



EAT FRUITS & VEGETABLES
AND BE ACTIVE

dates 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

January 2007

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Upcoming Black History Month Forums to Inspire Change



This February, the *California Nutrition Network for Healthy, Active Families (Network)* will lead six health-focused forums across California to demonstrate to low-income African Americans the importance of eating more fruits and vegetables and being active every day.

Inspired by Black History Month, the forums will highlight historical health issues among the African American community – including heart disease, type 2 diabetes, cancer, stroke and obesity – and will provide real-world solutions on how kids, parents and families can become more healthy. These "Black History Month Consumer Empowerment Forums for Change" events are focused on how those we are serving can affect their health outcomes by working within their community.

Forums will take place throughout February in Fresno, Los Angeles, Oakland, Riverside, Sacramento and San

Worksite Program Helps California Workers Get Healthy



Starting this month, California businesses can sign up for a new statewide initiative that educates and inspires employees to work toward a healthier lifestyle. During the next nine months alone, the *California 5 a Day—Be Active! Worksite Program* is projected to reach 220 low-wage worksites throughout California.

Funded by the United States Department of Agriculture and the Center for Disease Control's Prevention Block Grant through the *California Nutrition Network for Healthy, Active Families (Network)*, this public health program empowers low- and middle-income working adults to consume the recommended amount of fruits and vegetables and enjoy physical activity every day. By taking simple steps, they can help reduce the risks of chronic diseases, especially obesity, type 2 diabetes, heart attack, stroke and many cancers.

The worksite program is essential to California employers because physical inactivity, overweight and obesity were estimated to have cost California \$28 billion in 2005, half due to lost productivity at work and half through health care costs. As a result, program manager Curtis Granger – a produce industry veteran named to this post in November – and health educator Dona

Diego. While final dates, locations and details are still in the planning stages, each city is looking at unique options that speak to and draw people together in their community.

In Oakland, they plan to engage the neighborhood by offering everything from healthy cooking classes to a community garden. And in Fresno, they are cooking up plans to install a "pizza garden" – which would incorporate activity through planting and walking while also teaching the target audience how to turn an unhealthy favorite like pizza into something healthy by using the vegetables that they plant and grow.

Stay tuned during February and March for more in-depth coverage and statewide highlights on the *Network's* Black History Month efforts.

Fresh Facts: Healthy News from the Regional Nutrition Network

Los Angeles



Students have fun being fit at a Kids Fitness Challenge event.

Network Schools Win Big During Kids Fitness Challenge

For the second year in a row, schools that won grand prize grants at a Kids Fitness Challenge event have used that money to enhance their physical fitness programs, which in turn helped improve California State FitnessGram scores at

Francis are leading a call-to-action for employers in the 11 California regions served by the *Network* to implement worksite programs.

The program centers around a comprehensive California Fit Business Kit that contains nine tools to help businesses improve employee health and productivity by incorporating more fruits, vegetables and physical activity in the worksite. Tools include healthy meeting policies, healthy vending/menu guidelines and a walking club guide. The kit also includes a Web-based wellness program called *Take Action!*, a free, 10-week course that encourages employees to work in teams to eat healthy and get more exercise.

Worksites that participate in the program will not only have access to great resources, but will be eligible to apply for a California Fit Business Award. This award, which was developed by the California Task Force on Youth and Workplace Wellness and is supported in part by the *California 5 a Day—Be Active! Worksite Program*, recognizes employers who make outstanding contributions toward improving employee health by promoting healthy eating and physical activity.

According to Granger, healthcare costs are a major expense for all businesses and worksite health promotion programs such as the *California 5 a Day—Be Active! Worksite Program* can help to reduce these costs and improve eating and physical activity.

"By providing employees and employee management with the tools to implement nutrition and physical activity programs, we are fostering supportive work environments that encourage positive lifestyle changes," said Granger. "These recommendations are simple to put into action, and have powerful results. Businesses and employees alike that participate can help prevent chronic diseases without the use of expensive

their schools.

In October 2005, 85 schools converged at Kaiser Permanente in Panorama City to participate in a Kids Fitness Challenge. At this event, two *California Nutrition Network for Healthy, Active Families (Network)* schools in Los Angeles – Mt. Gleason Middle School and Montague Street Elementary – were awarded as grand prize grant winners.

Through this grant, Mt. Gleason was able to expand a fitness and running club so that more students could participate. At Montague, the money went into the general physical education (PE) fund to help increase the number of hours of PE.

As a result, both schools saw dramatic increases in their students FitnessGram scores in 2006. The annual test has six categories: aerobic capacity, body composition, abdominal and trunk strength, upper body strength and flexibility.

At Mt. Gleason, the number of students passing all six tests increased more than 10 percent, going from 13.6 to 25.6 percent. Montague had similar results, besting last year's percentage by nearly 8 percent, going from 13.5 percent to 21.4 percent. In addition, the number of students that passed four out of the six tests went up 6.2 percent at Mt. Gleason and an amazing 26.7 percent at Montague.

The next Kids Fitness Challenge event is scheduled for the Rose Bowl on January 27, 2007, and is expected to draw 10,000 participants. For more information, visit <http://www.kidsfitnesschallenge.com/>.

San Diego

Horton Parents on the Move

Even though Horton Elementary School is a low-income San Diego school with little

drugs or medical treatments."

For additional information and program materials, visit www.dhs.ca.gov/ps/cdic/cpns/ and click on *Worksite Program*.

NALEO Summit Highlights Success of California Latino 5 a Day Campaign



The *California Latino 5 a Day Campaign* received an invitation from the National Association of Latino Elected & Appointed Officials (NALEO) Educational Fund to participate in the NALEO-California Statewide Summit on Latino Health: Obesity, Physical Activity and Nutrition, which took place in Long Beach from December 8 – 10, 2006.

The goal of the NALEO Summit was to assemble statewide Latino leaders in an effort to develop strategies and solutions to address health issues most affecting California Latinos, especially health disparities, chronic disease, obesity and healthcare access.



The Network's Mark Martin takes his turn at the podium during the NALEO Summit in Long Beach.

Mark Martin, program administrator, *California Nutrition Network for Healthy, Active Families (Network)* participated in a panel called "Statewide Resources: Strengthening Your Jurisdictional Plan,"

resources, nothing can stop its very active parent group. When they requested exercise classes at the school site this fall, the *Network* and community came together in an effort to help them lead healthier lifestyles.

In November 2006, San Diego Physical Activity Specialist Stephanie Lyons teamed up with Horton Elementary parents and the Joy of Sports Foundation to provide opportunities for parents to be active. Lyons provided a one-time training to the parents and college student volunteers, which included a physical activity schedule and motivational items such as pedometers and water bottles.

Following this exciting and informative training session, college volunteers and parents have taken over the three-times-a-week classes – which now attract more than 30 parents eager to become more active. Each week, the number continues to grow as more and more parents join in for fun and fitness. The dedication of those involved at Horton Elementary demonstrates how community needs can be met even within the limitations of funding. Great job to Stephanie and the *San Diego Nutrition Network*.

California Nutrition Network to Adopt New Brand This Spring

The *California Nutrition Network for Healthy, Active Families (Network)* is in the process of creating a new brand that encompasses its full mission: increasing fruit and vegetable consumption, increasing physical activity, decreasing food insecurity and preventing chronic diseases.

The *Network* conducted focus groups in Fresno, Los Angeles and Oakland in November and December to ensure the overall campaign and its messaging resonates with its multicultural low-income target audience. During these

and provided an overview of the *Latino 5 a Day Campaign's* successful community-interventions and community empowerment efforts. He also discussed the *Network's* infrastructure and resources in addressing chronic disease among low-income Californians.

"This summit was very encouraging, and shows that we are taking positive steps to move toward a healthier California," said Martin. "There needs to be more educational opportunities like this to reach decision-makers, not only making them aware of the need to teach the state's low-income Latinos how to become more healthy, but also by showcasing campaigns such as ours to demonstrate successful ways to reach this community."

In addition to the *Network's* participation, other attendees included Latino policymakers, municipal and county officials and school board members from around the state.

California Childhood Obesity Conference To Weigh In On Health Crisis



Today, kids are tipping the scales and the trend continues to rise. And California is no exception – about one-in-three children and one-in-four teens are estimated to be overweight.

To address this alarming trend, the

sessions, participants looked at ads, new logos, tag lines and direct mail pieces that communicated the new brand's personality: empowering, champion and agent of change. Their feedback will provide the *Network* with valuable insight on the best direction to take.

Overall, the moms in the focus groups revealed a desire to protect their children from the dangers of overweight and obesity. They feel that as parents the responsibility is theirs, first and foremost, but they're often tired, over-extended with time commitments, financially constrained and deeply frustrated about providing this protection entirely on their own. However, they responded very favorably to nutrition education and support services that can help them raise healthier children – promising news for the *Network's* rebranded program.

Once finalized, the new slogan and logo will debut alongside the new advertising in April 2007 to help drive awareness and spread its message. Featuring real mothers, not actors, the advertising messaging is specifically developed to serve as a catalyst to empower and champion change.

A statewide advertising blitz is scheduled to start the week of April 23, and will be seen and heard in two languages – English and Spanish – to maximize reach, and will include TV, billboards and radio (Spanish only). In addition, the *Network* is currently pilot testing a new way to reach its intended audience – through a grassroots direct-mailer. This mailer will include a 14-minute DVD, informational collateral pieces and slide guide that puts the calculations for My Pyramid in your hand, with plans to distribute to low-income target households in Fresno, San Bernardino and possibly Los Angeles.

"Although we are undergoing a name change, our mission remains the same," said Susan Pennel, communications manager for the *Network*. "We will

California Department of Health Services, the California Department of Education, the U.C. Berkeley Center for Weight and Health and The California Endowment are together hosting the California Childhood Obesity Conference in Anaheim on January 23 - 26, 2007 – the largest gathering of professionals on the topic of pediatric overweight in the State of California.

The conference, called "Protecting the Future of Our Children," will explore obesity, a chronic condition that is increasing at rates previously only seen with infectious diseases. Sessions will cover the latest in research and evaluation; community planning and community programs; pre-school and school programs; family perspectives; healthcare and marketing. Special emphasis will be placed on supporting California's low-income families at or below the 185 percent Federal Poverty Level.

The *California Nutrition Network for Healthy, Active Families (Network)* will lead a variety of important topics during the conference, including:

- "Institute of Medicine Reports' Findings and Relevance" Speaker: Sue Foerster, chief of the Cancer Prevention & Nutrition Section
- "Promoting Healthful Eating and Physical Activity Opportunities through Social Marketing: Does it Work?" Speaker: Tanya Garbolino, marketing manager, *California 5 a Day—Power Play!* Campaign
- "Trends in Childhood Obesity and its Determinants" Speakers: Alyssa Ghirardelli, research associate, and Angie Jo Keihner, research scientist
- "Supporting our Farms, Feeding our Future: Opportunities within the 2007 Farm Bill to Help Prevent Childhood Obesity" Moderator: Matthew Marsom, manager, policy

continue to reach underserved communities by addressing health disparities and offering solutions to help make positive changes. We're targeting the 10 million people in California eligible for food stamps – and hope to reach and make a difference with each and every one of them."

Jump Start Your Health in January



January signals the start of the new year, when many families resolve to eat healthier and get more physical activity. While it may be cold outside, now is the perfect time to try some "sunny" citrus fruits from the mandarin family – including tangerines and tangelos – as a healthful snack and to boost energy to help your family get moving!

Often mistaken as oranges (which they are not!), mandarins are an excellent source of vitamin C, an antioxidant that helps keep eyes, the immune system and heart healthy. They are a good source of vitamin A as well, which also supports healthy vision.

Helping Your Child Eat Healthy

- Start the day with 100% fruit juice.
- Provide healthy after-school snacks like a piece of citrus fruit or canned mandarin slices (packed in 100% fruit juice).
- Dip tangerine segments into lowfat-flavored yogurt.
- Add tangerines to greens – they add flavor and color to salads.
- Squeeze juice of citrus fruits over

and planning

More than 1,400 participants are expected to attend, representing health care professionals, registered dietitians, healthcare policy makers, researchers, media, business and civic leaders, parks and recreation personnel and early childhood and school-age decision-makers. Regardless of profession, all are coming together with one common goal – to reduce childhood obesity rates in California.

A conference wrap-up will appear in the February issue, highlighting the *Network's* participation.

