

Champion Press



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

January 2008

Save the Dates!

Don't forget to join us on January 22, 2008 at 4:00 pm!

Learn about the *Network* Steering Committee (NSC) and have some fun meeting and greeting old friends and making new ones at the reception prior to the *Network* Conference. It's a great opportunity to introduce yourself to the new NSC Executive Committee members. Come mix and mingle with fellow Champion colleagues!

January 23 – January 24, 2008: We are very quickly approaching the *Network for a Healthy California* "Champions for Change: Taking Action for Healthy Eating and Active Living" Conference! If you haven't already registered, you can do so by clicking here <http://www.networkforahealthycalifornia.net/2008conference/registration.php>. Hope to see you there!

Regional Network Spotlight

The *Network for a Healthy California—Northcoast Region's* Ukiah Unified School District is serving up healthy salads and having fun while doing it! With the help of *Network* staff, students from Pomolita Middle School participated in the ultimate salad challenge using the Harvest of the Month, Kiwi!

Eight student chef teams prepared and served tasty salads to their peers who then voted for their favorite. "This is the one time of year that salad is the thing to have," said Terry Nieves, nutrition education coordinator for Ukiah Unified School District.

Approximately 800 salad samples were served and after much stipulation, team Fruit of the Loom was announced the winner with 37 votes for their fruit salad with coconut shavings!

Leah White, nutrition programs assistant for the school district explained, "The program not only encourages healthy food choices, it also serves as a social icebreaker and teaching tool. You see all these kids coming together. It crosses social boundaries."

- ↓ [Regional Network Spotlight](#)
- ↓ [Regional Network News](#)
- ↓ [LIAs in the News](#)
- ↓ [Network News](#)
- ↓ [Inspiration from a Champion Mom](#)
- ↓ [Research Article](#)
- ↓ [Frequently Asked Questions](#)
- ↓ [Opportunities & Resources](#)
- ↓ [Information of Interest](#)
- [CPNS Calendar of Events](#)



"I broke the junk TV habit."

Maria R.
Working mom
Four kids, ages 19, 12, 9, 1

Regional Network News

Sierra Cascade Region- As Director of the Fruit and Veggie Bunch and Nutrition Club and his promotion of the Harvest of the Month program at Willows Intermediate School in the *Sierra Cascade Region*, Mike Buckley embodies what it means to be a Champion for Change! For his creative efforts in promoting healthy lifestyles in his community, Buckley was named the *Sierra Cascade Region's* latest Healthy Hero!

Buckley's talented Fruit and Veggie Bunch consists of junior high school students who spread the message of healthy eating by dressing up as fruit and vegetable characters and performing choreographed dances and educational raps at school assemblies and other public events!



A colorful bunch of Champions! From left to right- Cheryl Guinotte (SCNAC), Mike Buckley (Willows Intermediate School), Ashley Hamm (*Network—Sierra Cascade Region*) and Patty Mannel (*Network—Sierra-Cascade Region*) at Willows Intermediate School during the award ceremony to recognize Mike!

Northcoast Region- Trinity Valley Elementary School and McKinleyville Middle School hosted the "Live Like a Champion Tour" on December 20 and 21, 2007. The Tour had plenty of games for kids to play like Hoop Like a Champion and Eat Like a Champion. The Tour, in partnership with the California Governor's Council on Physical Fitness and Sports and Blue Cross, gets students active to make healthy lifestyle choices!

LIA's in the News

The Taste of California event got more than 500 students from Alhambra Unified School District to sample fresh fruits, plant vegetables in mini-greenhouses and get plenty of physical activity running through obstacle courses!

The event illustrated topics in students' history books and worksheets and also featured a petting zoo station with various animals including rabbits and donkeys. Brian To, a Ynez Elementary School student, said he really liked the animals but enjoyed eating the fruits as well. "I am definitely going to eat more healthy foods now," he said.

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.

[Return to top](#)

Network News

Network Champions prepare to gather for the 2008 Conference

The 2008 *Network* Conference, "Champions for Change: Taking Action for Healthy Eating and Active Living," is right around the corner and we're hoping to get as many Champions in one room as possible! The Conference will specifically focus on the *Network's* brand and the characteristics guiding us into the future of Champions for Change.

The Conference officially begins on Wednesday, January 23 but all are encouraged to attend the pre-conference sessions and reception where you can meet and mingle with other *Network* Champions on Tuesday, January 22!

For more information on the Conference, visit the *Network's* Web site at <http://www.networkforahealthycalifornia.net/2008conference/>. We hope to see all of you there!

***Network* Steering Committee (NSC) looking for more Champions to join the team**

The *Network* Steering Committee (NSC) is looking for new Action Team Champions in 2008.

The Action Teams are subcommittees of the NSC that improve communication, share best practices and provide leadership for funded and non-funded partners in an effort to create Champions for Change and improve the health of Californians. There are currently six Action Teams to include Adults, Children and Youth, Health Disparities, Food and Nutrition Resources, Fruit and Vegetable Promotion and Physical Activity Integration.

The Health Disparities Action Team is almost ready to unveil their issue brief, *Health Disparities in California* that focuses on health disparities in the State as they relate to race/ethnicity, education and income. In addition, the Adult Action Team is researching nutrition education programs currently existing in California that cater to adults to determine ways these programs can unite their efforts.

Contact Phoua Moua, marketing specialist at Phoua.Moua@cdph.ca.gov to join an NSC Action Team today!

[Return to top](#)

Inspiration from a Champion Mom

Jamilia Ashworth, *Network for a Healthy California—Bay Area Region's* Champion Mom decided something needed to be done to improve access to fruits and vegetables within her low-income community, and wanted to do something to make fruits and vegetables more affordable. Her determination grew out of her participation in various *Bay Area Region Network* meetings, including the planning meetings for the *African American Campaign's* Community Empowerment Forums for Change.



In collaboration with community members, administrators and parents at Lockwood Child Development Center in Oakland, where she works, the idea was formulated to open a produce stand at the Lockwood Child Development Center, and at the same time to start a community garden! To see what kind of support she could secure for these projects, Jamilia conducted a survey of the parents at Lockwood and of local community members and the results indicated both groups were in favor of a produce stand and a community garden. In addition, Jamilia was able to recruit 15 parent volunteers to support the projects!

In conjunction with her *Bay Area Region Network* partners, including the *African American Campaign*, Alameda County UC Cooperative Extension's Nutrition Education Training Academy, and others, Jamilia presented her idea to the Director of the Oakland Unified School District's Early Childhood Education Department and various elementary school principals. Based on what they heard, including the support that Jamilia has been able to secure for the project, the Oakland Unified School District has given approval to move forward on both the produce stand and the garden!

As Jamilia has demonstrated, and as she shares with others— "I really want to encourage individuals, schools, cities and others to support healthy change in their community. With the proper support, healthy changes can happen."

Jamilia along with all *Network* Champion Moms are continuing to help lead the way to healthy changes in low-income communities across California!

[Return to top](#)

Research Article

2003 CDPS Data Tables Available Online

The 2003 *California Dietary Practices Survey (CDPS)* data tables, an extensive dietary and physical activity assessment of 1,561 California adults 18 years and older are now available on the *Network for a Healthy California (Network)* Web site.

The data tables highlight thirteen areas related to dietary practices and physical activity: Healthy Eating Practices; Consumption of Fruits and Vegetables, Whole Grains, High Fiber and, Beans, Dairy Products, High Fat and High Sugar Foods; Eating Out; Physical Activity; Body Weight; Food Shopping; Knowledge and Attitudes; Food Stamps and Food Security. The data found was over-sampled for low-income Latino and African American adults and other low-income adults to provide greater sensitivity for analyzing trends among these population segments.

Some key findings from the 2003 CDPS include:

- Comparing the 1997 *Network* baseline data to the 2003 *CDPS* reveals an 8 percentage point increase (from 24 to 32 percent) in very low-income adults (income less than \$15,000) who ate 5 or more servings, compared with the 5 percentage point increase seen in the statewide population (33 to 38 percent).
- African American adults ate fewer fruits and vegetables when compared to their White, Hispanic, and Asian/Pacific Islander counterparts (3.0 vs. 4.2, 4.1, 4.0 servings, respectively).
- Participating in the recommended amount of moderate and vigorous physical activity (at least 30 minutes per day, at least 5 days per week) was positively associated with income, education, and food stamp use ($p < .001$).
- Food stamp users watch significantly less television than non-food stamp users regardless of household income (p -value $< .001$).
- Twenty-five percent of very low income adults (household income less than \$15,000) were obese, compared to the 15 percent of adults in the highest income category (household income \$50,000 or more).
- Adults in households that used food stamps had higher rates of obesity than those who did not use food stamps but were below or above 130% of the federal poverty level (38, 22, and 17 percent, respectively).

For additional information on the 2003 *CDPS*, visit http://www.dhs.ca.gov/ps/cdic/cpns/research/rea_surveys.htm#A or contact Amy Fong, research associate at Amy.Fong@cdph.ca.gov.

[Return to top](#)

Frequently Asked Questions

Q: What are the proper name conventions when combining a *Campaign/Program* with the name of a *Regional Network*?

A: When combining a *Campaign/Program* with the name of a *Regional Network*, the proper formatting is as follows:

Network for a Healthy California—Region + Campaign

Examples:

Network for a Healthy California—Bay Area Region Children’s Power Play! Campaign

Network for a Healthy California—Central Valley Region Latino Campaign

Network for a Healthy California—Gold Country Region African American Campaign

Network for a Healthy California—Sierra Cascade Region Retail Program

Network for a Healthy California—San Diego & Imperial Region Worksite Program

The entire name should be italicized and a long or double dash should separate the *Network* name and Region name.

Q: What is the proper name when referring to a *Regional Network*?

A: The formal name for plural regions is *Regional Networks for a Healthy California*. The abbreviated version should be *Regional Networks*, not RN or RNN. When *Regional Networks for a Healthy California* or *Regional Networks* are written out, they should be italicized.

Q: What do we do with the NERI we currently have in storage?

A: We understand there has been a build-up of NERI inventory and lack of space to store the items. If this has become an issue for you, please contact Jessica McCallister at 916-449-5457 or Jessica.McCallister@cdph.ca.gov to assist in clearing your inventory.

[Return to top](#)

Opportunities and Resources

The National Association of Chronic Disease Directors provides potential funding resources

Funding applications are available for such activities as Bikes Belong which offers funding for Bicycle Advocacy and Facilities and funding for Trails and Pedestrian Projects <http://www.chronicdisease.org/i4a/pages/index.cfm?pageid=3574>.

