

Champion Press

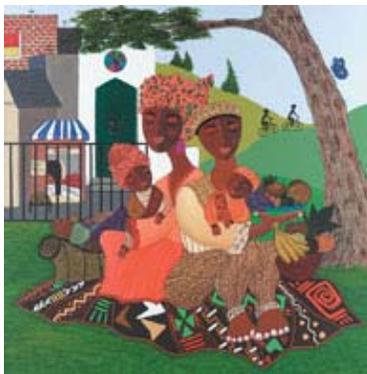


A healthy dose of news about the *Network for a Healthy California*.

February 2009

Save the Dates!

February 2009: Black History Month regional celebrations. Family, faith, food, music, art and dance are important parts of the African American community. During Black History Month, celebrate being a Champion for Change with your community members. Provide them with healthy, traditional recipe ideas and encourage them to dance to traditional music to get their bodies moving!



March 4 – 5, 2009: 11th Annual *Network for a Healthy California* “Inspiring Healthy Change Together” conference. Held in Sacramento and featuring over 35 sessions, workshops, and plenary speakers, this year’s conference will offer something for everyone. You’ll learn from over 100 speakers their insights, tools and social marketing 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.

Some keynote speakers and dignitaries speaking at the Conference include: Harry Balzer, vice president, The NPD Group; Susan L. Roberts, principal, Roberts Law Firm, PLC and Sue Roberts Health Concepts; Jessica Shahin, deputy, USDA Food and Nutrition Services; and, Adam Drewnowski, director, University of Washington’s Center for Public Health Nutrition and Center for Obesity Research, professor of Epidemiology/Adjunct Professor of Medicine and joint member of the Fred Hutchinson Cancer Research Center.

Register before February 18th to avoid late registration fees.

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

Regional Network News

Central Valley Region- Congressman George Radanovich and State Assembly Member Juan Arambula presented Certificates of Recognition to the *Network for a Healthy California—Central Valley Region* during the Central Valley Health Network’s open house event on December 18, 2008. The region was commended for their commitment and outstanding service to promoting a healthy lifestyle in their community.

Collaboratives in the News

The City Heights farmers’ market in San Diego was recognized in the *Washington Post* as a successful model of how individuals in the community can establish a farmers’ market that allows the use of EBT cards to purchase food. The City Heights farmers’ market development is the result of the *San Diego & Imperial Counties Nutrition Network (SDNN)* and

In This Issue

↓ [Regional Network News](#)

↓ [Collaboratives in the News](#)

↓ [News from a Network Project](#)

↓ [Network News](#)

↓ [Opportunities and Resources](#)

→ [Network Calendar of Events](#)

several local partners, including additional funding provided by Wholesome Wave Foundation. The December 24, 2008 article, *Targeting Obesity Alongside Hunger: Obama Administration May Look to Tie Food Assistance to Improved Nutrition*, focuses on Tom Vilsack's (the new administration's selection for agriculture secretary) insights on putting "nutrition at the center of all food assistance programs."

[Click here to view the full article.](#)

News from a Network Project

Healthy Behaviors Learning Centers established at afterschool programs to fight childhood obesity

Ten afterschool programs in California are seeing a significant increase in healthy behaviors among the students they serve thanks to their participation in the Center for Collaborative Solutions' Healthy Behaviors Initiative, a multi-year effort to help improve the health of children and families in low-income communities. The Center for Collaborative Solutions (CCS), a *Network*-funded project announced the establishment of Healthy Behaviors Learning Centers at the 10 afterschool programs on January 29, 2009. The announcement was made at Riverview Middle School, where one of the two Learning Centers in Contra Costa County will be located. These centers will coach other publicly funded afterschool programs to improve nutrition and physical activity practices in low-income communities.

Speakers at the event included: Shara Perkins, representative, Office of Senator Mark DeSaulnier (D-Concord); Neal Kohatsu, MD, MPH, chief, Cancer Control Branch, California Department of Public Health; Debra Mason, nutrition program coordinator, Mt. Diablo CARES; Ali Medina, after school services administrator, Mt. Diablo Unified School District; and Kathy B. Lewis, vice president and chief operating office, Center for Collaborative Solutions. They were also joined by George Flores, senior program officer, The California Endowment; Sue Foerster, chief, *Network for a Healthy California*; and representatives from each of the 10 Healthy Behaviors afterschool program to celebrate the occasion.

The afterschool programs that will operate Healthy Behaviors Learning Centers include: A World Fit for Kids! (Los Angeles County); After-School All-Stars (Los Angeles County); CalSERVES (Sonoma County); Club Y.E.S (Madera County); ExCEL Afterschool Program (San Francisco County); Fitness 4 Life (Santa Cruz County); Fresno FRESH (Fresno County); Mt. Diablo CARES (Contra Costa County); Woodcraft Rangers (Los Angeles County) and YMCA of the Silicon Valley (Santa Clara County).

