

Fresh Facts

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

January 2004

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Worksite Wellness Championed at Press Conference

Staying healthy is hard, if not impossible, if you don't have access to healthy food and physical activity opportunities during work hours, especially since many Californians spend much of their time on the job. This, combined with the rising costs of obesity and related health risks—costs which are shouldered in part by employers—is why the *California 5 a Day Campaign* conducted research to discover what is currently being done for worksite wellness along with the barriers employers and employees face in eating healthy and being active during the workday. Low- and middle-income working women and business leaders in small-, medium- and large-sized companies were interviewed.



Desiree Backman, Dr.P.H., manager of the California 5 a Day Campaign, shares findings of research on access to healthy food and physical activity at worksites during the press conference.

Results of the research, published in a report titled “Fruits and Vegetables and Physical Activity at the Worksite: Business Leaders and Working Women Speak Out on Access and Environment,” were revealed in conjunction with winners of the first California Fit Business Awards at a January 21 press conference in Los Angeles. More than 100 members of the media and local partners gathered at American Apparel, one of the Fit Business honorees, to hear the outcomes.

“The working women painted a very clear picture of their

PA Corner: Warriors Produce Healthy Eating PSA and Activities for Kids

As part of the *California Nutrition Network's* partnership with the Golden State Warriors, six-year veteran and center Adonal Foyle will appear in a television PSA promoting fruit and vegetable consumption and physical activity. In the PSA, Foyle discusses the importance of healthy eating to being a champion both on and off the court, then demonstrates some of his exceptional basketball moves. The PSA will air during games in the Oakland Arena and will be provided to Bay Area television stations.



It's So Easy.



worksites during 12 focus groups that we conducted in Los Angeles and Oakland. They characterized their worksites as very unhealthy—lacking basic, healthy foods and opportunities for physical activity,” said Desiree Backman, manager of the *California 5 a Day Campaign* and principal investigator for the study. She also said that employers and employees “both support measures to change poor nutrition and physical inactivity at worksites.” Some of their ideas for improving worksite wellness included offering healthier foods in vending machines, catering trucks and cafeterias; including fruits and vegetables at meetings and other gatherings; organizing walking clubs for break times; and providing access to showers and changing facilities.



California State Senator Tom Torlakson (D-Antioch) founder and chair of the California Task Force on Youth and Workplace Wellness, recognizes the California 5 a Day Campaign for its efforts to reduce costs related to employee obesity.

The press conference coincided with the release of data from Centers for Disease Control and Prevention placing California’s direct medical costs of obesity at \$7.7 billion annually. Highlighting the impact of this price tag on the prosperity of California and the important role employers can take reversing that trend, Senator Tom Torlakson (D-Antioch) said “the workplace emphasis we have here today is critical.” Torlakson is also founder and chair of the California Task Force for Youth and Workplace Wellness, the organization that sponsors the Fit Business Awards. He recognized each of the seven awardees as “proven champions already on the frontlines of doing the right thing.” In addition to American Apparel, the winners were Casa Dorinda (Montecito), Contra Costa County Schools Insurance Group (Pleasant Hill), L-3 Communications (Menlo Park), NutriFit (Los Angeles), San Mateo County (Redwood City) and University Health Services (Berkeley).

A copy of the worksite research report, a “Check for Health”

A graphic of a pledge card for the Warriors/California Children's 5 a Day Power Play challenge. At the top is a logo with the word 'WARRIORS' and '5 a DAY POWER PLAY' surrounded by fruit. Below the logo is the text 'ONE WEEK CHALLENGE!' followed by instructions: 'Earn a fun prize pack from the Warriors by taking the California Children's 5 a Day-Power Play! challenge. Just eat 5 or more servings of fruits and vegetables and get at least 60 minutes of power play every day.' It then explains: 'It's so easy! Check one 5 a Day box when you eat 5 or more servings of colorful fruits and vegetables that day. Check one Power Play! box every day you get at least 60 minutes of power play. Power play means doing activities that make your heart beat faster, like playing basketball, bicycling, dancing, and running.' The card includes a section for tracking progress: 'Keep track of all your 5 a Day-Power Play! days for one week and have an adult sign and mail this card. You have until May 31, 2004 to take the challenge. Set your goals high and get All-Star energy!' Below this is a table with columns for '5 a Day' and 'Power Play!' and rows for each day of the week from Monday to Sunday. At the bottom, there are fields for 'Name:', 'Age:', 'Address:', 'City:', 'State:', 'ZIP:', and 'Phone Number:'. A 'Mail to:' section lists 'Golden State Warriors • 1071 Broadway • Oakland, CA 94607 Attn: 5 a Day - Power Play'.

Warriors/California Children's 5 a Day Power Play Pledge Card.

Also coming soon to kids in the Oakland area is the *California Children's 5 a Day—Power Play!* “pledge card.” After pledging in writing to eat 5 or more servings of fruits and vegetables and get at least 60 minutes of power play each day, kids can use the cards to enter prize drawings. Those who also attend Warriors games will have the chance to show off their physical activity moves on the *Power Play!* “dance cam.” Kids can also log on to the Warriors’ Web site (www.warriors.com) and click on the Thunder Kids Page for *Power Play!* interactive games.

Within the next month, the PSA will be

workplace wellness assessment, information on the Fit Business awardees and press materials can all be downloaded on our Web site: www.ca5aday.com.

FAME Brings 5 a Day to Life with Dance



FAME dancers and the California African American 5 a Day Campaign Advisory Council were invited by members of the California Assembly to celebrate the life of Dr. Martin Luther King Jr. on January 15.

Families of African American Ancestry Manifesting Our Excellence (FAME), a San Bernardino dance troupe, performed on January 15 for the California Assembly at the request of Assemblyman John Longville (D-San Bernardino). The group was invited to join an annual commemoration of the life and work of Dr. Martin Luther King Jr. The performance was preceded by Assemblyman Mervyn M. Dymally (D-Compton), who spoke on the international impact of King's work and proposed a resolution honoring the work of the civil rights leader. The Assembly unanimously passed the resolution.

FAME's performance educated the Assembly on the healthy eating and physical activity messages of the *California Nutrition Network for Healthy, Active Families* and *California African American 5 a Day Campaign* through dance and their rendition of King's "I Have a Dream" speech. "Traditionally, African dance was not used solely as a means of entertainment, but as a vehicle to communicate, educate and preserve our ancestral past," said Teslyn Henry, M.P.H., R.D., and FAME dancer. "Our performance was a great opportunity to honor the life and legacy of one of our ancestors—Dr. Martin Luther King Jr.—and to educate legislators about the health epidemic in the African American community."

The dance illustrated different stages of food preparation—from sowing seeds into the ground to reaping a harvest of fresh fruits and vegetables. In the final scene of the performance, dancers vocalized their dream: access to quality

available for viewing on our Web site (www.ca5aday.com). To request copies of the pledge cards, contact Steve Rodriguez: srodrig1@dhs.ca.gov

Did You Know? Nutrition Linked to Higher Test Scores

Recent findings from the California Department of Education using data from the California Healthy Kids Survey (CHKS) indicate a significant relationship between Academic Performance Index and 75 percent of the health-related indicators examined. The indicators examined included violence, nutrition, exercise and environmental assets.

The CHKS is a voluntary, confidential, modular health risk and resilience data collection system which surveys grades 7, 9 and 11 from 1,773 participating secondary schools. Based on the data collected from 1998-2002, schools with higher percentage of students who eat nutritiously and exercise, who are less engaged in risky behaviors like substance abuse and violence, have caring relationships and high expectations also show greater gains in test scores than other schools. In particular, results showed higher academic performing schools had a larger percentage of students who ate breakfast on the day of the survey than low academic performing schools. Additional analyses suggest health risk and resilience are related to academic performance in schools in raising test scores. It was found that California schools with a high percentage of students who did not participate in physical activity as well as eating healthy had smaller gains in test scores than other schools.

Using national percentile scores on the Stanford Achievement Test (SAT-9) in reading, language (written expression) and mathematics, 76 percent of children in school who ate breakfast presented a 2.2

and affordable fruits and vegetables in low-income African American communities, safe public parks to engage in physical activity, enforcement of existing nutrition and physical activity standards for students in public schools, and elimination of health disparities affecting African Americans.

FAME presented Longville with a certificate of recognition for his commitment to supporting healthy eating and physical activity in his district. Pastor Kenneth Bushnell, co-chair of the *African American 5 a Day Campaign* Advisory Council, presented Longville and FAME with certificates recognizing their efforts in combating chronic disease and improving the health of African Americans.

FAME is a *Network* funded community project and member of the *African American 5 a Day Campaign* Advisory Council. For more information, contact Teslyn Henry: thentry@dph.sbcounty.gov.

New Ad Campaign Launches

New advertisements on reducing the risks of chronic disease began airing the week of January 26. The media mix includes TV, radio, outdoor and print and will air in the Fresno, Los Angeles/Riverside/San Bernardino, Sacramento/Stockton/Modesto, San Diego, and San Francisco/Oakland/San Jose media markets.

Two of five new TV spots with accompanying radio spots will premiere during the week, encouraging multi-ethnic women living in low-income households to protect themselves and their families against chronic disease by increasing fruit and vegetable consumption and physical activity. The spots—"Children's Future" and "One Size Fits All"—will air on daytime and early evening programs, such as "Oprah," "Dr. Phil," "General Hospital" and "The View."

During the week of February 2, a third new TV spot—"Beauty Produce"—with accompanying radio will begin airing on programs targeted to low-income African American women. It will air on BET, Court TV and UPN's Monday night sitcoms.

Within the next month, the new spots will be available to view on our Web site (www.ca5aday.com). If you are interested in further details about the advertising campaign, please contact Susan Pennel: spennel@dhs.ca.gov.

gain in reading, a 2.4 increase in language, and a 2.5 gain in mathematics on the SAT-9 scores compared to a 1.0 decrease in reading, a 0.7 gain in language, and a 0.5 gain in mathematics for the 48 percent of children in school who ate breakfast.

For more detailed information about these findings and fact sheets, visit the CHKS Web site at http://www.wested.org/pub/docs/chks_home.html

Coming Next Month

The East Oakland Faith Deliverance Center, a *Network* funded community project, is planning a Black History Month event focusing on increasing supermarket access—which increases access to healthy foods—in low-income communities. Actress Angela Bassett will be the celebrity spokesperson and local broadcaster Janice Edwards will emcee. The event takes place on February 18 at the new Gazzali's market in Oakland. For more information, contact Valarie Scruggs: vscruggs@dhs.ca.gov.

Visit us online at www.ca5aday.com.

Please send your Fresh Facts story ideas to Angela Dennis at adennis@dhs.ca.gov.

Funded by the U.S. Department of Agriculture Food Stamp Program, an equal opportunity provider and employer, through the *California Nutrition Network for Healthy, Active Families*. For information on the California Food Stamp Program, call (800) 952-5253.

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Access to Healthy Foods Featured at Black History Month

The East Oakland Faith Deliverance Center (EOFDC), in partnership with the *California African American 5 a Day Campaign*, held a Black History Month press conference and community event on Wednesday, February 18, in Oakland. The event included representatives of Gazzali's Supermarket, the East Oakland Faith Deliverance Center, the East Oakland Farmers' Market, the National Cancer Institute and the East Oakland Diabetes Work Group of the Alameda County Health Department. All of the event's key partners pledged their commitment to increasing access to fruits and vegetables in order to reduce the risks of chronic disease, including obesity, type 2 diabetes, heart disease and some cancers affecting African Americans.

Network Specialist Recalls How Change in Eating Habits Changed His Life

Hawthorne School District's *California Nutrition Network* nutrition specialist Steve Baldwin, M.S., R.D., published a column in the February 27 issue of the South Bay *Daily Breeze* titled "Overweight 17-year-old Dropped Pounds for Good." The column explains how Baldwin won his teenage battle of the bulge by developing healthy eating and physical activity habits. By incorporating more fruits and vegetables into his diet and engaging in physical activity, he gradually developed a healthier lifestyle. The article can be read in its entirety at <http://www.dailybreeze.com/content/today/1766050.html>.

Did You Know? Physical Activity Related to Higher SAT-9 Scores

As reported in last month's *Fresh Facts*, recent findings from the





Participants at East Oakland Faith Deliverance Center enjoy healthy food options at the Black History Month 2004 press conference and community event.

The day focused on the release of recent research data on the health disparities affecting African Americans in California and a document which highlighted community solutions to limited retail access in African American communities. The press conference brought attention to the successful partnership among faith-based, public and private organizations in East Oakland, which resulted in bringing Gazzali's Supermarket to Eastmont Town Center. The Center – one of the largest shopping malls in East Oakland – has been without a supermarket for more than five years. This partnership brings a much needed healthy food outlet to East Oakland residents. The report supported the importance of community leaders working to ensure healthy food retail outlets in low-income communities by showing that the addition of a supermarket in an African American neighborhood was associated with a 32 percent increase in fruit and vegetable consumption by African Americans in the area.

California Department of Education using data from the California Healthy Kids Survey (CHKS) indicate a significant relationship between Academic Performance Index and nutrition. Findings from the CHKS also link physical activity to improved academic achievement.