Two grant opportunities available through the California Department of Education

Application Deadline: February 4, 2008

Funding to establish before and after-school enrichment programs that partner with schools and communities to provide academic support; safe, constructive alternatives for public high school students; and assistance in passing the California High School Exit Exam. All nonprofit, local educational agencies and public agencies in California are encouraged to apply.

For more information, visit www.cde.ca.gov/fg/fo/profile.asp?id=1173.

Application Deadline: February 4, 2008

Grants for before and after-school educational enrichment programs for at-risk students in California public elementary and middle schools. All nonprofit, local educational agencies and public agencies in California are encouraged to apply. This grant has the potential to assist you in building gardens, developing nutrition education programs and physical activity curriculum in your local schools.

For more information, visit <http://www.cde.ca.gov/fg/fo/profile.asp?id=1172>.

New Loving Your Family Feeding Their Future resources available on the Food Stamp Nutrition Connection Web site

Two new documents from the USDA's Food and Nutrition Services *Loving Your Family...* initiative:

Implementation Guidance: provides a step-by-step guide to implementation.

Available at <http://www.nal.usda.gov/fsn/Loving/LYFImplementation%20Plan.pdf>

Sample Customer Feedback Form: can be used with participants to help assess customer service at the local level.

Found at <http://www.nal.usda.gov/fsn/Loving/Custom%20Feedback.pdf>

For more information on the *Loving Your Family...* initiative: http://foodstamp.nal.usda.gov/nal_display/index.php?info_center=15&tax_level=3&tax%20subject=261&topic_id=1941&level3_id=6322&level4_id=0&level5_id=0&placement_default=0.

[Return to top](#)

Information of Interest

United States Department of Agriculture (USDA) 2008 food stamp radio ads to run in January/February and May/June

The USDA plans to run their food stamp radio ads during January/February and May/June in Fresno, Tulare, Los Angeles and San Diego counties. The ads target the Latino community and all potential scripts can be found at <http://www.fns.usda.gov/fsp/outreach/radio/default.htm>.

We will keep you posted with any new information as this may serve as a great opportunity to be Champions for Change by linking your regional efforts with county Food Stamp Programs, food banks, WIC, child nutrition programs, retailers and worksites!

Key research highlights provided at 10-year anniversary of the Food Assistance and Nutrition Research (FANRP) program

The 10-year anniversary of the FANRP program showcased the Economic Research Service (ERS) report highlighting some of the key research conducted during the program's first decade.

The ERS studies and evaluates the nation's domestic food and nutrition assistance programs.

Click here to view these research findings [FANRP Research Findings](#). Additional information on FANRP can be found at <http://www.ers.usda.gov/eMail/?l=DietHealthSafety-at-ERS&d=12/7/2007&p=1&t=/Publications/MP1598/>.

U.S. Department of Agriculture partners with Ad Council and collaborates with Walt Disney Studios Home Entertainment to promote nutrition education

The USDA Food and Nutrition Services and the Ad Council have launched a multi-media public service announcement (PSA) campaign focused on encouraging children and families to live healthier lifestyles. Two PSAs were developed by Saatchi & Saatchi communications group in order to inspire parents to teach healthy habits to their children. In addition, the Ad Council and USDA partnered with Walt Disney Studios Home Entertainment to produce kid-friendly PSAs featuring characters from *The Jungle Book*.

The PSAs were distributed to media outlets nationwide in December and will run on the discretion of each media outlet. To view the PSAs visit <http://www.prnewswire.com/mnr/adCouncil/31020/>. To request a DVD or VHS copy of the PSAs, please contact Lawrence Montgomery, advertising marketing specialist at Lawrence.Montgomery@cdph.ca.gov. These PSAs can be utilized on closed-circuit television in clinics, hospitals or potentially food stamp offices in your regions.

The information provided here is for general information purposes only. The views expressed are not necessarily those of the Network for a Healthy California. 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.

[Return to top](#)

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.

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

February 2008

↓ [Champions for Change Mom Success](#)

↓ [Regional Network News](#)

↓ [Regional Spotlight](#)

↓ [LIA's in the News](#)

↓ [Network News](#)

↓ [Opportunities & Resources](#)

↓ [Information of interest](#)

→ [CPNS Calendar of Events](#)



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.

[Return to top](#)

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.

[Return to top](#)

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!

[Return to top](#)

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>.

[Return to top](#)

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.

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March 2008

Save the Date!

April 7, 2008 from 9:00 am – 4:00 pm: The WIC Summit, *Making Change Matter: Maximizing the Health Impact of the New WIC Foods*, will take place in Los Angeles and focus on the new federal rules that enable WIC households to purchase a variety of fruits and vegetables, whole grains and soy products for the first time! Click here <http://www.calwic.org/foodsummit.aspx> for more information on attending.

March 2008: This month is National Nutrition Month® and provides you with a perfect opportunity to get out in your community and be a Champion for Change! Speak up for healthy changes by encouraging your local residents to visit a nearby farmers' market or try a new healthy recipe full of fruits and vegetables! For more information on National Nutrition Month®, visit <http://www.eatright.org/>.

↓ [Champions for Change Mom Success](#)

↓ [Regional Network News](#)

↓ [Consumer Empowerment Forum for Change Spotlight](#)

↓ [Network News](#)

↓ [Opportunities & Resources](#)

↓ [Information of interest](#)

→ [CPNS Calendar of Events](#)

Regional Champions

Champions for Change Mom Success

Bay Area Region- Champion Mom Patricia Miranda served as a Champion at Maria Shriver's "We Connect You" event in San Francisco! With over 500 people in attendance, including Gavin Newsom, the Mayor of San Francisco, Patricia was escorted up to Maria Shriver at the speaker's platform and presented the First Lady with the *Bay Area Region's* Champions for Change 2008 Calendar! The First Lady even remembered Patricia and the *Network* from the *Family Day* event she and Governor Schwarzenegger attended!



Regional Network News

Central Valley Region- The *Network for a Healthy California—Central Valley Region's* Central Valley Health and Nutrition Collaborative (CVHNC) partners, Terri Soares and Merced City School District, received great media coverage in the *Merced Sun-Star* for the work they are doing with mealtime nutrition education in their schools!

[Click here to read the full story](#)





Sierra Cascade Region- *Sierra Cascade Region* had the highest participation rate in last year's Governor's Fitness Challenge: 125,387 students completed the Challenge. "This year we're hoping to recruit even more schools, engage even more kids, and show the state what Sierra Cascade is capable of," says Patty Mannel, director, *Network for a Healthy California—Sierra Cascade Region*.

McManus Elementary School in Chico is already giving challengers a run for their money and was recently awarded a \$1,000 front runner award for having 98% of their students complete the Challenge within the first month!

To learn more about the Governor's Challenge and find out how you can participate, visit www.calgovecouncil.org/challenge/.

San Diego & Imperial Region- Employees at BikeBandit.com in the *San Diego & Imperial Region* are taking action and getting creative with the *Network for a Healthy California—San Diego & Imperial Region Worksite Program!* BikeBandit.com is being recognized for its efforts in implementing a healthier work environment by offering health and wellness options for all employees such as workout programs, nutrition classes, weight loss challenges and healthy food options. In fact, a group of motivated employees recently completed a 5K in which registration was paid for by the CEO of the company! They are now training to complete a half marathon!

Consumer Empowerment Forum for Change Spotlight

Over forty empowered and enthusiastic local residents, faith-based leaders, businesses, community organizations, and public officials attended a very successful Community Empowerment Forum for Change hosted by the *Network for a Healthy California—African American Campaign* at Christian Community Baptist Church and West Fresno Health Care Coalition, Inc. in Central Fresno on February 29, 2008! At the Forum, community members and public officials served as Champions for Change by unveiling plans to convert a vacant alley into a community fruit and vegetable garden in an effort to improve the health of local Fresno residents.

The Forum proved to be an inspirational event as several key community partners spoke to attendees about their hopes for the garden. Trena Dixon, a local Champion Mom, expressed her excitement in having a garden nearby that will provide her and her family with fresh fruits, vegetables and an opportunity to "get moving" together! Fresno's City Council President, Blong Xiong, spoke to attendees about his support for the community garden and improving the health of neighborhood residents. In addition, Valarie Scruggs, marketing manager, *Network for a Healthy California—African American Campaign* discussed the statewide efforts taking place throughout California to support communities that are working to create environments that provide healthy food options and opportunities for physical activity. The Forum even featured a team of energetic cheerleaders from Edison High School who rallied for eating more fruits and veggies!



Champion Mom Trena Dixon, Steve Johnson, Jain Irrigation and several Edison High School cheerleaders join community residents in planting fruits & veggies at the Consumer Empowerment Forum for Change!

A dedicated collaboration led by Blong Xiong as well as local residents, faith-based leaders, businesses and community organizations will assist in the development and maintenance of the community garden. “The alley conversion clearly demonstrates a new approach for empowering community residents to be Champions for Change and helping them make health-related changes in their neighborhood,” said Yolanda Randles, executive director, *Network for a Healthy California—Central Valley Region African American Campaign* at West Fresno Health Care Coalition, Inc.

This Consumer Empowerment Forum for Change made evident the power a collaboration of individuals can have in making change happen in the community and the steps each of us can take to be Champions for Change!

[Return to top](#)

Network News

Network’s Harvest of the Month program mentioned on National Public Radio (NPR)

The *Network’s* very own Harvest of the Month program was mentioned on the February 14 Morning Edition program! NPR correspondent Patricia Neighmond discussed salad bars in Dayton Heights Elementary School in Los Angeles. Marina Morales, a teacher and organizer of the program, was interviewed and noted that Harvest of the Month produce is featured in the salad bar.

Click here for the full article <http://www.npr.org/templates/story/story.php?storyId=18948805&sc=emaf>.

Network Champion presents at California Conference of Local Health Department Nutritionists (CCLHDN) annual meeting

Sharon Sugerman, a research scientist with the *Network*, presented California findings from the 2006 Public Health Nutrition Workforce Survey at the March 2, 2008 CCLHDN Conference in Pacific Grove.

For more information on the CCLHDN annual meeting, visit <http://www.cclhdn.org/>.

