

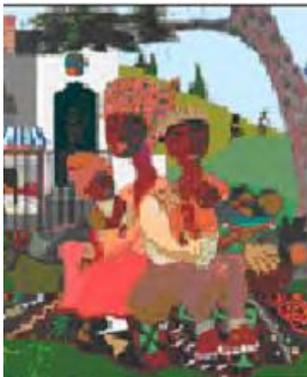


Fresh Facts

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

February 2006

Black History Month Forums Aimed at Allowing the Community to Lead the Way to a Healthier Tomorrow



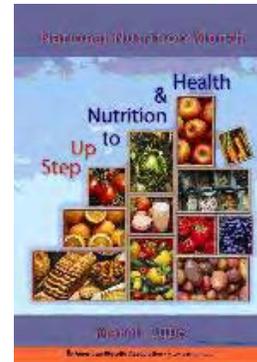
During the month of February, community representatives in Fresno, Oakland, Los Angeles, Sacramento, San Diego and San Bernardino will host Black History Month Community Empowerment Forums. The forums will bring together African American residents and community groups to discuss long-term, sustainable ways to improve fruit and vegetable consumption and physical activity in low-income neighborhoods.

Planning for the Black History Month Community Empowerment Forums began after a recent community survey revealed challenges that low-income communities face when trying to make healthy food choices and engage in physical activity. Survey respondents reported the lack of availability of more affordable fruits and vegetables in grocery stores and unsafe walking areas as important barriers to increasing their fruit and vegetable consumption and physical activity level.

"These forums are an opportunity for community residents to have a voice and guide some of the decisions concerning improvements that are necessary to make their communities healthier," said Valarie Scruggs, marketing manager for the *California African American 5 a Day Campaign*.

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"Step Up" to Healthy Eating During National Nutrition Month



Make a fresh new start this spring by celebrating National Nutrition Month in March. This year's theme, "Step up to Nutrition & Health," urges consumers to take charge of their eating habits and lifestyle to benefit their health.

The campaign is designed to focus attention on the importance of making informed food choices and developing sound eating and physical activity habits. National Nutrition Month is a nutrition education and information campaign sponsored annually by the American Dietetic Association (ADA).

National Nutrition Month is a great time to empower low-income Californians in their communities, schools and homes to meet the *Dietary Guidelines for Americans, 2005*. Californians can step up at home by eating the recommended amounts of fruits and vegetables every day based on their age, gender and level of physical activity. Finding a balance

The forums are focused on empowering community residents to adopt healthier behaviors and serve as agents of change in their communities. Each forum will focus on specific issues relevant to their local community, such as working with a local culinary institute to offer healthy meals, creating ways for residents to more easily get to nutrition education programs, preserving community gardens and adding crosswalks and extending walkways to create safe routes to healthy food. The overall goal of each forum is to connect consumers with nutrition education resources and develop viable solutions so that eating fruits and vegetables and enjoying physical activity is easier for low-income African Americans.

For more information on the *African American 5 a Day Campaign*, contact Angela Dennis at adennis@dhs.ca.gov.

Central Valley Middle School Sets Its Sights on Student Health

Students at Cooper Middle School in Fresno are eating and walking their way to better health with a new program developed by the *Central Valley Regional Nutrition Network* and the University of California Cooperative Extension (UCCE) Fresno Youth Nutrition Education Program. Recognizing the link between healthy eating and fitness to overall academic performance, the Nutrition Education and Physical Activity Integration Project makes learning about nutrition and physical activity easy and exciting.

Project coordinators, students and school administrators kicked off the program with several events including the launch of a new walking club featuring "walking teams" that are available to students throughout the year.

The program also integrates nutrition education and physical activity into the after school programs with support from Health Net and the American Cancer Society. *Nutrition Network* Physical Activity Coordinator Lily Phanthachack and UCCE Youth Nutrition Educator Angela Koons meet with Cooper's students for two hour sessions once a month to deliver nutrition education through the EatFit curriculum, and physical activity through a combination of Take 10!, SPARK, Active Learning and Operation FIT KIDS curricula. To further encourage students to take an active role in their good health, school administration and teachers display healthy eating and physical activity materials throughout the school and cafeteria.

"Students who get good nutrition and are physically active learn better and see improved test scores," said Phanthachack. "Teaching students to make healthy choices and reinforcing these messages in school empowers them to

between healthy eating and getting daily physical activity can affect your health and how you feel today and in the future.

National Nutrition Month serves to educate the public about the importance of making smart food choices and staying active. The following are key messages from the ADA and recommendations on how to live a healthy lifestyle:

- **Make smart choices from every food group.** Give your body the balanced nutrition it needs by eating a variety of nutrient-packed foods every day. The *Dietary Guidelines for Americans, 2005* describe a healthy diet as:
 - fruits, vegetables, whole grains and fat-free or low-fat milk and milk products;
 - lean meats, poultry, fish, beans, eggs and nuts; and
 - low in saturated fats, trans fats, cholesterol, salt (sodium) and added sugars
- **Make every bite count.** Get the most nutrition out of your calories. Choose the most nutritionally rich foods you can from each food group each day—those packed with vitamins, minerals, fiber and other nutrients but lower in calories.
- **Stay active.** Regular physical activity is important for your overall health and fitness and helps control body weight, promotes a feeling of well-being and reduces the risk of chronic diseases.
- **Play it safe with foods.** Prepare, handle and store food properly to keep you and your family safe.

National Nutrition Month is an opportunity where Californians can step up in their communities and advocate

take charge of their health and stay motivated."

Parental involvement and community support have been a major goal as well. Beginning January 10, UCCE nutrition education assistants offered adult nutrition education classes to parents at the school. Efforts are also underway to start a Worksite Wellness program at the school to help staff improve their nutrition and physical activity and model healthy behavior for students.

For more information about the Nutrition Education and Physical Activity Integration Project, please contact Lily Phanthachack or Angela Koons at lphanthachack@ucdavis.edu or amkoons@ucdavis.edu.

This article was submitted by Ann Barrow, communications coordinator for the University of California Cooperative Extension, Fresno.

New Eat Smart. Play Hard.™ Resources Available for National School Breakfast Week



School breakfasts will take the spotlight next month as students across the country celebrate the importance of starting their days off with a healthy and nutritious meal during National School Breakfast Week March 6-10.

In support of National School Breakfast Week, the United States Department of Agriculture Food and Nutrition Service Division's Eat Smart. Play Hard.™ campaign has developed a series of educational materials designed to make nutrition education fun and interactive. Educators and campaign coordinators can access *Bright Ideas for Using Eat Smart. Play Hard.*, a series of colorful newsletters with practical tips for motivating children to eat healthy and be active.

The latest edition of *Bright Ideas for Using Eat Smart. Play Hard.* features unique ways to celebrate National School Breakfast Week and includes suggestions for contests, lesson plans and activities for an unforgettable school breakfast

for good nutrition and safe opportunities for physical activity. Encourage community members to speak out at town hall meetings, school board meetings and to community leaders on the importance of healthy eating and creating communities where the healthy choice is the easy choice.

For more information about National Nutrition Month materials and ideas, please [click here](#). For more information on the *Dietary Guidelines for Americans, 2005*, [click here](#).

Network GIS Updates



The *California Nutrition Network* Geographic Information System (GIS) Viewer is launching several new features in February.

Four new mapping tools have been added—**Query**, **Measure**, **Save Map** and **Load Map** to the Network GIS Viewer. These are all being added to make the GIS system better able to respond to requests.

- The **Query** tool allows you to create maps to your specifications, view and download the data behind the maps in Excel format.
- The **Measure** tool can be accessed on the left side of the main Network GIS Viewer page or under the Advanced function tab. The distance (in miles) between two or more points on the map can be computed using the **Measure** tool.
- Once a map is created, you have the option to save the current map, selected layers and scale to your computer by clicking the **Save Map** button. To retrieve a

celebration.

To view and download *Bright Ideas for National School Breakfast Week*, [click here](#).

For more information on the Eat Smart. Play Hard. campaign or to order additional educational materials including breakfast-promoting posters, bookmarks and activity sheets, [click here](#).



Stay Healthy with Bunches of Broccoli

Encourage your families and communities to eat broccoli, one of America's most popular vegetables and February's Harvest of the Month vegetable. People worldwide are eating 940 percent more broccoli today than 25 years ago. It's no wonder more people are taking advantage of its health benefits, since broccoli is full of essential vitamins and minerals. Just one serving of broccoli contains more than 130 percent of the recommended Daily Value for Vitamin C and has as much calcium ounce-per-ounce as milk.

Tips For Helping Your Kids Eat Healthy

- Dice and toss raw broccoli in a salad.
- Pour lemon juice or sprinkle low-fat parmesan cheese over steamed broccoli to add and vary flavor.
- For a healthy snack, chop raw broccoli pieces and serve with a fat-free vegetable dip. Vegetable dips can be found at most grocery stores. Or you can make your own dip with fat-free sour cream and a packet of seasoning mix.
- Add broccoli and other vegetables to soups, pastas, omelets and casserole dishes.

For more ideas, visit <http://www.harvestofthemonth.com/> or <http://www.5aday.com/>.

Broccoli Selection, Storage and Serving Tips:

saved map, use the **Load Map** button to browse to the location of the file.

For detailed instructions on how to use these new features and to view the GIS Viewer Tutorial at the Network Viewer GIS homepage, [click here](#).

Recent additions and updated layers are:

New Data Layers:

- Census Designated Places based on 2004 population estimates where applicable
- Food Stamp Indicators: Ratio of Food Stamp Recipients divided by Proportion - All Races less than 130% of the Federal Poverty Level
- Food Stamp Indicators: Food Stamp recipient data
- Proportion less than 130% and 185% of Federal Poverty Level by block group
- CPNS program sites
- First Five High Priority Elementary Schools
- Youth Organizations
- Selected California Health Interview Survey (CHIS) indicators - body weight status, diabetes, high blood pressure, heart disease, asthma, high blood pressure medications, stroke, cancer-all types

Updated Data Layers:

- Updated food retailers layer
- Updated farmers' market layer - EBT farmers' markets are specially marked

The GIS has been a useful tool for Local Incentive Awardees and Lead Agencies. See the following article on how Orange County used a GIS-generated map for a county report.

California Nutrition Network GIS Map

- Store broccoli unwashed in an open plastic bag in the refrigerator. It is best if used within a day or two after purchasing.
- Cook broccoli by steaming, microwaving or stir-frying. Boiling causes some of the vitamins and minerals to be lost.
- Cooked broccoli should be tender enough so that it can be pierced with a sharp knife, and still remain crisp and bright green in color.

In addition to staying healthy by incorporating broccoli into your diet, it's important to stay active. During the colder months, it can be difficult to find ways to get physical activity. Try these Harvest of the Month tips to get you and your family moving during February.

Winter Warm-Ups

- It's American Heart Month. Get at least one hour of physical activity every day. Visit <http://www.americanheart.org/> for more information.
- Start a weekly walking routine with your child. Invite your child's friends or neighbors to join you.
- While watching TV, challenge your child to a push-up or sit-up contest during commercial breaks.

For more physical activity ideas, visit <http://www.kidnetic.com/>, <http://www.verbnw.com/>, www.activeca.org/home.html or <http://www.kidsfitnesschallenge.com/>

To download the February Harvest of the Month materials or for more information, [click here](#).



For those who participated in the Customer Satisfaction Survey that was conducted in January, thank you for your time. Your feedback is important for the purpose of refining Cycles II and III of Harvest of the Month. Further feedback is always welcome via

the Web site, <http://www.harvestofthemoth.com/>

Featured in Orange County Report on Children and the Environment

A recent report, *Conditions of Children in Orange County*, featured a map generated by the *California Nutrition Network* Geographic Information System (GIS) illustrating how social factors within an environment may influence children's weight. See above article about new GIS features and data layers that are now available.

The map highlighted low-income areas in Central Orange County that are bound by highways and have poor access to parks and farmers' markets. The report suggested possible approaches that some communities can take to combat childhood obesity including the creation of accessible farmers' markets and parks.

According to Troy Jacobs, MD, MPH, medical director, Family Health Division, County of Orange Health Care Agency and contributor to the report, access to safe parks and farmers' markets for families who want to engage in physical activity is critical in influencing a child's weight.

The *Conditions of Children in Orange County* report was created to provide a comprehensive picture of the present condition of children in Orange County and to establish a baseline from which to measure future progress and track changing conditions. The 11th annual report was sponsored by the County of Orange, Children and Families Commission of Orange County, California State University at Fullerton and the Orangewood Children's Foundation.

To find out more details about the report and see the GIS map, [click here](#).

Article idea submitted by Anna Luciano, RD, County of Orange Health Care Agency – Nutrition Services.



February is the month of love! Show just how much you care about your health and the health of your loved ones by incorporating tasty and nutritious food choices each day. This month's Fit Business Tips offer easy and creative ways to include sweet and juicy tangerines and hearty broccoli in your meal plans. You will also learn a simple trick to get more physical activity at work.

Quick and Simple Tips

- Make a reservation for health: Do you have plans for a nice dinner out this Valentine's Day? If so, remember that eating out does not have to be unhealthy. Simply make sure the restaurant of your choice offers plenty of fresh fruits and vegetables on the menu. Once you begin ordering, don't be shy about making healthy requests. Look for items that are broiled or roasted instead of fried. Ask for extra tomatoes and other vegetables in sandwiches, pizzas, turkey burgers, or baked potato toppings.
- Healthy lunch, more than just food: If you have more than 30 minutes a day to eat lunch, use half of your lunchtime to eat a healthy meal packed with fruits and vegetables and the other half for physical activity. Don't worry if you don't have time to change and get to your favorite aerobics class. Just try a simple 10- to 30-minute walk. It will clear your mind and invigorate your body to face the afternoon's challenges. By making this small change, you will be on your way to making sure you

always have time for both physical activity and healthy eating.

For recipes and more information on the health benefits, selection, storage and preparation ideas for the Fruit of the Month tangerine and Vegetable of the Month broccoli, [click here](#).

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

Please send your *Fresh Facts* story ideas to Marsha Boutelle at MBoutell@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

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March 2006

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African American 5 a Day Holds Meetings to Empower Local Residents

The *California African American 5 a Day Campaign* empowered local residents to eat healthy and get active during a series of regional Black History Month Consumer Empowerment Forums last month. The forums were organized in low-income neighborhoods in San Diego, Los Angeles, Fresno, Sacramento, the Bay Area and San Bernardino after a recent survey in these regions found 84 percent of African Americans did not meet the recommended amounts of fruit and vegetable intake. Below are highlights from each forum:

Bay Area



Community members and community leaders gather outside First A.M.E. church after hearing consumers issue a call to action to bring affordable fruits and vegetables and safe places for physical activity. Left to right: Bishop Bob Jackson, Oakland Councilmember Desley Brooks, Alameda County Supervisor Keith Carson, Africa Williams, Kate Andrews, David Roach and Elder Gordon Choyce.

Healthy Oakland, Jubilee Restoration and Acts Community Development Corporation kicked off the first forum in Oakland on February 8. The forum provided Oakland residents the opportunity to voice their concerns, present solutions and hear responses from community leaders including Oakland Councilmember Desley Brooks and Oakland organizations such as AC Transit and Kaiser Permanente. Residents issued a call to action to local organizations to help develop an affordable way for Oakland residents to travel safely and comfortably to farmers' markets, grocery stores and areas for physical activity.

San Diego

Former NFL Hall of Famer Jerry Rice Kicks Off the LAUSD's "Focus on Fitness" Week



Jerry Rice signing autographs for students at a Los Angeles Unified School District school.

Jerry Rice, NFL Hall of Famer and recent contestant on the popular ABC reality series *Dancing with the Stars*, spoke to students about the importance of eating healthy and staying active at a recent Los Angeles Unified School District (LAUSD) event on January 25.

Rice helped kick off the LAUSD "Focus on Fitness Week," a week dedicated to helping students gain a deeper level of understanding about the importance of being active, maintaining healthy eating habits and developing positive social skills that will enable them to enjoy a lifelong physically active lifestyle.

The retired NFL wide receiver spoke to students from several LAUSD schools about the importance of eating fruits and vegetables and getting 60 minutes of "power play" everyday. Rice even treated them to a few quick dance moves to highlight that being active can be fun.



Jimmie Slack, representative from Councilmember Tony Young's office, pledges support and resources to improve the availability of fruits and vegetables and safe places to be physically active in San Diego's Diamond Neighborhoods. From left to right are Jimmie Slack, Elder Morris Woods, Susan Woods and Dajahn A. Blevins.

San Diego community members focused on making healthy foods easily accessible in the Diamond Neighborhoods. Hosted by Youth4rce, Inc. on February 13, attendees issued a call to action to developers at Market Creek Plaza to offer nutrition education workshops and food demonstrations at the forthcoming Joe & Vi Community Center within the Plaza. Guests included San Diego Councilmember Tony Young and Dr. Wilma Wooten, president of the National Medical Association, who discussed the impact of unsafe neighborhoods and the lack of grocery stores and farmers' markets on the health of the residents.

Los Angeles



Councilmember Bernard Parks (center) pledges support and resources to improve the availability of fruits and vegetables and create safer places to be physically active in South Los Angeles.

Los Angeles Councilman Bernard Parks and representatives for Mayor Antonio Villaraigosa, Supervisor Yvonne B. Burke and the Los Angeles Department of Recreation & Parks were among the community leaders and health experts that attended the Los Angeles County Department of Health Services forum on February 18. Participants called upon the Los Angeles Department of Recreation & Parks to offer nutrition education workshops and food demonstrations at local parks participating in the *Healthy Parks, Healthy People Program*. Residents also urged city officials to create safer passageways by installing a crosswalk on Century Boulevard at Jesse Owens Park.

"The students appeared to understand Jerry's message regarding the importance of being physically active, eating healthy and performing their best on the upcoming Fitnessgram physical fitness test," said Chad Fenwick, physical education advisor for LAUSD.

Rice visited Western Avenue Elementary, Crenshaw High School, Dorsey High School and Mt. Vernon Middle School. He signed autographs and distributed pedometers to students, courtesy of the American Diabetes Association, so they could begin taking steps toward healthy living.

"Focus on Fitness Week" featured the kick-off of LAUSD's involvement in the Kids Fitness Challenge, a fitness program committed to reversing the rising rates of childhood obesity. The Challenge features a 5K bike, skate, run and walk on April 8 at the Rose Bowl and is part of the largest kids-focused, non-competitive 5K in the nation. Several top state officials will join Rice at this official Public Health Week event, along with Olympic gold medalist Quincy Watts; Ryan Benson, winner of NBC's *The Biggest Loser*; and Colleen Williams, co-anchor for KNBC.

Schools with the highest participation receive grants from the Fitness Challenge Foundation to help fund activities that help kids lead a healthier lifestyle. The program offers an in-school education program that stresses nutrition, physical activity and the importance of a positive mental outlook.

The LAUSD partnered with the Fitness Challenge Foundation to bring awareness to the growing problem of childhood obesity. The Kids Fitness Challenge, now in its fourth year, has partnered with NBC/Telemundo, the American Diabetes Association, the California Department of Health Services and other organizations.

To register for the Kids Fitness Challenge on April 8, please [click here](#).

Get Moving During Public Health Week, April 3-9

Fresno



Left to right: Fresno County Supervisor Phil Larson; Yolanda Randles, executive director of West Fresno Health Care Coalition; Randy Cooper, director of City of Fresno Parks and Recreation; and Will Scott, president of African American Farmers of California, take part in the 5 a Day Consumer Empowerment Forum. (Photo by Gary Kazanjian)

On February 22, the West Fresno Health Care Coalition hosted a forum at Cecil C. Hinton Community Center, which centered on working with local officials and Black farmers to implement a farmers' market in West Fresno by the spring of 2006. The forum provided Central Valley residents an opportunity to voice health concerns and discuss methods to transform their neighborhoods into healthy places where affordable, quality fruits and vegetables are readily available. Community leaders and public health experts, including Supervisor Phil Larson, Assemblymember Michael N. Villines, representative for Mayor Alan Autry and Councilmember Cynthia Sterling, were at the forum to hear community issues and identify tangible solutions.

Guest panelists, including Dennis Plann, Fresno County Deputy Agricultural Commissioner, discussed the process for establishing a farmers' market in West Fresno.

Sacramento



5 a Day Consumer Empowerment Forum participants Dave Mitchell, Viancia Robinson, Ramona Mosley, Sacramento City Councilman Kevin McCarty, Tayna Randolph and Constance Slider discuss a pledge by Councilman McCarty to support efforts to establish community gardens in South Sacramento. (Photo by Steve Yeater)



Public Health Week celebrates a commitment to create healthy communities—safe streets for children to walk on, bicycle paths and parks for safe play, affordable fresh fruits and vegetables in every neighborhood and access to preventive care and early intervention for health conditions. All sectors of government, businesses, communities and individuals are responsible for creating healthy communities in which children can thrive and of which California can be proud.

As part of National Public Health Week activities and in collaboration with the Governor's Council on Physical Fitness and Sports, the California Department of Health Services will host an event on the West Steps of the State Capitol from 11:30 a.m.-1 p.m. on Thursday, April 6, complete with music, live performances by celebrity guests, professional dancers and area youth.

There will be a second event taking place in Pasadena at the Rose Bowl on April 8, starting at 8 a.m. The event will feature the largest kids-focused, non-competitive 5K, where participants are allowed to bike, skate, run and walk. In addition, several top state officials will join NFL Hall of Famer Jerry Rice, Olympic gold medalist Quincy Watts, Ryan Benson (winner of NBC's *The Biggest Loser*) and Colleen Williams (co-anchor for KNBC).

To help achieve optimal health, Governor Arnold Schwarzenegger challenges each and every Californian to improve their level of physical fitness by signing up for the [Governor's Challenge](#). Sign up for the Challenge online and bring proof of enrollment to the event to receive a free gift.

The theme of this year's event, Move and Groove

In Sacramento, forum organizers focused on empowering African American community members to work with local officials to transform the Avondale/ Glen Elder neighborhood into a place where residents can easily get affordable fruits and vegetables and be physically active. The forum was hosted by Greater St. Stephen Baptist Church, Capital City Seventh Day Adventist Church and the Health Education Council on February 23 and attracted local residents, businesses and policymakers including Councilman Kevin McCarty and Councilwoman Laura Hammond. Constance Slider, president of the Avondale Neighborhood Association, and Jermaine Gill, president of the Glen Elder Neighborhood Association, discussed the impact of the lack of affordable fruits and vegetables and unsafe neighborhoods on the health of South Sacramento communities. Participants also participated in physical activity demonstrations were given nutrition education information.

San Bernardino

On February 28, residents and city officials demonstrated their commitment to creating a healthier community at the San Bernardino forum. Attendees talked about introducing neighborhood park patrols at Anne Shirrells Park to make the area safer for physical activity, and creating a community garden to increase availability of fresh fruits and vegetables.

Each forum succeeded in bringing community members together and elevating awareness of health barriers affecting low-income neighborhoods.

"The forums called for implementing concrete solutions to many of the health challenges facing low-income neighborhoods," said Valerie Scruggs, manager of the *California African American 5 a Day Campaign*. "Empowering local residents to speak out and giving them the tools to transform their communities puts healthy eating and physical activity within reach."

For more information on the Black History Month Consumer Empowerment Forums or the *California African American 5 a Day Campaign*, contact Valerie Scruggs at vscruggs@dhs.ca.gov.

Despite Increase in Food Insecurity, Food Stamp Program Experiences Decrease in Participation

More than a million Californians suffer from hunger each day. Yet despite the high rate of food insecurity across the state, the percentage of potentially eligible people receiving food stamp benefits in California fell between 2002 and 2003. In response to the national data, the *California Nutrition Network for Healthy, Active Families* created an issue brief of the USDA statistics which showed more than 2 million eligible people in California are not participating in the Food Stamp Program (FSP).

The issue brief, entitled *California's Food Stamp Program Participation Rate: Trends, Implications and Suggested Actions*, discusses the health and economic implications of food insecurity, as well as explores the possible reasons and solutions for the lack of participation in the FSP. Low levels of

in Your Community, encourages Californians to find fun and motivating ways to become physically active through dance, organized sports and other community-based activities.

For more information about Public Health Week, [click here](#).

Submitted by Dona J. Francis, MPH.

Fresh Briefs: Healthy News from the Regional Nutrition Networks



Bay Area Region

Service Learning Program Takes Nutrition Education from Garden to Community

Students at Rock La Fleche Community School in Oakland are learning about the health benefits of consuming fresh fruits and vegetables and making a difference in their community through a service-learning program sponsored by the Alameda County Office of Education (ACOE) and the *California Nutrition Network for Healthy, Active Families*. The ACOE Health and Nutrition Education Service Learning Program enhances students' knowledge and understanding of the positive impact of dietary values, attitudes and behaviors to help them actively improve health and wellness among low-income and minority Californians.

Students research and analyze nutrition-related issues including food access and security, childhood nutrition and the evolving health of the local community through classroom, garden and

FSP participation and food insecurity have dramatic health and economic implications for California. Without access to healthy foods, those who are food insecure are not only more likely to suffer from poor nutritional status, but are also more vulnerable to chronic diseases such as obesity and diabetes. Additionally, children in food-insecure households suffer from more health problems such as headaches, colds, ear infections and have an increased risk of emotional problems.

"The Food Stamp Program is a key opportunity for healthier eating that reduces the risk of diet-related chronic diseases by enabling people to buy enough good quality food for an active, healthy life," said Barbara McNelly, research scientist at the California Department of Health Services, Cancer Prevention Nutrition Section. "With the increasing number of Californians experiencing hunger, it is more important than ever that we fully utilize resources like the Food Stamp Program to ensure that Californians can eat nutritiously."

Financially, low FSP participation leads to a loss in federal dollars spent in communities, a decrease in local economic activity and general fund revenue, and an increase in health costs associated with nutrition-related problems.^{1,2} Matching the food stamp participation of the 2003 best performing state, Oregon at 83 percent, would help bring California an additional \$1.5 billion in federal food stamp dollars, \$2.76 billion in local economic activity and add \$33.7 million in sales tax to the general fund annually. An increase in participation could also help to reduce the \$8.4 billion a year spent in California on health care and lost productivity associated with nutrition related problems such as obesity.

While there are various reasons for the low FSP participation rate, lack of accurate program information, excessive program requirements, negative stigma and a desire for personal independence were found to be among the barriers to food stamp utilization.^{3,4} The issue brief suggested action in three overall areas to increase FSP utilization; simplification of the FSP, expansion of outreach and promotion efforts and better coordination among federally-funded nutrition programs.

For more information on the *California's Food Stamp Program Participation Rate: Trends, Implications and Suggested Actions* issue brief, please [click here](#) to visit our Web site.

¹Legislative Analyst's Office, February 2004 Health and Social Services Analysis of the 2004-05 Budget Bill.

²Hanson, Kenneth and Golan, Elise. (2002) Effects of Changes in Food Stamp Expenditures Across the U.S. Economy. U.S. Department of Agriculture. Economic Research Service. Food Assistance and Nutrition Research Report Number 26-6.

³Juárez and Associates and Chávez Regino (2002) Perceptions of the Food Stamp Program Among Limited Household Income Residents of California: Results from Focus Groups California Department of Health Services.

⁴Bartlett, S, and Burstein, N, (2004). Abt Associates Inc Food Stamp Program Access Study Eligible Nonparticipants. U.S. Department of Agriculture, Economic Research Service. Cambridge, MA. <http://www.abtassociates.com/reports/efan03013-2.pdf>

community-based activities. Additionally, they collaborate with teachers, community partners and program administrators to identify resources, community needs and design information campaigns that promote the increased consumption of fresh fruits and vegetables.

One component of the program is the organic produce garden at Rock La Fleche where students learn by preparing and serving the fresh produce they harvest, and later educate community members about the healthy benefits of fruits and vegetables.

Rock La Fleche students are also mapping community gardens in West Oakland to develop a resource list and uncover the availability of fresh fruits and vegetables in the area. Students tour garden sites, interview organizational staff and local residents, teach nutrition classes to elementary school groups and sample new fruits and vegetables. Ultimately, students will distribute the map to West Oakland residents and others in the City of Oakland in an effort to educate community members about produce distribution and other resources available right in their backyards. Aspects of the map, photos of the garden and excerpts from interviews will become part of an art display that will be exhibited at the ACOE, local food banks, their school site and other locations in Oakland.

"Service-learning has been a wonderfully successful way to fully engage students in the subject of nutrition education," said Kelly Robinson, health and nutrition education program consultant. "Through service they can realize the *why* of their learning as they identify community nutrition and health needs, work to address them and then actually see the results of their efforts."

For more information about the ACOE Health and Nutrition Education Service Learning Program, please [click here](#).

Article submitted by Kelly Robinson, health and nutrition education program consultant at the Alameda County Office of Education.

California Physicians Mobilize to Turn the Tide Against Obesity



Few are more familiar with the medical complications associated with obesity than the physicians who treat California's increasing population of overweight individuals. Currently, the California Medical Association (CMA) Foundation is working to prevent obesity related diseases by turning practicing physicians into community educators and "physician champions" to promote healthy eating and physical activity at the frontlines of the battle against obesity.

The CMA Foundation's Obesity Prevention Project will utilize physicians' expertise and credibility to prevent obesity among youth, high-risk ethnic groups, and low-income and under-served communities. Through the CMA Foundation's diverse partnerships with businesses, government, health plans, community organizations and other statewide partners, physician champions can reach audiences beyond their practices including thousands of schools, community groups and policy makers in every county in the state.

"Engaged communities and engaged physicians are vital to the health of Californians," said Christine Maulhardt, director of obesity prevention for the CMA Foundation. "The California Medical Association Foundation can help California's physicians make positive changes in their communities and help stop the growing obesity epidemic."

Each physician champion will have access to a wealth of resources on obesity prevention to use in their communities and with their patients, as well as training sessions and technical assistance from CMA Foundation staff. The CMA Foundation is also developing physician toolkits, an online community resource directory, online patient education materials and advocacy toolkits to provide physician champions with easily accessible, up-to-date information for use in their outreach and educational efforts. Armed with these resources, the physician champions will be a valuable asset for the *Regional Nutrition Networks* and can play a key role as speakers and committee members at local events, including school board meetings and city council meetings.

