

# Champion Press



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

September 2008

## Save the Dates!

**September 2008:** Festivals, healthy Latino cooking demonstrations and much more are taking place this month as the *Network for a Healthy California—Latino Campaign* celebrates 2008 Latino Health Awareness Month across California! These events empower California Latinos to be Champions for Change and make their health, the health of their families and the health of their communities a priority. Check below for more information on your region's event.



### 2008 Latino Health Awareness Month Events

**Bay Area Region:** Sunday, September 14 from 10 a.m. – 6 p.m. @ Guadalupe River Park, Children's Discovery Park in San Jose, CA

**Central Coast Region:** Sunday, September 14 from 12 p.m. – 6 p.m. on Alisal Street (between Madeira & Hebbbron) in Salinas, CA

**Central Valley Region:** Saturday, September 6 from 9 a.m. – 1 p.m. @ Vallarta Market in Fresno, CA

**Desert Sierra Region:** Saturday, September 27 from 8 a.m. – 2 p.m. @ Desert Mirage High School in Thermal, CA

**Gold Coast Region:** Thursday, September 18 from 12 p.m. – 2 p.m. @ Valley Crest Tree Company in Fillmore, CA

**Gold Country Region:** Saturday, September 6 from 9 a.m. – 12 p.m. @ Freeman Park in Woodland, CA

**Los Angeles Region:** Friday, September 19 from 2 p.m. – 6 p.m. @ University of California Cooperative Extension in Los Angeles, CA

### In This Issue

↓ [Regional Network News](#)

↓ [LIAs in the News](#)

↓ [Opportunities & Resources](#)

↓ [Network News](#)

→ [Click here to forward Champion Press to a friend!](#)

→ [Network Calendar of Events](#)

*Orange County Region:* Thursday, September 25 from 9 a.m. – 12 p.m. @ Anaheim Independencia Family Resource Center in Anaheim, CA

*San Diego & Imperial Region:* Saturday, September 6 from 9:30 a.m. – 2 p.m. @ Lauderbach Park in Chula Vista, CA

For more information, contact Ignacio Romero, marketing manager, *Network for a Healthy California—Latino Campaign* at [Ignacio.Romero@cdph.ca.gov](mailto:Ignacio.Romero@cdph.ca.gov).

**November 7, 2008:** Mark your calendars for the upcoming *Network for a Healthy California* Steering Committee meeting at the Sheraton Grand Hotel in Sacramento on Friday, November 7 from 10 a.m. – 4 p.m. Further details to follow, so stay tuned!

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## Regional Champions

### Regional Network News

**Central Coast Region-** Lupe Covarrubias-Martinez, *Latino Campaign* coordinator, *Network for a Healthy California—Central Coast Region*, participated in KHDC 90.9 FM “La Hora Triqui” radio program on August 17, 2008. Lupe discussed the region’s Latino Health Awareness Month celebration, “El Grito” Street Festival, on September 14, 2008.

**Orange County Region-** Teresa Vasquez, one of the Champion Moms from the *Network for a Healthy California—Orange County Region*, joined State Senator Lou Correa and many Orange County families on a six-mile bike ride during the Health and Fitness Fair and River Trail Bike Ride on August 9, 2008. The day’s festivities were hosted by the Senator’s office in partnership with several other local organizations and included free health screenings, obstacle courses for physical activity and nutrition education.

**Sierra Cascade Region-** Gina Sims, coordinator, *Network for a Healthy California—Sierra Cascade Region Power Play! Campaign*, was honored as the August CATCH (Coordinated Approach to Child Health) Champion and highlighted in the organization’s e-newsletter. Sims was recognized for her incorporation of CATCH into *Network* activities with youth, nutrition educators and local community partners.

**Central Valley Region-** Hilda Martinez, communications coordinator and Nichole Mosqueda, program manager, *Network for a Healthy California—Central Valley Region*, developed an article that was posted on fresnobee.com on August 8, 2008 to highlight August’s National Family Month and how important it is for parents to serve as healthy, active role models for their children. The article suggested parents incorporate physical activity into their daily lives by taking family walks, visiting local parks, participating in family nights at the community pool, bicycling, walking to school and much more. [Click here to read the full article!](#)

**Desert Sierra Region-** Jeanne Silberstein, regional coordinator, *Network for a Healthy California—Desert Sierra Region*, along with Brenda Parker, one of the region’s Champion Moms, were interviewed by *The Press Enterprise* on August 3, 2008. Silberstein discussed unhealthy advertising aimed at children while Parker explained the importance of parents setting a good example for making healthy choices. [Click here to view the full article!](#)

### More news from the *Desert Sierra Region*...

The *Network for a Healthy California—Desert Sierra Region Children’s Power Play! Campaign* established a partnership three years ago with KABC-7 and Kaiser Permanente to promote KID HEALTHY Steps to Healthy Living Campaign (KID HEALTHY), a campaign that provides teachers with pedometers and other tools to promote physical activity and improved health through walking. This year KID HEALTHY offered, on a competitive basis, \$500 - \$1,000 scholarships to schools in the six participating counties: Ventura, Los Angeles, Orange, San Bernardino, Riverside and San Diego. With the help of the *Power Play! Campaign*, KID HEALTHY Coordinators determined the criteria for awarding the scholarships.

