during the week of May 15.



*Eleventh and Wilson intersection now safer for pedestrians after new stop sign posting.*

"It will take more individuals becoming advocates for the community, in order to see greater access to healthy food and physical activity within our neighborhoods," said Herndon.

According to a statewide survey of California's low-income African Americans, broken sidewalks, poorly maintained parks, a lack of safe walking and bike paths, and poor street lighting are barriers to residents who want to be physically active in their own neighborhood.<sup>1</sup> San Bernardino's newest safety improvement addresses one of these barriers and the forum's main goal—to improve neighborhood safety and eliminate barriers to healthy foods and physical activity for African Americans. With this victory, now they can focus on ways to bring quality produce into the community.

The *California African American 5 a Day Campaign* strives to educate and motivate low-income African American adults to eat the recommended number of fruits and vegetables and participate in at least 60 minutes of physical activity each day. The program reaches the target audience through 16 faith-based and six regional lead agency projects throughout California. For additional information on the *California African American 5 a Day Campaign*, please visit <http://www.dhs.ca.gov/ps/cdic/cpns/aa/>.

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<sup>1</sup> California Department of Health Services, Cancer Prevention and Nutrition Section. (2004). [*California African American 5 a*



*(L to R): State Senator Tom Torlakson; Los Angeles Unified School District (LAUSD) Board of Education members Marlene Canter and Jon Lauritzen; Southern California Schools Supervisor for the Dairy Council of California Sabrina Hollander; and State Superintendent Jack O'Connell.*

Congratulations to the winners of the 2005 California Superintendents' Challenge! More than 20 school districts throughout California applied for the challenge under the categories of: nutrition, physical fitness, and combined nutrition and physical fitness. The winners were announced at an awards ceremony in North Hills on May 6, 2005 and received a cash award from the Dairy Council of California in recognition of their efforts. Of these applicants, three districts were selected as the most exemplary.

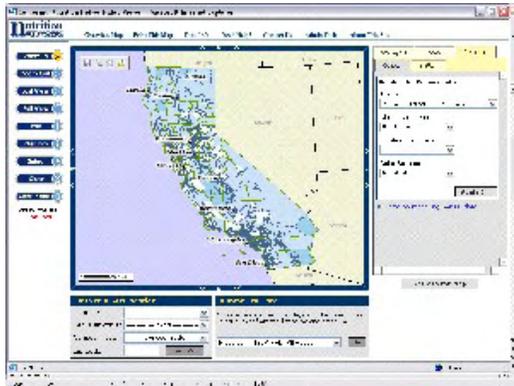
Following are the winners for each category:

- Nutrition - Los Angeles Unified School District (LAUSD)
- Physical Fitness - North Cow Creek Elementary School District, Shasta County
- Combined Nutrition and Physical Activity - Columbia Elementary School District, Shasta County

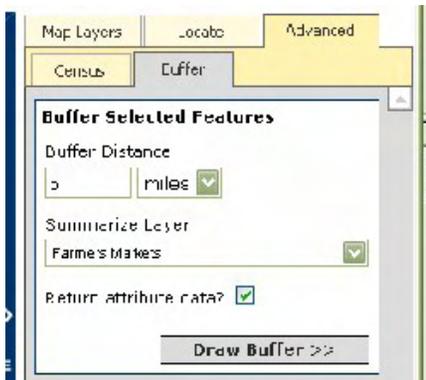
LAUSD, a local *California Nutrition Network* partner, was recognized for their efforts in finding innovative ways to promote nutrition among low-income children. Many of their proactive nutrition

Day Consumer Survey Report]. Unpublished raw data.

## GIS Updates—What's New



California Nutrition Network Geographic Information System (CNNGIS) Viewer was first introduced in May 2004 as a tool to map California data and run informational queries. Since then, the CNNGIS Viewer has been updated to include several advanced functions, making it even more useful.



### Buffering

The buffering feature allows users to query items on the map that are within a specified radius from another selected item. For example, if you were looking at a qualifying census tract containing X number of grocery stores and food markets, you could create a one-mile buffer around this census tract to explore how many additional stores might be captured if you were interested in expanding coverage.

### Choropleth Maps

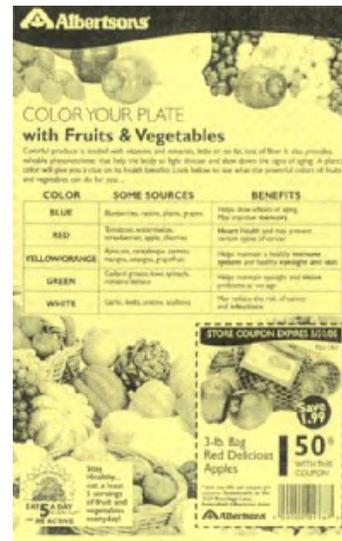
Choropleth mapping is a thematic map that uses area symbols

programs and policies including their farm to school project, school garden project, and junk food policy were applauded.

The annual California Superintendents' Challenge is a joint challenge and award program from State Superintendent Jack O'Connell and the California Task Force on Youth and Workplace Wellness. The program was launched in 2003 to challenge school districts and county offices of education across California to improve the health of students through the development and implementation of policies that promote proper nutrition and regular physical activity.

For more information about the Superintendents' Challenge and a full list of applicants, please visit <http://www.wellnesstaskforce.org/>.

## Albertsons Supports Healthy Eating with Store-Sponsored Coupon Distribution



such as shading to show the various properties of a surface. This allows you to search by different demographics of the area and to create different classification schemes to suit your needs.

### Address Search

This allows you to locate a specific address on the map. This feature takes you directly to the location on the map you are interested in. Additional map layers and advanced features can be applied to the map, such as the buffering feature. For example, this would allow you to search for resources such as parks or farmers' markets within walking distance of the address searched.

The following are additional updates, data layers, and resources to assist with program delivery:

- Updated *Nutrition Network* data and regions
- Updated Retail Food and Markets to include Grocery Stores & Food Markets; Misc. Eating Establishments; Restaurant/Fast Food Eating Establishments
- Voluntary Health Organizations
- Food Stamp Recipients for FY 2003 and FY 2004
- Food Stamp Office Locations
- Parks
- Updated schools and Free/Reduced meal data FY 03/04
- FitnessGram 2003 and 2004 data
- Licensed Healthcare Facilities

Please view the CNGIS Viewer tutorial for detailed instructions on how to use these advanced functions at [www.cnnngis.org/Tutorial/CNN\\_GISTraining2.pdf](http://www.cnnngis.org/Tutorial/CNN_GISTraining2.pdf).

To view the CNGIS Viewer, visit <http://www.cnnngis.org/>.



Albertsons, a *5 a Day Retail Program* partner, sponsored the distribution of private label produce coupons at a local store in Bakersfield. The store offered bags of salad and apples at reduced prices during the month of February. More than 200 coupons were distributed at nutrition classes for food stamp recipients for use at the Bakersfield Albertsons store.

The salad coupon provided tips about additional colorful fruits and vegetables that can liven up a salad when added. The apple coupon provided an overview of the nutritional benefits of various colorful fruits.

"Our first round of coupon distribution was a huge success," said Sonia Kuar, marketing manager for the *California 5 a Day Retail Program*. "Albertsons tracked a redemption rate of 17 percent for the coupons, which is way above the normal redemption rate for coupons of around one to two percent."

This recent coupon discount offer period, which began in April and ended in May, was the second round of coupons offered by the Bakersfield Albertsons store. The program may be expanded to more Albertsons locations pending the results

If you have any questions regarding the CNGGIS system, please email Matthew Stone at [mstone@dhs.ca.gov](mailto:mstone@dhs.ca.gov).

of the current round.

For more information about the Albertsons coupon distribution, please contact Sonia Kuar at (916) 449-5417. To learn more about the *California 5 a Day Retail Program*, visit [www.dhs.ca.gov/ps/cdic/cpns/retail/default.htm](http://www.dhs.ca.gov/ps/cdic/cpns/retail/default.htm).

### **Fit Business Award Winners to be Announced in July**

Winners of the California Fit Business Award, sponsored by the California Task Force on Youth and Workplace Wellness and the *California 5 a Day—Be Active! Worksite Program* will be announced in July. *Note: this announcement was previously scheduled for May.*

The California Fit Business Award recognizes employers that provide access to healthy eating and physical activity to their employees during the workday.

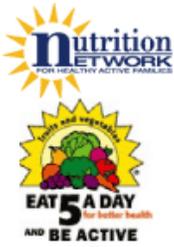
Please visit <http://www.wellnesstaskforce.org/> for more information about the upcoming Fit Business Award event.

**Visit us online at <http://www.ca5aday.com/>.**

Please send your *Fresh Facts* story ideas to Veronica Davison, public relations manager, at [vdavison@dhs.ca.gov](mailto:vdavison@dhs.ca.gov). Be sure to include "Fresh Facts" in the subject line.

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# Fresh Facts

A healthy dose of news about the California Nutrition Network and California 5 a Day Campaign

June 2005

## Low-income Neighborhoods Checked for "Walkability" During Latino Health Awareness Month



Community members and policymakers assess the "walkability" of a sidewalk in National City to improve access to healthy foods.

Local residents and community advocates in six California cities joined together to take part in assessing their ability to walk safely in neighborhoods known to have problems. Regional coordinators for the *Latino 5 a Day Campaign* organized the "walkability" assessments to help concerned residents advocate for safer routes and better access to healthy foods. The *Campaign* hopes that by helping residents document their findings, they can better work with local elected officials and city agencies to fix identified problems.

*Campaign* coordinators in San Diego, Central Coast, Central Valley, Orange County, Los Angeles, and Desert Sierra regions hosted the walkability assessments in cities where the majority of residents are Latino and over half are low-income. Local residents, community advocates, and policymakers who participated used a five-question survey developed by the *Campaign* called the "Walkability Checklist." The checklist prompts participants to rate various aspects of their walk, which includes assessing the need for striped crosswalks, traffic signals, curb ramps, or the repair of broken sidewalks.

"The purpose of doing the walkability assessments was for the *Campaign* to help concerned residents, in particular parents, take a closer look at their streets, sidewalks, and neighborhoods," said Ian Tovar, marketing specialist for the *Latino 5 a Day Campaign*. "Ensuring that safe routes to healthy

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## Register Now for the Social Marketing Conference

To register for the upcoming Social Marketing Conference, visit [www.ca5aday.com/smc](http://www.ca5aday.com/smc).

## Joint Steering Committee Addresses Land Use and Community Design to Increase Access to Healthy Foods

"Building Communities of Excellence" was the focus of the day at the Joint Steering Committee (JSC) meeting in Sacramento on June 20.

Participants examined strategies to effectively integrate public health approaches within planning and community development policy to increase access to healthy food for low-income Californians. Guest speakers presented on state and local initiatives to build communities that promote healthy eating and physical activity for low-income and food stamp eligible families.

"It is vital for health professionals to co-venture with land and transportation professionals to develop healthier, safer communities," said Gayle Hoxter, M.P.H., R.D., a member of the *California Nutrition Network's* Executive Committee and Chair of the Adults and Built Environments Policy Action Team. "This meeting demonstrated the value and importance of working together with professionals from multiple industries to make an impact on the health of California."

foods exist and are maintained will not only provide residents with better opportunities for nutrition and physical activity, but will also contribute to the lasting health of their communities."

Coordinators for the *Latino 5 a Day Campaign* organized the following assessments in their regions:

The Central Valley Region partnered with mothers from the local Women Infant and Children (WIC) office and the local *Univision* affiliate to conduct an assessment in the city of Parlier. The Mayor of Parlier, Armando Lopez, was also on hand to participate in the assessment.

The Central Coast Region conducted a walkability assessment in the neighborhood surrounding Martin Luther King Junior Elementary in East Salinas. Parents of elementary school students were joined by City Council members Sergio Sanchez and Gloria De La Rosa, the Salinas Police Department, the STEPS Program of Monterey County, and Project LEAN. Local *NBC* affiliate *KSBW-TV* was also on hand to cover the event.

The Desert Sierra Region lead agency partnered with parents from Mt. Vernon Elementary, Inghram Elementary, and the Center for Individual Development to conduct several walkability assessments in the city of San Bernardino.