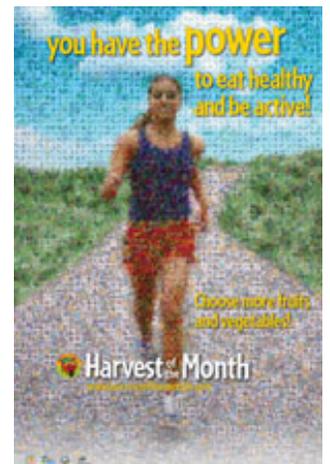
[Return to top](#)

Opportunities and Resources

New Harvest of the Month Training Module & poster

Do you want to re-energize your teachers about the Harvest of the Month (HOTM) program? The new HOTM Training Module will soon be available on the HOTM Web site <http://www.harvestofthemonth.com/>. You will be able to look at the new quick-start instructional guide, educator’s newsletter training template with curricular links and the new DVD highlighting HOTM in action in schools, cafeterias and communities! We will keep you posted on the exact date the Training Module will be available on the Web site.

A new HOTM mosaic poster features a girl running with the slogan “You Have the Power to Eat Healthy and Be Active Choose More Fruit and Vegetables.” It is available on the *Network’s* online ordering system <https://web3.kpcorp.com/v25/entry.asp?Account=CANN>.



[Return to top](#)

Information of Interest

New research out of Johns Hopkins Children's Center explains that Spanish-language television consists of so many fast-food commercials it may be fueling the rising obesity epidemic among Latino youth.

Click here <http://www.sciencedaily.com/releases/2008/02/080218155627.htm> to view the full article.

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[Return to top](#)

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.

Champion Press



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

April 2008

Save the Dates!

April 7, 2008 from 9:00 am – 4:00 pm: The WIC Summit, *Making Change Matter: Maximizing the Health Impact of the New WIC Foods*, will take place in Los Angeles and focus on the new federal rules that enable WIC households to purchase a variety of fruits and vegetables, whole grains and soy products for the first time! Click here <http://www.calwic.org/foodsummit.aspx> for more information.

April 19, 2008 from 7:45 am – 12:00 pm: The Kids Fitness Challenge 5K Run/Walk/Ride will take place in Fontana at the Auto Club Speedway. The event is hosted by the Kid's Fitness Challenge Foundation and is open to all students, parents and teachers who want to live healthy, active lives! Click here <http://fitnesschallengefoundation.org> for more information.

May 2008: The *Network for a Healthy California—Bay Area, Central Valley, Los Angeles and Sierra Cascade Regions* will encourage California residents to be Champions for Change by hosting 2008 Fruit and Veggie Fest kick-off events throughout May. See the list of locations, dates and times below for the events in your area!

Sierra Cascade Region: Thursday, May 1, 2008 from 3:30 pm – 6:30 pm @ Food Maxx in Oroville, CA

Bay Area Region: Saturday, May 3, 2008 from 1:00 pm – 4:00 pm @ Arteaga's Super Save in Gilroy, CA

Central Valley Region: Wednesday, May 7, 2008 from 8:30 am – 12:00 pm @ Save Mart Supermarket in Exeter, CA

Los Angeles Region: Wednesday, May 28, 2008 from 10:00 am – 2:00 pm @ Food 4 Less in Los Angeles, CA

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

- ↓ [Regional Network News](#)
- ↓ [LIAs In The News](#)
- ↓ [Network News](#)
- ↓ [Opportunities & Resources](#)
- ↓ [Information of Interest](#)
- [CPNS Calendar of Events](#)
- [Printer-Friendly Version of Champion Press](#)



"I teamed up with other moms to make healthy changes in our neighborhood."

Adrienne G.

Working mom
One child, age 23

Regional Champions

Regional Network News

Central Valley Region- The *Network for a Healthy California—Central Valley Region*, U.C. Cooperative Extension and the Central Valley Health & Nutrition Collaborative (CVHNC) have been hard at work leveraging media opportunities to promote CVHNC, Champions for Change and March's National Nutrition Month. They were recently featured on *Central Valley Today* in thirteen segments aired throughout the month of March! All of the segments featured CVHNC partners and *Network* staff, healthy tips, recipes and ways to be active.

Below is a link to the first segment that was featured on March 4.

<http://www.ksee24.com/programming/cvt/16217487.html?video=YHI&t=a#>

Los Angeles Region- The *Network for a Healthy California—Los Angeles Region* and the Los Angeles Collaborative for Healthy Active Children have come up with a creative way to encourage community members to be Champions for Change and make healthy changes in their lives! They have developed a Champion Mom Mobile Billboard that is traveling through their local communities! The billboard began traveling back in March and will continue its journey throughout the region until mid-June.

Gold Coast Region- The *Network for a Healthy California—Gold Coast Region Power Play! Campaign* and the region's Physical Activity Specialist have stepped up for healthy living! They recently partnered with ABC7 to host a "Kid Healthy Steps to Healthy Living Campaign" kickoff event at a local elementary school and provided educators and students with nutrition education tools and pedometers. JoAnn Torres, coordinator, *Network for a Healthy California—Gold Coast Region Power Play! Campaign* was even quoted in the *Ventura County Star!* Check out what she had to say at <http://www.venturacountystar.com/news/2008/mar/08/hueneme-tries-new-approach-in-fight-against/>.



The Champion Mom Mobile Billboard cruises down the streets of Los Angeles to spread the message of Champions for Change!

LIAs in the News

U.S. Secretary of Agriculture visits Alisal Unified School District & Food Bank for Monterey County

The United States Secretary of Agriculture, Ed Schafer toured a school garden and enjoyed a healthy lunch with students at Dr. Martin Luther King Jr. Academy, a school from the *Network's* Alisal Unified School District! In addition to visiting the school, Secretary Schafer was later joined by A.G. Kawamura, secretary of the California Department of Food and Agriculture and toured the Food Bank for Monterey County.

Alhambra Unified School District hosts Mustang Super Bowl

Students filled a huge bowl with almost 300 pounds of spinach and other appetizing salad ingredients at Alhambra Unified School

District's Ramona School "Mustang Super Bowl VI"! Students learned about incorporating healthy habits into their daily lives as they ran through an obstacle course, learned fun facts about fruits and vegetables, sang spinach songs, pumped up their heart rate, and of course, sampled the tasty spinach salad!

During the big event, City of Alhambra Councilmember Stephan Sham proclaimed March as National Nutrition Month in the City of Alhambra. In addition, certificates of recognition were presented to Ramona School, Alhambra USD Food & Nutrition Services, *Network for a Healthy California—Los Angeles Region Power Play! Campaign*, American Heart Association and the American Cancer Society.



Ramona School students prepare an almost 300-pound spinach salad!

[Return to top](#)

Network News

Network to commence advertising campaign

On March 31, 2008 *Network* advertising began appearing in all California media markets*, repeating the "Ownership" campaign produced in FFY2007. Plans tailored by market include English- and/or Spanish-language TV and outdoor advertising and Spanish-language radio. Advertising will run through early September 2008.

For further details or a DVD of the ads, please contact Lawrence Montgomery, advertising marketing specialist, at 916-449-5429 or lawrence.montgomery@cdph.ca.gov.

*Media markets: Bakersfield, Chico, Eureka, Fresno, Los Angeles, Monterey, Palm Springs, Sacramento, San Diego, San Francisco, Santa Barbara

Network to produce new Food Stamp Office Resource Kit (FSORK)

Work is underway to develop and produce a new edition of the FSORK to be released in September 2008. 288 certified food stamp offices implemented the first kit. Components of the new kit include: a 20-minute DVD, eight *Network for a Healthy California* recipe cards, informational brochures, a poster and a metal kiosk for print materials. An evaluation conducted by the *Network* showed that 70 percent of those surveyed after visiting a food stamp office recalled at least one component of the kit. Eighty-seven percent who reported watching the video were able to recall specific tips or messages.

For more information, contact Lawrence Montgomery, advertising marketing specialist, at 916-449-5429 or lawrence.montgomery@cdph.ca.gov.

[Return to top](#)

Opportunities and Resources

Network's Communications Resource Library is full of helpful information

As a reminder...the new Communications Resource Library is full of communications resources (i.e., photos, logos, template materials, branding guidelines, etc.) that *Network* contractors need in order to help build equity and recognition in the Champions for Change brand. The URL for the Communications Resource Library is <http://networkforahealthycalifornia.net/Library/index.php>.

If you have any questions regarding the Communications Resource Library, please contact Kristy Garcia, publications marketing manager at 916-449-5411 or kristy.garcia@cdph.ca.gov.

In addition, Champion Mom Recruiting Guidelines have been developed to assist all *Network*-funded projects in recruiting Champion Moms and are posted on the Communications Resource Library under the Additional Resources page (<http://networkforahealthycalifornia.net/Library/addresources.php>).

Please contact Rebecca Larson, public relations marketing specialist at 916-449-5297 or rebecca.larson@cdph.ca.gov or Michelle Mussuto, public relations marketing manager at 916-449-5447 or michelle.mussuto@cdph.ca.gov if you have any questions regarding these guidelines.

New, improved Harvest of the Month materials and resources

The Harvest of the Month Web site (www.harvestofthemonth.com) has many new features and materials available for those implementing Harvest of the Month. Check out new materials in the expanded Educators' Corner (<http://www.harvestofthemonth.com/EdCorner/index.asp>) and the links to new resources below!

Monthly menu slicks translated into Spanish

<http://www.harvestofthemonth.com/download.asp>

Monthly family newsletters translated into Hmong, Chinese and Vietnamese <http://www.harvestofthemonth.com/EdCorner/translated-newsletter.asp>

Nutrient Graphs

<http://www.harvestofthemonth.com/EdCorner/nutrient-graphs.asp>

Mosaic poster

These can be viewed by clicking on the link below and ordered on the *Network's* online ordering system.

<http://www.harvestofthemonth.com/poster.asp>

USDA's Center for Nutrition Policy and Promotion releases MyPyramid Menu Planner

The U.S. Department of Agriculture's (USDA) Center for Nutrition Policy and Promotion released the MyPyramid Menu Planner, which interactively shows whether a person's food choices are balanced for the day or on average over a week. The Menu Planner can help plan upcoming meals to meet MyPyramid goals, provides suggestions for ways to improve food choices and allows for easy entry of foods for additional family members. It can be found at www.MyPyramid.gov/Planner.

[Return to top](#)

Information of Interest

Robert Wood Johnson Foundation launches new "Commission to Build a Healthier America" in Washington, D.C.

This new commission will examine the economic, educational and social factors impacting health in the hopes of identifying viable policies for improving health disparities. The full report and an executive summary can be found at <http://>

www.commissiononhealth.org/Report.aspx?Publication=26244.

New Centers for Disease Control and Prevention (CDC) study indicates physical education may improve girls' academic performance

This new study confirms on a national level what some smaller studies have concluded, explains Susan Carlson, CDC epidemiologist. Published online in the *Journal of American Public Health* (www.ajph.org), the study indicates that trimming physical education programs may not be the best way to raise test scores in schools.