For more information on how to register or attend, visit <http://www.cce.csus.edu/conferences/>.

Synopsis of Reaching Those in Need: State Food Stamp Participation Rates in 2004

In 1977, the United States Federal government enacted the Food Stamp Program (FSP). The overall aim of the program was, and still is to alleviate hunger and malnutrition by supplying eligible individuals with Food Stamps, through *Electronic Benefit Transfer (EBT)* cards to purchase more nutritious food. In 1977, a national average of 17 million people participated per month in the Food Stamp program. Almost 30 years later, in Federal Fiscal Year (FFY) 2006, an average of 26 million people per month were served by the program.

One of the FSP performance measures is the participation rate or the percentage of eligible people participating in the program. Each year USDA releases a state participation rate report. The most recent report released in mid-November for FFY 2004 also includes participation rates for the "working poor" —FSP eligible individuals living in households in which someone earns income from a job.

chicken and fish for a tangy flavor sensation.

- Use juice to make a tasty reduced fat salad dressing.
- For more ideas, visit <http://www.kidsnutrition.org/>.

Produce Tips

- Look for plump citrus fruits that feel heavy and still have stems attached.
- Keep on countertop for immediate use.
- Store in refrigerator for up to one week.
- Popular varieties of mandarins found in California include the Clementine, Sunburst and Pixie.
- Tangerines are mandarins with a deep, orange-red color.

Let's Get Physical!

Help your child be active and prepare for spring fitness testing at school with these tips:

- Set a weekly goal for each family member (try walking 10,000 steps every day).
- Post goals in a highly visible area, such as the refrigerator.
- Encourage each other to meet goals and set new ones.
- Decide on a "reward" like a family outing or hike.
- Limit television and encourage kids to do something more active.
- For more fitness tips, visit <http://www.kidtribe.com/>
<http://www.kidnetic.com/>
<http://www.caphysicalactivity.org/>

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

In FFY 2004, close to 60 percent of eligible people living in the United States received food stamps with wide variation in participation rates by state. California ranked last with only 46 percent of eligible Californians participating which was 14 percent below the national average (60 percent). Applying this rate approximately 2.1 million eligible people in California were not receiving FSP benefits. Of the number of eligible "working poor", California again was at the bottom of the list with only 34 percent participating, in comparison to the national average of 51 percent. This translates into approximately 1.4 million eligible working poor not participating in California. For the past three years (2002-2004), California has had significantly lower participation rates than half the States.

However, it is important to mention the participation rates are based on small samples of households from each state. Each state's participation rate estimate is presented with a 90 percent confidence interval. For example, there is a 90 percent chance that California's true participation rate falls within its confidence interval of 44-49 percent. The data reported in the USDA report was drawn from the Current Population Survey (CPS) [decennial census] and is compared to Food Stamp administrative data. Food Stamp eligibility criteria was matched to the CPS to determine the number of individuals by state then compared to the administrative data of the number enrolled by state.

For additional information or a copy of the full report [click here](#).

Fit Business Tips for January



QUICK AND SIMPLE TIPS

Kick off the New Year by becoming more healthy and active! January is a month full of excitement and motivation to improve your quality of life. Keeping your New Year's resolution can be tough, but incorporating fruits and vegetables and physical activity into your daily routine is easy and fun! This month's Fit Business Tips will give you lots of fun ideas for healthy snacks, flavorful meals, and physical activity at work.

- **Snacking happens:** Snacking throughout the day is not a bad thing, so long as you make healthy choices. Choosing fruits and vegetables instead of a bag of chips is not only healthier, but also easier on your budget. Apple slices, baby carrots, celery sticks and bananas are all great choices for snacks that are inexpensive and require very little preparation. Check out the American Heart Association's [Virtual Snack Machine](#) for a fun visual.
- **Get up to get out your message:** In today's technological world, it's easier to send an email or pick up the phone to talk to someone in the office than to talk to them in person. Instead of calling or emailing others in the office, get up and walk to their desk to deliver the message. Also, try printing documents at a printer farthest from where you are working. These extra steps will add up and before you know it, you'll be increasing your physical activity!

For recipes and more information on the health benefits, selection, storage and

preparation ideas for the Fruit of the Month (raisins) and Vegetable of the Month (cabbage), 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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Statewide Consumer Empowerment Forums Reach African American Communities During Black History Month



A banner welcomes visitors to Festival Park, where the Consumer Empowerment Forums for Change in San Diego will focus its efforts.

February is Black History Month, and the California Nutrition Network for Healthy, Active Families (Network) is leading six Consumer Empowerment Forums for Change throughout the month to raise awareness about issues affecting the health of African Americans.

While the focus for each forum will vary by region, all share the same goal: to continue discussions on how to work together to increase the availability of quality, affordable fruits and vegetables and safe opportunities for physical activity in their communities. These Black History Month Consumer Empowerment Forums are a collaborative effort of the African American 5 a Day Campaign Faith-based Projects, Network Local Incentive Awardees and the Regional

Governor's 2007 Health Care Proposal is Call to Action for a Healthier California



Governor Schwarzenegger reveals his health plans for the state during the State of the State address last month. Photo courtesy of www.gov.ca.gov.

Obesity prevention is a major focus of Governor Schwarzenegger's Health Care Proposal, and is a critical component of what is needed to promote a healthier California and better manage health care costs. Obesity threatens to surpass tobacco as the leading cause of preventable death among Californians and costs the state \$28.5 billion in health care costs, lost productivity and workers' compensation.

The Governor has tasked Californians to tackle obesity using the state's anti-tobacco campaign as the model for success. On January 8, he unveiled his 2007 Health Care Proposal, which includes action steps to combat obesity. Based on the Governor's 10-Step Vision for a Healthy California, this proposal includes a sustained media campaign to encourage healthy choices; community-based activities to increase access to

Nutrition Networks.

Here is a look at how each regional forum plans to inspire change:

San Diego February 13, 10 a.m. – Noon Friendly Church of God in Christ

This forum will encourage more members of the community to embrace a healthy lifestyle by creating options for physical activity at Market Creek Plaza's Festival Park in San Diego. During the forum, community residents will work with city planners, developers and local businesses to lay the groundwork for enhancements, which include offering healthy cooking demonstrations at the Culinary Arts Kitchen and installing self-directed physical activity stations in Festival Park. The *African American 5 a Day Campaign* will be actively involved in these efforts to educate and encourage healthy eating by offering ongoing nutrition education classes. Partners and invited guests include City Council member Tony Young; County Supervisor Ron Roberts; Caggie Tucker, director of the Culinary Arts Center at Market Creek Plaza; Pastor Jesse Franks of Immanuel Church; Dwayne Crenshaw, director of Neighborhood Councils; and representatives from Jacobs Developers, South Eastern Development Corporation and Curves.

Los Angeles February 14, 10 a.m. – Noon Faith in Christ Ministries

In Los Angeles, the *African American 5 a Day Campaign* and community are coming together to plant the seeds of change for a healthier future. A local group of residents called The Community Coalition will work with the city's master gardener and Faith in Christ Ministries to expand a community garden on the church grounds. As the garden grows, the *African American 5 a Day Campaign* will offer ongoing nutrition education classes and physical activity

healthy food and physical activity in stores, schools and neighborhoods; employee wellness programs and school-based strategies that engage the broader community in obesity prevention activity.

The proposal encourages personal responsibility for health and wellness by implementing "Healthy Action Incentives/Rewards" programs in both the public and private sectors. Under the proposal, all health plans and insurers will be required to offer health benefit packages that offer incentives/rewards programs, such as gym memberships and premium reductions.

Individuals and companies alike that increase their healthy practices and behaviors reduce the risk of chronic medical conditions and the incidence of infectious diseases, and will benefit from participation in this groundbreaking program.

As California looks to be a leader in promoting health and wellness, the goal is for the state to create a model that the rest of the nation can follow. The *California Nutrition Network for Healthy, Active Families (Network)* can play an important role in making this a reality with the current comprehensive nutrition education that is already taking place across the state.

Governor Challenges Students To Take Action and Get Fit



demonstrations at the church to help grow a healthier community. Partners and invited guests at the forum include City Council members Bernard Parks and Jan Perry and representatives from Blue Cross, Fruit Trees, Home Depot and Lowe's.

Desert Sierra

**February 16, 11:30 a.m. – 3 p.m.
First 5 Riverside**

The Desert Sierra forum will take place at First 5 Riverside, bringing together concerned citizens and community leaders to discuss the importance of having more fruits and vegetables offered as options at the Order of the Eastern Star/Queen Elizabeth Chapter 8 food pantry. Invited guests include Stella Smith, deputy director First 5 Riverside; Eric Frykman, M.D., director of the Community Health Agency; and representatives from Order of the Eastern Star Church.

Gold Country

**February 22, 10 a.m. – 2 p.m.
Boys & Girls Club of Greater Sacramento**

In Sacramento, a gardening project is planned as a way to get community residents interested in healthy eating by reaping the benefits of what they grow. At the forum, residents of the Kennedy Estates Apartments will learn how they can get involved in sustaining and maintaining the complex's Edible Landscape Project. Partners and invited guests include Kennedy Estates Housing Associates, Mercy Hospital and the Sacramento Hunger Commission.

Bay Area

**February 24, 10 a.m. – Noon
Rainbow Recreation Center**

At the Bay Area forum, Oakland residents and community leaders are coming together to discuss their shared interest in revitalizing a local park's community center by turning it into a Center for

At the press event launching this year's Governor's Challenge Competition, Governor Schwarzenegger congratulates a student for her pledge to participate. Photo courtesy of www.gov.ca.gov.

On Wednesday, Jan. 24, Governor Arnold Schwarzenegger kicked off the 2007 Governor's Challenge Competition at a press conference at Will C. Wood Middle School in Sacramento.

Surrounded by a gymnasium full of students, the Governor used this opportunity to announce the statewide contest, which runs through May 31, 2007. The Challenge encourages students in kindergarten through 12th-grade to be physically active 30 to 60 minutes a day at least three days a week for four weeks.

With the Challenge officially underway, participation will help develop early habits in California's youngest citizens, encouraging them to be physically active for their health and well-being. The Challenge is just one more way the Governor encourages Californians to get healthy, a priority as outlined in his January State of the State address. Last year, more than 10,000 students signed up for the Challenge, and the Governor hopes to double participation in 2007.

This year, there is also an increased focus on students learning the importance of a healthy diet, with the *California Nutrition Network for Healthy, Active Families Network (Network)* providing the nutrition education component of the Challenge.

"We're thrilled to see so many students interested in being active, and look forward to teaching them the right food choices to make as part of this education," said Susan Pennel, spokesperson for the *Network*. "By starting at a young age, these students can look forward to a long life of good health."

Participants who complete the Challenge will earn a certificate of completion

Wellness. Residents have also voiced an interest in ongoing cooking classes and a community garden they will sustain and maintain, which will further be explored during the forum. Partners and invited guests include County Supervisor Keith Carson, City Council Member Larry Reid, community and faith leaders and the Community Action Partnership.

**Central Valley
February 28, 8:30 a.m. – Noon
Boys & Girls Club of Fresno**

The goal of the Central Valley forum is to educate and empower parents of children who participate at the West Fresno Boys & Girls Club and residents from the Community Health Advisory Team to work with city officials, local farmers and the city's master gardener. Together, they will bring a new community garden to West Fresno by the spring of 2007. The garden will be located and maintained on the grounds of the Boys & Girls Club. Partners and invited guests include representatives from the Black Farmers Association, Fresno Agricultural Commission, Boys & Girls Club of West Fresno and Kaiser Permanente.

For additional information on the forums, please contact Angela Dennis at (916) 552-9928 or adennis@dhs.ca.gov.

Childhood Obesity Conference Calls Attention to California's Growing Health Crisis

On January 23 - 26, representatives from the *California Nutrition Network for Healthy, Active Families Network (Network)* attended the California Childhood Obesity Conference in Anaheim – joining more than 1,700 state health officials, health care policymakers, educators, researchers and business leaders who came together to examine the state's alarming increase in childhood obesity rates.

signed by the Governor and an official Governor's Council on Physical Fitness and Sports patch. As further incentive, schools in the 11 regions across the state that achieve the highest percentage of students completing the Challenge will be rewarded with \$1,000 to buy physical activity equipment. And one school will walk away with the grand prize – a brand new fitness center.

