

[5 A Day Logo]

Fresh Facts - A healthy dose of news about the California Nutrition Network and California 5 A Day

State Springs Into Health! on April 17th!

April 15, 2002

Step right up and "Spring Into Health!" with nutrition minded Californians who will be celebrating Wednesday, April 17th at "Spring Into Health! Day." Nearly 200,000 children will participate in 50 events held throughout the state to highlight the serious health consequences of poor diet and sedentary lifestyle. Two signature events in Sacramento and Los Angeles are sure to have the rapt attention of health conscious Californians as children in both cities pledge to eat five servings of fruits and vegetables and be active for 60 minutes every day.



In Sacramento, more than 120 students will travel to Capitol Park for the Nutrition Olympics sponsored by California Children's 5 a Day Campaign-Power Play!, the American Cancer Society, Albertson's and Fresh Choice Restaurants. The kids will participate in nutrition-related games like the awe-inspiring Watermelon Weightlifting and the ever-challenging Grapefruit Shot Put. While these feats of strength will challenge their

It's so Easy

Physical Activity Corner

Do you feel lackluster, listless or weary by the middle of the afternoon? Try reviving yourself with a brisk walk at lunchtime. Take a coworker or a friend along with you and you're both taking steps toward better health!

Did You Know?

You can reduce your risk of cancer by 50%, if you consume at least five servings of fruits and vegetables and engage in 30 minutes of physical activity every day for adults and 60 minutes for children. It's so easy. A serving of fruit or vegetable is:

- 1 medium whole fruit or vegetable.
- 1/2 cup fresh, frozen or canned or vegetables (packed in 100% fruit juice or water).
- 1 cup of green salad.
- 3/4 cup 100% fruit or vegetable juice.
- 1/4 cup dried fruit.

Visit our Website -

physical agility, thought-provoking quizzes will be given to test their knowledge of nutritious eating habits. This eventful day is sure to leave an imprint in the minds of all who attend.



In Southern California, a similar event will take place with another group of enthusiastic elementary school students. The Marina Del Ray Albertson's store will host the "5 a Day Face Off." The "5 a Day Face Off" is best summed up as Supermarket Sweep meets innovative children's television. The competitions will pit heart-healthy students against one another in an effort to highlight the "5 a Day" message.

In addition to these two signature events, Power Play! Lead Agencies throughout the state will conduct numerous outreach efforts within their districts. [Click here](#) for more information on Power Play! or Spring Into Health! Day.

### Welcome to Fresh Facts

We're proud to introduce the first release of Fresh Facts, an informational update on two state programs, the California Nutrition Network and California 5 a Day Campaign. Our goal is to keep you informed of pertinent health news and promote healthy choices among Californians, while having a little fun along the way. Over the next year, we'll bring you nutritious recipe alternatives for your family, physical activity ideas for your office and updates on some of the best health research California has to offer.

And in case you're wondering why you're hearing

from us, you've been selected to receive Fresh Facts as part of our target audience of people with a stake in the health of Californians. If you would like to be removed from our mailing list or know a friend who might benefit by receiving Fresh Facts, please e-mail [5aday@hillandknowlton.com](mailto:5aday@hillandknowlton.com). Enjoy!

[5 A Day Logo]

## Fresh Facts - A healthy dose of news about the California Nutrition Network and California 5 A Day

May 2002

### National Meeting Marks Increased Support For 5 A Day Partnership



Health and Human Services Secretary Tommy Thompson and Agriculture Secretary Ann Veneman took a healthy step in the right direction during the National 5 A Day Partnership meeting in Washington, D.C. They announced a partnership between private industry, federal agencies, and health organizations that would strengthen the 5 a Day Campaign message. This alliance is a timely one given the large percentage of American children suffering from obesity due, in large part, to poor diet and physical inactivity. The concerted effort between key 5 A Day partners, country-wide coordinators in various U.S. territories, and the Department of Defense will increase consumer awareness of the 5 a Day Campaign and it's outreach goal. Through this new partnership, the 5 a Day Campaign will gain attention and momentum as the word to

### Physical Activity Corner

Start a walking club in your neighborhood for both kids and adults. The adults can catch up while the kids can meet up with their friends. The best part is that everyone is participating in a little physical activity. Adults need 30 minutes of physical activity every day and children need 60 minutes of physical activity every day for better health.

### Did You Know?

The California Children's Healthy Eating and Exercise Practices Survey (CalCHEEPS) reports that 17% of its surveyed children were at risk of being overweight and 14% were already overweight. African-American (38%) and Latino children (34%) were more likely than Asian/other (32%) and Caucasian (27%) children to be at risk or overweight.

These alarming statistics demonstrate the importance of the 5 a Day message in counteracting childhood obesity, and the long-term health dangers it presents. Also, the numbers show the particular significance of targeting Latino and African-American children and their families.

### 5 A Day At The Table: Heart Healthy Recipes For You And Your Family

It's so Easy

Nutrition Network

promote eating at least 5 servings of fruits and vegetables every day spreads to consumers all over the nation.

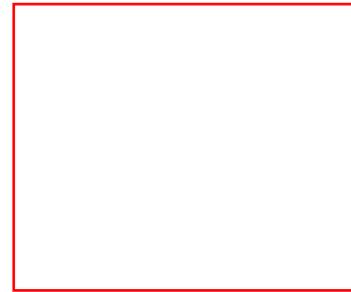
“USDA is proud to expand our role in this important partnership and will commit the necessary resources to help Americans meet these goals,” said Secretary Veneman. “By helping Americans consume a balanced diet and incorporate exercise into their lifestyles, we can address the growing obesity problem in the U.S., especially among children.”

Under the new agreement, the U.S. Department of Agriculture (USDA) will expand its role in the National 5 A Day Partnership. The new commitment includes increasing consumer education opportunities related to 5 A Day, conducting research related to nutrient values in fruits and vegetables, and strengthened collaboration among federal, state and industry organizations to promote fruit and vegetable consumption in addressing national health issues. One specific goal is to provide information to consumers that encourages a balanced diet and physical activity, which will help reduce the incidence of obesity in America.

Something exciting is brewing on Capitol Hill. Secretary Thompson and Secretary Veneman announced the signing of a Memorandum of Understanding (MOU) between USDA, the Centers for Disease Control and Prevention, and NCI to formalize their expanded collaboration to promote the 5 A Day Program. The MOU supports the advancement of comprehensive planning at the federal, state and local levels, expanded channels for the delivery of evidence-based interventions, and improved availability of high quality data related to fruit and vegetable consumption.

See [press release](#) for more information.

Strawberry Summer Salad (makes 4 servings)



## Ingredients

- 1 Pint Strawberries, stemmed and halved
- 1 Teaspoon finely chopped fresh mint or 1/2 teaspoon dried mint, optional
- 1/2 Teaspoon sugar
- 1/2 Cup light sour cream
- Lettuce leaves
- 2 Cups fresh fruit (sliced peaches, plums, kiwi fruit or orange)

## Preparation

Strawberry Dressing:

- In blender, puree 1/2 cup strawberries. Reserve remaining strawberries.
- In bowl, combine strawberry puree, mint, sugar and sour cream. Mix well.

Salad:

- Line individual salad plates with lettuce. Arrange reserved strawberries with other fruits on lettuce. Top with strawberry dressing.

*Source: Discover the Secret: 5 a Day for Better Health!*

**Eight Tips To Help Kids Choose Healthy Treats During Summer Fun**

Long gone are the dog days of summer. Today's family on the go needs food that is nutritious, convenient and easy to prepare. It's so easy to grab 5 or more servings of fruits and vegetables throughout the day to meet the daily requirement. With these eight tips, you and your family are on your way to an energized and healthy summer.

