

Champion Press



A healthy dose of news about the *Network for a Healthy California*.

February 2008

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Save the Date!

February 29 from 9:00 am – 12 pm: *Network for a Healthy California—African American Campaign* agencies in the Central Valley will host their Consumer Empowerment Forum for Change. The Forum will showcase the conversion of an alley into a new community garden in order to increase the availability of healthy food options and provide a place for physical activity for families. For more information, contact Yolanda Randles at 559-264-7185 or yrandleswfcc@sbcglobal.net.

Regional Champions

Champions for Change Mom Success

Bay Area Region- Patricia Miranda, the *Network for a Healthy California—Bay Area Region* Champion Mom was featured in an article in *El Observador*! The Latina Leadership Network of the California Community Colleges (LLN) read the article and want Patricia and other Latina Champion Moms to present a workshop on healthy lifestyles at their upcoming 21st Annual LLN Conference on March 14-15, 2008! Congratulations to the *Bay Area Region* Champions!

Desert Sierra Region- Brenda Parker, the *Network for a Healthy California—Desert Sierra Region* Champion Mom was awarded the first 2008 Champion for Change award in front of 800 *Network* partners and supporters at the *Network's* Annual Conference! Brenda was recognized for being a true Champion for Change and for her dedication to empowering others to make healthy changes.



Patricia Miranda, the *Network for a Healthy California—Bay Area Region's* Champion Mom featured in *El Observador*!

Regional Network News

Orange County Region- The *Network for a Healthy California—Orange County Region Retail Program* worked with C&C Market store owner/manager, David Jobran to ensure fruits and vegetables are more available to community residents. Fruits and vegetables are now at the store's entrance; *Network* posters promoting fruits and vegetables are prominently

displayed; the produce section has expanded to offer a greater variety of fruits and vegetables! Jobran's and the *Orange County Region's* efforts were recognized at the City of Santa Ana's Council meeting.

Regional Spotlight

California's First Lady, Maria Shriver, was so inspired by the Bay Area's *Network* Champions for Change Moms she met at September's *Family Day – A Day to Eat Dinner with Your Children™* event she requested more Champion Moms attend her "We Connect You" Events! Four of the *Network's* regions (Los Angeles, Gold Country, Central Valley and Bay Area) participated in nutrition education and Food Stamp outreach at the events held throughout California on February 11 – February 12, 2008!

California's working families who struggle to make ends meet were encouraged to apply for the Federal Earned Income Tax Credit (EITC) and other programs and services. EITC is the nation's largest resource for working families and serves as an economic benefit that can mean real money for many hard working families across the state.

The events provided the *Network* with an opportunity to directly reach thousands of low-income families throughout the state and also helped build a relationship with the Governor's office!

LIA's in the News

Network LIA, ABC Unified School District announced their participation in the Alliance for a Healthier Generation's Healthy Schools Program during a media event held at Burbank Elementary School! All 30 schools in the district will be able to expand their availability of healthy foods during and after school and develop activities such as walking clubs.

ABC Superintendent, Gary Smuts and the American Heart Association's Youth Market Director, Pam McCowen were in attendance. Smuts informed the students in the audience, "We are here to ask you to eat right and exercise!"

Is there an LIA in your region doing outstanding work and creating change? Tell us about it by emailing Rebecca Larson, public relations marketing specialist, at Rebecca.larson@cdph.ca.gov.

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Network News

Network for a Healthy California Conference a big success

Energy and spirit were the key to the success of the *Network's* 2008 Conference. 800 Champions inspired and motivated one another. It was an empowering few days! Terrie Dreussi Smith, co-author of *Bridges Out of Poverty: Strategies for Professionals and Communities* and Kelly Brownell, professor in the Department of Psychology and professor of Epidemiology and Public Health at Yale University and Director of the Rudd Center for Food Policy and Obesity delivered compelling presentations. The breakout sessions included discussions on the *Network's* direct marketing campaign, collaborating and connecting with different communities, addressing health disparities, empowering youth and much more. Thank you to all that attended and we hope to see everyone again next year!

We're always interested in receiving your thoughts and feedback. If you haven't already done so, take a minute to fill out the Conference evaluation form at <http://www.networkforahealthycalifornia.net/2008conference/evaluation.php>.

New Network Communications Resource Library available

The *Network* is pleased to announce the new Communications Resource Library, which replaces the old online photo catalog! This Resource Library provides a central location for many of the communications resources that state-level staff

and *Network* partners need in order to help build equity and recognition in our brand, Champions for Change.