The Orange County Region conducted a walkability assessment with parents from the Anaheim Independencia Family Resource Center in Anaheim. The participants walked from Independencia to the local Albertsons supermarket. Parents were joined by Dr. Margaret Beed, chief medical officer of public health at the Orange County Health Care Agency. After completing the walkability assessment, participants were treated to fresh fruit and water donated by Albertsons.

The San Diego-Imperial Region assessment took place in National City with parent participants from the Por la Vida Health Program. The assessment drew interest from a number of local policymakers including National City Mayor Nick Inzunza; National City Police Department Chief Luis Navidad; Councilmember Leslie Deese; Director of Community Services Salvador Gil; Building and Safety Code Enforcement Officer Rudy Lopez; and National City Neighborhood Councilmember Rosalie Zarate.

The Los Angeles County Region encouraged a group of mothers in Los Angeles to conduct the survey with friends and family in their neighborhoods. The results will be used to help residents advocate for improvements.

Latino Health Awareness Month was launched in June 2003 to address the health disparities that many Latino communities face. Among California Latinos, heart disease, cancer, stroke,

Dana Lanza, M.P.H., executive director of the Literacy for Environmental Justice organization, introduced the Good Neighbor Project, a 2.5-year project which aims to promote a 20 percent increase in the sale of healthy foods in at least eight Bay Area cornerstores, markets, and restaurants. The project employs a number of youth interns who conduct outreach to retail establishments and implement activities that help local businesses in low-income areas overcome challenges to selling healthy foods. Lanza noted that one merchant was able to increase sales of produce by 30 percent within one year with assistance from the project.

Attendees participated in a workgroup session where they were given the opportunity to "plan" a healthy neighborhood based on a real-life scenario. Using a case study on the low-income Iron Triangle neighborhood development project in Richmond, California, participants were asked to determine how the space could be utilized to benefit the low-income residents of the neighborhood. After developing their community plans, each group shared their proposal. Lisa Feldstein, J.D., Senior Policy Director for the Land Use and Nutrition Education Program, noted the importance of the workgroup exercise.

"Public Health professionals are uniquely situated to provide information to decision makers to help them to make the healthiest decisions about land use policy," said Feldstein. "If you change the built environment, you change people's behavior."

JSC members also reviewed the new *Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX<sup>3</sup>)* assessment tool, designed to identify and assess a community's strengths and weaknesses.

If you are interested in learning more

and diabetes account for nearly 60 percent of all deaths.<sup>1</sup> In a statewide survey, Hispanic adults were less likely than other racial/ethnic groups to have engaged in any physical activity in the past 30 days.<sup>2</sup>

The "Walkability Checklist" can be found inside the *Lesson Handouts* section of the *5 a Day and Physical Activity Toolbox for Community Educators*. A PDF of the *Toolbox* can be viewed from the *Latino 5 a Day Campaign* website at [www.dhs.ca.gov/ps/cdic/cpns/lat5aday/lat\\_resources.html](http://www.dhs.ca.gov/ps/cdic/cpns/lat5aday/lat_resources.html).

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<sup>1</sup>State of California, Department of Health Services. (2000). *Leading Causes of Death, Death Records*.

<sup>2</sup>Centers for Disease Control and Prevention. (2001). *Behavioral Risk Factor Surveillance System*.

### Staying Healthy and Fit During the Fourth of July



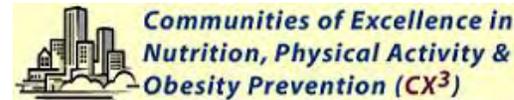
One benefit of the Fourth of July, Independence Day, is that it presents an excellent opportunity to engage in healthy eating and group physical activity with family and friends. In order to make this Fourth of July "heart healthy" put each family member in charge of facilitating or creating a game. Coordinate the game brainstorming a few days before the actual holiday to give plenty of time for creative ideas.

"We tend to eat unhealthy foods during the holidays and forget about the importance of physical activity and nutrition," said Jessica Micheletti, health education consultant with the *California Nutrition Network*. "There are many ways to incorporate physical activity and healthy food choices during the Fourth of July."

Here are a few family-friendly ideas for physical activity during this summer holiday.

about the Joint Steering Committee or the Policy Action Teams please contact Matthew Marsom, development specialist with the Cancer Prevention and Nutrition Section of the California Department of Health Services at 916-449-5431 or [mmarsom@dhs.ca.gov](mailto:mmarsom@dhs.ca.gov).

### Last Chance to Participate in Communities of Excellence On-line Rating Survey



Be a part of deciding what makes a community excellent! *California Nutrition Network* funded projects and partners are strongly encouraged to fill out the on-line rating for the *Communities of Excellence, Nutrition, Physical Activity, and Obesity Prevention (CX³)* survey. The purpose of the survey is to find out which community-level indicators and assets score the highest and will be considered the best markers for a "community of excellence!"

*CX³* is a community planning framework that will involve assessing communities in relation to a variety of nutrition and physical activity markers known as indicators and assets. The goal of *CX³* will be to inspire healthy change in communities. By having motivated projects and groups of people coming together to do *CX³*, it will allow them to:

- Assess their community's strengths, weaknesses, and gaps to determine where the community is at and where it wants and needs to go to become a community of excellence;
- Set priorities based on the localized assessment data;
- Implement strategic action plans to

- **Bicycling:** On the street or on the trails, bicycling is a terrific activity for all ages. Be sure to wear a helmet.
- **In-line Skating:** Shoes on wheels may keep your family moving at the same speed. Wear protective gear like wrist guards and helmets to prevent injuries.
- **Beach Games:** Build a sandcastle or play in the surf. Running around in the sand all day lets you get in your exercise while you're having fun and spending time with loved ones.
- **Team Sports:** Games such as doubles tennis or two-on-two basketball are great for smaller groups while touch football, softball, and volleyball are fun family activities that can accommodate a larger group.
- **Swimming:** An effective workout for the entire body, swimming is an appropriate activity for a variety of fitness levels.
- **Park Games:** Toss around a football or Frisbee in a safe and wide-open space or take advantage of the park's facilities such as playgrounds and obstacle courses.
- **Hiking:** Pack a healthy lunch and head out into the great outdoors for a hike. Hiking is a great workout and you also have the opportunity to take advantage of the beauty of nature. Bring plenty of sun screen and water.
- **Lawn Games:** Set up croquet or badminton in your backyard or turn on the sprinklers for an instant water park on a hot summer day.

Make sure you and your family eat healthy fruits and vegetables during this holiday. If you're planning a picnic, have each family member prepare a healthy dish. Fourth of July dishes such as roasted corn on the cob or a fresh fruit salad filled with watermelon, cantaloupe, and honeydew are healthy favorites.

When engaging in any physical activity, especially in the hot summer months, it's important to get fluids and stay hydrated. Be sure to bring water and sunscreen for the entire family.

Also remember that physical activity should be planned during the cooler parts of the day (before 10 a.m. or after 2 p.m.) and either before meals or one to two hours after a meal. This should reduce exposure from the sun's harmful rays and potentially getting sick by engaging in physical activity on a full stomach.

For more information about games to play during the Fourth of July visit <http://www.kidnetic.com/>, and for more information on sun protection visit the sun protection portion of the *California 5 a Day* Web site at [www.dhs.ca.gov/ps/cdic/cpns/skin/default.htm](http://www.dhs.ca.gov/ps/cdic/cpns/skin/default.htm).

create community change; and

- Evaluate progress.

This is just the first part of creating *CX<sup>3</sup>*. During the next phase, CPNS will fully develop the *CX<sup>3</sup>* program—creating the assessment tools to measure the community indicators and assets, developing easy-to-use implementation materials for projects, and hosting training sessions for local projects. The *CX<sup>3</sup>* materials and trainings are expected to be available beginning January 2006.

Please visit [www.ca5aday.com/cx3](http://www.ca5aday.com/cx3) to learn more about *CX<sup>3</sup>* and to fill out the on-line survey by today. The results of the survey will be released in the next few months. A summary of the *CX<sup>3</sup>* survey results will be included in the August issue of *Fresh Facts*.

### Program Identity Task Force Considers New Branding for 5 A Day

Following the release of the *2005 Dietary Guidelines for Americans* in January, the Produce for Better Health Foundation created the Program Identity Task Force (Task Force) to adapt the National 5 A Day Program to the new fruit and vegetable recommendations, as well as to evaluate and establish a new identity for the program.

The Task Force consists of a variety of health organizations including the American Cancer Society and Centers for Disease Control and Prevention, select members of the National 5 A Day Program partnership, and industry leaders from produce organizations such as the United Fresh Fruit and Vegetable Association. The Task Force is spearheading the development of a new logo, tagline, and campaign name for the National 5 A Day Program. California Department of Health Services Cancer Prevention Nutrition Section Chief Sue Foerster, M.P.H., R.D., and *California 5 a*

## Local Partners Raise Awareness of Hunger in California

Many of the *California Nutrition Network's* local partners work year-round to help those who suffer from food insecurity, or lack of assured access to enough food for an active healthy life through socially acceptable means.<sup>1</sup> Recently, these partners have been stepping up their efforts to increase awareness of hunger-related issues affecting low-income Californians by organizing a series of rallies, conferences, and events throughout California.

On May 10, more than 400 hunger advocates gathered at the state Capitol to observe Hunger Action Day. Led by the California Hunger Action Coalition (CHAC), attendees participated in a rally and raised awareness of hunger among policymakers in Sacramento.

Hundreds of gatherers chanted "lettuce end hunger" amidst life-sized dancing fruits and vegetables. Assemblywoman Judy Chu (D-Monterey Park), Assemblyman John Laird (D-Santa Cruz), Senator Abel Maldonado (R-Santa Maria), Tulare County food stamp specialist Mindy Balaam, and Share Our Selves Executive Director Karen McGlenn were each presented with a Hunger Fighter Award for their dedication to the cause of ending hunger.

"This is the one day each year when we all come together to ask our legislators to focus on the bipartisan goal of ending hunger in California," said Lee Mercer, co-chairperson for CHAC.

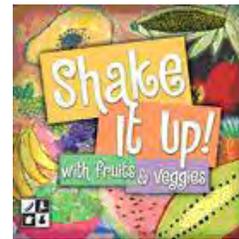
Following the events of Hunger Action Day in May, local efforts continued into June as *California Nutrition Network* partners organized events in observance of National Hunger Awareness Day on June 7. These events included a rally and press conference led by the Fresno Metro Ministry Hunger and Nutrition Project, Foodlink for Tulare County, and the Community Food Bank in Fresno to announce the results of a policy research brief on food insecurity in California.

*Day—for Better Health! Campaign* Manager Desiree Backman, Dr.P.H., M.S., R.D., are also members of the Task Force, providing input on the direction of the 5 A Day branding.

Task Force members hope to create an enduring identity that resonates with target audiences by conducting a thorough analysis of the National 5 A Day Program and including feedback from the food stamp eligible population during each stage of the re-branding process. Refreshing the 5 A Day identity will also provide an excellent opportunity to elevate the issues and importance of fruits, vegetables, and physical activity among consumers. Once finalized, the new national identity can be adopted by state and regional campaigns.

For questions regarding the Program Identity Task Force, please contact Desiree Backman at [dbackman@dhs.ca.gov](mailto:dbackman@dhs.ca.gov).

## Shake it Up! With Fruits & Veggies CD Wins Parents' Choice Award



The *Shake it Up! With Fruits & Veggies* CD, developed by the Los Angeles Unified School District (LAUSD), was awarded the prestigious 2005 Parents' Choice Award for their collection of 17 fruit and vegetable songs aimed at children of low-income families to get them active and singing songs about fruits and vegetables.

The CD has been used in schools across the state and continues to remain in high demand by students and teachers alike. The educators are excited by the fun fruit



Edie Jessup of the Fresno Metro Ministry Hunger and Nutrition Project addresses the media at a press conference.

This brief, released by the UCLA Center for Health Policy Research and the California Food Policy Advocates (CFPA), found that more than 2.9 million Californians are food insecure, reflecting a significant increase since 2001.<sup>2</sup> Representatives from each organization also discussed local statistics and data that were included in the brief to show how Fresno and Tulare fared in comparison to the rest of the state.

In Monterey, the Food Bank for Monterey County hosted its "Dining Out, Helping Out" event to raise awareness of food insecurity and rally support from the community. Thirty-eight restaurants throughout the county participated in the event by donating 10 percent of the proceeds from June 7 to the food bank. Later that week, the Second Harvest Food Bank of Santa Cruz and San Benito Counties held its own "Dining Out, Helping Out" event with participation from 83 local restaurants.