For more information about the California Medical Association Foundation Obesity Prevention Project, contact Christine Maulhardt at <mailto:cmaulhardt@cmanet.org>

Impact Evaluation Findings for Federal Fiscal Year 2005



Eustolia Zamora-Bonilla gives State Assemblyman Juan Arambula a first-hand look at the Latino 5 a Day Campaign's services and resources at the recent Parlier Community Open House and Forum.

Central Valley Region

Central Valley Legislator Experiences *Latino 5 a Day*

The Parlier Community Open House and Community Forum brought health, safety and wellness services straight to Fresno County residents last month in an unprecedented community event. The event brought together more than 20 different local organizations whose services are aimed at improving the health of the community. Among the community organizations present were the *Central Valley Latino 5 a Day Campaign*, *Central Valley 5 a Day—Power Play! Campaign* and Central Valley Health and Nutrition Collaborative partner Tulare Food Link.

Representatives from the *Latino 5 a Day* and *5 a Day—Power Play! Campaigns* hosted a table with interactive games to help local families and individuals improve their nutrition and physical activity habits while Tulare Food Link distributed fresh pears. The table also attracted State Assemblyman Juan Arambula who got a personal look at the activities and messages presented by *Latino 5 a Day* in the Central Valley.

For more information on the *Central Valley Latino 5 a Day Campaign*, contact Campaign Coordinator Eustolia Zamora-Bonilla at (559) 456-7551.

CSU Fresno Students Join Forces with *Central Valley 5 a Day—Power Play!*

Findings on the impact of nutrition education from selected Local Incentive Awardees have been summarized in the *Frontline report of the 2004-2005 Impact Evaluation*. The report describes the key components of the nutrition education interventions, methods of evaluation results and findings and how these results will be used.

The *California Nutrition Network* required contractors receiving more than \$350,000 in federal share to conduct impact evaluation. They represented 24 projects, almost \$30 million in federal funding and five channels including schools, colleges and universities, health departments, county offices of education and cooperative extensions. Most of the participants were elementary school students.

Contractors measured change in fruit and vegetable consumption and/or nine factors that influence consumption including preferences, knowledge, self-efficacy, norms, beliefs, attitudes, outcome expectations and intentions and physical activity preferences. Of all the factors measured, norms and physical activity preferences were the only two that did not show a significant positive change. When asked how the evaluation findings would be applied, contractors identified two common themes: program improvement and diffusion of the intervention to a larger number of individuals.

Summarized results of selected contractors will be placed on the CPNS Web site soon. Please email Andrew Bellow in the research and evaluation unit at ABellow@dhs.ca.gov for a copy of the full report.

Remember to Apply for the Superintendent's Challenge

The California Department of Education along with the California Task Force on Youth and Workplace Wellness (Task Force) have issued the Superintendent's Challenge to recognize outstanding nutrition and physical activity policies of school districts, direct-funded charter schools and county offices of education.

Superintendent Jack O'Connell and the Task Force are challenging school districts and county offices of education across California to improve the health of students through the development and implementation of policies that promote proper nutrition and regular physical activity.

Awards will focus on the wide range of healthy food, nutrition education and physical activity programs necessary to address California's growing childhood obesity epidemic. The 2004-2005 winning districts were Columbia Elementary School District, Shasta County; Los Angeles Unified School District, Los Angeles County; and North Cow Creek Elementary School District, Shasta County.

This is a great opportunity for the School Local Incentive Awards of the *California Nutrition Network* to be recognized for the great activities they are conducting. Please let your program manager know if you apply!

Campaign

Students at California State University (CSU) Fresno can help promote healthy eating and physical activity while earning academic credits, thanks to a partnership between the *Central Valley 5 a Day—Power Play! Campaign* and the University's Office of Civic Engagement and Service Learning.

The *Power Play! Campaign* recently participated in the CSU Fresno Community Services Opportunities Expo to present information about the *Campaign's* activities and volunteer opportunities. As a community resource for nutrition education and physical activity, the *Power Play! Campaign* offers students the perfect opportunity to earn academic credit for working on community projects related to their field of study.

Civic engagement and service learning offers students, enrolled at the University, an opportunity to gain academic credit for working on community projects related to their field of study.

"Building collaborative relationships with community partners is the cornerstone of success for *California Nutrition Network (Network)* campaigns in the Central Valley," says *Campaign* Coordinator Elizabeth Villalobos. "Building similar relationships with future community leaders brings us one step closer to successful nutrition education and physical activity intervention."

Student volunteers are getting involved in various upcoming activities including the 'Garden of the Sun' event in celebration of National Nutrition Month in March. While the *5 a Day—Power Play! Campaign* is leading the effort, opportunities are available to students in all of the *Central Valley Nutrition Network* campaigns including *Latino 5 a Day*, *African American 5 a Day* and Physical Activity Integration.

For more information, contact Elizabeth Villalobos at evillalobos@ucdavis.edu.

Articles submitted by Anne Barrow, Central Valley 5 a Day Campaign communications coordinator.

Applications are due by Friday, April 6, 2006 and winners will be announced in May 2006. For more information, [click here](#).

For additional questions, please contact Leah Cox at 916-760-7448.



Toss in Some Spinach in March

Popeye shouldn't be the only one eating spinach. This leafy, green vegetable has great nutritional value and can be easily incorporated into your diet. Did you know that two cups of raw spinach provides more than 100 percent of the recommended Daily Value (DV) for Vitamin A, and more than four times the recommended DV for Vitamin K? Spinach is also the richest plant source containing folate and a source of many essential minerals including magnesium, potassium and iron, as well as fiber, calcium, thiamin and Vitamin B6. Try incorporating spinach into your meals this March and you also may become a fan of spinach too!

Tips for Helping Your Kids Eat Healthy

- Use fresh spinach to make a tasty salad.
- Add chopped spinach to lasagna and soup.
- Stir-fry spinach. Add garlic, onion and chopped red bell peppers for a colorful dish.
- *California 5 a Day's* serving recommendation for raw spinach is one cup for children and two cups for adults.
- For cooked spinach, a serving is one-half cup for children and one cup for adults. (Spinach shrinks a lot when cooked.)

For more ideas, visit <http://www.harvestofthemonth.com/> or <http://www.leafy-greens.org/>.

Spinach Selection, Storage and Serving Tips:

- Fresh spinach is usually found loose or bagged. It is also canned or frozen.
- Select leaves that are green and crisp. Avoid leaves that are limp, damaged or spotted.
- Leaves should be cleaned well, patted dry and then stored loosely in an



County Supervisors Pam Slater-Price and Ron Roberts unveil the Call to Action: San Diego County Childhood Obesity Action Plan.

San Diego Region

San Diego Steps Up to End Childhood Obesity

San Diego has taken one step closer to help prevent childhood obesity. Recently, the San Diego County Board of Supervisors unveiled "Call to Action: San Diego County Childhood Obesity Action Plan, 2006," a local master plan designed to end childhood obesity. The overarching goal of the plan is to improve the health of children and their families throughout San Diego County, and to challenge governments, schools, health care and child care providers, businesses, community groups, the media and others to build awareness, create partnerships and take action.

The plan includes strategies to educate families and providers about the importance of healthy eating and physical activity, and create communities that support healthy choices. These strategies include providing low-cost or no-cost, culturally and linguistically appropriate nutrition and physical activity education, as well as a "gold standard" school wellness policy to support the education and healthy behavior.

The *San Diego and Imperial County Regional Nutrition Network* and the Collaborative were one of many who participated in the development of the plan and have signed a commitment letter to support the strategies in the action plan. For more information, including a copy of the action plan, [click here](#).

open bag in the refrigerator vegetable tray (about 40 F).

- If stored properly, fresh spinach should last three or four days in the refrigerator.

In addition, remember to take the opportunity to keep your child active this spring. Whether it's playing in the park or having fun with spring cleaning, daily physical activity will help your child stay healthy.

Let's Get Physical!

- Take your child to the park. Fly a kite, kick a soccer ball or play a game of tag.
- Encourage your child to walk the dog (or your neighbor's dog) each day after school.
- Make this a routine to do together.
- Ask your child to help you clean the house. Turn on the music and dance while you sweep, dust or vacuum.

For more physical activity ideas, visit <http://www.kidnetic.com/>, <http://www.verbnow.com/> or <http://www.kidsfitnesschallenge.com/>

To download the March Harvest of the Month materials or for more information, [click here](#).



Latino Consumers Receive "Frequent" Motivation to Buy More Fruits and Vegetables

Low-income shoppers in San Diego have one more reason to include fresh fruits and vegetables on their grocery lists. With the help of the *San Diego Latino 5 a Day Campaign*, local retailers have begun implementing a "frequent buyer card" to increase the purchase of fresh fruits and vegetables in low-income Latino neighborhoods. The promotion was developed through a nutrition education collaborative between the Regional *Latino 5 a Day Campaign* and *Aventuras para Niños*, a community-based organization focusing on health education and outreach to low-income Latino families.

Customers present the wallet-sized cards each time they purchase fresh fruits or vegetables at select grocery stores. After nine purchases, the customer receives one free pound of a fruit or vegetable of their choice. A promotional message to "Eat Fruits and Vegetables and Be Active" and contact information for the Food Stamp Program are printed on the back of each card in both English and Spanish.

The frequent buyer cards were tested in five grocery stores prior to the launch of the program and were well received by managers and owners of locally owned businesses.

"We have already seen many of our customers use the frequent cards and that's a good indication that people are taking positive steps towards good health," said David Cázares of El

Tigre supermarket.

To date, more than 4,000 frequent buyer cards have been distributed to low-income Latino consumers providing an added incentive for parents to create a healthier home environment by making fruits and vegetables more readily available.

For more information on the frequent buyer cards, contact *Latino 5 a Day Campaign* coordinator Blanca Melendrez at bmelendrez@ucsd.edu.

Articles submitted by Katie Bogue, director of the San Diego and Imperial Regional Nutrition Network.

Last Chance to Apply for the 2005-2006 California Fit Business Awards



It's time to highlight extraordinary workplace wellness practices. The California Task Force on Youth and Workplace Wellness and *California 5 a Day—Be Active! Worksite Program* are currently accepting applications for the 2005-2006 California Fit Business Awards.

The California Fit Business Awards were launched in 2003 to promote the positive connection between employee health and the employers' financial bottom line and to combat the rising costs of physical inactivity, overweight and obesity on California businesses. The awards recognize private, public and non-profit companies across California that lead the way in supporting a healthier workplace.

Winners are selected based on the breadth of their health and wellness programs; the quality and focus of these policies; management involvement; impact of their endeavors; and the reasons given for having wellness programs.

The deadline to apply is March 15 and winners will be announced at a press conference later this year.

To obtain an application or for more information, [click here](#).



Did you know that March is National Nutrition Month®? It's a great time to focus on enjoying more fun physical activity and making healthier food choices at work!

This month's Fit Business Tips will help you and your co-workers find simple and easy ways to kick up your daily fruit and vegetable consumption and physical activity. You will also learn more about nutrient-rich spinach and tasty avocados. So, grab your friends and join in on the fun!

Quick and Simple Tips

- A better "Club" at lunch: Dump the traditional club sandwich during lunch. Instead, start a fun "Healthy Lunch Club" with your co-workers. Kick off your new "Club" with a one-of-a-kind salad bar. Have everyone bring their favorite salad toppings to combine for a nutritious and tasty salad buffet.

Whether you go out to eat with co-workers or meet every day in the lunchroom, make sure you support one another in making healthier food choices. Eating healthy is a lot more fun when you and your friends are doing it together!

- The buddy system: We all need to take a break now and then so that we can get some physical activity while at work. An excellent way to get physical activity is to take a break with a friend. A short 10-minute walk at break time is a great way to get exercise and it also releases some stress. Even a simple walk around the block

with a co-worker will keep you refreshed throughout the workday. For an extra boost of energy, try holding walking meetings with colleagues. The extra physical activity will benefit your health and wellness and the shared activity will be a great team builder.

For recipes and more information on the health benefits, selection, storage and preparation ideas for the Fruit of the Month (avocado) and Vegetable of the Month (spinach), [click here](#).

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

Please send your *Fresh Facts* story ideas to Brian Fitzgerald at BFitzger@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

April 2006

Take the Governor's Challenge During Public Health Week



The theme of this year's Public Health Week, "Designing Healthy Communities, Raising Healthy Kids," brings attention to the fact that rebuilding our communities starts with our children. It's critical that we teach our children to eat healthy and be active today so they can grow up to be healthy Californians.

Join the California Department of Health Services and the Governor's Council on Physical Fitness and Sports (Governor's Council) on the West Steps of the State Capitol from 11:30 a. m.-1 p.m. on Thursday, April 6 for an event to celebrate National Public Health Week. Activities at the event will include appearances by state officials and celebrity guests, music, dance performances and physical activity demonstrations with area youth.

The event will encourage Californians to find fun and motivating ways to become physically active through dance, organized sports and other community-based activities. Attendees can expect to be on their feet with a physical activity

[Printer Friendly Version](#)

Southern California Kids to Get Fit at the Rose Bowl on April 8



Ethan Minor from Bally Total Fitness leads students from Mt. Gleason Middle School in Sunland, Calif., in a fitness exercise to kick-off the Kids Fitness Challenge on March 10 at the Rose Bowl Court of Champions.

Students jumped to the beat of fast-paced music while an enthusiastic instructor led them in various fitness exercises at a recent kick-off of the Kids Fitness Challenge during a press conference held on March 10 at the Rose Bowl in Pasadena. The Mt. Gleason Middle School students, last year's champions of the Kids Fitness Challenge, proudly wore sweatshirts bearing their school colors, red and black, while enthusiastically participating in the fitness regimen.

The event announced a 5K run and walk that will take place on April 8 at the Rose Bowl with around 10,000 students, parents, teachers and community members.

At the announcement Sandra Shewry,

demonstration from Jake Steinfeld of *Body by Jake*. Recipients of the Public Health Recognition awards will also be announced.

The event will promote the Governor's 10 Steps Toward Healthy Living and increase awareness among parents, teachers and government officials of the importance of physical activity and access to affordable healthy foods in all California's communities. Participants will be encouraged to take the Governor's Challenge (Challenge).

To help achieve optimal health, Governor Arnold Schwarzenegger challenges each and every Californian to improve their level of physical fitness by signing up for the Challenge (www.activeca.org).

Any Californian can participate by signing up, tracking their activity level each week with their personalized calendar and maintaining the recommended amount of physical activity for at least four weeks. Everyone who completes the Challenge will win a reward from the Governor's Council and high school students who sign up can earn nearly a semester of free access to a 24 Hour Fitness facility. You can also sign up for the Challenge online and bring proof of enrollment to the April 6 event to receive a free gift. For more information and to sign up, [click here](#).

For more information about Public Health Week, and for a listing of events being held throughout California, [click here](#).

Californians Benefit from Food Stamp Information and Assistance Call Center



The California Association of Food Banks (CAFB) partnered with the California Department of Social Services (CDSS) and the *California Nutrition Network for Healthy, Active Families* to pilot an innovative new service for low-income Californians who wish to learn more about the Food Stamp Program and participate in it.

director of the California Department of Health Services, commented on the growing problem of childhood obesity.

"It's a reminder to all of us of the importance of public health," Shewry said. "While the achievements of public health are many, we've got a really big challenge in front of us."

Approximately one in three children in California is overweight or at a risk of becoming overweight, and almost 40 percent of school-aged children are unfit.

"If we don't switch these trends the kids today are going to live shorter lives than their parents," she said. "That's just wrong."

Shewry was joined by John Wordin, director of the Kids Fitness Challenge Foundation; Bill Bogaard, the mayor of Pasadena; Stella Reid of the hit FOX TV show *Nanny 911*; and Paula Madison, NBC president and general manager, who gave their personal experiences and insights about obesity-related issues.

The Kids Fitness Challenge on April 8 kicks off a series of events across the country that are part of the largest kids-focused, non-competitive 5K in the nation. It will mark the first time a community event starts and finishes on the field inside the Rose Bowl, giving children the opportunity to participate in a famous U.S. sports venue. The upcoming Public Health Week event will feature NFL Hall of Famer Jerry Rice; Ryan Benson, winner of *The Biggest Loser* reality show; Olympic athletes such as gold medalist Quincy Watts; and several top state officials.

The Challenge is the first of its kind to combine education, physical activity and follow-up programs for local communities across the U.S. to take the fitness challenge to lead a healthier lifestyle and fight the rising tide of childhood obesity. Schools with the highest participation receive grants from the Fitness

The *Food Stamp Information Line* launched on March 1, 2006 in three of California's largest media markets, in coordination with the United States Department of Agriculture's (USDA) national Food Stamp outreach media campaign. The *Food Stamp Information Line*, a virtual call center providing food stamp information and assistance to low-income Californians, offers an array of services including live and automated information about program guidelines, one-on-one pre-screening, application assistance and referral to appropriate county personnel.

Californians who hear the USDA radio advertisements in English or Spanish in the San Diego, Bay Area or Central Coast media markets can call toll free 1-877-847-FOOD. After selecting their language preference, the caller will be offered the choice to identify whether they would like to hear automated information or talk to a representative to learn about how to apply for food stamps in their county. The automated service includes information about rules for immigrants, income guidelines and resource limits. If requesting information about how to apply for food stamps, they will receive a varying level of assistance depending on where they live.

Below is a description of the various models of service that will be tested in this pilot.

In Pilot Counties:

In San Francisco, Napa and Marin counties, callers reach the county food stamp office and receive the most up-to-date information about where to apply for food stamps based on their situation and their zip code.

In San Diego, Imperial and Riverside counties, callers receive 24-hour operator assistance, seven days a week, pre-screening and a referral to the appropriate county office for their zip code. Callers are screened for other food programs and are given referrals.

In Alameda, Contra Costa and San Mateo counties, if callers have difficulty getting to the office and are not in need of emergency food stamps, they are offered assistance with Part I of the Food Stamp Application and sent an application via mail, which they will then mail to the county office upon completion.

In Santa Clara, Santa Cruz, San Benito, Monterey and Solano counties, callers are pre-screened and, if potentially eligible, will be referred to the appropriate food stamp office.

In Non-Pilot Counties:

Callers will receive up-to-date information about where to

Challenge Foundation to help fund activities that help kids lead a healthier lifestyle such as physical activity and nutrition programs, after school programs or other initiatives that promote healthier eating and active lifestyles.

The event includes health screenings; Fitness Zone classes (martial arts, yoga, hip-hop and cardio training); physical activities (climbing wall, sports and tumbling); and food preparation demos featuring shopping tips, recipes and food selection tips for quick nutritious meals. *KNBC* in Los Angeles will be televising the event live at 7:00 a.m.

To register for the Kids Fitness Challenge on April 8, [click here](#), or for more information [click here](#).

Fresh Briefs: Healthy News from the Regional Nutrition Networks

The Central Valley Regional Nutrition Network's Power Play! Campaign Makes Headlines

The *Central Valley 5 a Day—Power Play! Campaign* recently launched its spring food demonstrations at Fresno and Madera County Save Mart and Food Maxx Supermarkets. The *Campaign's* first demonstration, featuring strawberry banana smoothies, drew a crowd at a Fresno supermarket, including local Fresno television station *KMPH*.

The station highlighted *5 a Day—Power Play! Campaign* messages and local food demonstrations that encourage children and families to eat the recommended amount of fruits and vegetables and be physically active every day.

For additional information about *Central Valley 5 a Day—Power Play!* food demonstrations, contact Evelyn Escalera at (559) 456-7398. To view the *KMPH* segment, [click here](#).

apply for food stamps in their county or zip code. However, the system is only set up for recognizing zip codes in California.

All callers are given an opportunity to leave a message, should they have problems with the call center or the referral given.

This project was funded by the USDA Food Stamp Outreach Program through the *California Nutrition Network for Healthy, Active Families*.

For more information about the *Food Stamp Information Line* pilot, contact Jessica Bartholow at Jessica@cafoodbanks.org. In addition, please note that this phone line is still in a pilot stage. As such, it should not be used on outreach materials until October 2006.

Article submitted by Jessica Bartholow, California Association of Food Banks.

California Conference of Local Health Department Nutritionists Celebrates 40th Anniversary with Renewed Commitment to Reducing Obesity



California's nutritionists are mobilizing to help curb the state's obesity crisis. The California Conference of Local Health Department Nutritionists (CCLHDN), which consists of nutritionists from local health departments all over California, held its annual meeting March 19-22 in Pacific Grove, California, to highlight local projects, provide state program updates, exchange information on the latest Food Stamp Nutrition Education (FSNE) programs and celebrate the organization's milestone 40th anniversary.

An affiliate of the California Conference of Local Health Officers, the CCLHDN has worked for the past four decades to increase awareness and effectiveness of community nutrition services at all levels through statewide coordination and collaboration.

The CCLHDN's annual meeting typically sets the scene for the entire year's activities as participants discuss the organization's direction and goals. This year, participants pledged to develop and implement nutrition action plans to promote the

Article submitted by Anne Barrow, 5 a Day Program communications coordinator, University of California Cooperative Extension, Fresno County.

Desert Sierra Region

Riverside County Nutrition Network Entertains the Crowd at Black History Parade and Expo



The "5 a Day Dancers" ready themselves for the parade route at the Black History Parade and Expo in Riverside.

Dancing fruits and vegetables were quite a hit at this year's Black History Parade and Expo in Riverside on February 18. The "5 a Day Dancers" from the County of Riverside, Nutrition Services, *California Nutrition Network for Healthy, Active Families (Network)* program won First Place in the senior dance team category for their impressive dance moves and unique strawberry, orange, grape, watermelon and corn costumes. The group practiced the Cha-cha slide for weeks in preparation for their performance along the parade route that ran from Riverside Community College to the judges' stage across from the historic Riverside County courthouse on Main Street. Dance team members included Maria Morris, Veronica Huff, Claudia Limon, Kristy Limon and Diane Wayne.

The parade concluded with an expo including a food court, booths, children's

consumption of fruits and vegetables in their counties.

The main focus of the meeting was on developing County Nutrition Action Plans (CNAP) modeled after the State Nutrition Action Plan (SNAP) that was developed in 2003. The California SNAP outlines objectives, strategies and tactics for achieving the goal of increasing fruit and vegetable consumption. CCLHDN members discussed ways to tailor the state plan for implementation by county health departments, and formulated the ideas into concrete follow up activities.

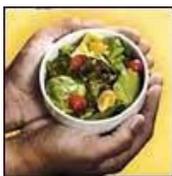
“Surgeon General Richard Carmona’s assertion that obesity is one of the country’s top public health priorities underscores the need for prevention strategies such as nutrition education and healthy eating habits,” said Anaa Reese, DPA, MPH, RD, past co-president of CCLHDN. “County nutritionists can play an important role in obesity prevention as passionate nutrition experts and health advisors that are connected to the local communities they serve.”

Key representatives from the United States Department of Agriculture; California Department of Health Services; California Nutrition Network for Healthy, Active Families; California Women, Infants and Children Association; California Department of Education; and California Department of Social Services contributed information on their respective programs and discussed ways to collaborate with local partners.

“This meeting gave us all a chance to celebrate our accomplishments and commemorate 40 years of making a difference together in our communities,” said Reese. “We look forward to the next 40 years with a strengthened commitment to implementing programs that give the general public a clear understanding of how to stay healthy and get into the best shape possible.”

For more information on the California Conference of Local Health Department Nutritionists, contact President Denise Kirnig, MS, RD at ddkirnig@solanocounty.com.

Raley’s and Bel Air Markets Partner with California 5 a Day Retail Program to Promote Healthy Eating



Raley’s and Bel Air market shoppers can now access tips for

activities and an entertainment stage with music. Children learned how to hula hoop at the *Network* booth, where they received educational items and nutritional information.



Shown accepting the award (from left to right) are Claudia Limon, Diane Wayne, Maria Morris, and Vicki Wynn. The award is presented by Dell Roberts.

For more information, contact Diane Wayne at dwayne@co.riverside.ca.us.

Article submitted by Diane Wayne, MS, RD, senior nutritionist, County of Riverside, Department of Health, Nutrition Services.

San Bernardino Residents Tackle Public Health Issues at Annual Black History Month Press Conference

Community members discussed the availability of affordable fruits and vegetables and secure walking areas on the Westside of the City of San Bernardino and surrounding areas, during an annual Black History Month press conference and event, sponsored by San Bernardino’s Temple Community Center and Faith Temple Church.

At the event, San Bernardino residents took center stage and expressed support for efforts to secure greater access to affordable produce, including the possibility of a farmers’ market on the Westside. To protect members of the

eating more fruits and vegetables as they browse the company's Web site. The Sacramento-based supermarket chain is partnering with the *California 5 a Day Retail Program* to promote fruit and vegetable consumption and provide nutrition education to its customers.

The Raley's Web site includes a "Well for Life" section which features practical information from the *California 5 a Day Campaign* such as a fruit and vegetable measurement guide and tips for eating healthy at work. It also features colorful materials from the *California Children's 5 a Day—Power Play! Campaign* to help kids eat more fruits and vegetables.

The online materials build on the ongoing partnership between the retailer and the *5 a Day Campaign*. Currently, 13 Raley's and Bel Air stores located in low-resource communities throughout northern and central California carry in-store displays with nutrition information and recipe cards.

"Our goal is to educate shoppers about nutrition and to make helpful guides for healthy eating easily accessible in stores and online," said Sarah Paulsen, marketing specialist for the *California 5 a Day Retail Program*. "The partnership with Raley's and Bel Air is an excellent example of how retailers can benefit from the *California 5 a Day Retail Program's* resources and also offer simple tips on incorporating fruits and vegetables as an added service to their customers."

To access the Raley's and Bel Air Web site, [click here](#).

For more information on the *California 5 a Day Retail Program*, [click here](#).

Link Between Obesity and Food Stamp Participation Unclear

As nutrition issues of over-consumption and obesity capture more headlines, some have questioned whether Food Stamp Program participation has contributed to weight gain in low-income populations. Findings from the *Food Stamps and Obesity: Ironic Twist or Complex Puzzle?* report released in February 2006 by the United States Department of Agriculture (USDA) - Economic Research Service, underscore "the dangers of drawing causal conclusions about food stamps and weight using data from a single point in time."

National data from the late 1980s and early 1990s indicate that women receiving food stamps had higher body mass index (BMI) than income-eligible non-participants and higher income women. Conversely, men receiving food stamps were less likely to be overweight than income-eligible non-participants

newly-found community walking group, law enforcement was asked to provide regular police patrols along their route and around Anne Shirrell's Park.

During the public comment period, local produce grower Reverend Vines offered to start a cooperative where members receive bags of locally-grown produce at a low cost. This cooperative is now coming to fruition and distribution will likely take place along with the walking group on Thursdays at Anne Shirrell's Park.

A panel discussion focusing on environmental barriers to healthy eating and physical activity provided a comprehensive appraisal of issues on the Westside. Panelists included council members, community leaders, a parent and student representative. An overview of *California 5 a Day—for Better Health! Campaign* accomplishments and opportunities for nutrition education were provided by Loistine Herndon of the Temple Community Outreach Center and Shené Bowie, Dr PHc, of the San Bernardino County Department of Public Health Nutrition Program.

Residents were also given the chance to participate in food demonstrations and tastings, and to locate their personalized dietary recommendations on the United States Department of Agriculture's mypyramid.gov Web site with the assistance of nutrition professionals.

Article submitted by Julie Mortimore, RD, public health nutritionist, San Bernardino County Department of Public Health, Nutrition Program.

Orange County Region

Steps to Healthy Living in Orange County

More than 700 students from Las Positas School in La Habra participated in the 'Steps to Healthy Living Campaign' on March 8. The kick-off was part of a

and higher income men. The most recent data, collected from 1999-2002, finds these differences have “largely disappeared.” According to the current data, BMI and obesity prevalence increased among women not receiving food stamps more dramatically than among those who did. Trends for men are almost the exact opposite, with little difference in overweight status among the three groups.

It is well documented that one important strategy for reducing the risk of becoming overweight and obese in all populations is eating a healthy diet, including recommended amounts of fruits and vegetables. Preliminary analyses¹ were conducted on the 2004 California Behavioral Risk Factor Surveillance System data to assess the relationship between fruit and vegetable consumption and Food Stamp Program participation. Results show that eating of the then-recommended five or more servings of fruits and vegetables and mean servings of fruit and vegetable consumption did not vary by Food Stamp Program participation (p-values= 0.77 and 0.99, respectively).

However, fruit and vegetable consumption may play an important role in women. In women, Food Stamp Program participation was negatively associated with fruit and vegetable consumption, after accounting for ethnicity, education, age and food insecurity. It is important to note that this model only explained a small portion of the variance.

For more information on the *Food Stamps and Obesity: Ironic Twist or Complex Puzzle?* report, [click here](#).

Submitted by Amy Fong, research associate, California Department of Health Services Cancer Prevention & Nutrition Section, Research & Evaluation Unit.

¹ Akpene Atiedu, MS1, Holly Hoegh, PhD2, Patrick R. Mitchell, Dr.P.H.1. Prevalence of Overweight and Fruit and Vegetable Consumption of California Adults in Food Stamp Households. 2004 Behavioral Risk Factor Surveillance System (Poster).

April is Crunch Time!



Crunch on a carrot in April and you'll receive a wide range of

media launch that focused on the *5 a Day—Power Play! Campaign's* efforts to promote fruit and vegetable consumption and daily physical activity. Students ranging from third to fourth grade wore *5 a Day* t-shirts and enjoyed a nutrition lesson plan from the *5 a Day—Power Play! Campaign* program, a hip-hop demonstration by the *California Nutrition Network for Healthy, Active Families* physical activity specialist and healthy snacks provided by Whole Foods Market. *ABC-7* and the *Orange County Register* covered the event.

In Orange County, more than 21,000 children participated in 'Steps to Healthy Living,' including those at more than 30 school-based local incentive awardees. Through the courtesy of Kaiser Permanente, teachers are able to utilize a minimum of five *Power Play!* nutritional lessons in class along with the *Orange County Register's* Register in Education section, which is a newspaper supplement featuring innovative teaching tools designed to function as an ever-changing textbook and serves as an additional resource for more *Power Play!* nutritional lessons. Additionally, students are able to track their level of physical activity with pedometers. The 'Kid Healthy: Steps to Healthy Living Campaign' is also active in parts of Los Angeles and is starting in San Bernardino and Riverside Counties.