The CHKS is a voluntary, confidential, modular health risk and resilience data collection system which surveys grades 7, 9, and 11 from 1,773 participating schools. Based on the data collected from 1998-2002, schools with higher percentages of students who eat nutritiously and exercise show greater gains in Stanford Achievement Tests (SAT-9) scores than other schools.

Figure 1. Any Physical Activity and Annual Changes in SAT-9 Scores (NPR)

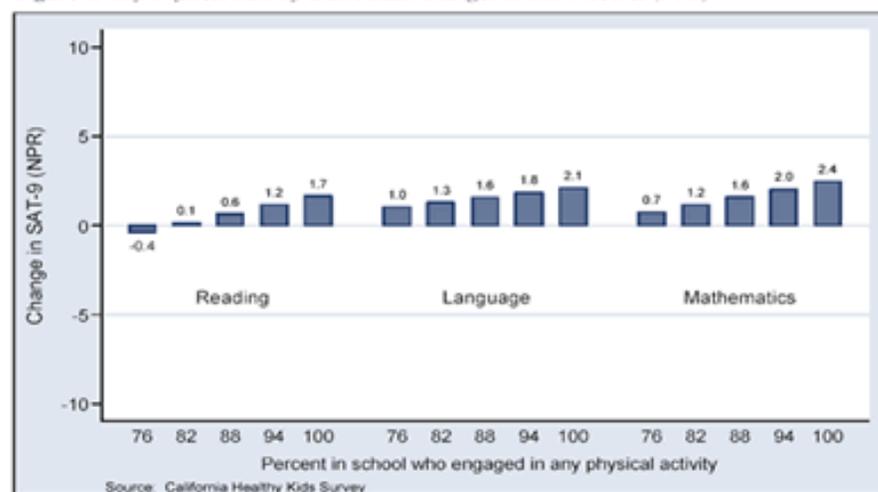


Figure 1 illustrates that when the percentage of students who engage in physical activity increases, reading, language and mathematics tests scores improve. For instance, schools that reported only 76 percent of students engaged in physical activity the week before they completed the CHKS found their SAT-9 scores for reading dropped by 0.4 the following year. However, in schools where 88 percent and 100 percent of the students reported participating in physical activity, there was an increase in reading test scores by 0.6 points and 1.7 points, respectively. Even though the results for language are not statistically significant, there are slight gains in language scores as the percentage of students who engage in physical activity increases. Math scores



Congresswoman Barbara Lee addresses the press, health advocates and community leaders at the Black History Month 2004 press conference.

Prominent elected officials, including Congresswoman Barbara Lee, City Council member Larry Reid and Darryl Stewart, representing Board of Supervisor Nate Miley, commended the work of the *African American 5 a Day Campaign* during the morning press conference for mobilizing the community to promote fruit and vegetable consumption and physical activity in East Oakland. Other speakers included Desiree Backman, Dr.P.H., R.D., manager of the *California 5 a Day Campaign*, Arnold Perkins, director of the Alameda County Health Department, Shené Bowie, M.P.H., coordinator of the *African American 5 a Day Campaign* faith-based community project at EOFDC, and local store owner Amani Gazzali of Gazzali's Supermarket.

also increased significantly more for schools with higher participation in physical activity.

For more detailed information about these findings and fact sheets, visit the California Healthy Kids Survey Web site at http://www.wested.org/pub/docs/chks_home.html. The direct link to the Student Health Risks, Resilience, and Academic Performance in California: Year 2 Report, Longitudinal Analysis is <http://www.wested.org/chks/pdf/api2f.pdf>.

PA Corner: DHS Center Focuses on Walkability

The California Department of Health Services is pleased to announce the **California Center for Physical Activity**, formerly known as the Physical Activity Initiative. The Center is DHS's lead physical activity program and will serve as a catalyst for physical activity and change by promoting community walkability. To learn more about Center projects or request a copy of its quarterly newsletter, please e-mail Lisa Cirill, acting chief, at lcirill@dhs.ca.gov.

Beginning in 2004, the *California Nutrition Network* and the Center will present free workshops spotlighting key physical activity programs and partners. These free workshops will provide state staff and local partners with hands-on opportunities to learn more about physical activity promotion. The March workshop will focus on SPARK – Sports, Play and Active Recreation for Kids. SPARK is the "New PE" rave, since it encourages physical activity that is inclusive and fun. Children who participate in SPARK programs – which include early childhood, elementary PE, lifelong wellness, middle school PE and after school programs – have demonstrated increased fitness and academic performance.



Traci Otey Blunt, outreach and partnerships manager, National 5 A Day for Better Health Program, discusses the Men's 9 A Day Campaign at the Black History Month 2004 community event.

During an afternoon community forum, prominent faith, health and community leaders addressed the issue of access to fruits and vegetables and determined actions steps for 2004. Presentations were given by Traci Otey-Blunt of the National Cancer Institute's African American Men's 9 A Day Campaign, Kimi Watkins-Tartt of the Alameda County Health Department, City Council member Desley Brooks and Valarie Scruggs of the *California African American 5 a Day Campaign*. The community leaders signed a new partnership poster indicating their commitment to working with EOFDC to spread the *5 a Day* and physical activity messages and support policies that increase options for healthy eating and physical activity in Oakland.

For more information on the *African American 5 a Day Campaign*, contact Valarie Scruggs:
vscruggs@dhs.ca.gov.

Two workshops will be conducted on Friday, March 19, in Sacramento at 9 a.m. and 1 p.m. If you are interested in participating, please e-mail Julie Frank at jfrank@sparkpe.org. There are only 40 spaces available for the morning and afternoon workshops and spaces are filling fast.

Remember to "Be Active."

Visit us online at www.ca5aday.com.

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Network Celebrates Ag Day with the Governor



CPNS Assistant Chief David Ginsburg adds a California 5 a Day Campaign pin to Governor Arnold Schwarzenegger's lapel.

Governor Arnold Schwarzenegger talked with staff of the *California Nutrition Network and California 5 a Day Campaign* during California Agriculture Day at the State Capitol. More than 35 booths at the March 16 event displayed information — and sometimes tastes — of what the state's agricultural interests have to offer. The governor, along with California Department of Food and Agriculture Secretary A.G. Kawamura and California

Initiative Responds to Childhood Obesity



Kids receive Power Play! nutrition education materials during the Healthy Parks Initiative kickoff event.

The Los Angeles County Department of Parks and Recreation kicked off its Healthy Parks Initiative in response to the alarming rise in childhood obesity and decreasing level of physical fitness. Local and state leaders attended a March __ press event to applaud the initiative and organizations committed to providing nutrition, recreation and health services at county parks.

“This is a joint effort between the recreation and agencies throughout the

dates winter squash
peppers figs corn
walking swimming
apples asparagus celery

It's So Easy.



Department of Health and Human Services Secretary Kim Belshé, addressed the crowd and toured the diverse displays on food security, healthy eating, agriculture education and more.



Therese Llanes, public health nutrition consultant; Jaci McFerren, marketing specialist; Sonia Kuar, marketing specialist; and Valarie Scruggs, marketing manager, staff the Network's Ag Day booth, which was surrounded by displays of fresh fruits and vegetables.

Valarie Scruggs, marketing manager for the California African American 5 a Day Campaign, talked with the governor about the campaign's important work in reducing health disparities through targeted nutrition education. "I was honored to have the opportunity to share what the campaign does on behalf of California's African American community," Scruggs said.

Los Angeles Collaborative Encourages Healthy Breakfasts

county to address the epidemic of overweight children," said Timothy Gallagher, director of Los Angeles County Parks and Recreation, as he addressed the children and families. "With the Healthy Parks Program, local County Parks become community service 'focal points' in improving health in multi-faceted and multicultural ways," he concluded.

Children were treated to visits from Nickelodeon stars and words of advice from Gale Devers, a former Olympian who advised youth take care of their bodies and make healthy eating choices.

The Healthy Parks Initiative, designed to help fight childhood obesity by encouraging more activity, has eleven pilot locations located in high-need areas within the county and where the majority of residents are low income. The *California Children's 5 a Day-Power Play! Campaign* is one of the county's partners in this effort. For more information about the initiative, visit www.healthyparks.co.la.ca.us.

Did You Know? New CHIS Report Recommends More Cancer Screening

A comprehensive report released in December 2003 examined California's cancer screening. It utilized data from the 2001 California Health Interview Study (CHIS), the largest state-level health survey in the nation. This report examines California screening rates for cervical, breast, colorectal and prostate cancers with respect to race and ethnicity, income, insurance coverage, usual source of care and English proficiency, along with reasons for not being screened. Some interesting findings from the report include:

- Asian women are five times as likely as white women to have never had a Pap test (22.8% vs. 4.5 %).
- Women with incomes below 200% of the federal poverty level (FPL) have lower mammography rates than women with incomes at or above 200% FPL (69% vs. 78.8%).



Peter Riddall, school administrator; Vergine Jarakian, assistant principal; and José Huizar, president of the Los Angeles Unified School District Board, participated in the healthy breakfast event.

In response to a Los Angeles County report illustrating the scope of LA's expanding food insecurity and obesity epidemic, the LA Collaborative for Healthy, Active Children came together to rally around a simple solution: eat breakfast.

The LA collaborative, comprised of more than 100 local health and nutrition organizations and schools, released "Taking the First Step with a Healthy Breakfast" on March 18 at Alexandria Middle School. This publication examines the consequences of the overweight crisis, especially for children and offers a series of recommendations to increase breakfast consumption. Special guests and speakers at the event included former Olympians, school principals, health professionals and, most importantly, children enjoying a "second chance breakfast," for those who did not have a chance to have a healthy breakfast before coming to school.

According to the LA Collaborative publication, children who skip or eat an unhealthy breakfast are

- More than 2.3 Californian adults ages 50 and older (30%) report never having been screened for colorectal cancer.

The report demonstrates the need for policies and programs to raise screening rates of Californians who have low incomes, no health insurance, lack usual source of care and lack English proficiency. Culturally tailored programs are necessary due to the broad racial and ethnic disparities in cancer screening. In effort to increase awareness of the importance of early detection and improving the screening rates, the following three priorities were established:

- Educating people about the importance of cancer screening in the absence of any symptoms or problems.
- Focusing on immigrant communities (Asians, Native Hawaiian and other Pacific Islander; Latinos; American Indian and Alaska Natives; and those who face English-language barriers).
- Support exemplary programs, such as "Every Woman Counts" administered by the California Department of Health Services - the largest public cancer screening program in the nation. Such programs provide free screening for breast and cervical cancer to low-income women with no or limited health insurance.

In addition to cancer screening, other protective measures can be taken to reduce cancer occurrence. According to the American Cancer Society Guidelines on Nutrition and Physical Activity for Cancer Prevention¹, diets high in fruits and vegetables and regular physical activity can reduce cancer risk. Some of the recommendations include:

- Eat five or more servings of a variety of vegetables and fruits each day.
- Engaging in 45 minutes or more of moderate-to-vigorous activity five or more days per week may further reduce risk of breast cancer and colon cancer.

Use the following link to access the full report:

http://www.healthpolicy.ucla.edu/pubs/files/Cancer_Screening_Report.pdf. For more information about "Every Woman Counts," visit <http://www.dhs.ca.gov/cancerdetection/cervicalcancer.htm> or call (800) 511-2300. For more information from the American Cancer Society, visit www.acs.org.

at greater risk for being overweight. That concern is exaggerated in Los Angeles County where two in five children are categorized as unhealthy weight.

“This weight crisis is crippling our children, our families and our communities,” said Shirley Thornton, Ed.D., co-chair of the collaborative. Unhealthy children are less likely to graduate due to increases in absenteeism, poor academic performance and disciplinary problems, which ultimately influences school funding. Schools are also losing more than \$174 million in state and federal funds as 742,000 low-income children across Los Angeles County do not participate in the School Breakfast Program. The collaborative recommends that policymakers and school administrators expand the School Breakfast Program to all youth, regardless of income, to increase the odds that children will not go hungry at school.

“The scope and complexity of this health crisis can be numbing,” admits Marvin Espinoza, co-chair of the Los Angeles Collaborative for Healthy Active Children. “But given the gravity of the situation, we have to take a concrete first step, and science points to a nutritious breakfast as one of the best strategies to address this problem.”

Forum Highlights USDA's Role in Health

The U.S. Department of Agriculture held the first in a series of forums across the country to seek input on USDA's role in helping Americans live longer, better and healthier lives. The forum for the Western Regional Office of USDA was held on Wednesday, March 17, in Manteca. It was led by the Food, Nutrition and Consumer Services (FNS) Under

¹Tim Byers, MD, MPH, et al. American Cancer Guidelines on Nutrition and Physical Activity for Cancer Prevention: Reducing the Risk of Cancer with Healthy Food Choices and Physical Activity. *CA Cancer J Clin*; 52:92-119.