"There are a wide range of actions that communities can take to end hunger in California, from making donations to hunger relief organizations to ensuring adequate wages from low-wage workers," said George Manalo-LeClair, director of legislation for the CFPA.

Although events varied from region to region, each held a common goal—to draw attention to the issue of hunger in California and motivate others to take action. These efforts did not go unnoticed as media outlets throughout California, including the *Los Angeles Times*, *Fresno Bee*, and *NBC* affiliates in Los Angeles and the Bay Area covered the local events and research brief.

To access an electronic copy of the UCLA Center for Health Policy Research policy brief, visit [www.healthpolicy.ucla.edu/](http://www.healthpolicy.ucla.edu/)

and vegetable songs that encourage children to eat more fruits and vegetables and be physically active every day.

The Parents' Choice Award identifies the best products for children of different ages, backgrounds, skills, and interests. The "Parents' Choice Approved" seal indicates a wholesome product that helps children enjoy developing physical, emotional, social, or academic skills.

For more information about the *Shake it Up! With Fruits & Veggies* CD, please visit <http://www.fruitandveggiefun.com/> or contact Beth Larsen, social marketing consultant for the LAUSD Nutrition Network at 818-785-0100 or email her at [beth@lausdnutnet.org](mailto:beth@lausdnutnet.org).

### "Energize and Mobilize" California!



It's time for Californians to energize and mobilize towards a healthy lifestyle during National 5 A Day Month. The theme for National 5 A Day Month 2005 is "Energize and Mobilize – Eat Fruits, Vegetables, and Be Active." The *California Nutrition Network for Healthy, Active Families* and the *California 5 a Day—for Better Health! Campaign* are leading the nation's 5 A Day Month efforts to empower individuals to make

[food\\_insecurity\\_05.html](#).

For more information about the California Hunger Action Coalition, visit <http://www.hungeraction.net/>.

To obtain more information about the California Food Policy Advocates, visit <http://www.cfpa.net/>.

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<sup>1</sup> Harrison, et al. (2005, June). More than 2.9 million Californians now food insecure—One in three low-income, an increase in just two years. Retrieved from the University of California, Los Angeles, Center for Health Policy Research Web site: [www.healthpolicy.ucla.edu/pubs/files/food\\_insecurity\\_PB\\_05.pdf](http://www.healthpolicy.ucla.edu/pubs/files/food_insecurity_PB_05.pdf).

### Food Insecurity Brief



On June 7, the California Food Policy Advocates (CFPA) and the UCLA Center for Health Policy Research released an updated health policy brief with county and state food insecurity data based on California Health Interview Survey (CHIS) 2003. The brief, entitled, "More than 2.9 Million Californians Now Food Insecure," was funded by the *California Nutrition Network for Healthy, Active Families*. The data indicate a significant increase in food insecurity among low-income California adults since 2001.

According to the results from CHIS 2003, more than one-third of low-income adults lack sufficient resources to put food on the table, which has increased considerably since 2001. The data indicate that more than 2.9 million California adults in low-income households were considered "food insecure," with almost 900,000 of these food insecure adults suffering from episodes of hunger.

There is considerable variability in the prevalence of food insecurity across California's counties, from a low of 20.4 percent to a high of 45.2 percent. In particular, Kern, Tulare, Sutter/Yuba, Napa, Shasta, San Mateo, and San Joaquin counties observed the highest prevalence of food insecurity, with more than two-in-five low-income adults experiencing food insecurity.

an impact on the lives of their loved ones and their communities.

The goal of this year's celebration is to encourage Californians to energize with fruits, vegetables, and daily physical activity, and to mobilize their communities to advocate for healthy environmental changes.

Businesses, government agencies, communities, and families are urged to create environments where eating fruits and vegetables and being physically active are socially supported and easy to do. These behaviors are more important than ever before given the staggering rates of overweight and obesity that are plaguing the state's adults, children, and teens.

This year's National 5 A Day Month will be kicked off with an event held by the *California Nutrition Network* and the *California 5 a Day Campaign* in Sacramento, followed by events held around the state throughout the month of September. Look for the July issue of *Fresh Facts* for updates.

### Cultivate New Opportunities at the Social Marketing Conference

*The following article was submitted by Planning Committee member Steve Baldwin, M.S., R.D., of the Hawthorne School District.*

Excitement is mounting for this year's Social Marketing Conference—scheduled for August 11-12, 2005 in Sacramento.

"The conference always is a great opportunity to learn and share, with great speakers presenting up-to-date, relevant information," says Carma Okerberg, *California Nutrition Network (Network)* program manager and conference chair. "It's also a great opportunity to exchange tips and tools with others who are as passionate about

Certain California populations are more vulnerable to food insecurity than others. Compared to whites (28.1 percent), African Americans and Latinos have higher proportions of food-insecure adults (37.3 percent and 38.2 percent, respectively), while Asians (23.8 percent) are least likely of all low-income groups to be food insecure. African American adults reported the highest proportion of episodes of hunger, 13.8 percent compared to whites and Latinos (12.1 percent and 9.7 percent, respectively). Only 3.9 percent of low-income Asians report food insecurity with hunger.

The brief advances several policy recommendations that address the problem of food insecurity:

- Increase household income by increasing minimum wages and public assistance;
- Reduce competition between household economic pressures and adequate food; and
- Increase participation in federally-funded nutrition assistance programs.

A copy of the publication can be downloaded at <http://www.healthpolicy.ucla.edu/> under "What's New."

changing community norms and addressing the *Network's* goals."

The conference theme, "Cultivating Communities with Healthy Eating and Active Living," expresses the *Network's* goal of improving the nutrition and health of low-income Californians. This year's conference will focus on innovative strategies that influence healthy eating and physical activity in low-income communities throughout California.

"Our goal is to have attendees go home with fresh ideas and tools they can use to create real change for the children and families they serve," Okerberg said.

Plenary speakers at this year's conference will include Alice Waters, world renowned chef, author, and proprietor of Chez Panisse Restaurant in Berkeley; and Dr. Jerome Williams, Ph. D., who holds joint appointments in the Department of Advertising and the Center for African and African American Studies at the University of Texas at Austin.

In addition to the conference sessions, several pre-conference meetings are scheduled to take place on Wednesday, August 10. The pre-conference sessions will be hosted by various *Nutrition Network* Local Incentive Awardees, *5 a Day Campaigns*, as well as committees such as the Physical Activity and Nutrition Integration Committee (PANIC) and the California Task Force on Youth and Workplace Wellness.

Conference information is available online at [www.ca5aday.com/smc](http://www.ca5aday.com/smc). Please keep in mind the deadline for making hotel reservations is July 19, 2005.

Now that it's just a few weeks away, Okerberg is working with the committee to finalize the behind-the-scene details.

"Last year was great, and this year is going to be even better," she said. "It's shaping up to be another outstanding

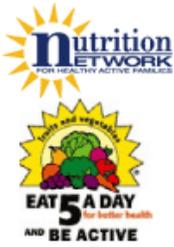
event."

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Please send your *Fresh Facts* story ideas to Veronica Davison, public relations manager, at [vdavison@dhs.ca.gov](mailto:vdavison@dhs.ca.gov). Be sure to include "Fresh Facts" in the subject line.

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# Fresh Facts

A healthy dose of news about the California Nutrition Network and California 5 a Day Campaign

July 2005

## California Fit Business Award Winners Honored in Sacramento



State Senator Tom Torlakson and Assemblymember Lloyd Levine congratulate the winners of the 2005 California Fit Business Award.

The second annual California Fit Business Award ceremony was held at USAA in Sacramento on Thursday, July 21, honoring six businesses for their commitment to employee health and wellness. The Fit Business Award is sponsored by the California Task Force on Youth and Workplace Wellness (Task Force).

The winners included:

- Dole (Westlake Village)—more than 1,000 employees
- USAA (Sacramento)—300-999 employees
- Monterey County Health Department (Salinas)—300-999 employees
- Mammoth Hospital (Mammoth Lakes)—100-299 employees
- Community Resource Project, Inc. (Sacramento)—29-99 employees
- NutriFit (Los Angeles)—fewer than 25 employees

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## Doctors and Teachers on the Front Lines in State's New Ad Campaign Targeting Obesity

The California Department of Health Services (CDHS) will launch its latest advertising campaign as part of ongoing efforts to combat the childhood overweight epidemic in California. The announcement will detail the various components of the bilingual campaign employing those on the front lines to urge parents to be more proactive about their children's health in an effort to decrease the risk of obesity and other chronic diseases for their children and the entire family. The ads also promote the availability of food stamps to low-income Californians for purchasing nutritious food.

The ads will be unveiled during a press conference to more than 700 nutritionists, educators, researchers, health administrators, retailers, growers, and policymakers attending the *California Nutrition Network for Healthy, Active Families' (Nutrition Network) Social Marketing Conference* on August 11.

In order to continue its fight against childhood obesity, CDHS has designed its new "Front Lines" campaign, positioning a doctor and teacher on the front lines of childhood overweight, to educate parents about the health risks associated with unhealthy eating and physical inactivity. The ads promote the importance of parental involvement in ensuring that children consume the recommended amount of fruits and vegetables, are aware of food stamps, and engage in

This year's winners demonstrated a commitment to employee wellness by creating a healthy work environment for employees and providing integrated wellness programs ranging from healthy options in the cafeteria, vending machines, and at meetings; nutrition education programs; on-site fitness evaluations and free fitness classes; and physical activity breaks.

"These exceptional employers are setting the standard for others to follow to help fight the serious obesity epidemic," said State Senator Tom Torlakson (D, District 7), founder and chair of the Task Force. "Providing health and wellness programs, as well as access to nutrition and physical activity should be a top priority for employers across the state. We urge all California employers to make changes in the workplace so that workers have increased access to fruits, vegetables, and physical activity."



Dr. Desiree Backman is interviewed by Jenny O'Mara from KXJZ-AM radio.

Nearly 60 people attended the press conference. Local Sacramento media ranging from television and radio to print covered the press conference, in addition to media beyond the Sacramento market.

In addition to honoring this year's winners, the *California 5 a Day—Be Active! Worksite Program* unveiled the updated California Fit Business Kit, which is now available at [www.ca5aday.com/worksite](http://www.ca5aday.com/worksite). This online kit provides employers with tools and resources to start making healthy eating and physical activity a priority.

According to Desiree Backman, Dr.P.H., M.S., R.D., manager of the *California 5 a Day—for Better Health! Campaign*, it is important for all employers to make employee health a priority, but particularly those who employ low-income workers.

"Low-income Californians are disproportionately impacted by

physical activity every day.

The ad concept is grounded in research, according to the *Nutrition Network's* Communications Manager, Susan Pennel. "We learned from our focus groups that doctors and teachers are trusted sources to parents and that having them deliver this message makes it credible and elevates the importance of the issue."

The ads are part of a continuing, broad-based strategic effort led by CDHS' *Nutrition Network* to educate low-income Californians about the benefits of a healthy lifestyle. The statewide effort includes community outreach and nutrition education activities, which are reinforced by the advertising message, the awareness it creates, and the call to action.

### Last Chance to Register for the Social Marketing Conference

The 8th annual Social Marketing Conference is just around the corner. Themed "Cultivating Communities with Healthy Eating and Active Living," the conference will be held August 11-12 at the Sacramento Convention Center.

A host of distinguished speakers will deliver informative and thought-provoking presentations throughout the conference. In addition, attendees can participate in an array of innovative workshops during the one and a half day conference. Workshop topics will include:

- Innovative Strategies to Improve Healthy Eating in Low-Income Communities for Food Stamp Eligible Families
- Empowering Youth to Take Action
- Public Private Partnerships to Promote Fruit and Vegetables
- Increasing Program Impact: Media

chronic diseases such as type 2 diabetes and heart disease," explained Dr. Backman. "Employer-supported wellness programs are essential to ensuring that employees have access to healthy foods and physical activity during the day. Our California Fit Business Kit is a free tool that can help employers create or enhance a healthy workplace, benefiting them and their employees."

California has one of the fastest rates of increase in obesity among working-age adults in the nation. Over half of California adults are overweight or obese. Alarming, these costs are continuing to grow. By the end of 2005, physical inactivity, obesity, and overweight are projected to cost California \$28 billion in lost productivity, workers' compensation, and direct and indirect medical costs. The economic impact is heaviest on employers, so it is good business to improve employee health as a strategy to grow the bottom line.