For more information, contact Anna Luciano-Acnas at aluciano@ochca.com.

Article submitted by Anna Luciano-Acnas, Orange County Health Care Agency.

San Diego Region

Locals Support New Healthy Vending Machine Initiative

The California Endowment's Healthy Eating, Active Community (HEAC) initiative lead the efforts, bringing in the *San Diego and Imperial Regional*

nutritional benefits. One cup of chopped carrots gives you more than 300 percent of the recommended Daily Value (DV) of beta-carotene, which is a form of Vitamin A when absorbed by the body. Beta-carotene is important for eyesight, skin and normal growth. It may also help reduce chronic diseases such as cancer and heart disease. The average person eats 17 pounds of carrots per year and California ranks first in the United States in production of carrots.

Tips for Helping Your Kids Eat Healthy

- Buy baby carrots to take with you for an easy, on-the-go snack.
- Add raw carrot sticks as a crunchy side dish at lunch.
- Grate carrots into salads and over soups to add a crunchy, sweet flavor.
- Carrots are a great addition to any meal. They can be eaten whole, sliced into sticks, cut into rounds, chopped or shredded. Ask your child to help think of fun ways to include carrots in family meals.

For more ideas, [click here](#).

Carrot Selection, Storage and Serving Tips

- Carrots are available and in season all year long.
- Look for long, thick, deep-orange carrots. Make sure they have no bumps or cracks.
- Avoid carrots that are wrinkled or soft.
- Carrots are best stored between 32-50 degrees Fahrenheit in the refrigerator vegetable drawer. This helps to keep them tasty and crunchy.
- If you buy carrots with the green tops still on, break off the tops and rinse the carrots. Place in a plastic bag and store as described above.
- Do not store carrots with fruits. Fruits give off a natural gas that can make vegetables go bad.

Spring is the perfect time to start adding physical activity to your daily routine. With longer daylight hours and warmer temperatures, you'll enjoy being outdoors and staying active.

Let's Get Physical!

- With spring testing, it is important that your child gets outside. Daily physical activity may help improve your child's focus and test performance.
- Take your child on a scavenger hunt at a local park. See how many different types of plants and trees your child can find.
- Go for family walks after dinner.

Nutrition Network as a partner, to improve the vending machine selection at community youth organization sites throughout the City of Chula Vista.

Access to healthy foods is a major concern in Chula Vista with more than 60 percent of residents in the predominantly Latino neighborhood eligible for Food Stamp Nutrition Education. To help increase opportunities for fruit and vegetable consumption through healthier vending machine offerings, the *Regional Nutrition Network* and HEAC educate neighborhood promotoras (local community health advocates) and council members about improving the nutritional contents found in vending machines.

Schools throughout Chula Vista have adopted a plan to implement 100 percent healthy vending. Also, city council members are now recommending an initiative to make all city vending machines at after-school sites 100 percent healthy.

For more information on the *Regional Nutrition Network*, contact Katie Bogue, *Network* director, at cbogue@ucsd.edu. To learn more about The California Endowment's HEAC initiative, [click here](#).

Article submitted by Katie Bogue, director of the San Diego and Imperial Regional Nutrition Network.

Sierra Cascade Region

Healthy Hero Award Honors Locals who Promote Nutrition and Physical Activity

For more physical activity ideas, visit <http://www.kidnetic.com/>, <http://www.verbnow.com/> or <http://www.kidsfitnesschallenge.com/>.

To download the April *Harvest of the Month* materials or for more information, [click here](#).



Nutrition Network project coordinators Jennifer McClendon and Kimberly Ames present Deborah Cropley (center) with the Healthy Hero award.

The *Sierra Cascade Regional Nutrition Network* is honoring individuals, schools, community groups and businesses that promote increased consumption of fruits and vegetables and physical activity through its new Healthy Hero award.

From teachers who reward students with healthy snacks, to convenience stores that sell a variety of fresh fruits and vegetables, the quarterly award is meant to recognize those who promote healthy lifestyles and may not receive such recognition. The Healthy Heroes receive a framed certificate, mention on the *Sierra Cascade Nutrition Network* newsletter and Web site and submission of a press release to local media sources describing why they were chosen.

Deborah Cropley, food service manager of Helen Wilcox Elementary School in Butte County, was recently named the first Healthy Hero of the year for her efforts to improve healthy food options in the school's lunch program.

For more information or to submit a nomination for the Healthy Hero award, [click here](#).

Article submitted by Jennifer McClendon, outreach coordinator for the Sierra Cascade Regional Nutrition Network.



Now that spring has arrived, it's time to grab some fresh fruits and vegetables and enjoy fun outdoor activities with family members, friends and coworkers! In fact, April is "Spring into Health Month," which reminds all of us to enjoy the breezy spring days, play in the park, garden in the yard and snack on fresh, seasonal fruits and vegetables.

This month's Fit Business Tips include simple ideas to help you regenerate your mind and body while at work. You will also learn that cherries and carrots are in season, which makes this the perfect time of year to begin incorporating them into your daily meals.

Quick and Simple Tips

- Pack healthy snacks: To keep your energy level up and your calories in check, it's a good idea to pack nutritious snacks for break periods. A handful of bite-sized dried fruit, delicious apple slices or some sweet baby carrots can satisfy your hunger and help you power through the day.
- Schedule physical activity throughout your workday: Set aside 10 minutes during your breaks and at lunchtime to walk around the block or do other activities that you enjoy. You'll feel pumped up, refreshed and ready to do your work projects after moving your body around.

For recipes and more information on the health benefits, selection, storage and preparation ideas for the Fruit of the Month (cherry) and Vegetable of the Month (carrot), [click here](#).

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

Please send your *Fresh Facts* story ideas to Brian Fitzgerald at BFitzger@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

May 2006

Celebrities, Community Members and Children Take a Stand Against Childhood Obesity During Public Health Week

National Public Health Week (April 3-9) started with a challenge from the Governor and ended with a landmark event which left a lasting impression on many Californians to eat healthy and be active to help curb the state's rising rate of obesity.

Public Health Week Fitness Rally

This year's Public Health Week theme, "Designing Healthy Communities, Raising Healthy Kids," echoed throughout the State Capitol as state health officials held a fitness rally on April 6 to urge Californians to take charge of their health and complete the Governor's Challenge by participating in the recommended daily amount of physical activity for at least four weeks.



Participants at the April 6 fitness rally lunge and stretch during a physical activity demonstration.

Kimberly Belshé, secretary of the California Health and Human Services Agency; A. G. Kawamura, secretary of the California Department of Food & Agriculture; Sandra Shewry, director of the California Department of Health Services; and Dr. Mark Horton, state public health officer, commented on the obesity epidemic and the importance of eating healthy and being active. They were joined by Dr. Eric Heiden, five-time Olympic

[Printer Friendly Version](#)

Joint Steering Committee Promotes "Retail Therapy" to Steer Communities Toward Healthy Eating and Active Living



Cardenas Market displays bilingual point-of-sale signage with recipe cards and informative brochures as part of its retail partnership with the Desert Sierra Latino 5 a Day Campaign.

Retail partnerships and grocery store interventions took center stage at the California Nutrition Network for Healthy, Active Families and California 5 a Day Campaign Joint Steering Committee meeting in Sacramento on April 4. Members of the Joint Steering Committee discussed ways to promote healthy eating by increasing availability of fresh fruits and vegetables in retail outlets and encouraging Californians to choose nutritious items every time they take a trip to the grocery store.

A panel of specialists including Sarah Paulson from the California 5 a Day Retail Program; Leticia Salazar-Allen from the Desert Sierra Latino 5 a Day Campaign; Sharon Blakely from Save Mart Supermarkets; and Rebecca

gold medalist; Vance Mueller, former Oakland Raider; and Jake "Body by Jake" Steinfeld, chairman of the Governor's Council on Physical Fitness and Sports (Governor's Council), who came together to encourage Californians to get active. Step Boys Dance Group, Ballroom Dance Studio dancers and high-school students kept the energy going with their upbeat performances, impressing the crowd with their routines and athleticism.

"Public Health Week served as a reminder that everyone, including communities, businesses, individuals and the state are responsible for setting a positive example and helping build a healthier California for ourselves and generations to come," said Belshé.

At the event, the Governor's Council also unveiled a new television public service announcement that encourages children to be active and experience the "all-natural high" of endorphins that comes from sports and physical activity. The PSA will air on *Time Warner*, *Comcast* and *Cox Communications* cable systems.

In addition, Riverside County was commended for being selected as one of five National Public Health Week Blue Ribbon Model Communities by the American Public Health Association. The Riverside County Health Department, a local *California Nutrition Network for Healthy, Active Families (Nutrition Network)* partner, was chosen for developing a series of safe sidewalks and walking routes to make physical activity and healthy eating more accessible.

The California Department of Health Services also recognized two distinguished individuals with the annual Public Health Recognition awards for exemplifying the public health philosophy of service, providing distinguished leadership, using creative methods to promote essential public health services, achieving successful results through collaborative efforts, and demonstrating sensitivity to addressing the needs to special populations.

Flournoy from PolicyLink offered their perspectives on "retail therapy" and partnering with retail outlets.

"Healthy eating starts with healthy shopping and choosing nutritious foods to bring home," said Dr. Desiree Backman, manager of the *5 a Day Campaign*. "Establishing partnerships with retailers enables us to educate shoppers at the point of purchase about the importance of eating more fruits and vegetables for the well-being of their entire family."

The panelists emphasized the value and importance of working with retailers to increase fruit and vegetable consumption and shared key learnings from successful local partnerships. In her presentation on local retail partnerships in the Desert Sierra region, Salazar-Allen named four key components to building a successful partnership, which included:

- having a clear definition of what is expected of the retail partner and what can be offered to them in return;
- doing research and learning about the retail stores prior to approaching them; nurturing the relationship; and
- evaluating the relationship to ensure it is valuable for both parties.

As a result of their efforts, 42 local retail outlets are currently participating in the *5 a Day Retail Program's* merchandising program and promotional activities.

"The process of establishing working partnerships with our local retailers took hard work and persistence," said Salazar-Allen. "It was important for the retail partners to understand that the relationship was a two way street and that the *5 a Day Campaign* could serve as a valuable resource for them."

The West Fresno Healthcare Coalition



State Public Health Officer Dr. Mark Horton (right) presents the 2006 Beverlee A. Myers Award for Excellence in Public Health to Gary W. Erbeck, MPH, REHS, director of the San Diego County Department of Environmental Health.

The 2006 Beverlee A. Myers Award for Excellence in Public Health was presented to Gary W. Erbeck, MPH, REHS, director of the San Diego County Department of Environmental Health, for his passionate dedication to environmental health that has been instrumental in improving the lives of Californians and impacting the public's health on every level. William Wright, Ph.D, chief of the Department of Health Services' (DHS) Cancer Surveillance Program, received the 2006 DHS Public Health Recognition Award for his 24 years of visionary leadership, passionate dedication to public health service and tireless contributions to building the California Cancer Surveillance Program.

The rally attracted a tremendous number of attendees ranging from government officials to local families, as well as media from Sacramento, San Francisco and Los Angeles.

Kids Fitness Challenge

The weeklong Public Health Week observance ended on a high note when nearly 10,000 children, parents, teachers and community leaders poured onto the field of the Rose Bowl in Pasadena on April 8 to participate in the Kids Fitness Challenge. Organized by the Kids Fitness Challenge Foundation, California Department of Health Services and Governor's Council, the event marked the first time in Rose Bowl history that a community event started and finished on the field inside the bowl. NFL legend Jerry Rice and Jake Steinfeld jump started the kids-focused, non-competitive 5K run/walk event, leading participants in a group warm up. Ryan Benson, winner of *The Biggest Loser* reality show, and Olympic gold medalist Quincy Watts demonstrated their dedication to being active as they led participants through the Rose Bowl tunnel across the finish line.

also provided an update on the results of their recent Black History Month Consumer Empowerment Forum. Faced with a lack of access to healthy foods and retail outlets carrying fresh, affordable produce, they empowered local consumers with positive strategies for creating healthier communities. The Golden West Side Farmers' Market was established as a result of their efforts and now connects local residents with fresh fruits and vegetables as well as nutrition education through the *African American 5 a Day Campaign*.

While a number of local partners have forged positive relationships with local retailers, promoting nutritious foods and ensuring that consumers make healthy choices can still be an uphill battle. Betsy Imholz, director of the West Coast Office of Consumers Union, pointed out that promoting healthy eating is often challenging given the disproportionate marketing efforts of fast food companies and food manufacturers. According to the Consumers Union report, *Out of Balance: Marketing of Soda, Candy, Snacks and Fast Foods Drowns Out Healthful Messages*, restaurants and food manufacturers spent 1,178 times more in advertising expenditures than the California and federal *5 a Day Campaigns* combined. Imholz also noted that many restaurants and food manufacturers employ a number of "hidden persuaders" or non-traditional marketing tactics such as internet promotions, product placement and enlisting teen style-leaders to create buzz to increase sales.

If you are interested in learning more about the Joint Steering Committee, 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.

For a copy of the Consumers Union report titled *Out of Balance*, please visit www.consumersunion.org/pdf/



The Biggest Loser reality show winner Ryan Benson and NFL legend Jerry Rice motivate participants at the Kids Fitness Challenge before they take their positions at the starting line.

The event also included the Bally Fitness Zone, which featured an obstacle course, dance classes and a climbing wall. Interactive health booths from various organizations including the *California Nutrition Network for Healthy, Active Families (Network)* and Los Angeles regional *California Children's 5 a Day—Power Play! Campaign* offered nutrition education, food demonstrations and free health screenings.

Televised live on Los Angeles' *NBC* affiliate channel *KNBC-TV*, the event garnered tremendous media coverage including the *Los Angeles Daily News*, *Orange County Register*, *Pasadena Star-News*, *KCBS-TV* (*CBS* affiliate), *KABC-TV* (*ABC* affiliate), *KRCA-TV* (Los Angeles area Spanish-language television) and *KFWB-AM* (news talk radio).

"The *California Children's 5 a Day—Power Play! Campaign* is committed to promoting the recommended amounts of fruits and vegetables, and the Kids Fitness Challenge event was one more venue where children and youth were engaged in activities to help them put to practice this important message," said Marvin Espinoza, regional director of the Los Angeles *Latino 5 a Day* and *Power Play! Campaigns*.

[OutofBalance.pdf](#).

Fresh Briefs: Healthy News from the Regional Nutrition Networks

Central Valley Shares Best Practices in Physical Activity and Nutrition

Health and nutrition professionals are gearing up for a great day of sharing best practices, energizing programs and renewing a commitment to lifelong healthy eating and physical activity habits in the Central Valley.

The Central Valley Health and Nutrition Collaborative, a program of the *Central Valley Nutrition Network (Network)*, will hold a "Central Valley Health and Nutrition Collaborative Physical Activity and Nutrition Sharing Forum" on June 2, 2006, at Children's Hospital in Madera. As in past years, this resource-filled event will include an array of speakers, physical activity and nutrition education breakout sessions and a poster/display area for agencies involved in promoting nutrition education and physical activity throughout the Central Valley.

For more information about the event or to join us in sharing the innovative and valuable work being done throughout the *Network*, please contact Lily Phanthachack, physical activity coordinator, at lphanthachack@ucdavis.edu. The Central Valley Health and Nutrition Collaborative welcomes and encourages all partners, teachers, health educators, professionals and parents to attend.

Article submitted by Lily Phanthachack, physical activity coordinator, University of California Cooperative Extension, Fresno 5 a Day Campaigns.

Gold Coast Region

Two Fifth Graders Help Elementary School Commit to Healthy Living



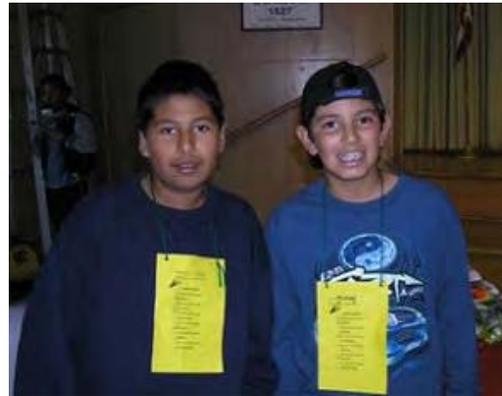
Thousands of kids, parents and teachers pour through the Rose Bowl tunnel as they cross the finish line at the Kids Fitness Challenge.

The more than 185 Southern California schools, most of them *Network* partners, which took part in the challenge received an added bonus. By participating, they had a chance to win equipment and grants to fund year-round physical activity programs. Each participant was given a free six-week membership to Bally Total Fitness as part of Bally's BFIT Community Program with the opportunity to earn points for their schools every time they use their membership. After May 14, the middle school with the highest combined participation rate at the Kids Fitness Challenge and Bally Total Fitness can earn a fitness center, and the elementary school with the highest participation will receive playground equipment. They also walked away with a colorful 5 a Day bag filled with nutrition education materials and tips to help them maintain healthy eating habits on an ongoing basis.

Several *Network*-funded schools including Mann (Horace) Junior High, Mt. Gleason Middle School and Strathern Street Elementary received grants from the Kids Fitness Challenge Foundation with their impressive turnout at the event, leaving the fitness challenge as front-runners for the grand prizes. The grand prizes will be awarded at the winning schools in May.

"These events were a visible example of how the strength and dedication of a community can affect positive change," said Dr. Horton. "With more of our children falling victim to the effects of obesity every day, it's more critical than ever to initiate and support a change in the way Californians eat, play, live and feel."

For more information on Public Health Week, [click here](#).



Michael Lopez and Luis Cruz helped launch a campaign for healthy eating and physical activity at their elementary school.

Michael Lopez and Luis Cruz, two fifth grade students at Cleveland Elementary School in Santa Barbara, scheduled a meeting with their principal in January to discuss the unhealthy condition of the student body. They told their principal, Michael Vail, they were concerned that the school was serving unhealthy food and that students weren't as active as they should be.

Inspired by Lopez and Cruz's dedication to healthy eating and commitment to getting students involved in physical activity, Vail, along with teachers and school district administrators, hosted a healthy eating and physical activity day on March 10. The *California Children's 5 a Day—Power Play! Campaign* coordinators in Santa Barbara hosted a nutrition decathlon in partnership with community volunteers.

For more information or to sign up for the Governor's Challenge, [click here](#).

For more information on the Kids Fitness Challenge, [click here](#).

The Spring Into Health Program Promotes Fresh Ideas for Healthy Eating and Physical Activity in Schools and Classrooms



Spring is the season for fresh starts, growth and rejuvenation. To celebrate the end of winter chills, the *California Children's 5 a Day—Power Play! Campaign (Power Play!)* and American Cancer Society, California Division are encouraging students throughout the state to eat healthy and get active through their Spring Into Health program.

The annual program targets fourth and fifth graders and includes a variety of activities and promotions ranging from school or community-based events and distribution of educational materials, to teacher recruitment for the *Power Play! Campaign*, all designed to provide students with nutrition education and fun activities that inspire healthy habits.

This year's Spring Into Health is in full swing with some regional activities already underway, and many others set to take place throughout the month of May. Following are some highlights from the *Power Play! Campaign* regional lead agencies:

Sierra Cascade Region

Students at Chico Country Day School got a taste of the healthy life throughout April as part of the Sierra Cascade Region's Spring Into Health promotion. In addition to distributing educational materials to the teachers, the *Sierra Cascade Regional Power Play! Campaign* helped coordinate healthy food demonstrations in all fourth and fifth grade classes as well as a nutrition decathlon on April 27 which garnered media coverage in several local outlets including *Chico Enterprise Record* and the local NBC affiliate *KNVN-TV*.



A student at Cleveland Elementary School participates in the carrot hop during the nutrition decathlon.

Held on a rainy day inside Cleveland Elementary School cafeteria, the three-hour event engaged more than 480 students in physical activity, while also teaching them the benefits of consuming fresh fruits and vegetables. Children in kindergarten through sixth grade tasted a variety of apples and played games incorporating physical activity and fruits and vegetables. Students enjoyed new twists on classic games such as hiking lemons instead of footballs, the bell pepper toss, carrot hop and a relay involving berries. Teachers found that the event effectively taught the importance of eating fruits and vegetables along with daily participation in physical activity.

Local Santa Barbara media such as the *Santa Barbara News-Press* and broadcast station *KEYT* covered the event and interviewed Lopez and Cruz, the fifth graders who began the campaign for healthier habits at their school. In the coming months, the two students hope to establish a Healthy Eating and Physical Activity Council, made up of students and school administrators. Principal Vail will continue the movement by implementing Lopez and Cruz's recommendations to create a healthy and active place for children.

"The teachers like being able to tie *5 a Day* curriculum into their existing science lessons, and the students love learning about healthy habits and participating in the interactive activities," said Christine Verran, assistant project coordinator for the *Sierra Cascade Regional Power Play! Campaign*.

Central Valley Region

The Central Valley Region focused its efforts on teacher recruitment by distributing *Power Play!* resource kits and workbooks to local schools. As a result, 70 teachers from nine low-resource schools in the region have signed on to implement *Power Play!* activities in their classrooms.

Bay Area Region

The Bay Area region is encouraging increased fruit and vegetable consumption and physical activity by reaching out to local low-resource schools and after school programs with tailored educational resource kits. The interactive classroom activities outlined in the resource kit materials will be supported by a series of nutrition decathlons and taste-testing events, scheduled to take place on May 5 at Shore Acres Elementary, May 19 at Ann Darling Elementary and June 2 at Washington Open Elementary.

"Spring Into Health gives us a great opportunity to link our educational messages to the students' natural environment by encouraging them to enjoy the warmer weather and be active," said Zetta Wells, *Bay Area Regional Power Play!* coordinator. "It also gives us a chance to collaborate with the American Cancer Society to deliver a fresh message about healthy eating and physical activity to schools."

For more information on the *California Children's 5 a Day—Power Play! Campaign*, [click here](#).

For more information on the American Cancer Society, [click here](#).

Findings from 2001 California Dietary Practice Survey Available Online

The *2001 California Dietary Practice Survey (CDPS)* data tables are now available on the Cancer Prevention and Nutrition Section homepage (www.dhs.ca.gov/ps/cdic/cpns). The *CDPS* is the most extensive dietary and physical activity assessment of adults 18 years and older in the state of California. It also provides information on factors known to be indicative of these behaviors. Using a random digit dial phone survey, 1,561 adults were interviewed in the 2001 *CDPS*. Demographic data

Article submitted by Leah Haynes, 5 a Day program coordinator, University of California Cooperative Extension.

Los Angeles Region

Monrovia Unified School District Brings Local Retail Markets Onboard for Produce of the Month Program



Parents receive tips for selecting and storing produce during a retail tour at the Albertsons supermarket in Monrovia.

Monrovia Unified School District (MUSD) students are experiencing the colorful tastes and textures of California-grown fruits and vegetables thanks to the MUSD *Nutrition Network's* Produce of the Month program and its ongoing partnership with several local retailers.

Currently in its third year, the Produce of the Month program has partnered with the local Albertsons, Ranch and Super A markets, all of which are located in low-income neighborhoods and serve the area's low-resource residents. The partnerships developed after program administrators identified lack of availability and limited inventory of certain featured items as barriers for participation in the program, and approached the neighborhood retailers to facilitate communication.

Each month, the program provides copies of the monthly parent newsletters, recipes and nutrition education information to the retail partners to

included gender, age, ethnicity, education level, income, physical activity level and overweight status.

Interesting findings

Weight Status*

- Eighteen percent of low income adults (income less than \$15,000) were obese, compared to the 14 percent of adults in the highest income category (\$50,000 or more).
- African Americans and Hispanics had a higher rate of obesity than their Caucasian counterparts (23 percent and 20 percent, respectively, vs. 15 percent).
- Adults who graduated from high school or had less than a high school education had higher rates of obesity than college graduates (20 percent, 20 percent and 12 percent respectively).

Fruits and Vegetables

- Respondents who reported having heard of the *California 5 a Day—for Better Health! Campaign* had significantly higher fruit and vegetable intakes ($p < 0.001$).
- Comparing data from our 1997 *California Nutrition Network for Healthy, Active Families* baseline to the 2001 CDPS reveals a four percentage point increase (from 24 to 28 percent) in low-income adults who ate five or more servings, compared with the one percentage point increase seen in the statewide population (33 to 34 percent).
- The mean serving of fruits and vegetables consumed by low income adults was 3.5 compared to 4.1 of adults in the highest income level.

Physical Activities**

- Adults in the highest income category were significantly more likely to meet the physical activity recommendations than low income adults ($p\text{-value} < 0.001$).

*A respondent was considered "Overweight/Obese" if his or her Body Mass Index (BMI) ≥ 25 .

**A respondent was classified as meeting the physical activity recommendation if he or she reported attaining 30 minutes or more of moderate or vigorous physical activity at least 5 days a week.

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¹Reference: California Dietary Practices Survey: 2001 [Data file]. Sacramento, CA: Cancer Prevention and Nutrition Section, California Department of Health Services, unpublished.

ensure they are aware of the featured fruits or vegetables and have the items in stock. In turn, the retailers provide feedback to the program on the seasonality and availability of items so coordinators can schedule monthly lessons accordingly for the next Produce of the Month cycle, and donate excess supplies of fruits and vegetables to the schools when available.

The resulting relationship is one that provides attractive display materials and boosts sales for the retailers, and increases access and consumption of fresh fruits and vegetables for local residents.

"Collaborating with local retail markets and businesses has helped us to make an even bigger impact on the way our students eat and learn," said Stacy Escarcega, M.A. Ed., *Nutrition Network* project coordinator at MUSD. "These partnerships have allowed us to solicit local feedback and positive support from the community to ensure the continued success of our school's nutrition education programs."

For more information on the MUSD *Nutrition Network*, [click here](#) or contact Stacy Escarcega at (626) 471-2776.

Have a Berry Good Month in May



Strawberries are an excellent source of Vitamin C—just one cup (about eight large berries) provides nearly 150 percent of the recommended Daily Value. Vitamin C plays an important role in maintaining a healthy immune system,

Fit Business Tips for May



With its mild weather and flowers in full bloom, May is an energizing time of the year. However, what is even more invigorating is the joy you get when you make simple and healthy changes to your daily eating and activity habits. This is the month to get healthy, get fit and get outdoors!

This month's Fit Business Tips offer bite-sized hints for your on-the-go lifestyle. You'll learn that eating healthy won't be such a challenge once you discover the benefits of strawberries and snap peas, this month's featured fruit and vegetable.

Quick and Simple Tips

- **Choose outdoors instead of indoors:** Instead of eating a healthy lunch in the lunchroom or at your desk, choose a spot outdoors and away from your worksite. Not only will you enjoy some physical activity, but you will have a nice quiet spot to relax. Also, remember to wear sunscreen anytime you're enjoying the outdoors.
- **Every step counts:** Use a pedometer to keep track of how many steps you take. You can wear the pedometer on your daily walk to work, around the office and when you go outside for a walk with your co-workers. Aim for 10,000 steps a day.
- **National Bike Month:** It's time to dig that bike out of the garage this month! Riding a bike is an excellent way to get your daily dose of physical activity. If you are able to, try and ride your bike to work the week of May 15th for National Bike to Work Week.

For recipes and more information on the health benefits, selection, storage and preparation ideas for the Fruit of the Month (strawberry) and Vegetable of the Month (snap peas), [click here](#).

which helps our bodies fight disease and infection. In addition, strawberries provide antioxidants, folate, three grams of fiber and as much potassium as half of a banana.

Tips for Helping Your Kids Eat Healthy

- Slice strawberries into high fiber cereal and calcium-rich lowfat yogurt.
- Blend frozen strawberries with ice and orange juice (or lowfat yogurt) to make a quick and tasty smoothie.
- Toss strawberries in a salad.
- Strawberries are a tasty snack all by themselves. Just wash them, remove the stem and enjoy.

Strawberry Selection, Storage and Serving Tips

- Strawberries are picked at their peak of freshness. They do not ripen after harvesting. So make sure to pick ones that are bright red, have a natural shine and green caps that look fresh.
- Store unwashed strawberries in the refrigerator to keep them fresh.
- Before serving, use cool water to gently wash strawberries with the green caps still attached.
- For best flavor, allow strawberries to reach room temperature before serving.

For more ideas, visit: <http://www.harvestofthemonth.com/> or <http://www.calstrawberry.com/>.

May is a great time to buy fresh produce, and the month's sunnier and warmer days provide the perfect opportunity to get outside and get moving. Plan outdoor activities for Memorial Day weekend and make it a daily habit to get fit by having fun in the sun.

Let's Get Physical!

- May is National Physical Fitness and Sports Month. Find out what your child's favorite activity and/or sport is and then do it together.
- 'Ride Your Bike to Work' day also takes place in May. Make arrangements for you and your child to bike to work and school. For more information, visit <http://www.californiabikecommute.com/>.

For more physical activity ideas, <http://www.kidnetic.com/>, <http://www.verbnow.com/>, <http://www.kidsfitnesschallenge.com/> or <http://www.caphysicalactivity.org/>.

To download the May *Harvest of the Month* materials or for more information, visit <http://www.harvestofthemonth.com/>.

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

Please send your *Fresh Facts* story ideas to Brian Fitzgerald at BFitzger@dhs.ca.gov. Be sure to include "Fresh Facts" in the subject line.

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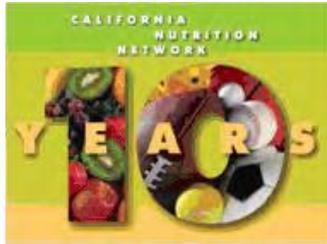


Fresh Facts

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

June 2006

California Nutrition Network Celebrates 10th Anniversary



The *California Nutrition Network for Healthy, Active Families (Network)* will reflect on past achievements and look forward to what the future has in store at its 10th Anniversary Celebration on August 10 at the Sacramento Convention Center. During the one-day conference, the *Network* will discuss nutrition education strategies and achievements, and reveal the new branding for the *5 a Day Campaign*.