This online Resource Library includes:

1. *Network* Photos (Low-resolution- instructions are included on the site to request hi-resolution photos)
2. Logos in all Formats (English and Spanish *Network* logos; *Regional Network* logos; California Department of Public Health, Public Health Institute)
3. Graphic Elements (Wave, Rainbow, Latino Mural and A Day in the Park graphics)
4. New Templates
 1. Letterhead (English/Spanish)
 2. PowerPoint
 3. Meeting Agenda
 4. Flyers (6 total)
 5. Recipe Cards (English/Spanish)
 6. News Bulletin
 7. Press Release
 8. Web site Guide
5. Final Branding Guidelines Manual
6. Additional Resources (*Coming Soon!*)

We encourage you to use this new Resource! Please note, this Library will continue to be updated with new information, new photos, tips sheets and other communications documents as they become available. The URL for the Communications Resource Library is <http://networkforahealthycalifornia.net/Library>. The photo section of the library is password protected; username: library; password: champions4change. Don't forget to bookmark the site.

In addition, the *Network* is in the process of setting up Champions for Change Brand trainings in each region that will cover the importance of branding, design basics, putting the brand guidelines into practice and how to use the new Communications Resource Library. More information will be sent to each region once training dates are set.

For more information, contact Kristy Garcia, publications marketing manager at kristy.garcia@cdph.ca.gov.

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Opportunities and Resources

Looking for an opportunity to highlight your work as a Champion for Change and promote fruits and veggies in your community? March is National Nutrition Month® and provides you with a great chance to do just that! National Nutrition Month® is a nutrition education campaign established by the American Dietetic Association (ADA) to focus attention on the importance of developing good food and physical activity habits for a healthy lifestyle.

For ideas on what you can do to support National Nutrition Month® in your region, visit www.eatright.org!

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Information of Interest

Amy Jussel, founder and executive director of Shaping Youth, attended the 2008 Network Conference and provided a blog entry on the Shaping Youth Beta Blog. Jussel explains the conference provided validation that Shaping Youth's

reality show games are on target in the solutions-based arena of obesity intervention. Read on to hear her thoughts.

Shaping Youth's Gross Out Game for Good Nutrition

January 28, 2008

<http://www.shapingyouth.org/blog/?p=1053>

Just returned from Champions for Change, the state summit for a healthier California, and picked up some positive validation that Shaping Youth's reality show games are on target in the solutions-based arena of obesity intervention.

Our nutrition pilot, "Dare to Compare: A Gross Out Game for Good Nutrition" echoes the core concepts and research reflected by two of the keynote speakers, Yale's Kelly Brownell, PhD (Director of the Rudd Center for Food Policy and Obesity & Prof. in the Dept. of Psychology) and Dr. Debra Cohen (Sr. Natural Scientist at the RAND Corporation) though the heavy-handed environmental focus almost implies that if we'd just remove junk food altogether we'd all be in good shape (an unrealistic over-simplification).

Both speakers addressed causal links in kids' environments (availability/access to junk food everywhere, media/marketing, sedentary/safety issues, etc.) and pointed out that even 'experts' are often overweight, so it's not just 'education,' or 'restraint/willpower' or energy gap issues alone, there's also complex physical/scientific behavioral response research that needs factored in (yep, ever notice the obese medical staff in hospitals? The irony always gets my attention).

The need to create awareness and intention (media literacy, yay!) as well as 'deputize' others in 'train the trainer' mode aligns perfectly with Shaping Youth's programs to embrace an 'optimal default' of exposure/access to healthy foods. Though I still hold steadfast to personal responsibility in all its forms, including parents, peers, marketing ethics and purchase power, so we parted ways a bit there...I'm a die-hard existentialist by nature.

Center for Science in the Public Interest releases new study on food marketing in schools

The new study looked at elementary, middle and high schools at a school district in Montgomery County, Maryland. Findings show a substantial amount of marketing for foods with little to no nutritional value. Most of these forms of marketing in the schools were found on the outside of vending machines, food sales in vending machines, posters and branded school fundraisers.

82% of the vending machines have some marketing messages on their exteriors—most commonly, the images are of branded sodas, snacks, juice or water. All high schools and middle schools surveyed have vending machines, with an average of 21 vending machines in each high school.

The full study can be found at <http://www.cspinet.org/new/pdf/mcpssurvey.pdf>.

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Visit us online at <http://www.dhs.ca.gov/ps/cdic/cpns/>.

This material was funded by USDA's Food Stamp Program through the California Department of Public Health's *Network for a Healthy California*. These institutions are equal opportunity providers and employers. The Food Stamp Program provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet. For information on the Food Stamp Program, call 1-888-328-3483.