

Champion Press



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

October 2009

Changes for Champion Press

During the months of August and September, the *Network for a Healthy California* took the opportunity to distribute an on-line survey and conduct several phone surveys to gather feedback on the Champion Press monthly e-newsletter. We first want to thank all of you who took the time to send us your comments and for your participation in the survey.

As we began evaluating your feedback, we realized more time is needed to incorporate some of your recommendations and we are strategizing on ways to “revamp” the e-newsletter so it becomes a resource you feel is useful and beneficial to your work. With that said, we have taken some immediate action steps to improve Champion Press in this October issue.

The biggest change is that Champion Press will now be distributed on a quarterly basis instead of monthly. Therefore, you will not receive another e-newsletter in your Inbox until December 2009. This modified distribution schedule will give us the time necessary to make meaningful improvements based on the feedback you provided.

Again, we thank you for your time and patience.

Becky Larson, Interim Public Relations Manager

In This Issue

↓ [Save the Date!](#)

↓ [What's New?](#)

↓ [Regional Champions](#)

↓ [Network News](#)

↓ [Opportunities and Resources](#)

⇒ [Network Calendar of Events](#)

Save the Date!

February 8, 2010: Join us in Sacramento for the 12th *Network for a Healthy California* Conference, Partnering for a Healthy California. This year's Conference will focus on making healthy, positive changes by developing innovative partnerships. From partnering with community members to professional collaboration, this Conference will offer something for everyone. Nationally recognized author, speaker and consultant, Andy Goodman, will serve as Keynote Speaker to share his best practices in the field of public interest communications and inspire us with tips for establishing partnerships with appropriate individuals/organizations willing to take action and join our movement.

To register and learn more about the upcoming Conference, visit <http://www.networkforahealthycalifornia.net/Conference/index.php>.

[Return to top](#)

What's New?

Looking for an empowering and inspiring read? *Actions Speak Loudest: Keeping Our Promise for a Better World* delves to the heart of thirty-one issues critical to the well-being of the next generation. It's a non-profit book project whose compilation of contributors span all walks of life - from Jimmy Carter to the *Network for a Healthy California*—Los Angeles Region's very own Champion Mom, Angeline Lee!

Angeline's 1,000 word essay addresses the barriers she faced in living a healthy lifestyle and how she has overcome those barriers for her children. “Even through difficult times, it is a beautiful experience for me to know that the children who continually encourage me to live better for them have now adopted that same belief system for themselves, from what they eat to how they treat others to how they expect to be treated, they know that wise choices, and healthy living are normal and expected parts of their lives,” explains Angeline in part of her essay included in the book. You can check out a preview of the book, or learn more about the project at www.actionsspeakloudest.org.

Angeline definitely abides by “My Kitchen. My Rules,” as her debut on the 2007 *Network* billboard states. She is truly a Champion for Change, inspiring

other moms just like her to take action and make a change. She is once again featured in the *Network's* 2009 advertising campaign, including billboards and regional bus transit shelters (Our Community. Our Rules.).



**Our community.
Our rules.**

**Rule #4:
Stand up for
healthy changes.**

**CHAMPIONS
for CHANGE**
Network for a Healthy California

For food stamp information, call 877-843-9463. Funded by the USDA Supplemental Nutrition Assistance Program, an equal opportunity provider and employer. Visit www.championsforchange.net for healthy tips.

[Return to top](#)

Regional Network News

Bay Area Region: The *Network for a Healthy California—Bay Area Region Retail Program's* Fruit and Veggie Fest event was recognized by *Produce Business* magazine as a 2009 *Produce Business* Marketing Excellence winner. The Cinco de Mayo Fruit & Veggie Fest event took place on May 2, 2009 at Arteaga's Super Save Market in Gilroy and was led by *Retail Program* Specialist, Carlos Torres. The celebration brought together 25 community-based organizations and produce industry partners and reached over 2,000 participants.

This award signifies a huge achievement for the *Network!* It elevates the *Network's* profile as a legitimate and valuable partner for produce industry members and puts us on the same "playing field" with other industry winners (i.e. Chiquita/Fresh Express, Tanimura & Antle Inc., California Table Grape Commission, New York Apple Association, Idaho Potato Commission).

We recently sat down with Joe Prickett, project director, *Network for a Healthy California—Bay Area Region* to congratulate him on this achievement and get his insight on applying for the 2009 *Produce Business* Marketing Excellence Award.

Q: First off, congratulations on winning this award! Can you talk a little bit about what this award means to you and your region?

Since we are a social marketing campaign, the *Produce Business* Marketing Excellence Award means a great deal to us. In addition to striving to do great work, one of our key objectives is to raise awareness about the *Network*, the work we do and the impact the *Network* is having on the communities we serve. This award has helped to raise awareness of the *Network's Fruit & Veggie Fest*, and has provided significant recognition for our retail partner, Arteaga's Super Save Market in Gilroy, as well as our produce industry partners, including the California Strawberry Commission. Further, this award has resulted in the *Network's* participation in the upcoming Produce Marketing Association (PMA) convention in Anaheim in October, the largest produce industry event in the world. Our Retail Specialist, Carlos Torres, and Lupe Lopez, the owner of Arteaga's will be attending PMA where they will be recognized as 2009 *Produce Business* Marketing Excellence Awardees. This will further help to raise awareness of the *Network's Retail Program* among the produce industry and retailers alike.

Q: How did you find out about applying for this award?

Following our participation in the Fruit & Veggie Fest, we were notified by Rosanna Oliva of the *Network's Retail Program* that our Fruit & Veggie Fest would be a good candidate for the *Produce Business* Marketing Excellence Award.

Q: Were there any obstacles you faced in submitting the application?