[Return to top](#)

Network News

Network receives U.S. Surgeon General's "Healthy Youth for a Healthy Future Champion Award"

We are very proud to announce that the *Network* was honored with the "Healthy Youth for a Healthy Future Champion Award" by Acting Surgeon General Rear Adm. Steven K. Galson on January 7, 2009 at Los Angeles Elementary School in Los Angeles, CA. This prestigious award recognizes programs across the United States that address childhood overweight and obesity prevention by helping youth stay active, encouraging healthy eating habits and promoting healthy choices.

Mark Horton, director, California Department of Public Health accepted the award on behalf of the *Network* and was joined by *Network* representatives Sue Foerster (Chief), Ignacio Romero (*Latino Campaign*) and Susan Pannel (Communications and Media).

Champion Moms Aracely Rosas and Joanna Munguia from the *Los Angeles Region* conducted healthy food demonstrations as part of the event while Lt. Andy Baldwin, former star of "The Bachelor: Officer and a Gentleman" led the students in interactive physical activity routines.

The event was covered by KABC-TV (ABC), LAist (most popular local blog in Los Angeles) and *Los Angeles Daily News'* education blog. Additional media outlets to include KLCS-TV (LAUSD), *La Opinion*, *Hoy*, *Hola America* and the producer of "The Doctors" (CBS) were also in attendance.

A big thank you and congratulations to all of you for being Champions for Change! The honor of this award would not have been possible without your dedicated work to make our state a healthier, happier place for all.



California Department of Public Health Director Dr. Mark Horton accepts the Surgeon General's "Healthy Youth for a Healthy Future Champion Award" on behalf of the *Network for a Healthy California*.

[Return to top](#)

Opportunities and Resources

New *Soulful Recipes* cookbook ready and available to order

The *Soulful Recipes* cookbook features delicious, traditional African American recipes with a healthy spin, as well as tips on how families can incorporate healthy eating and physical activity into their lives every day. Enjoy sweet potato hash for breakfast; cornbread with spicy blackeye peas for dinner; and oven fried plantains for dessert. It's all included with many other wonderful recipes to try. For a healthier version of fried chicken with a nutritious side of summer squash, click [here](#)!

The *Soulful Recipes* cookbook will be available beginning Tuesday, February 11, 2009 at www.championsforchangematerials.net for a nominal fee. A small quantity of cookbooks will be available to both funded and non-funded partners that serve food stamp-eligible African American women with children. Requests for larger quantities can be made through your regional *African American Campaign* coordinators.

Check out the new additions on the Champions for Change Web site

- 40 Produce Quick Tip cards
- 37 English and Spanish recipes from the updated *Healthy Latino Recipes Made with Love/Recetas Saludables para Todos los Dias* cookbooks
- New downloadable resources including: Seasonal Guide to Fruits and Vegetables brochure and Energize Your Body poster

Download these materials and learn more at <http://cachampionsforchange.net/en/Whats-New.php>. Please contact Kristy Garcia (kristy.garcia@cdph.ca.gov) or Allyson Thomas Conwell (allyson.thomas@cdph.ca.gov) for any additional information.

USDA Food and Nutrition Services releases new nutrition messages for low-income mothers and children

The 16 new nutrition messages and additional supporting content can be found in a new publication entitled, "*Maximizing the Message: Helping Moms and Kids Make Healthier Food Choices.*" The purpose of these messages is to help low-income mothers and children meet key aspects of the *2005 Dietary Guidelines for Americans* such as increasing fruit and vegetable consumption and encouraging the development of healthy eating habits.

To download a copy of this publication, visit <http://www.fns.usda.gov/fns/corenutritionmessages/Maximizing.htm>. For additional information, go to <http://www.fns.usda.gov/fns/corenutritionmessages/default.htm>.

The information provided here is for general information purposes only. The views expressed are not necessarily those of the *Network for a Healthy California (Network)*. The *Network* has taken all reasonable measures to ensure the

material provided is correct. However, the *Network* gives no warranty and accepts no responsibility for the accuracy or the completeness of the material.

[Return to top](#)

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

This material was produced by the California Department of Public Health, *Network for a Healthy California*, with funding from the USDA Supplemental Nutrition Assistance Program (formerly the Food Stamp Program). These institutions are equal opportunity providers and employers. In California, food stamps provide assistance to low-income households, and can help buy nutritious foods for better health. For food stamp information, call 877-847-3663. For important nutrition information visit www.cachampionsforchange.net.