The re-branding is a joint national effort by 12 partners, including the Produce for Better Health (PBH) Foundation, Centers for Disease Control and Prevention and United States Department of Agriculture, to update the *5 a Day* branding to correspond with the new fruit and vegetable recommendations outlined in the *2005 Dietary Guidelines for Americans*.

Sue Foerster, MPH, RD, chief of the California Department of Health Services' Cancer Prevention Nutrition Section and co-founder of the *5 a Day Campaign*, will be describing the launch of the new brand in early 2007 and presenting her vision for the next 10 years of the *Network*. The event will also include an address from Dave Parker, former national PBH executive chairman, who will describe the process which led up to the development of the new *5 a Day* brand. Attendees will have the opportunity to learn about the latest fruit and vegetable consumption research to utilize in developing local nutrition education strategies.

Prior to the celebration, the tentative agenda includes *5 a Day Campaign* and local food and nutrition education project meetings, a statewide school networking meeting, a statewide

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Winners Announced for the 2006 Superintendents' Challenge



Congratulations to the winners of the 2006 California Superintendents' Challenge!

The three winners, Kernville Union School District (KUSD), Jefferson Union High School District (JUHS) and Stanislaus Union School District (SUSD) were chosen from the 17 school districts and county offices of education that completed the rigorous application process.

Each winning school district demonstrated their commitment to improving school nutrition and physical activity standards under one of two categories: exemplary policy and implementation or exemplary policy.

KUSD, a *California Nutrition Network for Healthy, Active Families* partner, was honored in the exemplary policy and implementation category for their proactive approach to developing and implementing innovative health programs. The district's Child Nutrition and Physical Advisory Committee, which includes school and community members

health department networking meeting and celebratory reception at the Hyatt Regency Sacramento. The main conference and celebration will take place on August 10. In addition, there will be a youth empowerment training and an impact evaluation training on August 11.

Don't miss this opportunity to be a part of *Network* history and learn more about its future direction. For more information or to register for the 10th Anniversary Celebration, [click here](#).

Fresh Briefs: Healthy News from the *Regional Nutrition Networks*

Central Valley Region

Central Valley Nutrition Network Represented at National Public Health Awards

During Latino Health Awareness Month in 2004, Eustolia Zamora-Bonilla chose to address one of the most prevalent barriers to low-income Latino families –lack of access to retail locations offering quality, low-cost fruits and vegetables. She insisted on establishing a certified farmers' market in Parlier, Calif., a city made up of 85 percent Latino families, and succeeded in May of 2005.

Honoring her efforts, Zamora-Bonilla, *Central Valley Latino 5 a Day* program coordinator, was selected as recipient of the 2006 Health Promotion and Education Advocacy Award from the Centers for Disease Control and Prevention (CDC), for her work in furthering health education and her service as a champion in promoting the science of health promotion and disease prevention.

The farmers' market in Parlier has provided immediate access to quality, affordable fruits and vegetables in this low-income Latino community. The *Latino 5 a Day Campaign* Central Valley utilizes this farmers' market to promote nutrition education programs reaching low-income Latinos.

"I am passionate and committed to the families I serve to ensure them a better quality of life," said Zamora-Bonilla. "And that, to me, is the true award."

In addition, Yolanda Randles, *Central Valley African American 5 a Day* program coordinator, and director of the West Fresno Health Care Coalition, was selected as a presenter for the conference. At the conference, she shared information about a cookbook calendar created by local focus groups in coordination with the West Fresno Health Care Coalition, a partnering agency of the Central Valley Health and Nutrition

as well as student representatives, works to ensure that all parties contribute to the planning and implementation process to increase effectiveness of the wellness initiatives. KUSD is also working to change the emphasis of their physical activity goals from competitive sports to lifelong fitness skills, and promotes low-cost access to physical activity through education and reduced rates for staff and students at local health facilities.

JUHSD and SUSD were selected as winners of the exemplary policy category for their comprehensive nutrition and physical activity policies. JUHSD's wellness policy includes integrating nutrition education into the schools' core curricula and collaborating with local partners to assist students and families to incorporate nutritional goals within their family lifestyles.

SUSD's physical education program challenges their junior high school students to perform at their personal best by rewarding them with different colored gym trunks that represent different performance levels to wear in class. Each elementary school holds an annual "Jog-a-thon" for fundraising and promoting active lifestyles.

A special ceremony will be held on June 5 at Jefferson Union High School in Daly City to present the winners with monetary awards in support of their nutrition and physical activity policies.

The annual California Superintendents' Challenge was launched in 2003 as a coordinated effort between the California Department of Education and the California Task Force on Youth and Workplace Wellness. Its purpose is to recognize exemplary nutrition and physical activity policies developed and implemented by school districts and offices of education in an effort to address California's growing childhood obesity epidemic.

"We were extremely impressed with the

Collaborative and contracting agency for *African American 5 a Day* in the Central Valley. The calendar was funded through a grant from Kaiser Permanente's Healthy Eating Active Living Program (HEAL).

Randles also highlighted the purpose and process behind the cookbook calendar project as well as the background on Fresno's low-income and food stamp-eligible African American families, the Valley's poorest metropolitan community.

For details about the CDC/DPHE awards program, [click here](#). For more information about the African American cookbook calendar, please contact Yolanda Randles at (559) 264-7185 or yrandleswfhcc@sbcglobal.net.

Article submitted by Anne Barrow, 5 a Day Program Communications Coordinator, University of California Cooperative Extension, Fresno County.

Certified Farmers' Market Set to Open in Madera

The latest farmers' market is set to open in Madera, Calif., on June 16, marking the opening of the city's first Certified Farmers' Market, which allows vendors to accept WIC and senior citizen fruit and vegetable vouchers.

The Market will be open Fridays from 4-7 p.m. at Courthouse Park on Yosemite Avenue beginning June 16 and will run for 14 weeks. Approximately eight vendors will be on hand with fresh, locally produced fruits and vegetables. Interactive educational activities and food demonstrations will be provided by the *Latino 5 a Day Campaign* on the market's opening day.

The Madera Certified Farmers' Market is a collaborative partnership of regional organizations working together to improve the health and wellness of Madera residents. The Market is spearheaded by First 5 Madera County, whose mission is to enhance early childhood development, child health care and family involvement, by advocating and supporting early intervention systems.

Please contact Eustolia Zamora-Bonilla, program coordinator, at (559) 456-7551 for more information.

Article submitted by Eustolia Zamora-Bonilla, program coordinator, Central Valley Latino 5 a Day Campaign.

San Diego and Imperial Region

San Diego Regional Nutrition Network Selected to Fight Childhood Obesity in San Diego County

way each of the schools are moving forward with their wellness policies," said Leah Cox, director of the California Task Force on Youth and Workplace Wellness. "Every innovation to the wellness policy process serves as a model for other schools so we commend each school for the important work they are doing to improve the health of their students and influence others to do the same."

For more information on the California Task Force on Youth and Workplace Wellness or the Superintendents' Challenge, [click here](#).

American Community Gardening Association to Host 27th Annual National Conference



More than 400 professionals, gardeners, volunteers and supporters of community gardens from across the United States, Canada and abroad will be "Rooting for the Future" at the American Community Gardening Association's (ACGA) 27th annual National Conference.

The conference will be held August 10-13 at the University of California, Los Angeles and will include 50 hands-on workshops; 10 thematic tours to diverse Los Angeles community gardens and green sites; a film festival; a banquet featuring locally raised food; and other networking opportunities.



The *San Diego Regional Nutrition Network* was recently selected to facilitate collaboration on the San Diego County Childhood Obesity Action Plan. They were chosen as a champion for the "Community Based Organizations, Faith-Based Organizations, and Youth Organizations" component of the plan, known as a domain.

The plan, which outlines strategies for reduced and reversing childhood obesity in seven domain areas, was released in January 2006 with support from the County Board of Supervisors. Each domain is led by a domain champion, who will lead the charge in achieving the outcomes of the plan.

The plan serves as a call to action to inspire agencies, institutions and neighborhoods to recognize the importance of nutrition and physical activity by adopting its strategies. For example, one of *San Diego Regional Nutrition Network's* goals as a champion of their domain will be to promote the idea that families should limit their time in front of a television or computer screen, known as screen time, to a maximum of two hours per day. They will also partner with current members and recruit new individuals to promote healthy and active children and families throughout these organizations.

For a complete copy of the action plan, [click here](#). For more information on *San Diego Regional Nutrition Network's* involvement, contact Katie Bogue at cbogue@ucsd.edu.

Article submitted by Katie Bogue, San Diego and Imperial Regional Nutrition Network Director, UCSD Division of Community Pediatrics.

California State Nutrition Action Plan Establishes Common Goal for Nutrition Assistance Programs

ACGA is a bi-national not-for-profit membership organization that seeks to promote community gardening and greening in urban, suburban and rural communities as a means for improving the quality of life for people and their communities.

For more information on the ACGA or to register for the annual conference, [click here](#). Sign up by June 30 to receive the early registration rate.

New State Report Highlights California Women's Health Issues

The California Women's Health Survey (CWHs) is recognized as the first California survey focusing on a number of women's health topics. The survey was developed in 1997 in response to the lack of California-specific data on women's health status, behaviors and attitudes. The topics covered in the report include tobacco use; alcohol use; dietary supplement use; sexual behavior; utilization of STD/HIV and family planning services; folic acid awareness; body weight; nutrition and physical activity; disability; osteoporosis; domestic violence; post-traumatic stress disorder; mental health; and screening for breast cancer.

The California Department of Health Services, Office of Women's Health released the 2006 report, *Women's Health: Findings from the California Women's Health Survey, 1997-2003* using data from the CWHs. Chapter 9 of the report, *Body Weight and Obesity-Related Risk Factors and Relationships Among California Women*, illustrates how California women are moving in the opposite direction to the Healthy People 2010 objectives.

There was a decrease in prevalence of California women at a healthy weight with 48.2 percent in 2002 compared to 53.3 percent in 1997. Although the



California's federal nutrition assistance programs have made promoting fruit and vegetable consumption a snap with the California State Nutrition Action Plan (SNAP).

The California SNAP, with the goal of increasing fruit and vegetable consumption, was developed by key representatives from a number of state programs including the California Department of Health Services, Department of Social Services, California Department of Food and Agriculture, California Department of Education and University of California, Davis. The comprehensive plan supports ongoing communication, partnerships and collaborative interventions between the nutrition assistance programs and other related groups by outlining specific objectives and actionable tactics each year for programs to implement. To view the plan and report of activities, [click here](#).

The 2006 California SNAP will build on the results from last year's plan and focus on nutrition education, food and agriculture, increasing participation, policy and lastly, new initiatives.

The SNAP was initiated by the United States Department of Agriculture (USDA) in response to a Congressional report seeking greater collaboration among nutrition assistance programs in each state. In 2003, the USDA convened a national meeting where representatives from nutrition assistance programs in 49 states met in state groups to identify a common nutrition goal and to begin formulating a plan for working together to achieve that goal.

In California, the successful statewide SNAP initiative is being replicated at the County level. Three counties are funded to create CNAPs, or County Nutrition Action Plans. Also, the California Conference of Local Health Department Nutritionists (CCLHDN) chose developing CNAPs as their project for this year. Yolo County has begun the process and San Mateo, San Diego and Medicino counties already have written county plans with food and nutrition objectives included.

For more information on California SNAP, contact Karen

percentage of overweight California women remained relatively stable between 1997 and 2002 (26.5 percent and 26 percent respectively), obesity rates increased by one-third, from 16.7 percent in 1997 to 22.3 percent in 2002. Findings also demonstrate significant racial and ethnic disparities in prevalence of overweight and obesity in women. In 2001, nearly 62 percent of African American women and 61 percent of Hispanic women were considered overweight and obese compared to approximately 29 percent of Asian/Pacific Islander women and almost 47 percent of Caucasian women.

Another interesting finding was that nearly 40 percent of women with body mass index of less than 18.5 ("underweight") perceive themselves as overweight. Women's inaccurate perception of body weight has increased significantly among underweight women since 2000 when 26 percent of underweight women considered themselves to be overweight. The issue of obesity among California women is complex and requires addressing both individual and societal factors. For further details on the obesity prevention strategies and findings, please review the full report.

To access the full report, [click here](#).

Fit Business Tips for June



Summer is a great time to be active and fit. With warmer weather, it's almost instinctive to eat light, drink lots of water and get outside and move your body.

For tasty meals and snacks, reach for farm-fresh fruits and vegetables like

Bertram at kbertram@dhs.ca.gov.

Start Your Summer with Salad Greens



Salad greens are comprised mainly of different varieties of lettuce, which are inexpensive and convenient for a quick, nutritious meal that is great for warm summer months. Just two cups of raw leafy greens or lettuce provides an excellent source of Vitamin A — romaine lettuce has more than 100 percent of the recommended Daily Value. Salad greens are also a good source of Vitamin C and contain calcium, fiber, protein and iron at a mere five to 10 calories per two cup serving.

Tips for Helping Your Kids Eat Healthy

- Dark lettuce leaves have more nutrients.
- Serve side salads for lunch and dinner.
- Add lettuce to sandwiches.
- Try different types of salad greens to find out which kinds of lettuce your child likes most.
- Ask your child to "invent" their own salad. Let them pick out the vegetables and other toppings they want to use.

Salad Greens Selection, Storage and Serving Tips

- Look for dark green leaves. Choose lettuce heads that are compact and firm.
- To store greens, wrap them in slightly damp paper towels. Place in the refrigerator in a plastic bag with holes for air. If stored properly, most greens (butterhead and leaf lettuce) will keep for one week. Romaine lettuce can last about 10 days.
- Rinse lettuce with cold water or soak loose leaves in cool water and stir with your hand to remove dirt. Lay lettuce leaves on a paper towel and gently pat dry. Gently tear leaves into bite-size pieces to serve in salads.

For more ideas, visit: <http://www.harvestofthemonth.com/> or <http://www.leafy-greens.org/>.

School's out in June — what better time to introduce new, fun

cantaloupe and salad greens. Stroll to a local farmers' market or visit a farm stand. Either way, you'll encounter a sea of vibrant colors, great tastes and bargains.

To make the most of your June activities, check out our quick and simple tips and terrific produce ideas!

Quick and Simple Tips

- **Revitalize at lunch:** Use your lunch hour to exercise, eat a healthy lunch and avoid that afternoon slump. Hook up with a friend and walk, bike or take a yoga class. Or go for a solo swim or workout. If you're busy with family at night, lunchtime might be your best chance to enjoy physical activity.
- **Plan ahead:** Eating healthy takes intention; so don't leave your lunch menu to chance. Find a quiet time and plan out a week of healthy, delicious lunches packed with lots of fruits and vegetables. Put it in writing and post it where you'll see it. Make a grocery list and shop on the weekend. Become the master of your menu.
- **Be sun-safe:** While enjoying outdoor activities, protect the skin you're in with a hat, longer clothing, shade cover, sunscreen and UV-protective sunglasses.

For recipes and more information on the health benefits, selection, storage and preparation ideas for the Fruit of the Month (cantaloupe) and Vegetable of the Month (salad greens), [click here](#).

activities to keep your child active while they're on summer break? Encourage them to keep moving by teaching them a few simple outdoor games to play with friends.

Let's Get Physical!

- You are a role model. It is important that your child sees you stay active and healthy.
- Go for a morning or evening jog. Have your child ride next to you on a bike.
- Teach your child one of your favorite childhood games.

For more physical activity ideas, <http://www.kidnetic.com/>, <http://www.verbnow.com/>, <http://www.kidsfitnesschallenge.com/> or <http://www.caphysicalactivity.org/>.

To download the June Harvest of the Month materials or for more information, visit <http://www.harvestofthemonth.com/>

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

Please send your *Fresh Facts* story ideas to Brian Fitzgerald at BFitzger@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

July 2006

Southern California Schools Finish Strong in the Kids Fitness Challenge



Students and teachers at Strathern Street Elementary School in North Hollywood receive the Kids Fitness Challenge \$1,000 grand prize at an award assembly held on June 5.

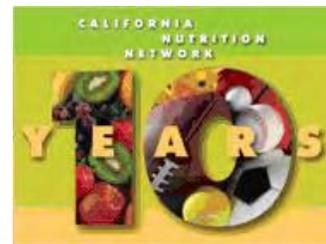
Congratulations are in order for the grand prize winners of the Kids Fitness Challenge. Months after helping to make Rose Bowl history at the Kids Fitness Challenge run/walk event on April 8, students at two Southern California schools are still discovering that small changes really can make a big difference.

Strathern Street Elementary School in North Hollywood, a *California Nutrition Network for Healthy, Active Families (Network)* partner, and Porter Middle School in Granada Hills celebrated their victories during two special award assemblies held on June 5. The two schools were chosen among 185 participating schools to win the top prizes in the elementary school and middle school categories for their impressive attendance at the Kids Fitness Challenge event and their participation in the six-week Bally BFIT Community Program.

Community leaders and officials including Mercedes Velazquez, director of elementary school services for Los Angeles Unified School District's (LAUSD) second district, and Julian Gorgoni, field representative for LAUSD board member Julie Korenstein, cheered Strathern Street Elementary students on as they received a \$1,000 cash award from the Kids Fitness Challenge Foundation to install an obstacle course at the school. The new obstacle course will add to the school's ongoing efforts to improve the health of its students and staff.

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Save the Date for the California Nutrition Network's 10th Anniversary Celebration



Join the *California Nutrition Network for Healthy, Active Families (Network)* as it celebrates a decade of promoting healthy habits among Californians. In honor of the milestone occasion, the *Network* will be hosting a special 10th Anniversary Celebration on August 10 at the Sacramento Convention Center to commemorate the *Network's* major successes over the last decade and take a glimpse at what lies ahead.

The event will spotlight some of the changes in store for the *California 5 a Day Campaign* as it undergoes the national re-branding process. Susan Foerster, chief of the California Department of Health Services' Cancer Prevention Nutrition Section, will present her vision for the *Network* for the next 10 years.

To register for the 10th Anniversary Celebration or to view the tentative agenda, [click here](#).

Fresh Facts: Healthy News from the Regional Nutrition Networks

Central Valley Region

Fruits and Veggies are Learning Tools for Special Education Students

"We are extremely proud of our students and teachers for working so hard to follow-through on their pledge to be active," said Linda Williams, Strathern Street Elementary School Principal. "Our kids had so much fun participating in the Kids Fitness Challenge and continue to take part in all the different aspects of living a healthy lifestyle including eating fruits and vegetables and being active."

Alex Padilla, Los Angeles City councilmember; Robert Collins, LAUSD assistant superintendent; Jean Brown, LAUSD District 1 superintendent; and John Lauritzen, LAUSD board member, were on-hand at the Porter Middle School assembly to lend their support as they received 12 fitness machines, valued at \$10,000, for a fitness center which will provide students with access to state-of-the-art equipment. Both grand prize awards were donated by Bally Total Fitness.

"We wanted to motivate students to maintain an ongoing commitment to eating healthy and being active," said John Wordin, director of the Fitness Challenge Foundation. "These awards and grants provide additional support to schools in their efforts to make daily physical activity accessible."

The many prizes and grants that were distributed to schools in April for their participation in the Kids Fitness Challenge have already begun to create ripples and bring about significant changes in the way students live.



Students from Mt. Gleason Middle School participate in the Kids Fitness Challenge on April 8.

Mt. Gleason Middle School, a *Network* partner and one of last year's grand prize winners, used their grant to provide running shoes and shorts so all students could participate in the school's running club. Byrd Middle School used their grant from the Fitness Challenge Foundation to start a running club on campus with the goal of promoting physical activity to others and eventually running a marathon.

For more information on the Kids Fitness Challenge, [click here](#).

Nutrition Education On Display at Local California Food Stamp Offices

For the Merced County Office of Education Special Education students, fruits and vegetables are more than tasty snacks and part of good nutrition, they also serve as tools in developing life skills.

The Harvest of the Month program helps introduce Special Education transition students, who have completed their twelfth year of school, emerge into the world as adults. Through this program, they visit local grocery stores and purchase the ingredients needed to bring fruits and vegetables into classrooms for taste and recipe testing. Harvest of the Month promotes California-grown fruits and vegetables in the classroom through integrated nutrition education and tasting.

"Teachers receive the Harvest of the Month newsletter monthly, which includes history and facts about the featured fruit or vegetable of the month, information about selection, storage, preparation and activities for the teachers to use in their classrooms," said Jaci Westbrook, program manager of the Merced County *Nutrition Network*. "Our teachers then visit our Web site to sign up for recipes and taste tests they've read about in the newsletter that they would like delivered to their classrooms."

Transition teacher Marcy Gamble then summarizes each teacher's order into a shopping list and assigns one or two transition students to shop for that individual teacher. Gamble makes the shopping trip a total learning experience.

"Marcy teaches the students how to move through the grocery store, shop in the inner and outer aisles and how to check out and pay," Westbrook said.

The transition students, who are 17 to 22 years old, pair up in twos or threes to fill the orders of six to eight teachers and then deliver the ingredients to each teacher's classroom.

"In addition to shopping for other classrooms, the transition classes also participate in the taste and recipe tests, so they shop for themselves too," Westbrook said. "The students work as a team to prepare the recipe and then taste the finished product. They get a real sense of pride in making their own food."

The Merced County Office of Education has the only special-needs program funded by the *California*



The new Food Stamp Office Resource Kit helps promote healthy behaviors by educating food stamp recipients on ways to purchase and prepare low-cost nutritious meals and snacks for themselves and their families. All the elements of the kit, including the "Good Food TV" video, bilingual recipe cards, bilingual brochures, fact sheets, posters and additional resources, work together to provide valuable information about healthy eating.

The kit was jointly developed by the *California Nutrition Network for Healthy, Active Families (Network)*, California Department of Social Services, University of California at Davis Food Stamp Nutrition Education Program, Food and Nutrition Service and Food Welfare Directors Association, who joined forces to help educate California's food stamp recipients about choices that lead to good nutrition and healthy behavior.

The goal of the resource kit is to reach the *Network's* primary target audience of food stamp eligible residents by equipping food stamp offices with educational tools designed to provide clients with inexpensive and easy-to-follow ideas, tips and demonstrations.

The Food Stamp Office Resource Kit is only available for county food stamp offices at this time.

For more information, contact Lawrence Montgomery, marketing specialist for the California Department of Health Services Cancer Prevention Nutrition Section, lmontgom1@dhs.ca.gov.

Front Lines Advertising Campaign Begins New Media Buy in July

Nutrition Network for Healthy, Active Families (Network) and serves more than 600 students, ranging in age from birth to 22. The Merced County *Nutrition Network* program began in 2004 and plans to continue through 2008.

For more information, visit the Merced County Office of Education Nutrition and Fitness Network Web site at <http://www.mercednutrition.org/> or contact Jamie Buckner at jbuckner@ucdavis.edu.

Article submitted by Jamie Buckner, communications coordinator, 5 a Day Programs.

Central Valley 5 a Day—Power Play! Partner Harvesting the Bounties of a Garden



Two students in the Del Rey After School Program tend to the garden.

In the small community of Del Rey, Calif., one after school program is taking nutrition and physical activity to the next level. A traditionally strong *California Children's 5 a Day—Power Play! Campaign* youth organization partner, the Del Rey After School Program has conducted activities from the *Power Play!* tool kit and has hosted nutrition decathlons at their site.

Now, thanks to the creativity and commitment of the program's coordinator, Annette Torres, the After School Program also boasts a garden where students make the connection between healthy foods, while getting outdoors and being active.



A doctor is featured in the English version of the "Front Lines" billboard, which will run in six markets starting in July.

Californians will be reminded to view childhood obesity as a serious issue when the "Front Lines" advertising campaign re-launches in July. The campaign will run through August in markets throughout California, segmented by the Latino and multicultural campaigns.

The "Front Lines" advertisements position a doctor and teacher at the front lines of the fight against childhood obesity, educating parents about the lifelong effects of poor eating habits and low physical activity levels. The advertisements, ending with the slogan "Childhood obesity. Don't take it lightly," promote the importance of parental involvement to ensure that children consume the recommended amounts of fruits and vegetables and engage in physical activity every day. By featuring a doctor and teacher, trustworthy sources to parents, the advertisements effectively communicate the seriousness of the childhood obesity epidemic.

The Latino campaign will run on outdoor billboards, Spanish-language television and radio, and catering trucks in Bakersfield, Fresno, Los Angeles, Monterey-Salinas, Palm Springs, San Diego and San Francisco.

The multicultural campaign will be seen on a mix of outdoor, general market and cable television spots and catering trucks in Bakersfield, Fresno, Los Angeles, Palm Springs, Sacramento and San Francisco markets. The television advertisements that will run have been slightly revised to put the focus on physical activity by incorporating shots such as children playing.

The "Front Lines" campaign was first launched in August 2005. Outdoor, radio and television advertisements ran through October 2005 and select television spots ran in January 2006.

To read more information about the "Front Lines" ad campaign online [click here](#).

Designing a Realistic Approach to Improving School Nutrition

Tending the garden is a cooperative effort. Torres manages the watering, which is on a drip system, and the children take care of their own planting areas according to grade level. Students receive lessons in science and agriculture as they garden. They pull weeds and check to make sure there are no harmful bugs on the plants. Since the garden is organic with no spraying of any kind, the children know to leave weeds that grow close to the ground, which give the bugs a place to hide without getting on the plants.

Children can take their harvest home when it ripens. Fruits and vegetables including corn, watermelon, green beans, radishes and chilies also go to the community.

To fund the garden, Torres pulled together a variety of sources. The school district grounds department donated most of the gardening tools and fence posts, while a sergeant from the local Sheriff's Department led a group of volunteers from Care Fresno in tilling the soil and preparing the garden site. The Del Rey Water District rented the tiller and Torres and her husband donated the wire for the garden fence.

The hard work and dedication of the school, the community and Torres have brought to life a soon-to-be bountiful garden and a place where children can learn and be active. But what do the kids think of their new project?

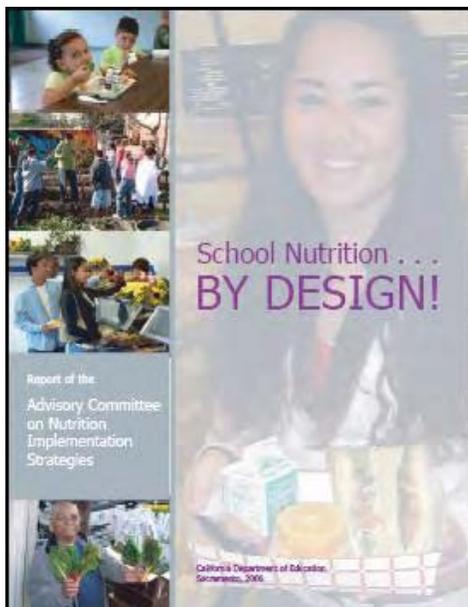
First grader Adam Garcia is enthusiastic. "I really like the garden because we get to eat the stuff that we grow," he said. "The radishes are really good!"

For more information about the Del Rey After School Program garden, contact Elizabeth Villalobos, *Central Valley 5 a Day—Power Play!* program coordinator at (559) 456-7275 or evillalobos@ucdavis.edu.

Article submitted by Anne Barrow, 5 a Day Program communications coordinator, University of California Cooperative Extension, Fresno County.

Orange County Region

OC's Amazing Race: a Nutrition and Physical Activity Scavenger Hunt



State educators received a call to action to change the state of nutrition in California schools when California Department of Education Superintendent Jack O'Connell issued a white paper on the actions needed to prevent childhood obesity in January 2005.

O'Connell created an advisory group to tackle the issue, the Advisory Committee on Nutrition Implementation Strategies, to follow up and suggest strategies that schools and school districts can use to model healthy eating and positive nutrition environments for their students. This advisory group was comprised of a wide variety of community members; which include not only nutritionists but business officials, students, parents, teachers, principals and nutrition services professionals. In March 2006, the advisory board released its report, *School Nutrition...BY DESIGN!*, detailing voluntary recommendations that schools can implement to better the health of their students.

Phyllis Bramson-Paul, director of nutrition services for the Department of Education, said the group identified strategies that could be adjusted to suit the local circumstances facing nearly any school or district in the state.

The report includes recommended strategies schools can take, ranging from scheduling lunch times for when students are more likely to eat healthy food, to ways to create a school health council, to enlisting students in planning healthy and student-friendly menus. *School Nutrition...BY DESIGN!* contains resources and examples from school districts and organizations that have already implemented successful strategies to improve the school nutrition environment.

"This is an exciting time for school nutrition," Bramson-Paul said. "But we must work towards improving school nutrition through the same type of comprehensive approach we took to improving academic achievement; through rigorous standards and securing additional financial resources for districts to use in implementation, as well as resources for professional development and



A participant in the walkability scavenger hunt in Anaheim squeezes an orange to make a glass of orange juice at the Be Active After School booth.

Community members learned about nutrition and physical activity while checking for walkability at the Orange County Nutrition and Physical Activity Collaborative (NuPAC) on May 4. Wearing *5 a Day* aprons, participants at this event walked a 1.5 mile course in a low-income neighborhood in Anaheim and visited six interactive food-themed booths.

Each booth featured a food group, and incorporated a fun and interactive activity involving a healthy food. Community organizations hosted these booths as stops along the walkability route to inform the public of the resources available to help integrate healthy living into everyday life. For example, participants at the fruit-themed booth squeezed oranges while they learned more about the fruit and local organizations such as the *Nutrition Network*, Orange County YMCA, the Dairy Council, Second Harvest, Disney GOALS and the American Cancer Society.

Many community members were unaware of nutrition and physical activity materials and resources available for the home, school, community and work. NuPAC members, comprised of health professionals, teachers, community partners and advocates, successfully came together at this event to help create healthier environments for Orange County residents by showcasing local resources available for them.

For questions regarding NuPAC, contact Anna Luciano-Acenas, regional project director, at aluciano@ochca.com.

accountability measures."

One of the design principles of the report, Design Principle 4: Student Involvement, highlights the importance of including students in development strategies. Recently, Glendale Unified School District (GUSD) implemented that principle by working with their fifth grade students to plan menus, which were featured in the *Los Angeles Daily News* on June 18. GUSD elementary students pick from about six lunch items a day, which include items such as oven-baked chicken and turkey corn dogs. According to the *Los Angeles Daily News*, half the food served to students is "homemade" by food service workers, while the other half comes pre-made from companies and chains.