Produce Business was very helpful in applying for this award. They let us know that this is a highly sought after award and we would need to fully showcase our marketing and public relations capabilities, as well as our coalition building skills, and educational activities at the event. Thanks to the support provided by the *Network's* Communications and Media Team, including the support of PainePR we were able to submit our press kit materials, including press releases and media alerts in both English and Spanish. We also submitted an array of nutrition and physical activity educational materials that were made available to participants at the event. This included *Network* materials as well as educational materials from 25 participating organizations that supported the event, including very compelling nutrition education materials from the California Strawberry Commission. Thanks to the *Network* photographer who attended the event we were also able to submit pictures of the 100 foot long produce stand in the center of the parking lot as

well as document the Sumba, Mariachi Dancing, and many other activities that the 2,000 participants engaged in.



Bay Area Region staff hand out goodie bags at the Cinco de Mayo Fruit and Veggie Fest event!

Q: What are some suggestions you can share with other regions that want to apply in the future?

Since this is a produce industry award, it is very important to include and work with produce industry partners along with your retail partner. *Produce Business* is very interested in innovative and compelling marketing, public relations, advertising and educational activities and events that help to increase the sale and consumption of fruits and vegetables. Further, they are very interested in any supporting data, particularly as regards sale and consumption of fruits and vegetables, and the overall number of people impacted by the initiative.

Los Angeles Region: The *Network for a Healthy California—Los Angeles Region* has partnered with the Los Angeles Sparks women's basketball team to combat the rates of childhood obesity. The *Network* is one of many partners to team up with the LA Sparks to create the *SPARKing Motion* project. The main purpose of this partnership, which also includes Farmers Insurance, Anthem Blue Cross, LA County Department of Public Health, the California Endowment, Centers for Disease Control and Prevention and UCLA School of Public Health, is to ensure California public school students receive physical activity and nutrition education during their school days. To assist with this, *SPARKing Motion* has created an interactive 11- to 14-minute DVD featuring moves performed by LA Sparks players, members of the Ole Skool Crew, SparKids and Sparky the mascot as well as healthy eating messages.

Want to learn more about how the *Los Angeles Region* got involved in this project and how to form a similar project in your region? Contact Ismael Aguila, physical activity coordinator, *Network for a Healthy California—Los Angeles Region*.

[Return to top](#)

Network News

In late August, Neal D. Kohatsu, MD, MSPH, left his position as Chief of the Cancer Control Branch (CCB) which oversees the Network to join the Medi-Cal Benefits, Waiver Analysis and Rates Division within the California Department of Health Care Services as the Chief, Medical Policy Section. Donald O. Lyman, MD, DTPH, Chief, Chronic Disease and Injury Control Division, will serve as Chief, Cancer Control Branch (Acting) while recruitment for the Branch Chief position is underway. Starting October 15, Gil Sisneros, MPH, Chief of the Network's Program Development Section, will fill in as Acting Assistant Chief during the maternity leave of Desire Kensic, Assistant Chief, Cancer Control Branch.

Please join the State staff in wishing Dr. Kohatsu much success in his new position as he will play a vital role in California's implementation of forthcoming national health care reform and Ms. Kensic every happiness with her new baby.

Susan B. Foerster, MPH, RD
Chief, Policy, Planning and Evaluation
Network for a Healthy California

Network staff and Champion Moms participates in 2009 Family Day event

The *Network for a Healthy California (Network)* participated in the 2009 Family Day event at Travis Air Force Base in Fairfield, CA on September 23,

2009. The event was hosted by First Lady Maria Shriver's Office as part of the WeConnect program to celebrate the California Family.

The *Network*, along with other partners, distributed nutrition education materials to the 500 – 700 service members and families at the Family Day event this year. In addition, the *Network* Champion Moms, Leslie Hammond (*Gold Country Region*) and Olga Baltazar (*Northcoast Region*) also provided a cooking demonstration and served up vegetable quesadillas.

This is the third year the First Lady's Office has invited the *Network* to participate in Family Day. She has been very impressed with the Champion Moms, and requested their participation at this event. Last year, Champion Moms and *Network* representatives celebrated Family Day with military families at Marine Corps Air Station in Miramar, and in 2007, Champion Moms participated at the event in San Francisco. We were honored to once again be part of Family Day this year.

For more information on Family Day, visit www.WEarefamily.ca.gov.

[Return to top](#)

Opportunities and Resources

School Resource Spotlight

The new California health standards set grade-level nutrition and physical activity student performance benchmarks, including goal setting, such as: set short-term goals to be more physically active (grade two); make a plan to choose healthy beverages (grade four); and, monitor personal progress toward nutrition and physical activity goals (grade five). When students develop goal-setting skills like these, they translate their nutrition and physical activity knowledge into building personally meaningful health habits.

Are you interested in bringing goal setting into your nutrition instruction? Try these strategies!

- Join *Network for a Healthy California* LIAs as they include goal setting in [Rethink Your Drink campaigns](#) to help students succeed in going soda free.
- Use [Children's Power Play! Campaign Fruit and Vegetable Challenge](#) to teach how to track progress toward reaching fruit and vegetable goals.
- Check out [Planet Health's Go for the Goal](#) and have students set and achieve goals to exchange inactive time for active time.

For more goal setting strategies and resources, visit the California Healthy Kids Resource Center Web site at www.californiahealthykids.org or call 888-318-8188.

National Gardening Association

Deadline: November 2, 2009

National Gardening Association annually awards Youth Garden Grants to schools and community organizations with child-centered garden programs across the United States. One hundred grants will be distributed in the form of Home Depot gift cards and *Gardening with Kids* Catalog. For more information, visit <http://www.kidsgardening.com/ygg.asp>.

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.