

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.

Champion Press

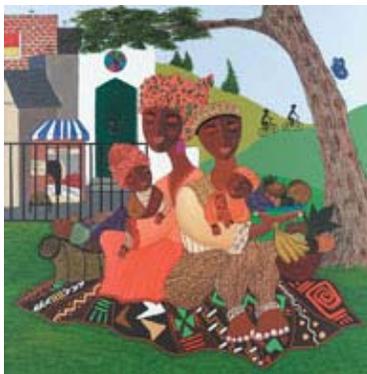


A healthy dose of news about the *Network for a Healthy California*.

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

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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).

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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*.

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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>.

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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.

Champion Press



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March 2009

Regional Network News

Sierra Cascade Region- A new "Healthy Hero" was recognized by the *Network for a Healthy California—Sierra Cascade Region* on February 6, 2009 at the Chapmantown Food and Fitness Festival Farmers' Market in Chico, CA. Richard Roth has been honored for his dedication to empower Oroville and Chico residents to adopt healthy lifestyles. Roth is the founding director of Collaboratively Creating Health Access Opportunities and Services (cChaos), a nonprofit organization that works with schools and community service groups to assist them in outreach, research, fundraisers and delivering health services like WIC and food stamps to those in need. Roth has also been part of creating two farmers' markets in underserved neighborhoods of Chico and Oroville, the only farmers' markets in the area to accept Electronic Benefits Transfer (EBT).

"I really appreciate all those folks who are gardening, supporting school gardens and improving school lunch programs. You are fighting off obesity, diabetes, heart disease and cancers in our communities," expressed Roth during his award ceremony. "You have been my heroes for years."

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"Healthy Hero" Richard Roth accepts the Healthy Hero Award from the *Network for a Healthy California—Sierra Cascade Region*.

LIAs in the News

Network for a Healthy California—Los Angeles Unified School District representative featured on KLCS-TV

Roberta Acantilado, project director, *Network for a Healthy California—Los Angeles Unified School District* (LAUSD) conducted an interview and cooking demonstration on KLCS-TV on February 5, 2009. Roberta discussed what LAUSD is doing to combat childhood obesity and

explained it is a collaborative effort between teachers, school nurses, parents, farmers and students that help make effective changes. Roberta also prepared a colorful mix of non-fat yogurt, tangerines, grapefruit and oranges and discussed the importance of involving students in the preparation of healthy recipes.

[Check out Roberta's interview by clicking here!](#)

Network for a Healthy California—Alhambra Unified School District's Ramona Elementary School holds Mustang Super Bowl VII

Over a thousand students, teachers, parents and community members will once again have the opportunity to learn about healthy eating choices and take part in an interactive day filled with nutrition and health-related activities at Ramona Elementary School's Mustang Super Bowl VII on Thursday, March 19, 2009 from 9:00 am – 12:00 pm. The event, named after the school's mascot, will feature a six foot diameter bowl that students will fill with over 300 pounds of fruits and vegetables!

For more information, please contact Judy Huffaker, nutrition education specialist, *Network for a Healthy California—Alhambra Unified School District* at 626-943-3560 or huffaker_judy@alhambra.k12.ca.us.

News from a Network Project

The Pacific Coast Farmers' Market Association (PCFMA), a *Network* Local Food and Nutrition Education contractor was featured in an article in the *Contra Costa Times* on February 11, 2009. The article highlighted the expansion of its "Cookin' the Market" nutrition education and food stamp promotion efforts. The "Cookin' the Market" includes conducting healthy cooking demonstrations and providing nutrition education at WIC and food stamp offices, farmers' markets and community events to promote the use of food stamp benefits to increase fruit and vegetable purchase and consumption. Activities conducted include providing recipe demonstrations, taste testings, shopping tips and information on local retail outlets and farmers' markets that accept EBT.

"We want to encourage people to start out on the right foot by buying fresh, seasonal local produce and having the confidence to cook for themselves- instead of just buying canned- and to have a recipe to make it," explained Sarah Nelson, special projects coordinator.