1. Recharge during the day by filling a basket on your kitchen counter with 10 pieces of fresh fruit or sliced vegetables. Make it your family's goal to finish the fruits and vegetables by the end of the day.
2. Make trying new fruits and vegetables an adventure! Bring interesting, colorful vegetables home every week from the grocery store and slice them up for the kids to snack on.
3. For hot days, what could be more perfect than a popsicle to cool you down? Fill a popsicle tray with 100% orange juice. Or, make 100% grape juice ice cubes for a cool twist.
4. Fill the refrigerator with freshly washed and cut vegetables for a grab and go snack. Keep sliced celery and carrots or bite-size cherry tomatoes in the fridge for the kids.
5. Take the kids to the grocery store so they can pick out their favorite fruit and vegetable snacks.
6. Smoothies are easy-to-make nutritious drinks that satisfy more than one serving of fruits and vegetables. Just keep some of your favorite fruit, like strawberries or bananas on-hand and freeze. Mix in dried fruit for a crunchy treat.
7. Try a vegetable wrap. Place your favorite vegetables such as red and green

Click here for [more heart healthy recipes](#).

**Visit our Web site at <http://www.ca5aday.com>  
or call 1-888-EAT-FIVE**

To remove yourself from this distribution list, reply to this message with "unsubscribe" in the subject. If you or a friend wants to subscribe to Fresh Facts, please reply to this message with "subscribe" in the subject. Please specify your name and email address and we will add you to our distribution list.

peppers, diced tomatoes and mushrooms on a warm, flour tortilla for an easy-to-make snack.

8. Pop some green and purple grapes into the freezer to munch on anytime. Not only are they a great snack, but they will also last for weeks.

[5 A Day Logo]

## Fresh Facts - A healthy dose of news about the California Nutrition Network and California 5 A Day

June 2002

### Network's African American Task Force Celebrates Juneteenth

Juneteenth commemorates the Emancipation Proclamation and is the oldest known celebration marking the end of slavery. Over the centuries, Juneteenth celebrations have centered around family picnics and barbecues featuring traditional soul food dishes.

As Juneteenth celebrations took place, the *California Nutrition Network's (Network) African American Task Force (AATF)* encouraged African Americans to use healthier recipes when preparing traditional soul food dishes.

A recent Centers for Disease Control and Prevention study showed that heart disease and cancer are the first and second leading causes of death for African American adults 18 years and older. Last year in California, twice as many African Americans compared to whites were diagnosed with Type 2 diabetes.

“Good soul food can be made healthier and we’re encouraged Juneteenth cooks to liberate traditional dishes from the salt and fat standing between us and good health,” said Diane Wayne, AATF co-chair and senior public health nutritionist for Riverside County. “Recipes can be modified with more fruits and vegetables to make healthier meals for friends and families.”

For more information, visit the *California 5 a Day Campaign* Web site at [www.ca5aday.com](http://www.ca5aday.com). To find out about promotional materials available to your

### Physical Activity Corner

Take advantage of the warm days of summer. Go outside and be active. Ride your bicycle to run errands or around your neighborhood. Spend time in your yard planting fruits and vegetables, pruning shrubs or mowing the lawn. Play in the park with your kids. Incorporate physical activity into your daily routine.

### Did you know...

Summer is a fantastic season for California produce? Strawberries, cherries, avocados, grapes, cantaloupe, pears, peaches, green beans, plums, watermelon, and corn are all in season! This means, of course, that eating your 5 a Day has never been so easy! So visit your local farmer’s market to purchase fresh produce that is in season this summer!

### Recipes for Healthful Soul Food

Fresh Facts rooted about our kitchens and pulled out these tips to share on the secrets of healthful soul food. We’ve also included a recipe for lowfat Smothered Greens.

### Tips for Healthful Soul Food

- Drink six ounces of 100% fruit or vegetable juice which is equal to one serving;
- Try skinless baked chicken

It's so Easy

Nutrition Network

church or organization, call 1-888-EAT-FIVE.

Food Security Summit Looks at 4.4 million Hungry Californians

Photo of Food Security Summit

To address a growing crisis for at least 4.4 million Californians, public policy leaders gathered in Oakland on June 3rd and 4th for the 2002 California Community Food Security Summit, hosted by the Community Food Security Coalition (CFSC).

Approximately 1-in-10 households in the United States reported food insecurity and more than 30 million adults and children live in these households, according to a Tufts University study "Hunger in a Strong Economy." Food insecurity is generally defined as having only enough food to meet one's need at the moment, but not knowing where the next meal might come from.

"The Summit addressed the problems of California's food system including hunger amidst wealth and plenty; epidemics of diabetes and obesity on the rise especially among low-income residents; inequitable access to fresh produce; and the loss of California family farms to corporate entities," said Andy Fisher, executive director of the Community Food Security Coalition. "We want to create long-term solutions to the food insecurity problems by empowering communities to be more self-reliant."

As a result of the Summit, a state coalition was

instead of frying;

- Use salt-free bouillon or smoked turkey in your greens instead of fatback;
- Watch your portions! One-half cup of succotash, black-eyed peas, rice or grits is one serving size;
- Season your green beans with fat free broth instead of ham or ham hocks;
- Drink plenty of water throughout the day;
- Eat canned, dried, or frozen fruits to help you reach your 5 A Day goal;
- Walk your children to school; and
- Join a walking or gospel aerobics group at church.

## Smothered Greens

Photo of Smothered Greens

### Ingredients

- 3 cups of water
- 1/4 lb smoked turkey breast, skinless
- 1 tbsp hot pepper, freshly chopped
- 1/4 tsp cayenne pepper
- 1/4 tsp cloves, ground
- 2 cloves garlic, crushed
- 1/2 tsp thyme
- 1 stalk scallion, chopped
- 1 tsp ginger, ground
- 1/4 cup onion, chopped
- 2 lbs greens (mustard, turnip, collard, kale or mixture)

formed with the goal of creating a policy platform of reform for legislators. This coalition will meet regularly throughout the summer, fall and winter to propose possible legislative solutions to the issues that the food insecure face.

This convention was convened to help find healthy solutions to the growing California crisis of food insecurity, especially in local communities. Examples of why California is the leader in finding successful solutions were discussed, such as statewide Farm to School programs that help educate students about nutrition; farmers markets that allow Californians to have access to more home-grown produce at affordable prices; and urban gardens where people have the ability to grow their own foods in the community where they live.

The Community Food Security Coalition (CFSC) is a non-profit North American organization dedicated to building strong, sustainable, local and regional food systems that ensure access to affordable, nutritious, and culturally appropriate food for all people at all times. Visit the CFSC at [www.foodsecurity.org](http://www.foodsecurity.org).

## Directions

Place all ingredients except greens into large saucepan and bring to boil. Prepare greens by washing thoroughly and removing stems. Tear or slice leaves into bite-size pieces. Add greens to turkey stock. Cook 20-30 minutes until tender.

**Visit our Web site at [www.ca5aday.com](http://www.ca5aday.com)  
or call 1-888-EAT-FIVE**

To remove yourself from this distribution list, reply to this message with "unsubscribe" in the subject. If you or a friend wants to subscribe to Fresh Facts, please reply to this message with "subscribe" in the subject. Please specify your name and email address and we will add you to our distribution list.

