



# Fresh Facts

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

January 2003

## Network Launches Partnership with the Golden State Warriors



On Martin Luther King Day, the *California Nutrition Network* and *California 5 a Day Campaign* kicked off a partnership with the Golden State Warriors that will prove both educational and entertaining. The “Warriors, 5 a Day Challenge” provides incentives to kids who pledge to eat healthy and be more active. Prize possibilities are key chains, posters, “flying sports discs,” Warriors tickets and merchandise, and more!

This exciting new program debuted for a sold out crowd at Oakland Arena. Thanks to staff from the *Network*, *5 a Day*, UC Cooperative Extension of Alameda County, Alameda County Nutrition Services and Faith Deliverance Center, fans were given insulated Warriors/*5 a Day* lunch bags, visited two

## Looking Ahead: African American Leaders to Address Health Disparities Among Californians

The *California African American 5 a Day Campaign*, in partnership with the Crenshaw Christian Center, is hosting a Black History Month event on February 11 to focus attention on the health of California’s African American Community. *Building a Healthy Body & Soul* will provide an opportunity for policymakers, faith leaders, educators, nutritionists, athletes, physicians and other community members to express their commitment to reducing the disproportionate number of African Americans who are affected by heart disease, cancer, type 2 diabetes and obesity. Guests will be treated to special presentations, samples from a healthy soul food demonstration, free recipes and educational materials.

*Building a Healthy Body & Soul* will provide a wonderful opportunity to celebrate Black History Month, while creating partnerships that will build community awareness and action to reverse some negative health trends in California. For

dates winter squash  
peppers figs corn  
walking swimming  
apples asparagus celery

It's So Easy.



information booths to spin a prize wheel and received healthy eating advice, educational brochures and cookbooks. A public service announcement featuring Warriors star Jason Richardson was also unveiled and will air on Bay Area television and radio stations for the remainder of the season.

The challenge will inspire Bay Area kids to eat healthy and play actively. Children who eat 5 servings of fruits and vegetables and get at least 60 minutes of physical activity every day will record their progress on a *5 a Day Power Play!* Scorecard. Prizes will be awarded for both individual accomplishment and for team effort. The scorecard also features easy tips for being healthy.

This is a fantastic opportunity for kids to have fun by eating right and being active. Bay Area schools, libraries or children's organizations are eligible to take the "Warriors, 5 a Day Challenge." Please contact Dan Scott at (916) 445-7052 or [dscott@dhs.ca.gov](mailto:dscott@dhs.ca.gov) to receive information and a pledge package. Who knows, you may even receive a visit from a Warrior!

## Summit Illuminates Policy Opportunities for Continued Commitment to California's Working Families

Access to high-quality preschool and after school programs. Nutrition and physical activity requirements for schools. Performance standards for healthy communities. These may seem like impossible ideals in the midst of the state's budget debates, however more than 600 people gathered – including legislators, legislative staff, policy analysts and media representatives – at the January 24 California Working Families Summit in Sacramento for recommendations on preserving and even enhancing the lives of those most affected by budget cuts.

The summit, sponsored by the California Center for

more information, contact Valarie Scruggs at the *Network*: (916) 322-6111 or [vscruggs@dhs.ca.gov](mailto:vscruggs@dhs.ca.gov).

## Physical Activity Corner A New Approach to P.E.

Many adults have bad memories of their school physical education classes. Traditional PE teaching was primarily geared for the potentially exceptional athlete. Or, even worse, it was used as punishment. Remember "drop and give me 20"?

Paul Rosengard, executive director of SPARK Programs, is on a mission to make physical activity fun, inclusionary, developmentally appropriate and lifelong for all kids. "We recognize the need to look at PE in a different way, through the eyes of people who may not have had good experiences during childhood or adolescence," he said. Through the SPARK Programs, which originated at San Diego State University, Rosengard and his colleagues have developed research-based physical activity curricula and training for early childhood, elementary and middle schools that are easy to apply in and out of school settings. The information can also be integrated into nutrition outreach programs. For instance, some of the games and activities can be adapted to reinforce healthy eating concepts; and, through the unique "Lifelong

Research on Women and Families and supported in part by the *Network*, provided a rare chance for policymakers to hear from some of the state's most respected advocates who work every day with issues related to preschool, after-school care, nutrition, physical activity, health care, taxes, land use, transportation and workplace policies. Senator Deborah Ortiz (D-Sacramento) summarized the speakers' important role by stating, "Your challenge is to be that voice when we have so few options. ... We have very few places to cut, but we're going to have to do just that."

Through addresses and written recommendations, the speakers focused on low- and no-cost solutions to serve the needs of California's working families. Among them was Autumn Arnold of California Food Policy Advocates, who noted the value of utilizing federal programs in this time of state shortfalls. She said that the USDA's Food Stamp Program, in addition to helping end hunger in our state, brings \$1.5 billion a year of revenue to California communities; in addition, every food stamp spent generates \$1.84 in local economic activity. "Now is the perfect time to take advantage of food stamp dollars," she summarized. More important than the financial benefits, she added that food stamps help ensure the health of children and adults: "Having good nutrition is the foundation for so much else – good health, success in school and work, family stability – so much depends on it."

All of the speakers generously shared their expertise and creative ideas for improving the lives of California's families in spite of current fiscal realities. To request a complete set of the policy recommendations or to add your name to the mailing list for next year's summit, contact CCRWF at (510) 559-2696 or visit <http://www.ccrwf.org>.

Wellness" program, behavior change concepts are taught that lead to making healthy food choices, reducing time spent watching television and playing video games, and being active as part of a healthy lifestyle. The *California Children's 5 a Day—Power Play! Campaign* is also collaborating with SPARK on physical activity components for upcoming school and youth organization resource kits.

For more information about SPARK resources, visit the program Web site: *Network* LIAs can also request a one-day SPARK workshop. Contact Rosengard at (800) SPARKPE extension 208 or [prosegard@sparkpe.org](mailto:prosegard@sparkpe.org).

## Many Thanks

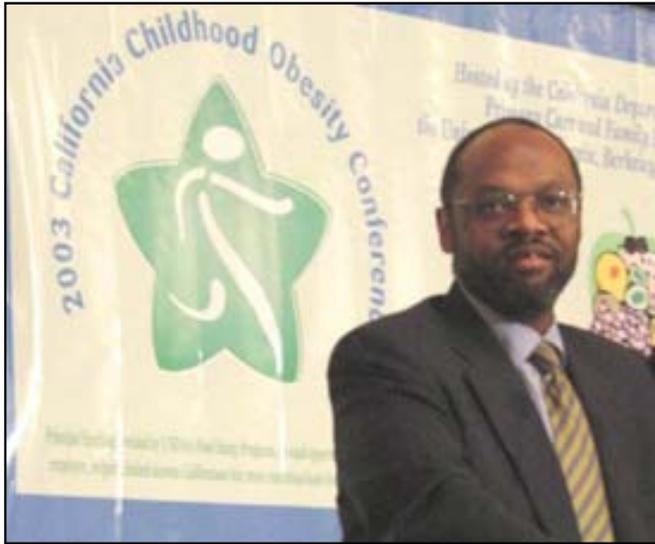
Many thanks to Katie Bogue, San Diego *Power Play!* and U. C. San Diego Division of Community Pediatrics, for her contribution to the "Did You Know?" and "Healthy Holiday Tips" articles in the December issue of Fresh Facts. If any LIA or lead agency has information they would like to contribute, please send it to Angela Dennis at [adennis@dhs.ca.gov](mailto:adennis@dhs.ca.gov).

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## Eric Bost Addresses Childhood Obesity Issues, Encourages Comprehensive Approaches

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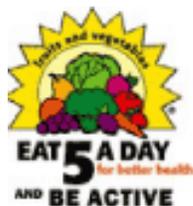
More than 1,100 nutrition and physical activity experts, including representatives and partners from the *California Nutrition Network for Healthy, Active Families* and the *California 5 a Day—for Better Health! Campaign*, gathered in San Diego for the Childhood Obesity Conference held January 6-8. The event treated participants to a range of presentations on current research and nutrition education efforts targeting the growing rates of overweight, obesity and related health concerns among the young in our nation. Eric Bost, under secretary for food, nutrition and consumer services for the USDA and one of the event's closing speakers, focused on the role of the federal government in curbing this crisis.

Bost recognized conference attendees for their efforts in addressing obesity, including encouraging fruit and vegetable consumption and exercise as part of a healthy lifestyle. He also acknowledged WIC for their breastfeeding and farmers' market promotions. And while also recognizing the federal government's critical role in ensuring access to healthy foods in our schools, saying that "there's going to be a great deal of discussion (in Congress) about that, believe me," he overall stressed the need for comprehensive

approaches to children's health issues.

“Government has a very important role to play, but we can't address all of these issues alone,” Bost said, noting that health professionals, nutrition educators, families, schools, teachers and state legislators are all important. He reinforced that together we are moving the nation in the right direction toward addressing obesity and its outcomes – that we are “making a positive difference in the lives of our children and all Americans.”

The event was sponsored by the California Department of Health Services, Primary Care and Family Health Division, and the UC Berkeley Center for Weight and Health; support and funding was also provided by the *Network*. If you were unable to attend, conference materials can be requested by contacting Debra Moore at the *Network*: (916) 322-5707 or [dmoore3@dhs.ca.gov](mailto:dmoore3@dhs.ca.gov).



# Fresh Facts

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

February 2003

## Did You Know?

African Americans are disproportionately affected by heart disease, cancer, diabetes and obesity. <sup>1 2 3 4</sup>

## Leaders Address the Health Risks of California's African American Population

In honor of Black History Month, community leaders, health professionals, fitness gurus, neighbors and high school students gathered at Crenshaw Christian Center in Los Angeles on February 11 to take action toward improving the health of African Americans. Held in partnership with the *California African American 5 a Day Campaign*, the event featured several speakers who urged more than 200 attendees to eat at least five servings of fruits and vegetables and to participate in 30 minutes of physical activity for adults and 60 minutes for children every day.

To stress the urgency of this issue, the *California African American 5 a Day Campaign* released new findings from the 2001 California Behavioral Risk Factor Survey (BRFS) during Black History Month (see the lead story in this issue of Fresh Facts). The BRFS highlights focused on disparities in the prevalence of overweight, low fruit and vegetable intake, and physical inactivity. Here are some of the key results:



Kenneth Bushnell (far left) and Diane Wayne (far right) receive a California Assembly Resolution from Mwitu Ndugu, Los Angeles coordinator for Assemblyman Herb Wesson.