The report's Design Principle 5: Access and Participation, which emphasizes providing access to all school nutrition programs, is exemplified by the work that Enid Hohn is conducting for Vista School District. According to Bramson-Paul, Hohn has received national attention for the healthy and nutritious food she secures for the district's vending machines, such as milk, salads and sandwiches. In the future, the district hopes to sell reimbursable meals through vending machines.

The *School Nutrition...BY DESIGN!* program was rolled out through a series of Shaping Health as Partners in Education (SHAPE) workshops throughout the state. Since the program was unveiled, more school districts are enrolling in SHAPE and the attendance at the workshops has almost doubled. *School Nutrition...BY DESIGN!* is being evaluated by the State Board of Education's Child Nutrition Advisory Council for its success.

Bramson-Paul said the next step is to secure passage of state legislation (SB 1674/Murray) that increases funding for all provided meals in order to assist districts in improving their meal operations through improving food quality, keeping school meals affordable and accessible and covering fixed costs. She encourages *Nutrition Network* representatives to work with food service directors and staff to obtain additional financial resources to make this a reality.

"Currently, districts receive about \$.14 for every free and reduced-priced meal," she said. "Thankfully, the Governor and Legislature responded to our request to provide districts about a seven cent per meal increase, effective July 1, 2006."

Bramson-Paul said it's important to press forward so districts also receive ten cents for every full-priced meal. She said focusing state assistance on improving school meals needs to be based on all of the meals served.

"We need to continue to make school lunches an attractive option by keeping them affordable so students don't choose more inexpensive items with less nutritional value," she said.

To view the *School Nutrition...BY DESIGN!* program, [click here](#).

Away-From-Home Food Consumption Addressed in Keystone Report

Despite the popularity of the documentary *Super Size Me* and the book *Fast*

Article submitted by Luciano-Acenas, RD, Orange County Nutrition Network.

San Diego Region

New Web Site Offers Resources to Teach Nutrition Education to Limited English Speakers



To provide nutrition educators with the tools to effectively teach nutrition to limited English speakers, the San Diego Community College, English As A Second Language (ESL) Program recently launched a new Web site, [Eating Well, Living Well: Nutrition Education for Adult ESL Programs](#).

The site offers tips for working with ESL adults, ideas for partnering with adult education ESL programs to promote nutrition education, research and background on nutrition and a preview of one of the 24 lessons provided. "Eating Well, Living Well" lessons start with a key message, nutrition content objective, supporting research, and a behavior change and language objective. An instructional approach, suggested class length and topics are also provided.

Limited English speakers can interact with the lessons through worksheets, as well as through guided journals that provide tips for trying new, healthy eating behaviors at home. The journal entries encourage adults to develop tastes and preferences for fruits and vegetables and provide goals such as handling food safely at home and seeking out places to shop that sell healthy foods. After participating in six lessons, the journal provides a post-survey to monitor students' progress towards their goals. Supplemental activities are also included with the lessons to

Food Nation, both which highlighted the dangerous disadvantages of eating out to your health, Americans continue to eat out more than ever. The proportion of American meals consumed out of the home has risen in the past two decades. Between 1984 and 2004, there has been a 27 percent increase in the purchase of restaurant meals per person.

This finding is disturbing because research has shown that meals eaten at restaurants tend to be significantly higher in total calories and fat and lower in fiber than foods eaten at home (Ma et al, 2003). The growing percentage of calories obtained from away-from-home foods and the lack of consumer access to nutrition information on these foods validates the need to focus attention on the impact on obesity of dining out.

This prompted the Food and Drug Administration (FDA) to seek solutions on addressing overweight and obesity in the area of away-from-home consumption. Through funding from the FDA, the nationally recognized Keystone Center conducted *The Keystone Forum on Away-From-Home Foods: Opportunities for Preventing Weight Gain and Obesity* in 2005. The Keystone Forum was attended by industry, government agencies, civic organizations and academia. Recommendations from the forum are shared in a report focused on the following main topics related to away-from-home foods:

- Influencing consumer behavior and attitudes;
- Encouraging foodservice industry to help consumers manage their caloric intake by increasing the availability of low-calorie menu items;
- Making nutrition information available to consumers.

For further information on the outcomes of the Keystone Forum, please [click here](#) to review the report.

Ma Y, et al. (2003). *Association between Eating Patterns and Obesity in a Free-living US Adult Population*. *Am J Epidemiol*. 158:85-92.

Make July Great with Grapes



In the hot summer months, chilled grapes make a great, nutritious snack that refreshes and hydrates. Often referred to as "nature's candy," grapes are the number two ranked commodity in California, following dairy production. One cup of seedless grapes contains about three-fourths cup water and almost 30 percent of the recommended Daily Value for Vitamin C and is also an excellent source of Vitamin K. Grapes also contain antioxidants called flavonoids and

reinforce the key messages.

"The majority of ESL households are eligible for food stamps, but few apply," said Nancy Hampson, project coordinator, who oversaw the writing of the lessons and will facilitate the trainings. "This new Web site will help provide nutrition educators with the tools to reinforce messages about eating healthfully and staying active and inform limited English speaking adults of choices for healthy living."

While the contents of this Web site are open to all audiences, there are some restrictions on the use of the lessons and materials. In order to download and use the lessons and materials, agencies or programs will need to be eligible, based on whether they provide services to food-stamp eligible adults. Representatives from the agencies or programs will also need to attend an "Eating Well, Living Well" training session, where they will receive a CD containing all the lessons. The next training will take place on September 29 at Centennial Adult School in Santa Ana. The calendar on the Web site lists trainings and provides the option to request a training. Online trainings will be available in the spring of 2007.

The "Eating Well, Living Well" project was awarded to the San Diego Community College District, Continuing Education Adult English As A Second Language Program by the *California Nutrition Network for Healthy, Active Families (Network)* in 2002.

For more information, or to attend a training, contact Hampson at nhampson@sdccd.net.

Article submitted by Nancy Hampson, project coordinator, San Diego Community College District.

Non-Profits Benefit with Local Food and Nutrition Education Channel Assistance

This October, seven non-profits that focus on hunger and food insecurity will begin programs funded by the *California Nutrition Network for Healthy, Active Families (Network)* through the Local Food and Nutrition Education Channel (LFNE).

Non-profits have received funding from the *Network*

phenols that can help prevent heart disease and some cancers.

Tips for Helping Your Kids Eat Healthy

- Keep grapes washed and ready in the refrigerator for a quick, after-school snack.
- Toss grapes into green salads.
- Add sliced grapes to pita sandwiches, chicken salads and pasta.
- Freeze grapes for a quick snack.
- Carry raisins with you for a ready, on-the-go snack.

Grapes Selection, Storage and Serving Tips

- Look for firm, plump, brightly colored clusters of grapes. Avoid grapes that are shriveled, sticky, have brown spots or dry, brittle stems.
- Fresh grapes stay good for two to three days in the refrigerator. Store grapes in a covered container or plastic bag.
- Just before serving, wash grape clusters under a gentle spray of water. Then drain and pat dry.
- Grapes are best when served slightly cold. This makes them more crisp and flavorful. For seeded grapes, remove seeds by cutting grapes into halves and carefully scooping out seeds.

For more ideas, visit: <http://www.harvestofthemonth.com/> or <http://www.freshcaliforniagrapes.com/>.

Make staying active a family affair this summer by introducing fun, everyday activities that get your family moving outside. Great events to incorporate physical activity are summer barbeques, family reunions and Fourth of July celebrations.

Let's Get Physical!

- Take a family trip to a local community center or pool.
- Explore nature at a local park or hiking trail.
- Ask your child to help you wash the car or windows. Getting wet can be a fun and refreshing activity in the summer heat.

For more physical activity ideas, visit <http://www.kidnetic.com/>, <http://www.verbnow.com/>, <http://www.kidsfitnesschallenge.com/> or <http://www.caphysicalactivity.org/>.

To download the July Harvest of the Month materials or for more information, visit <http://www.harvestofthemonth.com/>.

since 1998 through the LFNE, which was changed from the Food Security Channel in 2006. Most projects follow the social-ecological model by which the *Network* functions by addressing the multiple determinants of health, food insecurity and nutrition education on several levels. LFNE projects operate at local levels and are funded for up to four years with United States Department of Agriculture (USDA) Food Stamp Nutrition Education funding.

The objectives of these *Network* grants are to provide funding to increase the accessibility and availability of low-cost, nutritious food as well as nutrition education for low-income families. Since the development of LFNE, 40 projects have been funded with seven additional projects beginning on October 1, 2006. The projects will run for three years and may receive up to \$85,000.

Urban Resource Systems will be starting one of the projects in October, supporting three public middle and high schools in Southeastern San Francisco through its Urban Sprouts Project. The Urban Sprouts Project reaches more than 250 low-income youth and 25 of their parents or guardians each year. Students are encouraged to participate in garden-based nutrition education classes for one hour per week, for 20 weeks of the year. Their parents or guardians will attend nutrition education and leadership workshops to help improve their nutrition knowledge, while influencing food and nutrition programs in local schools and communities.

The Keck Diabetes Prevention Initiative will begin their project in East and South Los Angeles. They are launching a program based on intervention strategies identified through interviews with community members and through an existing community advisory board.

The group will form partnerships with supermarkets to promote the *California 5 a Day Retail Program* and will hold instructional nutrition tours led by trained community health educators. The program will also conduct five two-hour nutrition education classes in English and Spanish with culturally specific cooking demonstrations. Local chefs and regional directors will provide information about how to purchase affordable fruits and vegetables. The curriculum will be developed from the *5 a Day Latino, African American and Community Educator Toolbox*. By the end of the first year, the program

will target nearly 100 food stamp eligible adults and their children and have four to eight supermarket partners.

The committee related to this program, previously known as the Food Security Task Force and now known as the Food and Nutrition Education Action Committee, is made up of funded food security projects; representatives from non-funding hunger, food security, advocacy and policy development organizations in California; evaluation consultants and *Network* staff. The committee has met three times a year since 1998 to share information about best practices and provide opportunities for training, continuing education, networking and support. Currently, the committee is focused on providing high quality nutrition education at the local and regional level. They meet next on August 9, the day before the 10th Anniversary of *California Nutrition Network* at the Sacramento Convention Center.

For more information about the Local Food and Nutrition Education Channel, contact Stephanie Nishio, MPH, RD, program manager, *California Nutrition Network*, at snishio@dhs.ca.gov.

Fit Business Tips of the Month for July



The weather in July may sizzle, but that shouldn't stop you from enjoying outdoor activities that infuse fun and fitness into your day. Beating the heat is simple when you remember to practice proper cool-down techniques and keep plenty of water on hand.

And thanks to July's cool, juicy fruit and vegetable of the month — grapes and cucumbers — you can eat well this summer without breaking a sweat.

Quick and Simple Tips

- Cool down the right way: Cooling down after vigorous exercise helps reduce the risk of injury and return your heart rate and blood pressure to normal. Do it right by tapering off your activity during the last 10 minutes of

exercise. If you were running, slow to a walk. Finish with gentle stretches that improve flexibility and prevent soreness later.

- **Be water wise:** During the hot summer months, it's easy to get dehydrated, even when you're not exercising. Be sure to drink plenty of water, but also increase your consumption of fruits and vegetables that have a high water content, such as grapes, watermelon, cantaloupe, and cucumbers. If it's the bland taste of water that gets you down, try squeezing lemon or lime juice into your water to enhance its flavor.

For recipes and more information on the health benefits, selection, storage and preparation ideas for the Fruit of the Month (grapes) and Vegetable of the Month (cucumber), [click here](#).

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

Please send your *Fresh Facts* story ideas to Brian Fitzgerald at BFitzger@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

August 2006

Network funding helps non-profits empower Californians to adopt healthy living habits

Health centers and food banks across the state are benefiting from additional support from the *California Nutrition Network for Healthy, Active Families (Network)* through the Non-profit Demonstration Project, in which select non-profit organizations are awarded *Network* funds.

The Central Valley Health Network (CVHN) and the California Association of Food Banks (CAFB) are designated as Local Incentive Awardees and are given additional resources to promote the message of healthier living by teaching nutrition education and encouraging physical activity to groups they would not have been able to reach without the *Network*-funded project.



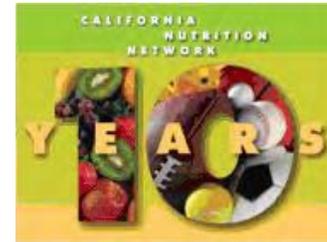
David Ware at Valley Health Team, Inc. of San Joaquin educates students about growing fruits and vegetables at a community garden on site.

Central Valley and Inland Empire benefits from enhanced care at health centers

The *Network* funding awarded to the Central Valley Health Network (CVHN) gives support to nine out of 13 health centers throughout the Central Valley and Inland Empire, enhancing the high quality and accessible health care the centers provide with nutrition education. The medically underserved patients at the health centers receive full-service medical care as well as dental, vision and well baby health care. Nearly 70 percent of clientele at these centers are below 100 percent of the

[Printer Friendly Version](#)

Come Celebrate the 10th Anniversary of the California Nutrition Network for Healthy, Active Families



Join the *California Nutrition Network for Healthy, Active Families (Network)* as it celebrates a decade of promoting healthy habits among Californians. In honor of the milestone occasion, the *Network* will be hosting a special 10th Anniversary Celebration Conference on Thursday, August 10 at the Sacramento Convention Center to commemorate the *Network's* major successes over the last decade and take a glimpse at what lies ahead.

The conference will inform attendees about collaboration, nutrition education and the changing climate of obesity prevention, while spotlighting some of the changes in store for the *California 5 a Day Campaign (Campaign)* as it undergoes the national re-branding process. Susan Foerster, chief of the California Department of Health Services' Cancer Prevention and Nutrition Section, will present her vision for the *Network* for the next 10 years.

Several breakout sessions will highlight issues and goals for the *Network's* future, including New Insights into What People Really Think about More Fruits and Vegetables; Impact of Marketing and Media on Food Choices; Toward a Common Goal: Improving Collaboration between Government and Non-Governmental Organizations (NGOs); The 2007 Farm Bill: How National Nutrition Policy is Formed;

federal poverty level while nearly 75 percent are Hispanic. In 2004, these *Network*-funded health centers received more than 1.5 million visits and more than 303,000 patients.

The additional *Network* funding provided to the health centers gives the staff resources to collaborate on best practices. The centers are able to expand their nutrition services and flourish with the funding they're given from the *Network*.

"Through additional staff hours, we're able to get out into the community more and connect with Central Valley and Inland Empire residents at health fairs and through presentations that we normally wouldn't be able to do," said Cynthia Peshek, MA, RD, nutrition program coordinator of the Central Valley Health Network. "Without *Network* funding, we would not be able to reach as many people with nutrition education for disease prevention."

She said the *Network*-provided resources like the 5 a Day and Physical Activity Toolbox for Community Educators and nutrition reinforcement items such as coolers, aprons and cutting mats help to promote the message of healthy living. These items are handed out at health center presentations where attendees might learn about cooking a stir fry through a food demonstration or how to eat the recommended daily amount of fruit by making smoothies.

"In order to encourage attendance at our presentations and health fairs, the health centers make the sessions as fun and relevant as possible," Peshek said.

Health centers receiving *Network* funding through the project are Clinica Sierra Vista, Darin M. Camarena Health Centers, Inc., Del Norte Clinics, Inc., Family HealthCare Network, Inland Behavioral and Health Services, Inc, Livingston Medical Group, National Health Services, Inc., Sequoia Community Health Centers and Valley Health Team, Inc.

For information on the Central Valley Health Network, visit <http://www.cvhncclinics.org/>.

Relationship with Network expands nutrition education at food banks



A child learns about vegetables at a Kids Can Cook Class hosted by Alameda County Community Food Bank.

Developing Strategies to Improve Healthy Eating and Active Living: The Role of National Government; Strategies and Interventions to Reduce Health Disparities Impacting Food Stamp Eligible Populations; and Creating Healthy Communities Anywhere: Strategies to Address Access and Affordability of Fruits and Vegetables for Low-Income Populations.

On August 9, pre-conference meetings will take place at the Hyatt Regency Sacramento for *5 a Day Campaign* coordinators, Local Incentive Awardee (LIA) School Districts and County Offices of Education, health departments, physical activity specialists and the Local Food and Nutrition Education Action Committee. Youth empowerment and impact evaluation trainings will be conducted on August 11.

To register for the 10th Anniversary Celebration or to view the tentative agenda, please visit: www.ca5aday.org/10YearAnniversary/.

2006 KIDS COUNT Data Book Now Available

The 2006 KIDS COUNT data book, released by the Annie E. Casey Foundation at the end of June, highlights how to improve early childhood development experiences and create opportunities for low-income children. The KIDS COUNT data book includes statistical trends and provides national and state level data from various sources including the Center for Disease Control and Prevention, U.S Department of Education, National Center for Health Statistics and the Population Reference Bureau to gain perspective on multiple issues dealing with child health.

The data book explains factors affecting weight such as education, social, economic and physical well-being of children, with 104 indicators total. The book also provides rankings for states based on 10 key factors such as prevalence of low birth weight babies, infant mortality rate, child deaths, teen deaths, teen births, teens that are high school drop outs, teens that are not attending high school or working, children living in families where no parent has full-time year round employment, children in poverty and children in single parent families. The data also provided rankings for individual factors.

California ranked 18th out of the 50 states based on

The CAFB also receives one-third of their funding from the *Network* for their nutrition education program. Fourteen of the food banks through the state work with the *Network* to provide nutrition education to low-income Californians.

"Because they receive matching *Network* funds, the participating food banks can share best practices and enjoy the benefits of state-wide coordination," said Jessica Bartholow, statewide program manager for Food Stamp Outreach and Nutrition Education with the CAFB.

"The *Network* funds expand the capacity of the food banks' nutrition education programs and attracts additional funding," she said. "Using *Network* materials and trainings also helps unite our messaging."

The food banks teach food pantry representatives to educate their clients on healthy eating choices and how they can integrate fruits and vegetables into their diet inexpensively. Currently, CAFB is focusing its efforts on aligning nutrition education messages with a new statewide produce distribution program that integrates more produce into food bank distributions.

"Many people with low incomes are only comfortable spending money on food they know won't perish," said Bartholow. "Food banks can expose people to food they've not tried before and with a coordinated nutrition education effort, can teach them how to best use and extend the life of produce so they're more comfortable purchasing fruits and vegetables with their Food Stamps or own dollars in the future."



Tonya Osinkosky, Mobile Pantry coordinator at Redwood Empire Food Bank, leads a bi-lingual nutrition education activity to mobile pantry clients and their children in Santa Rosa. The Mobile Pantry is just one of the new programs that California Food Banks are creating that incorporate nutrition education with produce distribution.

Bartholow said having statewide coordination has resulted in institutional changes within food banks, such as a decrease in the amount of unhealthy foods being distributed and an awareness about serving foods low in saturated fats.

"We're seeing more health-conscious decisions about what foods are distributed at the food banks," she said. "That's a great outcome that's resulted in part from our

the key factors, New Hampshire ranking number one (best) and Mississippi ranking 50th. Other features of interest are overweight plus obesity in children and teens and children and teens not regularly exercising, which were added in February 2006 to the Health Profile indicators.

National or state level data can be found by clicking the "By State" link below the heading of the main homepage. To access California's profile, click on California on the map or use the "California" link. You can tailor your results by selecting specific indicators on the left side of the page. If you are interested in overweight/obese, for example, you can also click on the "By Topic" link located next to the "By State" link. Scroll down the list and click on the "Health" link to expand the list of "Health" indicators available under this category. Select "Children and teens overweight or obese, by gender" to produce your results. All indicators can be listed by state rank and percentage with trend information.

Key Findings

- Three out of 10 California children and teens ages 10 to 17 are overweight or obese (BMI \geq 85th percentile) in 2003; just below the U.S. average of 31 percent. Thirty-two percent of males in California are overweight or obese compared to only 28 percent of females. California tied for the 25th rank with six other states. Utah ranked number one with 21 percent of children and teens overweight or obese and Kentucky ranked 50th with 38 percent (2003 National Survey of Children's Health).
- In 2003, 47 percent of California children and teens did not exercise regularly (five days of vigorous physical activity per week), while the U. S. average was 52 percent. California was ranked in 6th place, tied with Montana, Texas, and Wyoming. Alabama scored the lowest with 40 percent and Rhode Island scored the highest with 61 percent.
- Child poverty increased slightly from 2000 to 2004, rising from 17 to 18 percent. Thirty-six percent of African American children were in poverty. California ranked 30th.
- Nine percent of California married couples with related children are living below the federal poverty level. Twenty-nine percent of single parent households are living in poverty. California ranked 41st for married couples with

relationship with the *Network*."

The food banks participating include Alameda County Community Food Bank, Human Resources Council of Calaveras County, Food Bank of Contra Costa & Solano Counties, Community Food Bank of Fresno, Food For People (Humboldt County), Imperial County Food Bank, Community Action Partnership of Orange County, Redwood Empire Food Bank, Second Harvest Food Bank of Santa Clara & San Mateo Counties, Los Angeles Regional Food Bank, Ventura County Food Share, Inc, Food Bank of Nevada County, Lake County Community Action Food Bank and Fresno Metro Ministry.

For more information about the California Association of Food Banks, visit <http://www.cafoodbanks.org/>.

Regional Children's 5 a Day—Power Play! Campaign Kicks-Off Summer with a Resource to Combat Childhood Obesity



The newly developed *Children's 5 a Day—Power Play! Campaign's Community Youth Organization Idea & Resource Kit* was unveiled to Southland youth organizations and media on June 21 in Los Angeles County, to officially kick-off the first day of a healthy and active summer.

The new kit, which is available in both English and Spanish, is designed to help educate 9- to 11-year olds about the importance of eating fruits and vegetables and being physically active. It includes 20 fun and interactive activities including Power Bingo, Fruit and Vegetable Name Game, Rainbow Mysteries, Preparation Power...Learning to Make and Grow Fruits and Vegetables and Field Trip Power. It also includes helpful tips such as a calendar of healthy eating and physical activity events, tips on creating healthy vending machines and numerous puzzles and games about fruits and veggies.

Claudia Gonzalez, M.S., RD, co-author of *Gordito Doesn't Mean Healthy: What Every Latina Mother Needs to Know to Raise Fit, Happy, Healthy Kids*; Marvin Espinoza, director of the *Regional Latino & 5 a Day—Power Play! Campaigns*; Celia Sawyer, field coordinator for Beyond the Bell; and Jesus Padilla, activities consultant for Woodcraft Rangers, were present at the unveiling.

children below poverty and 13th for single parent families below poverty compared to other states.

To create a report using KIDS COUNT State-Level Data Online please use this link: <http://www.aecf.org/kidscount/sld/index.jsp>.

View the Kids Count 2006 Data book in PDF format at: <http://www.aecf.org/kidscount/sld/databook.jsp>.

Fresh Facts: Healthy News from the Regional Nutrition Networks

Central Coast Region

California's First Lady Encourages Low-Income Families to Get Healthy at Watsonville Farmers' Market

 Maria Shriver spins the 5 a Day prize wheel at the Watsonville Farmers' Market, where she promoted the state's food assistance programs.

The *California Nutrition Network's* Central Coast regional coordinators, California Food Policy Advocate and the California Association of Food Banks were on hand to welcome California First Lady Maria Shriver as she visited the Watsonville Farmers' Market on Friday, July 21. Shriver's visit was part of her "Connect California" campaign. Her visit in Watsonville was to promote the state's food assistance programs that help low-income families put healthy food on the table.

In California, more than 2 million people who are eligible for food stamp benefits are not receiving them. It is estimated that full participation in the Food Stamp Program could bring in as much as \$2.3 billion in additional federal funding each year to the state.

Due to these staggering numbers, a large part of Shriver's campaign focuses on encouraging low-income families to apply for food stamps.

The benefits of the Food Stamp Program have recently become easier for low-income individuals to use through the new Electronic Benefits Transfer (EBT) card. This card works like an ATM card and,

"With more of our children falling victim to the effects of obesity every day, it's critical that we initiate and support a change in the way they eat, play and live," said Espinoza. "Pre-teen years are the most critical years for children, because that is when they develop life-long habits."

Several media attended and covered the event such as *KVEA-TV*, *Sing Tao Daily*, *TVK24* and *City News Service*. In addition, *KMEX-TV* featured a comprehensive story about the issue of childhood obesity and the health implications of obesity with Espinoza.

Led by the University of California Cooperative Extension, the *Power Play! Campaign* will be providing free nutrition and physical activity educational materials at community youth organization sites where 50 percent or more children are below the 185 percent of the federal poverty level.

"With after-school, weekend and summer programs; the kit's fun tips and activities help keep children inspired and enthusiastic about adopting healthy habits," said Dr. Shirley Thornton, coordinator Project L.E.A.N. (Leaders Encouraging Activity & Nutrition). "The new resource kit is an asset to us and helps further our goal of helping children eat right and be physically active."

The Watts Boys & Girls Club, the Los Angeles County Project L.E.A.N., Community Harvest/Healthy Eating for Life Program, the San Gabriel Boys & Girls Club, Food & Drug Administration, Nutrition Network—Alhambra USD, A Place Called Home, A World Fit for Kids, Compton Campfire, Woodcraft Rangers, Breesee Foundation, and several other youth organizations have already pledged to support and adopt the program.

The *Power Play! Campaign* will provide free trainings on how to use the materials in the resource kit. To view or download the new resource kit, [click here](#).

Celebrate Summer with Green Beans



Continue celebrating a healthy and active summer by incorporating green beans into your favorite meals. California ranks second in national production of green beans, an excellent source of vitamin C, as well as a good source of fiber and vitamin A. Green beans also contain several essential vitamins and minerals for supporting growth and development, promoting heart health and helping prevent diseases such as cancer. One cup of green beans contains significant amounts of vitamin B6, copper, iron, calcium and folic acid.

with the aid of the First Lady, was introduced to attendees at the farmers' market. Benefits are loaded directly onto the card, making it more convenient for working families to buy nutritious food and make healthy choices easier. The cards are available to nearly anyone with little income and few resources. The benefits are available to families with children, the elderly or the unemployed.

"Farmers' markets like these are terrific resources to bring fresh, local produce to the community," said Christine Moss of the Central Coast *Region Nutrition Network*. "Watsonville farmers know their customers and are often a great source of nutrition education, by suggesting new and tasty ways to use the produce they grow. Accepting EBT cards is good business for the farmer and enables smart purchasing by the consumer."



Members of the Central Coast Latino 5 a Day Campaign provide information and giveaways to attendees at the Watsonville Farmers' Market event.

Along with the First Lady's appearance at the event, there were more than 80 educational booths to provide members of the local community with health resources. The *Central Coast Latino 5 a Day Campaign* representatives distributed recipe books, posters and brochures to educate attendees about the benefits of fruits and veggies and being active every day. The Harvest of the Month booth provided attendees with the toolkit and other materials pertaining to the campaign. In fact, Shriver stopped by both booths to thank everyone for their efforts and took a Harvest of the Month toolkit with her as well.

Shriver's visit to the farmers' market was a success, with an estimated 3,000 people in attendance throughout the day. Lee Mercer of Second Harvest Food Bank stated that at least 25 new families signed up for food stamps (they typically average that in one month) and more than \$200 worth of food stamp tokens were distributed.

For more information on the Food Stamp Program and other United States Department of Agriculture services, visit <http://www.usda.gov/>.

To find out more information on the Watsonville Farmers' Market, contact Christine Moss at moss@dco.monterey.ca.us.

Tips for Helping Your Kids Eat Healthy

- Toss raw green beans into a salad for an extra crunch.
- Sprinkle lemon juice and dill over steamed green beans for a tasty side dish.
- Keep washed, cut green beans in the refrigerator for a quick and healthy snack.

Fresh Green Beans Selection, Storage and Serving Tips

- Look for a variety of green beans, including string, snap and Chinese long beans.
- Green beans should look fresh with a bright green color. Make sure the beans are plump and firm, with a velvety feel and don't have any sign of decay.
- Place green beans in a plastic bag with small holes. Store them in the refrigerator. Green beans will last up to five days.
- Wash green beans and then snap off both ends before cooking. Beans should be well-cooked but firm. It is important not to overcook them because they will lose some of their nutrients.

For more ideas, visit harvestofthemonth.com.

August is Family Fun Month. Help your family incorporate physical activity into each day by suggesting going outside and throwing a ball or taking a walk after dinner.

Let's Get Physical!

- Plan activities to help your child prepare for the FITNESSGRAM®.
- After dinner, play an outdoor game of tag, soccer or other activity.
- Before bedtime, practice stretching and help your child to relax.

For more physical activity ideas, visit: kidnetic.com, <http://www.verbnow.com/>, <http://www.kidsfitnesschallenge.com/> or <http://www.caphysicalactivity.org/>.

To download the August Harvest of the Month materials or for more information, visit harvestofthemonth.com.

Central Valley Region

Nutrition educators making a difference through community mobilization



Students in Kern County enjoy tasting broccoli and orange slices through the Kern County Nutrition Program.

Nutrition education is a community affair at the Kern County Department of Public Health Nutrition Program, where people from all walks of life come together to teach children about healthy lifestyles.

Anna Safari, a Kern County Nutrition Program health educator, and her team mobilize community members in the fight for better health. Parents, high school students, teachers, principals, food service directors, grocers and farmers all do their part to bring fun and educational events to elementary schools throughout the year.

No-sales-involved farmers' markets are held at local Kern County elementary schools where students travel through four stations: nutrition education, agriculture education, taste testing and lastly a reinforcement station with t-shirts, coolers and other giveaways all with a printed message of nutrition and physical activity. At the stations, students brainstorm ideas for healthy snacks, play a fruit and vegetable trivia wheel and talk about the new food pyramid.

"We reinforce the message of healthy living to the community by encouraging them to be active participants in our programs," Safari said. "Parents and high school students get incentives to come as volunteers and they also participate in the nutrition education. Local farmers donate produce for the event, providing visibility for locally-grown fruits and

vegetables that are sometimes less expensive because they are grown in Kern County."

"It's a great sense of community," said Jane Keir, a health education assistant. "Local farmers and grocers are happy to donate and connect with the cause."