To win the grand prize, a school must first be selected as a regional award winner, demonstrate a strong commitment to promoting healthy eating and submit an essay explaining why a new fitness center would significantly benefit its student body. As a Challenge partner, the *Network* will help select the regional winners and grand prize champion – the school that 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.

Teachers and schools can register for the program online, where they also can keep track of their progress against other schools. For more information, visit <http://www.calgovcouncil.org/>.

Network Regions Join Effort to Promote Worksite Program



Employees at the Lundberg Family Farms came together to celebrate the company's kick-off of the

Called "Protecting the Future of Our Children," the conference offered sessions that provided the latest in research and evaluation, community planning and programs, school programs, family perspectives, healthcare and marketing.

Specific emphasis was placed on supporting California's low-income families at or below the 185 percent Federal Poverty Level – many who struggle with everyday issues such as not living in safe neighborhoods where their children can walk and play outside, or not having access to affordable and fresh produce. Studies indicate that children from low-income families are at greatest risk for being overweight.

During the conference, *Network* representatives led and participated in a range of workshop sessions, networked to explore potential partnership opportunities and distributed the *Network's* nutrition education materials. *Network* participants also were audience to inspiring keynote speakers. One speaker of note was Craig Kielburger, founder of Free The Children, the world's largest network of children helping children through education, who received a standing ovation for his forward thinking in getting children directly involved in the obesity movement.

"Obesity is our highest prevention priority," said Sandra Shewry, director of the California Department of Health Services, who also spoke at the conference. "We need a comprehensive multi-sector effort to combat this public health epidemic to help California shed the 360 million pounds it has gained in the past 10 years."

By participating, the *Network* hopes to build on momentum from the conference, using key learnings and newly forged relationships to help strengthen its efforts to combat childhood obesity in California.

Worksite Program.

After successfully implementing five pilot sites for the *Take Action!* portion of its *California 5 a Day—Be Active! Worksite Program*, the *California Nutrition Network for Healthy, Active Families (Network)* is taking its next step in the fight against obesity by inspiring California businesses to create healthier worksite environments that support healthy eating and physical activity.

The *Worksite Program* is bringing all regions on board to recruit more participants statewide and providing businesses with tools and resources to improve their employees' health. The *Network*, which manages and administers the program, recently worked with Lundberg Family Farms, The California Department of Community Colleges, The City of Elk Grove, Blue Diamond Growers and Ukiah Unified School District to test the 10-week program.

"We received a lot of great ideas and support. More than two-thirds of our employees participated in the program, far exceeding our expectations. It was a nice addition to our overall wellness program to promote healthy eating along with healthy lifestyles," said Tim Schultz, Lundberg Farms vice president of administration.

At each pilot site, the employees embraced the initiative, had access to fruits and vegetables, opportunities for physical activity and learned the value of a healthy lifestyle.

Using the pilot companies as inspiration, the *Network's* local regions plan to reach out to Food Stamp Nutrition Education (FSNE) eligible businesses and promote through trade publications – from local Chambers of Commerce to company Human Resource departments – in an effort to sign on an additional 200 low-wage businesses to participate in the *Worksite Program* throughout California.

Physical Activity Coordinators: Spotlight on Success



Elton Torres, second grade champ, celebrates taking more than 23,000 steps in the All Star Physical Activity Challenge.

Throughout the year, the Physical Activity Coordinators for the *California Nutrition Network for Healthy, Active Families (Network)* are busy running, jumping, walking and leading their communities to a healthier lifestyle. In this month's issue, we shine the spotlight on Carmen Bogan and her recent efforts in the Bay Area.

At Redwood City's Hawes Elementary School, 120 children who participate in the after-school program were encouraged to take steps to become more active by joining the All Star Physical Activity Challenge, a joint project of Sequoia Hospital in Redwood City, the Redwood City Unified School District, the Redwood City Parks and Recreation Department and the *Network's* Bay Area team.

At the beginning of the project, Bogan, along with the *California Children's 5 a Day—Power Play! Campaign (Power Play!)* Coordinator Zetta Reicker, organized the community effort and trained after-school coordinators. They instructed students how to use pedometers and then challenged them to log as many steps as possible during the 10-day Challenge. In addition to encouraging the students to become

"The percent of overweight or obese people has hit epidemic levels and the *Worksite Program* empowers businesses to not only boost their employees' health, but to also improve job performance and their overall work environment," said Program Manager Curtis Granger. "The *Worksite Program* is a win-win situation for everyone. Worksites can build trust and relationships with their employees by instituting this team-building health promotion, and in turn, employees will live a healthier lifestyle with increased work productivity."

Worksites that implement the *Worksite Program* will be eligible to apply for a California Fit Business Award. This award, developed by the California Task Force on Youth and Workplace Wellness, a partner of the *Network* and the *California 5 a Day—Be Active! Worksite Program*, recognizes employers who make outstanding contributions toward improving employee health by promoting healthy eating and physical activity. For more information about applying for this award, please visit: www.wellnesstaskforce.org/fitbusinesschallenge.html

For additional *Worksite Program* information and materials, visit <http://www.dhs.ca.gov/ps/cdic/cpns/worksite/>.

Healthy News from the Regional Nutrition Network

Central Valley

The *Central Valley Nutrition Network* has launched its *California 5 a Day—Be Active! Worksite Program*, receiving a great response from businesses throughout the area.

Local employers, like Fresno City Hall and Fresno Area Express, are already in the planning stages of implementing the employee wellness program in their offices, and are looking forward to

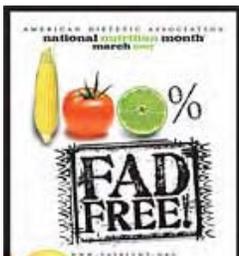
more physically active, they also provided them with *Power Play!* nutrition materials highlighting the importance of eating more fruits and vegetables and staying hydrated.

For the Challenge, students recorded their steps and monitored their healthy eating habits during the two hours spent each day at the after-school program. The Challenge culminated in a day of celebration where all of the children, after-school staff and collaborative partners came together to enjoy a variety of fun and games and to recognize their individual and collective achievements. The top stepper, fourth grader Erandi Jimenez, logged more than 39,000 steps, the equivalent of nearly 20 miles. And together, the All Stars in total walked 1,625,719 steps – about the distance from the school to Disneyland and back!

"This was such a great project, to see the children's faces light up when they recognized what they had accomplished in just 10 days," said Bogan. "By showing that physical activity can be fun, we are sending these children the right messages toward leading healthier lives."

For more information, contact Marie Violet, manager, Health and Wellness Services, Sequoia Hospital at mviolet@chw.edu, (650) 367-5995 or Carmen Bogan at carmenbo@pacbell.net, (510) 482-882.

Go Fad Free During National Nutrition Month®



helping improve their employees' health while addressing the rising cost of health care. Studies show that people who lead healthy lifestyles and are physically active have fewer sick days, better job morale and increased productivity.

"Health insurance rates continue to rise due to unhealthy habits," said Rosie Garcia, human resources analyst at Fresno City Hall. "It is time we begin motivating employees to make healthier choices in the way we eat and exercise. By making the right choices, we all win."

The *Central Valley 5 a Day—Be Active! Worksite Program* is a great example of how the *Central Valley Nutrition Network* is making an impact where they live, work and play.

"I think it is important that employers provide support and resources to help their employees lead healthier lives," said Evelyn Escalera, *Central Valley 5 a Day—Be Active! Worksite Program* coordinator. "By practicing healthy behaviors at work, employees can then take what they've learned and apply it in their homes, therefore, creating healthier families."

Submitted by Evelyn Escalera, Central Valley 5 a Day—Be Active! Worksite Program coordinator and Jamie Gard, Central Valley Nutrition Network coordinator.

Joint Steering Committee – Save the Date!

The *California Nutrition Network for Healthy, Active Families (Network) Food Stamp Nutrition Education (FSNE) Joint Steering Committee* encourages members to mark their calendars for the next meeting, scheduled to take place on Tuesday, Feb. 6 from 9 a.m. to 4 p.m. at the Sacramento Convention Center.

Program highlights will include updates



This March, celebrate National Nutrition Month by going Fad Free.

Sponsored annually by the American Dietetic Association, National Nutrition Month is designed to focus attention on the importance of making informed food choices and developing sound eating and physical activity habits. This year's theme emphasizes that the best path to health is to be *100% Fad Free*. After all, while many food fads are alluring for quick and easy weight loss, results are often short-term.

To enjoy long-term success, the American Dietetic Association offers the following tips:

- **Develop an eating plan for lifelong health.** Too often, people adopt the latest food fad rather than focusing on overall health. Get back to basics and use the new Dietary Guidelines for Americans and MyPyramid as your guide to healthy eating.
- **Choose foods sensibly by looking at the big picture.** A single food or meal won't make or break a healthful diet. When consumed in moderation in appropriate portions, all foods can fit into a healthful diet.
- **Learn how to spot a food fad.** Unreasonable or exaggerated claims that eating (or not eating) specific foods, nutrient supplements or combinations of foods may cure disease or offer quick weight loss are key features of fad diets.
- **Find your balance between food and physical activity.** Regular physical activity is important for your overall health and fitness. Plus, it helps control body weight,

from the Cancer Prevention & Nutrition Section and the Food Stamp Program; plans for launching the new brand logo and review of the new advertising and grassroots campaigns; how to leverage partnerships to support nutrition and physical activities during 2007; workgroup sessions on priorities for the year; and next steps based on feedback from the workgroup sessions.

For more information or to register, visit: <http://www.dhs.ca.gov/ps/cdic/cpns/JSC/default.htm>

Joint Steering Committee Offered Sneak Peek at New Brand

Prompted by a change in the recommended daily consumption of fruits and vegetables, the era of *California 5 a Day* as a brand will come to an end this spring. While this means losing our beloved identity, the spirit and integrity of *5 a Day* will live on in our new identity, largely based on the idea that change is good.

Champions for Change is the theme for the *California Nutrition Network's* new identity. It describes not only the *Network's* role in social marketing, but the multitude of people who are making healthy changes at home, at school, at work, in their places of worship and in their communities. And, it encompasses not only the *Network's* goal of increasing fruit and vegetable consumption, but the goals of increasing physical activity, decreasing food insecurity and preventing chronic diseases.

While most of California will have to wait to see the new branding, those attending the Joint Steering Committee Meeting on February 6 will be offered a sneak peek as part of the day's agenda. Presented by the *Network's* Susan Pennel, communications manager, this advance look will also highlight the latest news on the advertising and direct mail campaign.

promotes a feeling of well-being and reduces the risk of chronic diseases.

For more information on National Nutrition Month, visit <http://www.eatright.org/>. For more information on healthy foods to choose, visit <http://www.mypyramid.gov/>.

Crave Cabbage in February



This month, your family can get ahead in health by adding cabbage to your menu.

A versatile vegetable, cabbages are tasty and add color to your plate. Try cabbage cold in a crunchy cole slaw recipe, as a sauerkraut side dish or as a hot casserole with potatoes.

Cabbages come in a rainbow of colors and offer many health benefits. Green varieties help maintain vision health and strong bones and teeth. Those that are blue/purple help maintain healthy aging, memory function and urinary tract health.

In fact, one serving of raw shredded cabbage provides an excellent source of vitamin C and vitamin K. Cabbage is also a good source of vitamin A (red, purple and savoy varieties) and folate (savoy and Chinese varieties).

Helping Your Child Eat Healthy

- Make "confetti" cole slaw by using a mix of green, red and Chinese cabbages.

Stay tuned as the countdown begins for the official unveiling on Tuesday, April 24 in Sacramento.

Eating Breakfast Increases Cognitive Functions of School Age Children

Breakfast has long been touted as the most important meal of the day, and for good reason.

While many people choose to go without food in the morning – a practice particularly common with older teens – skipping meals can contribute to lower total daily energy, protein and other nutrient intakes. A study by Nicklas et al (1998) found teens that skipped breakfast not only had lower total energy intake, but also lower vitamin and mineral intake compared to youth that ate breakfast. Breakfast is the most commonly skipped meal, which may be attributed to lack of time, lack of appetite, wanting to sleep longer and weight loss practices (Story, M., 2005). According to the 2000 *California Teen Eating, Exercising and Nutrition Survey*, 23 percent of adolescents ages 12-17 reported that they did not eat breakfast on the previous day.