PA Corner: The Tradition of Running Returns to Oakland's Native American Community

Running is My High
10K RUN
5K RUN/WALK
100 YARD DASH

PRIZES
ALL AGES

Lake Merritt, Oakland
Run/walk around the lake
SATURDAY, MARCH 13, 2004
Registration at 7:30 a.m.
Race begins at 9 a.m.

Sponsored by Reddy Native Wellness Center,
a division of Native American Health Center

For more information:
www.nativehealth.org

ILLUSTRATION BY ERIN HARRIS FOR THE NACDC BY JAMES THOMAS WELLS

More than 300 participants ran or walked around Lake Merritt in Oakland

Secretary Eric M. Bost; Communications and Governmental Affairs Director Steven Christensen; and Western Regional Office Administrator Allen Ng.

More than 50 people representing, programs, industry, advocates and parents attended the forum. Program staff from the California Department of Health Services, the California Department of Education and local *California Nutrition Network* programs provided comments and testimony on what USDA's role should be in nutrition education and obesity prevention. Program representatives were also able to provide summaries of their current activities. More than 30 participants spoke, including Desiree Backman, Dr.P.H., R.D., manager of the *California 5 a Day Campaign*, who said, "We are, without question, in the midst of a public health crisis that requires comprehensive, population-based, systemic approaches and solutions. The end result of our work is that healthy eating and active living become normal and natural because they are also the easiest choices for people to make, not the hardest. We hope to create an environment where consumer demand and business supply meet in a way that low-income consumers and communities are empowered, healthy business practices are rewarded in the marketplace, and government has acted responsibly and as a good steward to catalyze these social and economic changes."

Other participants were Nancy Gelbard from the California Obesity Prevention Initiative; Melodee Steeples from Contra Costa County Health Department; Edie Jessup from Fresno Metro Ministries; Lee Mercer from Second Harvest; Jessica Reich from California Food Policy Advocates; Laurie True and Linnea Salick from CWA and WIC; and Phyllis Bramsom Paul from the California Department of Education.

on March 13 at the annual "Running Is My High" event to benefit Native American health. "This annual event brings back the tradition of running for Native Americans who are now living in an urban environment," said Christina Weahunt, director of nutrition and fitness for the area's Native American Health Center. "This is especially important since American Indians are the number one ethnic group affected by type 2 diabetes."

Also honored during "Running is My High" was the tradition of Native American music, with drumming and song groups performing before and after the 5K/10K. One of the drumming groups also participated in the run, all single file with one hand on each other's right shoulders. "It was a great day to celebrate unity in promoting wellness and disease prevention," Weahunt added.

The center, a *Network* funded local program, provides culturally appropriate wellness and nutrition services to 1,400 members of the Oakland's Native American community. For more information on the run/walk event and the center, please visit www.nativehealth.org.

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Please send your *Fresh Facts* story ideas to Steve Rodriguez at srodrig1@dhs.ca.gov.

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Testimony covered the need for more resources to support comprehensive nutrition education, reducing the paperwork and requirements for school meals and snacks, assuring healthy foods are offered as commodity foods and mandating this for the meals and voucher program, sharing consistent key messages across the various FNS programs and expanding who can be served through the various nutrition programs administered by USDA. An overall theme was that better access to healthy foods and environmental change that supports increased access are essential to helping ensure the health of all Californians.

Under Secretary Bost thanked the participants for their comments and indicated the importance of having those who are directly delivering programs involved in USDA's process.



dates winter squash



peppers figs corn



walking an ironing



apples asparagus celery

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Brownell to speak at 2004 Social Marketing Conference

The Cancer Prevention and Nutrition Section is very excited to announce that Kelly Brownell, Ph.D., will be one of the keynote speakers at the Social Marketing Conference — "Changing Environments for Healthy Eating and Active Living" — which takes place August 3-5 in Sacramento. Brownell is a professor of psychology at Yale University, director of the Yale Center for Eating and Weight Disorders, and author of the book *Food Fight*.

Today, the obesity crisis is part of the daily news, but Brownell was one of the first to sound the alarm that an increasingly "toxic environment" puts everyone at risk for obesity. His work emphasizes the importance of working to achieve policy and environmental change to combat obesity and chronic disease.

The conference will follow the same basic format as last year. The first day is reserved for group meetings, and the following meetings have been already scheduled for August 3rd:

Food Security Task Force meeting
 African American 5 a Day Campaign Advisory Council meeting
 PANIC meeting
 California Children's 5 a Day—Power Play! Campaign meeting
 California Latino 5 a Day Campaign meeting
 Local Incentive Awardee school networking meeting

The *Network* will host a Social Marketing Conference Web site featuring online registration, a call for abstracts and more. You can reach the site via the *Network* home page at www.ca5aday.com. Check the Web site now for the abstract submission form.

Save the date. More information is coming soon!

Lalaine Visits Sacramento School

Bost, Kawamura and Others Celebrate Cinco de Mayo with Alhambra School District



A student council member stirs the "Super Bowl" of salsa.

On May 5th the Alhambra School District — a *California Nutrition Network* Local Incentive Awardee — welcomed more than a thousand students, teachers, parents and community members to an interactive nutrition education day at Ramona Elementary School's "Super Bowl II." The "Super Bowl" is the largest edible salsa ever made — students filled a six-feet in diameter bowl with almost 300 pounds of tomatoes, onions, garlic and cilantro. An additional three-feet in diameter bowl was suspended above it and filled with tortilla chips. In addition to sampling the chips and salsa, students enjoyed a tostada salad (in an edible bowl) in the school cafeteria.



USDA Under Secretary Eric Bost visits with Ramona Elementary School students during their *Cinco de Mayo* celebration.



Lalaine talks with student about healthy eating after entertaining them with two of her energetic songs.

California Children's 5 a Day—Power Play! spokesperson Lalaine stopped by Sacramento Unified School District's Father Keith B. Kenny Elementary School on April 23 to offer inspiration and share the campaign's new public service announcement. The "Lizzie McGuire" television show actress and pop singer also performed two of her high-energy songs and chatted with third, fourth and fifth graders about the importance of eating 5 or more servings of fruits and vegetables and getting at least 60 minutes of power play every day.

"We're honored to have a spokesperson for the campaign who is a true believer in healthy living and is someone kids can relate to," said Tanya Garbolino, manager of the *5 a Day—Power Play! Campaign*. "Lalaine did a great job on the PSA, and she continues to help spread the word about the importance of fruits and vegetables and physical activity to maintaining energy and doing well in school."

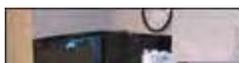
Together with Sandra Shewry, director, California Department of Health Services, and Susan B. Foerster, chief, Cancer Prevention and Nutrition Section of the California Department of Health Services, Lalaine visited classrooms and distributed a new poster with tips on eating *5 a Day* and being active. The poster, which is designed for 9- to 11-year-old children, will be distributed through the *5 a Day—Power Play! Campaign* regional lead agencies, along with an activity sheet and ruler. To request copies, contact your region's *5 a Day—Power Play!* lead agency after June 1.

Garden Grove Boys and Girls Club Says "No" to Soda

Second Harvest Food Bank of Orange County has expanded their Kids Café program to four after-school programs with a food security grant from the *California Nutrition Network*.

Kids Café provides nutrition education, physical activity and nutritious after-school snacks to low-income children in an environment that is safe, accessible and convenient. Second Harvest partners with 20 local nonprofit organizations with established after-school programs in low-income neighborhoods where children had little prior access to healthy snacks.

Network staff recently visited



"This year, we decided to tie in our 'Super Bowl' with *Cinco de Mayo*, which made for a nutritional and cultural school-wide event," said Judy Huffaker, Registered Dietitian for the Alhambra Nutrition Network. The day also featured a mariachi band, salsa dancing and a variety of nutrition-themed stations. Several special guests participated: Eric Bost, under secretary, United States Department of Agriculture; A. G. Kawamura, secretary, California Department of Food and Agriculture; Don Lyman, chief, Chronic Disease and Injury Control, California Department of Health Services; Paul Talbot, major; William Vallejos, school board president; and Julie Hadden, superintendent. Also joining the group from the USDA were Peter Murano, deputy administrator, Special Nutrition Programs, Jessica Shahin, deputy administrator, Food and Nutrition Services, and Allen Ng, administrator, Western Regional Office, Food and Nutrition Services.

Sombreros off to Alhambra School District for the creative and nutritious *Cinco de Mayo* event. For more information about the district and its programs, visit <http://www.alhambra.k12.ca.us/index1.html>.

Did You Know? The Burden of Chronic Diseases and Their Risk Factors

Chronic diseases account for 7 out of 10 deaths in the United States, claiming more than 1.7 million lives each year. The major chronic diseases include heart disease, cancer, stroke, chronic obstructive pulmonary disease and diabetes.

In an effort to reduce chronic disease burden, the Centers for Disease Control and Prevention (CDC) uses surveillance to monitor the progress of these prevention efforts. *The Burden of Chronic Diseases and Their Risk Factors: National and State Perspectives 2004* report released by the CDC provides information on the burden of chronic diseases and their risk factors in the 50 states and the District of Columbia. It presents a national perspective on chronic diseases as major causes of death. Also highlighted is state-specific data on prevalence rates of death due to heart disease, cancer, stroke and diabetes. For each state, profiles are provided of risk factors (tobacco use, lack of physical activity, poor nutrition, obesity, high blood pressure and high blood cholesterol) for chronic diseases and use of preventive services, such as mammography screening, sigmoidoscopy (colonoscopy), fecal occult blood test and health care coverage.

Some of the findings for California include:

- 78 percent of men and 68 percent of women reported eating fewer than five servings of fruits and vegetables per day in 2002.
- 22.7 percent of adults reported no leisure time physical activity compared to 25.0 percent for the United States.
- Heart disease was the most common cause of death in 2001, accounting for 29 percent of all deaths.
- Among adults, 56.7 percent are considered overweight compared to 58.7 percent of the population for the United States.

June/July 2004

Latino 5 a Day Campaign Listens to Voices for Change

USDA Administrator Roberto Salazar and CA Assemblymember Juan Vargas join state campaign staff and regional 5 a Day coordinator during the policy forum in San Diego.

The California Latino 5 a Day Campaign energized the state in June with a series of successful Latino policy forums hosted in the San Diego, Central Valley and Inland Empire Regions. The forums brought together federal, state and local officials, regional 5 a Day coordinators, Network funded agencies, and partners to learn about specific barriers to fruit and vegetable consumption facing the Latino community as well as provide solutions to key stakeholders and decision makers in the region.

One key stakeholder, Assemblymember Juan Vargas who hosted the San Diego Region's forum, personally identified with the preventive health message sharing that his mother's diagnosis of type 2 diabetes changed what she serves to her grandchildren while babysitting. Vargas noted that his mother no longer feeds his children doughnuts, but instead reaches for a bowl of fruit salad from the refrigerator during snack time. Recognizing that individual behavior change must be supported by environmental change, he encouraged regional 5 a Day coordinators to work with his district staff to bolster the 5 a Day message throughout the region to create and sustain healthy communities,

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Kids Get Moving at LA Be Active Event

The July 10 second annual *Be Active* event at the Weingart YMCA in Los Angeles offered South Central residents a fun-filled day and engaged area kids and adults in physical activity, healthful eating, nutrition education, and health screenings. The event coincided with the YMCA's Healthy Kids Day, bringing local entertainers, health practitioners, community-based organizations and members of the community together at the Weingart to promote the importance of physical activity and children's health.

Whether up-high or down-low, it's 5 for 5 a Day all around at the Los Angeles Be Active event

Attendees participated in traditional African dance, basketball and martial arts demonstrations led by Families of African American Ancestry Manifesting our Excellence (F.A.M.E.), and Weingart staff. In addition, the event offered demonstrations on preparing healthy snacks, healthy eating tips, as well as vision, hearing and blood pressure screenings.

The highlight of the day was an appearance by local celebrity Homeboy the Clown. His appearance incited a mass exodus from vendor booths, as kids gathered to watch and participate in hip-hop dancing. The high-energy dances got both kids and adults attending the *Be Active* event moving, demonstrating that physical activity is fun for all ages.

The event garnered regional attention, as the

schools and workplaces.

In addition, San Diego attendees enjoyed hearing from Roberto Salazar, administrator of the USDA Food and Nutrition Services. Salazar delivered an impassioned speech about the work being done at the federal level to support local nutrition programs, noting that one-in-five Americans uses one or more of the programs administered by the Food and Nutrition Services. His strong support for the *Campaign* resonated when he declared “California is leading the way” in developing the *Latino 5 a Day* model for the entire nation.

Similar to the San Diego forum, the Central Valley and Inland Empire forums featured a host of prestigious and insightful speakers, as well as highlighted key partners who support the *Campaign*. During the Central Valley forum, Robert Mendez from Fresno's Univision television affiliate (KFTV-TV, Channel 17) was on hand to discuss the importance of working with media to influence behavior change among the region's Spanish-speaking residents. Mendez encouraged forum participants to pitch story ideas to *Arriba Valle Central*, the station's popular morning news program hosted by *Latino 5 a Day* supporter, KFTV-TV anchorwoman Lupita Lomeli. The program, which has been on air since 1990, reaches more than 40,000 Hispanic households daily.