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Network News

Sue Foerster receives the 2009 Stampy Award at the Food Stamp Forum

Sue Foerster, chief, *Network for a Healthy California (Network)* graciously accepted the California Food Policy Advocates 2009 Stampy Award in the category of "Best Work to Improve Food Stamps by a State Employee" on February 10, 2009 in Sacramento, CA. Sue was recognized for coordinating efforts between state and federal agencies; helping to create new legislation from advocate organizations to improve California's participation in food stamps; and for developing innovative ways to incentivize food stamp spending.

Through Sue's outstanding vision and leadership, large social marketing campaigns were developed, including the *California 5 a Day for Better Health! Campaign* and the *Network for a Healthy California (Network)*. The social marketing campaigns are now united as the *Network for a Healthy California (Network)* and echo the inspiring and motivational Champions for Change messages. The *Network* has become the largest social marketing nutrition program in the nation and is recognized as the leader for the United States Department of Agriculture's Supplemental Nutrition Assistance Program (SNAP-Ed). Sue has been a driving force in helping reduce food insecurity in California and certainly deserves this recognition for her dedication to helping low-income Californians live healthier lives. Congratulations, Sue! We are proud and honored to be working under your leadership.

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Information of Interest

U.S. Department of Agriculture (USDA) Secretary and Ad Council announce new public service advertisements (PSAs)

The new PSAs were announced on Wednesday, February 25, 2009 by Tom Vilsack, secretary, USDA and the Ad Council and are designed to inspire parents to adopt healthier lifestyles for themselves and their families. The campaign, which is supported by USDA's Food Nutrition and Consumer Services, encourages parents to visit the MyPyramid Web site (www.MyPyramid.gov) and features characters from the Disney classic, *Pinocchio*.

You can access and download the PSAs as well as new television, radio, print and outdoor at <http://www.prnewswire.com/mnr/adCouncil/37169/>.

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Opportunities and Resources

New and updated materials available on the *Network* online ordering system and Communications Resource Library

Check-out the new and updated materials now available to *Network*-funded partners on the online ordering system (www.championsforchangematerials.net). Materials include the *Network for a Healthy California—Fruit, Vegetable, and Physical Activity Toolbox for Community Educators*; Food Stamp Office Resource Kit 2; *Soulful Recipes: Building Healthy Traditions Cookbook*, the rebranded *A Day in the Life: One African American Family's Journey to a Healthy Lifestyle* DVD; 20 Produce Quick Tip Cards – Partner Version 3, English; and, the *Network* Recycled Paper Goodie Bags.

Updates have also been made to the Communications Resource Library (www.networkforahealthycalifornia.net/Library). These include the reorganization of the photo section; Certificate of Appreciation templates (English and Spanish); Champion Mom recruitment screeners in Microsoft Word and PDF formats; and, sample model release forms.

For additional information regarding publications or upcoming projects, please contact Sarah Sciandri at Sarah.Sciandri@cdph.ca.gov.

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Champion Press



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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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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.

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Champion Press



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

June 2009

Save the Date!

June 2009: Get ready for the *Network for a Healthy California—African American Campaign's* 2009 Juneteenth events! The *African American Campaign* along with several local partners across California will offer African American families creative ideas and tips for eating right when money's tight. Several regions will utilize fun educational games and interactive activities from the *Network's Fruit, Vegetable and Physical Activity Toolbox* to encourage families to take charge of their health and help reduce the risk of serious health problems, including obesity, heart disease, type 2 diabetes and certain types of cancer.

Go out and support your local *African American Campaign* and their partners. For more information on an event near you, contact your region's *African American Campaign* Coordinator (<http://www.cdph.ca.gov/programs/cpns/Pages/AfricanAmericanRegContacts.aspx>).

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June 2009: The *Network for a Healthy California—Children's Power Play! Campaign* is launching a new Power Up Your Summer! Challenge to combat the "Summer Slump" which leads kids to gain weight during the summer months due to a lack of physical activity and healthy eating. In the 11 *Regional Networks*, the *Children's Power Play! Campaign*, in collaboration with their Physical Activity Specialists, will be partnering with community youth organizations (CYOs) to encourage kids and their families to get 60 minutes of active PLAY! each day, eat plenty of fruits and vegetables during summer break and sign up for low- and no-cost summer programs. As part of the Challenge, CYOs will host a "PLAY! Week" on June 22 – June 26 and provide creative ways to stay active this summer. For more information, contact the *Power Play! Campaign* Coordinator in your region (<http://www.cdph.ca.gov/programs/cpns/Pages/PowerPlayRegionalContacts.aspx>).

