

PLAY BETTER!

New Resources and Upcoming Webinar to Promote Physical Activity (PA) in Communities

As a follow-up to the [Surgeon General's Call to Action- Step it Up!](#), aimed at the promotion of walking and walkable communities, new fact sheets are now available highlighting sector specific strategies to support physical activity:

Checkout the New Fact Sheets Encouraging Everyone to Step it Up!

- [Public Health](#)
- [Schools](#)
- [Colleges and Universities](#)
- [Transportation, Land Use, and Community Design Planners](#)
- [Employers](#)
- [Health Care](#)
- [Media](#)
- [Nonprofit Organizations](#)
- [Park and Recreational Facilities](#)

2016 has been an exciting year for physical activity for California's Supplemental Nutrition Assistance Program-Education (SNAP-Ed) program. The Training Development and Support Section (TDAS) of the Nutrition Education and Obesity Prevention Branch (NEOPB) held four "SNAP-Ed Physical Activity Integration: Moving Towards Successful and Sustainable PA" in-person trainings. Another training will be in Orange County on September 12. In support of your local efforts promoting the Surgeon General's Call to Action, TDAS will host a webinar this month on this topic.



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Walk This Way! Guidelines for Promoting Walking and Walkable Communities

- [Registration](#)
- Date: Wednesday, June 29 from 2:00pm – 3:30pm
- Description: This webinar will discuss the advantages of a walking program for SNAP-Ed communities, the environmental and personal challenges and experiences facing SNAP-Ed participants, and suggestions and resources for community walking programs and supports.

Contact Sandy Fagin at Sandy.Fagin@cdph.ca.gov or 916-445-9066 for more information about the in-person trainings and webinar.

Additional PA Resources

- [CDC Infographic: Physical Activity Builds a Healthy and Strong America](#)
- [CDC Feature: Tips for Getting Your Steps In](#)
- [Mall Walking: A Program Resource Guide](#)
- [Promoting Airport Walking: A Guide](#)

LHDs are encouraged to review these new physical activity resources, and, in accordance with the [Federal Fiscal Year \(FFY\) 2017 SNAP-Ed Guidance](#), include physical activity promotion within SNAP-Ed activities to enhance and complement local obesity prevention efforts.

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 June and July](#)

- A Culturally Competent Approach to Store Owner Engagement for Retail Intervention – June 16
- Healthy Hydration Stations in Schools – June 21
- A,B,Cs of Healthy Retail: Fundamentals for Designing a Healthy Retail Program – June 22
- Taking the Lead! Youth Teams in Action – June 23
- Playground Stencil Kits: Lessons Learned and Best Practices – June 23
- Diane Craft – Train the Trainer event for Physical Activity Integration into Early Care and Education – June 28
- Walk this Way! Guidelines for Promoting Walking and Walkable Communities – June 29
- CNAP Coordinators Web-based Meeting – June 29
- We're Better Together: Understanding the Role of Culture in SNAP-Ed – July 12

NEOPB's New Geographic Information System (GIS) 3.0 Beta-Release and Orientation Webinar Recordings

The NEOPB GIS Viewer 3.0 is available at <http://gis.cdph.ca.gov/NEOPBGIS-APP>. This GIS map is currently under a “preview/beta-release stage” in which elements of the site are being tested to enhance usability and troubleshoot known and unknown challenges.

As you preview and engage with the site, the NEOPB welcomes your feedback and suggestions. Please direct your comments to <http://gis.cdph.ca.gov/NEOPBGIS-APP/ContactUs.html> with a copy to your respective Project Officer.

The projected timeline for the new site is as follows:

- NEOPB GIS Viewer 3.0 (Beta release) – May 16, 2016
- NEOPB GIS Viewer 3.0 (Official release) – October 1, 2016
- Additional Training Webinars and Tutorials – Beginning October 2016

During the month of May, the NEOPB hosted two orientation webinar trainings on the updated GIS site. Webinar participants learned how to: use layers to check eligibility of SNAP-Ed sites; use tools to navigate the map and capture Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX3) neighborhood boundaries and extract data; and understand and use the attribute tables. The recordings from these webinars are now available within the NEOPB Training Archive (FFY 2016) site.