- Over the past decade the prevalence of overweight has steadily increased in all race/ethnic groups, reaching a high of 66 percent among African Americans
- Almost half of African American men and over a third of African American women report low daily fruit and vegetable intake (see figure)
- 19 percent of African American men and 39 percent of African American women reported

“Our people are dying,” declared Glovioell

It's So Easy.



Rowland, Ph.D., assistant pastor of the Pasadena Church of God, member of the campaign's advisory council and American Cancer Society representative. "Eat five and stay alive," she admonished. Rowland was referring to the health crisis facing the African American community: the high rates of heart disease, diabetes, cancer, stroke and obesity that disproportionately affect African Americans and that are due to poor diets and physical inactivity.

Tae Bo® fitness trainer Billy Blanks kicked off the event with an inspiring performance of his physical agility. He demonstrated limber moves that his doctor told him would never be possible to do. According to Blanks, being physically active is more than just exercise – it is also about spirit. "If you got your spirit and will together, your body will automatically change," he said.

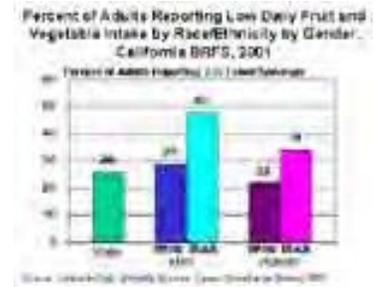
Head Coach Michael Cooper of the WNBA's Los Angeles Sparks captivated the audience with his presentation on the importance of proper nutrition and cardiovascular activities. He challenged everyone to adopt his five "Ds" of good health: "Desire good health, decide to eat right, be determined to get healthy, discipline yourself to a healthy lifestyle and dedicate your life to staying healthy."



*Crenshaw Christian Center students enjoy healthy soul food at Black History Month event.*

Registered dietitian and nutritionist Myrtis Tracy prepared delicious, healthy soul food dishes and offered samples of smothered greens, baked sweet

no leisure time physical activity in the past 30 days



[See a full-size version of this graph.](#)

The U.S. Department of Health and Human Services estimates that unhealthy eating and inactivity contribute to between 310,000 and 580,000 premature deaths each year – five times more than are killed by guns, HIV and drug use combined.<sup>5</sup>

1. American Heart Association. Heart Facts 2002: All Americans/African Americans. Accessed at <http://www.americanheart.org/downloadable/heart/1014991567713AfAmHtFct.pdf> on April 19, 2002.
2. American Cancer Society. Cancer Facts and Figures for African Americans 2000-2001. Atlanta, GA: American Cancer Society; 2000.
3. Diabetes in African Americans Fact Sheet, National Diabetes Information Clearinghouse, National Institute of Diabetes and Digestive and Kidney Diseases, NIH Publication No. 98-3266, June 1998. The Burden of Diabetes in California Counties, Diabetes Control Program, Department of Health Services, January 2000.
4. [California data](#) – California Behavioral Risk Factor Survey, 2001 data. Survey Research Group, Cancer Surveillance Section,

potatoes and oven-fried chicken. The demonstration showed how a few modifications to traditional recipes can easily become part of a healthier lifestyle.

Additional speakers included pastor Kenneth Bushnell and Diane Wayne, campaign advisory council co-chairs; Janet Brooks, American Heart Association National Center representative; Gordon Laine, pastor of Loveland Church; Mwitu Ndugu, Los Angeles coordinator for Assemblyman Herb Wesson; Bill Releford, D.P.M., Diabetic Amputation Foundation; and Francisca Ferrer, aide to Congresswoman Maxine Waters. In appreciation and recognition of the work of the *California African American 5 a Day Campaign*, Ndugu presented a California Assembly Resolution to Bushnell and Wayne.

The *California African American 5 a Day Campaign*, established by the Cancer Prevention and Nutrition Section of the California Department of Health Services, is dedicated to reversing the high rates of heart disease, type 2 diabetes, cancer, stroke, obesity and other chronic and serious illnesses affecting African Americans. The campaign conducts community interventions through faith services, health fairs, farmers' markets, nutrition classes, supermarkets, radio and television advertisements, and culturally appropriate educational materials.

For more information or to find out how you can participate, contact Valarie Scruggs at [vscruggs@dhs.ca.gov](mailto:vscruggs@dhs.ca.gov) or (916) 322-6111. Log onto the online press room for a press kit <http://www.dhs.ca.gov/CPNS>.

California Department of Health Services, 2002.

5. McGinnis, J.M., Foege, W.H. "Actual Causes of Death in the United States," Journal of the American Medical Association 1993, vol. 270, no. 18, pp. 2207-2212.

## Physical Activity Corner

### Model Physical Activity Program Developed for After School Programs

The California Department of Education's School Health Connections Office, in partnership with the San Diego County Office of Education, has developed a model physical activity program for use in after school programs. The program has 12 thematic activity modules designed for children ages 9-13. The modules include an average of six activities each and provide opportunities for student participation in large- and small-group activities, cooperative games and other initiatives. The program features the following elements:

- Video clips of management, safety and activity strategies to provide for maximum participation by students
- Step-by-step activity guidelines (ready to print and use)
- Management tips, including preparation for activity, grouping students and managing equipment

- Equipment lists and resources

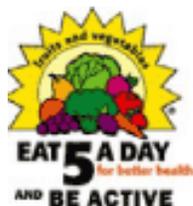
Many of the modules also include a student leadership components and suggestions for lead-up games and activities. The model program is available at <http://www.afterschoolpa.com>.

## **Got a Great Idea?**

Share with other readers of Fresh Facts your successes in encouraging physical activity and healthy eating in the communities you serve. Send information about your outreach strategies and outcomes to Angela Dennis at [adennis@dhs.ca.gov](mailto:adennis@dhs.ca.gov).

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# Fresh Facts

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March 2003

## Joint Steering Committee Confronts Food Insecurity in California

The focus of the March 11 Joint Steering Committee meeting in Sacramento was to address hunger in California—and emphasize the extent to which it exists. The meeting brought together educators, activists, community members, business leaders, state policymakers and staff of the *California Nutrition Network for Healthy, Active Families* and the *California 5 a Day—for Better Health! Campaign* to share solutions to food insecurity and create greater understanding of the difficulties of the millions in our state who do not know whether or not they will have another meal.

The event featured displays of the *Network's* Food Security Task Force community projects, including a photo display that put faces to the issue of poverty. Guest speakers included researchers, health educators, industry representatives and others, including three state legislators who identified possible government approaches to ensuring access to quality food for all Californians.

## Did You Know? The Truth About Breakfast

We have heard that breakfast is the most important meal of the day. Why is breakfast so essential?

When you skip breakfast you force your body to work without fuel and those familiar feelings of being sluggish, irritable and the inability to concentrate start to rule your morning. Breakfast not only gives you the energy boost you need, it also provides brain power in adults and children.

In a recent study conducted by Harvard Medical School and Massachusetts General Hospital, students who ate a school-supplied breakfasts often or sometimes had significantly higher math scores and significantly greater decrease in the rates of school absence and tardiness than those who did not participate in a School Breakfast Program.<sup>1</sup> Another study conducted among children and young adults found that a large percentage of children who skipped breakfast did not meet two-thirds of the RDAs of calcium and essential vitamins and minerals.<sup>2</sup> When students

dates winter squash



peppers figs corn



walking swimming



apples asparagus celery

It's So Easy.





*Members of the California Nutrition Network Food Security Task Force displayed the work of their community projects.*

Senator Richard Alarcón (D-Van Nuys) helped attendees imagine what life is like for the 2.24 million people in our state who have to choose between paying rent, buying medicine or putting food on the table. “I’m concerned that we have lost our focus on our fundamental vision—our focus is to end poverty,” Alarcón said. He invited members of the JSC to work with the legislature to create the state’s first master plan for ending poverty in California.



*Senator Richard Alarcón spoke at the Joint Steering Committee meeting.*

Assemblywoman Loni Hancock (D-Berkeley) discussed steps she is taking to ensure that nutrition is a priority in our schools. One of her proposed projects includes establishing gardens in every

were surveyed about the perceived benefits and barriers to eating breakfast, they agreed that the benefits are increased energy and ability to pay attention in school, while common barriers were lack of time and not being hungry in the morning. Compared with children in non-Universal School Breakfast Program schools, those in the USBP schools were less likely to wish they were thinner, to go on a diet or to skip breakfast because it might make them fat and more likely to believe that eating breakfast will give them energy and help them pay attention.<sup>3</sup>

Eating breakfast also has positive effects on the health of adults. A recent study presented by the American Heart Association found that in comparison to those who reported eating breakfast twice per week or less, those who reported eating breakfast every day had 35 percent to 50 percent lower rates of developing obesity and insulin resistance syndrome, which may lead to type 2 diabetes. Findings state that this is true for white men and women and African American men. Breakfast may reduce the risk of obesity, type 2 diabetes and cardiovascular disease by controlling appetite and reducing the chance of overeating later in the day.<sup>4</sup> Eating breakfast everyday is also believed by researchers to be a key factor in weight-loss success.

school. Hancock asserted, “If they grow it, they will eat it.” She also hopes to build connections between schools and community farms. “Both our children and our local farmers would benefit enormously,” she said, referring to both the economic and health benefits of such a collaboration.

Assemblyman Darrell Steinberg (D-Sacramento) discussed the importance of accessing federal resources in order to make more Californians food secure. He espoused the importance of increasing participation in the U.S. Department of Agriculture food assistance programs. A strong proponent of the Food Stamp Program—“an important safety net for those struggling for self sufficiency and lives of dignity”—he advocated for reducing current barriers to applying for and receiving food stamps in California.

The JSC advises on public and organizational policy priorities that help support the *Network* and *5 a Day Campaign's* key objectives: increasing fruit and vegetable consumption, encouraging physical activity and promoting participation in federal food assistance programs in order to help ensure the health of low-income Californians. For more information or to ask how you can get involved in the JSC, contact David Quackenbush at [dquacken@dhs.ca.gov](mailto:dquacken@dhs.ca.gov).

## 5 a Day Retail Program Seeks to Expand Grocer Participation

### Tips for eating a healthy breakfast

- Add flavor to your morning by adding fruit to your cereal
- Make a fruit smoothie with lowfat yogurt and your favorite fruit
- Make fruit your “fast food”
- Trade coffee and doughnuts for lower-calorie muffins and 100 percent fruit juice
- Keep breakfast simple by stocking up on whole grain cereals, oatmeal and skim or one percent milk

1. Murphy, Pagano, Nacmani, Sperling, Kane, Kleinman, “The Relationship of School Breakfast to Psychosocial and Academic Functioning,” *Arch Pediatric Adolescents Med* 1998 Sep;152(9): 899-907
2. Nicklas, O'Neil, Berenson, “Nutrient Contribution of Breakfast, Secular Trends, and the Role of Ready-to Eat Cereals: A Review of Data from the Bogalusa Heart Study,” *American Journal Clinical Nutrition* 1998
3. Reddan, Wahlstrom, Reicks, “Children's Perceived Benefits and Barriers in Relation to Eating Breakfast in School With or Without Universal School Breakfast,” *Journal of Nutrition Education Behavior* 2002 Jan-Feb;34(1) 47-52
4. 3<sup>rd</sup> Annual Conference on Cardiovascular Disease Epidemiology and Prevention accessed at [www.americanheart.org](http://www.americanheart.org).