Regional Network News

Central Valley Region- The *Network for a Healthy California—Central Valley Region Children's Power Play! Campaign* held its annual *Garden of the Sun* event on March 26, 2009. The *Garden of the Sun* event is a celebration to encourage 4th-5th grade students, parents and staff from Yokomi Elementary to eat more fruits and vegetables and be active every day. Approximately 200 people participated in tomato transplanting, salsa making and several other nutrition education and physical activity demonstrations. Participants also took part in an educational and interactive walking tour of the garden, to learn more about the nutritional benefits of a variety of vegetables, including how to eat and prepare cacti; and enjoyed a hands-on gardening lesson from UC Cooperative Extension Master Gardeners.

"Events like these really help children and adults understand that growing fruits and vegetables is a fun, low cost and nutritious way to access fresh food," said Melissa Murphy, program coordinator, *Network for a Healthy California—Central Valley Region Children's Power Play! Campaign*.

The success of this event was due in large part to several long-term partnerships the *Central Valley Region* has established with the Dairy Council of California, Youth Nutrition Education Program, UC Cooperative Extension Master Gardeners, Central Valley Health Network and Bella

Frutta, who graciously donated all of the ingredients for the salsa making.

Desert Sierra Region- The *Network for a Healthy California—Desert Sierra Region Worksite Program* encouraged the Riverside Transit Agency (RTA) employees to leave their cars at home, put on bicycle helmets and peddle their way to a healthy lifestyle by participating in National Bike to Work Week, May 11-15, 2009. Bike to Work Week is designed to promote commuting alternatives, along with better health by helping working adults obtain the amount of physical activity per week that is necessary to maintain a healthy weight and prevent the risk of developing serious health problems like obesity, type 2 diabetes, heart disease, stroke and certain types of cancer.

"It has been my pleasure to work with RTA's Wellness Committee. Their enthusiasm and commitment to improving the health and wellbeing of their employees is to be commended," said Valerie Comeaux, coordinator for the *Network for a Healthy California—Desert Sierra Region Worksite Program*.



Riverside Transit Agency's Operations Manager Phil Moores (left) and Director of Planning Mark Stanley biked their way to better health on May 14, 2009 during Bike to Work Week!

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Network News

Network for a Healthy California (Network) participates in First Lady's Garden Ceremony at the state Capitol

California's First Lady Maria Shriver's office extended an invitation to the *Network* and our Champion Moms to participate in the *WE Garden Ceremony* on May 21, 2009 at Capitol Park in Sacramento, CA. Champion Mom Leslie Hammond from the *Gold Country Region* was on-hand to provide budget-friendly shopping tips to event attendees and assist *Network* staff in operating the very popular Smoothie Bike. Presenters including First Lady Maria Shriver, Alice Waters, executive chef and owner of Chez Panisse and founder of the Edible Schoolyard in Berkeley; Food Network Celebrity Chef Guy Fieri, and A.G. Kawamura, secretary, California Department of Agriculture talked about the importance of introducing gardening to children to inspire them to eat and enjoy healthy food. As part of the ceremony, First Lady Maria Shriver, Alice Waters, and Guy Fieri helped the children plant the garden and provided gardening tips.

The event included a section entitled *Food Alley*, where partners provided information on gardening, offered plant seedlings, fresh produce, nutrition information, recipes, and other important resources related to gardening. The *Food Alley* partner booths, included representatives from The Foundation for Agriculture in the Classroom, California School Garden Network, Western Growers, California, Women, Infant and Children (WIC) program, California Department of Education, UC Cooperative Extension, California Grown, Soil Born Farms and Alchemist, Urban Farm Stands and others.

The WE Garden event was truly a celebration of the importance of creating a garden setting, either at home or in the school, so children appreciate

and get excited about growing and eating fresh produce. The *Network's* partnership with the First Lady's office and her WeConnect program has grown as well. The First Lady's interest in our program and especially the Champion Moms began with the *Bay Area Region* Family Day Event two years ago; and again at the *San Diego & Imperial Region's* Champion Moms last year at her 2008 Family Day Event in Miramar, CA. We look forward to more opportunities in working with the First Lady's office and the WeConnect program.

