

<u>Strategies</u>	<u>Reference Materials</u>
<p>Media/Marketing:</p> <ul style="list-style-type: none"> • Limit the marketing and sale of less healthy foods • Media Literacy 	<p>Media Smart Youth: Eat, Think, Be Active Lessons for 11-13 year old youth. http://www.nichd.nih.gov/msy/</p> <p>PBS Kids Don't Buy It Online media literacy resource with pages for children, parents and teachers. http://pbskids.org/dontbuyit/</p>
<p>Nutrition Education:</p> <ul style="list-style-type: none"> • Provide nutrition education based on the Dietary Guidelines for Americans 2010 and MyPlate.gov • Build on the fruit and vegetable work of the <i>Network</i> 	<p>MyPlate.gov http://www.choosemyplate.gov/</p> <p>Dietary Guidelines for Americans 2010 http://www.health.gov/DietaryGuidelines/</p> <p>Toolbox for Community Educators http://www.network-toolbox.cdph.ca.gov/en/index.asp</p> <p>Harvest of the Month Resources http://www.harvestofthemonth.cdph.ca.gov/</p> <p>Children's Power Play! Campaign Resources http://www.cdph.ca.gov/programs/cpns/Pages/PowerPlayResources.aspx</p> <p>California Fit Business Kit http://www.takeactionca.cdph.ca.gov/</p>

<p>Food Environments:</p> <ul style="list-style-type: none"> • Farm to Fork • Increase access to healthier foods • Maximize participation in federal food programs • Increase EBT access at farmers markets and high quality stores 	<p>National Farm to School Food and garden based education in preschools. Not all materials and information may be USDA allowable. www.farmtoschool.org</p> <p>Preventing Childhood Obesity in Early Care and Education Programs Selected Standards from Caring for our Children” National Health and Safety Performance Standards. New set of national standards describing evidence based best practices. 2011 http://nrckids.org/CFOC3/PREVENTING_OBESITY/index.htm</p> <p>Health Eating Policy Template Templates for the following venues: family, community, preschool, school, after school, worksite www.eatsmartmovemorenc.com</p> <p>Child and Adult Care Program IOM report on meal requirements for CACFP and recommends updates consistent with Dietary Guidelines November 2010 www.iom.edu/Reports</p> <p>Early Childhood Obesity Prevention Policies Factors related to obesity from birth to age 5 with focus on nutrition, PA and sedentary activities. Recommendations provided. June 2011 www.iom.edu/reports</p>
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<p>Point of Purchase/Pricing:</p> <ul style="list-style-type: none"> • Use behavioral economic strategies/tactics in places where food is provided • Use placement, pricing and promotion marketing strategies in retail establishments 	<p>District Policy Establishing Healthy Vending Program Assists school districts to create a healthy vending program in their wellness policy. www.nplanonline.org</p> <p>Nutrition Standards for Foods in Schools. Study from CDC and IOM to review and make recommendations about nutritional standards for the availability, sale, content and consumption of foods at school. 2007 www.iom.edu/reports</p> <p>Healthier Food Retail: Beginning the Assessment Process in your State or Community Six page CDC document provides information on means of assessing the availability of healthy retail food. www.healthycornerstores.org</p> <p>Guide to Fruit and Vegetables Strategies to Increase Access, Availability and Consumption Provides strategies to increase fruit and vegetable access, availability and consumption in communities, retail venues, schools, home and worksites. 2010 www.cdph.ca.gov/SiteCollectionDocuments/StratstoIncreaseFruitVegConsumption.pdf</p>
<p>Social Support:</p> <ul style="list-style-type: none"> • Implement peer to peer education interventions • Empower Youth and Adults to advocate for healthy changes • Develop a wide array of partnerships 	<p>Champions for Change http://www.cachampionsforchange.cdph.ca.gov/en/index.php</p> <p>Inspiring Youth, Growing Change: Nurturing Strong Minds for a Healthy Community http://www.cdph.ca.gov/programs/cpns/Documents/InspiringYouthGrowingChange.pdf</p>

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<p>Nutrition Education:</p> <ul style="list-style-type: none"> • Provide nutrition education on less healthy foods and beverages and the health risks associated with their consumption • Provide nutrition education on the benefits of water consumption and the safety of tap water in most communities 	<p>MyPlate.gov http://www.choosemyplate.gov/</p> <p>Dietary Guidelines for Americans 2010 http://www.health.gov/DietaryGuidelines/</p> <p>Toolbox for Community Educators http://www.network-toolbox.cdph.ca.gov/en/index.asp</p> <p>Harvest of the Month Resources http://www.harvestofthemonth.cdph.ca.gov/</p> <p>Children’s Power Play! Campaign Resources http://www.cdph.ca.gov/programs/cpns/Pages/PowerPlayResources.aspx</p>
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<p>Point of Purchase/Pricing:</p> <ul style="list-style-type: none"> • Institute healthy procurement practices • Ensure that safe, free drinking water is available 	<p>Water Access in Schools: Model Wellness Policy Language A “Policy Package” (downloadable) that provides a set of model goals and actions to be incorporated into the school wellness policy. www.phlpnet.org</p> <p>Model Healthy Beverage Vending Agreement Assists in the contracting process to achieve: improvement in nutritional quality of beverages sold, negotiate favorable terms, develop vendor relationships, increase process efficiencies and improve communication. www.phlpnet.org</p>

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<p>Provide Opportunities:</p> <ul style="list-style-type: none"> • Increase physical activity in childcare, school, afterschool, workplaces, and in the community. 	<p>Community Guide Select either Nutrition or Physical Activity Topics. Provides answers to which program and policy interventions are effective, cost of the intervention and which are right for your community. www.thecommunityguide.org</p> <p>Model Agreements: Joint Use in California Provides a model for a formal agreement between two entities (school and city) and ideas on how to pursue the cooperation through a range of issues. www.phlpnet.org</p> <p>California Fit Business Kit http://www.takeactionca.cdph.ca.gov/</p>

<p>Physical Activity Education:</p> <ul style="list-style-type: none"> • Educate low income families on the importance of daily physical activity • Educate, engage and mobilize low income communities throughout the process to create healthier environments 	<p>Physical Activity Guidelines for Americans (2008) National guidelines describing the type and amount of physical activity recommended for Americans. http://www.health.gov/paguidelines/</p> <p>Youth Physical Activity Guidelines Toolkit Guidelines for children 6 to 17. Provides strategies that can be used in a variety of venues. Toolkit includes fact sheets, power point slides, poster, and video. www.cdc.gov/healthyyouth/physicalactivity/guidelines.htm</p> <p>Network Physical Activity Integration <i>Eat Well, Move More</i>-This educational 20-minute DVD shows families how to eat healthy and be more physically active every day in ways that can be used at home, work, church, and community settings. Targets low-income African American population.</p> <p><i>Playing for Healthy Choices</i>-This is a customized 56-card deck with physical activity on one side and nutrition messaging on the other.</p> <p><i>Shape of Yoga and Power Up in 10 (booklets and DVD)</i>-Shows the original booklet exercises and an advanced level, including a nutrition component in English and Spanish. http://www.cdph.ca.gov/programs/cpns/Pages/PhysicalActivityIntegration.aspx</p> <p>The Governor’s Council on Physical Fitness and Sports http://www.calgovcouncil.org/</p>
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