Additional research from Taras (2005) stated that vitamin and mineral supplementations do not have a significant effect on school performance. Food insufficiency seriously affects a child's ability to learn and school breakfast programs improve attendance rates, scholastic performance and cognitive functioning and decrease tardiness.

Key findings from Ramparsaud et al (2005) reported that 10 to 30 percent of children and adolescents in the United States and Europe miss out on the first meal of the day. Children who reported eating breakfast on a consistent basis had better nutritional profiles, were less likely to be overweight and had higher

- Boil or steam cabbages to use in stews, soups or casseroles.
- A serving of cabbage is one cup raw shredded leaves (about two cupped handfuls). When cooked, this is about one-half cup.
- For more ideas, visit <http://www.painepr.com/fresh-facts/www.cspinet.org/healthysnacks>.

Produce Tips

- Choose firm heads that feel heavy and have tightly packed leaves.
- Store whole or chopped cabbage in a sealed plastic bag in the refrigerator. Use within one week.
- Before use, rinse thoroughly and remove tough outer leaves. Cut in half and trim core.

Let's Get Physical!

- Limit screen time and increase activity time. It will help prepare your child for spring fitness testing.
- Create activity calendars for you and your family. For added fun, plan them together. You can create calendars online at <http://www.bam.gov/>.
- Include indoor and outdoor activities on your calendar (dancing, doing sit-ups, walking/jogging, jumping rope and playing team sports like basketball and soccer are just a few ideas).
- When watching TV, look for educational programs that may help your child in school. The American Academy of Pediatrics recommends no more than two hours of quality programming a day.
- Log on to <http://www.calgovcouncil.org/> and sign up for the Governor's Challenge Competition.
- For more physical activity ideas, visit <http://www.verbnow.com/>.

cognitive function in regards to memory, test grades and school attendance.

Overall, these meta-analyses found that eating breakfast increases cognitive functions of school age children. These studies show that a healthy breakfast and diet have a positive effect on school performance.

Fit Business Tips for February



Quick And Simple Tips

February is American Heart Month. Heart disease is the leading cause of death in the United States, but the good news is that it is preventable. A healthy diet rich in fruits and vegetables and participating in daily physical activity are two of the easiest ways to decrease your risk of developing heart disease. High blood pressure, high cholesterol and type 2 diabetes are all directly linked to heart disease, so it's important to make sure that your numbers are in check. This month's Fit Business Tips will give you a jump-start toward a healthy heart.

- Eating a diet rich in fruits and vegetables and low in saturated fat will help your body keep its cholesterol level within a healthy range. In fact, this month's fruit and vegetable of the month, kiwifruit and potatoes, are both great choices for improving heart health. Cholesterol is a fat-like, waxy substance that is found in your blood. There are two kinds of cholesterol, High-Density Lipoprotein (HDL), the "good" cholesterol, and Low-Density

Lipoprotein (LDL), the "bad" cholesterol. Having too much LDL cholesterol in your body puts you at serious risk for heart disease.

- With Valentine's Day around the corner, February is the perfect time to enjoy some physical activity with your sweetheart. Take a nice stroll after dinner with that special someone. Spend the day walking around somewhere new, go for a scenic bike ride or go on a hike. Prefer indoor activities? What better way to spend your night than out dancing or trying a new exercise class. Have fun being active with the one you love!

For more information about keeping your heart healthy, visit <http://www.americanheart.org/>. For recipes and more information on the health benefits, selection, storage and preparation ideas for the Fruit of the Month (kiwifruit) and Vegetable of the Month (potatoes), 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 Rebecca Larson at <mailto:rlarson@dhs.ca.gov?subject=Fresh Facts>. 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

March 2007

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Black History Month – Network and Communities Come Together to Inspire Change



Councilmember Bernard Parks, second right, joins members of the community and elected officials in the ribbon cutting for a new community garden at Faith In Christ Ministries in south Los Angeles, Wednesday, Feb. 14, 2007.

In celebration of Black History Month, the California Nutrition Network for Healthy, Active Families (Network) led six Consumer Empowerment Forums for Change to raise awareness about issues affecting the health of African Americans. The Forums were co-sponsored by the Network's African American 5 a Day Campaign and a coalition of elected officials and community partners in each region. These Forums served as proof that Californians are ready to take action for change.

The Forums came on the heels of a recent survey of 1,460 African American adults in Oakland, Fresno, Los Angeles, San Diego, Sacramento and Riverside,

Excitement Builds As Network Prepares For Launch of Re-branding

With just one month to go, the Network is eagerly anticipating the official unveiling of our new brand!

Don't forget to mark your calendar for Tuesday, April 24, when it will be introduced to California at a press conference in Sacramento. This date will be a very special day for the Network and its partners, with the unveiling scheduled to take place at a historic downtown venue surrounded by our partners, stakeholders and the media. The launch of this new brand marks the beginning of a new life-changing public health initiative in our state.

After months of careful thought and consideration, and direct input from our target audience, we've decided on a brand that we believe clearly and effectively communicates our mission of increasing fruit and vegetable consumption, increasing physical activity, decreasing food insecurity and preventing chronic diseases.

This new brand personality truly embodies the character and tone of empowerment, change agent and champion the Network has worked so hard to create. Early response so far has been great, including the feedback we received from attendees at last month's Joint Steering Committee Meeting, who were offered a sneak peek and had much enthusiasm for the logo, slogan and upcoming statewide advertising blitz.

bananas winter squash
carrots
peppers figs corn
sneakers
walking, swimming
apples asparagus celery

who indicated they would like to take a more active role in efforts to improve the health of their communities. Such efforts will aid the more than 65 percent of the respondents who indicated they do not get their daily recommended amounts of fruits and vegetables, which are needed for good health.

Following are the actions and outcomes for change that occurred at the *Forums*:

San Diego

San Diego led the statewide effort, hosting the first *Forum* on Tuesday, Feb. 13 at the Tubman-Chavez Multicultural Center. The *Forum* provided the perfect backdrop to announce to the community new plans for increasing the use of the Culinary Arts Kitchen at Market Creek Plaza for healthy cooking demonstrations and installing self-directed physical activity stations at the Tubman-Chavez Multicultural Center to improve the health and eating habits of African Americans in San Diego's Diamond neighborhood.

Forum participants also addressed the limited number of safe routes to healthy food and areas for physical activity in San Diego's low-income communities and explored ways to increase the opportunities for their presence.

"Community collaborations like this one, that understand the importance of working together for change, are key to making communities safer and healthier for all our residents," said Tony Young, San Diego Councilmember. "*The Consumer Empowerment Forum for Change* has not only focused on the community's needs, but also has identified possible solutions to address these challenges."

Los Angeles

On Wednesday, Feb. 14 in Los Angeles, the local *Forum* brought together residents, elected officials, faith-based

The *Network* is very excited about introducing the new re-branding and advertising campaign and believe it effectively demonstrates how all of us can empower low-income food stamp recipients and eligibles to not only improve their own health, but also that of the communities in which they live.

When It Comes to Fruits and Veggies, More Matters



This month, the Produce for Better Health (PBH) Foundation, along with the Centers for Disease Control and Prevention (CDC), will unveil a national branding campaign encouraging consumers to eat more fruits and veggies.

Launching on March 19 in San Francisco, the campaign will introduce consumers across the country to *Fruits & Veggies—More Matters*. This initiative replaces the existing *5 A Day* Program, the renaming necessary now that the new dietary guidelines recommend most consumers double the amount of fruits and vegetables they currently consume.

One way *Fruits & Veggies—More Matters* plans to inspire people to eat more produce is through its Web site, which will showcase the combination of great taste, nutrition, choice and product variety of fruits and veggies—fresh, frozen, canned, dried and 100% juice. It also will build upon the body of science that indicates that increased daily consumption of fruits and vegetables may help prevent many chronic diseases.

Outreach and education components of *Fruits & Veggies—More Matters* will be supported by state Fruit & Vegetable Nutrition Coordinators, who will lead

organizations and community leaders to break ground for a new community fruit and vegetable garden at the Faith in Christ Ministries. The *Forum* also provided the opportunity to discuss additional actions the community can take to improve the health of African Americans in low-income Los Angeles neighborhoods.

“The community garden will heighten the awareness and importance of nutrition while serving as an excellent example of what can be done immediately to increase the availability of fruits and vegetables in our neighborhoods,” said Bernard Parks, Los Angeles Councilmember, District 8. “We celebrate breaking ground for this vibrant community garden and sowing the seeds for a bountiful harvest of fruits and vegetables.”

“This garden is a great way for the community to get fresh fruits and vegetables, as well as some physical activity. And when it’s ready to harvest, the garden will provide ingredients for healthy food demonstrations,” said Meka Webb, project coordinator for the *Network’s African American 5 a Day Campaign* at the County of Los Angeles Department of Health Services. “Neighborhood youth and adult residents will sustain the garden, which is a model for encouraging other communities to take actions that help their residents get the daily recommended amounts of fruits and vegetables.”

Desert Sierra

In Riverside, the community came together on Friday, Feb. 16 at First 5 Riverside to focus on topics important to the community, including having more fruits and vegetables offered at the Order of the Eastern Star/Queen Elizabeth Chapter 8 food pantry.

The Desert Sierra *Nutrition Network’s African American 5 a Day Campaign Forum* brought together key community

efforts in all 50 states to encourage more fruit and vegetable consumption, along with the initiative’s many industry and public health partners.

Coinciding with this national campaign, Californians will receive additional reminders to eat more fruits and vegetables when the *Network* rolls out its new brand identity on April 24. Like the national campaign, the *California Nutrition Network’s* messaging will focus on consumers increasing fruit and vegetable consumption. However, it will also stress the importance of increasing physical activity, decreasing food insecurity and preventing chronic diseases.

For more information on *Fruits & Veggies—More Matters* and to obtain nutrition and meal planning tips, visit FruitsandVeggiesMoreMatters.org.

Joint Steering Committee Highlights the Latest *Network* News and Issues Affecting California

Food Stamp awareness, *Network* re-branding, physical activity integration and the California citrus freeze were some of the hot topics discussed at the most recent Joint Steering Committee meeting on February 6 at the Sacramento Convention Center. Along with these topics, committee members were also updated on important *Network* information, accomplishments and upcoming activities that impact the overall health and well-being of the California community.

Susan B. Foerster, chief, Cancer Prevention & Nutrition Section, gave attendees information on the success of the recent Childhood Obesity Conference, the upcoming *Network* re-branding campaign and the need to put action behind Governor Schwarzenegger’s [Obesity Prevention Plan](http://ObesityPreventionPlan). Foerster also provided an overview of challenges

stakeholders to address specific actions they can take to make sure that community residents get the recommended amounts of fruits and vegetables.

"Together, we are working toward long-term community solutions that will improve the availability of fruits and vegetables, especially in low-income neighborhoods," said Diane Wayne, MS, RD, coordinator of the Desert Sierra *Forum*.

These efforts will be supported by food retailers and community agencies that attended the *Forum* and took their first step in supporting the Eastern Star/Queen Elizabeth Chapter 8 food pantry.

Dana Lofton, worthy matron, Eastern Star/Queen Elizabeth Chapter 8, said, "We are in the community trying to make sure that all residents, regardless of their housing status, have nutritious meals and are provided with opportunities to participate in our great nutrition education campaigns."

Gold Country

The Gold Country *African American 5 a Day Campaign* partnered with other organizations to bring together area farmers, a master gardener and community members on Thursday, Feb. 22 at the Greater St. Stephen Baptist Church in Sacramento. During this region's *Forum*, participants identified opportunities for establishing a farmers' market in South Sacramento.

The lively discussion and the common interest for improving the health status of low-income neighborhoods that the *Forum* participants shared resulted in the formation of a coalition, which is already exploring opportunities for increasing the availability of fresh fruits and vegetables in the community through a farmers' market and possibly an edible landscape project.

affecting the California community, including the accelerated Farm Bill timeline, the citrus freeze that has affected 18 counties and the low rate of food stamp participation in California.

After the introduction, Randy Shiroui, staff services manager, Food Stamp Policy Bureau, California Department of Social Services, revealed that California has the lowest participation rate in the nation for the Food Stamp Program. In fact, only 46 percent of eligible Californians actually participate each year. California is proactively and strategically addressing this problem by implementing a number of changes, including translating the food stamp forms in eight additional languages, partnering with H&R Block to distribute program information to families during tax time and waiving the need for face-to-face eligibility interviews for elderly or disabled households.

