



Local Health Department News Bulletin



NUTRITION EDUCATION AND OBESITY PREVENTION BRANCH

03/04/2015

We are here to assist you!

Introducing the Nutrition Education and Obesity Prevention Branch's (NEOPB) team members working on Rethink Your Drink (RYD) and Communities of Excellence in Nutrition Education, Obesity Prevention, and Physical Activity (CX³)



NEOPB Policy and Partnership Development (PPD) Team



Jeffery Rosenhall
Health Program Manager I
Policy and Partnership
Development Unit

Jeffery has worked in NEOPB for three of his 11 years at the California Department of Public Health (CDPH). He has covered a variety of public health topics prior to his NEOPB tenure including mental health, violence prevention, firearm injury prevention, traffic safety, physical activity promotion, healthy land use and planning, and climate change. Jeffery has become the most recent lead of both the RYD and CX³. Jeffery has gained an extensive amount of knowledge from his work with Local Health Departments (LHD), technical assistance provision, and policy, systems, and environmental change. He brings this knowledge base and other skills to his work in NEOPB. Jeffery leads the PPD unit and provides strategic leadership on CX³ and RYD as well as on the CDC-funded Prevention First grant (physical activity, healthy retail, and worksite). He can help answer your questions and route them to the appropriate staff. At home, Jeffery preaches the benefits of water and low fat milk to his two small children and they in turn keep him moving (constantly) so he can meet his daily physical activity goal.



Lynn Fuhrman
CX³ Program Lead
RYD Program Support

Lynn has worked in NEOPB for eight years and recently joined state service as an Associate Government Program Analyst. She was previously a Technical Assistance Specialist with the Network for a Healthy California at CDPH. Lynn is the program contact for CX³ and coordinates and provides training and technical assistance on CX³ to the participating LHDs as well as to NEOPB staff. Lynn has also been cross-trained on RYD and can provide program support. She provides guidance to 50 LHDs implementing CX³ specifically on quality control methods with interactive training support. Lynn manages data entry, checking, and transfer. She provides consultation on web-based technologies and is the CX³ website administrator. Her background includes expertise in information technology and communications through local media channels. Lynn's personal and professional mission is to help our low income population get access to affordable healthy food in their neighborhoods and to provide a good example by eating healthy and being active!

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NEOPB PPD Team
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Camille Johnson-Arthur
RYD Program Lead
CX³ Program Support

Camille is new to state service, but far from new to the work of developing programs. She has done extensive community engagement work in her career as a program developer, administrator, and director in the not-for-profit environment in Nebraska before relocating to California in 2011. Camille is the program contact for RYD and coordinates and provides training and technical assistance for the LHDs (and other stakeholders) interested in RYD messaging and materials; she is also a great resource for any RYD questions NEOPB staff may have. Camille has also been cross-trained on CX³ and can provide program support. While daily “rethinking her drink” at her cube on the 5th floor (#94), she enjoys the perils of being a working student and mom of four athletes as she strives to complete her Doctorate degree in Health Education to complement her Master of Public Health degree. Camille’s personal and professional mission is to reduce the rate of non-communicable diseases through effective educational interventions and collaborations. She looks forward to working with each of you!

Please work with your project officer to determine how each of these PPD team members can help you!

NEOPB Training Resources

Check out the [NEOPB Training Resources](#) webpage for the latest training related information and calendar of scheduled [NEOPB events](#) and [TRC Trainings](#).

2015 SNAP-Ed Local Implementing Agency (LIA) Forum **March 17-18, 2015**

The 2015 SNAP-Ed LIA Forum is just around the corner! By now, we hope that you have registered for the forum and made all of your travel arrangements. We are looking forward to seeing you in two weeks!

Please review the [forum website](#) for more information about the agenda. We will continue to add information as it becomes available. Also, watch for information posted to the website about important materials to bring with you to the forum – for example, your Federal Fiscal Year 2015 integrated work plan – to help with the forum sessions. We will continue to update forum registrants via email about the coming event.

If you have any questions about the event, please contact your assigned Project Officer, at (916) 449-5400.

Scientific Report of the 2015 Dietary Guidelines Advisory (DGA) Committee Released

The scientific report for the DGA 2015 was issued on March 19, 2015 by a committee of scientists and is posted at <http://www.health.gov/dietaryguidelines/2015-scientific-report/>. Staff at the U.S. Department of Health and Human Services will use the scientific report to write the final DGA, which is projected to be issued at the end of the year.

SNAP-Ed is required by law to promote healthy food choices consistent with the most recent DGA. The overall body of evidence examined by the 2015 DGAC identified a healthy dietary pattern is; higher in vegetables, fruits, whole grains, low- or non-fat dairy, seafood, legumes, and nuts; with moderate alcohol use (among adults); and lower in red and processed meats, sugar-sweetened foods and drinks and refined grains.

The report says that, “Policy changes within the federal Supplemental Nutrition Assistance Program (SNAP), similar to policies in place for the WIC program, should be considered to encourage purchase of healthier options, including foods and beverages low in added sugars. Pilot studies using incentives and restrictions should be tested and evaluated.” This recommendation will be considered by policy makers in Washington D.C. the next time SNAP is reviewed. Public comments on the report will be accepted through midnight Eastern Daylight Time on April 8, 2015 at the following link: <http://www.health.gov/dietaryguidelines/dga2015/comments/writeComments.aspx>.

If you have questions, please contact Carma Okerberg at Carma.Okerberg@cdph.ca.gov.

Webinar Planned for Fruit and Veggie Fest

The NEOPB and Runyon, Saltzman and Einhorn, Incorporated will host a one-hour webinar to present the Fruit and Veggie Fest media packet. The training is tentatively scheduled on Monday, March 23. You will receive an email confirmation and template media materials in advance. Fruit and Veggie Fest occurs in May and is part of the annual statewide signature events.

For more information, please contact Ian Tovar at (916) 449-5718.

Upcoming California Conference of Local Health Department Nutritionists (CCLHDN) Conference

Please refer to the announcement below about the upcoming conference. If your agency wishes to attend using your SNAP-Ed budget, please contact your Project Officer/Contract Manager to ensure that you have approval to attend.

Public Health Nutritionists for Healthy Sustainable Change: Helping Communities

Join the Movement!

May 27-28, 2015

The CCLHDN proudly invites you and your colleagues to our annual conference! Our conference is open to all personnel working in: public health nutrition, local health departments, Women, Infants and Children, NEOPB, chronic disease prevention, and nutrition programs that target low-income populations. Hear County partner updates on school gardens, farmers' markets and healthy retail. Leverage your resources after hearing presentations on The Built Environment, Promotora Model and Environment and Sustainability. Enhance your professional skills by attending a skill building workshop on how to become an effective speaker, or project management to increase productivity or leadership training on how to inspire and motivate your team. Our popular segment on nutrition trends will be presented and so much more.

Register at cclhdn.org before March 25 to receive an early bird discount!

Link to conference site: <http://cclhdn.org/2015-conference/>

Web Storefront Update

The Office of State Publishing will soon conduct a physical inventory of all NEOPB Web StoreFront materials. To prepare for this inventory, the warehouse will be closed February 28 through March 9, 2015.

The warehouse staff will start shipping orders received during the closure beginning Tuesday, March 10. For any concerns or questions, please write to NEOPBcustomerCare@cdph.ca.gov.



For CalFresh information, call 1-877-847-3663. Funded by USDA SNAP-Ed, an equal opportunity provider and employer. Visit www.CaChampionsForChange.net for healthy tips.