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[Return to top](#)

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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.

- ↓ [Champions for Change Mom Success](#)
- ↓ [Regional Network News](#)
- ↓ [Regional Network Spotlight](#)
- ↓ [LIAs In The News](#)
- ↓ [Partners in the News](#)
- ↓ [Research Article](#)
- ↓ [Opportunities & Resources](#)
- ↓ [Network News](#)
- ↓ [Information of Interest](#)

- [CPNS Calendar of Events](#)
- [Printer-Friendly Version of Champion Press](#)
- [Click here to forward Champion Press to a friend!](#)

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.

[Return to top](#)

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.

[Return to top](#)

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.

[Return to top](#)

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!

[Return to top](#)

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.

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

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Champion Press



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

June 2008

Save the Dates!

March 4 - 5, 2009: It's never too early to start planning for the 2009 *Network for a Healthy California* Conference! Join your fellow Champions for Change at the Sacramento Convention Center and get ready for a great time! Abstracts are due September 2008. Additional Conference details to follow!

June 2008: Be sure to check out the *African American Campaign's* Consumer Empowerment Forums for Change (CEFFC), going on in your region this month!

Bay Area Region: Wednesday, June 11, from 1:30 p.m. - 3:30 p.m.
@ Lockwood Child Development Center in Oakland

San Diego & Imperial Region: Friday, June 13, from 5:00 p.m. - 7:00 p.m.
@ Tubman Chavez Multicultural Center in San Diego

Los Angeles Region: Saturday, June 21, from 10:00 a.m. - 12:00 p.m.
@ Cienega Elementary School in Los Angeles

Desert Sierra Region: Wednesday, June 25, from 11:00 a.m. - 1:30 p.m.
@ T. Hughes Building in San Bernardino

Gold Country Region: Thursday, June 26, from 10:00 a.m. - 12:00 p.m.
@ 3900 Block of Cypress Ave. in Sacramento

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.

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

→ [CPNS Calendar of Events](#)

In This Issue

↓ [Champions for Change Mom Success](#)

↓ [Regional Network News](#)

↓ [LIAs In The News](#)

↓ [New Resource from the Central Valley Region](#)

↓ [Research Article](#)

↓ [Network News](#)

↓ [Information of Interest](#)

Regional Champions

Champions for Change Mom Success

Xinia Sanchez and Lakeysha Sowunm, Champion Moms with the *Network for a Healthy California–San Diego & Imperial Region*, were in the spotlight recently at the San Diego Chapter of California Women Lead Meeting, held in San Diego on May 9. The women spoke to a large audience of elected and appointed officials about their role in the *Network*, and the healthy changes they have been able to make in their neighborhoods.

Meeting attendees also were given an overview of the *Network's* efforts and encouraged to help make healthy choices an easy choice for San Diego's low-income communities. Presentations were given by Susan Pennel, communications & media manager, *Network for a Healthy California*; Blanca Melendrez, project director, *Network for a Healthy California–San Diego & Imperial Region*; and Susan Cooper, another Champion Mom who's been a collaborative volunteer and is now president of the Healthy Kids Choice initiative.

Regional Network News

Bay Area Region - The *Network for a Healthy California–Bay Area Region* is in the process of finalizing plans for a media campaign they are developing entitled, “Poetry in Motion - Hip Hop for Health!” This media campaign will engage local Champions for Change in *Network* activities through poetry, music and other creative art forms. Monique Woodford, coordinator, *Network for a Healthy California–Bay Area Region African American Campaign*, wrote a terrific poem titled, “Intelligent Movement -- Invest in and Nurture Yourself.” [Check out this inspiring poem by clicking here.](#) The region expects that community members will be equally creative in their campaign submissions.

Gold Country Region - The *Network for a Healthy California–Gold Country Region Children’s Power Play! Campaign* joined forces recently with the County of Sacramento Department of Health & Human Services and Radio Disney, to promote healthy eating and physical activity among 4th and 5th grade students. Ten assemblies were held at schools throughout the region. Using the *Power Play! School Idea Resource Kit* lessons, students were taught and challenged to eat plenty of fruits & vegetables and get physical activity every day. In addition, 30-second radio commercials were recorded at each assembly and broadcast on Radio Disney.

San Diego & Imperial Region - Blanca Melendrez, project director, *Network for a Healthy California–San Diego & Imperial Region*, was interviewed about the STEP Campaign (Nino Saludables) on San Diego’s Channel 15 Azteca America! Supported by the *Region’s Power Play! Campaign*, the STEP Campaign offers a \$1,000 scholarship to local elementary schools to create a school garden and provide nutrition education and physical activity classes. [Click here to view the clip!](#)

Network for a Healthy California–Retail Program’s 2nd Annual Fruit and Veggie Fest Combines Food, Fitness and Fun

The *Network’s Retail Program* partnered with grocery stores across California to host the second annual Fruit and Veggie Fest, a month-long celebration empowering low-income communities to make healthy, active living a priority!

This year’s Fruit and Veggie Fest events were held in the *Network’s* Central Valley, Bay Area, Sierra Cascade and Los Angeles regions. A range of activities took place to help Californians become Champions for Change, including cooking demonstrations, health screenings and fruit and vegetable store tours enjoyed by thousands of California families. In addition, many local media and dignitaries from each region came out to celebrate the Fruit and Veggie Fests, including Gilroy Councilmember Peter Arellano, Exeter Mayor Ted Macaulay, Oroville Vice Mayor Jamie Johansson and Los Angeles Councilmember Diane Watson.



Students at Harmon Johnson participate in a smoothie party during their assembly hosted by the *Network for a Healthy California–Gold Country Region Children’s Power Play! Campaign*, Radio Disney and the County of Sacramento!



Congratulations to all who were involved in making the Fruit and Veggie Fests a success and giving communities and families the power to make healthy changes!

Martin Padilla, 3 of Gilroy, takes a bite of a fresh apple by the watermelon patch at second annual Fruit and Veggie Fest hosted by the *Network for a Healthy California–Bay Area Region Retail Program* in Gilroy, Calif. on May 3.

LIAs in the News

Debra Mason, recreation supervisor, Ambrose Recreation and Park District, received the *Network's* Champion for Change-Community Engagement Award at the 2008 Conference in January, for her dedication to being a Champion for Change in the *Bay Area Region*. She works diligently to find valuable resources and develop relationships in her community in order to help build a healthier environment for all. Recently featured in the *Contra Costa Times*, details of Debra's award-winning efforts can be viewed at http://www.contracostatimes.com/baypoint/ci_8837939. Congratulations, Debra!

[Return to top](#)

New Resource from the Central Valley Region

Central Valley Delivers 'Must-Read' on Children and Nutrition

The *Network for a Healthy California–Central Valley Region's* Health and Nutrition Collaborative has come out with a great new education brief, *Malnutrition in the 21st Century*, which reveals the ironic situation of overweight children actually being malnourished. Although they may be calorically over-satisfied, many overweight youth in the Central Valley and throughout California are also nutrient deprived. The report is a very valuable resource and we encourage you to take a look at it!

We commend all of you in the Central Valley who took part in developing this brief, and thank you for your commitment to making our communities healthier and happier!

[Click here to view the education brief](#)

[Return to top](#)

Research Article

Prevalence of Obesity Among Children in Six Chicago Communities: Findings from a Health Survey, Public Health Reports

Margellos-Anast et al. (2008) examined data from the Sinai Improving Community Health Survey (SICHS), a door-to-door health interview survey focusing on six communities in Chicago, Illinois, and found interesting differences within communities on neighborhood level obesity data.

Each community consisted of 15 randomly chosen census blocks (blocks with higher proportion of adults were given a higher probability for selection). Households were selected at random from the census blocks and data was collected from the primary caretaker for 501 children from Fall 2002 through Spring 2003.

Census data from 2000 was collected to look at demographic information for each of the communities. Three communities included were predominately African American and Hispanic, with the lowest household income and highest unemployment and child poverty levels. Two of the communities were predominately Caucasian, with the highest household income and lowest unemployment and childhood poverty rates. Two additional communities included in the study were more ethnically diverse and had income, unemployment and childhood poverty levels close to the Chicago average.

The results showed that the prevalence of obesity in children in all communities except for the most affluent were two to three times higher than the U.S. average. Also, the proportion of children who were obese in the more affluent area was significantly lower than the national average. The difference in obesity prevalence was also present when comparing

ethnic groups among the neighborhoods to national data. Disparities in race/ethnicity and income were also found for children that were overweight. The study additionally found that race/ethnicity, household income and television viewing time were all significantly related to obesity in children.

Margellos-Anast, H., Shah, A.M., Whitman, S. (2008) Prevalence of Obesity Among Children in Six Chicago Communities: Findings from a Health Survey, Public Health Reports, Volume 123, 117-125, retrieved 5/7/08 from

http://www.suhichicago.org/files/publications/PHR_child_obesity.pdf

[Return to top](#)

Network News

Network for a Healthy California–Retail Program works with Safeway to raise awareness through eScrip

With continued support from Safeway, the *Network for a Healthy California–Retail Program* will utilize eScrip to send *Network* email messages to 150,000 - 200,000 California Safeway members! The email, scheduled to drop on June 17, 2008, will include the *Network's* billboard messages on how to be a champion for healthy changes at home and in the community. It also will include a link to the *Network's* Champions for Change Web site (cachampionsforchange.net), providing a great opportunity to increase general awareness of the *Network* and drive traffic to the Web site at no cost.

For more information about the *Network's* retail program, contact Melanie Hall, program administrator, *Network for a Healthy California–Retail Program*, at 916-552-9926 or Melanie.Hall@cdph.ca.gov.

To learn more about the eScrip program, visit <http://www.escrip.com/program/about.jsp>.

Network for a Healthy California's "Ownership Campaign" wins Telly Awards

The *Network's* Ownership Campaign recently won three prestigious 2008 Telly Awards. The three bronze awards were given to the Campaign's "My Kitchen" :30 television spot, "Our Community" :30 television spot, and Transit television.

The 2008 Telly Awards competition received over 14,000 entries from leading ad agencies, production companies, TV stations, cable companies and corporations around the world. It is a wonderful achievement to be selected for this recognition!

[Return to top](#)

Information of Interest

United States Department of Agriculture (USDA) runs radio ads to promote the Food Stamp Program

The radio ads, in both English and Spanish, are running through the end of June in Fresno, Tulare-Hanford-Visalia, Los Angeles and San Diego.

