

Champion Press



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

January 2009

Save the Date!

March 4–5, 2009: The 11th Annual *Network for a Healthy California* Conference, “Inspiring Healthy Change Together,” is quickly approaching and there is still time to register! Featuring over 35 sessions, workshops, and plenary speakers, this year’s conference will offer something for everyone. You’ll learn from over 100 speakers who will share their insights, tools and strategies for making change happen in your community. Join your peers for two days of inspiration and ideas as we collectively focus the spotlight on perspectives and actions that lead to positive change.

Click here <http://networkforahealthycalifornia.net/2009Conference/registration.php> to register.

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Champion Mom Successes

Champion Mom Successes

As a Champion Mom from the *Network for a Healthy California—Bay Area Region*, Latrina Johnson is making change happen for herself, her family and her community. Latrina’s motivation to make healthy changes was inspired by her own battle with type 2 diabetes and her want to have affordable, healthy food in her community. Her story was printed in *The Sun-Reporter* on November 13, 2008 and highlights her success in overcoming the barriers and her new enthusiasm to make health a priority. Latrina recognizes that it’s not always easy to make the right choices but she is taking small steps to get healthy and stay healthy. She makes time to ensure she gets physical activity every day. She also gets her family active by turning up the music and dancing every day and gathering everyone together each Sunday to play a game of baseball.

[Click here for the full article.](#) Get ready to see much more of Latrina as she will also be featured in the *Network’s* upcoming direct marketing campaign!

Regional Network News

Los Angeles Region- To piggyback on their successful on-air promotion with radio station KFI-AM, Champion Mom Aracely Rosas and Champion Dad Norm Rippon from the *Network for a Healthy California—Los Angeles Region* were invited to participate in another KFI-AM radio show with Jillian Michaels from *The Biggest Loser* on December 7, 2008. Aracely and Norm were able to share their personal stories of how they are Champions for Change and gave listeners tips on getting their families to eat healthy and stay active. Aracely and Norm encouraged listeners to turn shopping for fruits and vegetables into a game with children and teach them how to “rethink their drink.”

The webcast can be downloaded at <http://a1135.g.akamai.net/ff/1135/18227/1h/cchannel.download.akamai.com/18227/podcast/LOSANGELES-CA/KFI-AM/Jillian120708.mp3>.

Collaboratives in the News

Parent Leaders help create a healthier Orange County

Over 60 parent leaders learned ways to increase the availability of healthy foods and physical activity in their homes and community at the Orange County Nutrition and Physical Activity Collaborative's (NuPAC) *Parents for Healthy Neighborhoods* Workshop on November 12, 2008. Parents learned how to turn parking lots into play areas; the benefits of family meals; and how to conduct a nutrition class for other Champion parents looking to get healthy and active. The workshop also recognized seven Orange County Champion Moms for the efforts they have made to improve nutrition in their homes, schools and communities.



Champion Moms (from left to right) Alma Alvarez-Caballero, Martina Palos, Martha Venegas, Veronica Vega and Rosa Ramirez were honored for being Champions for Change at NuPAC's Parents for Healthy Neighborhoods Workshop. Champion Moms Isabel Dorantes and Cesilia Pineda were also recognized but were unable to attend.

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Research Article

University of California, Los Angeles (UCLA) Health Policy Research Brief: Trends in the Health of Young Children in California-October, 2008

UCLA's Health Policy Center used data from the 2001, 2003, and 2005 California Health Interview Surveys (CHIS) to prepare a report on key indicators of young children's health. One key indicator was overweight. The overweight rate of California children (0-5 years old) dropped from 14 percent in 2001 to 12 percent in 2005, a small reduction. UCLA's accompanying press release highlighted larger decreases in the prevalence of overweight children from 2003 to 2005 in five counties. For this paper, the term "overweight" did not mean a high body mass index (BMI). Overweight as used here meant weight by itself, without height, at the 95 percentile and above. Weight is based on parent report rather than actual measured weight.

