



Just Released – 2016 National Physical Activity Plan

The updated 2016 [National Physical Activity Plan](http://www.physicalactivityplan.org) (PA Plan) is now available! The PA Plan is a comprehensive set of policies, programs, and initiatives that aim to foster a national culture supportive of physically active lifestyles with the ultimate goal of improving health, preventing disease and disability while enhancing quality of life.

The development, enhancements, and additions to the 2016 PA Plan were informed by engaged professionals, researchers, and leaders from public and private organizations representing nine influential sectors. Within each of the nine sectors, overarching priorities and strategies and tactics are outlined for communities, organizations/agencies, and individuals to promote and support comprehensive physical activity efforts. Furthermore, the contents within the PA Plan recognize and incorporate the needs of the nation's diverse population, including, but not limited to, gender, age, race, ethnicity, socioeconomic status, physical, cognitive or sensory ability, and geography.

Sector-Specific Recommendations:

1. [Business and Industry](#)
2. [Community, Recreation, Fitness, and Parks](#)
3. [Education](#)
4. [Faith-Based Settings](#)
5. [Health Care](#)
6. [Mass Media](#)
7. [Public Health](#)
8. [Sport](#)
9. [Transportation, Land Use, and Community Design](#)

Local Health Departments (LHDs) are invited to review the full PA Plan at <http://www.physicalactivityplan.org> and, in accordance with the [FFY 2017 SNAP-Ed Guidance](#), include physical activity promotion within Supplemental Nutrition Assistance Program – Education (SNAP-Ed) activities to enhance and complement local obesity prevention efforts.

Additional Physical Activity Resources:

- [Physical Activity Resource Guide: Implementing Physical Activity Programming for SNAP-Ed Eligible Populations](#)
- FFY 2016 Forum Presentation: [Using The Physical Activity Resource Guide Integrating PA Into Schools And Community Settings](#)
- [SNAP-Ed Strategies & Interventions Toolkit](#)

Active Transportation Program Call for Projects

Active Transportation Program (ATP) [Cycle 3 Call for Projects](#) is now open. The purpose of the ATP is to encourage increased use of active modes of transportation. This funding unites the efforts of SNAP-Ed funding around physical activity and active transportation. LHDs are encouraged to explore the ATP funds as a way to support community change goals and complement SNAP-Ed Integrated Work Plan (IWP) activities.

Applications are due June 15, 2016. Applicants are strongly encouraged to read the [California Transportation Commission ATP Guidelines](#) and [Sections 22.5 \(Eligible Projects\) and 22.6 \(Ineligible Projects\)](#) of the newly released Local Assistance ATP Guidelines prior to completing an application. The [ATP Cycle 3 Application](#) has been revised to correct functionality issues, and the Caltrans ATP Guidance has been updated to address Non-Infrastructure guidance.

As a part of the application process, you can find support through the Active Transportation Resource Center (ATRC). ATRC is a statewide project funded by Caltrans to assist local communities with creating and implementing active transportation programs, including Safe Routes to School (SRTS), by providing targeted trainings, technical assistance, and resources. You will find many valuable resources at the following ATRC website: www.casaferoutestoschool.org/home. Find the [Regional Coordinator](#) for your district.

On April 27, a webinar was conducted to assist applicants in navigating and completing the ATP Cycle 3 application, and to discuss key elements of the guidance documents. The [webinar was recorded and posted](#) on the [Cycle 3 webpage](#) for applicants to view as needed. Please see the website for more details.

For project specific questions, please contact your [District Local Assistance Engineer](#) or your [District ATP Coordinator](#). For general program questions contact Teresa McWilliam at Teresa.McWilliam@dot.ca.gov (Districts 6, 7, 8, 9, 11 & 12) or Ted Davini at Ted.Davini@dot.ca.gov (Districts 1, 2, 3, 4, 5 & 10).

California State Bicycle and Pedestrian Plan Survey

Can you bike or walk easily where you live or work?
Did you choose your home based on being able to bike or walk?



As part of its goal to triple biking and walking by 2020, Caltrans launched an online survey to assess the walking and bicycling habits and perceptions of California residents.

Survey results will help direct Caltrans' non-motorized connection improvements and complement local transportation plans. Please encourage your networks to participate in this survey to complement your SNAP-Ed work and help develop healthy communities. To learn more or to take this survey, go to cabikepedplan.org.

Be Better Campaign Pre-Launch Webinar Recording

The *Be Better* campaign pre-launch webinar on April 13 introduced new media opportunities for funded partners. You can participate in the launch of the *Be Better* campaign by communicating California Department of Public Health (CDPH) approved messages and hosting community events with the *Be Better* media materials.

Click on the links below to access the recorded webinar and media materials:

[Webinar Recording](#)

[Media Materials](#)

Let's work together to inspire and motivate Californians to make small changes that can add up to big health improvements!



