

Champion Press



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

May 2008

Save the Dates!

May 28, 2008 from 10:00 am – 2:00 pm: The *Network for a Healthy California—Los Angeles Region Retail Program* is the last of four regions (*Bay Area, Central Valley and Sierra Cascade Regions*) to host a 2008 Fruit and Veggie Fest kick-off event this month! If you're in the area, check out the excitement!

For more information, contact Rosanna Oliva, marketing specialist, *Network for a Healthy California—Retail Program* at Rosanna.Oliva@cdph.ca.gov.

June 2008: The *Network for a Healthy California—African American Campaign* is empowering Californians and helping them create healthy changes in their communities by hosting five Consumer Empowerment Forums for Change throughout the month of June. Check out the information below to attend the forum in your region!

Bay Area Region: Wednesday, June 11, 2008 from 1:30 pm – 3:30 pm @ Lockwood Child Development Center in Oakland, CA

San Diego & Imperial Region: Friday, June 13, 2008 from 5:00 pm – 7:00 pm @ Tubman Chavez Multicultural Center in San Diego, CA

Los Angeles Region: Saturday, June 21, 2008 from 10:00 am – 12:00 pm @ Cienega Elementary School in Los Angeles, CA

Desert Sierra Region: Wednesday, June 25, 2008 from 11:00 am -1:30 pm @ T. Hughes Building in San Bernardino, CA

Gold Country Region: Thursday, June 26, 2008 from 10:00 am – 12:00 pm @ 3900 Block of Cypress Ave. in Sacramento, CA

For more information, contact Angela Dennis, marketing specialist, *Network for a Healthy California—African American Campaign* at 916-552-9928 or Angela.Dennis@cdph.ca.gov.

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Regional Champions

Champions for Change Mom Success

The Food Stamp Office Resource Kit (FSORK) DVD is being updated and will include several Champion Moms discussing and demonstrating how they are making a difference in their health, the health of their families and the health of their communities! These inspiring Champion Moms include Jamelia Ashworth (*Bay Area Region*), Leslie Hammond (*North Coast Region*) and Xinia Sanchez (*San Diego & Imperial Region*).

In addition to the use of Champion Moms, the updated version of the FSORK DVD will include six new recipes, a *Network for a Healthy California—Latino Campaign* representative to serve as a source of information for the Spanish-language version and new footage from Harvest of the Month activities, including the Alhambra Unified School District's Mustang Super Bowl and farmers' market shopping.

The new DVD will be divided into several different topic areas some of which focus on portion control, whole grains, reading labels and physical activity. There will be more of an emphasis on what to look for when shopping for food, how to stretch your dollar while buying fresh and healthy food and the role youth play in the dynamic of eating right and exercise.

Regional Network News

San Diego & Imperial Region- In collaboration with the local American Red Cross WIC, the *Network for a Healthy California—San Diego & Imperial Region Worksite Program* planted an orange tree at the American Red Cross headquarters to encourage their employees to eat healthy during the work day! Their story aired on the 6 p.m., 10 p.m. and 11 p.m. news! [Click here to view the clip.](#)

Sierra Cascade Region- The Chico Outlaws baseball team will promote the *Network for a Healthy California—Sierra Cascade Region Retail Program's* Fruit and Veggie Fest at their May 31, 2008 home game! As part of the promotion, stadium workers dressed in fruit and vegetable costumes will be giving out free 100% juice boxes from Knudson's, a local worksite that participates in the *Network's Worksite Program*. In addition, the *Network* will host a booth at the game and distribute information about healthy eating and physical activity, and the announcer will plug healthy eating messages between innings!



The *Network for a Healthy California—San Diego & Imperial Region Worksite Program* and American Red Cross WIC work together to provide healthy oranges to employees at the American Red Cross headquarters!