Shiroui, accompanied by Erin Field, California Government Affairs manager, Western Growers also discussed another issue impacting California – the statewide citrus freeze, which has caused more than \$1.2 billion in damage for crops, including lemons, avocados, cut flowers and bell peppers. Shiroui and Field provided an overview of the problem the freeze is causing and the Governor's proactive solutions for this emergency situation. As an example, the Governor has swiftly facilitated community centers, worked with WIC to provide additional resources for low-income families, helped provide resources for local schools and offered job training for farmers whose employment has been affected by the freeze.

Also participating in the meeting was a panel of the *Network's* physical activity specialists to discuss increasing and integrating physical activity into the nutrition programs, an essential pillar for the *Network*. They revealed various activities and programs that help increase physical activity levels in schools

Bay Area

On Saturday, Feb. 24, plans were unveiled at the Bay Area *Forum* – taking place in East Oakland – to increase the availability of good quality fruits and vegetables and opportunities for physical activity for low-income families in the community at the Oakland Parks and Recreation’s Rainbow Recreation Center.

As a result, the Alameda County Public Health Department will provide nutrition education training sessions at Rainbow for peer educators who will disseminate the information throughout the neighborhood to community residents.

“We are excited and looking forward to partnering with the *California African American 5 a Day Campaign* to bring nutrition education and healthy cooking demonstrations to the Rainbow Recreation Center community,” said Horace Houston, director, Rainbow Recreation Center.

Central Valley



Lizabeth Randles, Lisa Marie Simpson and Desiree Backman, DrPH, MS, RD (left to right), manager of the California 5 a Day Campaign, plant vegetables at the West Fresno Boys & Girls Club, where plans were unveiled for a new community fruit and vegetable garden at the West Fresno Boys & Girls Club.

On Wednesday, Feb. 28, Black History

and statewide households, including the Governor’s Challenge Competition where participating schools and students compete and receive certificates and prizes; the “Home Zones” and “Walkable Community Workshops” to provide safe, walkable routes in residential areas; and programs to encourage low-income parents to be role models by being active with their children. More information can be found on the *Network’s* physical activity page <http://www.ca5aday.com/pa> and the Governor’s Council on Physical Fitness and Sports Web site <http://www.calgovcouncil.org/>.

In addition, Susan Pennel, manager, Communications & Media Unit, Cancer Prevention and Nutrition Section, provided an update and overview of the new *Network* logo, tagline and advertising launch, which will be revealed to the public at a press conference on April 24. The new brand is centered on four-pillars or health issues that impact California residents: increasing fruit and vegetable consumption, increasing physical activity, decreasing food insecurity and preventing chronic disease. Featuring a new tagline, the *Network* will demonstrate that everyday people have the ability to make the necessary changes in their households and take control of their families’ health and well-being.

Pennel introduced attendees to the advertising concepts, which feature everyday moms or “champions” who can empower other moms to make positive changes in their family’s health. The ad themes “My Kitchen” and “My Community” communicate this sense of empowerment where other moms can learn to overcome obstacles to make health and nutrition changes and help prevent obesity and chronic disease. The ad campaign will feature two 30-second television commercials in English and Spanish, outdoor advertising in English and Spanish (includes billboards, transit TVs on buses, catering trucks) and Spanish radio spots. The ad campaign

Month ended with the final *Forum* in Fresno. At the event, organizers unveiled plans for a new community fruit and vegetable garden at the West Fresno Boys & Girls Club and addressed additional actions they would take to improve nutrition education and the health of African Americans in low-income Fresno neighborhoods.

"It's exciting to have a community garden planned for the Boys & Girls Club, which has long been a staple in West Fresno," said Cynthia Sterling, Fresno City Councilmember, District 3. "The garden will serve as a constant reminder to neighborhood residents of the importance of healthy lifestyles. It also represents a creative way to bring more fruits and vegetables into our community."

For more information on the *Consumer Empowerment Forums for Change* and the *California African American 5 a Day Campaign*, visit <http://www.ca5aday.com/>.

Healthy News from the Regional Nutrition Network

Sierra Cascade



Tamina Carver was recently honored with the Sierra Cascade region's "Healthy Hero" award.

The "Healthy Hero" award, developed by

also includes a direct mail DVD that will be distributed to 600,000 low-income households and features several "Hero Moms" who offer advice and guidance on ways to maintain better health.

After breakout sessions, the meeting's final panel took the stage to discuss priorities for the 2007 Farm Bill. Jonnalee Henderson, policy analyst, California Department of Food and Agriculture, was on hand to give a broad overview of the 2007 Farm Bill, and stated priorities for the Governor and Department of Food and Agriculture. She also announced that California's Farm Bill recommendations are now available to view online, and encouraged attendees to visit <http://www.cdafa.ca.gov/farmbill07/>.

The panel went on to break down how the Farm Bill is relevant to nutrition and the *Network*, as it includes the food stamp recommendation. As such, it is a priority to ensure that the integrity of the Food Stamp Program is preserved when the Farm Bill is reauthorized, which takes place every five years and is scheduled to take place this year.

To obtain more information on what was discussed last month or plans for the next upcoming meeting, contact Hope Wilson, MPH, RD, development specialist, Partnerships Team, at (916) 449-5422 or hwilson@dhs.ca.gov.

Network Events Help Californians Get Taste of National Nutrition Month

National Nutrition Month is now underway and events will take place throughout March celebrating this year's theme, "100% Fad Free" – encouraging consumers to focus on overall health for the long-term instead of relying on food fads.

In California, nutrition education efforts will kick off with an official proclamation

the *Sierra Cascade Regional Nutrition Network*, recognizes members of the community who choose to go above and beyond “normal practices” to promote the increased consumption of fruits and vegetables and more physical activity. This award was recently awarded to two very deserving heroes in the Sierra Cascade region.

Tamina Carver, nutrition services manager at St. Elizabeth’s, has revamped the patient menu to include recipes from the *5 a Day—Power Play! Campaign’s Kids...Get Cookin’!* cookbook. A passionate *5 a Day* partner committed to promoting nutrition education and physical activity within the community, Carver has been awarded the “Healthy Hero” award for her innovation in promoting good health and creating the new pediatric menu at the nationally recognized community facility.

“The entire team was very passionate about this project because we all have children and we see how the obesity epidemic impacts the lives of our patients every day,” said Carver. “We are very excited to be a part of the solution.”

“When passionate community leaders like Carver support our goals, anything is possible,” said Gina Sims, *5 a Day—Power Play!* coordinator. “We hope that this partnership can be a model for other communities to integrate nutrition education and physical activity promotion with children and families.”

Carver plans to share the pediatric menu project with other Catholic Healthcare West (CHW) Hospitals throughout the state in hopes that they too will adopt this proactive approach to fighting the obesity epidemic in their own backyard.

Submitted by Gina Sims, coordinator, Sierra Cascade 5 a Day—Power Play! Campaign.

Another “Healthy Hero” award was recently given to Linda Baker at the

for National Nutrition Month from the Governor. In addition, the *Network* is serving up fun and educational events to encourage consumers to consume and enjoy more fruits and vegetables.

In fact, on March 14, students at John Gill Elementary School in Redwood City – part of the Bay Area Region – will get a taste of what it’s like to be a food critic by rating their favorite fruits and vegetables in a fun and educational activity. Called “You Be the Food Critic,” this event serves as the official launch of the program, which will be adopted by other area schools.

Students will sample different California-grown fruits and vegetables and score them according to what they like best. To add to the excitement, students will form a “judging panel” and hold up “judging cards” as they taste each item.

“We look forward to launching this program, as the fun, interactive nature is sure to engage our young audience,” said Joe Prickett, MS, RD, project director, Bay Area *Regional Nutrition Network*. “By allowing them to be critics, kids will learn what they really like – encouraging them to seek out these fruits and vegetables whenever they hunger for snacks or are filling up their dinner plates.”

Elsewhere in the state, the Desert Sierra *Regional Nutrition Network* is celebrating National Nutrition Month with events throughout Riverside County that will reach residents of all ages.

At supermarkets, region representatives will host cooking demonstrations of healthy recipes during the month. The countywide blitz will continue at area hospitals and a farmers’ market, where consumers can play games and get incentives at the *Network’s* booth. At local elementary schools, taste tests, assemblies, calendar contests and nutrition classes will be offered for parents. Efforts also include a series of classes that will cover nutrition and

Gridley District Office Staff Meeting.

Baker collaborates with the Sierra Cascade Nutrition and Activity Consortium (SCNAC) to promote nutrition and physical activity. As the Director of Child Nutrition for Gridley Unified School District, Baker encourages increased consumption of fruits and vegetables by offering fresh fruits and vegetables with each meal and often introduces new varieties to the students.

Students hunger to participate in the Healthy Class Parties program, developed by Baker to provide a healthy, fresh-baked pizza and a fruit and veggie tray as a way to promote healthy classroom celebrations. Baker also heads up the Gridley Task Force, which is a group of administration, principals and teachers who work together to develop the wellness policy and work on improving the health and well being of the district.

Submitted by Ashley Hamm, outreach coordinator, Sierra Cascade Regional Nutrition Network for Healthy, Active Families.

Desert Sierra

The *Network's Desert Sierra Regional Nutrition Network* recently sponsored an effort in San Bernardino where residents and community leaders broke ground for a new community garden at the Anne E. Shirrells Park.

In an area where residents note there is a lack of trees, fruits and vegetables, the garden is a welcome addition and offers much needed access to fresh produce.

When finished, the garden will contain 20 plots for growing fruits and vegetables.

In addition, the city's Parks and Recreation Department plans to install a greenhouse in the middle of the garden to cultivate more plants for people to grow on their own land.

Submitted by Julie Mortimore, RD, public

physical activity topics at several community sites.

In addition to reaching out to consumers, the Riverside Department of Public Health employees will also get a taste of National Nutrition Month. They'll have the opportunity to participate in weekly challenges, and have access to nutritional information via a bulletin board display and newsletter article.

For more information on National Nutrition Month, visit the American Dietetic Association Web site at <http://www.eatright.org/>. For more information on healthy foods to choose, visit <http://www.mypyramid.gov/>.

Physical Activity Coordinators: Spotlight on Success

In this month's issue, we shine the spotlight on Adam Duker, the Central Coast physical activity specialist, who recently led a successful training program that brought together representatives from the Central Coast's *California Nutrition Network for Healthy, Active Families (Network)* – with attendees now prepared to get that region moving.

Five different *Network*-funded programs assembled in the Warehouse of the Second Harvest Food Bank in Watsonville for training on how to implement more physical activity into their nutrition education programs. The training included representatives from the *Network's Latino 5 a Day Campaign, Children's 5 a Day—Power Play! Campaign, 5 a Day—Be Active! Worksite Program*, a school-based Local Incentive Awardee (LIA) and a special project LIA at the Second Harvest Food Bank. For some participants, this was their first time being trained to integrate physical activity into their programs.

The session highlighted how each

health nutritionist, San Bernardino County Department of Public Health.

Kid's Fitness Challenge – Thousands of Southern California Children, Parents and Teachers Come Together for Better Health



And they're off! Participants work their way around the 5K route during the Kid's Fitness Challenge at the Rose Bowl on Saturday, Jan. 27.

This January, the Kid's Fitness Challenge attracted close to 10,000 children, parents and teachers to Pasadena to participate in a 5K walk/run around and into the famous Rose Bowl stadium – coming together to prove that small steps can make a big difference.

Organized by the Fitness Challenge Foundation, the Rose Bowl event was the first of several Kid's Fitness Challenges planned this year statewide to rally young Californians to lead a healthier lifestyle through increased physical activity and better nutrition.

In addition to the 5K, the event also focused on teaching kids to eat more fruits and vegetables, provided health screenings and supplied materials on child safety. *Network* representatives were on hand to distribute nutrition education information, helping reinforce the importance of healthy eating, physical activity and food stamps.

program can benefit by tapping into the physical activity specialist, and how Duker's expertise, technical assistance and training can complement and strengthen them. The participants learned the importance of the three different types of physical activity (aerobic, strength training and flexibility training) and became familiar with different sets of physical activity programs.

In addition, each participant was provided with tools to use when they take what they learned from the classroom to the streets. This included pedometers, pamphlets, flyers, information on the Governor's Challenge, resources developed by Duker and other educational items to distribute to their programs.

