

Champion Press



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

April 2009

Save the Date!

May 2009: Get ready for the *Network for a Healthy California—Retail Program's* 2009 Fruit and Veggie Fest events! Planned activities include: healthy cooking demonstrations, fruit and vegetable scavenger hunts, sharing mom-tested shopping tips on how to eat healthy on a budget, and much more. These events will take place at partnering grocery stores in each region throughout California during May. All the events are organized to provide resources and activities to empower families and communities to be Champions for Change and continue to eat right when money's tight. Go out and support your local *Retail Program* and their many partners.

Bay Area Region: Saturday, May 2 from 12:00 pm – 4:00 pm at Arteaga's Super Save Market in Gilroy, CA

Central Coast Region: Sunday, May 17 from 11:00 am – 3:00 pm at Arteaga's Super Save Market in Salinas, CA

Central Valley Region: Thursday, May 21 from 9:00 am – 11:30 am at Save Mart in Madera, CA

Desert Sierra Region: Saturday, May 16 from 10:00 am – 2:00 pm at Cardenas Market in Fontana, CA

Gold Coast Region: Friday, May 15 from 9:00 am – 12:00 pm at Red Barn Store in Ventura, CA.

Gold Country Region: Sunday, May 31 from 12:00 pm – 5:00 pm at Food Maxx in Sacramento, CA

Los Angeles Region: Sunday, May 17 from 10:00 am – 2:00 pm at Superior Warehouse Grocers in Los Angeles, CA

Northcoast Region: Saturday, May 16 from 12:00 pm – 3:00 pm at Food Maxx in Ukiah, CA

Orange County Region: Friday, May 22 from 11:00 am – 4:00 pm at El Toro Rojo in San Clemente, CA

San Diego & Imperial Region: Saturday, May 2 from 10:00 am – 2:00 pm at Grocery Outlet in National City, CA

Sierra Cascade Region: Saturday, May 16 from 10:00 am – 2:00 pm at Food Maxx in Oroville, CA

For more information, please contact Rosanna Oliva at rosanna.oliva@cdph.ca.gov.

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Regional Network News

Gold Country Region- Yemanya Napue, Champion Mom from the *Gold Country Region* was featured in the March issue of *Natomas Magazine*. The issue focused on women's history month and highlighted Yemanya's diligent efforts in promoting healthy living for herself and her community. Her most recent success has been creating a community garden that feeds over 43 families in her community including seniors and young single mothers. The families are learning the value of healthy eating and active living thanks to Yemanya's dedication. Families are starting basic gardening and nutrition education within their own homes and have proposed the establishment of another community garden in the South Sacramento area.

Yemanya and Ramona Mosley, project director, *Network for a Healthy California—Gold Country Region* were also interviewed by ABC Channel 10 during a *Get Inspired* segment on March 26, 2009. They discussed the *Network* and the resources available for low-income families during these difficult economic times.

Desert Sierra Region- The *Network for a Healthy California—Desert Sierra Region Power Play! Campaign*, in conjunction with regional *Power Play!*

partners, sponsored two separate Kid Healthy—Steps to Healthy Living Campaign kickoff events and received media coverage in several newspapers along with a video cast on ABC-7 TV (<http://abclocal.go.com/kabc/video?id=6707317>). The kick off event held at Rio Vista Elementary School attracted nearly 300 students and parents on March 12, 2009 and included a cooking cart for nutrition education demonstrations, parent nutrition education classes, \$400 in prizes, over 50 vendors and a variety of lively and entertaining activities.



9 to 11 year old students from Bryant Elementary School after school program participate in a physical activity demonstration during the Kid Healthy—Steps to Healthy Living Campaign kickoff event!

LIAs in the News

Network for a Healthy California—Alisal Union School District rolls out “Meals for Champions” program

Network for a Healthy California—Alisal Union School District staff dressed in fruit and vegetable costumes, were featured in *The Californian* on February 21, 2009. The news article highlighted the “Meals for Champions” program at Jesse G. Sanchez Elementary and Dr. Martin Luther King Jr. Academy. Thanks to this program, students at both schools now receive one free meal to take home with them each Friday afternoon to ensure they get at least one healthy meal over the weekend. “It’s (the program) just a very small effort on our part, but hopefully we’ll make a positive impact on the children. We can’t expect them to come to school hungry and learn,” explained Superintendent Esperanza Zendejas. Zendejas and *Network* staff visited Jesse G. Sanchez Elementary School and personally handed out the free meals to 80 kindergarten students.

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

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Network News

Champion Moms to be featured in Alliance for a Healthier Generation (Alliance) book

The Michael & Susan Dell Foundation and the Alliance for a Healthier Generation (Alliance) are publishing a book that includes anecdotal stories of every day moms living in urban areas who contribute to the healthy habits of their families. Some of the *Network’s* Champion Moms were recommended by their regions to be interviewed for possible inclusion in this book and four of the Champion Moms will be included! The book will be published this year (date TBD) in English and Spanish and will be distributed free of charge to children and parents in urban schools throughout the United States. The goal is to target parents through schools to help families establish healthy lifestyles. The four *Network* Champion Moms selected are Laykesha Sowunmi (*San Diego & Imperial Region*), Xinia Sanchez (*San Diego & Imperial Region*), Jamilia Ashworth (*Bay Area Region*), and Gema Perez (*Central Valley Region*). The Alliance has also scheduled in-person interviews with the moms and these will be recorded for their Web site (www.healthiergeneration.org).

Congratulations to each of the moms and their regions. We will continue to keep you posted on the exact book publishing date as well as any Alliance media relations activities planned around its release.

Network for a Healthy California (Network) Conference a big success

The 11th Annual *Network* Conference, “Inspiring Healthy Change Together,” was truly inspiring and provided relevant public health information related to these difficult economic times. Speakers 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 Drownowski, 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 all delivered compelling presentations addressing the need and importance of chronic disease prevention.

The breakout sessions and workshops proved the benefits of all of us working together to create healthy change and included discussions addressing childhood obesity; the collaborative efforts between the *Network* and WIC Program in encouraging Californians to eat right when money's tight; a presentation by *Los Angeles Region* Champion Mom Aracely Rosas on the importance of Champion Mom involvement and their presence in the media; and much more. Thank you to all who attended and we hope to see everyone again next year.

Pictures and materials from the Conference can be found at <http://networkforahealthycalifornia.net/2009Conference/agenda.php>.

***Network for a Healthy California* participates in California Agriculture Day event**

Network staff participated in the California's Agriculture Day event at the Capitol to encourage attendees to pedal their way to health on the smoothie bike. Several legislators as well as California's Secretary of Agriculture, A.G. Kawamura rode the bike and made their own smoothies. The *Network* booth and smoothie bike even caught the attention of Governor Schwarzenegger! A special thank you to Fresh Producers and General Produce for their donation of the fresh fruits used to make the delicious smoothies.



California Secretary of Agriculture, A.G. Kawamura pedals his way to health on the smoothie bike at the CA Ag Day event!

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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.