California's Food Stamp Information Line (1-877-847-3663) is managed by the *Network* and the California Association of Food Banks. Its toll-free number is featured in the radio ads.

Radio scripts can be found at <http://www.fns.usda.gov/fsp/outreach/radio/default.htm>. Additional information on the specific radio stations and counties can be found on the [attached PDF](#).

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completeness of the material.

[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.

Champion Press



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

July 2008

Regional Champions

Regional Network News

Network for a Healthy California—African American Campaign's Consumer Empowerment Forums for Change - The *Network's African American Campaign* in the *Bay Area, San Diego & Imperial, Los Angeles, Desert Sierra* and *Gold Country Regions* successfully hosted the Consumer Empowerment Forums for Change throughout the month of June and empowered low-income communities to make healthy, active living a priority!

The Forums began on June 11 and focused on making healthy changes in the community, such as the development of several community gardens, a produce stand and a community food bank. Adding to the excitement were local dignitaries who attended several of the Forum events.

Congratulations to all who were involved in making the Forums a success and giving communities and families the power to bring about healthy changes!

Orange County Region - The *Network for a Healthy California—Orange County Region* hosted a highly successful Fruit and Veggie Fest event, "Toast to Health," on May 28, 2008. In addition to highlighting the great work the *Network* is doing in Orange County schools, worksites, market and community events, the Fruit and Veggie Fest also recognized Henry Torres, worksite coordinator, *Network for a Healthy California—Orange County Region*, for being a Champion for Change and successfully recruiting 20 worksites to participate in the *Worksite's Take Action!* program. Congratulations, Henry!

San Diego & Imperial Region- We are pleased to announce that Blanca Melendrez, project director, *Network for a Healthy California—San Diego & Imperial Region*, has been named one of U.C. San Diego's (UCSD) Exemplary Employees of the Year! She was recognized by the Chancellor of UCSD on June 5, 2008 for her team-player attitude and support of her *Network* staff.

Congratulations, Blanca, on your much deserved recognition!

In This Issue

- ↓ [Regional Network News](#)
- ↓ [Regional Network Spotlight](#)
- ↓ [LIAs in the News](#)
- ↓ [Collaboratives in the News](#)
- ↓ [Information of Interest](#)
- ↓ [Network News](#)
- ↓ [Opportunities & Resources](#)

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

→ [CPNS Calendar of Events](#)

Regional Network Spotlight

Thanks to our Champions for Change at the *Network for a Healthy California—San Diego & Imperial Regions*, it is now easier for 78,000 more Californians to get their daily amount of fruits and veggies! The *Network* recently played an instrumental role in the opening of the first certified farmers' market in the City Heights neighborhood of San Diego on June 7, 2008. Not only is the City Heights Farmers' Market the first of its kind in this ethnically diverse neighborhood, it is also the first Electronic Benefit Transfer (EBT) accessible farmers' market in San Diego County!

In a quote from the *San Diego Union Tribune*, Blanca Melendrez, project director, *Network for a Healthy California—San Diego & Imperial Region* stated, "We really hope this is going to increase food-stamp participation and reduce hunger. We hope this will serve as a model for other farmers' markets."

In addition to the *San Diego Tribune*, several San Diego television, radio and print media outlets ran information on the market, including KUSI Channel 51, NBC 7/39, Univision and Azteca America.

[Click here to see the full article on the farmers' market in the *San Diego Tribune*.](#)

LIAs in the News

Hawthorne Unified School District hosts Healthy Hawthorne 5K Run/Walk Health & Sports Fair

The Hawthorne Unified School District, in partnership with the City of Hawthorne and Moneta Gardens Improvement, Inc. hosted the 6th annual Healthy Hawthorne 5K Run/Walk Health & Sports Fair on June 7, 2008 to promote both physical activity and healthy eating habits! Seven-hundred students, parents and staff from Hawthorne School District were in attendance and participated in the energized event.

ABC Unified School District elementary school utilizes Harvest of the Month

Below is a link to a news story highlighting the Harvest of the Month program at Melbourne Elementary School, a school of ABC Unified School District!

http://www.twcsocalnews.com/index.php?option=com_seyret&Itemid=26&task=videodirectlink&id=740

Collaboratives in the News

Network for a Healthy California—Orange County Region:

Nutrition and Physical Activity Collaborative (NuPAC) releases first Orange County Obesity Prevention Plan

This first-ever *Orange County Obesity Prevention Plan: A Plan of Action 2008*, was unveiled during a press conference in Garden Grove on May 29, 2008! The Plan, patterned after the *California Obesity Prevention Plan*, has been a NuPAC special project for the past two years and focuses on combating obesity through local government, health care insurers and providers and families.

Bay Area Nutrition and Physical Activity Collaborative (BANPAC) launches Soda Free Summer Campaign

Over 100 BANPAC members, along with other guests and press, gathered in Oakland on June 4, 2008 to announce the launch of the Soda Free Summer Campaign, which encourages Bay Area residents to reduce their soda consumption throughout the summer months.

The Campaign has been well received by the media, with news articles running in the *Contra Costa Times*, *Oakland Tribune*, *San Jose Mercury News* and several other print outlets. In addition, news segments were featured on the local FOX, CBS and ABC television stations!



This 57-year-old teacher got 3rd place with students at the Hawthorne Unified School District's 5K Run/Walk!

Information of Interest

The *Network's* Youth Empowerment Project has been successfully initiated at 11 pilot sites!* These sites are actively working to engage young leaders and provide them with the skills they need to be Champions for Change and empower their peers to do the same.



Youth Champions for Change gather together to share their experiences and empower one another in their quest for healthy communities and schools!

One recent success story comes from Mountain View Middle School in Lamont, Calif., where the youth team is working tirelessly to establish a farmers' market on campus that the entire community can utilize. The group has now been approached by the Dolores Huerta Foundation in the Central Valley to develop a partnership which will provide Mountain View Middle School with many of the resources and connections it needs!

In San Diego, adult leader Dajahn Blevins was recently named "Outstanding Community Advocate of the Year," largely due to his work on the youth empowerment project. One of his students on the project also was honored for her leadership and work by her school.

More exciting news... Six renewing LIAs will soon be taking on the Youth Empowerment Project as well! These LIAs include: The Fresno County Office of Education, Visalia Unified School District, Orange County Department of Education, Calistoga Unified School District, Contra Costa Unified School District and San Francisco Unified School District.

Congratulations on a job very well done by all of the sites!

*The 11 pilot sites are: Galileo High School in San Francisco, Francisco Middle School in San Francisco, Tennyson High School in Hayward, Mt. View Middle School in Lamont, Mandela Marketplace in West Oakland, Renaissance High School in Watsonville, Community Services Unlimited in Los Angeles, Youth 4rce in San Diego, San Bernardino Parks and Recreation in San Bernardino, Orange High School in Orange and Yorba Middle School in Orange.

[Return to top](#)

Network News

Network wins International Association of Business Communicators (IABC) Crystal Awards

The *Network's* Real Moms, Healthy Kids direct mail campaign has been awarded two 2008 IABC Crystal Awards! The

Crystals were awarded in the categories of Publications: Direct Mail (RMHK Direct Mailer) and Audio Visual/PSA: Video PSA (Champions for Change DVD).

One of the most prestigious communications awards in the Sacramento area, the Crystal Awards recognize regional excellence in the field of communication and related subspecialties.

Network launches redesigned Champions for Change consumer Web site

The Network's consumer Web site (www.cachampionsforchange.net or www.campeonesdelcambio.net) has been updated to better reflect the Champions for Change brand. What's more, it offers new features to make the site more user-friendly – including enhanced navigation, a "What's New?" page, an updated resources page and updated PDF publication downloads.

Be sure to check out the new site and share it with local Champion Moms in your region, to help them make healthy changes in their lives and introduce the new Web site to others!

For more information on the updated Web site, contact Kristy Garcia at kristy.garcia@cdph.ca.gov or Allyson Thomas at allyson.thomas@cdph.ca.gov.

[Return to top](#)

Opportunities and Resources

Do you have a school garden and need some funding opportunities to keep it growing? If so, check out the information below that could help you out!

2008 Healthy Sprouts Awards (Deadline: October 15, 2008)

Sponsored by Gardener's Supply Company to support school and youth garden programs that teach about nutrition and the issue of hunger in the United States. Awards will be presented to 20 schools or organizations. For more information on eligibility requirements, visit <http://www.kidsgardening.com/healthysprouts.asp>.

Youth Garden Grants (Deadline: November 1, 2008; 2009)

The National Gardening Association (NGA) is happy to announce that The Home Depot has returned to sponsor these 2009 grants. For this cycle, NGA will award 125 grants. For full eligibility criteria and grant categories, visit <http://www.kidsgardening.com/YGG.asp>.

Mantis Awards (Deadline: March 1, 2009)

Support charitable and educational garden programs that enhance the quality of life in their host communities. The National Gardening Association (NGA) will select 25 gardens to receive a Mantis Tiller/Cultivator. Learn more at <http://www.kidsgardening.com/grants/mantis-criteria.asp>.

Governor's Council Spotlight Award nominations currently being accepted

Winners of the Council's Spotlight Awards will receive up to \$10,000 for California individuals, organizations and events helping children be physically active and fit!

For more information or to sign up for the Awards, visit www.calgovcouncil.org.

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[Return to top](#)

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Champion Press

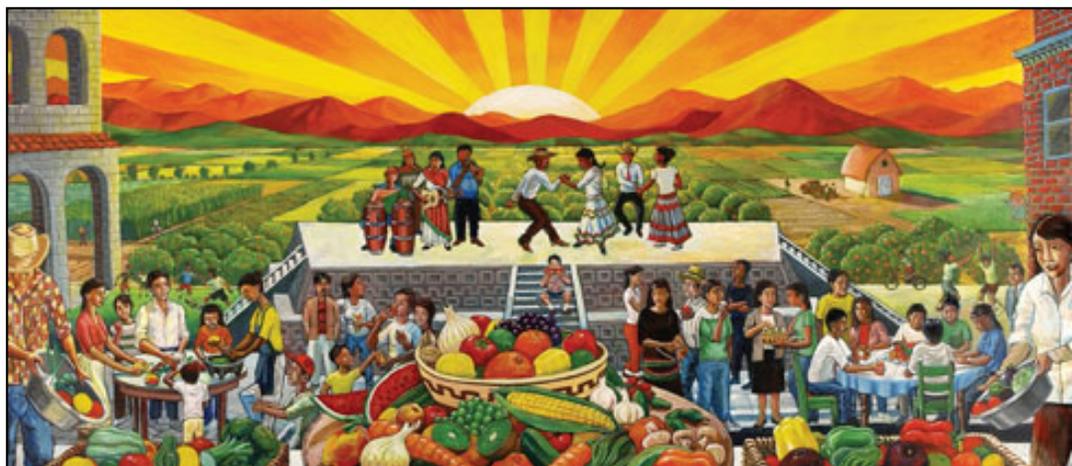


A healthy dose of news about the *Network for a Healthy California*.