The California Fit Business Award was created to recognize employers that promote a healthier workplace. Winners were selected based on priority given to employee health at the workplace, including the presence of: healthy food service options; employer provided time, space, and support for physical activity during the work day; and worksite policies for providing health promotion programs during company time (other than lunch hour). More than 50 employers across the state applied for this year's awards.

For more information about the California Fit Business Award, visit the Task Force Web site at <http://www.wellnesstaskforce.org/>.

For more information on the *California 5 a Day—Be Active! Worksite Program*, visit [www.ca5aday.com/worksitesite](http://www.ca5aday.com/worksitesite).

### Staying Healthy and Fit at the Worksite



With California adults spending one-third of their day at work, it

### and Partnerships

One of the plenary panel discussions, entitled "The Nation's Agenda for Obesity Prevention and Healthy Eating and Active Living" will take a "big picture" approach to analyzing obesity in the United States. Featured speakers for the panel will include Loel S. Solomon, Ph.D., M.P.P., national director of community health initiatives and evaluation for Kaiser Permanente, and George R. Flores, M.D., M.P.H., senior program officer for the California Endowment.

For more information about the Social Marketing Conference, visit <http://www.ca5aday.com/> and click the "2005 Social Marketing Conference" link.

### Farmers' Markets Provide Access to Fresh Produce in Low-Income Communities



An Electronic Benefits Transfer (EBT) point of sale station at a local farmers' market makes the healthy choice the easy choice for low-income shoppers.

Throughout California local certified farmers' markets are making a difference in communities and playing a key role in promoting the consumption of fresh fruits and vegetables.

Farmers' markets offer a unique venue where local farmers, growers, and producers can sell fresh produce directly to the public. Farmers' markets encourage consumers to eat more

is important to eat fruits and vegetables, and to make physical activity a part of the work day.

On July 21, the *California 5 a Day—Be Active! Worksite Program* unveiled the California Fit Business Kit, equipping employers of low-income Californians with a free and tangible battery of "how-to" tools. These tools were designed as the "how" phase of addressing the steep cost of physical inactivity, obesity, and overweight, in hopes that California can work toward a better economy, better public health, better quality of life, and a better bottom line for businesses.

The California Fit Business Kit includes various updated tools, briefs, and assessments for employers to help evaluate their worksite and start implementing healthy changes. Also included is Take Action!, a free, 10-week Web-based program designed to encourage employees to eat fruits and vegetables and enjoy physical activity during the workday and at home. This tool includes a step-by-step guide for employers, activities, evaluation, and resource tools combining individual and group strategies that help people change their behavior.

"In addition to the health benefits individual employees gain from participating in Take Action!, the results of the program help businesses by improving job performance and morale, lowering absenteeism and turnover, reducing disability days, and lowering medical costs," said Sara Cook, research associate for the *California Five a Day—Be Active! Worksite Program*.

A simple way to start increasing physical activity at work is by inserting a physical activity break into meetings and daily work activities. A physical activity break can take place anywhere at work from your office, to meeting spaces, to outside the building.

In addition to eating healthy, here are some important tips to keep in mind for physical activity breaks at work:

- A physical activity break should be three to 10 minutes long to get the muscles warm and heart pumping
- A physical activity break should not make you sweat, feel pain, or feel discomfort
- Ensure sufficient space and clearance to avoid injury

Some other tips for increasing physical activity at work include the following:

- Kick a soccer ball around during your lunch hour or get a group of co-workers together and play a physically active game

nutritiously by allowing them to purchase locally grown fruits and vegetables, especially in low-income communities where access to fresh fruits and vegetables may be an issue. In addition to providing access to fresh produce, farmers' markets often provide residents with additional benefits such as nutrition education and information on how to prepare healthy meals as well as an inviting neighborhood atmosphere.

"The beauty of farmers' markets, regardless of their location, is that they offer high-quality, fresh produce," said Frank Buck, health program advisor for the *California Nutrition Network (Network)*. "Farmers' markets also benefit small family farmers who are often low-income themselves. Creating the urban and farm connection benefits everyone involved."

Recognizing the value and importance of farmers' markets, the *Regional Nutrition Networks* and local partners have been instrumental in the development of farmers' markets in a number of low-income communities throughout California, ensuring that nutrition education is a key component.

In South Los Angeles, the Sustainable Economic Enterprises of Los Angeles (SEE-LA) was a catalyst for the Central Avenue Farmers' Market in March 2004. In addition to bringing local produce to the community, the market draws area residents by hosting events and activities that appeal to their ethnic and cultural traditions. From salsa contests to annual festivals, the market serves as a spot where people can shop, learn, and play. SEE-LA also worked with the local Women, Infants, and Children program (WIC) agency to develop and distribute coupons to low-income residents for purchasing fruits and vegetables at the market.

The Central Valley Region *Latino 5 a Day Campaign* partnered with WIC for the farmers' market in the city of Parlier in

- Use part of your lunch hour to eat a healthy lunch and the other part to take a walk or run
- Take a 10-15 minute walk during the day to get moving and clear your head
- Take the stairs instead of the elevator
- Park further away from the main entrance to add a few steps to your walk

The *California 5 a Day—Be Active! Worksite Program* will soon be releasing the Fit Business Tips of the Month, which will include more consumer-friendly tips and recipes employees can use to get more fruits, vegetables, and physical activity at the workplace.

For employers who strive to be a fit business or organization, visit [www.ca5aday.com/worksite](http://www.ca5aday.com/worksite) for tips and resources on how to create a healthy workplace.

### Dr. Desiree Backman Featured on Radio Disney



Desiree Backman, Dr.P.H., M.S., R.D., manager of the *California 5 a Day—for Better Health! Campaign*, was recently featured on *Radio Disney's* talk show *KidTalk with Dr. Mary*, to discuss healthy eating and physical activity during the summer months. She was interviewed by Mary Lamia, Ph.D. (known to her listeners as "Dr. Mary") and responded to over 20 questions, including those from live call-ins. Dr. Backman addressed everything from using the MyPyramid.gov Web site to access to fruits and vegetables for low-income listeners.

Due to the success of Dr. Backman's past three interviews on *Radio Disney*, she was asked to record two public service announcements that are now airing during *KidTalk with Dr. Mary*. In addition, Backman was invited to join Dr. Mary in the fall to promote National 5 A Day Month.

If you are in the Sacramento or San Francisco areas, you can

May 2005. Organizers of the market chose Parlier for its large low-income, Latino population. The Parlier farmers' market made a great impact on the entire community, providing: residents with nutrition education and access to fresh, affordable produce; local growers with increased sales; and the city with increased income from vendor fees. The local WIC agency also saw a higher redemption of fruit and vegetable vouchers.

In Sacramento, the Health Education Council helped to establish a local farmer's market in the Del Paso Heights community, bringing access to fresh fruits and vegetables to the area's large low-income, Hmong population. The market opened on July 23 to an enthusiastic crowd as residents purchased fresh produce and enjoyed performances from local groups.

Beyond inspiring farmers' markets, *Network* partners are working to make markets food stamp-friendly for low-income residents. The California Farmers' Market Electronic Benefits Transfer (EBT) Implementation and Promotion Project, which is coordinated by the Ecology Center in Berkeley, assists farmers' markets in establishing systems that allow food stamp recipients to use their EBT cards for purchases. The project also helps farmers' markets to publicize and promote EBT access to attract more food stamp recipients.

To find out more about SEE-LA or the Central Avenue Farmers' Market, visit <http://www.see-la.org/>. For more information about the *California Latino 5 a Day Campaign*, visit <http://www.ca5aday.com/> and click the "Latino 5 a Day" link.

For more information about the California Farmers' Market Electronic Benefits Transfer Implementation and Promotion Project, visit [www.ecologycenter.org/ebt](http://www.ecologycenter.org/ebt).

listen to *KidTalk* Mondays from 7:00 p.m. to 8:00 p.m. on AM station KIID (1470) in Sacramento and AM station KMKY (1310) in San Francisco. For more information, visit <http://www.kidtalkwithdrmary.com/>.

## Save the Date for the Latino Health Forum



Mark your calendars! The Latino Health Summit, "Taking Steps toward Healthier Latino Communities" has been rescheduled for Thursday, September 29. Coordinated by the *California Latino 5 a Day Campaign* and League of California Cities—Latino Caucus with support from The California Endowment, the one-day summit will take place at the Wilshire Grand Hotel in Los Angeles.

This year's summit will build on the results of last year's community forums, which focused on identifying barriers to fruits and vegetables in Latino communities, by highlighting possible solutions and "best-practices" for addressing barriers to healthy eating and physical activity.

The summit will bring together community advocates and other key stakeholders who are essential to creating environments where low-income Californians have access to fruits and vegetables, as well as physical activity.

Guests include State Senator Martha Escutia (D, District 30), National City Mayor Nick Inzunza, and senior representatives from the Fruitvale Transit Village Project in Oakland, and the Market Creek Plaza in San Diego. Both projects will showcase "best practices" in working with low-income community members to bring about community

change to increase access to fruits and vegetables and physical activity opportunities.

"We are proud of the commitment that many low-income Latino communities have made in promoting fruit and vegetable consumption," said Emily Perez, marketing specialist with the *California Latino 5 a Day Campaign*. "This summit will provide an opportunity for these communities to highlight their findings and gain valuable lessons to realize their commitment to helping low-income Latinos access fruits and vegetables and get more physical activity."

For more information about the Latino Health Summit, contact Emily Perez at (916) 449-5399 or <mailto:eperez@dhs.ca.gov>.

### **New Report Offers Recommendations for Food Assistance Program Promotion of Summer Lunch**

In June 2005, the California Food Policy Advocates (CFPA) released a new report, *School's out...Who Ate?* which found that summer nutrition programs reached only 30 percent of low-income children in California who ate federally-reimbursed meals during the 2003-2004 school year. This report covers the major barriers to participation in summer nutrition and provides recommendations to policymakers and leaders on how to increase utilization of this valuable resource which aims to ensure adequate year-round nutrition when school is out. Additionally, the report includes county-by-county participation data of summer meals served in July 2004 from the California Department of Education.

According to the Food Research and Action Center, there was a 7 percent decline in lunches served in California from 2003 to 2004. According to the report, major barriers that have

contributed to this decline are as follows:

- School budget cuts mean less summer school
- Cumbersome paperwork and high operating costs
- Low community participation
- No notification system to inform parents and students
- Unique problems face rural areas
- Lack of attention to nutrition quality
- Federal budget pressures

Some of the recommendations to consider include making nutritious meals available, simplifying program administration, requiring all summer schools to offer lunch, and getting the community involved by sponsoring lunch programs and informing families about those locations.

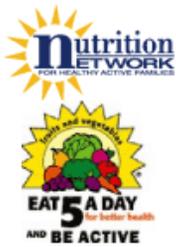
For more detailed information about the barriers and recommendations to the summer nutrition program please access the report at [www.cfpa.net/SOWA2005.pdf](http://www.cfpa.net/SOWA2005.pdf).

**Visit us online at <http://www.ca5aday.com/>.**

Please send your *Fresh Facts* story ideas to Theresa Ko at [theresa.ko@hillandknowlton.com](mailto:theresa.ko@hillandknowlton.com). Be sure to include "Fresh Facts" in the subject line.

Funded by the U.S. Department of Agriculture Food Stamp Program, an equal opportunity provider and employer, through the *California Nutrition Network for Healthy, Active Families*. For information on the California Food Stamp Program, call 1-800-952-5253.

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# Fresh Facts

A healthy dose of news about the California Nutrition Network and California 5 a Day Campaign

August 2005

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## Nutrition Network Partners Exchange Strategies at the 2005 Social Marketing Conference



CPNS Chief Sue Foerster, M.P.H., R.D., and USDA Food and Nutrition Service Western Regional Administrator Alan Ng commence the Social Marketing Conference with a welcome speech.

For the eighth year, *California Nutrition Network* and *California 5 a Day Campaign* partners assembled to focus on nutrition and physical activity at the 2005 Social Marketing Conference, "Cultivating Communities with Healthy Eating and Active Living."