[5 A Day  
Logo]

Fresh Facts - A healthy dose of news about the California  
Nutrition Network and California 5 A Day

July 2002

NANA Report on Super-Sized Portions  
Garners International Attention

Upcoming Event: National 5  
A Day Week

Mark your calendars for National 5 A Day Week (Sept. 22-28, 2002). The *California Nutrition Network for Healthy, Active Families*, the *California 5 a Day Campaign* and *California Project LEAN* are planning a statewide news conference to announce the release of new research on fruit and vegetable consumption and leverage media interest in the key 5 A Day messages.



The “5 A Day – The California Way” event will take place in Sacramento at the State Capitol on Tuesday, Sept. 24, 2002, at 10 a.m. and will feature “California’s largest salad bar.” Regional events will be planned as well. Stay tuned for more details.

Californians who order larger sized meals when eating out may be getting more calories than they bargain for, according to a new report by a coalition of health organizations. The report garnered international attention through stories by *USA Today*, the *Associated Press*, *Bloomberg* and others regarding its findings that the food industry’s “value marketing” encourages overeating and contributes to the skyrocketing rates of obesity in adults and children.

It's so Easy

Physical Activity Corner

Nutrition  
Network

“These statistics show that Californians are spending more money to get extra food and calories that they do not need,” said Sharon Sugerman, research scientist for the *California Nutrition Network*. “Californians need to realize that restaurants offer healthy solutions and by changing their eating habits

Looking for somewhere to play with your kids this summer? Head to the local park—it’s free! Walk with your kids to the neighborhood park to play tag, jump rope or roller blade. It’s a great way to

they can lower their rates of diet-related chronic diseases. One easy way to improve your families health is to eat 5 fruits and vegetables and get 30 minutes of physical activity for adults and 60 minutes for children every day.”

*From Wallet To Waistline: The Hidden Costs of Super Sizing* was issued by the National Alliance for Nutrition and Activity (NANA), a coalition of over 225 national, state and local health organizations. The report compared the price, calories and saturated fat in different sized orders from fast-food chains, convenience stores, ice cream parlors, coffee shops and movie theaters in cities across the U.S., including Sacramento, Oakland and San Francisco. Among the findings:

- Upgrading from a three-ounce Minibon to a Classic Cinnabon costs only 24 percent more, yet delivers 123 percent more calories. The larger size also provides almost three-quarters of a day’s worth of artery-clogging saturated fat.
- Switching from 7-Eleven’s Gulp to a Double Gulp costs 42 percent more, but provides 300 percent more calories. Those 37 extra cents deliver 450 extra calories—more than you’d get in a McDonald’s Quarter Pounder.
- It costs eight cents *more* to purchase a McDonald’s Quarter Pounder with Cheese, small French fries and small Coke (890 calories) separately than to buy the Quarter Pounder with Cheese *large* Extra Value Meal, which comes with a large fries and large Coke (1,380 calories). “McDonald’s actually charges customers more to buy a smaller, lower-calorie meal,” Margo Wootan, director of nutrition policy at the Center for Science in the Public Interest said.
- Ordering a medium instead of small bag of movie theater popcorn costs about 71 cents—and 500 calories. A 23 percent increase in price provides 125 percent more calories and two days’ worth of saturated fat. (And that’s unbuttered popcorn!)

According to the report, the practice of “bundling”—

engage in physical activity and have some fun with your kids at the same time!

### Did you know...

You can make it easier for your kids to reach the 5 A Day goal with simple snack ideas. Aside from keeping plenty of fresh fruit within easy reach on the counter, make sure the fridge is well stocked with simple and delicious veggies like baby carrot sticks and washed celery stalks. Keep a nonfat or lowfat yogurt dip on hand as well.

Also encourage your kids to end their neighborhood basketball game or afternoon bike ride with a thirst-quenching treat—a fresh fruit smoothie. Teach your kids to experiment with different blends of their favorite fruits and juices.

**Visit our Web site at**  
[www.ca5aday.com](http://www.ca5aday.com)  
**or call 1-888-EAT-FIVE**

To remove yourself from this distribution list, reply to this message with "unsubscribe" in the subject. If you or a friend wants to subscribe to Fresh Facts, please reply to this message with "subscribe" in the subject. Please specify your name and email address and we will add you to our distribution list.

turning a fast-food sandwich into a “value meal” by adding sides like fries and a soft drink—is responsible for some of the largest increases in calorie content. And fountain drinks proved to be especially bad health bargains. They cost the least to upgrade and deliver the biggest calorie boosts (and they provide some of the highest profit margins for retailers).

Obesity rates in adults rose by 60 percent between 1990 and 2000 alone, while childhood obesity rates doubled over the last 20 years. Obesity causes an estimated 300,000 premature deaths each year, second only to smoking as the nation’s leading cause of preventable death. Type 2 diabetes can no longer be called “adult onset” diabetes because it now occurs so frequently in children.

In accordance with the study, Sugerman issued this call to action, “Consumers: fight the urge to super-size and purchase regular size servings. Order a salad or fruit instead of fries. Many restaurants have healthy options on their menu—try them. If you still want to super-size, split your meal with a friend and walk to the restaurant instead of driving. Restaurant owners: promote healthy choices and price them competitively—your customers will thank you. The health of California depends on it.”

The report is available online at [www.cspinet.org](http://www.cspinet.org) and [www.aicr.org](http://www.aicr.org).

**AATF Brings Message to Upcoming  
Oakland Black Expo 2002**



On Saturday and Sunday, July 20 and 21, the *California Nutrition Network's (Network) African American Task Force (AATF)* participated in the 12th Annual Oakland Black Expo located at the Oakland Convention Center.

As part of their outreach to low-income African American women with children, the AATF taught participants easy ways to incorporate a minimum of 5 servings of fruits and vegetables into their daily lives. They were also taught motivating techniques for adding at least 30 minutes of physical activity for adults and 60 minutes for children and teens as a part of their daily routines.

Attendees were able to spin the *5 a Day Campaign* game wheel, go on a scavenger health hunt with the "Passport to Million Dollar Health," and receive recipe books filled with tasty menus.

The AATF partnered with Oakland City Hall, the Department of Public Social Services, California Children and Families Commission, Alameda County WIC offices and Bay Area churches to distribute 1,000 free admission tickets for the event.

For more information about the AATF, call Valarie Scruggs at the *California Nutrition Network*, (916) 322-6111.

[5 A Day  
Logo]

Fresh Facts - A healthy dose of news about the California  
Nutrition Network and California 5 A Day

August 2002

Those Committed to “Inspiring Healthy Change”  
Collaborate at the 5th Annual Social Marketing  
Conference

Nearly 500 nutritionists, health educators and other professionals convened to share best practices and enhance their skills at the *Inspiring Healthy Change Social Marketing Conference 2002*. Recognized as the signature event of the *California Nutrition Network for Healthy, Active Families (Network)* and the *California 5 a Day - for Better Health! Campaign (5 a Day)*, the conference armed participants with creative and strategic ways to promote eating at least 5 servings of fruits and vegetables and being physically active each day.

The annual conference, held this year on August 13 in Sacramento, serves as a forum for bringing nutritionists, educators, researchers, health administrators, retailers, communications professionals, growers and policymakers together to share successful public health messages and community intervention tools.

As Susan B. Foerster, MPH, RD, chief of the Cancer Prevention and Nutrition Section (CPNS) of the California Department of Health Services, stated: “This social marketing conference is unique in that it’s the one opportunity all year where our partners from across the state can come together —

National 5 A Day Week Just  
Around the Corner

August is a flurry of activity in preparation for National 5 A Day Week (Sept. 22-28, 2002). Numerous events are planned throughout the state, beginning with *Network* and *5 a Day* announcing results of new research on fruit and vegetable consumption. The data will be released at a “**5 A Day—The California Way**” press conference on the steps of the State Capitol on Sept. 23 at 11:00 a.m. As part of the kick-off to the weeklong celebration, *Network*, *5 a Day* and partner organizations will host “California’s Largest Salad Bar” immediately following the press conference. (NOTE: This date reflects changes in the date and time announced in the July issue of *Fresh Facts*).