The Positive News

Income-related disparity has noticeably decreased. In 2001, children living in lower-income households were significantly more likely to be overweight compared to those from higher-income households ($\geq 200\%$ FPL) (17% and 12%

respectively). By 2005 this difference decreased to 1%. Children from low-income households fell to 12.6% while children from other households were essentially unchanged. African-American and Latino children ages 0-5 have the overall highest prevalence of being overweight, however, between 2001 and 2005, the percentage of Latino children who were overweight decreased significantly from 18% to 14%. The prevalence of overweight among African-American children, 15% in 2005, was statistically unchanged during the same time period.

Not All Findings Are Straightforward

Although many of the findings appear promising, neither the 2001 to 2005 statewide reduction nor the 2003 and 2005 county declines are statistically significant. In particular, for the counties, the confidence intervals are so large that in all five cases, the 2003 and 2005 percentages overlap even though the prevalence rates looks different.

An examination of prevalence rates for 2003, 2005, and 2007 from the Pediatric Nutrition Surveillance System (PedNSS) shows that statewide overweight (BMI) rates among children participating in Child Health and Disability Prevention Program (CHDP) health screens did not decrease. PedNSS data are actual weight measurements taken by a medical provider. Further, while CHIS respondents represent a general population sample, CHDP health screens serve low-income children from households equal to or less than 200 percent of the federal income guidelines.

A more in-depth understanding of newly released data is useful for interpretation of findings and drawing conclusions. The full report can be found at <http://www.healthpolicy.ucla.edu/pubs/publication.asp?pubID=275>.

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Network News

2009 Network Conference welcomes guest speakers Harry Balzer and Adam Drewnowski

In these tough economic times, research shows that consumers are purchasing less expensive food options that are calorie rich and nutrient poor. Researchers like Adam Drewnowski and Harry Balzar are recognized leaders in addressing the impact of food choices on the individual's health.

It is our privilege to have champions Adam Drewnowski and Harry Balzar present at the 11th Annual *Network* Conference on March 4-5, 2009. The information shared will be of great relevance to our work in addressing the health of low income individuals and families.

Harry Balzer

As Vice President of The NPD Group, a leading market research company, Harry Balzer has been a national expert on food and diet trends for almost 30 years. Balzer is the author of The NPD Group's Annual Report on Eating Patterns in America. A majority of the United States food and beverage manufacturers and restaurant operators rely on the data found in this report and other research conducted by Balzer and The NPD Group.

Balzer has been recognized as being one of 25 people in the United States who "has changed the way the nation eats, cooks and thinks about food" by *Self Magazine*. Balzer has completed interviews with *Today*, *NBC Nightly News*, *CNN*, *The Wall Street Journal* and *USA Today* and regularly speaks at Northwestern University, Cornell University and the University of Pittsburgh.

Adam Drewnowski

Dr. Adam Drewnowski is the director of University of Washington's Center for Public Health Nutrition (CPHN) and Center for Obesity Research (UW-COR), professor of Epidemiology; Adjunct Professor of Medicine, and the Joint Member of the Fred Hutchinson Cancer Research Center. His research focuses on social and economic disparities in the prevalence of obesity and diabetes among children and adults in relation to food prices and diet costs. Drewnowski's most recent work

examines the likely impact of rising food prices on the global obesity epidemic.

Dr. Drewnowski has developed a new nutrient profiling method to classify foods by their nutrient content that has implications for nutrition surveillance and the regulation of nutrition and health claims. He is a member of the Institute of Medicine Standing Committee to Prevent Childhood Obesity, works closely with international regulatory agencies and expert panels and has testified before U.S. Congress on obesity related issues.

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Opportunities and Resources

Champions for Healthy Kids grants available

The General Mill's Foundation is soliciting applications for the *Champions for Healthy Kids* grant program. A total of 50 grants of \$10,000 each will be awarded to schools, community groups and other non-profit organizations with innovative programs aimed at improving the nutrition and physical activity habits of youth. The program has been developed by the General Mills Foundation in partnership with the American Dietetic Association Foundation and the President's Council on Physical Fitness.

For more information on how to apply, visit <http://www.generalmills.com/corporate/commitment/champions.aspx>.

Applications are due January 15, 2009 and grants will be awarded in May 2009.

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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.