[org/presenter.jhtml?identifier=1200000](http://www.dhs.ca.gov/ps/cdic/cpns/press/fresh_facts/2003-03.html)

## Physical Activity Corner Get Physical and Win an Award

Remember the President's Physical Fitness Challenge? The federal recognition program that encourages school-age kids to be active now also acknowledges adults who are active.

“American adults are role models,” said Commander Penelope Royale, PT, MSW, acting executive director of The President's Council of Physical Fitness and Sports, when she addressed the USDA's National Nutrition Conference on February 25. In addition to inspiring our children to be active, getting adults moving more can help them stay healthy as well and, hopefully, reduce the numbers of people who are overweight or obese. These health concerns now cost \$117 billion annually and account for 14 percent of deaths in America.<sup>1</sup>

All you need to do to earn your award is select an activity from more than 50 possibilities, fulfill specific requirements for that activity category and mail in a completed and signed fitness log. “Take the president's challenge,” said Royale. “Do it for yourself. Do it for those you love.”

Get started on earning your fitness award today. For more

Beginning in April, a series of marketing activities will increase awareness and participation in the *California 5 a Day Retail Program*. Articles and advertisements will appear in *California Grocer*, a publication of the California Grocers Association, the Fresh Produce and Floral Council's *Fresh Digest* magazine and *The Packer*, a produce industry newspaper. Targeting retailers and supply chain partners throughout California, the ads provide readers with an introduction to the merchandising components and community connections that help deliver *5 a Day* messages in stores and that are available through the *Retail Program*.

To complement the advertising efforts, direct mail pieces that encourage participation in semi-annual in-store promotions—including food demonstrations, radio remotes, and materials highlighting cost-effective and simple ideas for increasing fruit and vegetables in meals and snacks—will be targeted to stores in low-income areas of the state. This material will provide detailed information about the *Retail Program*, including photographs of in-store merchandising elements and ordering instructions.

For details about *Retail Program* resources or to find out how you can become part of the program, please contact Candice Blackmoore at [cblackmo@dhs.ca.gov](mailto:cblackmo@dhs.ca.gov).

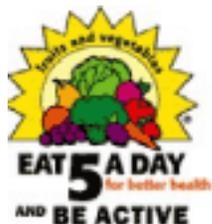
information, visit [www.fitness.gov](http://www.fitness.gov).

1. The President's Council on Physical Fitness and Sports, "Council Announces New Fitness Award to Encourage Physical Activity," accessed at [www.fitness.gov/news/fitaward/fitaward.html](http://www.fitness.gov/news/fitaward/fitaward.html).

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# Fresh Facts

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

April 2003

## Did You Know?

## Public Health Week Educates Californians on the Risks of Obesity

The California Children's Healthy Eating and Exercise Practices Survey (CalCHEEPS) is the only ongoing study of its kind in our state. Initiated to support the program development efforts of the *California Children's 5 a Day—Power Play! Campaign*, the survey fills the gaps in current research on the diet and exercise practices of 9-11 year old children.



*Antronette Yancey, M.D., UCLA, and chair of the Physical Activity and Nutrition Integration Committee for the Cancer Prevention and Nutrition Section of the California Department of Health Services, demonstrates part of her new "Fuel Up, Lift Off" program at Public Health Week.*

“We focus on 9-11 year olds because it is a transitional time for kids. It’s when they start to make their own food decisions and when long-term health beliefs are established,” said Angie Keihner, a research associate with the Public Health Institute and the CalCHEEPS project

“Living Healthy California Style,” our state’s theme for this year’s National Public Health Week (April 7-13), was celebrated on April 9 by California’s Department of Health Services on the grounds of the State Capitol in Sacramento. This year’s focus was California’s epidemic of overweight and obesity,



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with the goals of educating adults and children about the health risks associated with this fast-growing epidemic and presenting ways for them to shape up by eating healthy and staying active.

Thousands came for events, presentations and activities that focused on five key strategies to improving California's health:

- Increasing physical fitness opportunities for kids
- Promoting healthier living through better community design, including more walking paths, bike lanes and parks
- Offering better opportunities for fitness and healthy eating in the workplace
- Serving up more nutritious options in schools
- Providing healthier dining options in local restaurants and markets

In addition to a presentation of awards to outstanding employees and programs, the celebration included a variety of special guests. DHS Director Diana Bontá, R.N., Dr.P.H., spoke of the need to create healthy environments to support individuals in living healthier lives. Antronette Yancey, M.D., of UCLA presented exercises from her "Fuel up, Lift Off" video series, which demonstrates aerobic activity suitable for various audiences. The Western Growers Association distributed fresh fruits and veggies for participants, while Izzy the Immunization Bear (from the Division of Communicable Disease Control) and the Dole® Banana enticed kids to be healthy.

For resources and information on overweight and obesity, visit the Web site of the UC Berkeley Center for Weight and Health at <http://nature.berkeley.edu/cwh>.

lead.

The study, which began in 1999 and has been conducted every two years since, involves a mail survey, food and exercise diary and follow-up telephone interview. Among the 1999 CalCHEEPS findings was the startling indication that over one-third of the children surveyed were overweight or at risk for overweight. Overweight children also ate fewer servings of fruits and vegetables each day, drank more servings of soda and sweetened beverages and were more likely to have eaten high-fat snacks.

"It's disappointing, especially when you consider that the numbers of servings of fruits and vegetables eaten each day decreased even more when French fries were taken out as an option," said Keihner. "Kids are simply eating too little of what they need the most these days, putting them at greater

## The California 5 a Day Be Active Campaign Hosts Kick-Off Events



*Lottie Cleveland, project coordinator, Brian Micek, Hill and Knowlton, and YMCA staff (left to right) celebrate at the first Be Active Campaign launch event in Los Angeles.*

The California 5 a Day Be Active Campaign held the first of three launch events in South Los Angeles on April 5 at the Weingart YMCA. More than 300 participants enjoyed free oranges, apples and bananas donated by Albertsons, as well nutrition education activities and a wide collection of educational booths and demonstrations.

Held in conjunction with the YMCA's "Healthy Kids Day," the *Be Active* launch event encouraged women to strive to be more physically active with line dancing, swimming and basketball skills competitions. Kids at the event enjoyed a host of activities supplied by the crew of the VERB Van (<http://www.verbnow.com/>), including physical activity ideas, stickers and giveaways. After working up a sweat along with their appetites, participants enjoyed food demonstrations by a local chef, who prepared healthy and delicious vegetable quesadillas, fruit smoothies and a soy-based onion dip. Los

risk for type 2 diabetes and other adult diseases."

The data also showed that nutrition education plays a significant role in helping children meet dietary and physical activity recommendations for good health, which include eating 5 or more servings of fruits and vegetables and getting 60 minutes of physical activity every day. The *Power Play! Campaign* uses the CalCHEEPS results, in combination with other research, to guide state and regional efforts to improve the fruit and vegetable consumption and physical activity levels of California's 9-11 year old children.

CalCHEEPS is conducted by the Cancer Prevention and Nutrition Section of the California Department of Health Services, funded by the U.S. Department of Agriculture Food Stamp Program and The California

Angeles City Councilman Bernard Parks recognized the contribution of the Weingart YMCA and the *California 5 a Day Campaign* to the well-being of Los Angelinos with certificates.

The next two launch events take place in Riverside on May 17 and over Memorial Day weekend in Oakland on May 24. For more information or to participate, contact Michelle Oppen at [moppen@dhs.ca.gov](mailto:moppen@dhs.ca.gov).

## An Update on the Warriors' 5 a Day Challenge

The Warriors' *5 a Day* Challenge wrapped up the 2003 regular basketball season with activities at schools and Albertsons stores throughout the Bay Area. The Challenge encouraged kids to eat fruits and vegetables and play actively every day in exchange for great prizes featuring the starting five players for the Golden State Warriors.

A *Warriors/5 a Day* Web site features information on the Challenge, informational games and puzzles. The NBA, impressed by the program, promoted it as one of their March featured activities. To access the page, go to [http://www.nba.com/warriors/mascot/thunder\\_kids\\_page\\_index.html](http://www.nba.com/warriors/mascot/thunder_kids_page_index.html).

The Warriors will also be participating in the May 24 *Be Active* launch event in Oakland (see previous article).

Endowment, and administered by the Public Health Institute. A copy of the *Special Report on Policy Implications from the 1999 California Children's Healthy Eating and Exercise Practices Survey* can be downloaded at <http://www.calendow.org>.

## Upcoming Events

Hunger advocates, including several of our Food Security Task Force projects, will participate in Hunger Action Day at the State Capitol in Sacramento, May 12, 9 a.m.-3 p.m.

On June 3 in Fresno the *California Latino 5 a Day Campaign* will hold a press conference and unveil new mural art created in honor of the first Latino Health Awareness Month.

National 5 A Day Week, September 21-27, will be celebrated throughout California.

For more information,  
call (916) 327-5489.

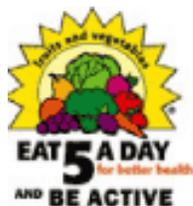
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This publication is funded by the U.S. Department of Agriculture Food Stamp Program, an equal opportunity employer and provider, through the *California Nutrition Network for Healthy,*

*Active Families.* For information about the California Food Stamp Program, please call 1-800-952-5253.



# Fresh Facts

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

May 2003

## Food Security Advocates Rally at the State Capitol



Jessica Bartholow from the Alameda County Food Bank addresses the crowd at Hunger Action Day, where “checks” representing lost Food Stamp funds were presented.

Hundreds of Californians offered the state two oversized “checks” totaling \$81 million – funds that would be available if more eligible Californians participated in the USDA Food Stamp Program – during Hunger Action Day on May 12. Advocates from the California Hunger Action Coalition (CHAC) presented the props during a rally at the State Capitol in Sacramento.