We are thrilled to see such a warm welcome for our Champion Moms and the well-deserved recognition the *Network* regions are receiving for their inspiring work! Click on the link below for more information on the WE Garden project. <http://www.firstlady.ca.gov/index.php/projects/school-gardens/>



First Lady Maria Shriver and Secretary of the California Department of Agriculture A.G. Kawamura planted vegetables in the new garden at Capitol Park in Sacramento, CA.

Network for a Healthy California—Retail Program's Fruit and Veggie Fest events

The *Network for a Healthy California—Retail Program's* 2009 Fruit and Veggie Fest events were a big success throughout the month of May and received great media coverage from across California. Events included healthy cooking demonstrations, fruit and vegetable scavenger hunts and appearances by Champion Moms and local dignitaries such as National City Mayor Ron Morrison (*San Diego & Imperial Region*), Monterey County Supervisor Simón Salinas (*Central Coast Region*) and others.

[Click here](#) to see a great interview by Kathryn Ramirez, program coordinator, *Network for a Healthy California—Central Coast Region Retail Program!* Some other media highlights included the *Northcoast Region* event covered in the Ukiah Daily Journal, the *Los Angeles Region* highlighted in the *California Crusader* and the *Retail Program* featured in an article in the trade publication, *Progressive Grocer*.



Network for a Healthy California—Los Angeles Region Champion Mom Angeline Lee and her son, Joshua give customers tips on how to eat right when money's tight at the 2009 Fruit & Veggie Festival at Superior Grocers in Los Angeles, CA.

Opportunities and Resources

California Governor's Council on Physical Fitness and Sports Spotlight Awards

The 4th Annual Spotlight Awards are once again honoring individuals, organizations and events that positively impact the physical activity and fitness levels of California's children and youth. The awards consist of cash prizes to help further promote physical activity in communities (Gold: \$10,000; Silver: \$2,500; Bronze: \$1,000). Award categories include Principal of the Year; Teacher of the Year; Organization of the Year; Parent Association; Park and Recreation Program of the Year; Event of the Year; School of the Year; and School District "Champion for Fitness."

For more information, visit the Governor's Council Web site at www.calgovcouncil.org.

Active Living Research (ALR) Conference seeks abstracts and award nominations for annual conference held in San Diego, CA on February 9 – February 11, 2010

The themes of the ALR conference include "Engaging Communities to Create Active Living Environments" and "Accelerating Progress in Reversing Childhood Obesity." Abstracts describing research results on all topics related to active living policies and environments are welcome and abstracts related to the conference theme are particularly encouraged. Submit your abstract at <http://www.activelivingresearch.org/conference/2010/cfa2010> by July 29, 2009, 1:00 pm PT.

"Translating Research to Policy Award" recognizes innovative teams or individuals representing research, policy and/or advocacy who have had success in catalyzing policy or environmental change of relevance to youth physical activity, sedentary behavior and obesity prevention. In addition to a cash prize, the winner will be invited to provide an oral presentation at the ALR Conference. The nomination deadline is August 26, 2009, 1:00 pm PT. Find out more at <http://www.activelivingresearch.org/conference/2010/cfn2010>.

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Champion Press



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

July 2009

Network News

Network for a Healthy California—African American Campaign Juneteenth events encourage African Americans to make healthy choices a priority

The *Network for a Healthy California—African American Campaign* empowered African American families to eat healthy and be active by providing them with creative ideas and budget-friendly tips during the Juneteenth events last month. The *Campaign* used fun and creative educational games from the *Network's* Fruit, Vegetable and Physical Activity Toolbox, a nutrition education spin-wheel and their Champion Moms to encourage community members to take control of their health and the health of their families.

"We are reaching African American families where they live, work, shop, worship, and play," said Yemanya Napue, a *Network for a Healthy California—Gold Country Region* Champion Mom who participated in their event in Vallejo, CA on June 20, 2009.

Other Champion Moms also shared their stories of how they have made health a priority, even during these tough economic times. "By combining fun and creative approaches that communicate the importance of adopting healthier lifestyles, we can engage and empower African Americans to make healthy changes for their families and communities," stated Dinah Hester, Champion Mom from the *Central Valley Region*.