The NEOPB is excited to release this new site and we look forward to developing additional GIS tools and trainings to further support the mission of the Branch.

The existing NEOPB GIS Viewer 2.0 will retire on October 1, 2016. Click this link for more details: <http://gis.cdph.ca.gov/NEOPBGIS/>

Please contact your assigned Project Officer with questions.

New USDA Team Nutrition Resources for Summer Meal Programs



Summer Food, Summer Moves is a fun, hands-on resource kit designed to get kids and families excited about healthy eating and physical activity during the summer months. The kit is designed for use by summer meal site operators and focuses on using music, games, art, and movement to motivate kids and families to choose more fruits and vegetables, and water instead of sugary drinks, get enough physical activity every day, and limit screen time.

Download this free resource: <http://www.fns.usda.gov/tn/summer-food-summer-moves>

For more details, contact Monet Parham-Lee at Monet.Parham-Lee@cdph.ca.gov or 916-552-9906.

Early Care and Education PA Projects

Painting Playgrounds with Stencils

In the fall of 2015, NEOPB distributed 60 “Playground Stencil Kits” across the state. CDPH held two in-person trainings in Sacramento and San Diego as well as a training webinar (recorded and posted on the NEOPB website, see link below). With the return of summer weather, the “stencil kit hosts” are receiving requests to borrow the stencils.

On June 23 from 1:00 – 2:30 p.m., the NEOPB is sponsoring a webinar, “*Painting Playground Stencils—Best Practices and Lessons Learned*”, to hear directly from colleagues who have lent, borrowed, or used the stencils at various sites across the state. Click here for registration: <https://www.surveymonkey.com/r/9ZB9D2S>

Approximately 20 schools, preschools, and child care sites borrowed the kits with more requests coming in weekly. For more information about how to borrow or lend stencil kits, visit: <http://www.cdph.ca.gov/programs/NEOPB/Pages/EarlyCareandEducation.aspx>

Early Care and Education (ECE): Physical Activity (PA)

On April 4 the NEOPB organized a “Physical Activity for Early Care and Education” training featuring Diane Craft, a national physical activity expert and consultant with the Centers for Disease Control and Prevention. In attendance were more than 40 LHD staff, colleagues from the California Department of Education, Nutrition Services Division, County Offices of Education, school district staff, and direct care providers.

On June 28 from 8:30 a.m. to 4:00 p.m., NEOPB will host another in-person training by Diane Craft that will focus on train-the-trainer activities at the location below:

San Bernardino County Superintendent of Schools, West End Educational Service Center, Grand Room, 8265 Aspen Avenue, Rancho Cucamonga, CA, 91730

Participation is limited to 35 attendees. Click below for registration:

<https://www.surveymonkey.com/r/TZ3Z9ZL>

ECE Physical Activity Policy Overview and Template

Working closely with the NEOPB California Early Care and Education Partnership, a physical activity policy overview and template is being developed to be adopted, adapted and customized by child care providers, preschools, and other child care agencies. This policy highlights recommendations from nationally recognized ECE physical activity experts and resources to inform the ECE community about the importance, amount, and type of PA that our youngest Californians need to grow healthy and strong.

The goal is for child care providers of all types to:

- Adopt this PA policy
- Add it to their center operating manuals
- Add it to parent handbooks
- Post key PA messages around the site or center

The final policy is anticipated to be complete this summer. If you have content recommendations or strong sample language, please share.

If you have questions about these projects, contact Melba Hinojosa at Melba.Hinojosa@cdph.ca.gov or 916-449-5370.

School PA Policy Continuum

There is a powerful tool staff can use to help school districts either develop or revise physical education (PE) and PA elements of their school wellness policy. It is called the Comprehensive School PA Program Policy Continuum. The unique utility of this tool is that it provides four text options for each policy item that progressively range from basic policy language to much more robust (comprehensive) content. The tool addresses five core components: PE, PA during the school day, PA before and after school, staff involvement, and family and community engagement. Click on the link to this tool at:

<http://www.shapeamerica.org/advocacy/upload/CSPAP-Policy-Continuum-2-10-12final.pdf>.