Sonia Vega and Leticia Salazar, from the Latino 5 a Day Campaign in the Inland Empire, accept a resolution commemorating the 2nd Annual Latino Health Awareness Month, from Frances Vasquez, representative from the office of

City of Los Angeles presented a resolution recognizing the *Be Active Campaign* and the Weingart YMCA for their leadership in organizing “Healthy Kids Day” and the *Be Active* event. Authored by Councilman Bernard Parks, the 14 additional city council members and Mayor James Hahn signed the resolution, recognizing the importance of fighting childhood obesity in South Central, an area affected by health disparities. The *California Nutrition Network* and its statewide partners are actively working with low-income Californians to change neighborhoods plagued by disparities by increasing food security, healthy eating, physical activity and availability of healthy foods in low-income neighborhoods.

State's New TV Ads Targeting Childhood Obesity To Air

As part of the California Department of Health Services' (CDHS) efforts to combat childhood obesity, two new English language television ads will air beginning July 19 in the Los Angeles and Sacramento markets. Ads will also air in Spanish in the Fresno, Los Angeles and San Diego markets. The ads, produced by the *California Nutrition Network for Healthy, Active Families (Network)* and Produce for Better for Health in conjunction with the National 5 A Day Program, incorporate a variety of creative, attention-grabbing visuals to ensure the messages reach the target audience.

The issue oriented ads—“School Daze” and “Paper Dolls”—are the state's newest ads to target California's child obesity epidemic by promoting the importance of parental involvement in ensuring that children consume the recommended 5 to 9 servings of fruits and vegetables, as well as engage in regular physical activity. Viewers are asked to “eat smarter, be active, get healthy

Senator Nell Soto, 32nd District, at the “Voices for Change” forum held in San Bernardino.

One exciting outcome of the Central Valley forum was the development of a unique partnership between the *California Latino 5 a Day Campaign* and Health Net of California. As part of the partnership, the *Campaign* will provide training, and educational resource materials to Health Net. In exchange, Health Net will integrate the *Campaign's* messages into its health and nutrition education classes, in member newsletter articles and during relevant coalition and planning meetings. With its broad reach, Health Net will be instrumental in spreading the *Campaign's* message to low-income Latinos in California.

During “Voices for Change Central Valley” program participants, including Central Valley Latino 5 a Day Campaign manager and forum organizer, Eustolia Ruiz, got their daily dose of physical activity during a PA break where they danced to traditional Latin salsa music.

With the support of State Senator Nell Soto, the Inland Empire region also hosted a highly productive forum. One of the highlights was the development of a unique partnership between the *California Latino 5 a Day Campaign*, the *California Children's 5 a Day—Power Play! Campaign*, the USDA's special supplemental nutrition program for Women, Infants, and Children (WIC) and the Victorville Farmers' Market. Working together, these community leaders successfully reinstated the Victorville Farmers' Market's voucher exchange program to provide fresh, unprepared,

California.” The ads are just part of an ongoing strategic effort the *Network* is leading to educate low-income Californians about the benefits of a healthy lifestyle. The *Network* also partners with more than 300 government, non-profit and business organizations and approximately 200 community-based organizations to create an environment where barriers to a healthy lifestyle are non-existent, allowing the healthy choice to become the easy choice.

The new TV ads are part of a broad social marketing campaign to promote nutrition and physical activity to low-income English and Spanish speaking families in California. “School Daze” and “Paper Dolls” will air statewide in September and will be supported by outdoor, mobile, and radio ads, also scheduled for a September statewide launch. To view “School Daze” and “Paper Dolls” online visit:

http://www.dhs.ca.gov/ps/cdic/cpns/ca5aday/ca5_5adayspots.htm.

Taking Back the Food System: Organizing for Food Justice in California

photos by Jered Lawson

Co-hosted by the California Food and Justice Coalition (CFJC) and the Community Food Security Coalition, the second annual California Community Food Security Summit held June 10–11 at the University of Southern California brought together activists, farmers, organizers and community leaders from across the state working to promote sustainable agriculture and environmental justice, improve public health, end hunger in urban environments and advance social justice in California.

locally grown fruits and vegetables to WIC recipients and their children.

All three forums included an afternoon roundtable session where attendees identified barriers to fruits and vegetable consumption including the high cost of fresh produce, transportation, nutrition awareness, and lack of time as four overarching barriers to meeting the daily fruit and vegetable recommendations in the Latino community. Fortunately, there were many creative solutions to address these concerns that will be compiled in a statewide Latino health disparities issue brief to be published later this summer by the *California Latino 5 a Day Campaign*.

On behalf of the *California 5 a Day Campaign* and the *Nutrition Network* thank you to the Campaign coordinators and their dedicated team of local and regional partners for making each forum an overwhelming success.

Register Today for the 2004 Social Marketing Conference

The *California Nutrition Network* is still accepting on-line registration for the 2004 Social Marketing Conference — “Changing Environments for Healthy Eating and Active Living” at the Sacramento Convention Center on August 4–5. This year's theme reflects the profound impact that environmental factors have on the social, community, school, worksite and on individual health behavior choices people make. The conference is a call to action for communities to design and create environments that promote and support healthy eating and physical activity.

A host of distinguished speakers will

Despite California's reputation for health consciousness and its unmatched ability to produce an abundance of produce for the country, obesity and chronic disease are running rampant in our urban communities due in part to the lack of fresh and affordable produce. Over a two-day period, the Summit aimed not only to address the current community food security crisis in the Golden State, but also to brainstorm ideas and produce action plans to bring attention to the state's food security issues.

During the summit, attendees met in organizing committees to develop goals and action plans around the coalition policy priority areas. Day one of the Summit began with a look at the worldwide movement for fair trade and food sovereignty, and explored the impact of local and statewide organizing on the global effort. Later in the afternoon, various workshops were held to examine current programs creating change at the local level and explored how these programs can be expanded and utilized for future community programs. The day closed with a celebration of healthy, local food and talent at Los Angeles' Mercado La Paloma near the heart of downtown Los Angeles.

After learning about the policy issues that impact California's food system, attendees reconvened on day two to strategize action plans and implementation for strengthening community food security based on the CFJC policy platform recommendations. Discussion topics included land reform issues, farm to school programs, access to healthy foods and state food policy council. Finally, the Summit concluded with a trip to two of Los Angeles' impressive urban gardens, the Los Angeles Regional Area Food Bank Community Garden and the one acre garden at Crenshaw High School.

For more information about the Community

participate in this year's conference, including the following keynote speakers: Amalia Waxman, Project Manager, World Health Organization (WHO), Richard Joseph Jackson, M.D., M.P.H., pediatrician and public health officer for the State of California; and Kelly Brownell, Ph.D., professor of psychology at Yale University and director of the Yale Center for Eating and Weight Disorders, who was featured in the April/May issue of Fresh Facts.

As a project manager for the WHO's Global Strategy on Diet, Physical Activity and Health, Amalia Waxman has been instrumental in developing policy options that address risks associated with an unhealthy diet and physical inactivity. Her work offers guidance to WHO member states, United Nations agencies, and those in the private sector working to reduce the prevalence of obesity related chronic diseases.

Dr. Richard Jackson, a former director of the National Center for Environmental health at the Centers for Disease and Prevention, has a special expertise in how the environment impacts health. He is known nationally for his work with “Built Environments” — how our towns, buildings, homes, sidewalks, bike trails, parks, and recreation areas shape health behavior. In March 2004, Governor Arnold Schwarzenegger appointed Jackson to the California Department of Health Services as State Public Health Officer.

In addition to these and other speakers, the Social Marketing Conference will feature a variety of interactive and thought provoking workshops on topics including:

Food Security Coalition, the California Food and Justice Coalition, or for membership information, please visit www.foodsecurity.org/california/index.html.

- The 20th Century's Best Social Marketing Campaigns
- Advertising and Public Relations for California's Ethnically Diverse Populations
- Town Hall Meeting with Key Decision Makers regarding Network policies and direction

Not only will the conference equip participants with innovative social marketing strategies, messages and interventions, but will also provide a forum for panelists and participants to share ideas and successes in nutrition education, food security and physical activity.

An online brochure and registration form are available from www.cce.csus.edu. For more information you may also call the registration hotline 1-800-858-7743.

Latino Mothers Walk to Fight Childhood Obesity in Los Angeles

Mothers in East Los Angeles walk to call attention to the childhood obesity epidemic

Looking to call attention to the dangers of childhood obesity, concerned mothers took to the streets of East Los Angeles May 14 for the Mothers Walk for Health march. Joined by legislators, community leaders and celebrities, dozens of Latino mothers chanted “5 a Day—Power Play!” and raved about the benefits of fruits and vegetables and the need to consume at least five servings every day and be physically active for better health.

The event was led by the *California Children's 5 a Day—Power Play! Campaign* and Marvin Espinoza, project manager of the University of California Cooperative Extension program. Commenting on the distressing health realities of our state's residents, Espinoza stated, “More than \$3.4 billion dollars is spent in health-related costs directly linked to obesity in Los Angeles County. An alarming one out of every four adults and one out every four children in California is overweight.”

“It's very important that we recognize the risks of obesity and diabetes,” said attendee Senator Gloria Romero, whose district includes 11 cities with the highest proportion of Latinos in the county of Los Angeles. Romero, a member of the senatorial Health and Human Services committee, urged mothers to be proud of their traditional dishes, but encouraged them to include more fruits and vegetables into the meals they prepare. Romero also underscored the importance of making physical activity part of a daily routine.

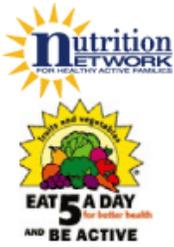
Before kicking off the one-mile walk, Pepe Barreto, host of KLVE-FM's popular Spanish radio morning show, offered his testimony. “I have lost 23 pounds, which you can easily see here. My pants are loose,” said Barreto making all the mothers in attendance break into laughter. Pepe joined the *5 a Day—Power Play! Campaign's* efforts about a year ago. “This campaign convinced me,” he said afterwards. “I believe that media outlets have to inform, but at the same time, educate our communities about something that is good for our health; particularly when it is known that there is an epidemic of obesity in the United States,” he added.

The walk ended with a dance at a local park to illustrate one way to be physically active. The mothers also participated in food demonstrations and received healthy snack recipes.

Expanding Lunch Menu Options Increases in K-12 Schools

More than 1,000 primary and secondary school nurses, teachers, administrators and counselors responded to a national online survey developed by the Center for Health and Health Care in Schools. The survey was designed to gather information regarding staff concerns about the status of nutrition, physical activity and obesity in schools. According to the findings, schools increased messages about walking and biking to school during the 2003–2004 school year. In addition, expanding lunch menu options was identified as one of the top methods schools used to improve nutrition.

The survey also uncovered some of the barriers schools face in encouraging healthy eating and physical activity. Among those identified are parental attitudes and behavior, time constraints, availability of vending machines and student attitudes.



Fresh Facts

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

August/September 2004

Parents Urged to “Lead the Way” During National 5 A Day Month

In observation of National 5 A Day Month, Californians participated in a wide range of nutrition-education activities and events, garnering a flood of media coverage in broadcast and print outlets statewide throughout September. Community residents and school children throughout the state participated in cooking demonstrations, farmers’ market tours, walking clubs, rallies, press conferences and a host of activities designed to call attention to healthy lifestyles as a solution to California’s obesity epidemic.

During National 5 A Month, parents were urged to make healthy eating and physical activity a family priority with the theme, “Lead the Way: Choose Fruits, Vegetables and Physical Activity.” Parents have the power to influence and shape their children’s lifestyle habits and in turn, help to lower the risks of chronic diseases among children. Parents were encouraged to serve as role models and teach their kids the importance of healthy eating and physical activity both at home and school. This includes proactively choosing and providing fruits and vegetables and becoming more physically active themselves.

The statewide effort to call attention to the issue of poor nutrition and physical inactivity are part of a comprehensive social marketing campaign from the California Department of Health Services’ (CDHS) *California Nutrition Network for Healthy, Active Families (Network)* and its *California 5 a Day—for Better Health! Campaign (Campaign)*. Locally-funded projects organized health fairs, Nutrition Olympics, forums and partnered with organizations like the San Francisco Giants and the Boys & Girls Club, along with a variety of other activities promoting nutrition education to adults and children. Here are some regional highlights:

Los Angeles

[Printer Friendly Version](#)

State Responds to Obesity Crisis with New Ad Campaign



The California Department of Health Services (CDHS) launched a new statewide ad campaign the week of September 27 addressing parents’ personal role in reversing and preventing childhood obesity. As part of its effort to fight the current obesity epidemic, CDHS has designed these ads to remind parents they are the first and best influence on a child’s lifelong eating habits and lifestyle choices.

“Obesity is a preventable health crisis,” said State Public Health Officer Dr. Richard Joseph Jackson. “These ads are part of our ongoing outreach activities to ensure parents recognize the benefits of good nutrition and physical activity for their children. As the ads say, we want parents and their children to eat smarter, be active and get healthy California.”