August 2008

Save the Dates!

September 2008: Get ready for the *Network for a Healthy California—Latino Campaign's* 2008 Latino Health Awareness Month celebrations! Festivals, healthy Latino cooking demonstrations and much more will take place throughout September. All the events are organized to empower California Latinos to be Champions for Change. Go out and support your local *Latino Campaign* and their many partners!



In This Issue

↓ [Regional Network News](#)

↓ [LIAs in the News](#)

↓ [Research Article](#)

↓ [Network News](#)

↓ [Information of Interest](#)

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

→ [CPNS Calendar of Events](#)

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 & Hebron) in Salinas, CA

Central Valley Region: Saturday, September 6 from 8 a.m. – 3 p.m. @ Parlier Junior High in Parlier, CA

Desert Sierra Region: Saturday, September 27 from 9 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

Orange County Region: Tuesday, September 9 beginning at 2 p.m. @ Anaheim Independencia Family Resource Center in Anaheim, CA

San Diego & Imperial Region: Saturday, September 6 from 9 a.m. – 1 p.m. @ 333 Oxford Street in Chula Vista, CA

For more information, please contact Ignacio Romero, marketing manager, *Network for a Healthy California—Latino Campaign* at Ignacio.Romero@cdph.ca.gov.

[Return to top](#)

Regional Champions

Regional Network News

San Diego & Imperial Region- Karemi Sanchez, *Latino Campaign* coordinator, *Network for a Healthy California—San Diego & Imperial Region* and Xinia Sanchez, one of the region's Champion Moms, recorded a 30-minute Clear Channel program on July 9, 2008. Xinia presented her Top 10 Tips she uses to add more fruits and vegetables to meals and to get her family up and moving! Some of these tips included pre-planning meals and limiting TV time to make sure children are getting plenty of physical activity. Xinia's daughter spoke on how her mom has inspired the whole family to be Champions for Change. With her mom's support she takes dancing lessons and learns about the nutrients found in fruits and vegetables.

Clear Channel will air this program ten times on stations across the state during Latino Health Awareness Month in September, so stay tuned!

Los Angeles Region- Ismael Aguila, *Network for a Healthy California—Los Angeles Region* physical activity specialist, was interviewed on KRCA Los Angeles En Vivo program on July 7, 2008! Aguila discussed the *Network*, eating a variety of fruits and vegetables and ways to be physically active during the summer.

Alejandrina Orozco, coordinator, *Los Angeles Region—Latino Campaign* will be interviewed for the En Vivo program later this month to promote the region's "Good Health in Bad Times" event celebrating Latino Health Awareness Month.

[Return to top](#)

LIAs in the News

Network's LAUSD representatives interviewed by La Opinion

Raul Gonzalez, parent resource coordinator, *Network for a Healthy California—Los Angeles Unified School District* (LAUSD), was interviewed on June 21, 2008 by *La Opinion*!

Patricia Prieto, Life and Style writer with *La Opinion*, has a great relationship with Gonzalez and contacts him when she writes stories about food and food availability. Prieto interviewed Raul on school gardens.

LAUSD Registered Dietitian, Jennifer Genens, was interviewed on how to select the best produce. [Click here to view this Spanish-language article!](#)

Network's Alhambra USD schools receive recognition by the Alliance for a Healthier Generation

Ynez, Repetto and Monterey Highlands Elementary Schools all received bronze recognition by the Alliance for a Healthier Generation for their participation in the Alliance's Healthy Schools Program. Representatives from each of the schools, including Judy Huffaker, nutrition education specialist, *Network for a Healthy California—Alhambra Unified School District*, will accept their bronze recognition at the Healthy Schools Forum August 4 – 6 in Little Rock, Arkansas! Congratulations to each of the schools!

Network's Alhambra USD Garfield Elementary School students hit a homerun

Garfield Elementary School Nutrition Advisory Council (NAC) and the *Network for a Healthy California—Alhambra Unified School District* received the Anthem Blue Cross Foundation Award for taking charge of their health and were rewarded with a trip to a Los Angeles Dodger baseball game on July 13, 2008! Garfield NAC has conducted many fun activities for parents and students to encourage all to eat more fruit and vegetables.



Garfield Elementary School students were rewarded with a trip to a Los Angeles Dodger baseball game on July 13, 2008!

[Return to top](#)

Research Article

Education and Administrative Reporting System (EARS) Moves Onward

By FFY 2010, all Food Stamp Nutrition Education (FSNE) contractors will need to submit direct, social marketing, and indirect data under the USDA Education and Administrative Reporting System (EARS). Expenditure data is already being reported to the United States Department of Agriculture (USDA) in this format for FFY 2008.

To ensure the USDA is ready for its implementation, the *Network for a Healthy California* worked with Department of Social Services in June to participate in a pilot test of its Food Program Reporting System (FPRS) data entry system. California and Arizona were designated as participants specifically because the states included social marketing as part of their FSNE interventions and the USDA wanted to test the functionality of that component of its data entry system.

In late May, the *Network* was asked to report on data from October 1, 2007 – March 31, 2008. Since data had already been collected from local contractors at that point, the State decided to report what it could without asking contractors for additional data, since the primary purpose of the pilot was to test the FPRS system. The pilot also provided the *Network* with the opportunity to identify issues that it will need to address in the upcoming year as the *Network* develops and pilot tests an EARS data collection system.

We established criteria for designating campaign participants into < 130% of Federal Poverty Level (FPL), < 185% FPL, and “other.” Some issues that arose included:

- Whether to designate class participants (such as Toolbox or Power Play!) as direct education or social marketing campaign members
- How to determine if members of a worksite campaign were Food Stamp eligible
- How to determine if recipients of indirect education (e.g., readers of a newspaper article) were in the target audience
- Converting impressions to persons

- Rounding errors and the lack of Hispanic racial categories, making it difficult to use California Department of Education DataQuest data for direct education estimates for schools

An EARS working group will be meeting regularly to resolve these issues and more. A concept paper for working with an IT subcontractor on EARS is under internal development and review. The next step is the development of a Feasibility Study Report (FSR), requesting permission to move forward in developing this application. When it is approved, we will need volunteers to test the developing system, so we will keep you posted!

In the meantime, contact Sharon.Sugerman@cdph.ca.gov with any questions.

[Return to top](#)

Network News

Hands-on Brand Tour Workshops for all Network Regions, LIAs and funded projects

These workshops are a wonderful opportunity to learn how our new brand was conceived and designed; to learn how to apply the brand guidelines to design and write effective marketing materials; and, to receive one-on-one technical assistance from the *Network's* Communications and Media Unit. Get all of your questions answered on applying the Champions for Change brand in your current and future work!

Check out the dates below for the Brand Tour Workshop arriving in your region. Don't miss this chance to learn more about Champions for Change and basic design principles to leverage the outstanding work all of you are doing across California! And don't forget to bring any projects you are currently developing (i.e. brochures, flyers, etc.) to receive one-on-one technical assistance!

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

Central Valley Region: Thursday, September 11 @ UCCE Fresno from 10 a.m. – 1 p.m.

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

Orange County Region: Thursday, August 21 @ Orange County Health Care Agency in Santa Ana 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.

Network for a Healthy California—Retail Program works with Safeway to utilize eScrip

The *Retail Program* and Safeway are partners in a co-branding effort using eScrip (email). Distributed to over 150,000 California Safeway members on July 31, 2008, the eScrip features a *Network* recipe and a link to our Champions for Change consumer Web site (www.cachampionsforchange.net) to encourage shoppers to be Champions for Change and cook healthy meals.

eScrip is a fundraising organization that allows consumers to contribute a portion of their purchases to community-based organizations (schools, churches, clubs, etc.). Merchants like Safeway use eScrip to help make communities healthy.

[Click here to view the email!](#)

[Return to top](#)

Information of Interest

Local California Agencies Work to Increase Access to Healthy Foods

East Palo Alto has not had a supermarket since the 1970s. According to the *San Jose Mercury News* in the eastern part of the city 28 percent of children are overweight. To increase the availability of healthy foods, East Palo Alto-based nonprofit Collective Roots is partnering with San Mateo's community health planner to build school gardens, and organize the city's first certified farmers market (Digitale, *San Jose Mercury News*, 5/31/08). [Click here to read more!](#)

Study Suggests Physical Activity Diminishes as Children Grow Older

The *Journal of the American Medical Association* recently provided a study in their July 16, 2008 issue suggesting that children's physical activity rates decrease dramatically as they age into their teens, *HealthDay* reports.

To assess childhood activity patterns, researchers at the University of California-San Diego in La Jolla in 2000 began monitoring a group of 1,032 nine-year-old children. Across the six-year study period, researchers asked children to wear accelerometers for four to seven days at a time at ages 9, 11, 12 and 15. At age 9, the children engaged in an average of three hours of moderate to vigorous physical activity each day. Each year thereafter, however, the time decreased by an average of 38 minutes on the weekdays and 41 minutes on the weekends. By age 15, study participants spent an average of just 35 minutes on weekends and 45 minutes on weekdays engaging in moderate to vigorous activity.

The researchers note that boys were generally more active than girls, logging an additional 18 minutes and 13 minutes of physical activity during weekdays and weekends, respectively. The researchers further calculated that girls tended to drop below the 60-minute recommendation for daily physical activity during weekdays at 12.6 years of age, compared with 13.1 years among boys.

Commenting on the findings, Goutham Rao, M.D., clinical director of the Weight Management and Wellness Center at Children's Hospital of Pittsburgh, attributes the dramatic decline in physical activity to changing priorities and lifestyle as children age. In addition, Rao says that children have fewer opportunities for activity in their daily lives, noting that "kids don't walk to school anymore, and...no one uses stairs or rides bikes," particularly because the "environment isn't always suitable for those things."

The researchers emphasize that parental involvement and support is instrumental in encouraging children to lead more active and healthy lifestyles, and recommend that parents take steps to model recommended exercise behaviors (Gordon, [HealthDay/Atlanta Journal-Constitution](#), 7/16/08; Parker Pope, [New York Times](#), 7/16/08; Nader et al., [Journal of the American Medical Association](#), 7/16/08).

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[Return to top](#)

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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.

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!