The Nutrition Program, in collaboration with Kern County school districts, also host salad bar events where an entire elementary school has lunch from a salad bar composed of a wide variety of fruits and vegetables ranging from exotic fruits like jicama and yellow watermelon, to familiar produce like apples and celery.

"After the information session the kids are so excited to taste what they just learned about, their faces light up when they see the salad bar," Keir said.

The nutrition events also feature physical activity stations where students dance with volunteers dressed in fruit and vegetable costumes and learn fun activities that can be easily done at home with little to no cost, such as jumping and playing with hoola hoops.

The program further engages parents in the learning process with events like Turn off TV Week. Students are awarded prizes based upon a seven-day log that tracks exercise and fruit, vegetable and water intake. Parents initial the logs for verification, providing children an opportunity to emphasize healthy messages at home. Students who successfully meet their requirements each day are awarded prizes and certificates at a school assembly.

The Kern County Nutrition Program is a perfect example of successful community mobilization toward healthy lifestyle goals. The program is receiving rave reviews from schools and parents for making a real difference in school cafeterias. One school district is in the process of revising their cafeteria manuals and has committed to adding recommendations regarding fruits and vegetables in the after school program snack manuals.

Article submitted by Jamie Kay Buckner, communications coordinator, Central Valley Nutrition Network, UCCE Fresno.

Fit Business Tips for August



As the mercury rises, thoughts turn to cool and refreshing ways to combat the summer heat. Enjoying crisp, fresh vegetables and sweet, juicy fruits are a great way to boost your energy level and fuel your body during the sweltering days of summer.

Nothing says summer like peaches and green beans, August's fruit and vegetable of the month. Enjoy them now while they're at their peak!

Quick and Simple Tips

- **Food storage tricks:** Hot weather can complicate workplace food storage. Many summer fruits like peaches, plums, and nectarines will keep for a couple of days at room temperature. As an alternative to the candy dish, keep a bowl of fresh fruit at your desk or stash a bag of dried fruit in your car. If you have a refrigerator at work, stock it with convenient snacks like baby carrots, celery sticks, sliced cucumber and grapes. You can also use an insulated bag to keep your lunch fresh.
- **Get watered down:** Need an afternoon pick-me-up? Skip the soda and coffee and drink water instead. Water keeps you hydrated and can even stave off hunger by making you feel full. If plain water isn't your thing, puree any pulpy fruit—think watermelon, pineapple, strawberry or mango—and mix the strained juice with water. Add lime juice and sugar to taste. Concoct a batch at home and then bring a pitcher of it to work.

For recipes and more information on the health benefits, selection, storage and preparation ideas for the Fruit of the Month (peach) and Vegetable of the Month (green beans), visit: <http://www.dhs.ca.gov/ps/cdic/cpns/worksite>.

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

Please send your *Fresh Facts* story ideas to Brian Fitzgerald at BFitzger@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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jules

winter squash



peppers

figs

corn



peppers

figs

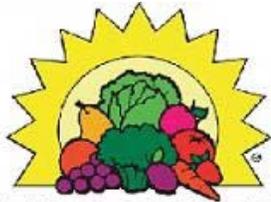
corn

Fresh Facts

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

September 2006

California Latino 5 a Day Campaign Encourages Statewide Initiatives Towards Healthier Worksites for Latinos



**COMA FRUTAS Y VEGETALES
Y SEA ACTIVO**

In recognition of Latino Health Awareness Month, the *Network's Latino 5 a Day Campaign* will convene statewide events to address health disparities and health-related worksite issues affecting California Latinos. The events will bring together community leaders, health educators, local businesses, community members and advocates to identify steps that local businesses and organizations can take to create healthy worksites for California Latinos to help reduce health disparities and employer health care costs.

"This statewide, collaborative effort is aimed to provide nutrition education and influence systematic and permanent change in the workplaces where low-income Latinos are employed," said Mark Martin, manager of the *California Latino 5 a Day Campaign*. "The campaigns of the *California Latino 5 a Day* are committed to reducing barriers to healthy eating and physical activity for a healthier California Latino population."

Within 12 years, it is projected that the majority of young adults entering the California workforce will be of Latino descent¹. It is now more important than ever to put emphasis on reaching certain ethnic groups, such as low-income Latinos, because health problems are disproportionately high among this population and worksite wellness programs often focus on higher wage earners².

Employers are encouraged by the California Department of Health Services to use the *California Fit Business Kit* to implement wellness programs in the

[Printer Friendly Version](#)

California Nutrition Network for Healthy, Active Families Celebrates Ten Years of Promoting Healthy Habits



Network employees and partners celebrate with Sue Foerster, the winner of the the Distinguished Service Award.

More than 675 people gathered in celebration of the 10th Anniversary of the *California Nutrition Network for Healthy, Active Families (Network)* in Sacramento on August 10 to commemorate a successful decade of promoting healthy habits among Californians.

The celebration honored the *Network's* major successes and the efforts of more than 300 partners, from Eureka to San Diego, that have contributed significantly in helping make Californians healthier and more physically active. Several *Network* partners and funded programs were recognized (please see sidebar).

The *Network's* goals for the next decade and the objectives behind the new plans were also highlighted at the landmark 10th anniversary celebration.

"One of the *Network's* greatest achievements in its first 10 years has been its ability to raise awareness of the link between diet, physical activity and good health," said

workplace to help combat the rising rate of obesity and health costs that go along with it.

The *California Fit Business Kit* was developed by the *California 5 a Day—Be Active! Worksite Program*. Included in the kit are three new tools for employers: Guide to Bringing Farm Fresh Produce to the Worksite; Healthy Stairwells Tool; and A Guide to Creating Worksite Walking Clubs.

¹Hayes-Bautista, D.E. (2003, March). *The Latino Health Landscape: California and Los Angeles*. University of California, Los Angeles, Center for the Study of Latino Health and Culture.

²U.S. Department of Health and Human Services (2000). *Healthy People 2010: Understanding and Improving Health*. (2nd ed.) Washington, DC: U.S. Government Printing Office.

Fresh Facts: Healthy News from the *Regional Nutrition Networks*

Central Valley Region

Tulare County Family Challenge Changes Lives One Week at a Time

Tulare County is facing the obesity epidemic head-on with its Family Challenge Program, challenging residents to increase their physical activity and improve family eating habits during a 10-week span.

In 2002, the Tulare County Medical Officer conducted a survey of the county's children and found that 25 percent of children in first through fourth grade were overweight and 18 percent had a high potential of becoming overweight. In Lindsay, Calif., the rate of childhood obesity and overweight was as high as 41 percent. To address these startling statistics, the Tulare County Health Education Department stressed the need to combat obesity in the county at the community level. The Family Challenge Program was designed to encourage families to make lifestyle changes that would help increase their consumption of fruits and vegetables as well as their amount of physical activity.

The Family Challenge is a bilingual program developed in collaboration with the American Cancer Society, Blue Cross of California, Family HealthCare Network, Health Net and Kaweah Delta Health Care District. Participants receive a Family Challenge Tool Kit and participate in 10 weeks of classes emphasizing behavioral changes in nutrition and physical activity. The Tool Kits include *California 5 a Day Campaign* and Harvest of the Month weekly nutritional and physical activity goals, tips, recipes and accountability postcards to monitor family progress. The program is adaptable to all lifestyles and physical abilities.

Since the program's inception in 2002, a total of 8,000 bilingual (English and Spanish) Tool Kits have been distributed through community organizations in Tulare County and approximately 1,500 people have participated in Family Challenge. Participants reported increased self-esteem and a new perspective about consuming fruits and vegetables. They also reported changes in family interaction as a result of participating in physical activity together.

"The Family Challenge is a unique program because we are taking the education to families so they don't have to come to us," said Carol Cribbs, a Tulare County

Kimberly Belshé, secretary of the California Health and Human Services Agency. "With more Californians falling victim to the effects of obesity every day, it's critical that our next 10 years succeed in reducing obesity by giving Californians tools to help change the way they eat, play and live."

Belshé said that collectively, the state has gained 360 million pounds over the last decade. She stressed the need for bold, decisive action – by individuals and families, businesses, communities and government – to promote an environment that encourages healthy eating, regular physical activity and responsible individual choices.

A video, 'Celebrating 10 Years of Growing', highlighting key milestones and accomplishments of the *Network* and its partners was showcased at the celebration. The video included commentary from parents of young children, *Regional Nutrition Network* representatives, *5 a Day Campaign* program coordinators and nutrition services professionals from school districts in California, who shared their experiences about working with the *Network* and discussed the impact of their efforts in their communities. The video further helped demonstrate the innovations, partnerships and passion of the *Network*.

"The *Network* has made important strides in confronting poor nutrition and physical inactivity among California's low-income population," said Sandra Shewry, director of the California Department of Health Services. "We are building upon the impact and progress we've made so far, working to empower every Californian to live healthy and stay physically active."

A wide variety of distinguished speakers and panelists from across the state and around the nation commemorated this milestone celebration and shared their ideas for the next decade. These experts included representatives from the United States Department of Agriculture (USDA), the California Department of Social Services, the *Network* and others.

Keynote speaker Kate Coler, deputy under secretary for Food, Nutrition and Consumer Services, addressed the federal domestic nutrition assistance programs that were developed to help end hunger and improve health in the United States. Mildred Thompson, associate director, PolicyLink, discussed strategies to ensure that everyone—including those from low-income communities of color—can contribute to and benefit from economic growth and prosperity.

Susan Foerster, chief of the California Department of

education specialist. "It's not a diet where we're teaching them how to lose weight. The Challenge is teaching them a new lifestyle."

Several Tulare County residents have testified to the success of the Family Challenge. One resident said, "My nine-year-old son says he loves me more when I go outside and get active with him. We are outdoors more often and my energy is flying high!"

Another resident stated they cook more nutritiously and that their family likes the recipes and the variety of the food they're now eating.

Cribbs said the Family Challenge is evaluated regularly, and there is always a positive increase in every area measured; including fruit and vegetable consumption, physical activity, water intake and family time.

"We know the Family Challenge is making a difference because even after week one, the residents came back with success stories and they have become their own support group," Cribbs said. "They know their children are at risk so they want to change their habits, but it ends up being a change for the whole family. We've found that it's not that these families wanted to continue to eat fried foods, they just didn't know what else to do."

Word of the Family Challenge's success has spread to other regions and agencies, both in and out of Tulare County. "A few other programs have grown out of the Challenge," said Cribbs. "The participants that go through the Challenge then become volunteers for those other programs."

The day the families graduate from the Family Challenge is so exciting. "It's a big deal!," said Cribbs. The participants get dressed up and bring their families for the presentation of their Family Challenge Certificate of Completion. The tenth week is celebrated with a potluck where everyone brings a dish they've learned to cook differently, healthier, or with a Family Challenge recipe.

Congratulations to Tulare County residents and health educators for taking the steps to live healthier lifestyles. The Tulare County Family Challenge is an inspiring example of how communities can come together and work toward a healthier California.

For more information regarding the Tulare County Family Challenge, call the Tulare County Health and Human Services Agency Information and Referral Line toll-free at 1-800-834-7121.

Article submitted by Jamie Kay Buckner, 5 a Day communications coordinator. (559) 456-7295 or jkuckner@ucdavis.edu.

Los Angeles Region

Los Angeles Regional Nutrition Network Summer Update

Health Services' Cancer Prevention and Nutrition Section, stated that the *Network* will focus on combating obesity for all Californians, to reverse the startling statistics of obesity and overweight in the state. Foerster also presented her vision for the *Network* for the next 10 years.

Breakout sessions provided attendees with insight into new and changing information about obesity prevention and nutrition. Some attendees learned more about recent research findings that illustrated how consumers feel about fruits and vegetables. Other breakout sessions focused on the role of the national government in promoting healthy living, the impact of marketing and media on food choices, and how to decrease health disparities.

Throughout the conference and in the various workshops, partners were encouraged to find different and creative ways to inspire their local and regional communities to change behaviors. After exchanging success stories and strategies, participants left the conference with a renewed commitment to build on the current momentum and fight the obesity epidemic.

"It was inspiring to witness the passion, energy and commitment that everyone demonstrated at the 10th anniversary celebration for improving the health and living habits of Californians," said Foerster. "This is truly a testament to the fact that the *Network's* partners are truly the driving change in California."

Several locals used the *Network's* anniversary to highlight their initiatives and received media coverage in the *Salinas Californian*, *KSCO-AM* in Monterey and the *Hayward Daily Review*.

Awards



Members of the Alisal Union School District in Salinas, Calif., gather to



Summer has been quite busy for the *Los Angeles Regional Nutrition Network* in all three core program areas.

On June 27, under the guidance of Program Director Suzanne Bogert, the *Los Angeles Regional Nutrition Network* hosted a forum, "Nutrition Education in the Classroom." This day-long event was held in collaboration with the *Orange County Regional Nutrition Network*, LIAs from both counties (as well as other parts of the state) and *California Nutrition Network for Healthy, Active Families (Network)* Nutrition Education Coordinator Susan Magrann. The event featured the best practices from both Los Angeles and Orange County LIAs and included informative lectures on how to best approach nutrition education for various target audiences. With almost 100 participants in attendance, this forum was quite a success. By bringing together two *Regional Nutrition Networks*, LIAs from all over California and the *Network*, this event helped to demonstrate what networking is all about.

Orville Bigelow, nutritionist with the *Los Angeles Regional Nutrition Network*, worked in collaboration with the Salvation Army in June to bring nutrition education to many of their worksites throughout Los Angeles County. By combining the goals of the Salvation Army's *Passport to Wellness Campaign* and the *5 a Day—Be Active Worksite Program* messages, Bigelow educated approximately 400 Salvation Army employees about healthy eating and lifestyle practices so they could pass this important information out to those they serve. The Salvation Army is a very large organization that helps to serve low-income individuals, and their dedication to employee health is outstanding. To help reach as many of their employees as possible, other *Regional Nutrition Networks* were contacted throughout California and are now also working in partnership with the Salvation Army to help create a healthy working environment for many of their qualifying worksites.

Bigelow has also been busy working with other County of Los Angeles Department of Public Health agencies and the Community Development Commission (Commission) to educate and empower community residents of a low-income, unincorporated area of the county known as Florence-Firestone. Several community leaders have been instrumental in working with the county agencies and the Commission in coordinating and presenting three workshops for community members. He also instructed community leaders on how to shop and prepare a low-cost healthy meal that emphasized in-season California produce. Additional trainings and workshops are being planned and one of the long-range goals is to empower more community leaders to continue nutrition education outreach efforts.

receive the Pioneer Award for being one of the first *Network* pilot programs.

Several *Network* partners and funded programs were recognized for their contributions, efforts and dedication at the 10th anniversary celebration of the *Network*. They are:

The Nonnie Korten Award of Excellence

Alhambra Unified School District

Hawthorne Unified School District

Established in 2005 in honor of the late Nonnie Korten, the award is presented to the *Network*-funded program that best portrays Nonnie's vision, innovation, and passion while successfully and creatively implementing programs that motivate and empower food stamp eligible children and/or adolescents to increase consumption of fruits and vegetables and to engage in physical activity every day.

The Pioneer Award

Alisal Union School District

Contra Costa Health Services

San Bernardino County Department of Public Health

Awarded for innovation and sustained commitment to the *Network* as the first three pilot programs.

Distinguished Service Award

Sue Foerster

Awarded to Sue by the Joint Steering Committee for her dedication and contribution in helping make the *Network* one of the largest and most successful social marketing campaigns.

Recognition Award to United States Department of Agriculture Western Regional Office

Dennis Stewart

Marissa Cheung

Dave Bailey

Awarded for a decade of vision, leadership and commitment to healthy eating and physical activity for low-income Californians.



An active community member participates in a food demonstration.

With her "can do" attitude, Meka Webb, African American 5 a Day coordinator, has been very hard at work setting up food demonstrations throughout the months of June, July and August with the Ralph's Supermarket chain, Gigante Market, and other retail stores. In addition, she has helped to coordinate food demonstrations for a few local faith-based projects. As a result of the food demonstrations, the stores have incorporated the *Network's 5 a Day Retail Program* materials. Webb has really gone that "extra mile" for her partners.



Florence-Firestone community members shopping for healthy foods at a local grocery store.

Under the strategic guidance of coordinator Sheetal Monga, the Los Angeles Collaborative for Healthy, Active Children has identified three educational initiatives to help promote fruit and vegetable consumption and create healthy environments for Food Stamp Nutrition Education-eligible individuals in the Los Angeles area. The educational initiatives include identifying ways to develop

Food Stamp Office Resource Kit Now Available



In early September, the newly developed Food Stamp Office Resource Kit will be shipped to 53 of California's 58 counties, fulfilling orders for 255 certified food stamp sites. Elements of the kit include the "Good Food TV" video in VHS and DVD formats and a kiosk housing a poster, bilingual recipe cards and brochures in English and Spanish.

The Food Stamp Office Resource Kit will bring nutrition education into food stamp offices to provide clients with demonstrations, tips and recipes that will help them purchase and prepare low-cost nutritious meals and snacks for themselves and their families. This information, combined with the increased food purchasing power of food stamps and the myriad of other services and community activities, will promote better health among low-income Californians.

The development of this kit was a collaboration of the California Department of Health Services' *Nutrition Network for Healthy Active Families*; the California Department of Social Services Food Stamp Program; the Western Regional Office of the U.S. Department of Agriculture's Food and Nutrition Service and valued input from members of the California Welfare Directors Association. Additionally, input from food stamp clients was provided during focus group sessions conducted in Oakland and Los Angeles.

community resources, empower youth and outreach to the community, and utilizing the abundant media resources available in the county.



The *Los Angeles Regional Nutrition Network* is re-launching the Breakfast First Campaign, designed to encourage children to eat breakfast everyday.

Starting August 7, as part of its media outreach efforts, the Collaborative will be re-launching its Breakfast First Campaign. The campaign will feature a kick-off celebration, and transit shelter marketing and poster distribution to collaborative members, county parks and school districts. This site is hosted by the LA Collaborative's member, the California Food Policy Advocates.

Physical Activity Specialist Ismael Aguila has been busy with physical activity demonstrations for the 10th Anniversary Celebration in Sacramento; the Monrovia Unified School District Nutrition Network; the Los Angeles County Office of Education (LACOE) Nutrition Network Coalition; *Latino 5 a Day* and the Los Angeles Collaboration for Healthy, Active Children. On top of that, he has been an active member of the Governor's Council on Fitness, helping to shine the spotlight on Los Angeles County businesses and organizations promoting physical activity for kids.

Article submitted by Orville Bigelow, nutritionist, Los Angeles Regional Nutrition Network.

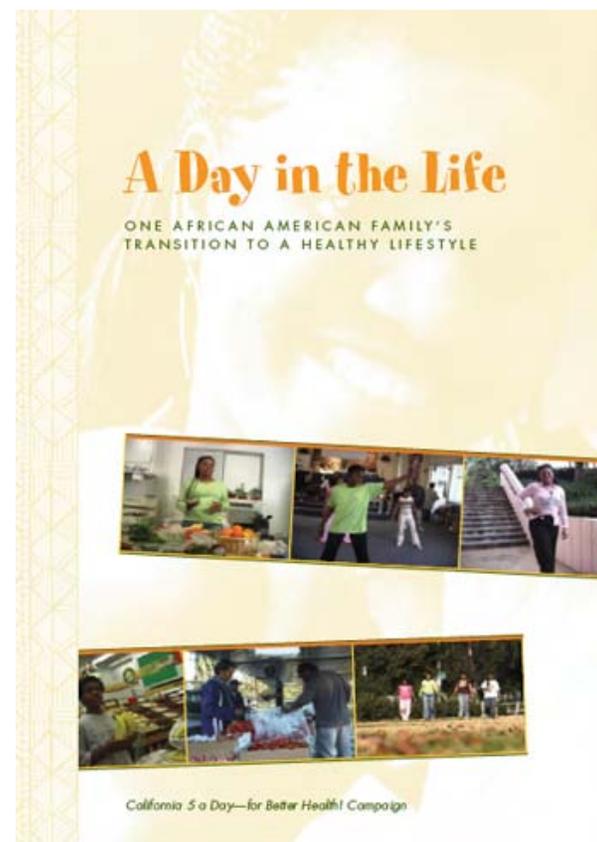
Trends in Impact Evaluation 2003-2006

The *California Nutrition Network for Healthy, Active Families (Network)* began conducting impact evaluation in 2003-2004. The purpose of the impact evaluation of the *Networks'* nutrition education projects is to help program planners make decisions on how to improve the intervention and to help them answer the question, "Are we making a difference?". Initially, 12 contractors collected data to assess the impact of nutrition education interventions. The number of participants doubled in 2004-2005 and the number of contractors increased to 47 in 2005-2006.

Contractors conducting impact evaluations measure either change in factors associated with fruit and vegetable consumption and physical activity or measure change in consumption or activity levels. Commonly measured factors associated with consumption are knowledge, preferences, self-efficacy, outcome expectations and norms. Fruit and vegetable consumption was measured by 22 contractors in 2005-2006. After selecting which factors to measure, a survey, developed by the Cancer Prevention & Nutrition Sections' Research & Evaluation

Funded *Network* partners may order the kit for their own use by requesting an order form from Lawrence Montgomery via email at lmontgom1@dhs.ca.gov. Due to the relatively high cost of each kit and to ensure optimum cost efficiency, orders will be collected through October 15, 2006 before producing further materials, rendering an approximate delivery date of November 27, 2006. Replenishment materials for existing kits are available to order online.

Newly Distributed Video Shows African Americans How to Make Healthy Choices



Due to the fact that the African American community is disproportionately affected by heart disease, diabetes, cancer, stroke and obesity, it has become more important than ever to focus on eating more fruits and vegetables and being physically active every day. The *California African American 5 a Day Campaign* has created a video and discussion guide titled, "A Day in the Life" to help African Americans in pursuing healthy behaviors. The video

Team as well as outside contractors, is used to measure the factor and set up an evaluation design. The most common design used is a pre-test and post-test design, testing the participants before and after the intervention to show the change in the factors due to the intervention provided.

Preliminary findings from the various projects look very good. The following are a few examples:

- A college in the Los Angeles region measured knowledge for 78 fourth graders. The pre-test mean on a scale of 5 questions was 2.52 and the post-test mean was 4.19 ($p < .001$).
- A county office of education in the Central Valley Region measured preferences in 180 4th and 5th graders. The students reported an increase in preferences for the vegetables which were featured in the intervention ($p < .01$).
- A local health department in Los Angeles measured 65 adults and found an increase in self reported fruit, fruit juice and vegetable consumption.

For the impact evaluation, materials and technical assistance has been established to assist in evaluations for interested projects. This makes it easy for contractors to get involved in a way that will help them improve programs. For more information contact Andy Fourney at afourney@dhs.ca.gov.

Fall for Tomatoes



The new academic year is an ideal time to teach children about the importance of eating healthy and being physically active. Spice up your child's favorite recipes with fresh red, yellow and green tomatoes, the world's most popular fruit with more than 60 million tons produced worldwide. Tomatoes are an excellent source of vitamins A and C, are rich in lycopene, and are a source of potassium, vitamin B6 and thiamin.

Tips for Helping Your Kids Eat Healthy

- Sample a variety of tomatoes to find out your family's favorite. Some varieties include cherry, plum, beefsteak and roma.
- Use raw tomatoes to make salsas or as a base for soups and sauces.
- Make a new tomato recipe. Ask your child to help choose the recipe, shop for ingredients and prepare it.
- Toss sliced red, yellow and green tomatoes with your family's favorite low fat dressing for a quick salad.

features an African American family making healthy choices throughout their day and provides real life examples of ways to make it easier to incorporate eating fruits and vegetables and being physically active.

"Sometimes it seems our biggest challenge is getting people to understand that their health is at risk," said Valarie Scruggs, manager of the *African American 5 a Day Campaign*. "Once we have their attention, then we can talk about the importance of eating fruits and vegetables and getting more physical activity to help avoid problems like heart disease, type 2 diabetes, certain types of cancer, stroke, and obesity¹. 'A Day in the Life' shows how one family is gradually making the change to healthier foods and a more active lifestyle."

The result of not eating fruits and vegetables and being physically inactive is catastrophic — more than one-third of California's African American adults are obese², and cancer and heart disease are the leading causes of death among African Americans in California³. To help educate African Americans and reduce these alarming statistics, the *Campaign* developed the video and began distributing it in August to faith-based programs, *Regional Nutrition Networks* and nutrition education coordinators. The video is accompanied by a discussion guide that health intermediaries can use to help reinforce the messages.

'A Day in the Life' targets African American women in their childbearing years of 18-54, which required that the family featured in the video be able to appeal to multiple generations. The family featured in the video was recommended by the African American Advisory Council.

"It was important to us that the family in the video be a 'real family' and not actors playing a role. The Nash family was selected based on the warmth the two parents displayed," said Scruggs.

This is a true story about how their family made incremental changes in their lifestyle and received the benefits of adopting healthy behaviors.

"The family lives in a lower-income neighborhood of Pasadena, with their three children," said Scruggs. "They had no script and we followed them around for a day while they went about their daily routine of making healthy choices."

The 10-minute video shows the family walking to the park, eating healthy and cooking nutritious meals together in the kitchen. One scene features the mother, Jeanette Nash,

- Add tomato slices to sandwiches.
- Buy low-sodium canned tomatoes, tomato paste and tomato sauce when fresh tomatoes are unavailable.

Fresh Tomato Selection, Storage and Serving Tips

- California tomatoes are available from May through December.
- Look for tomatoes that are firm and give slightly under pressure.
- Store ripened tomatoes at room temperature, out of direct sunlight, and use within a few days.
- Place unripened tomatoes in a brown paper bag, at room temperature, until ripe.
- Before serving, wash tomatoes in cold water and remove any stems or leaves. For more ideas, visit www.eatcatomatoes.org.

Let's Get Physical!

Family Health and Fitness Day is September 30. Find out what activities are going on in your area, or create activities for your family to participate in by visiting www.fitnessday.com.

- "Walk to School" Week takes place the first week of October. Find out what activities are planned at your child's school, or organize your own activities with other families.
- Make walking to school a daily routine. Create a team of parents who can take turns walking students safely to school. If it is too far to walk, drive students but park a few blocks away and then walk.
- Be a role model and make walking a regular part of your life. Walk up stairs, walk to the market, or take a family walk after dinner.
- Check out the new Governor's Council on Physical Fitness and Sports Web site at www.calgovcouncil.org. Get information on events going on in your area, as well as information on how you can get involved in the Governor's Challenge.

For more physical activity ideas, visit: www.cawalktoschool.com or www.kidnetic.com.

To download the September Harvest of the Month materials or for more information, visit www.harvestofthemonth.com.

shopping with her son. The mother involves him with food selection and he is shown grabbing a bunch of bananas and adding them to the grocery cart. The mother is also shown at work making healthy decisions on the job such as walking on her break and tracking her steps with a pedometer, eating a salad on her lunch break and taking the stairs instead of the elevator. The father is shown visiting a local farmers' market.

The pilot video was tested by two Sacramento faith-based organizations, Greater St. Stephen Baptist and Capital City Seventh day Adventist. Five women in the Body and Soul programs gave feedback before the video was finalized.

The 'A Day in the Life' video and guide will help African Americans to facilitate discussion and motivate them to identify and change unhealthy lifestyle habits. It will also assist in empowering them with clear-cut ways to incorporate fruits, vegetables and physical activity at various decision points in their daily lives. After viewing the video and sharing the information in the guide, participants will be able to describe the health benefits of incorporating more fruits and vegetables in their diet and physical activity into their daily routines, and ways they can achieve these goals. They'll also be able to describe how the Food Stamps/California Advantage Card can help buy more fruits and vegetables.

A survey of health intermediaries will be conducted to evaluate the effectiveness of the video. The survey will be completed and returned after three months of showing the video.

To request a copy of the video and discussion guide, visit www.ca5aday.com.

¹American Heart Association. (2003, December). *Heart Facts 2004: All Americans/African American*. (Publication No. 55-0577, p. 2). Retrieved June 30, 2004, from <http://www.americanheart.org/downloadable/heart/1073972265237Heart%20Facts%202004%20All-African%20Am.pdf>

²California Behavioral Risk Factor Survey: 2004 [Data File]. Sacramento, CA: Survey Research Group, Cancer Surveillance Section, California Department of Health Services.

³Center for Health Statistics. *Vital Statistics of California 2001*. California Department of Health Services, Sacramento, CA 2004. Accessed at <http://www.dhs.ca.gov/hisp/chs/OHIR/Publication/Highlights/VSC2001/VSC2001.pdf> on June 30, 2004.

Help Kids Eat Healthy with the New Eat Smart. Play Hard.™ and Healthy Lifestyle Web sites



In July, the United States Department of Agriculture (USDA), Food and Nutrition Service launched two new Web sites designed to help kids, parents and nutrition educators eat smart and play hard. These two Web sites help put the new Dietary Guidelines and MyPyramid recommendations into action by making them easy to understand and implement.

The new 'Eat Smart. Play Hard.' kids' Web site connects kids to healthy eating and physical activity experiences within the community by providing them with interactive learning and skill-building experiences in a virtual community setting. The site encourages and motivates kids to make better lifestyle choices using kid-friendly, entertaining techniques.

Power Panther, the campaign 'spokescharacter,' leads kids in exploring locations in the virtual community, such as the Town Library and Fitness Center. Behind each door in this virtual community, kids learn healthy lifestyle skills through geography, music, reading and science activities. The 'Eat Smart. Play Hard.' site is filled with material that helps to form and reinforce healthy behaviors including songs, experiments, activity sheets, comics, clipart, worksheets, games, posters, e-cards and recipes.

The new Healthy Lifestyle Web site provides parents and other nutrition educators with tools for healthy living including tasty, low-cost menus and recipes that meet the new food guidelines. The site features a handy Calorie Burner Chart, the MyPyramid Tracker and the Eat Smart. Play Hard. Tracking Card. The USDA Food and Nutrition Service developed these resources to help parents make the MyPyramid guidelines a part of their daily lives and set a good example for kids.

Visit the 'Eat Smart. Play Hard.' kids' [Web site](#) and the 'Eat Smart. Play Hard.' Healthy Lifestyle [Web site](#).