During the last two decades, the prevalence of overweight children in California has doubled. Among adolescents, the prevalence has tripled. Currently, more than one-third of 9- to 11-year-old children and one-fifth of



On September 21, children from the Los Angeles Unified School District's "Beyond the Bell" after school program toured the Superior Super Warehouse Food Distribution Center in Santa Fe Springs, where they learned about nutrition and healthy living. Six-time Mr. World Fitness, Franco Carlotto, was on hand to lead physical activity demonstrations and promote the importance healthy lifestyles. This message was reinforced by KCBS television weatherman John Elliott, who was interacting with the kids and speaking about the importance of exercise and eating right.

The children sampled a variety of fresh fruits and vegetables, many they had never tasted before. The event was covered by three Southland television stations and several newspapers.

San Francisco



The Bay Area *5 a Day—Power Play!* Campaign partnered with Catholic Healthcare West, the health care provider of the San Francisco Giants, to bring 1,600 fourth graders from San Francisco, San Mateo and Santa Cruz counties to SBC Park for the *Kids Are Giants Too* event on September 22. The goal of the event was to teach the students to "Eat Healthy, Stay Active and Be Tobacco Free to Stay in the Game."

middle and high school students are overweight or at-risk of becoming overweight. Research shows that eating five or more servings of fruits and vegetables a day can help reduce the risk of serious health problems and chronic diseases, including heart disease, type 2 diabetes and many common cancers.

"Healthy eating habits should start early," said California Health and Human Services Agency Secretary Kimberly Belshé. "Parents can do this by being good role models for healthy eating and physical activity. We urge parents to advocate for more healthful food choices at their kids' schools and to promote healthful food choices at home."

The new advertising campaign, produced by the department's *Network* in conjunction with the National 5 A Day Program, includes television ads, radio spots and outdoor billboards in English and Spanish. The ads - "School Daze" and "Paper Dolls" - promote the importance of parental involvement in ensuring children consume the recommended five to nine servings of fruits and vegetables, as well as engage in 60 minutes of physical activity, every day.

"The administration applauds the *Network* for its hands-on work to help reduce the alarming rates of overweight children and adolescents in California," said Belshé. "Many barriers exist to healthy eating and physical activity for children, including limited access to nutritious foods and sedentary lifestyles. It's important that we continue to raise public awareness about the importance of ensuring children can choose healthy foods and enjoy active pastimes in a safe environment."

To view "School Daze" and "Paper Dolls" online visit: http://www.dhs.ca.gov/ps/cdic/cpns/ca5aday/ca5_5adayspots.htm.

The kids enjoyed a lively assembly featuring Giants Pitcher Matt Herges, Giants Head Trainer Stan Conte and Giants Mascot Lou Seal. Herges and Conte spoke about the dangers of tobacco and the importance of eating five to nine daily servings of fruits and vegetables and physical activity. The kids were then joined by several fruit and vegetable characters for a run around the bases before sitting down for a healthy lunch. Radio Disney joined the festivities to help get the kids excited about being physically active with a hula-hoop contest.

Sacramento



On September 22, the Elk Grove Unified School District's Food and Nutrition Services Department, working with the Health Education Council who coordinates the *5 a Day—Power Play! Campaign* for the Gold County Region, Piranha Produce, Capital Nursery and other partners sponsored the *Nutrition Olympics*. The popular event used produce-based skills tests to encourage students to eat five to nine servings of fruits and vegetables and be physical activity active for 60 minutes every day. The *Nutrition Olympics* event included the "squash challenge," "apple toss," "melon weightlifting," "strawberry relay" and the "carrot hop."

The kids were greeted by Penelope Pineapple, Bobby Banana and the district's own SHAPE-a-Roo nutrition mascot, all of whom participated in the opening ceremony, which was led by Pepper Von of Step 1 Dance & Fitness Studios. Additionally, the attendees participated in fruit and vegetable tastings and an interactive nutrition quiz.

On September 28, the Health Education Council also held a similar event at the Boys & Girls Club – Teichert Branch, called the *Nutrition Decathlon*, a series of high activity games involving fruits, vegetables and healthy competition. The *Nutrition Decathlon* introduced kids to new and different vegetables and fruits and educated them about the long-term value of integrating healthy eating and increased activity into their everyday lives. More than 85 kids from Clayton B. Wire Elementary School participated in various activities including "melon weightlifting," "strawberry relay," "citrus hike" and the

Social Marketers Storm Sacramento to Discuss Healthy Eating and Active Living

The *California Nutrition Network's* Social Marketing Conference has grown into one of the most anticipated and widely attended events for social marketers in the country. This year's conference, "Changing Environments for Healthy Eating and Active Living," took place August 4 and 5 at the Sacramento Convention Center, where more than 700 attendees were treated to an array of workshops, exhibits and keynote addresses.



(from left to right) Sandra Shewry, A.G. Kawamura, Susan Foerster, Kim Belshé and John Chandler.

Speakers included: Susan Foerster, chief, Cancer Prevention and Nutrition Section (CPNS); Sandra Shewry, director, Department of Health Services; Kim Belshé, California secretary of Health and Human Services; A.G. Kawamura, California secretary of Food and Agriculture; John Chandler, deputy regional administrator, United States Department of Agriculture (USDA); Dr. Kelly Brownell, director, Center for Eating and Weight Disorders at Yale University; Dr. Richard Jackson, California public health officer, formerly with the Centers for Disease Control and Prevention; Amalia Waxman, project manager, World Health Organization; and Judy Wilson, director of Nutrition Services Division, USDA.

All participants were praised for the great

"carrot hop." A brief press event, attended by three media outlets, preceded the activities unveiling the *Nutrition Decathlon* Toolkit.

Long Beach



The City of Long Beach Department of Human and Health Services *Healthy Active Long Beach Program* kicked off 5 A Day Month with weekly appearances at the Long Beach Downtown Farmers' Market and at the Signal Hill Farmers' Market, where they hosted interactive displays, provided free materials and fun for the entire family.

El Monte



The El Monte City School District, along with representatives from the *Network*, and Albertsons combined efforts to spread the word about 5 A Day Month. The district began its campaign on September 20 by promoting fruit and vegetable consumption in the classroom and school cafeteria. Albertsons supported the district's efforts by displaying colorful signage and providing free, easy-to-use recipes that can be prepared by

work they have done on behalf of the state of California. They were given the opportunity to participate in a variety of workshops, demonstrations and activities that highlighted best practices and case studies from throughout the state and across the country. These workshops allowed participants to network with their peers and share ideas and information.

The evening of August 4 featured a special screening of one of the year's most talked about documentaries, "Super Size Me." The movie, hosted by the Strategic Alliance for Healthy Food and Activity Environments with support from SWELL Graphics, the California Adolescent Nutrition and Fitness Program and the California Alliance for Transportation Choices, among others, was followed by a panel discussion addressing nutrition and physical activity policy with Senator Deborah Ortiz (D-Sacramento); Mark Fenton, physical activity advocate and host of the PBS show "America's Walking"; and Dr. Kelly Brownell Yale University professor. Both Fenton and Brownell appear in the film.

"This was an opportunity to bring together a diverse audience ranging from health professionals and bike and pedestrian safety advocates to policy makers, who all have a role to play in creating healthy environments," said Leslie Mikkelsen, managing director of the Prevention Institute and coordinator of the Strategic Alliance. "We're building a movement to change communities to make healthy eating and regular physical activity a realistic option."

These words were echoed by Fenton who believes that a continued effort is needed to increase people's awareness of healthy living.

"There's a lot of great work already going on in this state, from walkable communities workshops to aggressive efforts for healthy food offerings at schools that continue to make California the nation's leader in combating this

students and their families.

While there were many additional activities that took place throughout the month, only a few are highlighted here. Everyone who celebrated National 5 A Day Month did a fantastic job getting communities involved and spreading the word about healthy living!

Toning Up — California Fit Business Award Call for Entries

The California Task Force on Youth and Workplace Wellness and the *California 5 a Day—Be Active! Worksite Program* are pleased to announce the second annual California Fit Business Award. The award recognizes employers that go the extra mile to incorporate health, wellness and fitness into the work environment.

“Employers bear the costly burden of an unfit workforce,” said Jim Carman, manager of the *California 5 a Day—Be Active! Worksite Program*. “People spend one-third of their day at work. It makes good business sense for small businesses and larger employers to focus on prevention. The California Fit Business Award rewards employers who are making an investment in the health and well being of their workers.”

Judging criteria for the California Fit Business Award include: Food Service, Vending Machines, Eating at the Workplace, Move More, Promote Healthy Lifestyles and Create A Culture, with questions that address the various strategies businesses use to make employee health a top priority. These include whether employers have and promote healthy food service options, the extent to which employers provide time and space for physical activity during the work day, and whether or not employers provide health promotion programs, services and classes. There are five award categories, based on business size.

All *Network* partners are encouraged to promote the call for entries in their communities. Visit <http://www.wellnesstaskforce.org/> for applications and complete instructions. Entries are due January 15, 2005. Winners will be announced in May during Fitness Month.

inactivity and obesity epidemic,” Fenton. “We need to detoxify our environment to make good nutrition and physical activity easier, cheaper and safer. We can only do this with the combined effort of community intervention and policy change.”



ABI photo

In addition to his participation in the post-screening panel discussion, Fenton led several physical activity sessions throughout the conference.

The conference ended with a heart-felt thanks to all attendees from David Ginsburg, assistant chief, CPNS, for their tireless effort to reach low-income Californians. He also recognized the conference planners for their hard work in putting on another successful social marketing conference.

Pastors Step in the Right Direction

The 2004 Social Marketing Conference ended with a series of post-conference workshops, including the Pastor's Walkability Workshop. Facilitated by “America's Walking” host and author Mark Fenton, the workshop included a walking assessment that focused on improving access to healthy foods and physical activity.

Approximately 30 senior pastors from the Inland Empire Concerned African American Churches (IECAAC) Health Committee, and representatives from the

African American 5 a Day Campaign faith-based projects attended the workshop designed to teach participants how to improve community access to healthy foods, including fruits and vegetables, as well as to improve church environments to encourage more walking and physical activity near their churches.

Dennis Stewart, regional director of the Food Stamp Program, Western Regional office of USDA also attended the workshop, expressing an interest in the integration of fruits and vegetables — both in terms of awareness and availability — in the faith community.

During the session the pastors practiced what they preached by walking to St. John's and St. Paul's churches near the Sacramento Convention Center. As part of the walk, most of the pastors used pedometers for the first time, allowing them to track their steps, miles walked and calories burned.

The pastors were creative in identifying possible enhancements to improve walking routes to the local churches and nearby supermarkets. By the end of the walkability assessment, they made personal commitments to be healthier role models for their congregations.

"Loveland Health & Fitness Ministry was very excited to co-sponsor the event with the IECAAC Health Committee and the *California Nutrition Network*," said Gordon Laine, pastor of Loveland Church in Yucaipa. "We were pleased by the overwhelming response from the pastors. They were motivated to become agents of change in their churches and their communities. The pastors will have a follow-up workshop with Mark Fenton in October and we are expecting more pastors to be involved."

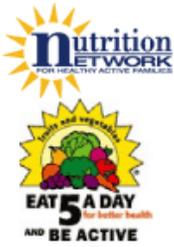
During the October workshop, the pastors will film an actual walk audit at a Southern California church.

Visit us online at <http://www.ca5aday.com/>.

Please send your *Fresh Facts* story ideas to Veronica Davison, public relations manager, at vdavison@dhs.ca.gov. Be sure to include "Fresh Facts" in the subject line.

Funded by the U.S. Department of Agriculture Food Stamp Program, an equal opportunity provider and employer, through the *California Nutrition Network for Healthy, Active Families*. For information on the California Food Stamp Program, call 1-800-952-5253.

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Fresh Facts

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

October 2004

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Walk to School Week Unites Kids from California and Around the World

With the goal of promoting health, safety, physical activity and concern for the environment, many California schools celebrated International Walk to School Week October 4-8, 2004. Now in its eighth year, Walk to School Week involved approximately 3,000 U.S. schools from all 50 states and walkers in at least 32 countries around the world including Mexico, South Korea, India and Great Britain.

In California, the number of schools participating has increased from just five in 1998 to more than 330 schools registered and an estimated 800 schools participating in 2004. The schools that participated hosted a wide array of Walk to School activities, including: walking school buses; health and safety fairs; contests and many other fun walk and bike related programs for students. Many schools provided students with healthy snacks such as apple slices, grapes, bananas, cantaloupe, bagels and water.

Clayton B. Wire Elementary School of Sacramento was the location for the kickoff event in California, where students and faculty, along with local community members, participated in walking activities, including walking school buses. Sandra Shewry, M.P.H., M.S.W., director, California Department of Health Services (CDHS) and Richard Joseph Jackson, M.D., M.P.H., pediatrician and public health officer for the State of California were on hand to address the participants and talk about the importance of physical activity and safety. Clayton B. Wire Elementary has enjoyed continued success with its Walk to School Week activities with 100 percent participation from its students and a very high rate of participation from local community members.