The highlight of the training was the mock Physical Activity Interventions. Each participant was assigned a physical activity to learn and teach to the rest of the group, while integrating their programs' respective nutritional messages into the activity. After each activity, the physical activity specialist and other participants critiqued the presentation and suggested ways to improve the exercise by expanding on the nutrition messages.

Gabriela Lopez, coordinator of *Latino 5 a Day*, said, "The training was dynamic and presented us with new tools to better engage our audience to take part in physical activity."

Participants will take their key learnings from the training to integrate into their programs, making this one more step the *Network* is taking to move toward a healthier California.

For more information about the *Network's* physical activity integration efforts or to find out information on your region's Physical Activity Specialist, visit www.ca5aday.com/pa.

Kids of all ages and from every corner of Southern California participated in the Pasadena challenge. After warming up with NFL athletes Allen Rossum and Curtis Conway as well as Olympic gold medalist Quincy Watts, all of the participants were off and running. Many completed the circular route within 30 minutes, and were rewarded with a great sense of accomplishment and the thrill of completing the race. To further add to the excitement of crossing the finish line, they were greeted by the USC Trojan Band playing "Conquest" as they re-entered the stadium.

Upcoming Kid's Fitness Challenges are scheduled in Fresno on Saturday, March 24 – featuring a special clinic with Fresno's own soccer team, the Fuego – and in Fontana on Saturday, April 28 – where participants will experience the thrill of walking on the California Speedway track.

For more information and to register, visit <http://www.kidsfitnesschallenge.com/>.

Save the Date



The 2007 California Conference of Local Health Department Nutritionists (CCLHDN) Annual Conference is around the corner, taking place March 25-28 at the Asilomar Conference Center in Pacific Grove.

This year, the conference theme is "Collaborative Leadership: Building Effective Partnerships," and will highlight the strategic nutrition focus for CCLHDN in 2007. The conference agenda offers

Encourage Participation in Governor's Fitness Challenge

The Governor's Fitness Challenge ends May 31, 2007 – but there is still plenty of time for children across California to participate and engage their school in signing up! It's your school's chance to be recognized for enrolling students and completing the Challenge!

Many schools across the state are already on the move, signing up students from kindergarten through 12th grade for the Challenge – which asks them to be physically active 30 to 60 minutes a day at least three days a week for four weeks. This is just one more way Governor Arnold Schwarzenegger encourages Californians to get healthy.

Teachers and schools can register for the program online, where they also can keep track of their progress against other schools. For more information, visit <http://www.calgovcouncil.org/> and see how your school or region is doing.

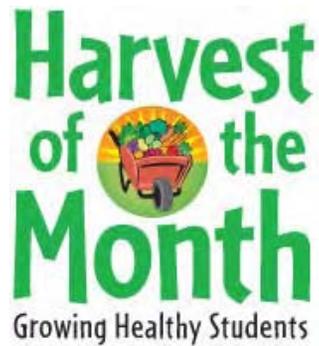
Recent CalCHEEPS and CalTEENS Data Presented at the 2007 California Childhood Obesity Conference

Data from the 2005 California Children's Healthy Eating and Exercise Practices Survey (CalCHEEPS) and the 2004 California Teen Eating, Exercise and Nutrition Survey (CalTEENS) was presented at the 2007 California Childhood Obesity Conference in January.

Some of the significant CalCHEEPS findings presented included at-risk and overweight trends showing steady increases – from 34 percent of California's children in 1999 to 40 percent in 2005 – and gains in at-risk and overweight were higher in children that live in households at or below 185% of the federal poverty level compared to

sessions on leadership training, partnership building, program planning, policy development resources on planning and implementing nutrition and physical activity promotion programs and updates on California Department of Health Services' chronic disease prevention programs.

For more information or to register, contact 415-255-0800 or info@social-light.com.



This March, Plea for Peas

The week of March 5th marks National School Breakfast week, which highlights the importance of starting the day with a healthy breakfast.

Eating breakfast can give your child the energy to grow and go. Studies show that children who eat breakfast feel better, have fewer absences from school and earn better grades.

This month, make it your family's goal to power up with breakfast. In addition, eat more fruits and vegetables and be active every day. And don't forget to add March's featured vegetable – peas – to your menu in your effort to eat more greens. One serving of cooked green peas – about one-half cup – is an excellent source of vitamin A and vitamin K, a good source of vitamin C, fiber,

children above the poverty level (15 percent increase from 1999 to 2005 compared to 2 percent increase respectively).

CalTEENS findings showed the percent of teens that are at-risk and overweight has increased from 21 percent in 1998 to 29 percent in 2004, at-risk and overweight is steadily increasing in both teen boys and girls, but teenage boys are more likely to be at-risk and overweight than girls (32 percent compared to 25 percent). At-risk and overweight were positively correlated with no consumption of fruits and vegetables the previous day, consumption of soda and television time in teenagers.

The CalCHEEPS is the most comprehensive survey of child dietary intake and activity in the state. It provides detailed information about California childrens' (age 9-11) fruit and vegetable consumption, physical and sedentary activity, knowledge and awareness of the *California Children's 5 a Day—Power Play! Campaign*, and factors that influence these behaviors.

The CalTEENS provides detailed information about California adolescent eating and physical activity behaviors. The data covers dietary intake and practices, physical and sedentary activity and factors that influence these behaviors. CalTEENS data also provides information on knowledge, attitudes and beliefs associated with eating and exercise.

Data tables and more information are available upon request. Please contact Angie Keihner at akeihner@dhs.ca.gov regarding CalCHEEPS and Alyssa Ghirardelli at aghirard@dhs.ca.gov regarding CalTEENS.

thiamin and folate, and offers four grams of protein.

Helping Your Child Eat Healthy

- Add cooked green peas to soups, casseroles and rice.
- Use frozen peas year-round.
- Serve raw snow and sugar snap peas for a crunchy snack.
- Use snow and sugar snap peas in vegetable stir-fries.
- For more ideas on helping your child eat healthy, visit <http://www.schoolnutrition.org/>.

Produce Tips

- Look for firm, bright green pea pods.
- Store fresh peas in the refrigerator – unwashed and in an open plastic bag.
- Rinse peas well before using.
- Pinch stems or cut off ends.

Let's Get Physical!

- Make family time active time. Plan at least one activity each week, like going for a bike ride, playing basketball or soccer or taking a walk.
- Get your child moving in the morning – turn on the radio and dance. Then power up with a healthy breakfast.
- Feeling tired after school or work? Get up and get moving. It will help energize your body.
- For more ideas, visit www.ca5aday.com.



Reminder: Apply for Fit Business Awards

As employers and employees across California begin implementing the *California Nutrition Network for Healthy, Active Families' (Network) California 5 a Day—Be Active! Worksite Program*, they'll not only reap the rewards of a healthier lifestyle – but may also be eligible to be recognized for their efforts.

The Fit Business Award, developed by the California Task Force on Youth and Workplace Wellness, a partner of the *Network* and the *California 5 a Day—Be Active! Worksite Program*, recognizes employers who make outstanding contributions toward improving employee health by promoting healthy eating and physical activity. The Fit Business Award is open to all California businesses, including state, private, non-profit, public and even school districts (as long as they have wellness policies for staff/ employees).

The *Network* encourages all participating businesses to apply by the June 15th deadline. Last year, approximately 30 applications were submitted for this award, and they are hoping to receive as many as 300 this year.

With the *Network's Worksite Program* now underway, this number is sure to grow as more and more companies across the state make the commitment to increasing their physical activity and eating more fruits and vegetables.

For more information about applying for

this award, please visit <http://www.wellnesstaskforce.org/fitbusinesschallenge.html>.

For additional information and *Worksite Program* materials, visit <http://www.dhs.ca.gov/ps/cdic/cpns/>.

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

Please send your *Fresh Facts* story ideas to Rebecca Larson at <mailto:rlarson@dhs.ca.gov?subject=Fresh Facts>. 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, swimming



apples asparagus celery

Fresh Facts

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

April 2007

[Printer Friendly Version](#)

Fruits & Veggies—More Matters Nationwide Campaign Launched in California



Jan DeLyser, California Avocado Commission, receives feedback from the student judges on creative recipes prepared by the Culinary Institute of America.

On March 19, students from John Muir Elementary in San Francisco helped the Produce for Better Health Foundation (PBH) and the Centers for Disease Control and Prevention (CDC) officially launch a new nationwide public health initiative, Fruits & Veggies—More Matters, encouraging Americans to eat more fruits and vegetables of all varieties – fresh, frozen, canned, dried and 100% juice.

At the event, some of our state's young citizens – donning chef's hats and Fruits & Veggies—More Matters-branded T-shirts – joined Dr. Elizabeth Pivonka, PBH president and CEO, and other health officials to make the announcement. Recognized by many for being a national health leader, it comes as no surprise that California served as the launching ground to unveil Fruits & Veggies—More Matters to consumers across the country.

"Fruits & Veggies—More Matters is a new call for a healthier America that is inspiring, attainable and easy for people to understand," said Pivonka. "The message is intentionally simple: to increase fruit and vegetable consumption and eat more fruits and vegetables at every eating occasion."

To help demonstrate how easy it is to incorporate more fruits and vegetables into daily diets, the event featured two top chefs from one of the initiative's partners, the Culinary Institute of America (CIA), who served up four creative recipes – Mexican Vegetable Frittata, Tropical Fruit Parfait with Honey-Vanilla Yogurt, Grilled Kiddee Kebabs and Chicken and Vegetable Summer Rolls – for a fun taste test. Each recipe featured fruits and vegetables and was met

Important Re-Branding Announcement Update!

The date for the *Network's* re-branding launch – originally scheduled for April 24 – has been postponed and will now take place at a later date.

Please stay tuned for more details on the new event date, location and time, so you can add it to your calendar. We look forward to an event that promises to be lively, colorful and interactive!

Valley's Top Health Agencies Gather to Face Obesity Crisis at Central Valley Health and Nutrition Collaborative Meet & Greet



Sixty-seven health leaders from Fresno, Madera, Merced, Kern, Tulare, Alameda and Sacramento counties met at the Central Valley Health and Nutrition Collaborative (CVHNC) Meet & Greet on February 21 at California State University, Fresno (CSUF). The event brought together the Valley's top health agencies in an effort to face the obesity crisis by sharing ideas, resources and promoting healthier lifestyles.

Following a welcome and introduction by Dr. Sharon Brown-Welty of CSUF, the group received an update on the effects of the frost on Central Valley crops by Michael Yang, specialty crop representative for the University of California Cooperative Extension Small Farms Program.

Health leaders were given the opportunity to share program and

with great enthusiasm by the student judges – positive affirmation that a little creativity goes a long way to help encourage even the pickiest of eaters to eat more fruits and vegetables.

With this in mind, the *Fruits & Veggies—More Matters Challenge* was also announced at the event, a contest developed to encourage Americans to incorporate more fruits and vegetables into what they eat.

Consumers can enter by submitting recipes or tips on one of several topics, writing in 800 words or less how their family incorporates more fruits and vegetables at home, at snack time or when packing fruits and vegetables to go. Other topics include how they incorporate more than three fruits and/or vegetables in one sitting or engage their family in the process of purchasing, preparing and/or consuming more fruits and vegetables.

Winners will be selected based on recipe originality, practicality and creativity. As a partner, the CIA is providing the two Grand Prizes – a Family Get Away Weekend to learn healthy cooking methods directly from a CIA chef at its "Parents and Kids in the Kitchen Class," held at the CIA cooking school in St. Helena, Calif., or Hyde Park, N.Y.

To further encourage participation, 50 winners will be chosen representing all 50 states, with each receiving a \$50 gift certificate. In addition, five first place winners will receive a \$100 gift certificate. All winning recipes will be featured on the Web site, providing consumers across the country with further access to recipes that are proven family favorites.

Consumers can find complete contest rules and submit their recipes at <http://www.fruitsandveggiesmorematters.org/>, and have until May 31, 2007 to enter.

In addition to the Challenge, other efforts are planned to help build buzz and increase consumer knowledge of the initiative, and the state Fruit & Vegetable Nutrition Coordinators will play a key role in reinforcing the Fruits & Veggies—More Matters messaging in all 50 states. Consumers will also start seeing Fruits & Veggies—More Matters on packaging and in-stores nationwide soon – more than 21,000 supermarkets and 170 companies are licensed to participate.