According to information released that day in a new report titled “Last in Line,” the Food Stamp Program is one of the nation’s best defenses against hunger, providing an average of \$83 in food benefits each month to people in need. As a result of flat participation trends and because people who qualify

## Physical Activity Corner: Celebrate Women’s Health Month All Year

May was Women's Health Month in California and, because women are such great role models for their families and friends, the *California 5 A Day Be Active Campaign* encourages all women to remember the importance of their health year round. Women should be physically active for at least 30 minutes every day in order to reduce the risk of heart disease and obesity and to maintain strong, healthy bones. Some of the most fun and popular activities are neighborhood walks, family days in the park or different types of dance classes.

To encourage women and others in our lives to be active, the American Council on Exercise has addressed some common fitness myths, including these three:

1. **MYTH: Women who lift weights will get bulky muscles.**

FACT: Strength training usually does not lead to bulk unless you want it to.

2. **MYTH: No pain, no gain.**

FACT: A good exercise

dates winter squash



peppers figs corn



walking swimming



apples asparagus celery

It's So Easy.



are not enrolling, the state has lost millions in federal benefits and related economic impacts to grocers, farmers and the food industry.

CHAC chair Jessica Bartholow from the Alameda County Community Food Bank commented on the report, stressing the need for changes that “will not only help families in need but that will also put \$11 million back into the state general fund and infuse the economy with hundreds of millions of federal dollars.”

The Alameda County Community Food Bank is one of 13 food security projects funded in part by the *California Nutrition Network for Healthy, Active Families*, a statewide network of community organizations devoted to improving the health and wellness of their residents by informing them about the availability of food stamps and the benefits of good nutrition and physical activity.

The complete “Last in Line” report can be found at [www.hungeraction.net/media/pdf\\_files/report\\_050803.pdf](http://www.hungeraction.net/media/pdf_files/report_050803.pdf). For more information on the California Food Stamp Program, call (800) 952-5253.

## California Chamber of Commerce Hosts Governor’s Breakfast



Fruits, vegetables and 5 A Day brochures garnish each place

program should not be painful. It is not beneficial to exercise when you can't move the next day.

### 3. **MYTH: Exercise requires a hefty time commitment.**

**FACT:** At least 30 minutes a day, which can be done at various times throughout the day, is all it takes.

For a look back at Women’s Health Month in California, go to [www.dhs.ca.gov/director/owh/html/maysummary2003.htm](http://www.dhs.ca.gov/director/owh/html/maysummary2003.htm).

## Did You Know? Campaigning Addresses Latino Health Crisis

Among California Latinos, heart disease, cancer, stroke and diabetes account for nearly 60 percent of all deaths.<sup>1</sup> Forty-five percent of California Latino adults are overweight<sup>2</sup> and more than 25 percent are obese.<sup>3</sup> At the same time, Latinos, on average, consume slightly less than four servings of fruits and vegetables each day<sup>4</sup> and only 27 percent engage in 30 minutes of moderate physical activity five days per week.<sup>5</sup> These are some of the primary reasons why the California Department of Health Services created the *California Latino 5 A Day Campaign*.

Since 1998, the *Latino Campaign* has worked with community partners to develop and implement culturally

*setting at the Governor's Breakfast*

The *California 5 A Day Campaign* participated in the 77th Annual Governor's Breakfast on May 7. The event was held at the Sacramento Convention Center and hosted by the California Chamber of Commerce. Among the 1,400 invited guests were leaders in politics, education, finance, banking, international commerce, development, publishing and agriculture.

In partnership with media personality, Michael Marks, "Your Produce Man" from KOVR Channel 13, *5 A Day* was given the chance to host a booth. Over 500 nutrition education reinforcement items were disseminated. A colorful, fruit and veggie-filled California map was also prominently displayed.

Governor Gray Davis spoke at the breakfast, touching on current events and budget issues. He also discussed the topic of agriculture, and how it is the backbone of California. He also publicly endorsed the *California 5 A Day Campaign*, and stressed the importance of the campaign's presence in California. "...I fully endorse the campaign for five fruits and vegetables a day and I want you to buy the fruits and vegetables from California." The *5 A Day* message was also published on the back of every program.

To read the governor's speech in its entirety, visit [www.calchamber.com](http://www.calchamber.com).

appropriate programs and interventions to empower Latinos in addressing the health crisis in their communities. The primary goal is to encourage Latinos to add more fruits and vegetables and physical activity to their daily lives. The work is having an impact. A large-scale evaluation study shows significant gains in fruit and vegetable consumption among Spanish-speaking Latinos in the Fresno area who were exposed to the *Latino Campaign*.

The *Latino Campaign* is commemorating this successful outcome with an event at 10 a.m. on Tuesday, June 3, at the Fulton Mall at the clock tower in downtown Fresno. Lupita Lomeli from Univision will emcee and Rafael Trujillo from Assembly Member Sarah Reyes' office will officially declare June 2003 Latino Health Awareness Month. There will be food demonstrations and educational displays. New mural art will be unveiled that depicts fruit and vegetable consumption and physical activity among Latinos as they celebrate their cultural heritage with friends, family and community. Events will be held in other parts of the state as well.

Everyone is invited to celebrate the first Latino Health Awareness Month with the *Latino Campaign*. For more information, please contact Steve Rodriguez at [srodrig1@dhs.ca.gov](mailto:srodrig1@dhs.ca.gov).

Health Services, Death Records, 2000.

2. California data – California Behavioral Risk Factor Survey, 2001 data. Survey Research Group, Cancer Surveillance Section, California Department of Health Services, 2002.
3. California data – California Behavioral Risk Factor Survey, 2001 data. Survey Research Group, Cancer Surveillance Section, California Department of Health Services, 2002.
4. California Department of Health Services. California Dietary Practices Survey: Preliminary, unpublished 2001 data.
5. California data – California Behavioral Risk Factor Survey, 2001 data. Survey Research Group, Cancer Surveillance Section, California Department of Health Services, 2002.

## **Don't Forget!**

National 5 A Day Week is September 21-27 and plans are now underway for California's version of "Get Healthy, America," the theme for this year's national campaign. Watch for more information in the next issue of Fresh Facts.

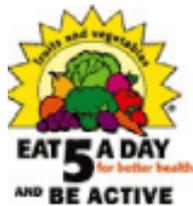
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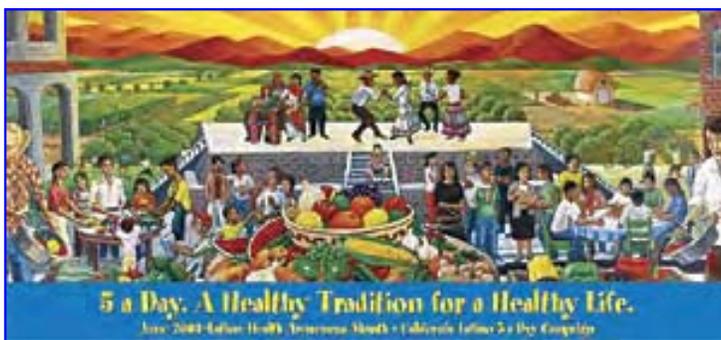
A healthy dose of news about the California Nutrition Network and California 5 a Day Campaign

June 2003

## Physical Activity Corner: Free Physical Activity Promotion Brochures

The Centers for Disease Control and Prevention is pleased to announce the availability of four free brochures to help parents, teachers and principals increase physical activity among elementary and middle school-age youth. These colorful brochures contain photos, motivating messages and specific activity ideas for home, school and community. The brochure for parents is available in English and Spanish. To order copies, go to [www.cdc.gov/HealthyYouth/PhysicalActivity](http://www.cdc.gov/HealthyYouth/PhysicalActivity) or call toll-free (888) 231-6405.

## Latino Campaign Unveils Mural Art, Launches First Latino Health Awareness Month



The California Latino 5 a Day Campaign mural artwork was created by Fresno artist Ramiro Martinez.

## Did You Know? New Report Identifies Physical Activity Levels

The Centers for Disease Control and Prevention's National Center for Health Statistics has released a new report focusing on physical activity levels of adults living in the United States.

The report, which was based on interviews from more than 30,000 adults age 18 years and older from the 2000 National



Desiree Backman (right), Dr.P.H., R.D., manager of the California 5 a Day—for Better Health! Campaign, and Eustolia Ruiz, regional marketing manager for the Central Valley California Latino 5 a Day Campaign, display the Assembly

dates winter squash  
peppers figs corn  
walking swimming  
apples asparagus celery

It's So Easy.



*resolution declaring June 2003 as Latino Health Awareness Month.*

An enthusiastic crowd showed up to be part of the *California Latino 5 a Day Campaign* mural art unveiling and launch of the first Latino Health Awareness Month on June 3 at the Fulton Mall in Fresno. Latin rhythms of a mariachi band and music from radio station Radio VIVA filled the air, as participants enjoyed fresh fruits and vegetables offered by Sweet Tomatoes and Hometown Buffet restaurants and the California Tree Fruit Agreement.

Assemblywoman Sarah Reyes' staff representative, Rafael Trujillo, presented a resolution to the *Latino Campaign*, officially recognizing June 2003 as the first Latino Health Awareness Month. Media coverage for the event came from *The Fresno Bee*, Univisión Channel 21, ABC 30 Action News and KSEE Channel 24. Local partners provided food demonstrations and distributed educational materials. Everyone experienced the richness of the Latino culture and the art of healthy living.

The *Latino Campaign* commissioned Ramiro Martinez, a Fresno artist, to create original, culturally-affirming, mural artwork that incorporated the *5 a Day* message.

"In this painting, I wanted to create a feeling of a hard workday where, at the end, everyone recognizes the value of play and celebration and, of course, eating healthy," said Martinez. With his art, Martinez forged a balance between cultural values and healthy, active behavior. "This was an incredible endeavor. I think it's a positive thing to use art to convey a healthy message, since you don't often get that merger between art and healthy eating in the Latino community," remarked Martinez.

In conjunction with the unveiling, results were released from an evaluation study that showed the effectiveness of the *Latino Campaign's* community interventions in improving fruit and vegetable consumption among Spanish-speaking Latinos in the Central Valley.

Commenting on the study, Desiree Backman, Dr.P.

Health Interview Survey, provides a picture of overall physical activity levels instead of just "free-time" activities. Distinct questions were asked about nonleisure- and leisure-time activities. Here are highlights of the results:

- Almost one-half of adults surveyed walked during usual daily activities
- About one-third of adults surveyed engaged in regular leisure-time physical activity
- Adults who were physically active during usual daily activities were more likely to participate in leisure-time physical activity
- Adults who were not high school graduates were twice as likely as adults with an advanced degree to never be physically active (14 percent compared to 7 percent)
- Usual daily activity appears to be unrelated to geographic region of the country

The full report is available online at [www.cdc.gov/nchs/data/ad/ad333.pdf](http://www.cdc.gov/nchs/data/ad/ad333.pdf)

## Upcoming Events

On June 30, the Western Growers Association and California Medical Association will host a Sacramento reception in honor of the first Latino Health Awareness Month.