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](#)

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](#)

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 or register your school at www.healthiergeneration.org/builder.

[Return to top](#)

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.

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](#)

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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.

Champion Press



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

October 2008

Save the Dates!

November 7, 2008: Come share your successes and show your support for your Champion colleagues by attending the upcoming *Network* Steering Committee (NSC) Meeting held at the Sheraton Grand Hotel in Sacramento. Register before October 17 by visiting <http://www.networkforahealthycalifornia.net/forms/use/nscreg/form1.html>.

March 4 – 5, 2009: Join us at the 11th *Network for a Healthy California* Conference, “Inspiring Healthy Change Together.” The Conference will focus on inspiring perspectives and actions that lead to positive change. Expand your ideas, build your professional network of Champions and learn from your colleagues’ best practices. For more information, visit <http://networkforahealthycalifornia.net/2009Conference/>.

Regional Champions

Champion Mom Successes

San Diego & Imperial Region - The office of California’s First Lady Maria Shriver invited Champion Moms from the *Network for a Healthy California—San Diego & Imperial Region* to attend California’s Family Day at the Marine Corps Air Station in Miramar, Calif., on September 25, 2008! Xinia Sanchez, Susan Cooper, Alesia Rhodes and Lakeysha Sowunmi assisted *Network* staff in handing out nutrition education materials and empowered over 300 families to make healthy changes by explaining, “If we can do it, so can you!”

In This Issue

↓ [Regional Champions](#)

↓ [LIAs in the News](#)

↓ [Research Articles](#)

↓ [Network News](#)

↓ [Opportunities & Resources](#)

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

→ [Network Calendar of Events](#)



From left to right: Maria Elena Aguilar (Champion Mom), Blanca Melendrez (San Diego & Imperial Region), Lakeysha Sowunmi (Champion Mom) and son, Larissa Johnson (San Diego & Imperial Region) and Susan Cooper (Champion Mom) all pose for a picture with First Lady Maria Shriver during the Family Day event in Miramar, Calif.

The *Network's* Champion Moms' first encounter with Maria Shriver took place last year at the Family Day event in the Bay Area. The First Lady was so impressed by our *Bay Area Region* Champion Moms that she asked that additional Champion Moms participate in this year's event! Participation provides a great opportunity for *Network* visibility with California's Family Day supporters and local California communities. We are thrilled to see such a warm welcome for our Champion Moms and the well-deserved recognition the *Network* regions are receiving for their inspiring work!

Los Angeles Region - The *Network for a Healthy California—Los Angeles Region* Champion Moms recorded a 60-second radio promotion with Jillian Michaels, personal trainer on *The Biggest Loser* and talk show host on Los Angeles radio station KFI-AM 640. In the promotional spot, Michaels tells listeners they "have the power to be a Champion for Change in the fight against childhood obesity." The Champion Moms offer their tips for healthy change, like serving more fruits and vegetables "to protect my family's health." The recorded messages invite parents to submit their Champions for Change tips on www.KFI640.com for a chance to meet Jillian Michaels and win a mini-vacation to Palm Springs, compliments of (and paid for by) KFI-AM 640. This station also has been used by the United States Department of Agriculture (USDA) for its national outreach campaign.

[Click here to listen!](#)

[Return to top](#)

Regional Network Spotlight

The *Network for a Healthy California—Los Angeles Region*, in conjunction with Health Net, held a Champion Mom Reunion Luncheon on August 22, 2008 to honor its Champion Moms for their dedicated work in being Champions for Change for their families and communities. Five of the eight *Los Angeles Region's* Champion Moms were able to attend the luncheon.



Champion Moms (from left to right) Yolanda Allen, Elizabeth Gallardo, Aracely Rosas, Angeline Lee and Miriam Cohen (middle) pose for a picture at the Champion Mom Reunion Luncheon in Los Angeles!

Lilia Gonzalez, nutrition specialist, *Network for a Healthy California—Los Angeles Unified School District* was on-hand to help the moms establish simple, quick ways to encourage their children to eat more fruits and vegetables. All the Champion Moms walked away with more ideas on how to get other moms, dads, grandparents and care givers involved in creating nutritious meals and snacks and healthier homes and communities. The Champion Mom successes also were shared with other moms to encourage them to contribute their tips on healthy eating to local residents in their communities!

The *Los Angeles Region* is now in the process of developing a monthly e-blast for the Champion Moms to keep them informed about Harvest of the Month, new healthy recipes, how to use the MyPyramid Web site, physical activity tips and upcoming community events the region is doing!

The *Network for a Healthy California—Bay Area Region* and the Bay Area Nutrition and Physical Activity Collaborative also honored more than 200 of their region's Champions for Change on September 17, 2008! Representatives from school districts, food banks, grocery stores, health departments, Food Stamp Program offices and other local organizations were recognized for their dedication to making the *Bay Area Region* a healthier place for local families and communities.

[Return to top](#)

Regional Network News

Desert Sierra Region - *The Network for a Healthy California—Desert Sierra Region Latino Campaign Advisory Committee (AC)*, in partnership with Corona Medical Clinic, Riverside County Health Agency, Nutrition Services Branch and San Bernardino County and Child Health Disability Program, sponsored the second "Partners in Health" workplace health fair on July 22, 2008.

The health fair provided free glucose and hypertension screenings, healthy food demonstrations and nutrition education to over 80 Food Stamp Nutrition Education (FSNE) eligible employees and students from Planned Parenthood and the Center for Employment Training in Coachella, Calif.

Latino Health Awareness Month - *The Network for a Healthy California—Latino Campaign* was hard at work this September as it held Latino Health Awareness Month to celebrate healthy changes in its families and communities! Local programs took place throughout California (*Bay Area Region, Central Coast Region, Central Valley Region, Desert Sierra Region, Gold Coast Region, Gold Country Region, Los Angeles Region, Orange County Region and San Diego & Imperial Region*) and featured healthy cooking demonstrations, food preparation and healthy eating tips, free health screenings and plenty of nutrition education.



A family enjoys fresh fruit samples at the health fair and farmer's market in Woodland, Calif., hosted by the Network for a Healthy California—Gold Country Region Latino Campaign on Sept. 6, 2008! Photo by Matt Henderson/Network for a Healthy California

Local media coverage included *El Observador* (Bay Area), KCBA-TV Online (Central Coast), *Ventura County Star* (Gold Coast), KSCO-TV Telemundo (Gold Country), *La Opinión* (Los Angeles), KFCF-FM 88.1 (Central Valley) and Univision (San Diego & Imperial).

[Return to top](#)

LIAs in the News

Two Network-funded schools receive grand prize at the Governor's Council on Physical Fitness and Sports Spotlight Awards Ceremony

Hazel Strauch Elementary School, part of the *Network for a Healthy California—Children’s Power Play! Campaign* (Sacramento, Calif.) and Cecil Avenue Middle School (Delano, Calif.) were awarded \$100,000 fitness centers at the Governor’s Council Spotlight Awards Ceremony on September 17, 2008 in Sacramento! These schools were two of three that received the grand prize for the positive impact they have had on increasing the physical activity levels of California’s children and youth. Congratulations on a job well done to both of these schools!

The 2009 Governor’s Challenge officially kicked off at the Spotlight Awards Event and will continue through May 31, 2009. Sign up at www.calgovecouncil.org!

[Return to top](#)

Research Articles

Study finds parents' fruit and vegetable consumption also effects children’s intake

A study out of *Preventive Medicine* found that parents have a profound impact on their children’s consumption of fruits and vegetables, and when parents increase their consumption so do their children. These findings highlight the importance of parents serving as role models for their young children. The study also tested the effectiveness of a home-based intervention to encourage fruit and vegetable consumption and found this to be effective in improving intake.

[For the full article, please click here.](#)

Children not meeting physical activity or screen time recommendations much more likely to be overweight

Researchers at Iowa State University in Ames studied 709 children age 7 to 12 years old to determine if there were weight differences among children that met the recommendations (at least 60 minutes of physical activity and no more than 2 hours of screen time per day) and those that did not. Findings show those who did not meet either recommendation were three to four times more likely to be overweight than those who met both recommendations.

[The full article can be found by clicking here.](#)

[Return to top](#)

Network News

Harvest of the Month (HOTM) Training Corner now available on the HOTM Web page

Just introduced, the Harvest of the Month Training Corner offers a “virtual guide” for both *Network* and non-*Network* agencies, new and seasoned HOTM users, teachers and program coordinators looking to implement the program. Training components include background materials, a “how-to” DVD, instructional guide, preparation worksheets and training handouts.

Check out the new Training Corner via the HOTM homepage (www.harvestofthemonth.com) or directly at <http://www.harvestofthemonth.com/TrainingCorner/index.asp>.

[Return to top](#)

Opportunities and Resources

Celebrate California School Garden Week, October 25 – 31

The California School Garden Network (CSGN) encourages all schools to celebrate the harvest and raise awareness about garden-based learning by getting involved in California School Garden Week. Showcase your school garden, participate in special events and invite your families and communities to get involved!

For ideas on how your school can participate in California School Garden Week, visit the California School Garden Network Web site at www.csgn.org.

2008-2009 Love Your Veggies™ grants available

If you’re an elementary school and want to apply, you may have a chance to receive a \$15,000 grant! Each grant award will support an elementary school in developing a program offering fresh fruits and vegetables lasting through the 2009-2010 school year.

For more information or to submit your proposal, visit the grant program Web site at www.LoveYourVeggiesGrants.org. Proposals are due by November 7, 2008 and schools will be notified of their award status by March 2009.

Join the Alliance for a Healthier Generation’s Healthy Schools Program

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[Return to top](#)

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Champion Press



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

November 2008

Even for those of us working in public health, it can be difficult to remember the importance of eating healthy and staying active as the holidays and tempting foods approach. But because we are all Champions for Change, we can do it! We can take a walk with our families after our Thanksgiving meal and fuel up on the variety of delicious fruits and vegetables available this time of year like squash, apples and many more. It's not always easy, but staying healthy so we can spend time with our families and friends this holiday season is worth it.

In This Issue

↓ [Save the Date](#)

↓ [Regional Network News](#)

↓ [LIAs in the News](#)

↓ [Network News](#)

↓ [Opportunities & Resources](#)

Save the Date!

March 4 – 5, 2009: Looking to expand upon your innovative ideas and learn best practices that can lead to positive change? Join your Champion colleagues at the 11th annual *Network for a Healthy California* Conference, "Inspiring Healthy Change Together." For more information or to download a Conference flyer to distribute to your appropriate local partners, visit <http://networkforahealthycalifornia.net/2009Conference>.