"I was extremely pleased to see so many of our

Hundreds of Alameda County Residents MOVE for Health



Michael Fleury of 100 Black Men of the Bay Area participates in a stretching exercise at MOVE for Health event.

It's not every day that all generations get to play together, learn together, and celebrate together in a beautiful, sun-drenched setting, but that's exactly what happened at MOVE for Health on Saturday, October 9, 2004. The free event was sponsored by 100 Black Men of the Bay Area, one of the community organizations partnering with the Nutrition Services/Alameda County Public Health Department and its Healthy Living...*for life* social marketing campaign.

Launched during the summer of 2004, Healthy Living...*for life* is designed to raise the level of awareness about nutrition and physical activity, inspire organizations to work collaboratively, and encourage the community to make Alameda

schools participating in Walk to School Week this year," said Tameka Primm, Walk to School coordinator and liaison to the International Walk to School Committee. "All of the parents, teachers and community leaders really came together in each region and created a lot of fun, educational activities for the students. I hope we will have continued success for years to come."

Here is one example of the many local Walk to School events across the state. Five schools from the Alhambra Unified School District (AUSD) celebrated Walk to School Week with more than 1,000 students, parents, school administrators, teachers and community members supporting the cause. Each morning students carrying balloons were escorted by local law enforcement, the Mayor of Alhambra, Paul Talbot, and the Mayor of Monterey Park, Michael Eng, to their respective schools, forming a walking school bus. Once students arrived at school, they were greeted by student council members and adults with apple snacks and Walk to School zipper pulls. Participating schools included, Ramona, Northrup, Marguerita, Repetto and Ynez.



Students from William Northrup Elementary School participate in a walking school bus with parents, teachers and local community leaders in celebration of Walk to School Week.

"Walk to School Week is a fun, educational event to raise the awareness of the Monterey Park and Alhambra communities about pedestrian safety, physical activity and encouraging families to have fun and spend time together simply by walking – the easiest way to stay healthy," said Judy Huffaker, nutrition education specialist with AUSD Nutrition Network.

The AUSD's participation in Walk to School Week received coverage on KFWB, Pasadena Star-News, Mid Valley News, Sing Tao Daily and Chinese Daily News. Articles are also expected to run in the West

County a model for healthy eating and physical activity.

"100 Black Men is a key community partner in the Healthy Living...*for life* campaign, the nutrition and physical activity program sponsored by Nutrition Services/Alameda County Public Health Department through [Cancer Prevention and Nutrition Section]," said Linda Franklin, director, Nutrition Services. "MOVE for Health was a chance for the community to come together and celebrate healthy living."

The MOVE for Health event began with hundreds of Alameda County residents walking around Oakland's Lake Merritt. Several healthy eating demonstrations were offered, along with physical activity contests for young people and adults, line dancing, and a variety of health screenings that included tests for high blood pressure, cholesterol level, lung capacity, and depression, as well as body mass index readings.

MOVE for Health was also an opportunity for individuals participating in Healthy Living... *for life's Passport To Healthy Living* program to celebrate their successes in incorporating proper nutrition and physical activity into their daily routine. More than 14,000 *Passports* in English and Spanish were distributed by Nutrition Services throughout Alameda County during the summer months.

"The *Passports* included a tracking form that enabled people to record their daily consumption of fruits and vegetables as well as the

Valley Journal, Monterey Park Cascades and various publications throughout Alhambra. Mayor Eng presented certificates to the AUSD Nutrition Network and the participating Monterey Park schools for supporting Walk to School Week. Mayor Talbot made a similar presentation to participating schools in Alhambra.

Walk to School Day was created in 1997 by the *Partnership for a Walkable America*, and CDHS has funded Walk to School activities since 1999, with generous in-kind support from the *Partnership for a Walkable America*, the California Department of Education School Safety Office, State and Local Injury Control Section, Surface Transportation Policy Project, California Congress of Parent-Teacher Associations and the Cancer Prevention Nutrition Section's *California Nutrition Network*.

Every year hundreds of California schools register their Walk to School events to receive free promotional incentives. To see which schools were included in your area, visit <http://www.walktoschool-usa.org/who/seestate.cfm?st+CA>. To learn more about California's participation in Walk to School Week, visit the Web site at <http://www.cawalktoschool.com/> or call 888-393-0353. The site includes resources such as health information, specifics on walking events and a downloadable checklist to help determine how friendly a community is for walking.

Key Findings Address Child Health

In conjunction with National 5 A Day Month, the California Department of Health Services and the Public Health Institute released *Findings from the 1999 California Children's Healthy Eating and Exercise Practices Survey: Intervention Implications and Campaign Evaluation*. The report provides a new analysis of the 1999 CalCHEEPS data and offers a snapshot of a typical school day for 9- to 11-year-old children. In addition, it identifies useful methods for improving the impact of nutrition education and physical activity among children.

amount of physical activity they did each day, and people told us that tracking really helped to maintain healthy behaviors," said Franklin.

In addition to sponsoring a free drawing for two tickets to any Southwest Airlines destination, Nutrition Services arranged free transportation for seniors from East, West, and North Oakland Senior Centers; as well as Rainbow and Manzanita Recreations Centers so that members from these centers could participate in the festivities at Lake Merritt. Airline tickets were donated by Southwest Airlines and transportation was paid for by a grant from Kaiser Permanente.

Nutrition Network Designates \$350,000 to Fund New Food Security Projects

Seven new food security projects received a total of \$350,000 beginning October 1 in an effort to improve food security among low-income Californians. From food banks to educational programs, each project meets a particular need, but shares the common goal of increasing food security and awareness about the benefits of good nutrition in low-income regions.

"On behalf of the *California Nutrition Network* and our Food Security Task Force, we are very pleased to provide funding for the next wave of food security projects in California," said Frank Buck, M.S.W., food security program manager. "The seven new projects provide an amazing diversity of approaches and settings to make a measurable



The report confirms that school meal programs show the strongest positive relationship with fruit and vegetable consumption and meeting the *5 a Day* recommendation. On average, children participating in school breakfast and lunch programs are more likely to eat the recommended minimum of five daily servings of fruits and vegetables than those who do not participate. Although school meal programs are widely available in elementary schools, they are being underutilized by California children, with only 41 percent of children reporting daily participation in their school lunch program and only 15 percent of children eating breakfast from the school cafeteria on a typical school day. These findings suggest that increased participation in school meal programs could dramatically improve fruit and vegetable intake among children.

According to the report, the majority of children (74 to 94 percent) get their food from home for all meal and snack times with one exception being school lunch. Thus, children are heavily dependent upon their home and school food environments, which have the opportunity to either facilitate or hinder healthy eating. Based on these findings, efforts to improve accessibility of fruits and vegetables should focus on parents and schools.

The report also highlights the fact that many children prepare their own breakfasts (40 percent), after-school snacks (50 percent) and evening snacks (46 percent). Overall, breakfast and snack times were marked by relatively low fruit and vegetable consumption, making these ideal opportunities for intervention. Only one-quarter reported having a fruit or vegetable at breakfast or for a snack. Children with the knowledge and skills to make healthy fruit and vegetable choices are better equipped to choose, prepare and eat fruits and vegetables. Thus, children should be encouraged to prepare their own after-school snacks, as well as assure that children are empowered to make healthful fruit and vegetable choices when selecting and preparing breakfast and snack foods.

difference in their communities and regions. All of the projects have one thing in common, they are committed to facilitating empowerment and lasting change among their low-income target populations."

The projects are located throughout California. The following is a brief description of each food security project receiving *California Nutrition Network (Network)* funding:

Fresno County Food Security Assessment — In an effort to assess the prevalence of food insecurity among farm workers in Fresno County, a food security assessment among hired agricultural workers in California's Central Valley will be implemented. The assessment will include a household survey of 225 farm workers, as well as focus groups and key informant interviews.

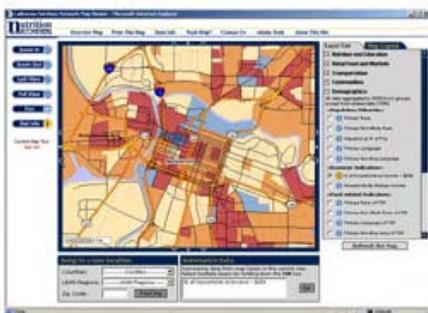
Sacramento Hunger Commission: Edible Landscaping Project — An edible landscaping project will take place in the low-income and culturally diverse Kennedy Estates area in an effort to address three of the greatest barriers that low-income residents face in trying to eat nutritiously, a lack of: access to healthy food, resources to buy food, and knowledge about nutrition and food preparation. The project's multi-year goal is to develop and expand the edible landscaping concept to make it a viable and attractive option for organizations concerned with low-income housing.

Food Bank of Yolo County — The Food Bank obtains food from an established network of growers,

"These findings suggest increased participation in school meal programs could dramatically improve fruit and vegetable intake among children," said Angie Jo Keihner, research scientist and lead author of the new report. "Parents and schools can lead the way by encouraging children to participate in school meal programs and providing them with the knowledge and skills to make healthful choices, including plenty of fruits and vegetables, when preparing breakfast and snacks."

For a full copy of the report visit www.ca5aday.com/research and click "CalCHEEPS Report."

GIS Demographic Information at Your Fingertips



If you are looking for a convenient, reliable source for nutrition and demographic information on sub-county areas in California, you've got it! The *California Nutrition Network Geographic Information System (GIS)* is an exciting new resource that maps California data and runs informational queries. At the 2004 Social Marketing Conference, Matthew Stone and Mina Lai of the California Department of Health Services' Epidemiology and Program Evaluation Unit facilitated several demonstrations, familiarizing attendees with the *California Nutrition Network GIS* and its various layers, which include Nutrition and Educational Data, Retail Food and Food Markets, Administrative Boundaries and U.S. Census 2000 demographic data.

According to Matthew Stone, the application manager and one of the researchers involved with the GIS project, "the *Network* realizes that the GIS provides an ideal platform for its program staff and

manufacturers, distributors, wholesalers, and grocery stores, while simultaneously cultivating new sources of food. The Food Bank's mission is to end hunger and malnutrition in Yolo County, which has a diverse population of 168,660. Through *Network* funding, they will be able to broaden the reach of its Y-Fit Task Force to include medical providers, parks and recreation sites, school districts and nonprofit organizations.

Hawthorne Community Farmers' Market — The overarching goal of the Farmers' Market is to increase the number of low-income individuals who eat 5 to 9 servings of fruits and vegetables every day. The objectives of the program are: to ensure that community members attend the Farmers' Market; ensure that they purchase a variety of produce; provide nutrition education; provide taste testing opportunities and support statewide efforts toward food security, among others. The program's target audience consists of low-income families, many of whom suffer from food insecurity, in and around the area of the city of Hawthorne. The self-sustaining community Farmers' Market will be enhanced by partnerships with the City of Hawthorne and the school district, local farmers, community members, and community agencies. Nutrition education will be the backbone of the program and will provide the information families need in order to make changes in their lives and in the lives of their neighbors.

Health Education Council and Project FEED (Food, Equity,

partnering organizations to fulfill their obligations to the communities they serve by providing a tool that offers comprehensive information for targeting program-specific objectives and analysis in relation to specific neighborhood areas, surrounding social and health services, and the natural environment.”

The *California Nutrition Network* GIS is accessible online at <http://www.cnngis.org/>. The user manual is available at http://www.epeu.org/epipub/CNN_GISTraining.pdf.

If you have additional questions regarding the *California Nutrition Network* GIS, e-mail Matthew Stone at mstone@dhs.ca.gov.

Education and Diversity) — The project is a community collaborative effort to increase food security in the Del Paso Heights area of Sacramento County. With an overall goal to develop and sustain an infrastructure to produce and sell locally grown fruits and vegetables to low-income residents, the project will target approximately 25,250 residents.

Children's Council of San Francisco — As a sponsor of the USDA Child Care Food Program since 1998, the CCSF's Food Program plays a vital role in improving the quality of child care for young children from low-income families by reimbursing child care providers for serving healthy, nutritious meals and snacks. This project will serve child care providers and families living and working in San Francisco County whose income is at 185 percent of the Federal Poverty Level.

Compton Farm to School Demonstration Project — This project will provide training and demonstrations of the Compton Farmers' Market Salad Bar program, as well as assess the impact of the program on students and school food services. The target audience includes food service directors and other representatives from 121 school districts with at least 50 percent student eligibility for free and reduced-price meals, in eight Southern California counties.

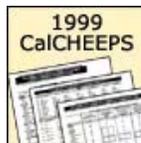
Check Out What's New on the Network's Website

Have you visited the *California*

Nutrition Network's (Network) website recently? If not, you are missing out on three exciting additions. The Research and Evaluation Unit's "What's New" section now features *African American 5 a Day Campaign* research briefs and the 1999 *California Children's Healthy Eating and Exercise Practices Survey*. In addition, the *Latino 5 a Day Campaign* section features a new design, layout and additional content.