Throughout the conference and in the various workshops, partners were encouraged to find different and creative ways to inspire their local and regional communities to change behaviors. After exchanging success stories and strategies, participants left the conference with a renewed commitment to building on the current momentum and improving the health of food stamp recipients in California.

The plenary speakers and panelists came from across the state

## State's New Ad Campaign Debuts at Social Marketing Conference



The California Department of Health Services (CDHS) unveiled its latest advertising campaign, "Front Lines" at a press conference to more than 800 nutritionists, educators, researchers, health administrators, retailers and growers during the *California Nutrition Network for Healthy, Active Families' Social Marketing Conference* on August 11 in Sacramento.

The "Front Lines" campaign positions a doctor and teacher at the front lines of the fight against childhood overweight, educating parents about the lifelong effects of poor eating habits and low physical activity levels. The ads, ending with the slogan "Childhood obesity. Don't take it lightly," promote the importance of parental involvement to ensure that children consume the recommended amount of fruits and vegetables and engage in physical activity every day. The last slide states "food stamps can help you buy fruits and vegetables" and provides a phone number for the food stamp office. By featuring a doctor and teacher, trustworthy sources to parents, the ads effectively communicate the seriousness of the epidemic of childhood

and around the nation to provide ideas and share resolutions. These experts included community health leaders from The California Endowment, Kaiser Permanente, the Center for Disease Control and Prevention, the University of Texas at Austin and even the founder of the world-renowned *Chez Panisse* restaurant, who shared with the audience their commitment to community behavior change and a special insight on best practices.

Attendees took part in a selection of 33 workshops and 44 poster presentations, and met with 22 exhibitors over the course of the Conference.

At the Conference, the first annual Nonnie Korten "Award of Excellence" was provided to the Los Angeles Unified School District (LAUSD). Korten, who worked as an educator at LAUSD for 29 years, was remembered at a special tribute during the unveiling of the Harvest of the Month toolkit and with a special walk to the Capitol rose garden where a plaque was presented in her memory.

"What was shared between those attending the Social Marketing Conference is truly a testament to the fact that those who are partnering on nutrition and health for Californians are not limited to just the *Network's* funded agencies," said David Ginsburg, M.P.H., assistant chief of the California Department of Health Services, Cancer Prevention Nutrition Section (CPNS). "It was inspiring to witness the passion, energy and commitment that everyone is demonstrating from around the state and nation for improving the health of food stamp recipients in California."

The *Network's* annual Social Marketing Conference draws a tremendous crowd of local partners and industry leaders from across the nation, drawing more than 800 participants attending the one and a half day conference.

The conference opened with addresses from Susan Foerster, M. P.H., R.D., chief of CPNS, and Allen Ng, regional administrator of the U.S. Department of Agriculture's Western Regional office of the Food and Nutrition Service, followed by Dileep Bal, M.D., M.S., M.P.H., chief of the Cancer Control Branch. After his presentation, Dr. Bal, who is retiring after 20 years of service, was honored in a special ceremony.

"Dr. Bal has made so many significant contributions during his time with the Cancer Control Branch," said Foerster. "We are very grateful for his leadership and will miss his passion and dedication to improving the health of Californians."

For more information on the Social Marketing Conference, visit <http://www.ca5aday.com/>.

obesity.

California Department of Food and Agriculture Secretary A.G. Kawamura; California interim State Public Health Officer Howard Backer, M.D., M.P.H.; and California Department of Health Services Cancer Prevention and Nutrition Section Chief Sue Foerster, M.P.H., R.D., addressed the conference participants, stressing the need to work together to curb childhood overweight in California. Sandra Perez, M.D., an active Physician Champion and member of the California Medical Association, spoke on behalf of doctors, and Susan Singer, M.S., of the Los Angeles Unified School District, spoke on behalf of teachers, sharing their own personal experiences being on the "Front Lines" of childhood overweight and reinforcing the messages from the doctor and teacher in the ads.

The television ads will air for approximately two-and-a-half months through the end of October. English-language versions of "Front Lines" will run in Los Angeles, San Francisco, Sacramento, San Diego, Fresno, Bakersfield, Chico and Eureka. Spanish-language versions will air in Los Angeles, San Diego, Sacramento, Fresno, Monterey and Bakersfield.

The television campaign will also be supported by radio and out-of-home advertising. Radio spots and outdoor ads will run simultaneously in many of the same markets as the television ads.

In addition to reaching out to the audience at the Social Marketing Conference, the campaign launch also attracted media coverage throughout the state. News of the launch was announced in key markets on major networks including NBC, CBS, ABC and FOX in Sacramento, Los Angeles, San Francisco, San Diego and other areas.

To read more information about the "Front Lines" ad campaign online visit <http://www.ca5aday.com/>.

## Californians Energize and Mobilize to Celebrate National 5 A Day Month



A wide range of nutrition-education activities and events are planned throughout the months of August and September in celebration of National 5 A Day Month. This year's National 5 A Day Month theme, *Energize and Mobilize, California—Eat Fruits, Vegetables, and Be Active*, is centered around improving the health of individuals and the community as a whole.

"A healthy lifestyle for all Californians is more important than ever before given the staggering rates of overweight and obesity that are plaguing the nation's adults, children, and teens," said Desiree Backman, Dr.P.H., M.S., R.D., manager of the *California 5 a Day—For Better Health! Campaign*. "As individuals and families, Californians must get energized by eating the recommended amounts of fruits, vegetables, and have at least 60 minutes of physical activity every day. We must also mobilize in our community to make sure that fruits, vegetables, and ways for safe physical activity are easily accessible."

Businesses, government agencies, communities, and families are encouraged to create environments where eating fruits and vegetables and being physically active are easier to do and more socially supported.

The statewide effort to call attention to the issue of poor nutrition and physical inactivity are part of a comprehensive social marketing campaign from the California Department of Health Services' (CDHS) *California Nutrition Network for Healthy, Active Families (Network)* and its *California 5 a Day—for Better Health! Campaign*. Throughout the month of September, there will be more than 100 activities held across the state in conjunction with National 5 A Day Month. The *Network, California 5 a Day—for Better Health! Campaign*, and their partners will continue to help low-income Californians make healthy choices at home, schools, community youth organizations, churches, worksites, grocery stores, and many other places in the community.

## Power Play! Campaign Releases Updated School Idea & Resource Kits



In August, the *California Children's 5 a Day—Power Play! Campaign* released an updated version of its *School Idea & Resource Kits*. The *Kits*, geared toward fourth and fifth grade teachers, contain new material including:

- Both fruit and vegetable and physical activity messages
- Stronger links to the California Content Standards
- The latest recommendations from the *2005 Dietary Guidelines for Americans*
- Other improvements recommended by teachers and partners

Schools that qualify for the *Kits* and accompanying student workbooks can receive them free of charge through their regional *5 a Day—Power Play! Campaign* coordinators. To qualify, schools must have greater than 50 percent of their students enrolled in the free and reduced-price meal programs.

The *Campaign* is currently completing an evaluation study to assess the impact of the *Kits* on key determinants of fruit and vegetable consumption and physical activity levels.

Some of the planned regional events include a nutrition and physical activity presentation in Riverside County, a nutrition fair in San Diego and a large park event featuring informational booths and fun activities for the whole family in Monterey County. In Fresno, a park event is scheduled for September 11 where National 5 A Day Month will be announced and will showcase informational booths hosted by *5 a Day—Power Play!*, *Latino 5 a Day Campaign*, YMCA, American Cancer Society and many others.

While there are many additional activities taking place throughout the month, only a few are highlighted here. We look forward to hearing about the successes of these and many other events planned in celebration of National 5 A Day Month!

For more information on National 5 A Day Month, visit <http://www.ca5aday.com/>.

### Use Physical Activity to Energize and Mobilize During 5 A Day Month



Here are some tips to "Energize and Mobilize" in September for National 5 A Day Month and beyond:

#### Incorporate Physical Activity Into Your Daily Routine

- **Consider locations at your workplace that are ideal for getting small increments of physical activity during the day. For example, take the stairs rather than the elevator, or park your car in the space furthest from your workplace entrance.**
- **Buddy up with a co-worker and hold each other accountable for physical activity, whether you're taking 10-minute walking or stretching breaks, or going for a walk during your lunch hour.**
- **Establish a new nightly family tradition. Try taking the family for an after dinner walk around the block**

For more information or to find out about training and technical assistance or use of the kits, please visit [www.dhs.ca.gov/ps/cdic/cpns/powerplay/pp\\_regions.htm](http://www.dhs.ca.gov/ps/cdic/cpns/powerplay/pp_regions.htm) and contact the *Power Play!* regional coordinator in your region.

### Governor Joins in the Battle Against Obesity with Summit on Health, Nutrition and Obesity

In an effort to "Shape Up California," Governor Arnold Schwarzenegger will be holding the Governor's Summit on Health, Nutrition and Obesity in Sacramento on September 15. First Lady Maria Shriver and Department of Health and Human Services Secretary Kim Belshé will join the Governor in leading the summit, along with the summit's founding partner and sponsor, the California Endowment.

The summit, which is the first of its kind, will call upon leaders and experts from the business, transportation, education, government and public health communities to develop reforms that will help Californians eat healthy and be more physically active. By rallying California leaders, the Governor hopes to bring about environmental changes that will reduce the rate of obesity and improve the health of Californians.

The focus on environmental reforms will also complement and support the *California Nutrition Network for Healthy, Active Families'* ongoing efforts to eliminate barriers and improve access to healthy foods and physical activity within low-income communities.

"It's encouraging to see the Governor's continued commitment to ending the obesity crisis," said Susan Foerster, M.P.H., R.D., chief of the Cancer Prevention and Nutrition Section of the California Department of Health Services. "Given the enormous cost of obesity in California, leaders from both the private

**or dancing to your favorite tunes in the living room after homework time.**

**Remember:**

- **Adults need at least 60 minutes and kids need at least 30 minutes of physical activity every day.**
- **Encourage kids to participate in activities like sports, dance, swimming or outdoor games rather than watching TV or playing video games.**
- **Physical activity can be fun. Make it an activity the whole family can enjoy—go for a walk, ride bikes, take a hike or kick a soccer ball around a local park.**

**Physical Activity Feature Extra!—Spotlight On Sierra Cascade Region**

**The Sierra Cascade Region has been busy spreading the importance of physical activity and nutrition to schools and the local community. The region has a busy month ahead for National 5 a Day Month—they plan to promote fresh produce as well as physical activity to the local community. On-air, they will encourage listeners to call in and share ideas on how their families are eating healthy and being physically active.**

**In addition to plans for National 5 A Day Month, other activities in the Sierra Cascade Region include:**

- **The Sierra Cascade Nutrition and Activity Consortium (SCNAC) partnered with local semi-pro soccer team, the Chico Rooks, and held an assembly to promote physical activity and spread the 5 A Day message in schools.**
- **Shasta County organized a 5 A Day challenge for their schools. The students received tracking forms for their fruit and vegetable consumption and minutes of physical activity. The goal is to eat the recommended amount of fruits and vegetables and to get 60 minutes of physical activity a day.**

**"Our activities focus on teaching health through movement," said Michele Buran, physical activity specialist in the Sierra Cascade Region. "I'm proud to see the excitement in the community and schools for physical activity and nutrition."**

**For more information about nutrition and physical activity in the Sierra Cascade Region, visit <http://www.>**

**and public sectors need to work together to address the environmental factors contributing to this crisis and look for ways to increase access to fruits and vegetables, healthy foods and physical activity."**

For more information on the Governor and his ongoing initiatives, visit <http://www.governor.ca.gov/>.

## **Fit Business Tips to be Unveiled in September**

The *California 5 a Day—Be Active! Worksite Program* will introduce the California Fit Business Tips of the Month in September. The Tips, which will be emailed to employers throughout the state, are targeted to low-income and other California employees to promote healthy habits at the workplace. It will feature a fruit and vegetable of the month (which will include information on health benefits, selection, storage, preparation and recipes), as well as tips on how to incorporate fruits, vegetables and physical activity into the workday.

"These tips are just one step employers can take to help improve their worksite environment and create a culture that is supportive of healthy eating and physical activity at work," said Sara Cook research associate with the *California 5 a Day—Be Active! Worksite Program*.