California’s 12 Project LEAN regions are hosting local events throughout 5 A Day Week, including a “best salsa” competition at the Santa Monica Farmers’ Market. Celebrity chefs will make salsas using fruits and vegetables chosen from across the food color spectrum for the public to taste and rate. To find out what’s

It's so Easy

Nutrition  
Network

not only to learn from each other and from speakers whom they might otherwise never hear — but also to network with other pioneers, share victories and challenges, and return home with renewed energy and in the important journey they are leading in their own communities.” CPNS is home to both the *Network* and *5 a Day*.

The day began with inspiring words from Secretary Grantland Johnson of the California Health and Human Services Agency. He commended the group for their efforts to counteract rising obesity rates and diet-related chronic diseases. He also noted that as “the health disparities gap among low-income and ethnic populations continues to widen ... I applaud you for working with communities facing huge social challenges, including poverty, lack of access to healthy foods and safe environments for physical activity.”

Attendees also heard insightful presentations by Michael Rothschild, emeritus professor in the School of Business at the University of Wisconsin, and Marion Nestle, professor and chair of the Department of Nutrition and Food Studies at New York University. Rothschild addressed the process of marketing health messages in an innovative and easy to understand way. He provided several examples, noting that the key to encouraging people to eat more fruits and vegetables is to focus on the short-term benefits. Nestle, author of *Food Politics*, provided insight into the “politics” of disseminating health messages along with some of the barriers, including competition from marketers of unhealthy food choices.

Along with the keynote speakers, workshop sessions showcased individuals, groups and model programs recognized for making significant differences in the communities they serve. Among the topics addressed were advertising, partnership development, media advocacy, personal sales and policy change.

Each and every feature of the conference — including dynamic physical activity breaks — helped participants walk away empowered and

happening in your area for 5 A Day Week, contact Dan Scott at the *Network*: (916) 445-7052.

### Physical Activity Corner

Is it a bird? Is it a plane? No, it’s a sports flyer, and unlike the hula-hoop or the pet rock it’s still thriving as a fun physical activity. Whether you can pass with pin-point accuracy to a friend on the run (advanced) or can’t hit the broad side of a barn and end up chasing the disc all day (novice), playing with a sports flyer is a great way to add fun to your workout. They are reasonably priced, available at many supermarkets and drug stores, and are easily portable — leaving you no excuse to remain on that couch.

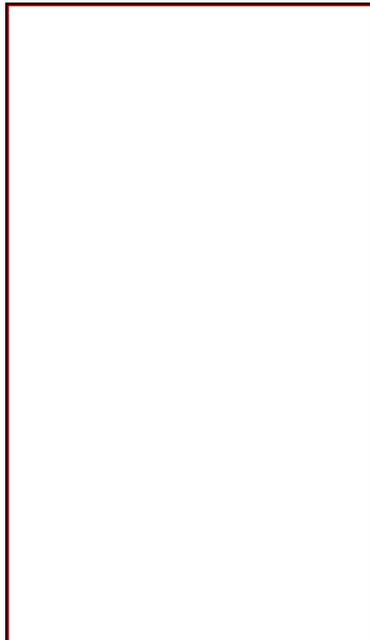
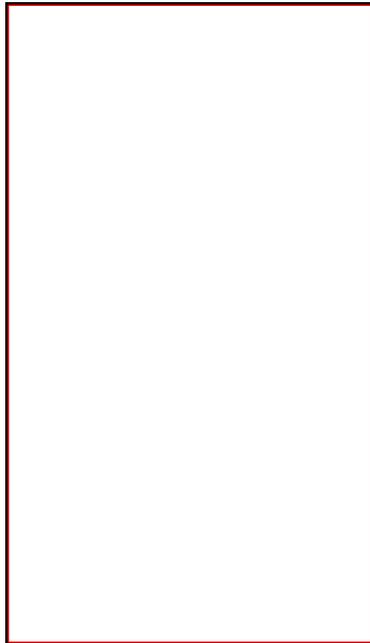
What better way to share the 5 A Day message than with a quick wrist flip of your very own 5 A Day sports flyer? Visit [www.shop5aDay.com](http://www.shop5aDay.com) to order yours today!

### Did You Know?

Whether you say “to-MAY-to” or “to-MAH-to,” August is tomato time in California’s Central Valley. The tomato is native to the Americas and was initially cultivated by Aztecs and Incas as early as 700 A.D. Celebrate the “Apple of Love” (as the French call it) for its high levels of vitamin A and vitamin C, as well as the antioxidant lycopene, which is

energized to execute a successful, sustained campaign focused on healthy eating and physical activity.

California 5 a Day—My Way Pledge Card  
Movement Sweeps the State!



believed to reduce the risk of certain types of cancer. *Source:* The California Tomato Commission ([www.tomato.org](http://www.tomato.org)).

**Visit our Web site at**  
**[www.ca5aday.com](http://www.ca5aday.com)**  
**or call 1-888-EAT-FIVE**

To remove yourself from this distribution list, reply to this message with "unsubscribe" in the subject. If you or a friend wants to subscribe to Fresh Facts, please reply to this message with "subscribe" in the subject. Please specify your name and email address and we will add you to our distribution list.

In conjunction with National 5 A Day Week, all Californians are invited to take the “5 A Day Pledge” by signing pledge cards indicating their

commitment to eating at least 5 servings of fruits and vegetables and being physically active every day. The card also asks signers to eat at restaurants that offer healthy choices and visit restaurants that offer fruits and vegetables at affordable prices. Thousands of pledges have been collected so far, including one from Governor Gray Davis and another from Secretary William Lyons of the California Department of Food and Agriculture.



The pledge cards, printed in both English and Spanish, provide easy ways to get more Californians involved in the 5 A Day message. Anyone is welcome to distribute and collect these cards at community events and programs, such as:

- Farmers markets
- State/County fairs
- Health fairs
- Festivals

Ask members of your community to read and sign the top half of the pledge card, then hand it back to you. Encourage them to keep the bottom part of the pledge in their wallets. When all signatures are gathered, send them by **Sept. 19** to:

Katherine Hays  
*5 a Day Campaign*  
c/o Hill and Knowlton, Inc.  
1215 K Street, Ste. 1850  
Sacramento, CA 95814

All signed pledges will be given to the California Restaurant Association during the Sept. 23 “5 A Day—The California Way” press conference in an

effort to encourage restaurants to provide healthier options on their menus.

Thanks in advance for your support in this project.  
To request pledge cards, please contact Katherine Hays at Hill and Knowlton: (916) 658-1107.



# Fresh Facts

A healthy dose of news about the California Nutrition Network and California 5 A Day

September 2002



## 5 A Day—The California Way!

California kicked off National 5 A Day Week with the release of new fruit and vegetable consumption data from the *California Dietary Practices Surveys*. With the State Capitol as a backdrop, speakers from the California Department of Health Services, the California Health and Human Services Agency, the California Department of Food and Agriculture and the state legislature discussed the CDPS (see following article) and its implications for Californians. Joining them were the Western Growers Association and California Restaurant Association. The CRA pledged to make sure healthy options are available to Californians while surrounded by thousands of pledge cards signed by consumers committed to eating at least 5 servings of fruits and vegetables every day, even when they eat out.