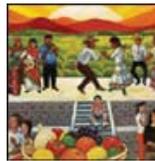


The *African American 5 a Day Campaign* research briefs include the findings of two surveys — "Out of Home Eating Related to Fruit and Vegetable Consumption Among African Americans" and "Shopping Habits of African Americans: Relationships with Fruit and Vegetable Consumption," which summarize the significant findings from festival surveys conducted statewide. The surveys were designed to identify the shopping habits and out-of-home eating practices related to fruit and vegetable consumption. www.dhs.ca.gov/ps/cdic/cpns/aa/researchbriefs.htm



The 1999 *California Children's Healthy Eating and Exercise Practices Survey* data tables include in-depth analyses of

California children's dietary intake and practices, physical and sedentary activity, knowledge and awareness of the *California Children's 5 a Day—Power Play! Campaign*, as well as factors that influence these behaviors. These factors include out-of-home eating, social norms, school environment, socioeconomic status and weight, as well as knowledge, attitudes and beliefs. <http://www.dhs.ca.gov/ps/cdic/cpns/research/calcheeps.htm>



The new *Latino 5 a Day Campaign* homepage allows users to navigate easily through up-to-date *Campaign* information. Each page offers easy-to-download PDF documents, enabling partners, community educators and members of the target audience quick access to desired information. Highlights include: *5 a Day* and Physical Activity Toolbox for Community Educators, recipes from the new "Healthy Latino Recipes Made with Love" cookbook and 2004 Latino health statistics. <http://www.dhs.ca.gov/ps/cdic/cpns/lat5aday/>

Apply for the California Fit Business Award Today

All *California Nutrition Network* partners are encouraged to apply for the California Fit Business Award sponsored by the California Task Force on

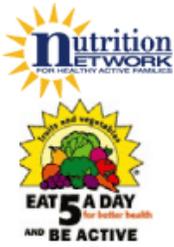
Youth and Workplace Wellness and the *California 5 a Day—Be Active! Worksite Program*. Be sure to promote the call for entries in your communities to recognize businesses that provide access to fruits and vegetables and physical activity to their employees during the workday. Visit <http://www.wellnesstaskforce.org/> for applications and complete instructions. Entries are due January 15, 2005. Winners will be announced in May during California Fitness Month.

Visit us online at <http://www.ca5aday.com/>.

Please send your *Fresh Facts* story ideas to Veronica Davison, public relations manager, at vdavison@dhs.ca.gov. Be sure to include "Fresh Facts" in the subject line.

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Fresh Facts

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

November 2004

Spice Up the Holidays with These Healthy Side Dishes

The holiday season is upon us and the time has come to start planning family gatherings and holiday meals. Many of us tend to overindulge in heavy foods and sweets during the holidays, and usually find ourselves looking for ways to burn it off in the new year. Rather than taking the extreme route of denying yourself holiday favorites such as pumpkin or sweet potato pie, incorporate some exciting new recipes into your festivities to stay healthy during and after your holiday gatherings. By paying a little more attention to what is on the dinner table this season and remembering to stay active, you'll be helping your family meet the recommended 5 to 9 servings of fruits and vegetables and 30 to 60 minutes of physical activity a day — even during the holidays!

Make your table vibrant this season with different colorful sides — adding red, orange, yellow, green, blue/purple, and white vegetables and fruits to your menu will not only make your table look attractive, it will also help provide powerful nutrients and vitamins. Start with healthy foods you can bring to the table without changing your overall theme and main dish.

“Why not spice things up with a new, creative side dish to accompany your main course,” says Carma Okerberg R.D., M.P. H., and public health nutrition consultant for the California Department of Health Services' *California Nutrition Network*. “Add a little zest to your meal with one or two alternatives to the traditional side dish while also providing your family with an additional vegetable dish.”

In addition to providing healthy options with side dishes, add more fruits to your dessert selection. Pair your cakes and pies with fruits. Apples, oranges, berries, and other fruits are great for decoration and great for your health too.

Try including one or both of the following side dishes to add some excitement to your holiday festivities:

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Active Living Abounds at Inaugural Physical Activity Conference



From left to right: Lucy Bullard, Wendi Kallins, David Parisi, Ryan Snyder and Paul Zykofsky are five of seven California Walkability Experts recognized by the California Department of Health Services and the California Department of Transportation.

On November 17–18, nearly 200 state and local physical activity advocates gathered at the California Department of Health Services (CDHS) East End Complex in Sacramento to participate in the “Creating Opportunities for Everyday Physical Activity” conference hosted by the California Center for Physical Activity (the Center).

With active living as the central theme, the two-day conference showcased programs and partnerships that encourage everyday physical activity through policy and environmental changes, as well as state and local programming. Conference speakers presented projects developed and disseminated by the Center, and many of the projects were recognized and awarded by international and national organizations for their innovation and



Corn and Green Chili Salad

This salad is easy to prepare. Add some diced cooked chicken to make this side dish a meal or sprinkle over salad greens.

Prep time: 10 minutes

- 2 cups frozen corn, thawed
- 1 (10-ounce) can diced tomatoes and green chilies
- 1/2 tablespoon vegetable oil
- 1 tablespoon lime juice
- 1/3 cup sliced green onions
- 2 tablespoons chopped fresh cilantro

Combine all ingredients in a medium bowl and mix well.

Makes 4 servings 3/4 cup per serving

Nutrition Information Per Serving:

Calories 96, Carbohydrate 20 g, Protein 3 g, Total Fat 2 g, Saturated Fat 0 g, Cholesterol 0 mg, Sodium 117 mg, Dietary Fiber 3 g



Herbed Vegetable Combo

Make this side dish as a main meal by simply adding cooked slices of chicken breast or lean beef.

excellence. Presenters discussed community design, alternative modes of transportation, senior- and youth-specific walkable neighborhoods and walkability assessment tools to be used by public health advocates to qualitatively measure physical activity barriers.

“We would like to see public health professionals, health promotion advocates, and physical activity stakeholders serve as catalysts for environmental and policy change,” said Lisa Cirill, conference host and acting chief of the California Center for Physical Activity. “All of the projects presented encourage bringing together key stakeholders to focus on community design elements and the barriers which prevent walking and biking within our community.”

One key panel discussion highlighted a physical activity policy agenda to help usher in livable communities concepts at the local planning and city governance levels. The panel featured an impassioned discussion with Nate Miley, a member of the Alameda County Board of Supervisors.

Another component of the conference included the presentation of Walkable Community Workshops in communities throughout California in partnership with a group of California-based “walkability experts.” The workshops bring together residents, public health staff, land use planners, transportation engineers, businesses, local elected officials, law enforcement, schools, and advocates to discuss environmental and policy changes that will make a community more walk- and bike-friendly, and how to implement changes.

The “Creating Opportunities for Everyday Physical Activity” conference is held every other year and will meet again in 2006.

If you are interested in hosting a walkable community workshop e-mail

Prep time: 10 minutes, Cook time: 10 minutes

- 2 tablespoons water
- 1 cup thinly sliced zucchini
- 1 1/4 cups thinly sliced yellow squash
- 1/2 cup green bell pepper, cut into 2-inch strips
- 1/4 cup celery, cut into 2-inch strips
- 1/4 cup chopped onion
- 1/2 teaspoon caraway seeds
- 1/8 teaspoon garlic powder
- 1 medium-sized tomato, cut into 8 wedges

Heat water in medium pan. Add zucchini, squash, bell pepper, celery, and onion. Cover and cook over medium heat until vegetables are crisp and tender, about 4 minutes. Sprinkle seasonings over vegetables. Top with tomato wedges. Cover again and cook over low heat until tomato wedges are warm, about 2 minutes.

Makes 4 servings, 1/2 cup per serving

Nutrition Information Per Serving:

Calories 35, Carbohydrate 7 g, Protein 2 g, Total Fat 0 g, Saturated Fat 0 g, Cholesterol 0 mg, Sodium 65 mg, Dietary Fiber 2 g

Recipe courtesy of the Produce for Better Health Foundation

These recipes can be found in *Discover the Secret to Healthy Living* Recipe Book. For more healthy recipe ideas and tips on healthy eating, visit <http://www.ca5aday.com/>.

LACOLLAB Launches Kids' Breakfast Billboard Campaign



Seventy-five colorful billboards promoting "Kids Deserve a Healthy Start — Breakfast" are posted throughout Los Angeles County and Antelope Valley.

The *California Nutrition Network's* Los Angeles Collaborative for Healthy Active Children's (LACOLLAB) latest response to the county's skyrocketing rates of overweight, unfit children is a billboard campaign with the slogan, "Kids deserve a healthy start — Breakfast."

cacenterforpa@dhs.ca.gov to request a workshop application. For more information, visit <http://www.caphysicalactivity.org/>.

Two New Co-Chairs Elected to African American Advisory Council

Congratulations to Reverend Charles Tolbert and Dr. Elaine Williams who were elected as the new co-chairs of the African American Advisory Council (Advisory Council). The *California Nutrition Network* and *California African American 5 a Day Campaign* extend their appreciation to former Advisory Council co-chairs, Diane Wayne and Pastor Kenneth Bushnell for five years of dedicated service and leadership.

"I am honored and gladly accept this new role as co-chair and I look forward to a successful year in 2005," said Reverend Tolbert. "I feel that collectively we will continue to make progress in the communities we work with."

Dr. Williams stated, "It is an honor to have been chosen for this position. I am proud of the work this group has done and will continue to do through the coming year."

Reverend Tolbert of the Apostolic Faith Home Assembly, Inc. (AFHA) serves as the project director of the nutrition and physical activity program. The faith-based program addresses health issues facing African Americans who are at risk for overweight, obesity, and cardiovascular diseases and seeks to motivate low-income African American mothers and children to make healthier food choices and increase their level of physical activity.

Dr. Williams works with the Charles R. Drew University at the Center for Nutrition Activity Research on African Americans (CNARAA). CNARAA was established to promote health and

The billboard campaign was launched in partnership with the *California Nutrition Network*, aimed at inviting parents to explore ways to ensure their children start their day with a healthy breakfast. Thirty-five billboards produced in both English and Spanish ran in November in Los Angeles County, and an additional 40 will run from December through February in the Antelope Valley.

"We've all become too busy to put a premium on breakfast and our children are paying the price," said Dr. Shirley Thornton, co-chair of LACOLLAB. "A nutritious breakfast at home or at school sets the course for a healthy diet and is a proven way to address childhood overweight issues. It also helps children perform better in the classroom and puts them on track for overall better health."

LACOLLAB, a county-wide coalition of nearly 100 health and nutrition organizations and individuals, also released a policy brief, *Taking the First Step With a Healthy Breakfast: Combating L.A. County's Childhood Obesity Crisis*, this past spring.

Copies of all of the billboard artwork can be downloaded at <http://www.lapublichealth.org/nut/docs/breakfastposter.pdf>.

Apply for the California Fit Business Award Today

All *California Nutrition Network* partners are encouraged to apply for the California Fit Business Award sponsored by the California Task Force on Youth and Workplace Wellness and the *California 5 a Day—Be Active! Worksite Program*. Be sure to promote the call for entries in your communities to recognize businesses that provide access to fruits and vegetables and physical activity to their employees during the workday.

Visit <http://www.wellnesstaskforce.org/> for applications and complete instructions. Entries are due January 15, 2005. Winners will be announced in May during California Fitness Month.

Preventing Childhood Obesity: Health in the Balance report

The *Preventing Childhood Obesity: Health in the Balance* report, released by the Institute of Medicine (IOM) on September 30, 2004, was prepared in response to a Congressional directive to develop a prevention-oriented action plan to decrease the prevalence of overweight¹ among children and youth in the United States. The comprehensive IOM report examines the social constructs, behavioral, cultural, and environmental factors responsible for the increased prevalence

eliminate health disparities among African Americans through the generation, dissemination, and application of nutrition and physical activity research data and educational interventions. Dr. Williams also presides over the Advisory Council's research and evaluation workgroup.

The *California African American 5 a Day* Advisory Council was established in 1998. It was originally an advisory group of the Cancer Prevention and Nutrition Section of the California Department of Health Services. The Advisory Council is comprised of concerned California residents, community leaders, educators, ministers, registered dietitians, nurses, doctors, and advocates. It was created to improve dietary habits among African Americans and to help spread the *California 5 a Day* message: "Eat 5 to 9 servings of Fruits and Vegetables and Be Active Every Day for Better Health."

To learn more about the Advisory Council and the *California African American 5 a Day Campaign*, visit www.dhs.ca.gov/ps/cdic/cpns/aa.

of childhood overweight. Furthermore, the report outlines explicit goals to prevent childhood overweight as well as provides a set of recommendations to achieve the outlined goals. Finally, the IOM report argues that childhood overweight is a national issue that requires involvement from various segments of society, including families, schools, industry, communities, and government.

The full report is available through the link on the IOM website at <http://www.iom.edu/>.

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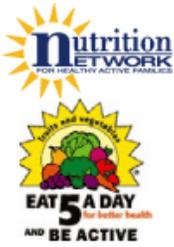
¹ This report uses the term "obesity" to refer to children and youth who have a body mass index (BMI) equal to or greater than the 95th percentile of the age- and gender-specific BMI charts of the CDC. However, the term "overweight" will be used in this article to maintain consistency with the terminology used at the California Department of Health Services, Cancer Prevention Nutrition Section.