→ [Network Calendar of Events](#)

Regional Network News

San Diego & Imperial Region- Congressman Bob Filner recently attended the *Network for a Healthy California—San Diego & Imperial Region Latino Campaign's* Latino Health Awareness Month event on September 6, 2008 and presented the *Latino Campaign* with a Proclamation to declare the month of September 2008 Latino Health Awareness Month! Congressman Filner was highly impressed by the hard work and dedication of Karemi Alvarez, *Latino Campaign* coordinator and other Community Health Leaders in attendance. After the event, Congressman Filner sent Karemi and the Health Leaders a letter thanking them for their efforts in encouraging local Latinos to eat healthy and be active.



Network for a Healthy California—San Diego & Imperial Region staff (from left to right) Alejandro Sotura, Aide Garcia, Zulema Lailson, Victor Paz, Tanya Lopez and Karemi Alvarez pose for a picture with Congressman Bob Filner (center) at the region's Latino Health Awareness Month event!

Los Angeles Region- The *Network for a Healthy California—Los Angeles Region* KFI-AM 640 radio promotion that was highlighted in last month's edition of Champion Press proved to be a huge success! The radio station received hundreds of Champions for Change tips from parents across the region on how to promote healthy eating and physical activity with their families and communities. In the end, Norm Rippon, a well-deserving single father with two young children was chosen as the Champion Dad and contest winner.

Norm knows how important it is for his children to live a healthy, active life. "Being a single-dad, it can be tough to avoid the knee-jerk compulsion to swing by McDonald's on the way to pick up the kids - I fight this as best I can," said Norm. "Also, when it comes to groceries, I have the kids 'pick a color', make it a game...then we always pick out a fruit or vegetable of that color - it makes it their idea and the net result is I get less resistance in introducing them to new fruits & vegetables."

Norm was able to meet Jillian Michaels, personal trainer on *The Biggest Loser* and won a mini-vacation to Palm Springs compliments and paid for by KFI-AM 640. KFI-AM 640 has also been used by the United States Department of Agriculture (USDA) for their national outreach campaign.

LIAs in the News

United States Department of Agriculture (USDA) visits *Network* school to celebrate National School Lunch Week
Newport-Mesa Unified School District, a *Network* Local Incentive Awardee in Costa Mesa, CA was chosen as USDA's site to celebrate National School Lunch Week due to their model Food Service Program. Allen Ng, administrator, USDA Western Region Food and Nutrition Services visited the school garden of Paularino Elementary School where *Network* staff conducted nutrition education classes on October 15, 2008. This visit was from the Food Service side of USDA, and not Food Stamp Nutrition Education.



Allen Ng (right) from USDA Western Region Food and Nutrition Services observes as students from Paularino Elementary participate in National School Lunch Week events.

[Return to top](#)

Network News

United States Health and Human Services and Surgeon General's Office utilize *Network* Spanish language TV spot

In partnership with the *Network*, the United States Health and Human Services (HHS) and the Surgeon General's Office will be utilizing the "Mi Cocina" Latino-targeted TV spot as part of their nationwide Outreach Tour. "Mi Cocina" will be highlighted on the HHS Web page and will be offered to host cities the Surgeon General visits while on tour (50 cities so far). HHS also plans to highlight the spot at two December 2008 Latino Media Roundtables they are hosting. Stay tuned as more information will follow.

[Return to top](#)

Opportunities and Resources

United States Department of Health & Human Services develops new Web site to help consumers stay healthy

The Web site comprises of sections that highlight the top five things you can do to stay healthy. The sections include Get Active, Eat Healthy, Get Screened, Quit Smoking and Watch your Weight. It also provides specific health advice based on your age and gender. Check out the Web site at www.healthfinder.gov.

Win an Organic Teaching Garden for your school

If you work for a public school, you could win a \$2,000 cash award plus equipment (plants, seeds, etc.) to establish an Organic Teaching Garden! Barbara's Bakery and Organic Gardening is accepting applications from United States K-12 public schools that plan to use the garden to teach students about nutrition education. The contest ends November 30, 2008 so if you're interested, download an application at www.organicgardening.com/pdf/school_garden_application.pdf.

New 2008 Physical Activity Guidelines for Americans now available

The United States Department of Health and Human Services (HHS) released the new Guidelines to provide Americans aged 6 years and older with guidance on the types and amounts of physical activity that provide health benefits. The Guidelines offer a variety of physical activity options emphasizing the more physical activity you do, the more health benefits you gain. A toolkit has been developed to spread the word about the new Guidelines and encourage Americans to get active. The Guidelines and all other materials can be found on the HHS Web site at www.health.gov/paguidelines.

The Million Trees Los Angeles (MTLA) Initiative announces grant competition for Los Angeles City Schools

MTLA is soliciting grant proposals from schools that have successfully completed and implemented urban forestry projects in their schools, communities or neighborhoods. Each successful applicant could receive a grant of up to \$1,000 and may be highlighted at the 2008 Environmental Youth Conference held on December 13, 2008. Applications are due no later than 5:00 pm on November 14, 2008 and should be mailed to:

Million Trees Los Angeles
Attention: Lisa Sarno, Executive Director
200 North Spring Street, Room M-154

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[Return to top](#)

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Champion Press



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

December 2008

As the New Year approaches, we often reflect back on the year that has past. This year has been challenging with the National economic crisis, especially for the low-income families we serve. But through it all, you have continued to be Champions and recognize that you are the change agents that empower Californians through these struggles. You have helped those we serve understand that even though times have been tough, they can do it. They can stand up for healthy changes and make a difference. So from all of your *Network* friends and colleagues, we thank you and wish you a very Happy Holiday and best wishes for the New Year!

In This Issue

- ↓ [Champion Mom News](#)
- ↓ [Regional *Network* News](#)
- ↓ [LIAs in the News](#)
- ↓ [Network News](#)
- ↓ [Information of Interest](#)
- [Network Calendar of Events](#)

Champion Mom Successes

Angeline Lee, a Champion Mom from the *Network for a Healthy California—Los Angeles Region* truly has what it takes to be a Champion. Ms. Lee's inspiring, heartfelt story is written in her own words, and will be highlighted in a book to be published in fall 2009.

The book, titled *Legacy: looking forward to what we leave behind*, is being developed by YellowBrickRoad, a communications agency that assisted the *Network* in the re-branding efforts. YellowBrickRoad was inspired by the many Champion Moms creating change in their families and communities throughout California, and asked Angeline to submit her story on the legacy of healthy living she wants to leave behind for her children. Her story highlights the struggles and barriers she has faced and how she has overcome them to be a Champion for Change.

The *Network* is proud to have such a strong, empowering Mom represent us and show others that they can overcome barriers and be Champions for Change too! *Legacy* is expected to be published in fall 2009.



Regional Network News

Central Coast Region- The Monterey County Department of Social and Employment Services (DSES), a Champion partner of the *Network for a Healthy California—Central Coast Region* won the United States Department of Agriculture’s 2008 Hunger Champion Mentor Award. This partner is an instrumental player in the *Central Coast Region’s* Collaborative and has been dedicated to incorporating the *Network’s* Food Stamp Office Resource Kit materials in the region’s food stamp offices. DSES has connected with local organizations such as Pajaro Sunny Mesa, the Probation Department and WIC clinics to provide information on food stamps, linkages to community services and other public assistance benefits available to low-income families in need.

In 2007, outreach staff worked at 632 sites providing enrollment information and assistance to 47,019 people in the region. During the same time, the number of food stamp households increased 7.5 percent over the previous year. DSES credits their success to the presence and credibility of their outreach staff.

Congratulations to DSES and the *Central Coast Region* for their dedication in being Champions for Change!

LIAs in the News

College Park Elementary earns top county prize in the Governor’s Challenge

College Park Elementary School, a *Network* Local Incentive Awardee from the *Network for a Healthy California—Orange County Region* was awarded the top county prize of \$5,000 for their participation in the Governor’s Challenge. This cash prize will go toward the purchase of physical activity equipment for the students. In celebration of their victory, College Park Elementary devoted an entire day to physical activity on November 12, 2008, where students were able to participate in several physical activity stations and visit the *Network’s* nutrition education booth.

Students from the *Network for a Healthy California—Hawthorne Unified School District* “Feed the Candy Monster”

Mandy Richardson and Julie Brown from the *Network for a Healthy California—Hawthorne Unified School District* encouraged students from Ramona Elementary School and Bud Carson Middle School to bring their leftover Halloween candy to school and “Feed the Candy Monster” on November 3 – November 7, 2008. Richardson and Brown provided students with nutrition education lessons, emphasizing the importance of healthy eating during the holidays. The event was a huge success with over 450 pounds of candy collected! It is estimated the students saved themselves 920,000 calories! The candy has been delivered to Operation Gratitude, a non-profit organization that sends personalized care packages to U.S. troops deployed around the world.



Network News

Network updates the Food Stamp Office Resource Kit

Two years after the success of the original Food Stamp Office Resource Kit, the *Network* has updated the materials and produced the Food Stamp Office Resource Kit 2 (FSORK-2). The FSORK-2, which will be distributed to approximately 200 California food stamp offices in January 2009, contains a new and improved 20-minute DVD, 8 different recipe cards, nutrition education pamphlets and a new poster. All materials will be available in English and Spanish.

Information of Interest

American Dietetic Association (ADA) releases findings from *Nutrition and You: Trends 2008*

Nutrition and You: Trends 2008, ADA's nationwide consumer opinion survey was previously conducted in 1991, 1993, 1995, 1997, 2000 and 2002. It provides insights into people's attitudes, knowledge, beliefs, and behaviors regarding food and nutrition, and trends and provides an understanding of how consumers' attitudes and behaviors have evolved over time.

To view a summary of the 2008 findings, visit http://www.eatright.org/ada/files/Overall_Findings_ADA_Trends_2008.pdf.

For additional information, visit the ADA's Web site at www.eatright.org.

United States Department of Agriculture (USDA) releases annual food security report

The report, *Household Food Security in the United States, 2007*, shows approximately 691,000 children went hungry in the U. S. sometime in 2007 while close to 1 in 8 Americans struggled to feed themselves adequately. The number of adults and children suffering from hunger in 2007 was slightly up from 2006 (36.2 million to 35.5 million, respectively). The families with the highest rates of food insecurity were headed by single mothers (36.2%), African American households (22.2 percent), Hispanic households (20.1 percent) and households with incomes below the official poverty line (37.7 percent).

The full report can be found at <http://ers.usda.gov/Publications/ERR66/ERR66.pdf>.

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