H., R.D., manager of the *California 5 a Day Campaign* and principal investigator of the research, said, “The study results demonstrate that the *California Latino 5 a Day Campaign* is truly effective in producing positive changes in fruit and vegetable consumption among Latinos. The study emphasizes the importance of designing campaigns to appeal to the cultural needs, norms and lifestyles of the Latino population. To achieve the best possible results, outreach approaches must reach Latinos in their homes, where they shop, where they eat, where they gather with other community members and where they celebrate their rich cultural heritage.”

The *California Latino 5 a Day Campaign* inspires Latinos to eat 5 or more servings of fruits and vegetables and be physically active every day to reduce the rates of heart disease, type 2 diabetes, obesity and other chronic diseases among this important and culturally-rich segment of the California population. For more information, e-mail Desiree Backman at [dbackman@dhs.ca.gov](mailto:dbackman@dhs.ca.gov). The complete evaluation study is available online at [www.dhs.ca.gov/cpns](http://www.dhs.ca.gov/cpns).

## Retail Program Kicks Off Food Demonstrations

The *California 5 a Day Retail Program* has kicked off spring/summer food demonstrations in select regions throughout the state. The launch featured radio remotes encouraging shoppers to learn more about the benefits of eating 5 or more servings of fruits and vegetables and engaging in physical activity every day.

Food demos will continue to be held in the produce departments of 19 participating grocery stores, including Albertson’s, Save Mart, Ralph’s, Pak N Sav and Food 4 Less. Each demo provides shoppers with opportunities to sample *5 a Day* recipes, learn more about the ingredients and pick up educational materials.

Contact Danielle Blacet at [dblacet@wga.com](mailto:dblacet@wga.com).

In July and August, local agencies of the *California Children’s 5 a Day—Power Play! Campaign* will hold community events in partnership with Radio Disney van appearances. Contact Tanya Garbolino at [tgarboli@dhs.ca.gov](mailto:tgarboli@dhs.ca.gov).

On August 6-7, the *California Nutrition Network* hosts “From People to Policy: Empowering Healthy Change” social marketing conference in Sacramento. The event features special addresses and workshops focusing on social marketing skills and strategies as they relate to nutrition and physical activity promotion. Registration materials are available online at [www.socialmarketing.matsonian.com](http://www.socialmarketing.matsonian.com).

The week of September 21 is National 5 A Day Week, which we will celebrate in our state as “Get Healthy, California.” Outreach activities will focus on healthy worksites, and the results of new research on fruit and vegetable consumption and physical activity among low-income workers will be released. Contact Desiree Backman at [dbackman@dhs.ca.gov](mailto:dbackman@dhs.ca.gov) or Veronica Davison at [vdavison@dhs.ca.gov](mailto:vdavison@dhs.ca.gov).

Visit us online at [www.dhs.ca.gov/cpns](http://www.dhs.ca.gov/cpns).

Demonstrations are taking place on alternate Saturdays through August. For details about the food demonstrations and sample recipes, visit [www.ca5aday.com](http://www.ca5aday.com) and click on "Retail 5 a Day."

## PSAs Now Available for Local Markets

The *California Nutrition Network for Healthy, Active Families* has produced television and radio public service announcements that are now available for all *Network* and *California 5 a Day Campaign* community-based organizations to use in local California markets. The TV spot, titled *Hypnotist*, was originally released in 2001 with positive results. It features spiraling fruits and vegetables in a variety of colors and shapes, while a hypnotic voice over compels people to focus on the taste and health benefits of eating 5 or more servings of fruits and vegetables every day.

The TV spot is available in English and Spanish and in 30-second and 15-second formats. Because the dialogue is exclusively voice over, it is possible to record and add translations. The radio PSA is based on the TV script, and it is also available in English and Spanish in both 30-second and 60-second formats.

If you would like to request copies of the PSAs, please contact Susan Pennel at [spennel@dhs.ca.gov](mailto:spennel@dhs.ca.gov).

Please send your Fresh Facts story ideas to Angela Dennis at [adennis@dhs.ca.gov](mailto:adennis@dhs.ca.gov).

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# Fresh Facts

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

July 2003

## Plans for Creating a Healthier California Get Underway

The theme for this year's 5 A Day Week is "Get Healthy, California" — a call to action unifying nutrition professionals statewide in the fight to reduce the risks of chronic diseases, such as type 2 diabetes, heart disease, cancer and obesity. The weeklong festivities from Sept. 21–27 also provide opportunities to encourage Californians to eat a healthy diet rich in colorful fruits and vegetables and be physically active every day.

Local partners of the *California Nutrition Network for Healthy, Active Families* and the *California 5 a Day Campaign* are already planning community events in schools, farmers' markets, restaurants, health centers, grocery stores and other sites around the state. Anyone interested in promoting healthy eating and physical activity is welcome to participate. Here are a few ideas for how you can help:

- Distribute *5 a Day* materials at health fairs and other community events
- Send fruit baskets with press releases to local media
- Publish healthy eating ideas in your organization's newsletter
- Promote the American Cancer Society's healthy meeting guidelines
- Plan healthy recipe demonstrations at local markets
- Work with local officials to pass resolutions acknowledging the importance of eating

## Physical Activity Corner: JSC Meeting Spotlights the Need for Integration and Simplicity

Ardent supporters of physical activity — including Senator Tom Torlakson (D-Antioch), Stephen Hooker, chief of the Physical Activity Health Initiative, James Carman, manager of the *California 5 a Day Worksite Program*, and several local programs — spoke at the June 24 Joint Steering Committee (JSC) of the *California 5 a Day—for Better Health! Campaign* and the *California Nutrition Network for Healthy, Active Families*. The meeting focused on simple ways of integrating physical activity for the *Network's* target audience at work, home and school.

"We need to get people to think about making simple, possible choices that are not out of their realm of daily activities. This does not have to include strenuous activities like weights or intense cardiovascular exercise like running or bike riding," said Carman. "There are all kinds of opportunities for physical activity throughout the day."

In sharing resources and identifying opportunities, attendees gained a better understanding of how to



dates winter squash



peppers figs corn



walking swimming



apples asparagus celery

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- healthy and being physically active
- Submit letters to the editor highlighting 5 A Day Week goals

A complete list of local activities planned so far will be posted on our Web site: <http://www.dhs.ca.gov/cpns/>. If you would like to add your plans to the list, contact Dan Trujillo at [dtrujill@dhs.ca.gov](mailto:dtrujill@dhs.ca.gov).

## African American 5 a Day Campaign Makes a Difference in the Community



*A visitor to the African American 5 a Day Campaign booth at the Oakland Black Expo spins the prize wheel.*

encourage physical activity along with healthy eating among their communities.

## Did You Know? How to Find and Use U.S. Census Data

Do you need to find out the number of households below 185% of poverty level in a particular census tract? How about the race/ethnicity makeup within a census tract? Do you know how many people are unemployed in your county? These are just a few examples of the type of information available on the U.S. Census Bureau Web site.

This site is an excellent resource that allows you to view tables on pertinent information you may need about your state, county, census tract or even at the block group level in some cases. *Census tract* refers to a subdivision within a county which typically contains 4,000 people. A *block group* is the smallest geographical area for which the U.S. Census tabulates data. In most cases, the blocks are bounded by streets, however, in rural areas a block group may include many square miles and may have some boundaries that are not streets.

The information is easier to access than you may think. Begin at the Web page <http://www.census.gov/main/www/cen2000.html>, then enter the street address. This will bring you directly to *American FactFinder*, the data source to tables and maps for geographical data at the state, county, census



*A young Black Expo attendee picks up recipe cards featuring healthier versions of traditional recipes*

The East Oakland Faith Deliverance Center partnered with the Oakland Black Expo at the Oakland Convention Center on July 12 and 13. More than a thousand participants visited the *African American Campaign* booth in the Health Pavilion and received nutrition and physical activity information.

Attendees were also able to spin the popular prize wheel and try refreshing samples of freshly-blended strawberry, banana and pineapple smoothies. *African American Campaign* volunteers taught participants easy ways to incorporate a minimum of 5 servings of fruits and vegetables and physical activity into their daily lives for better health.

tract and block levels. Then if, for example, you want to know the ratio of income to poverty level by household type at the census tract level, all you need to do is choose the geographic area, census tract. Now you can select which tables and demographic profiles you want for the area of interest. In this case, click on 'more' under Quick Tables and Demographic Profiles (Census 2000 Summary File 4) to view all the available tables for this census tract. Then select table QT-P35 Poverty Status in 1999 of Families and Non Family Householders: 2000.

Another table of interest may be QT-P34 Poverty Status in 1999 of Individuals: 2000. This provides information on the percentage of individuals living below 185% of poverty level for this census tract. Please note: many tables are only available in geographic units at or above the census tract level.

The Department of Finance has a State Census Data Center that was designed to distribute census data to state and local government agencies in an effort to make Census 2000 statistical products more accessible to the public. There are five regional offices and 36 affiliate centers which provide products and services to 58 counties in California. Check out the local resources available at: <http://www.dof.ca.gov/HTML/Demograp/drudesc.htm>.

## Upcoming Events

“From People to Policy: Empowering Healthy Change,” the *Network's* annual Social Marketing Conference, takes place

Aug. 6–7 at the Sacramento Convention Center. Find out about model programs, creating long-term change and how to execute a comprehensive social marketing campaign. Register at <http://socialmarketing.matsonian.com/>.

The *California Children's 5 a Day —Power Play!* Campaign's partnership with Radio Disney continues with van appearances and radio remotes on Aug. 9 and 30 in Riverside, Aug. 13 and 22 in Sacramento, Sept. 6 at Stanford and Sept. 13 in Oakland. Kids can answer the Fruit and Veggie Power Quiz and enter prize drawings. For information, e-mail Tanya Garbolino at [tgarboli@dhs.ca.gov](mailto:tgarboli@dhs.ca.gov).

Sept. 10 is the next media spokespersons training in Orange County. This session will focus on talking points for 5 A Day Week — “Get Healthy, California.” Staff of any *Network* LIA, lead agency or special project who will be conducting local media outreach during 5 A Day Week or who is interested in enhanced media pitching and delivery skills is welcome. For information, e-mail Alexia Allina at [Alexia.Allina@hillandknowlton.com](mailto:Alexia.Allina@hillandknowlton.com)

**Visit us online at [www.dhs.ca.gov/cpns](http://www.dhs.ca.gov/cpns).**

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# Fresh Facts

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

August 2003

## California Prepares to Celebrate 5 A Day Week

This year, the *California 5 a Day—for Better Health! Campaign* and the *California Nutrition Network for Healthy, Active Families* are honoring National 5 A Day Week from September 21-27 with the theme "Get Healthy, California" — a call to action against California's most pressing health issues, including food insecurity and diet-related chronic diseases.