The Fit Business Tips of the Month are part of a larger set of materials provided by the *California Nutrition Network's California 5 a Day—Be Active! Worksite Program* to help California's employers promote wellness at the workplace. In July, the California Task Force on Youth and Workplace Wellness and the *Worksite Program* recognized six employers in California for their workplace wellness practices at the California Fit Business Awards. At the ceremony, the *Fit Business Kit* was unveiled.

[scnutrition.org/](http://scnutrition.org/). The Web site will add links to a number of online physical activity resources the first week of September.

### Last Chance to Register for the Latino Health Summit



In commemoration of National 5 A Day Month, the *California Latino 5 a Day Campaign* and the League of California Cities—Latino Caucus will be hosting the "Taking Steps Toward Healthier Latino Communities" Latino Health Summit on September 29.

The event is sponsored by Kaiser Permanente with support from The California Endowment. The Summit, which will be held at the Wilshire Grand Hotel in Los Angeles, will bring together community members, advocates and key decision makers to promote healthy environments and highlight possible solutions and "best-practices" for addressing barriers to healthy eating and physical activity.

The deadline to register for the Latino Health Summit is Friday, September 16. For more information or to register for the Summit, visit [www.dhs.ca.gov/ps/cdic/cpns/lat5aday/form.htm](http://www.dhs.ca.gov/ps/cdic/cpns/lat5aday/form.htm).

If you are interested in receiving the *Fit Business Tips*, or to learn more about the *Fit Business Kit*, please visit the *5 a Day—Be Active! Worksite Program's* Web site at [www.ca5aday.com/worksite](http://www.ca5aday.com/worksite).

### Ask CHIS

The California Health Interview Survey (CHIS), which is conducted by the UCLA Center for Health Policy Research, is the largest state health survey in California. The survey is conducted every two years starting in 2001 and is currently in the field for 2005. The survey has sections for children, adolescents and adults and has a large variety of health questions including:

- General and Emotional Health
- Health Conditions such as diabetes, heart disease, cancer, and stroke BMI
- Physical Activity
- Diet
- Women's Health Issues
- Health Care, Hospital and Emergency Room Use
- Public Program Participation
- Demographic Information

Since the CHIS surveys tens of thousands of households, the information gathered can be generalized to the population of California as a whole, and also on a county level. All of the data collected by CHIS, as well as other information about the survey is available online from AskCHIS at <http://www.askchis.org/>. Once you create a username and password, you have access to query information using AskCHIS Basic and AskCHIS Pro.

AskCHIS Basic is recommended for people without experience with data analysis. First, you select statewide or county geographic areas for your results, and then select your main topic of interest and population you want to target. AskCHIS will display your results in a table that is exportable to Microsoft Excel, and you can view the data in graph form.

For people with experience with data analysis, AskCHIS Pro provides additional features which are very useful. In addition to what AskCHIS Basic provides, Ask CHIS Pro provides:

- Additional Geographic groupings such as specific large regions (groups of counties) and Los Angeles County Service Plan Areas (SPA)
- Compare data from different years the survey was run
- The ability to compare two topics
- Combine levels of response categories
- View standard errors or 90%/95%/99% confidence intervals

To combine levels of response categories click on "Combine Levels." A pop-up window will appear with drop down menus containing all of the response categories which can be combined. Also to compare years, click on the "Compare the Years' Data."

Your selection will create results with 3 levels

Select  All • Excellent  
 Select  All • Very good  
 Select  All • Good  
 Select  All • Fair  
 Select  All • Poor

Restore an individual level:  
 Select  All

Print to desktop    Save data.pdf

DATA SOURCE YEAR OPTIONS

Results currently include 2003 CHIS data

COMPARE THE YEARS' DATA

COMBINE THE YEARS' DATA

For instance, here are the results for a query on body mass index and health status for Bay Area Latino adults. In the example, health status categories have been combined and 2001 and 2003 data are displayed.



All of these options combined allow you to focus on very specific audiences and get pertinent data whether you work on a state or county level.

Visit us online at <http://www.ca5aday.com/>.

Please send your *Fresh Facts* story ideas to Theresa Ko at [theresa.ko@hillandknowlton.com](mailto:theresa.ko@hillandknowlton.com). Be sure to include "Fresh Facts" in the subject line.

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# Fresh Facts

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September/October 2005

## Harvest of the Month Tool Kit Cultivates Healthy Students



Students can soon add kiwifruit and green beans to their list of favorite subjects in school. California's bounty of colorful fruits and vegetables are making an appearance in classrooms throughout the state with the *California Nutrition Network for Healthy, Active Families'* new statewide educational tool kit, Harvest of the Month (HOTM). Launched in September, the tool kit is designed to help cultivate healthy eating habits and encourage physical activity among students in grades pre-K-12.

"Educating students about healthy foods and physical activity can impact a student's academic performance," said Katharina Streng, R.D., nutrition education coordinator with the California Department of Health Services' Cancer Prevention and Nutrition Section. "Harvest of the Month supports educators with a unique tool which not only teaches students to explore fruits and vegetables but also encourages them to apply what they learn in class at home and in the community."

Every month, HOTM highlights a different California grown fruit or vegetable allowing students to taste and explore a variety of healthy foods. Through integrated materials and activities, the tool kit links educators, school staff, parents, businesses and communities in a comprehensive effort to promote healthy lifestyles.

Each monthly installation of HOTM includes an educator newsletter and a menu slick as well as English and Spanish versions of a family newsletter and template press release. These resources include nutritional information, fun facts, botanical information and historical background about the

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## Governor Schwarzenegger and Industry Leaders Take Action Against Obesity



Governor Schwarzenegger and First Lady Maria Shriver kick off the day's activities leading more than 800 children on a three-quarter mile "Get Healthy California" walk.

On September 15, leaders and experts from business, education, government and public health communities convened in Sacramento for the Governor's Summit on Health, Nutrition and Obesity.

Led by Governor Schwarzenegger and First Lady Maria Shriver, the landmark summit featured prominent speakers ranging from California Health and Human Services Agency Secretary Kimberly Belshé and *CNN* senior medical correspondent Dr. Sanjay Gupta, to Dr. Phil McGraw and Lance Armstrong. Representatives from a number of industries and state departments, including food manufacturing, housing and agriculture, attended the summit to echo their concern over the growing obesity rate. All of the summit's participants capitalized on their distinct backgrounds to respond to the

featured item as well as interactive activities, such as taste tests and classroom cooking segments that provide students with a hands-on learning experience.

The HOTM tool kit was developed to make educational materials about fruits and vegetables readily available to low-resource schools and districts throughout the state and to streamline the information that is distributed. All the materials are user-friendly, cost-effective, easily adaptable and aligned with state curriculum standards to ensure that the lessons taught throughout the state are consistent and accurate. In addition to schools and classrooms, the materials are appropriate for use in a number of outlets ranging from community organizations to local grocery stores.

To download the Harvest of the Month materials or for more information, [click here](#).

### **Regional Nutrition Networks "Energize and Mobilize" California During National 5 A Day Month**

Californians were inspired to create healthy changes both personally and environmentally during September, designated as National 5 A Day Month. Adhering to this year's theme, "Energize and Mobilize—Eat Fruits, Vegetables and Be Active," residents across the state were urged to take charge of their health and work collectively to improve the health of their communities.

*Regional Nutrition Networks* and local partners led the efforts by organizing a number of events and activities designed to educate and motivate Food Stamp eligible community members. More than 75 activities and events were held throughout the state to promote the importance of nutrition and physical activity. From hosting school poster contests and food tastings to distributing nutrition education promotional materials in low-income areas, each region demonstrated the value of extending the opportunity for all community members to access affordable, high-quality fruits and vegetables and safe opportunities for physical activity.

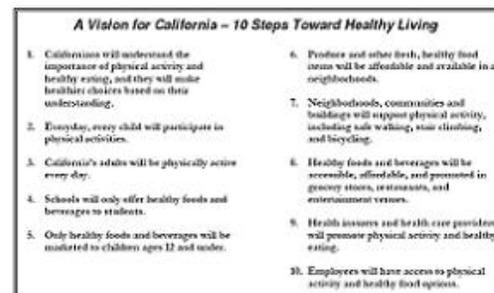
Following are a few of the regional events and activities that were held:

#### **San Diego Region**

governor's call for a unified effort against the growing obesity crisis.

"For the first time, key decision makers from a wide range of private and public sectors united to collaborate and develop concrete steps to fighting the obesity crisis in California," said Susan Foerster, M.P.H., R.D., chief of the Cancer Prevention and Nutrition Section of the California Department of Health Services. "This summit made it clear that all industries, including government, have a role to play in keeping Californians healthy."

The summit opened with a dynamic first session, with the governor announcing his vision for a healthy California. The vision consists of 10 steps toward healthy living and calls for increased access to healthy foods and physical activity.



The governor signed three Senate bills designed to improve nutrition in schools. The bills included the following:

- SB 12 (Senator Martha Escutia, D-Montebello): sets food nutrition standards for food served and sold in K-12 public schools.
- SB 281 (Senator Abel Maldonado, R-San Luis Obispo): provides a framework to implement the \$18.2 million in the governor's budget to include more fresh fruits and vegetables in school meal programs.



On September 9, nutrition education and physical activity were the primary topics when National City Mayor Nick Inzunza, elected officials and community members gathered for the Mobilize and Energize National City: Las Palmas Park Nutrition Fair. Several colorful health-services booths provided information and activities encouraging the area's predominantly low-income, Latino population to eat healthy and be active. Additionally, parents and children participated in a nutrition decathlon which featured coconut bowling, melon weight lifting and pepper tossing. The fair also addressed the importance of walkability and access to safe environments for physical activity in National City.

### Sierra Cascade Region



(Bill Husa/Enterprise-Record)

In Chico, an all-day event entitled "5 a Day-Healthy All the Way!" was held at Four Winds Charter School on September 16. Throughout the day, physical activity specialists helped participants understand the benefits of integrating physical activity for a healthy lifestyle. With 85 percent of the students eligible for Free and Reduced Price Meals (FRPM), the children also learned about the importance of eating nutritious meals at school and enjoyed a fruit smoothie demonstration and tasting.

In addition, several *Nutrition Network*-funded schools

- SB 965 (Senator Martha Escutia, D-Montebello): extends the current ban on the sale of soda in middle schools to public high schools but allows the sale of milk products, juice-based products, water and electrolyte drinks to continue.

In response to the governor's call to action, numerous organizations and companies from across the state pledged their support by making solid commitments to combating obesity. These companies, which include Kaiser Permanente, McDonald's, Safeway and 24 Hour Fitness, were recognized in the Governor's Summit Honor Roll for establishing policies and practices in their respective spheres that provide Californians with more access to nutritious foods and physical activity.

Health and Human Services Secretary Kimberly Belshé, Safeway Chief Executive Officer Steven Burd and Center for Public Health Advocacy Executive Director Harold Goldstein were selected to carry out the vision and ensure the commitments made by government, non-profit organizations and businesses are implemented.

"The summit is a significant step in turning the tide against obesity in our state," says Foerster. "It's also an excellent opportunity for the *California Nutrition Network* to leverage the strategies and relationships that were developed to continue its groundbreaking efforts in promoting nutrition and physical activity in California's communities."

Ana Matosantos, assistant secretary of the California Health and Human Services Agency, will give an update on the Governor's Summit at the *Nutrition Network's* Joint Steering Committee meeting, scheduled for November 3. The meeting will be held at the Hyatt Regency, Sacramento.

For more information on the Governor's

throughout the region participated in the *5 a Day* Wellness Challenge where each student tracked their consumption of fruits and vegetables and minutes of physical activity for one week for a chance to win raffle prizes. Every participating student received a coupon donated by Food Max, good for a complimentary apple and mini pumpkin.

### Bay Area Region



The Santa Clara County Public Health Department-Nutrition and Wellness promoted National 5 A Day Month with an interactive, educational booth at the grand opening of the Guadalupe River Park and Gardens on September 10. As one of the largest urban parks under development in the United States today, the milestone grand opening in this low-income neighborhood was an excellent opportunity to educate community members about the importance of eating the recommended amount of fruits and vegetables and getting 60 minutes of physical activity every day. Overall, the event was a huge success, attracting more than 30,000 community members, including low-income residents.

For more information about National 5 A Day Month, [click here](#).

### California 5 a Day Campaign Targets Asian Community with New Cookbook and Pilot Project

Summit including the governor's 10-point vision for a healthy California and the full Summit Honor Roll, [click here](#).