Healthy News from the *Regional Nutrition Network*



contact information during a speed collaboration activity, a CVHNC spin on speed dating. Abrie Gerhardt, communications coordinator for the Central Valley *Regional Nutrition Network* reported, "It was really good for the partners to meet new faces and even make new partnerships. It gave everyone a chance to be involved in another agency. I thought it was really helpful because we are all working to promote healthier lifestyles."

Attendees also viewed a video depicting many lifestyle factors that contribute to childhood obesity. "The video hit home for a lot of people because we get so involved in our busy lives that all we think about is convenience. We don't think about what is healthy," said Gerhardt.

The event received media attention from *The Fresno Bee* and was featured on the front page of the Local & State Section on February 22. The article recognized the importance of collaboration and resource sharing in an ongoing effort to promote healthy lifestyles and reduce the incidence of chronic diseases and obesity in the Central Valley.



New Program and Web site to Help Consumers Make Healthy Choices When Dining Out

Last month, California-based Healthy Dining and the National Restaurant Association unveiled <http://www.healthydiningfinder.com/>, a resource developed to help Americans more easily identify nutritious choices served at nearly 30,000 popular restaurant locations in all 50 states. Restaurants nationwide have been increasing their healthy menu options, and now HealthyDiningFinder.com will help consumers seek them out.

Due to the important public health implications of this program, the Centers for Disease Control and Prevention (CDC) provided partial funding for the development of HealthyDiningFinder.com. "By making healthier food choices, Americans can help reduce the risk of obesity, cancer, type 2 diabetes, and heart disease, which are all major health concerns," said Michelle Reyes, Ph.D., M.S., an epidemiologist with the CDC. "HealthyDiningFinder.com provides Americans with a tool to identify healthier restaurant menu choices."

On March 20, an event was held at the California Restaurant Association headquarters in Sacramento, focusing on statewide efforts that are underway to help promote this new resource. Susan Foerster, chief, Cancer Prevention and Nutrition Section (CPNS), was one of the event's featured presenters. The Healthy Dining program aligns with the *California Nutrition Network's* goal to provide Californians with better access to more healthy food choices, helping overcome a barrier to eating fruits and vegetables while dining out.

Also at the event, Kim Belshé, secretary, California Department of Health and Human Services, championed this new tool as a great asset for assisting Californians to achieve health goals as outlined by the Governor's Obesity Prevention Plan.

In addition to developing its online resource, Healthy Dining has published 19 print editions of its trendsetting Healthy Dining guides.

Colorful charts and fun, interactive activities help elementary students from the Tulare City School District learn about healthy eating during a recent Nutrition Day assembly.

Central Valley

The Central Valley Region 5 a Day—Power Play! Campaign has recently partnered with the Tulare City School District to host "Nutrition Days" at 13 local elementary and junior high schools.

The "Nutrition Day" assemblies, which ran in elementary schools during February and March, emphasized nutrition and physical activity and supported the district's existing wellness program through fun activities like the cha-cha slide and fruit and vegetable taste testing.

During each assembly, students rotated through four stations, each one providing visual examples for healthy living. Students were educated in fat, sugar, food labels and the importance of calcium and physical activity. Teachers were also supplied with activities and information to help them implement nutrition education in the classroom.

"The activities and nutrition lessons were designed so students can implement the healthy ideas at home," said Karla Lopez, district coordinator of Food Services and Nutrition. "It's all age-appropriate information on foods they can find in their pantry."

Elizabeth Villalobos, Central Valley Region 5 a Day-Power Play! Campaign coordinator, is encouraged and excited by the results.

"We definitely are providing these students with hands-on activities linking nutrition and physical education," Villalobos said. "We're teaching them how to make better choices and showing them fun ways to integrate activity into their day. The kids are excited, and some expressed that physical activity is just like playing!"

Dr. Side Xi of the Visalia Health Care Center said he was impressed by the Tulare City School District "Nutrition Days" and wishes this type of activity could be incorporated at all elementary schools.

"Teaching nutrition to children is important because it provides them with the tools to lead healthy lifestyles," Xi said. "By eating right and exercising more, when they grow up, they'll know how to take care of themselves in the right way. Kids often respond well to what they are taught in school."

Maple School kindergarten teacher Susan Schonauer said, "My students loved the physical activity and food tastings. It was fun and fantastic."

The Tulare City School District "Nutrition Days" for elementary schools was completed in March. With the support of Project LEAN, the days will continue at Tulare junior high schools during several health fairs occurring in May.

The Tulare City School District "Nutrition Days" is a great example of what the Regional Nutrition Networks are doing in leading community collaboration. Partners in the events included the University of California Cooperative Extension offices in Tulare and Kings Counties and nutrition education representatives.

Submitted by Jamie Gard, communications coordinator, Central Valley Nutrition Network, UCCE Fresno County.

Gold Country

For California, editions are available for San Diego, Orange County and Los Angeles. These guides feature healthier menu items and corresponding nutrition information at popular dining locations in each city, including calories, fat, saturated fat, cholesterol, sodium, carbohydrates, fiber and protein.

For more information, please visit <http://www.healthydiningfinder.com/> or call 800-953-DINE (3463).

Physical Activity Coordinators: Spotlight on Success



John Yeager from Northern Valley Indian Health and Karen Goodwin from the Sierra Cascade Nutrition & Activity Consortium (SCNAC) demonstrate that even small moves like stretching have health benefits, during the Sierra Cascade region's recent Movement Matters Conference.

On March 15, the California Nutrition Network's Sierra Cascade region sprang into Spring with an energizing, full-day Movement Matters Conference – bringing together 104 attendees representing nine counties to help promote physical activity as part of a complimentary nutrition education program among new and existing collaborative partners. This month, we shine the spotlight on the collaborative efforts of the region and Physical Activity Specialist Michele Buran, who organized and contributed greatly to the success of the conference.

The conference kicked off with keynote speaker Matthew Diskin, physical education coordinator for Gateway Unified School District in Shasta County. Diskin coordinates a Carol M. White Physical Education Program grant – which provide funds for equipment to enable students to participate in physical education activities, and also supports staff and teacher training and education – throughout the entire school district. Diskin shared how he has implemented changes that are making a difference to the district's campuses. His is a model program for collaborative members as he partners closely with Local Incentive Awardees (LIAs), Shasta County Public Health and UC Cooperative Extension staff to cohesively integrate nutrition and physical activity into the program.

Attendees of the conference also had an opportunity to move and groove by participating in two-of-three breakout sessions led by physical activity leaders from within the Sierra Cascade region:



Students from the San Juan Unified School District eagerly wait to taste a delicious and nutritious fruit smoothie.

How do you get elementary school students to try new fruits and vegetables... and actually like them?

Take them to a farmers' market and let them try the colorful fragrant display of fresh fruits and vegetables. Better yet, bring a farmers' market to a school and throw in interactive educational games, taste tests, fresh smoothies and learning about easy recipes they can use at home and you have an event that is healthy, fun and educational at the same time.

That is exactly what the Sacramento County Farm Bureau did for elementary school students in 2006 and will do again this year through the help of a mini-grant awarded to them by the Healthy Eating Active Living (HEAL) Collaborative of the Nutrition Network's Gold Country region.

The Sacramento County Farm Bureau (Farm Bureau) is a voluntary, non-governmental, non-partisan organization of farm and ranch families seeking solutions to the problems that affect their lives, both socially and economically. The Farm Bureau is aware that today's generation of children and their families are further removed from their agricultural heritage, thus not consuming the wide-variety of products that our farmers produce at a safe, affordable and abundant supply.

The *In-School Farmers' Markets* put on by the Farm Bureau include a display of fruits and vegetables, both fresh and dried for the students to taste, feel and smell and interactive food demonstrations where they are allowed to choose the ingredients for a smoothie that is prepared by volunteers. While the smoothies are prepared, the students are given nutritional information about the ingredients and shown proper preparation of fruit, such as washing and chopping.

Games like the *5 a Day* interactive wheel take place at the event to provide students a fun way to learn something new about good nutrition. Bags filled with fun and easy recipes, a chart to help kids track their fruit and vegetable intake and other items that promote fruit and vegetable consumption and learning how food is grown are given to the students to take home with them.

Key objectives of the *In-School Farmers' Markets* are to educate students on the nutritional benefits of eating more fruits and

Movement Concepts and Resources for Early Childhood; Physical Activity Promotion in the School Setting; and Physical Activity in Adulthood.

At the end of the day, participants created an action plan to integrate physical activity promotion into their current efforts. With attendees from First 5, public health departments, Local Incentive Awardees, Native American organizations and a variety of community organizations, the Sierra Cascade region is bound to see positive changes in physical activity promotion.

"The event was an energizing and rewarding exercise for all participants," said Buran. "Together, we were able to share resources, campaigns and best practices, which will in turn allow our partners to enhance physical activity integration into their programs."

For more information contact Michele Buran at 530-898-4318 or mlburan@gmail.com

California Youth Spring Into Action



The youth team from Tennyson High School in Hayward shares their community map with stakeholders.

This Spring, the *California Nutrition Network* activated its Youth Empowerment Pilot Project, encouraging California's young citizens to investigate and identify nutrition and physical activity issues that are important to them and their community.

More than 80 students are participating at six sites across California: Tennyson High School in Hayward; Galileo High School and Francisco Middle School in San Francisco; Mountain View Middle School in Lamont; Orange High School in Orange County; and the San Bernardino Parks and Recreation Department. At each location, participants will work diligently over the next couple of months to further learn about the key issues that are of highest priority in combating the obesity epidemic and ways to work on improving eating habits in their community and what steps they can take toward taking action in California.

As part of their efforts, the students are taking on several activities, including identifying community resources and community mapping, which illustrates the health of their neighborhood. During this exercise, they create posters that map out where they can find healthy foods and recreational opportunities. These maps also

vegetables while encouraging students to eat a greater variety of locally grown fruits and vegetables.

In 2006, approximately 1,000 students participated at three different elementary schools in the San Juan Unified School District. During 2007, the *In-school Farmers' Markets* will take place at elementary schools in the Elk Grove Unified School District – and the Farm Bureau is gearing up to reach even more students this year.

The *In-School Farmers' Markets* are well received by students and teachers alike. Even more importantly, students are excited to learn about how things grow and more open to trying and tasting a variety of fruits and vegetables. As one student stated, "The fruits and vegetables are delicious – please come visit us again soon!"

Submitted by Dawn Dunlap, program administrator, HEAL Collaborative. For more information on this event of the HEAL mini-grant program, please contact ddunlap@healthedcouncil.org or 916-556-3344.

National School Breakfast Week Event Serves Up Healthy Breakfast Ideas to Los Angeles Students



Two students at Hollenback Middle School in Los Angeles enjoy sampling an array of fresh fruits and milk during National School Breakfast Week.

On March 5, the LAUSD Nutrition Network celebrated National School Breakfast Week by partnering with LAUSD School Board Member Monica Garcia and LAUSD Food Services. Together, they hosted an event that gave students from Hollenbeck Middle School in East Los Angeles a taste of healthy food options, including fresh fruits and vegetables, to start their day.

The bi-lingual event was developed with the community's largely Hispanic audience in mind, engaging them with a fun early morning fruits and vegetables taste test. As part of the event, the school cafeteria provided healthy food options for kids to eat.

To help take these healthy ideas from the classroom to the home, parents were also invited to participate. This event was reinforced by the media. Both Univision and *La Opinion* targeted Hispanic families in Los Angeles and highlighted the importance of breakfast

highlight where there is a lack of healthy options and choices.

On May 11 and 12, the pilot participants will converge in Sacramento, where they will come together to share ideas, learn about nutrition and physical activity efforts and strategize and coordinate their efforts to help create a healthy, active California.

Submitted by Kamaljeet Singh-Khaira, M.S., youth initiatives consultant, Cancer Prevention and Nutrition Section.

Los Angeles Art Project Provides Snapshot of Youth Views on Health



Students are photographed by Photovoice participant Debbie Ruiz, in what she calls "Come, Let's Go!"

In a creative new initiative, Los Angeles-area students from El Monte and Duarte received cameras to document their community and determine what helps or hinders them from making healthy choices.

Called the Photovoice Project, participants recorded an array of compelling images, which were showcased during an exhibition at the Durfee School in El Monte on March 22. The event was a part of Creative L.A., a month-long initiative that celebrates how imagination has the power to transform art into tangible community benefits.

The students took their unique perspectives and their cameras into their communities to document the health, nutrition and physical activity choices available to them. Pictures of littered community spaces, fast food outlets and the food options served in the school cafeteria were juxtaposed with photos of kids enjoying physical activity, eating healthy fruits and playing on safe sidewalks.