Communities throughout California will celebrate the week with activities in schools, farmers' markets, restaurants, health centers, grocery stores, correctional facilities, parks, churches and other sites — even zoos! A few of the most creative outreach ideas include a *5 a Day* "salad challenge" in a worksite; a "junior chef cook off" at a school; healthy eating outreach to the employees of a fast food restaurant; and fresh produce basket deliveries to media. These activities have just one goal — to make *5 a Day* top-of-mind for everyone!

"5 A Day Week gives us a great opportunity to help Californians make their health a priority. There are a lot of things competing for our time, but we still don't want anyone to forget that their health is number one," says Desiree Backman, manager of the *California 5 a Day Campaign*. Backman reminds us that, "Taking better care of yourself is easier than you think. Eating 5 to 9 servings of fruits and vegetables every day can provide many essential health benefits from more energy today to reducing the risks of cancer later

## Physical Activity Corner: Two Tools to Help You Be Active

Too busy for physical activity? One secret to working toward the 30 minutes you need daily is to alter your daily routine. It is easier than you think to get your heart pumping while you are at work, school or home.

Increasing the amount you walk is one simple change you can make. Take this change "one step" further by utilizing a pedometer to count your steps and evaluate your progress as you walk your way to health through gradually increasing your daily total steps. For more information on using and obtaining pedometers for your program, contact Steve Rodriguez at [srodrig1@dhs.ca.gov](mailto:srodrig1@dhs.ca.gov).

To support this initiative the CDC introduced a workplace toolkit that encourages more walking by increasing the use of stairs. Encouraging stair use is a promising intervention for increasing physical activity. Deciding between using the stairs and an elevator or escalator is a lifestyle choice that many of us face daily. Using the stairs requires little or no additional time, no wardrobe change and no additional cost because building code requires stairs in multistory buildings.

The STAIRWELL toolkit promotes easy changes for your workplace, such



It's So Easy.



in life."

A complete list of 5 A Day Week activities planned so far is posted in the online press room of our Web site: [www.ca5aday.com](http://www.ca5aday.com). For more information or to find out how you can participate, e-mail Dann Trujillo: [dtrujill@dhs.ca.gov](mailto:dtrujill@dhs.ca.gov).

## Network Partners with CDEA at the 150th California State Fair



*A young California State Fair attendee gets some advice on the importance of eating fruits and vegetables from a California Nutrition Network volunteer.*

By the time the 150th California State Fair at Cal Expo came to a close on September 1, an estimated one million people had experienced a wide array of food, exhibits, music, rides, livestock and other highlights of California life.

Among the exhibits this year was a booth staffed by both the California Department of Food and Agriculture and the *California Nutrition Network* in the California Food Style Building. CDEA representatives provided materials on the Buy California Initiative, animal health, food safety and plant health. *Network* representatives provided recipes and educational materials, while answering questions about the importance of healthy eating and physical activity.

as improving the visual appeal of your stairwells, creating and testing motivational signs, installing music and tracking success in increasing stair usage. This toolkit can be accessed at <http://www.cdc.gov/nccdphp/dnpa/stairwell/index.htm>.

Keep those feet moving and you'll see your health improve — one step at a time!

## Did You Know? How to Measure Your Community Environment

Have you ever wanted to determine the effect your program or project is having on the environment around you, but not known quite where to start? If so, then you might want to check out the listing of evaluation tools compiled by the UC Davis Center for Advanced Studies of Nutrition and Social Marketing (<http://socialmarketing-nutrition.ucdavis.edu/>). Find the list under the "evaluation tools" link.

Many different organizations, groups and agencies from both the public and private sectors contributed the tools provided on the "evaluation tools" page. The instruments are organized according to the specific environments they are designed to measure:

- Diet and physical activity environments
- Food retailers and providers (including grocery stores and restaurants)
- Worksites
- Churches
- Health care providers
- Food security/Food access issues

Dan Scott, social marketing specialist with the *Network*, said that the booth presence provided the opportunity to reach a large audience. "The Fair is a popular and accessible attraction for Californians from throughout the state during the final weeks of summer," he said. "There are few other public events where we can provide our nutrition education messages to so many people."

Scott and others are already working on next year's State Fair booth. If you have ideas or would like to help out, send him an e-mail: [dscott@dhs.ca.gov](mailto:dscott@dhs.ca.gov).

## Social Marketing Conference Attendees Take Steps Toward a Healthier California

The theme of this year's Social Marketing Conference was "From People to Policy: Empowering Healthy Change." The August 6-7 event provided an ideal venue for *Network* partners and awardees to collaborate. More than 600 nutrition professionals and educators came together to share their accomplishments in improving the health of Californians and to gain inspiration from leaders in the field. "The USDA is proud to be a financial supporter of this activity. We are very supportive of the *California Nutrition Network*. We will continue to support the quality efforts of the program," said one such leader, Dennis Stewart, director of the USDA's Food Stamp Program. "Your heart is in this work and I thank you and the people of California who you are helping thank you."

Upon arrival, this year's attendees were challenged to "walk the walk" of the healthy lifestyles they promote. They received pedometers to monitor the number of steps taken each day of the conference. The pedometers fit well with the message of keynote speaker Mark Fenton, author of *The Complete Guide to Walking for Health, Weight Loss and Fitness*, who spoke

- Schools

Several of the tools have been formally validated. Others have not been validated, but were developed by experienced researchers and program planners. (It is important to keep in mind that if an instrument has been validated it is necessary to include all of its questions in order to retain the validity.)

Surveys will continue to be added to this site, which was created through a joint effort between the Cancer Prevention and Nutrition Section of the California Department of Health Services and the UC Davis Center for Advanced Studies of Nutrition and Social Marketing. If you have a survey that you would like to be considered for addition to the Web site or feedback you would like to share, please e-mail Jennifer Culp at [jbculp@ucdavis.edu](mailto:jbculp@ucdavis.edu). Questions on the content of the Web site can be directed to Sara Cook at [scook1@dhs.ca.gov](mailto:scook1@dhs.ca.gov).

## Upcoming Events

Radio Disney, as part of a growing partnership with the *California Children's 5 a Day—Power Play! Campaign*, will host the "Radio Disney Power Play! Power Jam" mall tour featuring Lalaine Veraga-Paras, the new *Power Play!* celebrity spokesperson. Lalaine, who just released a new CD, is a star of the popular "Lizzie McGuire" television show and was named "one of 20 teens to change the world" by *Teen People* magazine. She will appear in the *Campaign's* television and radio public service announcements to be released in early 2004. The tour begins Saturday, September 6, at 1 p.m., at

extensively on walkable communities. "Walkable communities reduce automobile traffic, improve the physical well-being of the individuals in the community, enhance public safety and contribute to cleaner air," said Fenton.

Fenton also suggested conducting walking audits of communities and presenting a case for health and safety to key players and decision makers. This would result in creating networks of footpaths and zoning that support walking and bike riding.

Break out and poster sessions showcased best practices related to creating long-term behavior change. The model programs also gave specific examples of how social marketing can be applied in public health settings. For instance, Nina Cossy, a health education advocate with the Health Education Council in West Sacramento, shared how she conducted a culturally appropriate, clinic-based health education pilot program for Latinas. "The time spent in the clinic teaching nutrition classes in Spanish and exercising to Latin music was golden. We have the only Spanish-speaking class in Yolo County. It's all about how to make the program work for the client," said Cossy.

Plans are already in progress for the next Social Marketing Conference. If you have feedback on this year's conference or would like to serve on the advisory board, e-mail Dan Scott: [dscott@dhs.ca.gov](mailto:dscott@dhs.ca.gov).

Westfield Shoppingtown MainPlace in Santa Ana. Lalaine will have additional concert performances throughout the Los Angeles area on the following dates:

Westfield Shoppingtown West Covina, 112 Plaza Drive in West Covina, Saturday, September 13, at 1 p.m.

Westfield Shoppingtown Topanga, 6600 Topanga Blvd. in Canoga Park, Saturday, September 20, at 1 p.m.

Westfield Shoppingtown Century City, 10250 Santa Monica Blvd. in Century City, Sunday, September 21, at 1 p.m.

Westfield Shoppingtown Fashion Square, 14006 Riverside Blvd. in Sherman Oaks, Saturday, September 27, at 1 p.m.

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# Fresh Facts

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

September 2003

## Californians Celebrate National 5 A Day week

National 5 A Day Week was honored throughout California from September 21-27 with more than 100 different events. This year's theme, "Get Healthy, California," challenged people across the state to eat healthy and be physically active every day.

Here are a few highlights of events held in Los Angeles, the Central Valley and Sacramento.

### Los Angeles



From left to right: Los Angeles Project LEAN lead Shirly Thornton, Los Angeles 5 a Day—Power Play! lead Marvin Espinoza and City Council President Alex Padillia with the kids from 52<sup>nd</sup> St. Elementary School present the 5 a Day—Power Play! National 5 A Day Week Proclamation to the Los Angeles City Council.

More than 1,500 Los Angeles County children rallied together at Exposition Park, where they were inspired by former Los Angeles Lakers

## Physical Activity Corner: It's Easy to Participate in Walk to School Day

October 8 was California Walk to School Day, part of International Walk to School Week from October 6-11. The week showcased the need for safe neighborhoods for children to walk or bike to and from school. As parents, teachers and students walk to school together, walkers are also encouraged to perform a walkability audit of their neighborhoods and school surroundings and to use the results as a checklist for improvements.

Members of the *California Nutrition Network for Healthy, Active Families* and the *California 5 a Day Campaign*, along with celebrities, elected officials, health coalitions and lot of kids, stretched their legs up and down the state to promote walking for better health among all Californians.

Any school can get information and register for next year's walk at the California Walk to School Headquarters. An event starter kit and promotional materials can be requested at [www.cawalktoschool.com](http://www.cawalktoschool.com) or 1-888-393-0353. Additional information is available at the California Safe Routes to School Initiative at [www.dhs.ca.gov/routes2school](http://www.dhs.ca.gov/routes2school).

It's So Easy.



player Norm Nixon, five-time Mr. World Fitness Franco Carlotto and a special theatrical message called "Food for Thought." The event exposed children and their caregivers to different fruits and vegetables in a fun and interactive way through Nutrition Olympics stations that included the Apple Toss, Fruit and Vegetable Weight Lifting, Carrot Hop and Nuts Over Fitness.