Visit us online at <http://www.ca5aday.com/>.

Please send your *Fresh Facts* story ideas to Veronica Davison, public relations manager, at vdavison@dhs.ca.gov. Be sure to include "Fresh Facts" in the subject line.

Funded by the U.S. Department of Agriculture Food Stamp Program, an equal opportunity provider and employer, through the *California Nutrition Network for Healthy, Active Families*. For information on the California Food Stamp Program, call 1-800-952-5253.

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Fresh Facts

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

December 2004

Stay Physically Active During Winter



Just because the winter season is in full gear, there is no reason to put physical activity on hold until spring. Despite fewer hours of sunshine, there are a number of ways to continue physical activity well into the winter months. By following some simple winter exercise activities you will make important strides to meeting the recommended 30 to 60 minutes of physical activity a day.

Although there are various regions in California that are warmer than many areas in the country, we still need to wear layers of clothing as the weather gets colder outside. This way, as the temperature changes, you have the flexibility to put on or take off more clothes while you exercise.

"Even though the weather is changing the rules are still the same," says Jessica Micheletti, M.P.H., *5 a Day Be Active!* Program health education consultant. "The winter months are definitely a time where we tend to become lax about physical activity. However, physical activity is nothing to stress out about." Micheletti notes that many of us stress out because we see physical activity as a time-consuming endeavor that we are too busy to do in our daily routine.

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Conference "Weighs In" on Childhood Obesity



The 2005 California Childhood Obesity Conference — *Launching a Movement: Linking Our Efforts to Make a Difference* — will be held in San Diego January 9-12. The conference is led by the California Department of Health Services, U.C. Berkeley Center for Weight and Health, and the California Department of Education.

This year's conference aims to expand partnerships to increase coordination efforts, build the knowledge and skill base on pediatric overweight, and document progress made and outcomes achieved, while continuing to address childhood overweight as a major public health concern that demands attention and leadership from all community leaders, influencers, and policy makers.

The conference will feature three keynote speakers: Gerard Hastings, Ph.D., B.Sc., professor of Social Marketing at the University of Strathclyde in Scotland; Robert Ross, M.D., president and chief executive officer for The California Endowment; and Marion Nestle, Ph.D., M.

"There is no need to get all your physical activity done at one time. One idea for getting the recommended amount is to break your physical activity up over the day and do 10 minutes of physical activity three times a day."

If it is too cold and you do not want to go outside, get creative indoors. Put in your favorite tape or CD, or tune into your favorite radio station as you lift weights or even jump rope. Another productive indoor activity is to clean your house for a half an hour. Not only will your house look great, but you will also have engaged in some heart-healthy physical activity.

Another way to stay fit during the cold weather is walking. If it is raining you can always go walking at an indoor mall. Some malls open early to accommodate indoor walkers before the stores open.

Make your New Year's resolution to choose a buddy to help support and keep you accountable for physical activity this winter. You and your buddy can join a walking club together or plan to exercise indoors if cold weather is unbearable. Physical activity is a lot more fun when you are doing it in groups, and choosing a buddy this winter will put you on the right track to staying physically fit!

For more information about physical activity tips for cold weather, please visit the California Center for Physical Activity at <http://www.caphysicalactivity.org/> or the Centers for Disease Control and Prevention at www.cdc.gov/nccdphp/dnpa/physical/index.htm.

Joint Steering Committee Adopts Statewide Policy Priorities

On November 30, nearly 150 Joint Steering Committee (JSC) members convened in Sacramento to review and agree on a platform of recommendations and priorities to promote long-term environmental change that will increase the access and availability of fruits and vegetables, physical activity, and nutrition assistance programs for Food Stamp users and other low-income Californians.

During the meeting, attendees voted on a short list of local and regional policy recommendations, based on the work to date of the Policy Action Teams, Regional Collaboratives, Local Incentive Awardees, special projects, and the targeted *California 5 a Day Campaigns*.

"Community organizations, local advocates, and *Network* partners are beginning to make real progress in increasing the

P.H., professor of Nutrition, Food Studies, and Public Health at New York University.

For more information or to register for the conference, visit www.cce.csus.edu/conferences or contact Carragh Taylor-Hunt at 916-278-4827.

State Leaders Gather to Discuss California's Working Families



California's working families will hold center stage on Friday, January 7, as individuals throughout California gather at the Sacramento Convention Center to participate in the California Working Families Policy Summit 2005. Hosted by the California Center for Research on Women and Families (CCRWF), the summit's mission is to ensure that policy makers understand the needs of California's working families and that advocates set clear and strategic policy goals for meeting those needs.

The half-day summit will help launch the legislative session with a preview of policy proposals on a host of issues affecting California's working families including health, welfare, nutrition, physical activity, child care, and after-school care. Many leading state advocates will be present to share their priorities for the upcoming year.

The Summit is funded by The California Endowment and the Stuart Foundation, with support from the *California Nutrition Network for Healthy, Active Families*. It is co-sponsored by the California Legislative Women's Caucus, the Asian Pacific Islander Legislative Caucus, the

access and availability of fruits and vegetables, physical activity, and nutrition assistance programs in their communities," said Melody Steeples, co-chair of the Joint Steering Committee Executive Committee.

"For the first time, this platform of recommendations from the Joint Steering Committee will provide our local partners with specific ideas and guidance as they pursue environmental, policy, and systems change that will make the healthy choice the easy choice for Food Stamp users and similar low-income Californians."

From the short list of twenty-four recommendations on the 2005 platform, the JSC identified six priority recommendations, which are listed below.

- Cities and Counties shall establish general plan and zoning policies that require and encourage the development of retail stores, farmers' markets and other sources of healthy foods in low-income African American, Latino, Asian American/Pacific Islander, and Native American communities.
- School boards overseeing schools that participate in the child nutrition programs shall adopt Local School Wellness Policies K-12 that, at a minimum implement and enforce nutrition and beverage standards, as defined by the California Education Code, for all foods and beverages available on school campus, and promote physical activity and increased consumption of fruits and vegetables.
- Cities and counties shall adopt policies that require that at least 50 percent of all foods and beverages sold in vending machines and in food service venues at public facilities meet nutrition and beverage standards identified within California statute and that pricing structure is designed to encourage the purchase of healthy options.
- School boards shall adopt policies that ensure the implementation of active, structured, age appropriate, noncompetitive physical education/activity K-12 using the state required state time recommendations and appropriate facilities and equipment.
- School boards shall adopt policies ensuring full participation in federal nutrition programs, including National School Breakfast, Summer Lunch, and the After School Snack programs.
- School boards shall adopt policies that require the development of comprehensive Farm to School programs, which include school gardens, local purchasing of fruits

California Legislative Black Caucus, the Latino Legislative Caucus, the California Legislative LGBT Caucus, the California Commission on the Status of Women, and more than 50 nonprofit organizations.

Registration is free, but space is limited and will be available only to those who register. For more information or to obtain a registration form, visit www.ccrwf.org/working or contact Cathy Murnighan at 916-944-4935.

Congratulations to *Regional Nutrition Networks for Healthy, Active Families* Funding Recipients

Congratulations to the following 11 lead agencies across the state who will be receiving funding throughout the period of January 2, 2005 to September 30, 2007 to implement *Regional Nutrition Networks for Healthy, Active Families*:

Gold County	Health Education Council
Sierra Cascade	California Health Collaborative
Orange County	Orange County Health Care Agency
Central Coast	Monterey County Department of Health, Community Health Division
San Diego & Imperial	University of California, San Diego
Los Angeles	Los Angeles County Department of Health Services
Gold Coast	Ventura County Public Health
Central Valley	UCCE, Fresno County
North Coast	Humboldt County Department of Health and Human Services

and vegetables, salad bars, and comprehensive nutrition education where school cafeteria models healthy eating.

The Joint Steering Committee meets three times a year, with the next meeting scheduled for Wednesday, March 16, 2005.

If you are interested in learning more about the Joint Steering Committee or the Policy Action Teams please contact Matthew Marsom, development specialist with the Cancer Prevention and Nutrition Section of the California Department of Health Services at 916-449-5431 or mmarsom@dhs.ca.gov.

Schools Encouraged to Apply for Second Annual Superintendents' Challenge

For the second year in a row, school districts and County Offices of Education (COE) throughout California are encouraged to promote good nutrition and regular physical activity by participating in the California Superintendents' Challenge. The annual Superintendents' Challenge is coordinated by the California Department of Education and the California Task Force on Youth and Workplace Wellness (Task Force).

As part of the ongoing initiative, the annual Superintendents' Challenge was launched to encourage school districts across California to improve the health of their students through the development and implementation of policies that promote proper nutrition and regular physical activity. The Superintendents' Challenge allows the Superintendent and the Task Force, on behalf of the California State Legislature, to express appreciation to dedicated educators, school administrators, and community leaders who strive to provide healthier meals, physical activity opportunities, and nutrition education for all students.

"The purpose of this Challenge is to recognize and award school districts for their hard work and initiative," said Task Force Director Suzanne Flint. "We want to let school districts know that their efforts are appreciated and are not going unnoticed. Any school district that applies and is working to address students' physical activity and nutritional needs should be commended for their efforts."

Last year, 30 school districts applied and prizes were awarded to five. Cash prizes of \$2,500 each were awarded to the San Francisco Unified School District, East Side Union High School of San Jose, Ukiah Unified School District, Mendocino County, Alisal Union School District in Salinas, and Kernville Union School District, all of which have nutrition programs funded by the *California Nutrition Network*.

Bay Area

Santa Clara Valley P.H.
D. WIC Program,
Nutrition and Wellness
Unit

Desert Sierra

San Bernardino County
Dept. of Public Health
California Health

The Cancer Prevention and Nutrition Section (CPNS) of the California Department of Health Services would like to thank all applicants for their time and dedication in participating in this Request for Applications process. For any questions please contact Valerie Quinn, chief of regional operations, CPNS at 916-552-9908.

Selma Flea Market First in the Nation to Accept EBT Cards

The Selma Flea Market in Fresno County is the first flea market in the nation to accept the Food Stamp Electronic Benefits Transfer (EBT) cards, also known as the Golden State Advantage card, as a convenient method of payment. The effort is part of a statewide campaign to improve health through better access to local fruits and vegetables.

Utilizing a point-of-sale device provided by the state's Department of Social Services, flea market staff can check a shopper's balance and exchange transfers from the cards for tokens that can be used to buy fresh fruits and vegetables, among other USDA approved foods.

The *Fresno County EBT Outreach Project* is a cooperative effort between Fresno Metro Ministry, USDA Food and Nutrition Services, California Department of Social Services, and the *California Nutrition Network*.

California Project LEAN Wins

School districts and COEs can apply under three categories: nutrition policy, physical activity policy, or both. Applications will be judged based on eight main criteria that focus on scope and implementation:

- Passage of District /COE Nutrition and/or Physical Activity Policy
- Student, Family, and Community Involvement
- Policy Impact on Nutrition and/or Physical Activity
- Breadth of Student Impact, Breadth of Community Impact
- Policy Impact on School Environment
- Sustainability
- Connectivity to State and/or Regional Efforts

All districts/COEs that pass the scoring thresholds will receive an award of recognition from the Task Force acknowledging their efforts, along with publicity. The most exemplary efforts will also receive cash awards of up to \$10,000, based on available funding.

To participate in the 2005 Superintendents' Challenge, school districts must return an Intent to Submit form by Monday, January 31, 2005. Applications are due by Friday, April 1, 2005 and winners will be announced in May 2005. To obtain an Intent to Submit form or for more information, visit www.cde.ca.gov/eo/in/ch. For additional questions, please contact Suzanne Flint at 916-452-1802.

Innovation in Prevention Award

Congratulations to California Project LEAN for receiving the 2004 Secretary's Innovation in Prevention Award from the California Department of Health and Human Services, Office of the Secretary. The award recognized Project LEAN's work on the "Successful Students through Healthy Food Policies" project, in partnership with the California School Boards Association, to increase school boards' development and adoption of healthy nutrition policies. This award program is part of a broader departmental initiative called Steps to a Healthier U.S. that advances President George W. Bush's Healthier U.S. goal of helping Americans live longer, better, and healthier lives.

Apply for the 2005 California Fit Business Award

All *California Nutrition Network* partners are encouraged to apply for the California Fit Business Award sponsored by the California Task Force on Youth and Workplace Wellness (Task Force) and the *California 5 a Day—Be Active! Worksite Program*.

Be sure to promote the call for entries in your communities to recognize businesses that provide access to fruits and vegetables and physical activity to their employees during the workday. All winners will be given a framed certificate and proclamation from the Task Force at a press conference in May during Fit Business Month.

The deadline for applications has been extended to March 15, 2005. Visit: <http://www.wellnesstaskforce.org/> for applications and complete instructions.

Save the Date — California Nutrition Network's 2005 Social Marketing

Conference

Save the date for the 2005 Social Marketing Conference scheduled for August 11-12, 2005.

Visit us online at <http://www.ca5aday.com/>.

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