Featuring California's bountiful and colorful produce, a free salad bar – sponsored by the *California Nutrition Network* and the *California 5 a Day Campaign* with donations from Western

## San Diego Firefighters are Saved from Poor Nutrition

Just behind rescuing kittens, the firehouse menu stands an integral part of American firefighter lore. Hoping to highlight this legend, the San Diego Nutrition Network and 5 a Day Campaign celebrated National 5 A Day Week with a spirited cook-off between firefighters and local chefs from the Healthy Dining Program. In addition to tickling taste buds, the cook-off centered on healthful cuisine with Healthy Dining chefs instructing firefighters on how to make their meals even healthier.

The firefighters took advantage of the event to announce their adoption of “Meeting Well” policies throughout San Diego Fire & Life Safety Services – a department wide commitment to making sure meetings and firehouses have plenty of fruit and vegetable options.

## LA Chefs Spice Up Santa Monica Farmers' Market with Salsa Competition

The Santa Monica Farmers' Market played host to a salsa competition set up by Los Angeles Project LEAN. Chefs Lala from the cooking show “U’ LaLa,” Hugo Molina from El Cholo Café

dates winter squash  
peppers figs corn  
walking swimming  
apples asparagus celery

It's So Easy.



Growers Association and Fresh Express – treated Capitol staff, local partners and consumers to a scrumptious spread. Many thanks to all the 5 A Day partners across the state who made 5 A Day Week such a resounding success.

## State Survey Shows Gaps in Fruit and Vegetable Consumption Tied to Race/Ethnicity, Education and Income

It's no secret that Californians aren't eating enough fruits and vegetables, but some are eating even less than they did a decade ago according to new data released this month by the Department of Health Services (DHS). Results of the *California Dietary Practices Surveys* reveal barriers that prevent Californians from eating the 5 to 9 daily servings of fruits and vegetables needed to help reduce the risks of chronic diseases, including cancer, heart disease, stroke, type 2 diabetes and obesity.

“The State of California is addressing this nutrition crisis with an integrated outreach effort that promotes healthy food choices where Californians live, work and play,” said Grantland Johnson, secretary of the California Health and Human Services Agency. “For better health, all Californians need easier access to affordable, high-quality fruits and vegetables.”

The surveys show that from 1989 to 1999, as research revealed the added health benefits of eating fruits and vegetables, the differences in daily fruit and vegetable consumption among racial/ethnic, income and educational groups widened:

Comparing data for 1989 to data for 1999, overall fruit and vegetable consumption did not change. However, consumption decreased for certain groups. In 1989, African Americans consumed 4.0 servings of fruits and vegetables a day, dropping to 3.2 servings in 1999. In 1989, lower-educated

and Robert Klein from Border Grill matched culinary wits with registered dieticians Andrea Giancoli of Los Angeles Project LEAN and Dona Richwine of the Santa Monica-Malibu Unified School District.

Each salsa featured a variety of produce from across the color spectrum and ranged from a traditional salsa roja to a fresh fruit salsa. Once the votes were tallied, Chef Lala proved to be the best according to voting market goers. She took home top honors in what will now be an annual 5 A Day Week tradition in Santa Monica. Check out her winning recipe on our Web site: go to [www.ca5aday.com](http://www.ca5aday.com) and follow the link to the “press room”.



## Physical Activity Corner

Joining your community on California Walk to School Day on October 2nd provides an opportunity to be part of a global event, along with the chance to participate in physical activity and spend time with family. Last year, nearly three million parents and children from 21 countries walked together to school on Walk to School Day.

Californians consumed 3.9 servings of fruits and vegetables a day, dropping to 3.1 servings in 1999.

For data specific to 1999, there were significant gaps associated with education. Lower-educated Californians reported eating 3.1 servings of fruits and vegetables, compared to 4.5 servings for higher-educated Californians. The lowest income Californians consistently reported eating fewer servings of fruits and vegetables (3.4 servings) than those with annual incomes greater than \$50,000 (4.5 servings).

In 1999, Latinos and Asian/Pacific Islanders reported eating 3.7 servings a day. Caucasians reported eating 3.9 servings a day.

Californians also cited factors in their environments as the main reasons they did not eat more fruits and vegetables. Among those surveyed, the most common reasons given were that fruits and vegetables are hard to purchase in fast food restaurants (88 percent), hard to find at work (62 percent), difficult to buy in other restaurants (35 percent) and too expensive (27 percent). As a result of these survey findings, CDHS and the California Restaurant Association announced a new partnership to address some of the barriers that prevent Californians from eating healthy.

The CRA partnership, combined with other new partnerships with Gov. Gray Davis' "Buy California" initiative and the Western Growers Association, will also provide Californians with greater awareness of the wide variety of fresh produce available in California.

Results of the surveys will be used to enhance health education and public awareness programs throughout the state, including programs specifically designed for African Americans and Latinos. The findings will also be used to develop a new statewide nutritional media campaign to be launched in 2003.

To download a copy of the research report or the press release, go to [www.ca5aday.com](http://www.ca5aday.com) and follow the link to the "press room".

<http://www.cawalktoschool.com> is a great Web resource to help you participate in this exciting event and start walking toward your physical activity goal.

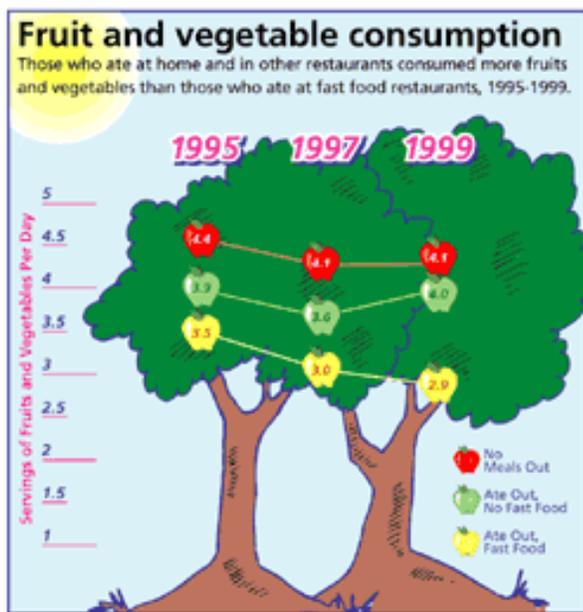
## Did You Know?

While eating 5 servings of fruits and vegetables every day is important, nine servings may be a better target for you. Five servings is the recommended **minimum** for children ages two to six and some older adults, but children over six, teen girls, active women and most men should eat seven a day. Teenage boys and active men, true to their famous appetites, should eat a minimum of nine a day.

*From Fruits and Vegetables—Enhanced Federal Efforts to Increase Consumption Could Yield Health Benefits for Americans.* U.S. General Accounting Office, GAO-02-657, July 2002, pages 47-51.

Visit our Web site at [www.ca5aday.com](http://www.ca5aday.com)  
or call 1-888-EAT-FIVE

To remove yourself from this distribution list, reply to this message with "unsubscribe" in the subject. If you or a friend wants to subscribe to Fresh Facts, please reply to this message with "subscribe" in the subject. Please specify your name and email address and we will add you to our distribution list.



[See a larger infographic.](#)

## Color is Key to a Healthy Diet

On the steps of the State Capitol, state leaders stood before a colorful map of fruit and vegetables to announce the importance of consuming a wide array of produce. Purple can help control high blood pressure and red may reduce the risks of certain types of cancer. Orange can help reduce heart disease and cancer and maintain strong bones and teeth. Green can help rid your body of cancer-causing chemicals, while white can reduce the risk of cancer and lower high cholesterol.