### Latino 5 a Day Campaign Takes Steps Toward Healthier Latino Communities

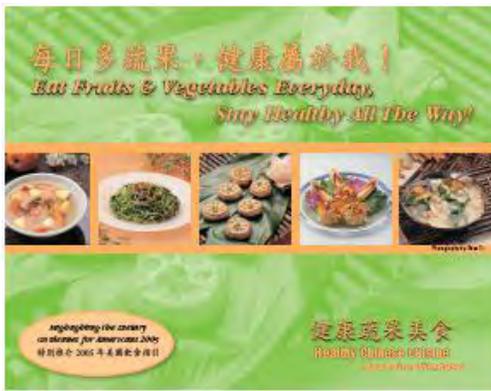


*Regional Latino 5 a Day Campaign coordinators report on the "walkability" assessments conducted in their regions.*

The *California Latino 5 a Day Campaign* and League of California Cities-Latino Caucus took steps toward building healthier communities during the Latino Health Summit held on September 29 in Los Angeles. Sponsored by the *California Nutrition Network for Healthy, Active Families* and Kaiser Permanente with support from The California Endowment, the summit called upon health educators, city planners, community members and advocates to help empower low-income Latinos to improve their nutrition and physical activity practices. The summit attracted more than 100 attendees from across the state.

Dr. Eloisa Gonzalez, program director for the Physical Activity Program at the Los Angeles County Department of Health Services and *Latino 5 a Day Campaign* spokesperson, opened the conference by addressing the health statistics and obesity epidemic in Latino communities.

"California's Latino community faces this health crisis in part due to limited access to fruits and vegetables and neighborhoods that do not support safe physical activity," said Dr. Gonzalez.



Local partners, policymakers and members of the press assembled on October 4 to address health concerns within the Asian community at a press conference and luncheon held in San Francisco. Hosted by the City and County of San Francisco Public Health Department, participants unveiled several initiatives aimed at promoting healthy eating and physical activity to Asians.

One of the highlights of the event was the launch of a new cookbook entitled *Eat Fruits and Vegetables Everyday, Stay Healthy All the Way: Healthy Chinese Cuisine Using Fruits and Vegetables* developed by celebrity chef Martin Yan and Catherine Wong, nutrition manager of the Chinatown Public Health Center. Cultural preferences and tastes were incorporated into the new cookbook to ensure that it would appeal to its target Asian audience. Chef Yan demonstrated his superior culinary skills by preparing one of the recipes from the cookbook and spoke about the importance of fruits and vegetables in an everyday diet, offering examples from his own home.

Monica Perez, public health nutrition consultant with the California Department of Health Services, Cancer Prevention and Nutrition Section, announced the development of a pilot *Asian 5 a Day Project* intended to serve low-income Chinese, Vietnamese and Hmong residents in San Francisco. The pilot program includes partnerships with 19 local groups who will implement a series of community workshops on healthy eating.

For more information on the *Eat Fruits and Vegetables Everyday, Stay Healthy All the Way: Healthy Chinese Cuisine Using Fruits and Vegetables* cookbook, contact Catherine Wong at [Catherine.Wong@sfdph.org](mailto:Catherine.Wong@sfdph.org). For information on the pilot *Asian 5 a Day Project*, contact Valerie Quinn at <mailto:20vquinn@dhs.ca.gov>.

## California Celebrates Walk to School Week

"Both are essential to good health."

Regional *Latino 5 a Day* coordinators reported on a series of "walkability" assessments that took place in six low-income communities throughout the state. The "walkability" assessments, implemented in Central Valley, Central Coast, Desert Sierra, Los Angeles County, Orange County and San Diego-Imperial, served as community evaluations that identified roadblocks to safe physical activity opportunities and effective routes to fruits and vegetables and nutritious foods. The common barriers observed included the following: traffic signals did not allow enough time to cross; no marked cross walks; no stop signs or traffic lights at intersections; narrow, broken or missing sidewalks; insufficient or no street lighting; scary or loose dogs; and litter, trash and graffiti.

"It is clear that increasing access to safe environments and nutritious foods is crucial to overcoming the growing health crisis," said Nick Inzunza, mayor of National City and president of the League of California Cities-Latino Caucus. "As a community, we need to make it our priority to build neighborhoods that promote healthier lifestyles and enable Latinos to take control of their health."

Panel presentations and "best practices" for implementation in other low-income Latino communities were one of the main highlights of the summit. Through model case studies from Los Angeles, San Diego and Oakland, several strategies were identified to increase accessibility to healthy foods and physical activity.

In addition to presentations, summit leaders released a Latino issue brief entitled *Nutrition and Health Barriers Facing California Latinos: Latino Community Leaders Recommend Practical Solutions*. The issue brief included information on barriers to health, case studies and practical recommendations developed by Latino community leaders.



*Students, parents and community leaders in Salinas get a dose of physical activity by walking to school during Walk to School Week.*

Across the state, Californians celebrated Walk to School Week from October 3 to 7. With the purpose of encouraging the creation of safe and pleasant neighborhoods in which children can walk to and from school, local schools celebrated Walk to School Week with events and distribution of walkability checklists.

Some events for Walk to School Week involved students gathering and walking together in a "walking school bus" with parents, celebrities and other dignitaries. Other events were designed so families could complete walkability checklists as they walk their usual route, enabling parents to teach safety skills and identify ways that communities can make changes to improve the route's safety, access and aesthetics.

Here are highlights from two events held by *California Nutrition Network for Healthy, Active Families* funded partners:

- In Salinas, 3,000 elementary school students from 11 schools walked to school on October 5 alongside their parents, teachers and community leaders. The Monterey County Health Department event represented an unprecedented collaboration of public health, transportation and public safety officials in Salinas. The event encouraged good nutrition and physical activity in an effort to reduce diabetes, heart disease and other nutrition-related chronic diseases. The event's goal was to create a new trend for increased physical activity and healthy communities.

"Walk to School Week is all about getting the message out that walking to school is a healthy and environmentally friendly way to promote community health and reduce childhood obesity," said Adam Duker, physical activity specialist and coordinator of the Food on the Run program for the Monterey County Health Department. "The students who participated got some

Overall, the event facilitated an exchange of ideas and inspired those in attendance to continue their efforts to develop healthier Latino communities.

"The summit was a critical next step in providing the resources needed to change the environment in low-income communities across the state so California Latinos can live a healthier lifestyle," said Dr. Gonzalez.

For more information on the Latino Health Summit or to access the Latino issues brief, [click here](#).

### **Community Nutrition Fairs Launch New Parent Nutrition Education Training Program in Oakland**



*Parents are greeted with nutrition-related information booths and a farmers' market stand while picking up their children at Oakland Unified School District's Highland Child Development Center.*

Kicking off a new nutrition education training program for parents of preschoolers, the *California Nutrition Network's* University of California Cooperative Extension – Alameda County Nutrition Education Training Academy (NETA) organized eight Community Nutrition Fairs for more than 500 parents of preschoolers at Oakland Unified School District (OUSD) Early Childhood Development Centers. Organized with the help of the Pacific Coast Farmers'

great exercise, learned about pedestrian safety and arrived at school alert and ready to learn."

- The Los Angeles Unified School District *Nutrition Network* held a Walk to School Day event at Broadous Elementary School in Pacoima on October 5. This family program focused on safety, nutrition and physical activity. Students and parents walked throughout the neighborhood to show the community the importance of safe walking behaviors and starting the day with a healthy breakfast and physical activity.

Walking to school should be encouraged every day and not just during one week out of the year. Benefits of encouraging walking to school every day include an increase in physical activity, community building, promoting traffic safety and reducing traffic congestion.

For more information about Walk to School Week, walkability checklists and to download a checklist, [click here](#).

Market and featuring other community organizations, the fairs helped promote the *California Nutrition Network's 5 a Day* message by linking parents with local farmers' markets and providing free nutrition education and physical activity resources.

As parents streamed in on a hot summer afternoon to pick up their children at OUSD's Highland Child Development Center, they were greeted with music, nutrition-related information booths and a farmers' market stand packed with juicy ripe plums, freshly harvested carrots, an array of summer squash, crisp green peppers, sweet strawberries and more.

More than 80 parents were provided nutrition-related information from organizations including Alameda County Food Bank and the Alameda County WIC Program, and participated in seasonal fruit and vegetable tastings and two mini-cooking demonstrations. At the end of the fair, they went home with bags full of produce to try the new recipes.

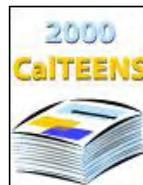
The Community Nutrition Fairs kicked off a new NETA training program for parents called Community Nutrition Education and Mobilization (CNAM) for Parents of Preschoolers, which trains parents of OUSD preschoolers to promote environmental changes at home, school and in their neighborhoods that will lead to healthier lifestyles including an increase in the daily physical activity and the consumption of fruits and vegetables.

The UC Cooperative Education - Alameda County NETA Program serves the Oakland Unified School District and other Early Childhood Education organizations to improve Early Childhood Education providers' knowledge and to provide information in a variety of nutrition-related topics, including physical activity and gardening.

For more information on OUSD's new nutrition education training program,

please contact Melanie Okamoto at  
[mmokamoto@ucdavis.edu](mailto:mmokamoto@ucdavis.edu).

## California Teen Eating Exercise and Nutrition Survey Data Tables Available



The Research & Evaluation Unit is delighted to announce the 2000 *California Teen Eating, Exercise and Nutrition Survey (CaITEENS)* data tables are accessible on the Cancer Prevention and Nutrition Section (CPNS) [Web site](#). The 1998 & 2000 *CaITEENS* data tables are also accessible through the Research & Evaluation link on the left side of the CPNS homepage and then by clicking on Statewide Surveys. At this time, trend tables are not available. We anticipate the 2002 *CaITEENS* data tables will be available by the end of 2006.

The 2000 *CaITEENS* was administered to 1,215 teens between the ages of 12-17 through a 30-35 minute telephone survey. The survey provides detailed information about California adolescent eating and physical activity behaviors. There are 94 downloadable data tables covering teen dietary intake and practices, physical and sedentary activity, out-of-home eating, social norms, school environment, weight status and weight loss practices, as well as knowledge, attitudes and beliefs associated with eating and exercise.

For additional information regarding *CaITEENS*, please contact Alyssa Ghirardelli, MPH, RD of the CPNS- Research & Evaluation Unit at [aghirard@dhs.ca.gov](mailto:aghirard@dhs.ca.gov).

Visit us online at <http://www.ca5aday.com/>.

Please send your *Fresh Facts* story ideas to Theresa Ko at [theresa.ko@hillandknowlton.com](mailto:theresa.ko@hillandknowlton.com). Be sure to include "Fresh Facts" in the subject line.

Funded by the U.S. Department of Agriculture Food Stamp Program, an equal opportunity provider and employer, through the *California Nutrition Network for Healthy, Active Families*. For information on the California Food Stamp Program, call 1-800-952-5253.

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# Fresh Facts

A healthy dose of news about the California Nutrition Network and California 5 a Day Campaign

November/December 2005

## Stay Healthy During the Holidays



Spend the holiday season encouraging healthy habits that will last year-round by cooking with colorful fruits and vegetables and engaging in family physical activity.

"The holidays are a great time to spend with your family and a good opportunity to practice healthy habits together," said Desirée Backman, manager of the *California 5 a Day—For Better Health! Campaign*. "As long as you plan ahead, it's possible to eat healthy during the holidays and get involved in fun physical activity with your loved ones."

Mastering a few cooking techniques can help you create a healthier holiday without losing out on flavor. Here are tips for staying healthy during the holidays:<sup>1</sup>

- Substitute chopped vegetables for some of the bread in your stuffing recipe.
- Offer vegetables in addition to traditional side dishes such as stuffing or mashed potatoes at your holiday meals.
- Cut down on saturated fat in creamy dressings by mixing in some nonfat or low-fat plain yogurt.
- Use nonstick cookware so you can cook with a minimum of oil or vegetable oil spray.
- Sprinkle food with vinegar or citrus juice for a wonderful flavor enhancer. Add it at the last minute so the flavor is at its strongest.