"While 5 A Day Week is a celebration, it does not take away from the fact that California is facing a very real health crisis," said Marvin Espinoza, project manager for the Los Angeles County California *Children's 5 a Day—Power Play! Campaign*, referring to the fact that eating healthy and being active can reduce the risk of chronic diseases, including heart disease, cancer, obesity and type 2 diabetes.

## Central Valley

The *California Latino 5 a Day* and *Power Play! Campaigns* teamed up to participate in the Raisin Festival and Parade in the city of Dinuba. This annual harvest celebration focuses on the area's rich agricultural heritage as one of the country's leading producers of raisins. Regional campaign coordinators Eustolia Ruiz and Jaci McFerren organized an entire day of activities, including a parade with more than 80 entries. Among the entries was the *Latino 5 a Day* mobile billboard, featuring the *Campaign's* new mural art.

The parade was followed by a carnival in the city park with Nutrition Olympics for the children, a prize wheel and a food demonstration. Community health leaders distributed nutrition educational items to more than 2,000 participants. The booth activities were supported with a radio remote from Radio Amor KMMM 107.5 of Fresno, which energized the crowd with music, games and *5 a Day* messages.

## Sacramento/Gold Country

## Did You Know? The Ways that Low-Income Households Stretch Food Dollars

A recent publication from USDA's Economic Research Service, *Exploring Food Purchase Behavior of Low-Income Households: How Do They Economize?*, compares purchases by U. S. households of different income levels. The study finds that low-income shoppers spend less on food purchases despite facing generally higher purchase prices. Households can economize on food spending by purchasing more discounted products, favoring private-label products over brand name products, taking advantage of volume discounts or purchasing a less expensive product within a product class. These economizing practices allow the poor to spend less on food. Other studies have shown that, on average, low-income households encounter slightly higher prices when shopping for food. As a result, low-income shoppers possibly choose a less nutritious combination of food products to consume.

Low-income households are likely to economize by purchasing less expensive combinations of fruits and vegetables. For example, low-income households paid an average of 11.5 percent less per pound for vegetables and spent an average of 9.6 percent less per pound on fruit than high-income households. This data indicates these households allocate less money to spend on fruits and vegetables.

The complete report may be accessed at <http://www.ers.usda.gov/publications/aib747/aib74707.pdf>.



Ramona Mosley, regional coordinator of the 5 a Day—Power Play! campaign in the Gold Country Region, addresses 4th and 5th graders at Father B. Kenny Elementary School in Sacramento.

Enthusiastic 4<sup>th</sup> and 5<sup>th</sup> grade students and their parents received a special message about improving health through good nutrition and physical activity at Father Keith B. Kenney Elementary School. Ramona Mosley, director of the local *Power Play!* lead agency, was presented with a Sacramento 5 A Day Week proclamation from Mayor Heather Fargo and delivered by California Senator Debra Ortiz office. Students and parents participated in an onsite farmers' market presented by Western Grower's Association, planted spinach seeds, participated in nutrition education classes and played fruit and vegetable themed games and festivities.

## Actress/Singer Lalaine Inspires Kids with her Commitment to Health

## Time to Look Inside

The *California Nutrition Network* has grown tremendously since it began in 1996. At that time, the *Network* funded 15 projects. Now, more than 190 projects are funded around the state, including Local Incentive Awardees, special projects, California Project LEAN regions, *California Children's 5 a Day—Power Play!* regions and other *Network* partners.

During its 8th year of operation the *Network* will examine its internal workings—organizational structure, infrastructure and operations—to make sure it keeps up with the nutrition outreach needs of California for today—and tomorrow. The goal is to make the *Network* as efficient and effective as possible. Interviews with many local projects and a review of the *Network's* systems are currently underway. If you would like more information, please feel free to contact Sara Metzger at (916) 449-5539 or Valerie Quinn at (916) 552-9908.

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*Lalaine, recently chosen "One of 20 Kids Who Will Change The World" by Teen People, reminds kids how "cool" it is to eat 5 or more servings of fruits and vegetables and get at least 60 minutes of physical activity every day to be healthy and do well in school.*

Throughout September, new *California Children's 5 a Day—Power Play! Campaign* spokesperson Lalaine, who plays Lizzie McGuire's best friend Miranda on the Disney Channel's hit show "Lizzie McGuire," performed at five southern California malls for her concert tour — the *Power Play! Power Jam*. The concerts were a great success, bringing in thousands of children and their parents to the malls and providing great opportunities to spread the *5 a Day* message.

Watch for Lalaine in a new *Power Play!* public service announcement expected to be available January 2004.

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# Fresh Facts

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

October/November 2003

## USDA Undersecretary Visits Ventura Unified

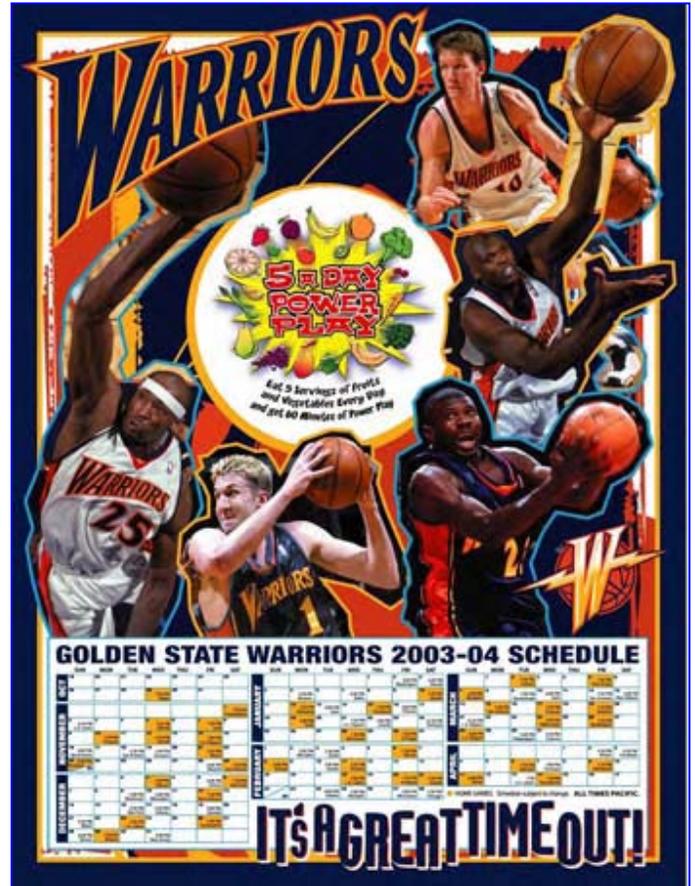
USDA Undersecretary Eric Bost was greeted by fifth graders at the Ventura Unified School District with a 5 a Day rap about the benefits of eating 5 servings of fruits and vegetables every day: "Droppin' the knowledge on how to make your body ignite. Eat your 5 a Day and you're doin' it right." Bost kicked off National School Lunch Week, October 13 to 17, at E.P. Foster Elementary School where he experienced firsthand their Healthy Schools Project.

As part of his visit, Bost enjoyed a Farm to School salad bar lunch with students and toured the school gardens where third graders presented him with their gardening journals. Bost presented an award recognizing Ventura Unified's Child Nutrition Services as a leader in creating a nutritious school lunch and improving the health of students. He visited a preschool classroom where smoothies were made and a fourth grade classroom where pepper quesadillas were prepared. The rapping fifth graders also held a Q&A session with the undersecretary.

Bost praised the county's Farm to School Program and its importance in "getting fresh fruits and vegetables into the mouths of children." In addition to the Farm to School salad bar, the Ventura Unified Healthy Schools program includes classroom and nutrition education and garden-based learning. The program also gives local farmers an opportunity to sell their fruits and vegetables to the schools. Farmers visit classrooms and talk about the crops they grow and host field trips to their farms.

Other dignitaries who participated included Diane Lee from the California Department of Education, Nutrition Services Division; Dr. Trudy Arriaga, VUSD superintendent; Debbie Golden, school board member; Leah Haynes of the 5 a Day — Power Play! Campaign; and Jim Churchill and Judy Blue from the California Alliance of Family Farmers.

## CPNS Hits the Hardcourt with NBA's Golden State Warriors



In the Bay Area, the NBA's Golden State Warriors wow fans with spectacular dunks, crisp passing and precision shooting. This season, they'll also send a nutritious message to Bay Area kids about eating 5 or more servings of fruits and vegetables and getting at least 60 minutes of physical activity every day.

The Warriors partnership with DHS's Cancer Prevention and Nutrition Section (CPNS), which started last year, kicked off the NBA season with a poster giveaway. The first 7,500 kids who attended the Warriors vs. Philadelphia 76ers game on Saturday, November 1, received a colorful *Power Play!* poster featuring five Warriors players with a season schedule at the bottom. Kids can hang the poster on their walls and monitor the Warriors' season.

Kids will also have interactive fun on the team Web site.

## Alternative Venues Provide Greater Access to Fresh Fruits and Vegetables

Members of the Joint Steering Committee Meeting (JSC) for the *California 5 a Day—for Better Health! Campaign* and the *California Nutrition Network for Healthy, Active Families* joined local partners, national health promotion leaders and state policymakers in Sacramento on October 28 to share strategies for providing more fruits and vegetables to low-income Californians. The day began with a walking techniques session that ended at Roosevelt Park Farmers' Market, where participants viewed a demonstration of the USDA Food Stamp Program's new Electronic Benefit Transfer (EBT) Card and learned how the availability of EBT at non-traditional retailers like farmers' markets is increasing access to fruits and vegetables.

Another presentation showcased the inspirational role community gardens play in food production and ways to take advantage of available land to cultivate community gardens, giving residents nutritious food near their homes. Gardens also encourage physical activity, neighborhood beautification and positive community interactions.

All of the efforts shared that day will help *Network* and *5 a Day* partners provide low-income Californians with access to healthy, fresh fruits and vegetables, which, in addition to livening up meals, can help reduce the risks of chronic diseases such as heart disease, cancer, obesity and type 2 diabetes.

For more information about the JSC and future meetings, please contact David Quackenbush at [dquacken@dhs.ca.gov](mailto:dquacken@dhs.ca.gov).

## LAUSD Connects Safety with Physical Activity and Nutrition during Walk to School Day

Check out [www.warriors.com](http://www.warriors.com) and visit Thunder's Kids Page to play nutritional games. Other partnership activities include a "Read to Achieve" event (see next article), a radio and television PSA featuring center Adonal Foyle, a pledge card reward program and a Kid's Day in March 2004. This season promises be exciting and fun filled!

For more information on the Warriors partnership, contact David Ginsburg at [dginsbur@dhs.ca.gov](mailto:dginsbur@dhs.ca.gov).

