

Champion Press



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

May 2009

Save the Date!

May 2009: This month is the *Network for a Healthy California—Retail Program’s* 2009 Fruit and Veggie Fest! Go out and support your local *Retail Program* and their partners at an event near you. Healthy cooking demonstrations, fruit and vegetable scavenger hunts, tips on how to eat healthy on a budget and much more will be available.

Central Coast Region: Sunday, May 17 from 10:30 am – 3:00 pm at Arteaga’s Super Save Market in Salinas, CA

Central Valley Region: Thursday, May 21 from 9:00 am – 12:00 pm 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 – 4:00 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

North Coast Region: Saturday, May 17 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

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

Orange County Region- As one of seven Champion Moms from the *Network for a Healthy California—Orange County Region*, Alma Alvarez-Caballero is helping to make her community a healthier place. Alma has assisted St. Jude Neighborhood Health Center’s “Healthy Lifestyles/Vida Sana” program (a *Network* LIA mini-grant recipient) in getting nutrition lessons into Kindergarten classes and works with parents and community partners to improve the health of youth in the community. Alma hopes to soon bring a parent workshop to her children’s school to empower parents to be Champions for Change by taking charge of their health and the health of their families.

Sierra Cascade Region- To honor National Nutrition Month, the *Network for a Healthy California—Sierra Cascade Region* and SAV-MOR Foods hosted a healthy food drive on March 21, 2009 in an effort to provide low-income Tehama County residents with nutritious foods. Over 200 healthy food items were contributed, such as brown rice, beans and canned fruits and vegetables. These items were then distributed to

local food pantries, soup kitchens, churches, foster care agencies, senior and children's programs and feeding recovery centers.

"This is the time to give to the community," said Jhoana Dela Cruz, outreach coordinator/retail program assistant for the *Network for a Healthy California—Sierra Cascade Region*. "More and more people are struggling to put food on their table, and this food drive helped many families in Tehama County who could really use it."



(From left to right): Jhoana Dela Cruz, outreach coordinator/retail program assistant and Kayla Cook, media coordinator/program assistant participate in the healthy food drive at SAV-MOR Foods in Corning, CA.

LIAs in the News

Network for a Healthy California—El Monte City School District

The *Network for a Healthy California—El Monte City School District (EMCSD)* took advantage of the opportunity to promote a healthy lifestyle during National School Breakfast Week by serving a nutritious breakfast to over 200 students and parents from Norwood and Potrero Schools on March 3, 2009.

"There has never been a more important time to help children perform at their maximum potential and expanding school breakfast participation may be one of the most important and supportive tools we have for assisting students in improving their health and academic performance," stated Dr. Robert S. Lewis, nutrition services director at EMCSD and Director of the *Network for a Healthy California*.

Corina Ulloa, MPH, Donna Mitchell, RD and Judith Dunaway, MPH, RD, project supervisors for the *Network for a Healthy California—El Monte City School District* shared nutrition education materials and recipes to students, moms, dads and grandparents as they enjoyed healthy breakfast entrées as well as fresh fruit, low fat milk and 100 percent fruit juice. "We want the students in El Monte to be able to focus and concentrate on school work and starting the day with a nutritious and filling breakfast gets them off on the right foot," explained Ulloa.



Dressed as a colorful red apple, Dr. Robert Lewis teaches a student in the El Monte City School District about the importance of eating a healthy breakfast every day!

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Network News

April 1, 2009 press conference addresses the increase in food stamp benefits

On April 1, 2009, a press event was held in Sacramento, CA to announce the increase in food stamp benefits to qualifying Californians. The press event was hosted by the California Department of Social Services. Speakers included: John Wagner, director, California Department of Social Services; Dr. Mark Horton, director, California Department of Public Health; Kenneth Hecht, executive director, California Food Policy Advocates; and, Jessica Bartholow, director of programs and California Association of Food Banks. The 13.6 percent increase in food stamp benefits will affect 2.5 million Californians receiving food stamps. "These benefits help low-income families put food on the dinner table every day," stated Wagner. "A 13.6 percent increase will dramatically help families, while boosting California's economy in ways that benefit grocers, food manufacturers and growers."

Dr. Horton went on to remind Californians about the importance of purchasing fruits and vegetables with their food stamps and how the *Network for a Healthy California (Network)* is empowering families to eat right when money's tight. "All Californians should eat more fruits and vegetables, buy produce in season when it's most affordable, and select whole foods, such as dried beans and grains, whenever possible," explained Horton.

Statewide media coverage of the announcement included outlets such as KABC-7 TV (Los Angeles), KXTV-10 (Sacramento) and KEYT-3 TV (Santa Barbara).

[Click here to view coverage from KXTV-10 in Sacramento.](#)

Network and partners participate in National Public Health Week

As part of National Public Health Week, the California Department of Public Health's *Network for a Healthy California (Network)* and California Women Infants and Children (WIC) Program hosted a nutrition event on April 9, 2009 in Sacramento, CA to offer resources, promote food stamps and WIC benefits and encourage Californians to eat right when money's tight. Vendors such as Soil Born Farms Urban Agriculture Project, *Network for a Health California—Gold Country Region*, California Association of Food Banks and UC Cooperative Extension provided attendees with free fresh fruits and vegetables, taste tests and nutrition education information.

Tyler Florence, celebrity chef and Food Network star, joined the celebration and prepared delicious, budget-friendly recipes with the help of Jamilia Ashworth, Champion Mom from the *Network for a Healthy California—Bay Area Region!* Champion Moms Patricia Miranda (*Bay Area Region*), LaTisha Lawson (*Gold Country Region*) and Yemanya Napue (*Gold Country Region*) also attended the event to show their

support for healthy change. Yemanya also conducted a cooking demonstration on KMAX-31 *Good Day Sacramento*. Local dignitaries and speakers at the event included California's Secretary of Agriculture, A.G. Kawamura; Dr. Mark Horton, director, California Department of Public Health; and John Wagner, director, California Department of Social Services.

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.

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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.