[Printer Friendly Version](#)

## Jimmy's Market and Deli Re-opens with Healthy New Offerings



*Diana Cassady, assistant professor of public health sciences at University of California at Davis, directed the Jimmy's Market project to improve community health in Del Paso Heights.*

A recent study conducted by the Healthy Eating Active Living (HEAL) Collaborative revealed that lack of nutritious food options at local food stores was a major barrier to healthy eating among low-income residents in the Gold Country Region. While access to healthy foods continues to be a struggle, residents of one Gold Country neighborhood are celebrating a major step toward increasing availability of fresh fruits and vegetables.

Grocery shopping in the Del Paso Heights neighborhood of Sacramento is now healthier and more exciting. Jimmy's Deli and Market celebrated its grand reopening on November 6 by unveiling a new store layout and an expanded selection of fresh, affordable produce ranging from broccoli and bok choy to pears and persimmons. The healthy new offerings are a major cause for celebration for the predominantly low-income neighborhood. With one in four residents receiving food stamps and one in five on public assistance, access to affordable produce has been an ongoing issue.

The transformation at Jimmy's Market took place as part of a University of California at Davis project to improve the health of inner-city communities. Funded by the California Cancer Research Program, the project aimed at increasing access to healthy foods. The project targeted Del Paso Heights after a neighborhood profile of the area found that one in 10

## Planning ahead

- Don't starve yourself the day of the party so you can fill up on food that evening. If you eat normally throughout the day, you're much less likely to overeat at the party.
- Mingle with friends and loved ones instead of hovering around the buffet table.

## Smart holiday eating

- Keep portion sizes small by putting your snacks on a small plate instead of a large one and limiting your trips to the kitchen.
- Wait 20 minutes before getting another plate of food. You'll often find that you're no longer hungry.

## Being a health-conscious host

- Set out bite-sized, healthy snacks such as carrot sticks, dried fruit or raisins.
- Present food in various locations to encourage mingling as well as eating.

As the weather cools and the season gets festive, your free time gets shorter. Use the following tips to help keep up your physical activity during and after the holiday season:

- 'Tis the season for spending time with family. Share your workout time with visiting relatives.
- Use music to keep you entertained and active.
- Create healthful holiday habits with your family, such as taking a walk around the neighborhood after dinner to look at holiday lights, or a morning jog or bike ride.
- Use the holidays to create quality family time. Turn off the TV and play ball with the kids.

For further information about healthy eating and physical activity, visit the American Heart Association's Web site by [clicking here](#).

<sup>1</sup>Tips were adapted from the American Heart Association – *Tips for a Heart Healthy Holiday Season*

## Alhambra Unified School District Nutrition Network Program Awarded Golden Bell Award

households did not have a car and availability of affordable, healthy foods at local food retailers was extremely limited. Jimmy's Market, one of two independently owned grocery stores in the area, was selected because its location makes it the source of most or all the food on many Del Paso Heights tables.

"This is an experiment to see if making healthier foods more available will lead to a healthier diet among the residents of this neighborhood," said study director Diana Cassady, assistant professor of public health sciences at UC Davis. "There is a wealth of research showing that a diet rich in fruits and vegetables is protective against certain cancers and other leading causes of death in this country, including heart disease. But it's hard for people to make healthy food choices when it's nearly impossible for them to purchase fresh fruits and vegetables."

Cassady and others involved in the project are hopeful that these improvements will lead to a healthier community. Meanwhile, residents can look forward to livening up their dinner plates with the reasonably priced selection of locally grown produce now available at Jimmy's.

For further information on the Jimmy's Deli and Market reopening or to access the Del Paso Heights neighborhood profile, [click here](#).

## Institute of Medicine Recommends Regulations on Food Marketing to Children

A study released by the Institute of Medicine (IOM), *Food Marketing to Children and Youth: Threat or Opportunity*, recommends the food and beverage industry take several actions to help improve the diets of children and youth. The report was released December 6 in a public briefing.

According to the study, the food and beverage industry should shift its advertising focus to healthier foods by using licensed characters such as "SpongeBob SquarePants" only to promote healthy eating. The study also states the industry must work with government, scientific and public health groups to develop



On December 3 in San Diego, the Alhambra Unified School District (AUSD) Nutrition Network received the annual 2005 Golden Bell award for exemplary programming in the student services category for pre-kindergarten and K-8 students presented by the California School Board Association.

The AUSD Nutrition Network makes fruits and vegetables and physical activity a visible part of the students' day at school, holding promotions such as "Walk to School Day," "Family Health and Fitness Night" and nutrition fairs. Additionally, the Network emphasizes interactive nutritional education through cooking in the classroom, learning about agriculture and planting school gardens, among other activities.

"The success of our program is evident by our students' positive behavior changes and attitudes toward fruits and vegetables," said Judy Huffaker, R.D., nutrition educator for the AUSD Nutrition Network. "Post-test results showed the students made significant gains in preferences for a number of fruits and vegetables, as well as an increase in selecting fruits and vegetables at mealtimes."

The award commended the AUSD for a three-month program their Network ran with the American Heart Association. The Healthy Heart Art Program was piloted at five AUSD schools focusing on three components: healthy nutrition, physical activity and anti-smoking education. The study results showed that students were able to correlate a healthy heart to a nutritious diet, being physically active and staying drug-free.

For more information about the California School Board Association Golden Bell Award, [click here](#).

### **Study Reveals Difficulties Accessing Healthy Food in Low-Income Areas**

Access to healthy, affordable foods is an important aspect of healthy eating. In low-income households, lack of access frequently makes it

and enforce marketing standards for healthful foods.

"Marketing (to children) has become multifaceted and sophisticated, moving far beyond television advertising to include the Internet, advergaming, strategic product placement and much more," said J. Michael McGinnis, committee chair and senior vice president and director of health at the Robert Wood Johnson Foundation.

The report found strong evidence that television advertising of foods and beverages has a direct influence on what children choose to eat. The dominant focus of food and beverage marketing to children and youth is for products high in calories and low in nutrients.

Industry resources and creativity can be harnessed on behalf of healthier diets for children and cooperation from both public and private resources is needed, the study states. The government should develop incentives to reward companies who promote healthier products for young people.

The report recommends that an agency within the U.S. Department of Health and Human Services should be created to monitor industry's progress in shifting toward advertising of healthful foods to children and youth, and if this goal is not substantially met within two years, it recommends that Congress pursue legislation to mandate changes in both broadcast and cable television.

Multiple factors involved in obesity were acknowledged by the study and as a result, no causal relationship between childhood obesity and food advertising could be determined. However, the study did state that marketing has a role to play in any solution to combat the problem.

Creating an educational and long-term social marketing campaign was also recommended to strengthen a demand for healthier food products and to empower parents with the knowledge to help their children choose healthy foods.

"Children from low-income families are most affected by obesity and overweight as there are

harder to choose healthy foods. A study conducted by the Healthy Eating Active Living (HEAL) Collaborative of the Gold Country Region examined the food environments of low-income census tracts located in six of the most populous cities within their region—Roseville, Sacramento, Modesto, Fairfield, Vallejo and Stockton.

The assessment tool was validated and modified by the Center for Advance Studies in Nutrition and Social Marketing at UC Davis to evaluate the accessibility of healthy and unhealthy foods in 35 stores within the six cities in 2003 and again in 2005. The tool featured two comparative lists, representing a "Less Healthy Food Basket" containing typical food staples commonly purchased during a single shopping trip and a comparison "Healthy Food Basket." The average number of healthy food items found in a store was divided by the average number of less-healthy food items found to calculate accessibility in each city. Collaborative members also documented if stores stocked at least five fresh fruits and vegetables. Lastly, the quality of the produce was assessed on a three-point scale measuring color, firmness, cleanliness and damage.

Here are some results from the study:

- The 2003 survey showed the average low-income census tract in the study was home to nearly eight food stores. In 2005, that number dropped to an average of just over five food stores in the same census tracts.
- On average, 8 out of the 21 items in the "Healthy Food Basket" were available compared to 13 out of the 19 items found in the "Less-Healthy Food Basket."
- Available produce often was not fresh or was in otherwise poor condition.
- More than one-third of the stores surveyed had no vegetables and 40 percent had no fruit.
- More than half (60 percent) of the stores carried less than five varieties of fresh vegetables and 77 percent carried less than five varieties of fresh fruits.

This study demonstrates the difficulties low-income communities in the Gold Country Region face when healthier food options are not as accessible. A critical step toward creating healthy communities is improving the environment so there is adequate access to healthy foods. City and county governments can integrate access to healthy foods into their vision for their city in general plans, zoning decisions and planning policies. A few of the recommendations outlined in this report include:

- Establishing general plan and zoning policies that require or encourage the development of supermarkets, farmer's markets and other sources of healthy foods in low-income communities.
- Focusing on redevelopment plans to improve access and availability to

fewer opportunities in their communities to access healthy foods," said Susan B. Foerster, chief of the California Department of Health Services' Cancer Prevention and Nutrition Section and member of IOM's committee on Progress in Preventing Childhood Obesity. "Although public health organizations are working on progressive social marketing efforts, government and industry leaders must work together so that children are being exposed to the right kinds of external influences."

The release of the report was preceded by a symposium hosted by IOM on December 1 in Irvine, entitled *Progress in Preventing Childhood Obesity: Focus on Industry*. About 100 representatives from government and private health organizations met with food industry leaders, including PepsiCo, McDonald's, General Mills and Kraft, to discuss advances the packaged goods companies are making toward integrating healthier products into their brand portfolios.

Given the immense gap between the public health perspective of addressing obesity through environmental change coupled with population-based solutions versus industry's perspective of creating individual change by offering more healthy choices, no clear resolve was reached. However, the symposium did accomplish recognition among all participants that government, health organizations and industry must work together to ensure a durable commitment to the long-term obesity issue.

For more information or to read the full report, *Food Marketing to Children and Youth: Threat or Opportunity*, [click here](#).

### **California 5 a Day Retail Program Launches Express Lane Tour Cards**

healthy foods by offering special incentives for new development in high-risk communities.

- Adopting zoning ordinances supporting community gardens and farmer's markets in low-income communities.

Further information regarding the HEAL Collaborative study can be found in the *Issue Paper—Access to Healthy Foods: The challenges and implications for Food Stamp Eligible residents in low-income neighborhoods*. To get a copy of the HEAL Collaborative study, e-mail Dawn Dunlap at <mailto:ddunlap@healthedcouncil.org>



The *California 5 a Day Retail Campaign* is taking the guesswork out of buying fresh fruits and vegetables. Starting in December, Express Lane Tour cards, a series of multi-purpose flash cards designed to teach low-income shoppers about the benefits of purchasing and consuming fruits and vegetables, will be available for retail stores that meet Food Stamp Nutrition Education criteria.

The cards, available in English and Spanish, will highlight select fall, winter, spring and summer fruits and vegetables and feature broad-based knowledge about specific fruit and vegetable nutritional information, serving sizes, selection and storage. Shoppers can learn when produce items are in season to purchase them at the best quality and price.

"The cards make it easy for store tour facilitators to educate shoppers about identifying, selecting and preparing seasonal fruits and vegetables," said Sonia Kuar, manager of the *California 5 a Day Retail Program*. "We hope that these cards will promote a better understanding of fruits and vegetables and their importance to a healthy lifestyle."

For more information on the Express Lane Tour cards, email the *California 5 a Day Retail Program* at [5adayretail@dhs.ca.gov](mailto:5adayretail@dhs.ca.gov) or call 916-449-5410.

## **Shake it Up! With Fruits & Veggies CD Now Available Online**



The *Shake it Up! With Fruits & Veggies* CD, a collection of 17 fruit and vegetables songs developed by the Los Angeles Unified School District (LAUSD), won the prestigious 2005 Parents' Choice Award. The songs encourage low-income families with children to be active and learn the health benefits of fruits and vegetables.

The CD is now available online at the cost recovery price of \$3.99. More than 300 copies have been distributed since October 29, when the CD was first available on the Web.

*Shake it Up! With Fruits & Veggies* has been used in low-income schools across the state and continues to remain in high demand by students and teachers alike. These fans are excited by the fun "fruit and vegetable songs" that encourage children to eat more fresh produce and be physically active every day.

"We are so happy that the CD is finally available online so that the many fans can purchase the CD for their friends and family," said Beth Larsen, social marketing consultant for the LAUSD Nutrition Network.

To order the *Shake it Up! With Fruits & Veggies* CD or for more information, [click here](#), or contact Beth Larsen at 818-785-0100 or email her at [beth@lausdnutnet.org](mailto:beth@lausdnutnet.org).

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