Fit Business Tips for September



As the last official month of summer arrives, it's important to enjoy all of the yummy summer fruits and vegetables before the season starts to change. Both of September's fruit and vegetable of the month – raspberries and tomatoes – are nutrition superstars...so get them while you still can!

Quick and Simple Tips

- **Break it up:** We all know that we're supposed to get at least 30 minutes of physical activity every day, but all too often it can be hard to find 30 minutes to dedicate to exercise. Breaking these minutes down into smaller segments of 10 or 15 minutes can make this task a little more manageable. Try keeping a pair of comfortable walking shoes in your office, and go for a 15-minute walk during lunch with your co-workers or suggest having a walking meeting with your boss.
- **Get a jump-start to your day:** Sick of the same boring breakfast? Don't eat breakfast at all? Shake up your morning routine by making a fruit smoothie, adding sliced fruit to your oatmeal, or topping low- or non-fat yogurt with fruit and granola. Everyone needs fuel in the morning, so why not make breakfast a family affair? Set your alarm clock 15 minutes earlier, and sit down with your family for breakfast...it's a great time to touch base with everyone.

For recipes and more information on the health benefits, selection, storage and preparation ideas for the Fruit of the Month (raspberries) and Vegetable of the Month (tomatoes), visit: <http://www.dhs.ca.gov/ps/cdic/cpns/worksite>.

Visit us online at www.ca5aday.com.

Please send your *Fresh Facts* story ideas to Brian Fitzgerald at BFitzger@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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bananas winter squash



peppers figs corn



walking an exercise



apples asparagus celery

Fresh Facts

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

October 2006

Latino 5 a Day Campaign Holds Events to Address Health Disparities and Health-Related Worksite Issues



COMA FRUTAS Y VEGETALES Y SEA ACTIVO

The *California Latino 5 a Day Campaign (Latino 5 a Day Campaign)* encouraged healthier worksites for Latinos during a series of regional Latino Health Awareness Month events last month. The events were organized in low-income neighborhoods in the Central Coast, Central Valley, Desert Sierra, Gold Coast, Los Angeles, Orange County, San Diego and Imperial regions to highlight what local businesses and organizations can do to create healthy worksites for California Latinos to help reduce health disparities and employer healthcare costs. Below are highlights from each event:

Central Coast

Latino 5 a Day Campaign at Community Bridges joined community members to hold two events in Watsonville. The first event, held on September 24, brought together 320 community members and employees of Mi Pueblo Supermarket for food demonstrations and nutrition education activities. The food demonstrations featured recipes for an easy, healthy lunch and a quick and healthy breakfast. Employees and community members also participated in physical activity demonstrations that provided them with quick ideas to be active throughout the work day. La Manzana Community Resources brought information about food stamp programs and other services they provide.

The second event was held on September 26 at a location where farm workers meet before the work day. Approximately 360 workers were given a food demonstration and information on worksite wellness. In addition to these two events, the City of Watsonville, County of Santa Cruz and City of Salinas

[Printer Friendly Version](#)

California Nutrition Network and Governor's Council to Continue Partnership



Governor Schwarzenegger, along with Chairman of the Governor's Council Jake "Body by Jake" Steinfeld and Executive Director of the Governor's Council Kenny Rogers, address California teachers, schools and champions for children's physical activity and fitness honored at the Governor's Council Awards.

Based on the successful collaboration during Public Health Week (week of April 3, 2006), the *California Nutrition Network for Healthy, Active Families (Network)* and the Governor's Council (Council) on Physical Fitness and Sports have decided to continue their partnership with the aim of making California a national model of healthy living. The *Network* will provide the Council with nutrition messaging and will also bring the Council's program to the regions through its physical activity specialists.

The announcement was formally made in Sacramento on September 13 during the Governor's Council on Physical Fitness and Sports Awards ceremony held by Governor Schwarzenegger. The Awards honored California teachers, schools and other champions for children's physical activity and fitness. The winners were chosen based on their innovation, inspiration and initiative to positively impact California children and youth.

delivered proclamations in September, declaring it Latino Health Awareness Month in those communities.

Central Valley



Community members visit Fiesta Foods Grocery Store to learn more about the Latino 5 a Day Campaign and the California 5 a Day—Be Active! Worksite Program.

More than 1,500 residents participated in nutrition education and physical activities at a health fair celebrating Latino Health Awareness Month in Fresno on September 10. The *Latino 5 a Day Campaign* and Fiesta Foods Grocery Store sponsored the event, which focused on improving health by eating the recommended daily amounts of fruits and vegetables and enjoying physical activity everyday.

Assemblyman Juan Arambula spoke about the importance of health awareness for Latinos who suffer disproportionately from preventable health problems such as type 2 diabetes and heart disease. He also presented a proclamation at the Fiesta Foods' celebration in Fresno.

Healthy recipes were demonstrated in the produce section throughout the day to encourage the use of fruits and vegetables. Community partners joined to provide health tests; physical activities, such as power walking and hula hooping; and information about accessing local health services.

Univision Radio conducted a live broadcast from the health fair. Radio host Cristina LeClere said *Univision Radio* is committed to increasing awareness about *Latino 5 a Day Campaign* and the *California 5 a Day—Be Active! Worksite Program* via radio.

The *California Children's 5 a Day—Power Play! Campaign* partners also introduced children to various types of fruits and vegetables at their local market by having them play the game "Supermarket Sleuth," encouraging children to learn about fruits and vegetables that might be unfamiliar to them. They also provided nutrition and physical activity materials to parents.

Four *Network*-funded schools were recognized for their outstanding efforts:

Principal in the Spotlight Gold Medalist

Mary Gorsuch, principal of Pauma Elementary, was recognized for her strong support of physical education and health. During her four years at Pauma School, fitness and academic scores have steadily risen. Principal Gorsuch has brought in equipment and games for the children, volunteers to teach new types of physical activity, and has implemented programs such as Peaceful Playgrounds, which allows for a smoother recess and lunch program with more student involvement. Principal Gorsuch has also helped establish a "second chance" breakfast, giving students that arrive late a second chance to receive a breakfast at recess.

Principal in the Spotlight Bronze Medalist

Richard Rodriguez, principal of Frank Paul Elementary, was recognized for his ability to find creative, innovative and meaningful ways to increase the physical activity levels of his students. Principal Rodriguez has seen dramatic increases in test scores and has been integral in implementing various programs that support healthy eating and physical activity, such as the Monterey County Farm to School Partnership and Walk to School Day.

Teacher in the Spotlight Bronze Medalist

Elementary school teacher Peter Pham, from Katherine R. Smith Elementary in San Jose, started a health revolution with his class of 4th and 5th graders. Mr. Pham was one of the first educators to sign up to be a Fit for Learning Champion when the Santa Clara County Office of Education launched Fit for Learning in 2005, pledging to develop a school environment focused on physical fitness, health and good nutrition.

School in the Spotlight Bronze Medalist

Vista del Lago High School in Moreno Valley, was recognized for its high level of student participation (26 percent) in the 2005-2006 Governor's Challenge. Teachers in the physical education department recognize the importance of nutrition and physical activity and offer a variety of activities and classes on health and fitness to students.

For a complete list of winners, visit <http://www>.

"It was great to see many of the Latino partners come together and join in the efforts to improve the quality of life of the Latino community," said Eustolia Zamora-Bonilla, *Latino 5 a Day Campaign* coordinator.

Desert Sierra

On September 28, the 1st Annual Fiesta Campesina was held at the Mecca Family Service Center & Community Health Clinic in Riverside. Community partners included The Easter Coachella Valley Social Change Collaborative, Mecca Family Service Center & Community Health Clinic, Farm Workers Service Center and Desert Alliance for Community Empowerment.

The Desert Sierra *Latino 5 a Day Campaign*, in association with the Cesar E. Chavez Tribute Committee of the Inland Empire, held a "Cesar E. Chavez Health, Wellness and Cultural Family Festival" on September 30 at E. Chavez Middle School in San Bernardino.

The festival featured free glucose and cholesterol health screenings, blood pressure and body fat testing. Health and information resources were also showcased at the festival including healthy cooking demonstrations, worksite wellness information, WIC program information and police department services. Visitors also had an opportunity to experience musical entertainment, Aztec and folklore dancers and Latino art at the festival.

The Cesar E. Chavez Tribute Committee of the Inland Empire, a coalition of community leaders and organizations, was established in 1997 to educate the Inland Empire communities about the life and works of Cesar E. Chavez and to engage the Inland Empire youth to carry on his legacy, values and vision for a better world.

Los Angeles



Maria Estrada and Xiomara Ajuria prepare healthy quesadillas with plenty of vegetables at a "lunch and learn" workshop for employees of Federated Logistics in Los Angeles.

Community leaders, local business and public health experts joined the *California Latino 5 a Day Campaign* to address health issues in the area's low-income Latino

calgovcouncil.org/spotlight/.



Governor Schwarzenegger, council members, partners, award recipients and attendees at the Governor's Council on Physical Fitness and Sports Awards ceremony.

Governor Schwarzenegger also signed two pieces of legislation at the awards ceremony. The first requires the Department of Health Services to develop a "Healthy Food Purchase" pilot program to provide incentives to increase purchases of fresh fruits and vegetables in low-income communities. The second requires that on or after July 1, 2010, each school district provide an information sheet to parents or guardians of incoming 7th grade students regarding type 2 diabetes.

The event also coincided with the first anniversary of the Governor's Summit on Health, Nutrition and Obesity.

"I am so proud to honor the people who answered the call to action and are inspiring our kids to pump up their physical activity and be as healthy and active as possible," said Governor Schwarzenegger. "Last year at my Summit on Health, Nutrition and Obesity, I challenged everyone in our state to play a part in getting California fit and active. We are only going to be successful if we have everyone working together – families, schools, governments, public and private sector – for a healthier California."

At the Summit, several high-profile private groups made commitments to change their business practices in order to improve the health of Californians. Since the Summit, the Governor has delivered results from the private and public sector to help combat the state's obesity epidemic, including: up to \$500 million for schools to purchase PE equipment and supplies, the adoption of the first-ever physical education standards, the new California Obesity Strategic Plan and a new commitment from California

community. The "lunch and learn" workshop, held on September 25 at Federated Logistics, highlighted what can be done by local businesses and organizations to create healthy worksites for California Latinos in Los Angeles. Employees participated in physical activities, a healthy-cooking demonstration and testing for high blood pressure, cholesterol and body fat index.

Gold Coast

Gold Coast *Latino 5 a Day* hosted a worksite health fair at Valley Crest Tree Company, a tree growing and moving company located in Calabasas, on September 6. All of the 120 employees attended the event. Mary Arevalo with the Ventura County Public Health Department was interviewed on Oxnard-based radio stations *KLJR-FM*, *KOXR-AM* and *KXLM-AM*.

Orange County

The *Latino 5 a Day Campaign* hosted a Worksite Wellness Health Fair on September 27 at the Community Action Partnership of Orange County in Garden Grove. Three Garden Grove companies, including Three Dots, US Dyeing & Finishing and Umpco, Inc., and more than 300 people attended this fair that highlighted what can be done by local businesses and organizations to create healthy worksites for California Latinos to help reduce healthy disparities and employer healthcare costs in Garden Grove.

San Diego



El Tigre Supermarket employees and Latino 5 a Day health educators kick off Latino Health Awareness Month with a proclamation by City of Escondido Mayor Lori Holt Pfeiler.

San Diego Nutrition Network *Latino 5 a Day Campaign* health educators and El Tigre Supermarket kicked off celebrations in Escondido on September 9 with a proclamation by City of Escondido Mayor Lori Holt Pfeiler. "El Tigre Supermarket has been an invaluable partner of the *Latino 5 a Day Campaign* over the last few years," said Blanca Melendrez, program manager for the *Latino 5 a Day Campaign* in San Diego and Imperial Counties. The supermarket received a certificate of recognition from the mayor for efforts to make fruit and vegetable

Clubs of Distinction to create a health, nutrition and exercise curriculum and programming consistent with state law and individual school wellness policies.

For more information regarding the Council, visit: <http://www.calgovcouncil.org/>.

Fresh Facts: Healthy News from the Regional Nutrition Networks

Central Coast

Safe, Walkable Routes to Healthy Foods



Madera residents receive their walkability scoring sheets before assessing their community.

Madera residents took to the streets to assess their community and identify safe, walkable routes to nutritious foods on Wednesday, September 20. Walking the length of road between Sierra Vista School and Sunrise Market in Madera, they determined barriers that impede access to places that sell healthy food such as unsafe sidewalks and lack of stop signs with cross walks.

The Central Valley Health and Nutrition Collaborative's Eat, Energize, Excel action team worked with local partners including the Darin M. Camarena Health Centers and Department of Public Health to facilitate the event. A food demonstration and raffled prizes were provided by the *California Latino 5 a Day Campaign (Latino 5 a Day Campaign)*, while the *California Children's 5 a Day—Power Play! Campaign (Power Play! Campaign)* led participants in warm-up activities prior to the walk.

purchases rewarded by developing a frequent produce buyers program. More than 700 community members attended the celebrations throughout the day.

Imperial

The Imperial County Free Library System and Imperial County Public Health Department joined together to hold two events. Five parents and 10 children attended the first nutrition education focused event on September 5. Parents were given tips on how to give their children enough fruits and vegetables, and children were served a freshly prepared salad. Parents and nutrition experts participated in a very informative question and answer session to address practical ways to keep their families healthy.

The second event, held on September 7, focused on educating parents about the need for children to participate in physical activity. The Imperial County Public Health Department distributed pedometers to the 10 parents in attendance, along with brochures and information about physical activity.

Westmorland Elementary School held a "Back to School" night on September 13 for more than 200 parents and students. Parents were given recipe books and brochures on healthy eating, and were shown a demonstration revealing the amount of sugars and fats in foods and drinks. Julie Mitchell, school cafeteria manager, coordinated a survey of parents at the event to determine the best times and places to continue programs that provide parents with quick and easy ideas to ensure their children eat enough fruits and vegetables and are physically active.

"Hero Moms" Grassroots Campaign

A new grassroots campaign with a focus on hero moms is being developed by the *California Nutrition Network for Healthy, Active Families (Network)* in collaboration with *San Bernardino* and *Fresno Regional Nutrition Network* agencies. Hero moms were recruited in each region to share their success stories in helping their families eat more fruits and vegetables and be more physically active. The interviews are being compiled into a 12 to 15 minute long DVD that will be distributed along with a brochure.

"We were instrumental in the recruitment of the women highlighted in the video," said Erin Haugh, public service employee with the San Bernardino County Department of Public Health Nutrition Program. "We received nominations for women with good motivational and inspirational stories and interviewed them. We are lucky, we found some remarkable participants with amazing stories to share."

In San Bernardino, the selected English and Spanish speaking women took part in group tapings. The tapings, in talk-show format, successfully captured powerful moments of hero moms sharing their stories in an intimate and supportive environment. In the community of Parlier, located close to Fresno, hero moms also shared their individual stories in their homes and out in the community. One mother said she's incorporating healthy eating habits in her household to prevent her toddler from developing the chronic diseases that run in her family due to poor diets. Another family is shown being active together at a local high school

Sierra Vista Elementary School's parent group participated in the walk and was accompanied by the city Mayor Robert Poythress. Participants observed their environment using the *Latino 5 a Day Campaign's* assessment tool and wrote comments about the barriers to access of healthy foods, such as a lack of safe routes.

"Good health is so important, not only for you, but you are setting an example for your children," said Poythress. "It's important that our kids get outside and exercise rather than watching television and playing video games."

Participant Maria Gomez suggested to the mayor the need for more after-school programs for kids.

Univision 21, KFTV, aired a segment on both the 6:00 p. m. and 11:00 p.m. news. The *Madera Tribune* also covered the event.



Mayor Poythress addresses the participants at the end of the walk at Sunrise Market and thanks them for their dedication to improving healthy living in Madera.

Participants also turned in evaluations that included barriers they identified during the walk. The evaluations will be compiled into a mini report by the Center for Research, Evaluation, Assessment, and Dissemination at California State University, Fresno. The mini report will then be presented to the Madera City Council.

That same morning, Martin Luther King Jr. High students participated in a Walk to School event. Students were provided with cameras and assessment tool and were asked to take pictures and observe their environment as they walked to school. In their evaluations, students expressed the need for safer walking routes to school.

track field and talks about the importance of staying fit.

"Getting the moms together was a pretty big task," said Nichole Mosqueda, *Central Valley Nutrition Network* manager with the UC Cooperative Extension. "What has made it so successful is the tremendous effort of our partners and different communities to bring together a group of moms with diverse stories to tell." Partners in the Central Valley included *African American 5 a Day*, *Latino 5 a Day Campaign*, UC Cooperative Extension Nutrition Educators Nancy Carrillo and Patty Davidson and Cantua Creek Elementary School Principal Yolanda Espinosa and her staff.

Hero moms shared powerful stories that ranged from the loss of loved ones due to poor diet and physical inactivity to the emergence of healthy and active children that are helping to stop family cycles of disease. "We hope the video gives other moms a sense of empowerment that they can change the lives of their family," said Haugh.

Many of the moms have not only made a difference in the lives of their own family, but have gone on to coordinate free community exercise and nutrition classes, making a difference in the health of their local communities.

"These stories are evidence that it can be done," said Mosqueda. "These women just need people out there to educate them. This is another tool for people to say, 'I can do this, I can afford to keep my family healthy and active in my lifestyle.'"

Communities of moms in qualifying census tracts will receive direct mail with a brochure and the DVD with information encouraging them to increase their family's consumption of fruits and vegetables and to be more physically active. The campaign aims to achieve a greater level of nutrition education with mothers of children who reside at or below 185 percent of the Federal Poverty Level and will be test-piloted in Fresno and San Bernardino in April 2007.

For more information on the hero moms campaign, contact Lawrence Montgomery at lmontgom1@dhs.ca.gov.

California School Garden Network Growing with New Guidebook

Mayor Poythress agreed that more police patrol is needed in Southeast Madera and will address the issue.

The *Latino 5 a Day Campaign* and *Power Play! Campaign* welcomed the students as they arrived at school and handed out t-shirts to those students who turned in cameras and the evaluation.

Submitted by Evelyn Escalera, Power Play! Campaign program representative.

North Coast Region

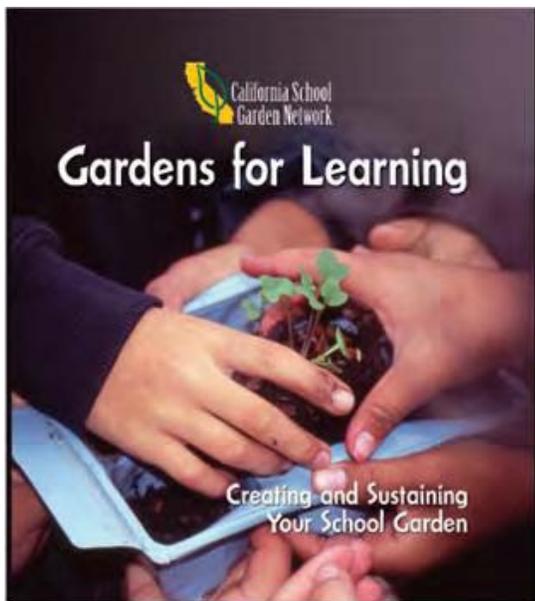
Humboldt County Office of Education: Farm to School

The Humboldt County Office of Education's "Farm to School Program" augments classroom-based nutrition education with participatory field trips to farms and farmers' markets. In addition to learning about nutrition to prevent diet-related chronic diseases in the low-income population, these field trips connect students to the people and processes behind food with hands-on lessons that drive the classroom instruction home.



Students sample fresh vegetables on a field trip to a local farmers' market.

The weekday farmers' market visits are extremely popular with second to fifth grade students. During the tours, students receive nutrition education activity cards, a "veggie buck" for purchasing fresh fruits and vegetables, an activity to do after the visit, cookbooks, lunch coolers, tote bags and a farmers' market schedule to encourage families to revisit the market.



Pictured: The Gardens for Learning guidebook, issued by the California School Garden Network.

On October 21, the California School Garden Network (CSGN) is releasing *Gardens for Learning*, a guidebook to inform teachers, school administrators, students and community members about the importance and benefits of school gardens.

The new guidebook features tips on how to plan and plant a garden, how to bring in funding and donations and how to integrate nutrition education in school gardens. It was developed by a team of experienced garden educators, nutritionists, state officials and other garden experts. The First Lady of California, Maria Shriver, wrote the book's foreword. In addition, the guidebook's back cover features pictures from gardens at Alisal Unified School District in Salinas and Alhambra Unified School District in Alhambra, both part of the *California Nutrition Network for Healthy, Active Families (Network)*.

In addition to the guidebook, CSGN has also developed a Web site, <http://www.csgn.org/>, to serve as a one-stop shop about school gardening. Visitors can get advice on how to plant a school garden, learn what's in season and read tips on how to integrate education in the garden and curriculum standards — among other things. The CSGN Web site also offers more than 100 ideas on how to tie gardening in with school curriculum. This curriculum section of the Web site was compiled by the University of California Division of Agriculture and Natural Resources Garden-Based Learning Workgroup and connects visitors to various resources.

The CSGN is a collaborative effort between the California Department of Health Services, California Department of Education, California Department of Food and Agriculture and agricultural groups such as the Western Growers Association and the California Farm Bureau Federation. The groups are all committed to enhancing learning by teaching nutrition education through gardens in schools and other community settings. The CSGN is a non-profit 501c (3) organization



Students spin the 5 a Day wheel during a field trip to a local farmers' market.

Mendocino County Schools Garden-Enhanced Nutrition Education

The garden-enhanced nutrition programs at Fort Bragg Unified Elementary Schools in Mendocino County, have been growing and evolving for 12 years. Preschool through fifth grade children learn about eating healthy by growing, harvesting, cooking and eating from the school gardens. Dana Gray and Redwood Elementary Schools in the district have established gardens and food preparation rooms. Grains such as corn, wheat and oats are grown and processed into pancakes, muffins and pasta. Students eat, cook and can fresh fruits and vegetables from the garden. The students also donate fresh produce from the gardens to go to the local food bank.

with a board that meets quarterly.

All work through the CSGN is volunteered by members of the *Network* through in-kind staff time. The CSGN receives partial funding from the *Network* for low-income school nutrition education.

According to the CSGN, gardening with children has the potential to improve academic performance, increase ecological literacy and improve the dietary habits of children. CSGN believes gardens can provide an economical and practical way to engage the school community and its neighborhood in a creative investment in education.

"Our hope is to have a school garden in every school in California," said Tim Alderson, chairman of the California School Garden Network. "We believe the new guidebook will provide a valuable tool for educators and students to create and sustain their gardens. Studies have shown that children exposed to school gardens can perform better academically, lead healthier lifestyles by getting active in the garden and making more nutritious food choices, develop a deeper respect for the environment and build a great sense of teamwork."



Students at Locke High School create their new school garden, "The Sanctuary."

A new school garden will be inaugurated October 21 in the Watts area of Los Angeles at Locke High School, a school that's new to the *Network* this year. The garden, referred to as "The Sanctuary," was designed by professional landscape designer Dawson Connor, who has been featured on ABC's hit TV show "Extreme Makeover: Home Edition." Students in the gardening club at the high school have worked an hour every day to create the new garden.

The inauguration event features an interactive resource fair related to school gardens, with students from local elementary and middle schools attending. Visitors attending the annual conference for the California Foundation for Agriculture in the Classroom will visit the garden that day as part of their weekend activities. In addition, local art students will design a mural for the garden that day.

The process of building "The Sanctuary" is being filmed by the California Farm Bureau to air on the show "California Country." A listing of stations that air "California Country" can be found at www.cacountry.tv/broadcast.cfm.



Teacher Julie Castillo leads her classroom in a garden-enhanced nutrition education lesson.

Students experience all aspects of the garden cycle including garden bed preparation, planting, harvesting, collecting seed, food preparation and preservation. Nutrition education is provided throughout the program. Both schools welcome visitors to their gardens and appreciate any community donations.

For more information, contact Joan Levy at (707) 441-2000 or JLevy@co.humboldt.ca.us.

California Communities to Celebrate International Walk to School in October



To raise awareness of the importance of physical activity, air quality and walkable communities, students, parents and teachers across California will participate in the sixth annual International Walk to School this month. Here are

For more information, please contact Hope Wilson at (916) 449-5422.

Vote for Your Favorite Lunch before National School Lunch Week

National School Lunch Week, sponsored by the School Nutrition Association, is taking on a new face this year, involving kids in voting for their favorite school lunches. This year's candidates for favorite school lunch entrée are: Pete Pizza, Rocco Taco, Heddi Spaghetti, Ricky Chicken and Sally Salad. These five entrées, which research has shown are favorites at school, meet the Dietary Guidelines for Americans and help keep students energized and ready to learn throughout the day. Polls will be open through October 6, and the winner will be announced during National School Lunch Week, October 9-13.

The School Nutrition Association's National School Lunch Week was created in 1962 by President John F. Kennedy, and is a celebratory week of events and activities promoting the National School Lunch Program (NSLP). The NSLP began in 1946 and is the largest of the federal child nutrition programs.

The School Nutrition Association is a national, nonprofit professional organization that represents more than 55,000 members who provide high-quality, low-cost meals to students across the country.

For more information and to cast your vote, visit: <http://www.voteforschool lunch.com/>.

Adventurous Activities for Autumn



Each fall, families participate in the tradition of carving pumpkins to create spooky decorations or centerpieces. But did you know that pumpkins and other varieties of winter squash can also be a fun and healthy addition to the dinner table? Winter squash is an excellent source of vitamin A, a central component for healthy vision. It also contains the antioxidant beta carotene, which helps fight off cancer-causing free radicals, is a good source of vitamin C and potassium and contains six grams of dietary fiber.

Helping Your Child Eat Healthy

- Bake, boil, steam, sauté or microwave winter squash. Use it in stews, soups, salads, dips, breads and even pies.

a few examples of how *California Nutrition Network for Healthy, Active Families* partners are incorporating nutrition education into their communities' Walk to School interventions.

In the Central Valley, Mariposa Unified School District held their first Walk to School event on October 4. Students, teachers and community members from Mariposa Elementary School and Mariposa County High School will meet at Pioneer Market, where breakfast will be provided along with fresh fruit supplied by the market. After a warm-up stretch led by Jazzercise instructor Lisa Guardino, the group will gather and walk to school with California Highway Patrol members and the Mariposa County High School band leading the way.

Alisal Union School District in the Central Coast Region held a Walk to School assembly on October 4 to promote health, nutrition, physical activity, safety, community planning and environmental benefits as they relate to Walk to School and healthy eating.

Students at Westmorland Elementary School in Imperial County will celebrate Walk to School on October 17. Parents, teachers and students will gather to walk around a local park then on to school. Julie Mitchell, school cafeteria manager, plans to continue encouraging parents, students and teachers to meet at the park once a month throughout the school year to walk to school.

Walk to School began in the United States in 1997 with the first National Walk Our Children to School Day in Chicago, sponsored by the Partnership for a Walkable America. Children, parents, teachers and community members in all 50 states joined the movement by 2002, and federal legislation was passed in 2005, establishing funding for "Safe Routes to School" programs across the country. In California, state legislation dedicates one-third of federal Surface Transportation Safety set-asides to local Safe Routes to School programs, totaling between \$25 and \$40 million annually for local programs.

The National Center for Safe Routes to School assists communities in enabling and encouraging children to safely walk and bike to school. The Center strives to equip Safe Routes to School programs with the knowledge and technical information to implement safe and successful strategies. The California Center for Physical Activity provides materials, ideas and technical assistance needed to start a Walk to School program in your neighborhood.

For more information and ideas to plan an event, visit

- Sample different varieties of winter squash to find out your family's favorite. (See Produce Tips for varieties.)
- Varieties with darker yellow/orange flesh are more nutritious than lighter colors. (HINT: Butternut is more nutritious than spaghetti squash.)
- Add winter squash to your family's favorite soup or casserole. Ask your child to help you make it.

Produce Tips

- Squash are members of the gourd family. Winter squash have hard shells, inedible skins and large seeds.
- Some varieties include pumpkin, butternut, acorn, spaghetti, banana, kabocha and turban squash.
- Choose squash that are firm, heavy for their size and have dull skins (not shiny). Winter squash should be hard without cracks or soft spots.
- Store uncut winter squash in a dark, cool, dry place (about 50-60 F). They can keep up to three months.
- Once cut, squash can keep about one week when wrapped and refrigerated.
- Thin-skinned varieties, like acorn or butternut, can be peeled with a paring knife or vegetable peeler.
- Thicker-skinned varieties, like turban, may require a heavy knife to split open.

For more ideas, visit <http://www.harvestofthemonth.com/>.

Let's Get Physical!

Let your kids see you be active. Enjoy the pleasant days of autumn together as a family.

- Be a role model. Studies show that children who see their parents having fun and being active are more likely to stay active their entire lives.
- Encourage your child to be active at recess.
- Enjoy a bike ride with your child.
- Find a local pumpkin farm and take a family walk through the fields. Talk about how pumpkins grow.

For more physical activity ideas, visit: <http://www.kidtribe.com/>, <http://www.kidnetic.com/> or <http://www.caphysicalactivity.org/>.

To download the October Harvest of the Month materials or for more information, visit <http://www.harvestofthemonth.com/>.

<http://www.cawalktoschool.com/>, <http://www.saferoutesinfo.org/> or <http://www.walktoschool.org/>.

Food Stamp Program Launches New Statewide Hotline

Starting October 1, California is one of the only states in the country with a statewide hotline for food stamps. The California Association of Food Banks (CAFB), in partnership with the California Department of Social Services (CDSS) and the *California Nutrition Network for Healthy, Active Families (Network)*, will introduce the Food Stamp Information Line statewide for clients to learn how to apply for food stamps.

The line has been available as a pilot project in select counties since March and will now become available statewide. The live-operated hotline, 877-847-FOOD (3663), is available 24 hours a day, seven days a week. Information is available in both English and Spanish, and the hotline offers an automated directory if callers prefer.

"The Food Stamp Information Line will increase our ability to use more strategic media campaigns," said Jessica Bartholow, statewide program manager, Food Stamp Outreach and Nutrition Education, California Association of Food Banks. "We've estimated that we'll have more than 6,000 new households enroll in the Food Stamp Program this year as a direct result of the Food Stamp Information Line."