If you have questions or need additional assistance, please contact our State Media and Public Relations Team at: NEOPB_MediaPR@cdph.ca.gov

NEOPB Training Resources

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

[NEOPB events](#)

[NEOPB Event Highlights for May and June](#)

- CNAP Coordinators Strategic Planning Workshop –May 19 & June 1
- Quench Better! Using the Rethink Your Drink Campaign for Healthy Beverage Education and PSE Change Work – May 24
- Sprouting Healthy Kids in Early Care and Education Settings – May 26
- Thinking Outside the Planter Box: Growing and Sustaining School and Community Gardens – June 7
- Fostering Partnerships: Supporting Healthful Foods in the Charitable Food Network – June 13
- Hop, Jump, Leap! Learn the FUN-damentals of Integrating Physical Activity into Early Care and Education – June 14
- A,B,Cs of Healthy Retail: Fundamentals for Designing a Healthy Retail Program – June 22
- CNAP Coordinators Web-based Meeting – June 29

Farm to School Works!

Positive Results from the 2015 USDA Farm to School Census

In celebration of National Agriculture Day, the United States Department of Agriculture (USDA) announced the results of the second [Farm to School Census](#). A large number of schools from around the nation participated in the census representing 5,254 school districts and 42,587 schools with over 23.6 million children.

The results showed good news for kids and farmers:

- U.S. schools purchased \$789 million in local foods in the 2013-2014 school year, a 105% increase over the previous school year.
- Approximately 46% of school districts say they will buy even more local foods in the coming years.
- 62% of school districts reported maintaining salad bars that provide children access to fresh local fruits and vegetables.
- Schools in every state in the nation reported participating in a Farm to School program.

California reported that:

- 55% of California school districts participated in Farm to School activities reaching over 3.4 million students.
- An additional 16% of California districts plan to start a Farm to School program in the near future.
- During the 2013-2014 school year, \$167,644,000 was invested into local food systems.
- In the coming 2016-17 school year, 54% of the California districts stated they plan to increase purchase of local foods.
- Three school districts, Pasadena Unified School District, Sacramento City Unified School District and Sweetwater Union High School District, exceeded the state average for the percentage of their food budget spent locally.

Results are available for local school districts. Visit USDA's Farm to School Census website and see how your local school districts are doing.

For more information, contact Katharina Streng at: Katharina.Streng@cdph.ca.gov



SNAP-Ed Promising Practice Exchanges

Beginning in FFY 2017, the Nutrition Education and Obesity Prevention Branch (NEOPB) plans to offer logistical and coordination support to various types of regional meetings in each of the seven service areas throughout California. This support level serves to foster local connections and develop learning communities regionally for the benefit of LHDs, Local Implementing Agencies (LIAs) and their partners. The SNAP-Ed Promising Practice Exchange is one type of regional meeting NEOPB will offer in FFY 2017. NEOPB would like to know the priority themes for each service area. LHDs SNAP-Ed Program Advisory (SPA) group members will reach out to solicit this feedback. Please spend a few minutes, if you have not already done so, sharing your feedback by the deadline requested. Your feedback is important and will be used to inform the planning of these projects.

Survey Says...We Need Your Feedback on NEOPB Materials!

The NEOPB has been working to update and streamline state level publications by requesting your input through several recent surveys. Since January of this year, NEOPB staff has reviewed materials from each of the Campaigns and Programs. NEOPB staff is requesting the assistance of the LHDs in order to receive feedback on these materials. LHD feedback will greatly assist NEOPB in updating, eliminating and identifying gaps in materials development. The review of the materials will conclude this summer. NEOPB staff appreciates the time and effort it takes to complete these surveys and we thank you in advance for your valuable input and participation.

If you have any questions regarding the materials surveys, please email Eugenio Garcia Jr. at: Eugenio.Garcia@cdph.ca.gov



Be Better Advertising Uploaded!

The latest television and radio *Be Better* campaign advertisements are accessible on the CDPH website.

Click the link below:

<https://www.cdph.ca.gov/programs/cpns/RL/Pages/Media.aspx>



For any questions, please contact Ignacio Romero at: Ignacio.Romero@cdph.ca.gov

2016 Challenge Awards Competition

The California State Association of Counties (CSAC) invites LHDs to enter its 2016 Challenge Awards competition. The competition spotlights best practices and innovative, effective and cost saving ways to provide services to residents.

Deadline: Friday, June 24, 2016

To learn more about how to enter in the Challenge Awards program, click [here](#).

To review videos of programs honored in the past with Challenge Awards, click [here](#)

Contact David Liebler, CSAC Deputy Director of Public Affairs & Member Services at: dliebler@counties.org

Federal Fiscal Year (FFY) 2015 Success Stories Posted on the NEOPB Website

FFY 2015 Success Stories submitted by LHDs are now posted on the NEOPB website. These are interesting stories drawn from various nutrition education interventions, expanded SNAP-Ed activities, and policy, system, and environmental strategies. Each Success Story is engaging, motivating, and inspiring.

Click the link to start reading the FFY 15 Success Stories [here](#).

Questions can be directed to your assigned Project Officer.