Regional Network Spotlight

Latino employees at Christopher Ranch, a garlic farm in Gilroy are taking action with the help of the *Network for a Healthy California—Bay Area Region Worksite Program*! Most employees at the Ranch speak only Spanish, so the *Worksite Program* tailored the *Take Action Kit* and developed the *Andale! Kit* full of Spanish-translated materials. In addition, Suellen Haggerty, coordinator, *Network for a Healthy California—Bay Area Region Worksite Program* reached out to the Diabetes Society which was able to provide free blood sugar screenings to employees. The *Worksite Program's* efforts were further leveraged through the support of the Christopher Ranch Head Start Program, which is now providing the employees' children with Harvest of the Month materials and fun physical activity equipment to get them moving and eating healthy!

Suellen has been inspired by the sense of making a difference in the lives of the Christopher Ranch workers. She stated, "The workers are taking full advantage of the information that was shared with them and are eagerly acting on it. Apparently, this is the first time they have had presentations and workshops conducted for them in Spanish dealing with nutrition, physical activity and health promotion. They are out walking on the ranch and are making changes in their eating habits!"



Suellen Haggerty, coordinator, *Network for a Healthy California—Bay Area Region Worksite Program* and Virginia Ruiz, captain of the Las Monarcas team for the Christopher Ranch *Worksite Program* work hard to help employees be Champions for Change!



Employees' children at the Christopher Ranch Head Start Program participate in a variety of physical activity to keep them healthy and strong!

LIAs in the News

For her unfailing commitment to be a Champion for Change in her community, Debra Mason, recreation supervisor, Ambrose Recreation and Park District was recently featured on the front page of the *Contra Costa Times*! The article highlights all of the outstanding work Debra has done in her community, including launching a partnership with the Contra Costa and Solano Food Bank to deliver more than 800 pounds of produce to after-school programs. [Click here for a link to the full article on Debra and read more about the inspiring work she is doing!](#)

Partners in the News

To combat the issues of overweight and obesity in California, the California Medical Association Foundation (CMAF) unveiled three new toolkits to encourage Physician Champions to discuss healthy lifestyle choices with their patients!

To download a copy of the toolkits, visit <http://www.calmedfoundation.org/projects/obesityProject.aspx>.

For additional information, please contact Alisa Matthews, director, Obesity Prevention Project at amatthews@cmanet.org.

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Opportunities and Resources

Governor's Council on Physical Fitness and Sports announces 2008 Spotlight Award nominations

The purpose of these awards is to recognize those working with California youth to improve their health, fitness and well-being. Nomination forms can be found on the Governor's Council Web site at www.calgovcouncil.org for Principal of the Year, Teacher of the Year, Non-Profit Organization of the Year, Company of the Year, Event of the Year, and Park and Recreation Program of the Year.

MyPyramid adds healthy eating PodCasts to Web site

These three-minute PodCasts can be found at www.mypyramid.gov/podcasts. Each PodCast features Dr. Brian Wansink, executive director, USDA Center for Nutrition Policy and Promotion, interviewing people or posting a story describing how small steps can make a big difference for people trying to make changes in their health.

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Research Article

Recent literature searches revealed an interesting new publication in the January 2008 *Health Promotion International* journal on “*Understanding barriers and facilitators of fruit and vegetable consumption among a diverse multi-ethnic population in the USA.*” Twelve focus groups were conducted with African American, Hispanic and Caucasian adults in both rural and urban areas with a total study sample of 147 individuals. Qualitative data obtained from the interviews was analyzed by ethnic group and age group to look at differences.

Findings show the most important facilitator across all ethnic groups is knowledge of the health benefits of eating fruits and vegetables for both adults’ and childrens’ health. However, many younger participants did not consider a low consumption of fruits and vegetables to be a health risk.

Familial influence was the primary determinant found across all three ethnic groups with women acting as the nutrition gatekeepers in their families. Findings indicate the home food environment has a critical effect on fruit and vegetable intake as children become adults and many participants stressed the importance of developing a taste for fruits and vegetables early in life.