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Regional Network News

Desert Sierra Region- The *Network for a Healthy California—Desert Sierra Region African American Campaign* held the Nutrition Education and Empowerment Forum in conjunction with Eagles Wings Church's Body & Soul Kick-off Celebration on June 13, 2009 in Perris, California. The fun and festive event provided church members and the community with educational and practical resources to empower attendees to eat healthy and be active. The congregation sampled two healthy recipes from the *Network's Soulful Recipes* cookbook and were encouraged to take a pledge to eat more fruits and vegetables and increase their daily physical activity.

Dr. Astrid Mickens-Williams, coordinator, *Network for a Healthy California—Desert Sierra Region African American Campaign*; Vicki Wynn, coordinator, *African American Campaign* Riverside County Nutrition Program; Diane Wayne, Riverside County Nutrition Program; and Reverend Bronica Martindale, community health leader, Local Incentive Awardee Program attended the event and encouraged the congregation to be Champions for Change by getting involved in the Body & Soul Program.

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From left to right: Diane Wayne, Pastor Carl Wiggins, Patricia Wiggins, Vicki Wynn, Dr. Astrid Mickens-Williams and Reverend Bronica Martindale all pose for a photo opportunity at the Nutrition Education and Empowerment Forum.

Local Incentive Awardees in the News

***Network for a Healthy California—Los Angeles Unified School District* kicks off Symposium with a recipe competition**

Students from the *Network for a Healthy California—Los Angeles Unified School District* (LAUSD) concocted creative, healthy and delicious recipes during the second student-led snack-off recipe competition on June 12, 2009. The competition is the official kick-off to the *Network's* annual Nutrition Advisory Councils (NACs) Symposium, an event that brings together a diverse group of 100 low-income students from around the district and teaches them innovative ways to empower their peers to form healthy eating habits and be more physically active.

Students from Flourney and Florence Griffith Joyner Elementary Schools participated in workshops and other activities designed to help them learn new and innovative ways to empower their fellow classmates to eat healthy and be more active.

The *Los Angeles Sentinel* featured an article on the event as well. [Click here](#) to read the full article.

Regional Network Collaboratives in the News

Desert Sierra Health Network launches “Rethink Your Drink”

The Desert Sierra Health Network (DSHN) was highlighted in the *San Bernardino Sun* on June 4, 2009 for the launch of their “Rethink Your Drink” educational initiative. The article, entitled “Sugar Shockers” featured the *Desert Sierra Region's* Champion Mom Brenda Parker with a display of every day grocery items and the equivalent amount of sugar in each product. The Soda Free Summer Campaigns implemented by the Bay Area Nutrition and Physical Activity Collaborative (BANPAC) and the Los Angeles Collaborative for Healthy Active Children (LACOLLAB) were also highlighted in the article.

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

Healthy Choices Partnership in the *Gold Country Region*

Over 2,000 students, teachers, parents and principals from four elementary schools celebrated their completion of the Healthy Eating Active Living (HEAL) Collaborative's Healthy Choice Partnership during a “Cyclebration” event held in May. The goal of the Healthy Choices Partnership is to support and engage elementary schools (principals, teachers, parents and students) to promote healthy living by creating a healthier school environment through free nutrition education lessons, fresh fruit and vegetable samples and support to students in developing policies that make the healthy choice easier.

The Healthy Choices Partnership, which consists of representatives from the *Network for a Healthy California—Gold Country Region*,

Dairy Council of California and Fresh Producers, kicked off in March and concluded with the May "Cyclebration." The event included the unveiling of their Healthy Choices Policy which implemented a healthy snack policy at each school, a smoothie bike party, the *Shape of Yoga* and 4th-6 grade students participating in nutrition focused physical activity games.

Upon request from the participating schools, the partnership will continue next Fall and be duplicated in other local districts the following Spring.



Students participate in a nutrition education lesson and a smoothie bike demonstration during the HEAL Collaborative's "Cyclebration" event!

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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

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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>.

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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 877-843-9663. Funded by the USDA Supplemental Nutrition Assistance Program, an equal opportunity provider and employer. Visit www.championsforchange.net for healthy tips.

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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*.

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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.

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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.

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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.