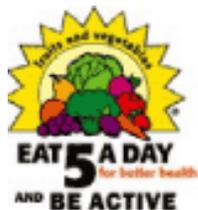
These are just some of the ways a variety of different colored fruits and vegetables help your body fight diseases, according to the *California Nutrition Network for Healthy, Active Families* and the *California 5 a Day-for Better Health! Campaign*. Scientists are looking at natural chemicals within colorful fruits and vegetables called phytonutrients as the potential key to a bright, healthy future.

“All the current research indicates that the more colors of fruits and vegetables you see on your plate, the greater the health benefits,” said Susan B. Foerster, MPH, RD, chief of the Cancer Prevention and Nutrition Section, California Department of

Health Services. “Maintaining a colorful diet is easy with fruits and vegetables grown in California.”

For more tips and guidelines to boost the colors of your daily diet, download a copy of the “Eat 5 a Day the California Way” brochure on our Web site: go to [www.ca5aday.com](http://www.ca5aday.com) and follow the link to the “press room”.





# Fresh Facts

A healthy dose of news about the California Nutrition Network and California 5 a Day Campaign

October 2002

## Great Outreach Idea: DJ's Healthy Breakfast

The Shasta County Public Health Department has devised a unique way to remind radio listeners about the importance of healthy eating. "We bring a healthy breakfast to the DJs while they're on the air," said Karen Ratcliff, public health nutritionist with Shasta County.

"DJ's Healthy Breakfast" is an idea Ratcliff and her team developed to reach the growing radio audience in their community. "We tell people about the importance of eating fruits and vegetables, while the DJs talk about how great the food tastes," Ratcliff said. "It's a perfect way to get out our message at a time of day when lots of people are listening and without paying for air time." Fortunately, most of the radio stations in her county are housed in just two buildings, giving her access to a wide range of area residents without a lot of extra travel or set up time.

Since breakfast is also the

## New Policy Priorities Established for the Network and 5 a Day

The Joint Steering Committee (JSC) of the *California 5 a Day—for Better Health! Campaign* and the *California Nutrition Network for Healthy, Active Families* has ratified a unified policy platform for the coming year. JSC members represent all of the major channels for nutrition outreach, including school districts, churches, health departments, advocacy groups, community organizations, retailers and growers. The JSC is led by co-chairs Melody Steeples, program manager of community wellness and prevention for Contra Costa Health Services, and Cindy Plummer, director of domestic marketing for the California Table Grape Commission.

This diverse group is committed to improving the health of Californians with *5 a Day* and physical activity messages and to increasing participation in federal food assistance programs. These five policy priorities were ratified in concept at the October 23 meeting:

1. Establish a "healthy eating and active living" public trust fund or foundation to help promote fruit and vegetable consumption and physical activity.
2. Initiate nutrition policies and standards for all food provided in schools that include fruits and vegetables.
3. To address disparities, develop the necessary

fruit and vegetables  
EAT 5 A DAY  
for better health  
AND BE ACTIVE



dates winter squash  
peppers figs corn



walking swimming



cupes strawberries apples

It's SO EASY.



resources to create and implement an *African American 5 a Day Campaign* and to expand the *Latino 5 a Day Campaign*.

4. Set goals for all eligible Californians to achieve maximum participation in USDA nutrition assistance programs, including food stamps, school lunches and school breakfasts.
5. Require the inclusion of information and application materials for public health and food assistance programs at employer worksites and in employee information packets.

The new policy platform allows the *Network* and *5 a Day* campaigns to leverage resources in their efforts to abate the growing numbers of Californians diagnosed with diet-related diseases, such as cancer, heart disease and type 2 diabetes. Policy action teams have been established to refine and ensure progress toward each priority. “With the ratification of the policies, the JSC and its partners are now committed to working together to put them in motion,” said David Quackenbush, staff liaison to the JSC.



The meeting also included opportunities to learn more about local projects, visit displays highlighting nutrition outreach efforts and view new television commercials produced for the “It’s So Easy” campaign. The committee will meet three times during the next year to maintain momentum toward achieving their new policy platform. Your involvement on a policy action team is welcome. Please e-mail David Quackenbush at [dquacken@dhs](mailto:dquacken@dhs).

meal busy people tend to miss, Ratcliff makes sure their morning fare is easy to make. Breakfast burritos with veggies, fruit smoothies and fruit parfaits are just some of what they have served. “It’s nice to let thousands of people know just how easy it is to make a quick and healthy breakfast,” Ratcliff said. “Now the DJs look forward to us visiting. They love free food! ‘DJ’s Healthy Breakfast’ is a win-win idea for everyone.”

## Physical Activity Corner

Active living is a way of life that integrates physical activity into daily routines. Imagine walking or biking more often to and from work or school, while running errands, or when meeting with friends or family. Try to think of ways that you can encourage your community to make being active easier for people to do. Simple community actions can include adding bike lanes, widening sidewalks and forming walking clubs.

On a larger scale, Active Living By Design is a national program funded by the Robert Wood Johnson Foundation. The foundation will award grants of up to \$200,000 over five years to 25 qualifying community-oriented

[ca.gov](http://www.ca.gov) if you would like to participate.

## Power Play! Connects with Radio Disney

The *California Children's 5 a Day—Power Play! Campaign* and Radio Disney joined forces at the *Los Angeles Times Festival of Health and Fitness* at the University of Southern California on October 5 and 6. The event included free health screenings, health-related exhibitors, and fitness and cooking demonstrations. *Power Play!* and Radio Disney co-sponsored a booth to promote healthy eating and physical activity to 40,000 festival participants.

The partnership was truly a match made in the Magic Kingdom, since *Power Play!* and Radio Disney have a mutual commitment to children. “Both organizations creatively reach out to kids to promote wellness and healthy eating,” said Marvin Espinoza, *Power Play!* project coordinator for the Los Angeles region. Espinoza recognized the value of partnering with one of the country’s leading children’s radio broadcast stations as a means to extend the campaign’s outreach. The partnership included public service announcement airtime on Radio Disney prior to the festival.



Children visiting the booth received tips on how to eat 5 servings of fruits and vegetables each day and

partnerships. These partnerships will develop and implement strategies that increase opportunities for and remove barriers to routine physical activity, especially among low-income Americans. For more information on the application that will be posted in November, go to <http://www.activelivingbydesign.org>.

## Did You Know?

The terms “food security” and “food insecurity” are new concepts related to hunger. Food security means that a household has access to enough food that is also nutritionally adequate and safe. Food insecurity reflects the anxiety associated with the lack of adequate funds to purchase food. Food insecurity is an especially serious concern for California women – 22 percent of them are food insecure.\*

Find out how one of the California Nutrition Network’s newest outreach efforts – the Food Security Program – is addressing the issue of food access in next month’s Fresh Facts. For more information on food security efforts in California, see <http://www.foodsecurity.org>.

\*Source: California Department of Health Services, Office of Women’s

were given *5 a Day* cups and pencils. They also participated in a Hula Hoop® competition and listened to some of their favorite Radio Disney music. Parents received tips for appealing to the often finicky tastes of their kids. Espinoza recalled, “After receiving a recipe for smoothies, I heard one parent tell her child, ‘Now, I know how to get you to eat fruit.’” Many parents also signed *5 a Day* pledge cards promising to make healthy food choices when dining out.

*Power Play!* is a statewide social marketing campaign that encourages 9- to 11-year-old children to eat at least 5 servings of fruits and vegetables and be active for 60 minutes every day. For more information about *Power Play!*, visit <http://www.ca5aday.com>.