The main individual barrier is the perceived lack of time due to long work hours and preparation time needed for cooking vegetables. Other barriers include high-cost and high-spoilage rates of fruits and vegetables; the convenience of prepackaged foods; and, the impact of the media on fruits and vegetables through promotion of unhealthy foods. While all adults stated cost as a barrier, older adults also mentioned the increasing prices of fruits and vegetables over time while younger adults mentioned their lack of cooking skills as a barrier.

Additionally, African Americans specifically mentioned traditional cooking methods for vegetables using meat fat for seasoning as a factor. The participants reported grocery store inaccessibility causing two separate issues; either they do buy fruits and vegetables which get eaten quickly and then they do not go back to the store to replenish them often, or the high spoilage rate causes the food to go bad prior to consumption causing frustration and shift of purchases to foods with longer shelf life. Inaccessibility was also mentioned among Hispanic immigrants; however they spoke about fruits and vegetables being more plentiful, more familiar and of higher quality in their country of origin. Some Caucasians reported fear of health effects due to pesticide contamination to be a factor affecting fruit and vegetable consumption.

Yeh, M. C., Ickes, S. B., Lowenstein, L. M., Shuval, K., Ammerman, A. S., Farris, R., Katz, D. L. (2008) Understanding barriers and facilitators of fruit and vegetable consumption among a diverse multi-ethnic population in the USA. *Health Promotion International*, 23(1), 42-51.

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Network News

Youth empower one another to be Champions for Change by sharing their work

More than 40 students and their adult allies from the Northern California youth empowerment pilot sites* came together for an inspiring day of training, resource sharing and networking! The meeting, hosted by the *Network* and California Project LEAN (Leaders Encouraging Activity and Nutrition), gave youth an opportunity to share their local project work with peers and encourage one another to continue to make healthy changes in their schools and communities.

*Pilot sites include Galileo High School, Tennyson High School, Mandela Marketplace Youth Team, Renaissance High School and Francisco Middle School.

A creative and motivational Rap developed by the youth from Galileo High School!



Youth from Galileo High School in San Francisco present the great work they have done at their school to a group of their peers!

Who we be,

We Galileo's Club of Nutrition

Here wit a couple facts so yal can listen

Pay close attention and maybe you'll learn

Nutrition awareness is our top concern

Pick up a water and put down dat soda

So you can start hittin back flips like Yoda

We da champs of change you can't knock us down

Affectin da food chain all around our town

Tryna keep our bodies healthy so we can live a long life and become wealthy

And we here representin for all of us

And da studens from da G is a Nutrition Dream Team

Network consumer Web site recognized as Webby Award Official Honoree

The *Network* is proud and honored to announce that the Champions for Change consumer Web site has been selected as an Official Honoree for the Government category in the 12th Annual Webby Awards!

Out of the thousands of entries that were submitted, less than 15 percent are chosen by the International Academy of Digital Arts and Sciences as Official Honorees! By coming this far, the *Network* has proven our work truly stands out and the Champions for Change Web site represents the best the Web has to offer. So check it out at www.cachampionsforchange.net and share this great resource with all of your partners, family, friends and colleagues!

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Information of Interest

Eat Smart. Play Hard. Campaign no longer providing new Power Panther costumes

In the December 2007 issue of Champion Press, it was reported that the USDA's Food and Nutrition Services (FNS) Eat Smart. Play Hard. Campaign would be distributing 20 new Power Panther costumes. However, we were recently informed these costumes will no longer be distributed.

The information provided here is for general information purposes only. The views expressed are not necessarily those of the Network for a Healthy California (Network). The Network has taken all reasonable measures to ensure the material provided is correct. However, the Network gives no warranty and accepts no responsibility for the accuracy or the completeness of the material.

Visit us online at <http://www.networkforahealthycalifornia.net>.

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.