Winners included: Davidson Elementary and Rio Vista Elementary (San Bernardino City USD), Moreno Elementary and Ramona Elementary (Moreno Valley USD) and Mission Bell Elementary and Pedley Elementary (Jurupa USD). Plans for the scholarship money include nutrition decathlons, parent education classes, taste testing activities, physical activity equipment and many other exciting ideas to promote good nutrition and physical activity. Congratulations to all the winners!

[Return to top](#)

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## LIAs in the News

### **Network's El Monte USD schools receive silver recognition from the Alliance for a Healthier Generation**

Three elementary schools from the *Network for a Healthy California—Alhambra Unified School District* were highlighted in last month's Champion Press for being recognized by the Alliance for a Healthier Generation. It has been brought to our attention that two schools from the *Network for a Healthy California—El Monte Unified School District*, Wingland Elementary and Columbia Elementary, also received the Alliance's recognition for their participation in the Healthy Schools Program! Wanda Grant, project coordinator, *Network for a Healthy California—El Monte Unified School District*, accepted their silver recognition at the Healthy Schools Forum in Little Rock, Arkansas on August 4 – 6, 2008! Congratulations to both schools for being Champions for Change in their communities!

### **Network for a Healthy California—ABC Unified School District hosts successful Health & Wellness Symposium**

The Health & Wellness Symposium on August 20, 2008 brought together ABC Unified School District teachers and nutrition educators to empower them to be Champions for Change and make health a priority in their classrooms. The inspirational day included break-out sessions focused on Nutrition 101, Planning Fabulous Healthy Parties, Let's Get Moving and much more! Participants left with plenty of new information, helpful resources and the power to make healthy changes for themselves and their students.

[Return to top](#)

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## Opportunities and Resources

### **Join the Alliance for a Healthier Generation's Healthy Schools Program**

Schools from the *Network for a Healthy California—Alhambra Unified School District* and *Network for a Healthy California—El Monte Unified School District* have already been recognized nationally for their participation in the Healthy Schools Program, and now it is your school's chance! The *Network* is working with the Alliance for a Healthier Generation to recruit schools to join the Alliance's online Healthy Schools Program.

All qualifying schools that participate and apply for National Recognition will be invited to the Healthy Schools Forum at the end of the school year, where they will be acknowledged for their accomplishments and receive Bronze, Silver, Gold or Platinum recognition.

Be recognized for the great work your school is doing to create healthier lifestyles for children and youth! For more information on the Alliance, visit [www.healthiergeneration.org](http://www.healthiergeneration.org) or register your school at [www.healthiergeneration.org/builder](http://www.healthiergeneration.org/builder).

[Return to top](#)

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## Network News

### **Don't Miss the Hands-on Brand Tour Workshops for all Network Regions, LIAs and Funded Projects Coming to Your Area!**

Learn how our new Champions for Change brand was conceived and designed, how to utilize the branding guidelines manual to design and write effective marketing materials, and receive hands-on technical assistance from the *Network's* Communications and Media team!

Below are the Brand Tour Workshops taking place this month in several Regions throughout the state. Don't miss this opportunity to learn more about Champions for Change and ways you can leverage the great work you are doing to support the *Network's* mission!

*Bay Area Region:* Tuesday, September 30 @ Alameda County Office of Education, from 9:30 a.m. – 12:30 p.m.

*Los Angeles Region:* Thursday, September 18 @ St. Anne's Conference Center, from 1 p.m. – 4 p.m.

*San Diego & Imperial Region:* Monday, September 8 @ UCSD School of Medicine, from 10 a.m. – 1 p.m.

For more information, please contact Becky Larson, public relations marketing specialist, *Network for a Healthy California*, at 916-449-5297 or [Rebecca.Larson@cdph.ca.gov](mailto:Rebecca.Larson@cdph.ca.gov).

### **New Champions for Change Join Network's Research & Evaluation Unit**

As we continue to work together as Champions for Change, the *Network* is happy to welcome three new staff members to the Research and Evaluation team! These three new Champions come to us with the knowledge and expertise to help us empower Californians to live healthy, active lives.

**Amanda Linares, MS-** lead for the California Dietary Practices Survey and assists the Behavioral Risk Factor Surveillance System (BRFSS). Amanda also serves as liaison for the *Network's Latino Campaign* and works with Los Angeles and Gold Country regions. Amanda enjoys being active and her favorite activities are running and weight training.

**Jasmine Turner, BS-** assists with the Geographic Information System (GIS) and the *Network's* school database. Jasmine stays healthy and fit by doing Pilates on a regular basis.

**Alexis Greenhut, MPH-** responsible for the Semi Annual Activity Report (SAAR) and works closely with the *Network's* IT subcontractor, Program Compliance and Review Team and Desert Sierra and Orange County regions. Alexis eats plenty of fruits and vegetables and she also ran in the Long Branch, New Jersey half marathon last year.

[Return to top](#)

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[Return to top](#)

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.