*Health, California Women’s Health Survey, Data Points Issue 3.*

**Visit our Web site at**  
**[www.ca5aday.com](http://www.ca5aday.com)**  
**or call 1-888-EAT-**  
**FIVE**

To remove yourself from this distribution list, reply to this message with "unsubscribe" in the subject. If you or a friend wants to subscribe to Fresh Facts, please reply to this message with "subscribe" in the subject. Please specify your name and e-mail address and we will add you to our distribution list.



# Fresh Facts

A healthy dose of news about the California Nutrition Network and California 5 a Day Campaign

November 2002

## Physical Activity Corner Safe Walking Environments

### Food Security Task Force Addresses Poverty and Food Access

Understanding that hunger and poverty exist can be easy. Realizing, however, that hunger and poverty exist in your own community can be difficult. Yet living without means for meals is a fact of life for people throughout California. "There are more than five million hungry and food insecure people in California," said Frank Buck, program manager with the *California Nutrition Network for Healthy, Active Families*. "For many low-income families, not knowing where their next meal is coming from overpowers everything else in their lives."

Buck is leading *Network* efforts to address issues of food security in California. The Food Security Task Force he manages includes representatives from food banks, farmers' markets, community gardens, local agencies, universities and nonprofits who are all working on the frontlines of hunger and health. The task force is unique in that it brings a diverse group of food activists, nutrition researchers and government officials together. Yet, according to Buck, "We all have the same goal. We want to create the kind of lasting change that ensures everyone in California has access to quality food."

There is increasing recognition that environmental factors play an important role in promoting and supporting physically active lifestyles. Neighborhood safety, convenient and accessible facilities, and proximity to facilities are factors that influence physical activity. However, simple every day tasks, like walking to the corner store, can incorporate physical activity as part of a daily lifestyle.

"Considering the proven multiple health benefits of regular physical activity, it is imperative that professionals and leaders from multiple disciplines work together to create and sustain policies, social norms and physical environments that encourage physical activity. Intervention strategies should engage persons of all ages, cultures and ethnicities. One of the most effective approaches for California may be to develop policies and projects that promote walking as a mode of healthy transportation for short trips, a routine activity that can be easily implemented into a person's daily life, and a low

dates winter squash



peppers figs corn



walking swimming



apples asparagus celery

It's So Easy.





*Julia Lopez, resident manager of the Park William Apartments, displays a chayote growing in the complex gardens.*

The task force most recently convened on November 18 in Pomona to provide updates on their community activities and plan for state-level advocacy. One of the starting points of this process is to conduct community food assessments that can be compiled to measure and document the extent of the food security problem. Resources for conducting these assessments were shared. The group also toured a local edible landscape project on the grounds of the Park William Apartments, where low-income residents can literally walk just a few steps from their front doors to select avocados, nopales, grapes, tomatoes — a variety of fresh fruits and vegetables to use in their meals. Park William is a good example of how community efforts can lead to sustainable food access.

The next task force meeting will be held in March 2003 in the San Francisco Bay Area. To participate or for more information, contact Frank Buck: [fbuck@dhs.ca.gov](mailto:fbuck@dhs.ca.gov). To request a copy of *What's Cooking in Your System? A Guide to Community Food Assessment*, contact Tori Kjer at the Community Food Security Coalition: [tori@foodsecurity.org](mailto:tori@foodsecurity.org). For information about the Park William Apartments edible garden project, contact Professor Paul Sommers at CSU Pomona: [psommers@csupomona.edu](mailto:psommers@csupomona.edu).

cost form of exercise.

"All forms of physical activity will be associated with health benefits if done on a regular basis, but walking is applicable to persons over wide range of ages, functional abilities, geographical locations and living and working conditions," says Steve Hooker, Ph.D., program chief of the *Physical Activity and Health Initiative*.

For those that wish to develop local physical activity programs, an excellent resource is:

*Promoting Physical Activity: A Guide for Community Action*. U. S. Department of Health and Human Services, Centers for Disease Control and Prevention, Division of Nutrition and Physical Activity. Copies of this book can be purchased from [Human Kinetics](#).

## **Did You Know?**

[California Health Interview Survey \(CHIS\) 2001 data](#) is accessible online through a user-friendly Web site. AskCHIS is a comprehensive data query system set up for personalized data searches for researchers, county liaisons, community groups, policy makers, advocates and other interested parties. The data found on this Web site includes many health topics — from current numbers of WIC recipients to body weight status — and can be examined by totals for state, county or a group of counties. Data searches include several

## Regional Nutrition Education Efforts Strengthened Through NetCom

The Network Communications Program (NetCom) of the *California Nutrition Network* has completed its third year with stories of success and praise from the six regional collaboratives currently playing key roles in the program.

NetCom's theme — "Communicating for Collaborative Success" — highlights the goal of creating or reinforcing regional collaboratives in California Project LEAN (CPL) and *California Children's 5 a Day — Power Play! Campaign* regions. Six regions (Central Valley, Gold Country, Gold Coast, Inland Empire, Sierra Cascade and North Coast) have completed initial facilitations aimed at providing communications tools and organizational strategies to build regional collaboratives. Directed by Mike Miller and Paula Hamilton of Brown-Miller Communications, the facilitations were attended by representatives from CPL, *Network* and *California 5 a Day* campaigns, along with a broad spectrum of partners, public agencies and community health educators.

The Central Valley Region was selected to pilot "Communicating for Collaborative Success," beginning in May of this year. Patti Minami, who manages *Network*, *5 a Day* and CPL programs for the University of California Cooperative Extension in Fresno, was confident that the 10-county region spanning the southern San Joaquin Valley was ready for the challenge. "Since many of the groups had previous success with the one percent milk campaign, the previous collaborative experience process created a comfort level that makes the work easier," Minami said.

The regional vision for the Central Valley Collaborative is to promote wellness through lifelong healthy eating and physical activity. The approved action plan is to promote culturally appropriate healthy food shopping. "The first job was to go from the general goal of promoting healthy shopping to specific actions and promotions," said Minami. "The first step in the action

demographic variables for specific inquiries, such as gender, age, ethnicity, poverty level and household income.

To access the CHIS data, simply log onto the Web site. First-time users are required to register their name and agency along with a username and password. Once logged on, there is one page of easy to follow instructions available to read and print for future reference. The three-step, easy-to-follow instructions take you through geographic selections, health topics and different demographics. As part of the data query system, AskCHIS provides definitions of terms and variables by simply clicking on a highlighted term. The CHIS Web site contact person is very responsive — a next-day response time is typical.

**Visit our Web site at  
[www.ca5aday.com](http://www.ca5aday.com)  
or call 1-888-EAT-FIVE**

To remove yourself from this distribution list, reply to this message with "unsubscribe" in the subject. If you or a friend wants to subscribe to Fresh Facts, please reply to this message with "subscribe" in the subject. Please specify your name and e-mail address and we will add you to our distribution list.

plan has been investigating the target audience's understanding of shopping." A list serve was established to encourage communications across the large region. Subcommittees and the entire collaborative also meet to discuss their progress and plan the next phases of action.

Minami is pleased with the Central Valley's collaborative successes: "When people come together to seek common goals they will see commonality in resources and connections that create unexpected results, offshoots that are difficult to evaluate."

The remaining regions will receive the NetCom facilitations over the next six months, providing opportunities to extend their scope of influence, attract new partners and create healthy environments. For information, contact Dan Scott: (916) 445-7052 or [dscott@dhs.ca.gov](mailto:dscott@dhs.ca.gov).