## Golden State Warriors and Power Play! Read to Achieve



Jason Richardson, left, and Adonal Foyle of the Warriors provide smoothie samples to the kids.

As part of CPNS's renewed partnership with the Golden State Warriors, the *California Children's 5 a Day—Power Play! Campaign* teamed up with lead players for an NBA "Read to Achieve" event at the Warriors' practice facility in Oakland.

More than 50 children from Think College Now—a new public school in Oakland aimed at making college a reality for low-income elementary school children—participated in the October 20 event. Players read to the children and helped spread the *5 a Day* message by making healthy fruit smoothies for the crowd of youngsters. Staff from the *Power Play!* regional lead agency and nutritionists from Alameda County Public Health Department were on hand to highlight all the benefits of eating healthy. The children eagerly answered quiz questions about their favorite fruits and vegetables.

Thunder, the Warriors mascot, impressed the kids with a slam dunk routine, and the players served as positive role models, promoting literacy, nutrition and physical activity. Participating team members included Avery Johnson, Jason Richardson, Mike Dunleavy, Erick Dampier, Speedy Claxton and Adonal Foyle, along with head coach Eric Musselman.



Parents, children, and community volunteers walking together to Malabar Elementary.

Walk to School Day in Los Angeles Unified School District began early when the L.A. Board of Education and the L.A. City Council declared October as "Child Safety Month." This overarching effort enabled many city, school district and community partners to work together to bring awareness of three key points: safety, exercise and nutrition.

The big event occurred at Malabar Elementary where kids walked to school from three different neighborhood locations. Accompanied by police, fire and even by helicopter escort, the children were briefed on safety tips along the route. While the children were eating a nutritious breakfast, parents and community partners were exchanging information, tasting and sampling school breakfast items, and learning about the resources available to keep children safe and healthy. Then everyone gathered in the schoolyard for an assembly with numerous elected officials to reinforce the messages of the day and participate in a little physical activity.

It was a great day that confirmed the commitment of the City of Los Angeles to create environments that support the health and safety of children.

For more information about Walk to School Day, visit [www.cawalktoschool.com](http://www.cawalktoschool.com)

Each child took home a *5 a Day* goody bag stuffed with recipes, nutrition information, pencils and other educational materials.

## Did You Know? We Can Help with Stats

Do you ever need the most up-to-date statistical information for that policy brief or press release you're writing? The CPNS Research and Evaluation Unit is here to help.

We've got the art of slicing and dicing census data down! Race and ethnicity, income level, county of residence—you name it, we've got it. The information available is compiled from the U.S. Census 2000.

Need to know what percentage of Fresno Latinos aged 18-44 live below 185% federal poverty level? It's 41 percent.

If you are a CPNS funded community-based organization who is seeking information on a target audience and would like access to these data files, please contact your *Network* program manager or *5 a Day Campaign* contact for further information. Others can e-mail the CPNS Research and Evaluation Unit directly at [research@dhs.ca.gov](mailto:research@dhs.ca.gov).

Visit us online at [www.dhs.ca.gov/cpns](http://www.dhs.ca.gov/cpns).

Many thanks to Sandy Van Houton of Ventura Unified School District and Beth Larsen of Los Angeles Unified School District for their article contributions.

Please send your Fresh Facts story ideas to Angela Dennis at [adennis@dhs.ca.gov](mailto:adennis@dhs.ca.gov).

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# Fresh Facts

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

December 2003

## 'Tis the Season to Get Healthy - Power Play Lead Agency Demonstrates How



Marvin Espinoza, a project manager for the California Children's 5 a Day—Power Play! Campaign, addresses an enthusiastic crowd of elementary school students at Fernangeles Elementary School.

The wide availability of calorie-heavy treats usually signals the onset of the holidays. But Fernangeles Elementary School instead chose to welcome the season with a healthy display of fruits and vegetables. More than 300 youth, teachers, parents and residents in Sun Valley celebrated the morning of December 5 with nutrition-related activities, including fruit tasting, planting, gardening and harvesting.

The activities were designed to teach children about the importance of integrating fruits, vegetables and physical activity into their daily lives. Marvin Espinoza, project manager for *Power Play!* in the Los Angeles region, commented, "Now is the time when the epidemic of overweight children must be addressed. Our partnership with 'Agriculture in the Classroom,' schools and other agencies serving our communities are the first stepping stones toward addressing this epidemic. If progress could be defined by the collaborative efforts being carried out in Los Angeles, we are pleased to announce that this effort is a sign of progress for the 5 a Day Campaign

## Did You Know? New Study Examines Patterns of African American Girls

Approximately two-thirds of African American women are overweight or obese, which has become a huge contributor to higher rates of cardiovascular disease, diabetes and hypertension for this population. Disturbingly, African American girls are showing a similar trend of increased obesity and associated health problems. Since there is little information on what influences the eating and activity behaviors of African American girls, these patterns were investigated to aid in targeting and planning future investigations in this population.

The findings behind this investigation are demonstrated in "Development and Implementation of a Visual Card-sorting Technique for Assessing Food and Activity Preferences and Patterns in African American Girls" in the November 2003 issue of the *Journal of the American Dietetic Association*. The results revealed that high-sugar drinks and high-fat foods were the most popular and frequently consumed foods among these 8 to 10 year olds. Sarah Adkins, M.P.H., R.D., of the Cancer Prevention and Nutrition Section of the California Department of Health Services and a contributing author of this article, commented, "This was an exciting project because it applied a new, engaging method of data collection." When asked what key outcomes she and her co-authors anticipated from this study, Adkins replied, "We were testing the feasibility of using this new card sort to collect data from the girls and also trying to determine their preferences and frequency for eating foods and doing activities to help develop our program."

As a result of this research, the valuable data collected will be useful for further study of this subject matter. To access the full length article, please use this link: <http://www.adajournal.org/scripts/om.dll/serve?action=searchDB&searchDBfor=art&artType=abs&id=as0002822303012343&nav=abs>

dates winter squash



peppers figs corn



walking an interesting



apples asparagus celery

It's So Easy.



and its partners.”

Espinoza’s *Power Play!* team has reached more than 1,000 children with the *5 a Day* message since they partnered with “Agriculture in the Classroom” to empower students to make healthier eating choices. This healthy holiday kick off was a way to cultivate more partnerships by continuing to publicize and draw attention to the need to reduce chronic illnesses and obesity in youth. “It brings us joy to know children will start the new year knowing that eating at least 5 servings of fruits and vegetables and being physically active is good for their long-term health,” said Espinoza. “This event highlights how partnerships such as ours can put a happy ending to a successful 2003 year.”

The event was also sponsored by Western Growers School Garden Program, along with the *California Nutrition Network for Healthy, Active Families*. For more information, contact Espinoza at (323) 260-3828.

## Salad Bar Scores Big with High Schoolers



*The student senate at Estancia High School serves up generous portions of fruits and veggies to fellow students.*

Newport-Mesa Unified School District held a free “A to Z Salad Bar” event at Estancia High School in Costa Mesa on November 14. Eager students gathered at lunchtime in the cafeteria as members of the student senate served an array of salad ingredients to their peers.

Sharon Moore, R.D., nutrition services grant project nutritionist for Newport-Mesa USD, said, “It’s difficult to encourage teens to eat healthy diets that include fruits and vegetables. Offering a variety of fruits and vegetables via a salad bar makes sense in

Or use this citation to locate the article: *J Am Diet Assoc.* 2003; 103:1473-1479.

Or e-mail Adkins directly at [sadkins@dhs.ca.gov](mailto:sadkins@dhs.ca.gov)

## Research Tip of the Month

Interested in nutrition/physical activity legislation? Check out the CDC’s new State Legislation Searchable Database at <http://apps.nccd.cdc.gov/DNPALeg>.

## PA Corner: PE2GO - Shaping California’s Youth



*Garrett Anderson (left), Anaheim Angels All-Star, and Paul Rosenberg, executive director of the SPARK Programs, were among those on hand to help kick off the PE 2GO event at Garfield Elementary School.*

Alhambra Unified School District teamed up with NikeGO and SPARK to launch PE2GO, a pilot physical activity program of NikeGO. PE2GO is a joint venture between NikeGO (Nike’s community affairs initiative) and the SPARK (Sports, Play and Active Recreation for Kids) Programs of San Diego State University. The initiative, which targets schools that serve low-income students in diverse, underserved neighborhoods, was announced on November 20. It is designed to get fourth and fifth graders moving by donating equipment, training teachers and offering support to public schools with few or no physical education opportunities.

The partnership between NikeGO and SPARK will give students at schools like Garfield Elementary the opportunity to develop physical activity habits for lifelong health and wellness. For more information, e-mail [spark@sparkpe.org](mailto:spark@sparkpe.org).

the cafeteria. Several students loved the fresh fruits and vegetables and even tried some new items, including dates and figs.” Moore added that more than 78 percent of the students surveyed said that they really liked the salad bar, and “...even more amazing was that 88 percent of the students surveyed said they would buy more fruits and vegetables if they were available at the cafeteria, especially if they were fresh.”

This event was sponsored by the *California Nutrition Network for Healthy, Active Families*. For more information, e-mail Moore at [smoore@nmusd.k12.ca.us](mailto:smoore@nmusd.k12.ca.us).

## **Van Nuys Elementary School recognized for Edible Classroom Lessons**

Kittridge Elementary School’s Nutrition Network Program made the cover story in the November issue of *The Whole Life Times*. The article is titled “Into the Mouths of Babes — The Edible Classroom,” and it can be read in its entirety at <http://www.wholelifetimes.com>.

**The California Nutrition Network and California 5 a Day Campaign wish you a happy and healthy New Year!**

## **Physical Activity Tip for the Holidays: Window Shopping Can Be Great Physical Activity**

Holiday time often makes it more difficult to meet the recommended 30 minutes a day of physical activity. There is undesirable weather, parties, travel and, of course, shopping for gifts. Here are some ideas to consider when you plan your upcoming shopping trips:

- Since many malls open for walkers before store hours, consider arriving at the mall early in the day before starting your leisurely shopping spree.
- Bring a friend or relative and go for a brisk walk before splurging.
- If the mall you go to isn’t too crowded, you could get in some brisk walking during regular mall hours.
- Bring water and a healthy snack.
- Wear a pedometer during your gift-buying days and notice how many steps you rack up.
- Follow up with some leg, back and neck stretches when you arrive home.

**Thank you to all of the CPNS funded community-based organizations that submitted their successful activities for this Fresh Facts.**

Please send your Fresh Facts story ideas to Angela Dennis at [adennis@dhs.ca.gov](mailto:adennis@dhs.ca.gov).

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