For more information regarding this tool, please contact Andrew Manthe at andrew.manthe@cdph.ca.gov or 916-449-5393.

Materials Survey: Health Equity Materials

Please complete the survey requesting your agency's input on the NEOPB health equity materials targeting low-income Latinos and African-Americans, and supporting faith-based interventions.

As you may recall, the NEOPB is working to update and streamline State level publications. The program began systematically reviewing materials from each of the Campaigns and Programs in January of this year.

The Survey Monkey will provide an opportunity for you to identify the materials that you find most useful, those needing updates, and those that are not used by your program.

Please do both steps below:

- Complete one response per Local Health Department:
<https://www.surveymonkey.com/r/SKCSCK>
- Check your best response for the three choices provided, using clear and specific recommendations for any additional comments you would like to share.

If you have any questions, please contact Eugenio Garcia at Eugenio.Garcia@cdph.ca.gov or 916-449-5331.

Thank you for your time and feedback.



NEOPB Statewide Media & Public Relations Section Hosts *Be Better* Launch Event at Raley Field



On May 25, the California Department of Public Health (CDPH) launched the new *Be Better* campaign with the help of the Sacramento River Cats and thousands of area elementary and middle school students who came out to Raley Field for a special pre-game assembly focused on health and wellness.

CDPH Director Dr. Karen Smith kicked off the event by introducing the *Be Better* television spots. She then led more than two thousand students in an attempt to set a brand new Guinness World Record for the most people running in place at one time!

“We’re hoping we will be the healthiest state in the nation. If anyone can do it, California can do it,” Dr. Smith said. Local news station KTXL-TV FOX40 covered the record setting attempt and interviewed Dr. Smith and the students. Click below to view the video clip.

<http://fox40.com/2016/05/25/sacramento-area-students-aim-for-world-record-for-running-in-place/>

The event activities engaged the crowd of students with nutrition education and materials through the *Be Better* promotional themes: Eat Better, Play Better, and Refresh Better. Three exciting booths were hosted by staff from the Policy, Partnerships, and Program Development Section: Eat Better (featuring Harvest of the Month), Play Better (featuring Play Stencils), and Refresh Better (featuring Rethink Your Drink materials). Several volunteers from the NEOPB handed out 1,000 goodie bags. The launch also featured booths from CDPH’s Women, Infants, and Children (WIC), and Let’s Get Healthy California.

Champion Pastor Kevin Brown joined the fun by throwing out the first pitch of the ballgame and the fun didn’t end there! Demonstrated around the ballpark were stenciled playground games, a Champions for Change salad bar, “healthy selfies” station with Dinger, the River Cats mascot, and *Be Better* campaign messages showing small changes can add up to big health improvements. The Champions for Change “7th Inning Flex,” a twist on the baseball tradition, engaged the entire stadium in a two-minute choreographed workout led by Dinger and his River Cat Crew.

The NEOPB also partnered with iHeart Media to bring their new mobile pavilion featuring nutrition education games and fruit-infused water for fans. iHeart’s V101.1 FM Radio Remote broadcasted live from the launch event.



Registration Open for 2016 Champion Alliance Workshops Sacramento and Garden Grove

Join Us!



*Be Better!
Eat Better! Play Better! Refresh Better!*

The NEOPB Statewide Media and Public Relations Section will host two Champion Alliance Workshops in August. They are intended for funded partners and their Champions.

For more information and to register please visit: [Champion Alliance Workshop](#)

Dates & Locations

August 9, 2016

Sierra Health Foundation
1321 Garden Highway
Sacramento, CA 95833

Online registration closes July 26, 2016



August 17, 2016

Hyatt Regency Orange County
11999 Harbor Blvd.
Garden Grove, CA 92840

Online registration closes August 3, 2016



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.