According to the Food Research and Action Center's *Advocate's Guide to Food Stamp Outreach-Collaborating to Fight Hunger*, studies and reports from community groups that serve food stamp-eligible people indicate that many people do not know they are eligible and/or how to apply. The Food Stamp Information Line provides food stamp information and assistance to low-income Californians, offers an array of services including live and automated information about program guidelines, one-on-one pre-screening, application assistance and referral to appropriate county personnel.

With one statewide number, the CDSS, *Network* and CAFB can employ more strategic media campaigns to showcase the Food Stamp Program. Media campaigns are a cost effective method for food stamp outreach. According to *The Outreach Aisle: A Showcase of Cost-Effectiveness in Food Stamp Outreach*, authored by Brigit Adamus, a Congressional Hunger Fellow assigned to California in 2005-2006, the media campaign analyzed in

the study was correlated to the largest gains in approved food stamp applications per cost than any other method.

The pilot program for the Food Stamp Information Line featured radio ads that ran March through August in San Diego, Santa Cruz and San Francisco media markets. The hotline received nearly 12,000 calls as a direct result from that campaign, with calls still coming in. Currently running through October 20, are Spanish-language television ads in the Los Angeles and San Diego media markets, which are generating 1,400 to 2,000 calls to the line per day.

Aligned with the Food Stamp Information Line, standardized food stamp outreach materials are being produced that encourage calls to the hotline for food stamp information. Food banks and non-profits participating in food stamp outreach will be able to take advantage of these newly updated brochures and posters to enhance their outreach efforts and help educate clients. Food Stamp Nutrition Education (FSNE) contractors will also be able to use the brochures to educate their clients about the Food Stamp Program. Brochures will be available through the online Nutrition Education Reinforcement Items (NERI) ordering system.

For more information, please contact Jessica Bartholow at jessica@cafoodbanks.org.

New 2001 and 2003 CalCHEEPS Campaign Data Tables

Six new 2001 and 2003 *California Children's Healthy Eating and Exercise Practices Survey (CalCHEEPS)* data tables are now available on the Cancer Prevention and Nutrition Section Web site (www.dhs.ca.gov/CPNS). *CalCHEEPS* is regarded as the only in-depth California statewide survey covering eating and exercise practices among children 9- to 11-years-old, the target group for the *Power Play! Campaign*.

Highlights:

The 2001 and 2003 results show that children are most likely to get their food from home or at school across all meal and snack times. At dinner, fast food restaurants or food courts ranked second, at eight and nine percent, respectively. For midday snack, daycare providers or a friend's house was reported second to home.

Meals were most often prepared by parents across all

meal and snack times. Schools prepared almost half of children's lunches and some children's breakfasts (45 and 11 percent; 2001 *CalCHEEPS*). However, children were most likely to prepare their own food at breakfast and during snack times (33 percent and 38 to 54 percent, respectively; 2001 *CalCHEEPS*).

Findings from 2001 and 2003 also indicate that children are most likely to report eating a serving of fruits and vegetables at lunch and dinner. However, consumption is relatively low and there is room for improvement at breakfast and during snack times, especially for vegetable intake.

In 2001, children were significantly more likely to eat one or more servings of fruits or vegetables at breakfast time if the child reported that the school made the meal. Regarding evening snacks, children who reported preparing their evening snack alone or with another child were three times more likely to eat one or more servings of fruits and vegetables at this snack than when parents/adults prepared the evening snack.

List of newly added tables:

For 2001:

- Table PP! 1*: Source of Food Consumed During Weekday Meals and Snacks
- Table PP! 2: Who Most Often Makes Children's Meals and Snacks
- Table PP! 3: Proportion of Children Who Reported Eating 1 or More Servings of Fruits and Vegetables by Meal Times and for Snacks
- Table PP! 4: Proportion of Children Who Reported Eating Fruits and Vegetables at Meal and Snack Times by Who Prepares the Meal or Snack

For 2003:

- Table PP! 1: Source of Food Consumed During Weekday Meals and Snacks
- Table PP! 3: Proportion of Children Who Reported Eating 1 or More Servings of Fruits and Vegetables by Meal Times and for Snacks

For further information regarding *CalCHEEPS*, please contact Angie Jo Keihner, MS, at akeihner@dhs.ca.gov.

*PP!=*Power Play! Campaign*

Fit Business Tips for October



October is a great time to enjoy the outdoors and all of the fruits and vegetables that come into their peak with the changing season. This month's fruit and vegetable of the month – persimmons and pumpkins – are tasty choices to include in your diet.

Quick and Simple Tips

- Enjoy the Fall Colors: As the temperature cools and the days become shorter, tree leaves turn to vibrant shades of red, orange and yellow. Treat yourself by taking a walk through your neighborhood or city park. Or, encourage outdoor walking meetings during work so that you and your co-workers can enjoy the fall colors.
- Pick your produce: Corn mazes, apple orchards and pumpkin patches are great places to enjoy fresh, seasonal fruits and vegetables, as well as enjoy a little physical activity when picking your own produce! Your whole family will enjoy picking seasonal fruits and vegetables on the weekend, and then bring in a selection of your harvest to enjoy during the work week or to share with colleagues. You can also find information on farm trails and other exciting fall adventures near you by visiting <http://calagtour.org/AgTour.asp>.

For recipes and more information on the health benefits, selection, storage and preparation ideas for the Fruit of the Month (persimmons) and Vegetable of the Month (pumpkins), visit: www.dhs.ca.gov/ps/cdic/cpns/worksite.

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

Please send your *Fresh Facts* story ideas to Brian Fitzgerald at BFitzger@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.

To remove yourself from this distribution list, reply to this message with "unsubscribe"; in the subject or please [click here](#). If you or a friend would like to subscribe to *Fresh Facts*, please reply to this message with "subscribe"; in the subject. Please specify your name and e-mail address and we will add you to our

distribution list.



juices winter squash



peppers figs corn



walking an instant



apples asparagus celery

Fresh Facts

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

November/December 2006

California Nutrition Network Receives Recognition and Awards

The *California Nutrition Network for Healthy, Active Families (Network)* was honored with four awards this fall. The *Network* received three gold awards for excellence in social marketing from The National Public Health Information Campaign (NPHIC) awards competition and an award for electronic materials from the Public Health Education and Health Promotion Section (PHEHP) of the American Public Health Association (APHA.)

Three gold awards from NPHIC were given to *Network* programs on October 31 for the "Frontlines" television advertisement, the report on Nutrition and Health Barriers Facing Latinos and the Harvest of the Month tool kit. The NPHIC is an independent organization of professionals who seek to improve America's health through public health communications; their ultimate goal is to "make public health public."

The *Take Action!* Web site, part of the *California 5 a Day—Be Active! Worksite Program*, was given an award in the category for electronic materials from the 2006 Public Health Education and Health Promotion Section (PHEHP)— the largest section of the American Public Health Association (APHA). Desiree Backman, Dr. P. H., R.D., manager of the *California 5 a Day—For Better Health! Campaign*, was present to accept the award during the APHA annual meeting on November 8. She also gave a presentation about the Web site and the California Fit Business program.

The *Take Action!* Web site, <http://www.takeactionca.com/>, offers resources to complement the free, flexible, 10-week employee wellness program that encourages fruit and vegetable consumption and regular physical activity among employees while fostering teamwork and boosting morale. The awards provide a forum to showcase public health materials and recognize professionals. The electronic materials category includes communication vehicles such as Web sites, CD-ROMs, computer programs and video games.

[Printer Friendly Version](#)

Joint Steering Committee Focuses on New Changes for the Network



A record 160 members attended the *California Nutrition Network for Healthy, Active Families (Network)* Food Stamp Nutrition Education (FSNE) Joint Steering Committee Meeting on November 14 at the Doubletree Hotel in Sacramento. The meeting, themed "Change is Good," updated partners on the *Network's* re-branding efforts and the new media/grassroots campaign; formulated plans to maximize new initiatives and program compliance; and discussed how the committee members can take advantage of upcoming opportunities.

Neal D. Kohatsu, MD, MPH, Chief of the California Department of Health Services' Cancer Control Branch, began the meeting by addressing the new California Obesity Prevention Plan based on Governor Arnold Schwarzenegger's vision for a healthy California. Committee members provided feedback in afternoon workgroup sessions about elements that are already being utilized in communities, ideas for incorporating underutilized strategies and working together to meet state objectives. Some of the strategies for action include making prevention a top priority in state and local health departments, having employers establish guidelines for offering healthy food at

Fresh Facts: Healthy News from the *Regional Nutrition Networks*

Gold Coast

Free Fresh Fruits and Vegetables for Families in Need

Thanks to a Mobile Farmers' Market and Food Share program, families in the Santa Clara Valley now have increased access to fresh fruits and vegetables. Every first and third Friday of each month, families come to the Santa Clara Valley Neighborhood for Learning (NfL) for a special delivery of fresh fruits and vegetables free of charge. The produce truck stops in Santa Paula, Fillmore, Piru and Rancho Sespe, where close to 400 families receive free fruits and vegetables.

The program, a partnership between the Santa Clara Valley NFL and the local food bank, began in July 2005. Parent volunteers help prepare the boxes of produce to distribute to the low-income families.

In May 2006, the Gold Coast *Latino 5 a Day Campaign* joined this partnership by having nutrition education and health promotion activities at each of the Mobile Farmers' Market stops. The *Latino 5 a Day Campaign* has also invited other agencies to participate in the activities, including free health screenings from the Ventura County Public Health's Chronic Disease Prevention Program. The Santa Clara Valley NfL, Food Share and the *Latino 5 a Day Campaign* are proving that by working together, they can increase access to fresh fruits and vegetables for underserved families in the cities of Santa Paula and Fillmore.

For more information, contact Ramona J. Sloan at 805-677-5279 or Ramona.sloan@ventura.org.

Desert Sierra

Nutrition Decathlon with a Twist of Orange

On September 30, the Desert Sierra *California 5 a Day—Power Play! Campaign* and *Regional Nutrition Network* staff teamed up with Girl Scouts of San Geronio Council and Inland Orange Conservancy (IOC) to hold a Nutrition Decathlon. More than 500 Boy and Girl Scouts and their families attended the event, part of the annual Sheriff's Rodeo and Boy and Girl Scout Camporee, held at Glen Helen Regional Park in San Bernardino. Scouts and their families participated in Melon Weightlifting, MyPyramid Challenge, Coconut Bowling and seven other activities. Each Scout completing all 10 activities received a medal.



meetings and events and ensuring the availability of healthy choices in food service operations in health care facilities. To view the complete plan, [click here](#).

To follow along with the theme of the meeting, a panel of speakers was also present to introduce the *Network's* new brand identity, logos and media concepts for the re-branding that will take place this upcoming year. In order to test these new components and gauge consumers' responses, the *Network* will be conducting focus groups in Los Angeles, Oakland and Fresno over the next two months. Los Angeles and Oakland will host 6 focus groups each, while 4 focus groups are scheduled for the Fresno region. Groups will consist of African Americans, Spanish-speaking Latinos and a group with mixed ethnicities.

The new brand design and logo were also topics of discussion in the afternoon workgroup sessions, giving committee members the opportunity to provide feedback on the *Network's* new identity.

Committee members were also introduced to the new *Network* media and grassroots campaigns during the meeting. The goal of the advertising campaign will be to provide inspiration from real-life, low-income mothers whose actions hold the ideals of family health and nutrition above any and all obstacles. All of the advertising concepts are meant to evoke a sense of admiration and identification with the women featured in them. The intent is to increase self efficacy by getting viewers of the advertisements to say, "I can do what they do." The committee members that participated in the advertising campaign afternoon workgroup provided valuable feedback on these advertising concepts. Most of the workgroup participants agreed that the advertisements "My Kitchen" and "My Community" met this strategy of self-efficacy. Their comments will be taken into consideration during the development process.

Decathletes show off their medals at the Nutrition Decathlon, part of the annual Sherriff's Rodeo and Boy and Girl Scout Camporee in San Bernardino.

Decathletes earned samples of fruits and vegetables by learning about their nutritional benefits at the nutrition education booth. Public health nutritionists and nutrition students gave a lesson on MyPyramid, focusing on eating plenty of fruits and vegetables as part of a healthy diet. Scouts and their families also participated in activities about portion sizes and received the "How Much Do I Need?" *Power Play!* handout as part of the education.



Decathletes pose with a volunteer dressed as corn from the Amina Carter High School ROTC in Rialto.

The partnership between *Power Play!* and Boy and Girl Scouts is a natural fit. Both organizations promote healthy living and feature nutrition as part of their badge programs. *Power Play!* materials were on display at the decathlon, and several leaders signed-up to receive kits to use with their troops.

For more information, contact Melodee Lopez, *Desert Sierra Regional Nutrition Network* program coordinator, at mlopez@dph.sbcounty.gov.

Central Valley

Fresno State Dietetic Interns Make a Difference for Central Valley Residents with 5 a Day Messages

In 1998, the University of California Cooperative Extension Fresno County (UCCE Fresno) began an internship partnership with California State University, Fresno. Through this partnership, interns spend two weeks at UCCE Fresno doing activities that meet entry-level professional competencies established by the American Dietetic Association (ADA) and work closely with the *Central Valley Regional Nutrition Network*.

Interns conduct *5 a Day* food demonstrations, provide nutrition education sessions for staff and food-stamp eligible participants, participate in major *Central Valley Regional Nutrition Network* events and assist with evaluation and research.

The experience increases knowledge of community organizations and how work can be completed at various levels and through partnerships. "Involving dietetic interns is win-win," said Jeanette Sutherlin, UCCE Fresno County director. "With a small investment in training, dietetic interns provide strength to the workforce of a project."



Suzette Simmons of Hanover checks out with a grocery cart full of fruits and vegetables.

Another key discussion of the meeting focused on the Program Compliance Review Team Development of Program Standards. The program compliance team has several goals set for their action plan, one of which includes providing quality audit, review and advisory services to local contractors in order to enhance program integrity and ensure compliance to USDA Guidance and the USDA Administrative Review findings. The Team also has plans to assist the *Network* with training and incorporating instructional program findings, conclusions and recommendations into the program activities.

One of the highlights of the meeting was a presentation by Mike Papin from the California Department of Social Services Food Stamp Branch. Papin was able to provide the committee members with updates on the Food Stamp Program and the branch's plan to streamline the application process to encourage eligible participants to sign up for the Food Stamps.

For more information, contact Hope Wilson, MPH, RD, Development Specialist, Partnerships Team, at (916) 449-5422 or hwilson@dhs.ca.gov.

Tips for a Healthy Holiday



Stay active this winter by spending time outdoors with family after large holiday meals.

The busy holiday season leaves little time to focus on health. Holiday errands and attending parties can leave little time for physical activity, while tempting holiday

This summer, interns were busy in the produce section of grocery stores demonstrating healthy food recipes and providing *5 a Day* goodie bags containing cook books and healthy eating tips. Interns visited four of the local grocery stores in Hanford, and received an overwhelmingly positive response from residents. Suzette Simmons, a Hanford resident, provided a testimonial of how the *5 a Day* cookbook she received at a food demonstration changed her eating habits. At checkout, Simmons demonstrated the change by showing *5 a Day* staff a grocery cart full of fruits and vegetables. She later collected two more cookbooks for herself and a friend.

Others expressed similar appreciation for the program. "What you are doing is wonderful," said a mother of three shopping at the Hanford Foods Co. "I've been trying to get my kids to eat better. I'm sure this will help."

The California State University Fresno (CSUF) Dietetic Internship Program is an excellent example of how strong partnerships can further community outreach. The *Central Valley Regional Nutrition Network* and the CSUF interns are working together to educate and mobilize Valley residents toward healthier lifestyles one recipe at a time.

For more information, contact Jamie Kay Buckner, *5 a Day* communications coordinator, (559) 456-7295 or jkuckner@ucdavis.edu.

Los Angeles

U.S. Department of Health and Human Services Innovation in Prevention Awards



Judy Huffaker accepts the U.S. Department of Health and Human Services' "Secretary's Innovation in Prevention Award" from Rear Admiral Kenneth Moritsuga, Acting US Surgeon General with Donna Perez, Assistant Superintendent, Educational Services of Alhambra Unified School District.

Judy Huffaker from the *Alhambra Unified School District Nutrition Network*, a Local Incentive Award funded agency, accepted the U.S. Department of Health and Human Services' "Secretary's Innovation in Prevention Award" (Schools K-12 category) on October 26, 2006 at the fourth National Prevention Summit: Prevention, Preparedness and Promotion in Washington, D.C. The awards and ceremony are a component of STEPS to a *HealthierUS* and celebrate outstanding organizations that have implemented innovative and creative chronic disease prevention and health promotion programs. These awards also provide an opportunity to increase public awareness of creative approaches to develop and expand innovative health programs and duplication of successful strategies. A panel of 15 experts reviewed, evaluated and rated 108 applications based on

treats can easily replace healthy meals. The season can wreak havoc on waistlines, but with a few simple changes to your daily schedule and being more mindful of your meals, you can still lead a healthy lifestyle.

The following tips can help you stay healthy during the festive winter months and keep you feeling energized for all the socializing with family and friends.¹

How to stay active:

- Go for a brisk walk after holiday meals with your family.
- Since many malls open for walkers before store hours, consider arriving at the mall early in the day before starting your leisurely shopping spree. Or try walking the length of your local strip mall.
- Incorporate more physical activity into holiday errands by walking at a faster pace while shopping and choosing stairs instead of the elevator. Park your car far away from your destination's entrance.
- Wear a pedometer while you shop for gifts and notice how many steps you rack up.

For more ideas on how to stay fit during the holidays, visit the American Heart Association's free fitness Web site, <http://www.justmove.org/>

How to eat healthy:

- Balance party eating with other small, lower-calorie meals.
- Socialize away from the food table at parties.
- Fill your plate with vegetables, like fresh veggies with low-fat dip and salad.
- Drink plenty of water and avoid drinking too much alcohol.
- Don't starve yourself the day of the party so you can fill up on food that evening. If you eat normally throughout the day, you're much

creativity and innovation, leadership, sustainability, replicability and results/outcomes.

The program the *Alhambra Unified School District Nutrition Network* has developed reaches students in pre-kindergarten through 12th grade by incorporating interactive learning, classroom instruction, cooking, increased physical activity and developing strategies to overcome barriers to a healthy diet into all curricular areas. As a direct impact of the program, the district has seen behavioral changes in students including an increase in preferences for fruit and vegetable consumption, the increased ability of students to ask for healthy food choices at home and an increase in students helping to prepare fruit and vegetable items at home.

For more information, contact Grace Huppert, M.S., R.D., C.D. E., Program Manager, at (916) 449-5428 or ghuppert@dhs.ca.gov.

California Nutrition Network's Youth Empowerment Pilot Program

The *California Nutrition Network* has launched a unique pilot program to activate California's youth leaders (ages 12 to 18) and their adult allies to join the *Network* and help improve the overall health of the State, improve eating, provide nutrition education, increase access to nutritious food and create more opportunities for regular physical activity.

On November 15, 2006 the pilot sites came together in Sacramento for a one day training to learn more about the goals and objectives -- and begin their work on this exciting initiative. The sites that will participate in this one year pilot are *Network* LIA's (Local Incentive Awardees) and include Alameda County Office of Education, San Francisco Unified School District, Lamont Unified School District, Orange Unified School District and San Bernardino Parks and Recreation. Over the course of the year, they will meet on a regular basis to strategize, brainstorm and plan as they work towards empowering young leaders to act as champions for nutrition and physical activity.

Empowering youth to share power with adult allies in program development is vital to the success of initiatives targeting young people. Youth voice lends credibility and engages young people in all aspects of program design, implementation and evaluation. This strategy has been proven to work in other public health arenas, including tobacco control, HIV/AIDS prevention and substance abuse prevention.

In each of the pilot sites, adult project leaders will work in authentic partnership with a team of youth in shaping projects

less likely to overeat at the party.

- Mingle with friends and loved ones instead of hovering around the buffet table.
- Cut down on saturated fat in creamy dressings by mixing in some nonfat or low-fat plain yogurt.
- Substitute chopped vegetables for some of the bread in your stuffing recipe.
- Have a fondue party with cut-up fruits, such as banana slices, strawberries, or pineapple.

Looking for a healthy side dish to your holiday meal? Want to find an easy snack to make when you're tired from shopping or rushing to an event? Try the recipes below from the *California 5 a Day—for Better Health! Campaign Discover the Secret to Healthy Living* cookbook, which can be downloaded by [clicking here](#).

Apple Glazed Sweet Potatoes

So easy, just simmer sweet potato slices in juice and serve.

Prep time: 10 minutes, Cook time: 25 minutes

2 1/2 cups unsweetened 100% apple juice

1/2 teaspoon cinnamon

1/2 teaspoon salt

2 sweet potatoes, peeled and thinly sliced

Combine apple juice, cinnamon and salt in a large skillet. Add sliced sweet potatoes and bring to a boil over high heat. Reduce heat slightly and simmer potatoes, stirring occasionally, for 20 to 25 minutes or until potatoes are tender and juice has been reduced to a glaze.

Makes 4 servings, 1/2 cup per serving

Nutrition Information Per Serving:
Calories 151, Carbohydrate 37 g, Protein 1 g, Total Fat 0 g, Saturated Fat 0 g,

that will work to create healthier and stronger communities focusing on nutrition and physical activity. Given the opportunity, youth can be essential players in the implementation of creative strategies that improve diets and nutrition education.

For more information about this project, please contact Kamaljeet Singh-Khaira at 916-449-5437.

Perk Up November with Persimmons



Holidays are a great time to be active with your family and introduce them to new types of fruits and vegetables. Try a new recipe for a Thanksgiving side-dish with persimmons, or plan a fun activity to keep your family happy and healthy this holiday season. Persimmons are an excellent source of fiber, most in the form of soluble fiber, and an excellent source of vitamins A and C and the mineral manganese. Soluble fiber has been shown to protect against heart disease and can also lower blood sugar levels. Persimmons are also a source of vitamin B6 and potassium.

Helping Your Child Eat Healthy

- Offer whole or quartered Fuyu persimmons to your child as an after-school snack.
- Toss sliced Fuyu persimmons into salads or add into stir-fries.
- Add Hachiya persimmons to holiday recipes like muffins, pies and puddings.
- Ask your child to tell you three health benefits of eating a variety of colorful fruits and vegetables every day.

Produce Tips

- Look for bright orange and red-colored fruits with smooth skins and leaves still attached.
- Ripe Fuyus are firm and can keep up to three weeks at room temperature. For longer storage, keep refrigerated.
- Fully ripe Hachiyas are soft and may be slightly wrinkled or have a few brown spots. Store on counter at room temperature and use within a few days.

Cholesterol 0 mg, Sodium 160 mg, Dietary Fiber 3 g.

Peach Crisp

A light and healthy dessert that takes just minutes to prepare. Try this recipe with canned peaches for a different flavor. Top each serving with a scoop of vanilla frozen yogurt.

Prep time: 5 minutes, Cook time: 25 minutes

Nonstick cooking spray

4 (15-ounce) cans sliced peaches in 100% juice, well drained

2 tablespoons cornstarch

1 1/4 teaspoons cinnamon

1 teaspoon vanilla extract

2/3 cup old-fashioned oats

1/2 cup packed brown sugar

1/3 cup prepared baking mix

3 tablespoons margarine

Preheat oven to 400 degrees Fahrenheit. Spray a nine-inch square baking pan with nonstick cooking spray. Pour peaches into prepared pan. In a small bowl, stir in cornstarch, 1 teaspoon cinnamon, and vanilla; pour over peaches. In a large bowl, combine remaining cinnamon, oats, brown sugar, baking mix and margarine. Mix together with a fork until crumbly; sprinkle over peaches. Bake for 20 to 25 minutes or until peach juice is thick and bubbly and topping is lightly browned.

Makes 9 servings, 1 cup per serving.

*Nutrition Information Per Serving:
Calories 200, Carbohydrate 43 g, Protein 3 g, Total Fat 3 g, Saturated Fat 0 g, Cholesterol 0 mg, Sodium 100 mg,*

- To ripen firm Hachiyas, place in paper bag with an apple or banana.
- Hachiyas are most commonly used in baking and can be eaten by scooping the flesh out with a spoon.

For more tips, visit <http://www.5aday.gov/month/persimmons.html>.

Let's Get Physical!

The brain is activated during physical activity. Neurological research has shown that sitting for more than 10 minutes reduces concentration and increases fatigue. Movement, on the other hand, increases blood vessel activity allowing for the delivery of oxygen, water and glucose to the brain. Integrating physical activity at home can help your child with increase memory function.

- Start the day with a brisk 10 minute walk with your child to warm up your bodies and minds.
- Set aside 20 minutes after school for your child to play outside or be active indoors before starting homework. It may help your child to focus better.
- Unwind in the evening by doing stretches with your child.
- Walk around at a farmers' market and see how many different produce items you and your child can find.

For more physical activity ideas, visit: <http://www.kidtribe.com/>, <http://www.kidnetic.com/> or <http://www.caphysicalactivity.org/>.

To download the November and December Harvest of the Month materials or for more information, visit <http://www.harvestofthemonth.com/>.

Dietary Fiber 3 g.

Veggie Tortilla Roll Up

Enjoy fresh veggies and flavored cream cheese in an easy-to-eat sandwich! Cut into thick slices and serve as a snack.

Prep time: 20 minutes

4 whole wheat tortillas

6 tablespoons nonfat cream cheese

2 cups shredded romaine lettuce or fresh spinach

1 cup diced tomatoes

1/2 cup chopped cucumber

1/4 cup diced green chilies

1/4 cup sliced black olives

1/4 cup chopped red onion

1/2 cup chopped bell pepper (red, green, orange, yellow or a mixture of these)

Spread each tortilla with 1 ½ tablespoons of cream cheese. Top tortillas with equal amounts of vegetables. Roll up tightly to enclose filling.

Makes 4 servings, 1 tortilla roll per serving

*Nutrition Information Per Serving:
Calories 144, Carbohydrate 25 g, Protein 8 g, Total Fat 3 g, Saturated Fat 1 g, Cholesterol 2 mg, Sodium 386 mg, Dietary Fiber 5 g.*

[†]Tips were adapted from the American Heart Association – Tips for a Heart Healthy Holiday Season and the Produce for Better Health 5 A Day Web site.

To Increase Participation in Food Stamps Nationally, USDA Airs

Television Ad in Los Angeles, San Diego Markets

To encourage people from all cultures and backgrounds to apply for Food Stamps, the United States Department of Agriculture (USDA) launched a new Spanish-language food stamp television advertisement this fall nationally and in the West in the Los Angeles, San Diego and Las Vegas markets.

The ad aired throughout September and October on three Spanish-language channels: *KMEX* in the Los Angeles market covering Inyo, Kern, Los Angeles, Orange, Riverside and San Bernardino counties; and *KBNT* and *KDTF* in the San Diego market.

The television advertisement, titled "Door," featured people in different age groups and ethnicities in order to emphasize that food stamps are available to everyone who is eligible. The camera shot was from inside of the refrigerator and showed several different families opening the door to take out healthy food items.

The tagline at the end states, "The Food Stamp Program: good nutrition within your reach." The ad running in the Los Angeles and San Diego markets featured California's toll-free Food Stamp Information Hotline (1-877-847-3663) and encouraged the viewer to call for a free information packet. From mid-September through mid-October, the ad generated more than 45,000 calls to the hotline.

Governor's Council to Launch Commitment to Fitness Competition



Challenging schools across the state to re-commit themselves to their students' fitness and well being, the Governor's Council on Physical Fitness and Sports will announce its 2007 Governor's Challenge Competition in January. County Superintendents of Education, *California Nutrition Network* Physical Activity Specialists and other prominent leaders in the health community will be in attendance for the announcement of the competition.

To participate in the 2007 Governor's Challenge Competition a school must have students sign up for and complete the Challenge, requiring participants to be active 30-60 minutes a day at least three days a week for four weeks, by May 31, 2007. The schools with the highest percentage of students completing the Governor's Challenge in each of California's 11 regions will be named regional award winners and be awarded \$1,000 for physical activity equipment. These schools will also qualify for the competition's grand prize-a brand new fitness center!

To win the Governor's Challenge Competition grand prize; a school will need to be selected as a regional award winner, demonstrate a strong commitment to promoting healthy eating and develop an essay explaining why a new fitness center would significantly benefit its students. The *California Nutrition Network* will help determine which regional award winner has the policies and practices in place to promote

healthy eating most effectively. The awards for the Challenge are made possible by the Blue Cross of California Foundation.

All schools are eligible to compete in the Challenge and will receive an official certificate of completion signed by Governor Schwarzenegger and a patch of the Governor's Council seal thanks to General Mills, sponsor of the Governor's Challenge. High school students that sign up will also receive a free 30-day pass to 24 Hour Fitness.

To sign up and participate in the Governor's Challenge Competition, students and teachers can visit <http://www.calgovcouncil.org/>. For additional information, email info@CalGovCouncil.org.

Fit Business Tips for November



It's that time of year again when we stop to give thanks for the abundance of fruits and vegetables that are available year round in California. This month's fruit and vegetable of the month – cranberries and butternut squash – are great choices to make this Thanksgiving a healthy one.

Quick and Simple Tips

- Family History: Knowing your family's health history is an important part of keeping yourself healthy. Your grandfather's high cholesterol, your mother's type 2 diabetes and your sister's breast cancer all provide a glimpse into health problems which may affect you. As you sit down for your Thanksgiving feast, ask your family members about their health and the

health of other blood-relatives. Be sure to discuss what you find out with your doctor so that together you can come up with a plan for prevention and identify any health risks before they become serious problems. A fun and easy way to create a picture of your family's health can be accessed for free at <http://www.hhs.gov/familyhistory>

- **Portion Control:** Want to control your portions during Thanksgiving dinner? Start off with an appetizer of fresh fruit and/or vegetables. Fruits and vegetables provide lots of bulk from fiber and water, but for their size, only a small number of calories. Their bulky nature will make you feel full quickly and help you consume less calories later in the meal.

For recipes and more information on the health benefits, selection, storage and preparation ideas for the Fruit of the Month (cranberries) and Vegetable of the Month (butternut squash), visit: <http://www.dhs.ca.gov/ps/cdic/cpns/worksite>.

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

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