# Fresh Facts

A healthy dose of news about the California Nutrition Network and California 5 a Day Campaign

December 2002

## Did You Know?

## New Advertising Campaign Airs December - February

We are excited to announce that new advertisements for the “It’s So Easy” media campaign begin airing this month. The ads will be shown December 30-January 13 and from February 10-17 in six media markets: Fresno, Los Angeles, Monterey-Salinas, Sacramento, San Diego and San Francisco. This first of six 2003 media flights targets the low-income general market with two ads titled “First Words” and “Break Up.”



- An estimated 64 percent of U.S. adults are either overweight or obese.<sup>1</sup>
- Weight gained during the six weeks between Thanksgiving and New Year’s Day account for most of a person’s total weight gain in a year’s time.<sup>2</sup>
- The average American gains only a pound during the holiday season, but this weight accumulates during a lifetime.<sup>3</sup>
- Only one in four Americans eat the recommended amounts of fruits and vegetables daily.<sup>4</sup>
- It’s easy to maintain weight during the holiday season.

## Some Healthy Holiday Tips

- Balance party eating with other small, lower-calorie meals.
- Socialize away from the food table at parties.
- Fill your plate with vegetables, like fresh

“First Words” shows a mother in her kitchen teaching her young child words like “doughnut,” “soda” and “jumbo-size.” Then, a voiceover says, “If you’re teaching your children these words, you might as well teach them a few others that go along with it – like cancer, type 2 diabetes and heart disease.” The ad concludes by showing the mother teaching the word “banana” as a healthy alternative.

It's So Easy.



“Break Up” opens on a close-up of a woman in an office cubicle. She is looking at something, but the camera stays on her face. She speaks about an unhealthy relationship, saying, “You have nothing to offer me.” It is then revealed that the woman has been talking to a row of junk food on her desk. She quickly swipes the items off her desk and into the trash. She grabs an apple out of her purse and says, “What was I thinking? You always brought out the best in me.”

For a complete broadcast schedule, e-mail Angela Dennis at [adennis@dhs.ca.gov](mailto:adennis@dhs.ca.gov).

## The Trend Toward Eating Out-at Home



We’ve all heard about how many restaurant meals Americans eat these days, but did you realize how many restaurant meals are actually eaten at home? Thirty-five percent of all restaurant meals are carry-out<sup>1</sup> and half of those are eaten at home<sup>2</sup> – most frequently for dinner. An additional five percent of restaurant meals are delivered.<sup>3</sup>

During National 5 A Day Week in September, we asked Californians to pledge to order more fruits and vegetables in restaurants. Another way to eat your 5 a Day is to add fruits and vegetables to restaurant meals eaten at home.

veggies with dip and salad.

- Drink plenty of water and avoid drinking too much alcohol.
- Go for a brisk walk after holiday meals with your family.
- Incorporate more activity into holiday errands by walking at a faster pace while shopping and choosing stairs instead of the elevator.
- Enjoy your favorite holiday foods, especially those that include fruits and vegetables. Here’s one of our favorite desserts:

### Honey Baked Apples<sup>5</sup>

- 6 large apples
- 6 tablespoons honey
- 1/2 cup orange juice
- 2 teaspoons sugar
- 1/2 teaspoon ground nutmeg

Preheat oven to 400°. Core apples, being careful not to cut all the way through to the bottom. Peel about 1/3 of the way down from the stem end. Combine honey and orange juice. Pour into centers of apples. Pour a little hot water in the bottom of a baking dish and set apples in the dish. Bake for 50 minutes or until apples are tender. Sprinkle tops with sugar and nutmeg. Run under broiler before serving.

1. 1999-2000 National Health

What’s the most frequently ordered take-out food? Pizza, followed by burgers, hot dogs and sandwiches.<sup>4</sup> When you order these and other take-out options, you can still include fruits and vegetables without too much effort – even if they aren’t offered on the take-out menu. Just pour pre-washed and cut salad into a bowl or set out a plate of pre-cut vegetables. You can also choose canned or pre-cut fresh fruit for dessert.

Even family members who don’t usually eat fruits and vegetables will often eat pre-prepared fruits and vegetables when they’re hungry – or when they’re waiting for the rest of their food to arrive.

For more healthy eating tips, call 1-888-EAT-FIVE or visit our Web site at <http://www.ca5aday.com>.

1. *Restaurant industry pocket factbook*, 2002, National Restaurant Association, Washington, D.C.
2. NPD Foodworld, 2002, Port Washington, N.Y.
3. *Restaurant industry pocket factbook*, 2002, National Restaurant Association, Washington, D.C.
4. Roper ASW, 2002, *Reclaiming the future: New realities for consumers, marketers and brands*, Roper Starch, a division of NOPWorld, United Business Media, N.Y.

## **New Report on Overweight and Unfit Children Now Available**

The California Center for Public Health Advocacy recently released a new study, *An Epidemic: Overweight and Unfit Children in California Assembly Districts*.

The report maps the prevalence of overweight and unfit children by legislative district for the first time, finding dismal rates of overweight and unfit children in every assembly district in the state. Statewide, 39.6 percent of children are unfit and 26.5 percent are overweight. The center analyzed data from the 2001 California Physical Fitness Test obtained from

and Nutrition Examination Survey (NHANES).

2. Yanovski, J.A., Yanovski, S. Z., Sovik, K.N., Nguyen, T. T., O’Neil, P.M., Sebring, N. G. A prospective study of holiday weight gain. *New England Journal of Medicine*, 2000, March 23, 342(12): 861-7.
3. Yanovski, J.A., Yanovski, S. Z., Sovik, K.N., Nguyen, T. T., O’Neil, P.M., Sebring, N. G. a prospective study of holiday weight gain. *New England Journal of Medicine*, 2000, March 23, 342(12): 861-7.
4. USDA
5. *The Garden Variety Cookbook* by Sarah Schlesinger

## **Physical Activity Corner “Be Active” Campaign Seeks Community Partners**

The *Be Active Campaign* is launching a partnership development program for the New Year. Pilot projects in Riverside, Los Angeles and Oakland – all involved in promoting increased physical activity – would like to include other area nonprofits, agencies and businesses in their efforts. The Riverside *Be Active* pilot project, for instance, is currently collaborating with Molina Healthcare and The Tyler Galleria to initiate a mall walking program. All *Be Active* partners enjoy increased public visibility and the chance to help community members live healthier lives at the same time. For more information about

the California Department of Education.

You can access the study, an eight-page policy brief, interactive maps of study results and detailed fact sheets about every assembly district on the following Web site: [http://www.publichealthadvocacy.org/policy\\_briefs/overweight\\_and\\_unfit.html](http://www.publichealthadvocacy.org/policy_briefs/overweight_and_unfit.html).

partnership opportunities or to request a complete brochure, contact Gil Sisneros at (916) 445-6727.

*The California Nutrition Network for Healthy, Active Families and the California 5 a Day – for Better Health! Campaign are committed to abating the growing rates of chronic and serious diseases, including heart disease, cancer, type 2 diabetes and obesity. The Network and 5 a Day encourage all Californians to eat at least 5 servings of fruits and vegetables every day. In addition, adults are encouraged to get 30 minutes and kids 60 minutes of daily physical activity.*

**Visit our Web site at**  
[www.ca5aday.com](http://www.ca5aday.com)  
**or call 1-888-EAT-FIVE**

To remove yourself from this distribution list, reply to this message with "unsubscribe" in the subject. If you or a friend wants to subscribe to Fresh Facts, please reply to this message with "subscribe" in the subject. Please specify your name and e-mail address and we will add you to our distribution list.