The goals of this project, led by the Los Angeles Collaborative for Healthy, Active Children, included promoting dialogue about physical activity and nutrition issues and letting the students share their stories. Among the 84 cities in L.A. County, Duarte has the seventh highest rate (38.2 percent) and El Monte has the 11th highest rate (37.3 percent) of overweight students.

Based on the success of this recent showing, the L.A. Collaborative is developing a Photovoice toolkit for other organizations interested in helping youth better understand their choices and options and to

through a 23-minute live television segment on Univision's popular morning news program. *La Opinion* also ran an article on the importance of breakfast.

Following the event, all attendees were provided with a packet of information highlighting the importance of healthy foods and starting the day with a healthy breakfast, whether at school or in their own kitchens.

The following tips provided at the event offer fun and nutritious breakfast ideas your family can also try:

- **Shake It Up!:** Blend low-fat milk, frozen strawberries and a banana in a blender for 30 seconds. Drink it down with a whole-wheat bagel.
- **Banana Dogs:** Spread peanut butter in a whole-grain hot dog bun; plop in a banana and sprinkle with raisins.
- **Breakfast Taco:** Sprinkle grated Monterey Jack cheese over a corn tortilla; fold in half and microwave for 20 seconds. Top with salsa.

For more information and ideas on healthy food options, visit <http://www.lausdnutnet.org/>.

Save the Date for the Next Joint Steering Committee Meeting

Don't forget to register for the next Food Stamp Nutrition Education (FSNE) Joint Steering Committee meeting, taking place on Thursday, May 17 at the Radisson Hotel in Sacramento from 10 am – 4 pm.

This meeting will feature updates from the Network and the Program Compliance Review Team and include highlights on some of the outstanding work the Network's Regional Collaboratives are doing.

The Joint Steering Committee meeting will be held in conjunction with the 5 a Day Coordinators' and RNN Directors' meetings on Wednesday, May 16 and the Youth Engagement Training on Friday, May 18 at the same hotel.

For more information on the Joint Steering Committee meeting, including the final agenda and the registration form, please visit <http://www.dhs.ca.gov/ps/cdic/cpns/JSC/>.

For more information on the May 16 and May 18 meetings, please contact Carma Okerberg at 916-449-5425 or cokerber@dhs.ca.gov.

PBH Foundation Honors *Network* with National Excellence Award

help them share their stories.

For more information on the Los Angeles Collaborative for Healthy, Active Children and the upcoming Photovoice toolkit, contact Steve Baldwin, M.S., R.D., chair, L.A. Collaborative at (310) 349-0711 or stbaldwin@hawthorne.k12.ca.us or Sheetal Monga, M.S., M.P.H., coordinator, L.A. Collaborative at (213) 351-7337 or smonga@ph.lacounty.gov.

Make a Move and Apply for the Fit Business Awards



The 2007 Fit Business Award application period is officially underway, and employers have until June 15th to take action and apply.

The Fit Business Award, developed by the California Task Force on Youth and Workplace Wellness, a partner of the *California Nutrition Network* and the *California 5 a Day—Be Active! Worksite Program*, recognizes employers who make outstanding contributions toward improving employee health by promoting healthy eating and physical activity.

Participants in the *Worksite Program*, as well as all California businesses, including state, private, non-profit, public and school districts with wellness policies for staff/employees, are encouraged to apply.

The application asks employers to identify and demonstrate their healthy practices by filling out sections called "Eat Better," "Move More," "Promote Healthy Lifestyles" and "Create a Culture."

For more information and the award application, please visit <http://www.wellnesstaskforce.org/fitbusinesschallenge.html>.

For additional details on the *Network's Worksite Program*, visit <http://www.dhs.ca.gov/ps/cdic/cpns/>.



Fit Business Tips for April

Quick and Simple Tips

Spring is in the air. With the warmer weather comes a greater selection of fresh fruits and vegetables and opportunities for physical activity. This a great time of year to visit your local farmers' market, take a walk to smell the blooming flowers or even hop on your bike for an afternoon ride. This month's Fit Business



PBH Foundation National Excellence Award winners, from left to right: Helga Burns – Del Norte Unified School District; Sydney LaRose – Alan Shawn Feinstein Community Service Center at Johnson & Wales; Dr. Desiree Backman – California 5 a Day Campaign; Connie Quinlan – Monterey County Agricultural Education, Inc.; Robin Abdoleey – Dr. Norman W. Crisp Elementary School; Andrea Astrachan – Ahold USA; Sandra Laffan – Marietta City Schools; Whitney Wright – Georgia Department of Education and Barbara Storper – Food Play.

On March 17, the Produce for Better Health Foundation (PBH) presented their 2006 National Excellence Awards in San Francisco, and the Californian Nutrition Network is honored to be among the recipients.

Out of 49 applications submitted from across the country, 11 organizations were selected and recognized as health trailblazers for their exemplary contributions to PBH and the promotion of increasing fruit and vegetable consumption. The *Network* was selected for its *California 5 a Day—for Better Health! Campaign*, recognized for actively engaging approximately 1.2 million low-income adults and children through its educational and promotional activities from October 2005 through September 2006. In total, the program achieved nearly 15 million consumer impressions.

In addition, the *Network* is thrilled that partner Del Norte Unified School District Nutrition Program also received an award, selected for their excellent work promoting the 5 a Day message.

Del Norte's Nutrition Program leads comprehensive nutrition education efforts throughout one of the most remote and rural counties in California. Evaluation results show that their efforts lead students to consume significantly more fruits and vegetables. School gardens – which are used weekly as outdoor nutrition education classrooms for more than 600 students – plus mass media campaigns and 13 years of experience doing this work in Del Norte County all help make this project one of excellence. As a result of the program's efforts, they have achieved a total of nearly 1.9 million consumer impressions within their community.

"I applaud all of the winners and thank each of them for sharing their efforts and successes with us," said Elizabeth Pivonka, Ph.D., R.D., president and CEO of PBH. "Next year's awards will focus on how organizations take a leadership role in promoting messages associated with our new brand, Fruits & Veggies—More Matters. We look forward to seeing this year's activities and accomplishments in 2007's submissions."

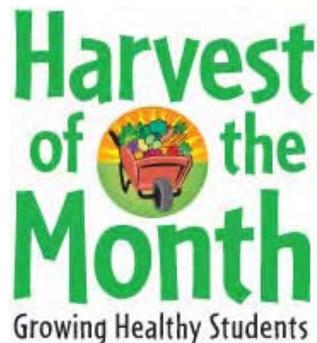
The 2007 National Excellence Awards competition will get underway later this year. Organizations interested in finding out how to

Tips will help you put some spring into Spring.

- This month's fruit and vegetable of the month – strawberries and asparagus – should be readily available in grocery stores, farmers' markets and at produce stands for your enjoyment. Be sure to take advantage of this great California-grown produce!
- Sodas, fruit drinks and sports drinks are all full of sugar, have zero nutritional value and can be an expensive habit. Instead, drink zero-calorie, 100% healthy water for free. Don't like the taste of plain water? Try adding a squeeze of fresh lemon or lime for a little extra zip. Or make 100% fruit juice ice cubes and add those to your water for an extra splash of flavor.

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

This April, Ask for Asparagus



National Gardening Month and TV-Turnoff Week both take place in April – two good reasons for your family to get outdoors and spend time planting and harvesting fruits and vegetables in your own backyard or community garden.

Growing your own fruits and vegetables is an easy way to eat healthy and be active. Children are also more eager to try new foods if they play a role in growing them from seed to something they can eat. Try planting a bounty of seasonal fruits and vegetables for your family to try – including tomatoes, beans, potatoes and this month's featured vegetable, asparagus.

In addition to tasting good, asparagus is a welcome addition to the dinner plate for health reasons as well. One serving of green asparagus provides an excellent source of vitamin K and folate, a good source of vitamin C and a source of the antioxidants glutathione and rutin, precursors to vitamin A.

In fact, according to the National Cancer Institute, asparagus contains more glutathione than any other fruit or vegetable. This antioxidant plays an important role in the prevention of certain cancers and diseases, nutrient metabolism and regulating protein synthesis.

Helping Your Child Eat Healthy

nominate their efforts of promoting increased fruit and vegetable consumption and supporting PBH activities can contact Theresa Kaufmann, PBH development associate, at 302-235-2329, ext. 325, or visit <http://www.pbhfoundation.org/> for more information.

Harvest of the Month (HOTM) Impact Evaluation Results

In 2005, the *California Nutrition Network (Network)* developed and implemented the Harvest of the Month (HOTM) toolkit to increase fruit and vegetable consumption, physical activity and the factors that influence them, among low-income students.

The toolkit is comprised of seven main components: an instructional guide; educator and family newsletters (bilingual English and Spanish); press releases (bilingual English and Spanish); promotional tools; menu slicks; and links to California content standards. Other strategies include classroom-integrated nutrition education, taste tests, school gardens and cooking demonstrations.

Ten contractors implemented and evaluated the HOTM intervention during 2005-2006. The impact evaluation consisted of contractors measuring change in consumption of fruits and vegetables and four factors associated with consumption: knowledge, preferences, familiarity and self efficacy for eating fruits and vegetables.

The HOTM survey contained five Knowledge questions concerning the benefits of fruit and vegetable consumption, nutrient content and whether or not produce was California grown. Aggregate scores of correct answers found that participants scored 2.64 at pre-test and 3.22 out of 5 at post-test. The change of 0.58 points was a significant increase.

For the Preferences in the survey, contractors featured an average of seven fruits and vegetables in their intervention. Half of them had a significant increase in preferences for one fruit or vegetable featured in their intervention and one out of 10 contractors saw a significant increase in preferences for more than one of the featured produce. Forty-five percent of the pre-test means for featured fruits and vegetables were greater than or equal to 3.5 out of 4, meaning that the participants already liked the item a lot before the intervention had begun.

When it came to Familiarity, three out of 10 contractors found a significant increase in familiarity in at least one fruit or vegetable they featured and more than 90 percent of the respondents were familiar with 86 percent of the items on the survey.

There was a significant increase in Self Efficacy to increase consumption of more fruits and vegetables at breakfast, lunch at school, snack, dinner and total self efficacy fruit and vegetable intake for all HOTM participants. Total self-efficacy increased 1.13 points on a 65 point scale.

For Consumption, on a combined scale, participants reported that they ate fruits, vegetables and juices an average 6.71 times per day at pretest and 7.56 times at posttest. The change of 0.85 times per day was a significant increase.

From these findings, there is evidence that change and factors that influence fruit and vegetable consumption can be attributed to this standardized HOTM intervention. By making changes to the individual interventions based on the findings and increasing the rigor of the evaluation designs, it is possible to see greater increases in consumption of fruits and vegetables and the factors

- Bake, grill, boil, steam, microwave or stir-fry asparagus spears.
- Add cooked asparagus to soups and salads.
- Dip raw or lightly cooked asparagus spears in lowfat vegetable dressing.
- Help your child find a healthy recipe for asparagus, then cook it together.
- For more ideas, visit <http://www.calasparagus.com/>.

Produce Tips

- Select bright green asparagus with closed, compact, firm tips.
- Wash asparagus in cold water.
- To store, stand stems up in a container with about one inch of water. Cover loosely with plastic bag.
- Store in refrigerator until ready to use.

Let's Get Physical!

- Start a family or community garden. It's fun and helps you and your family get physical activity.
- Walk to a local nursery or store to buy seeds, plants and supplies.
- Spend family time planting fruits and vegetables in the garden.
- Take turns watering plants.
- Add variety to your gardening routine – include raking, mowing, weeding, pruning and digging.
- Visit a local farmers' market. Find other fruits and vegetables your family would like to try planting in the garden.
- For more ideas, visit www.kidsgardening.com/family.asp.

associated with consumption, and show these results occurred because of HOTM.

For more information on the HOTM toolkit, visit <http://www.harvestofthemoth.com/>.

For more information on the survey, contact Andrew Bellow, research associate, at 916-449-5547 or abellow@dhs.ca.gov.

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

Please send your *Fresh Facts* story ideas to Rebecca Larson at <mailto:rlarson@dhs.ca.gov?subject=Fresh Facts>. 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 2007

Network Sets Stage for Exciting Re-branding Announcement

Excitement has been building for months, and the *Network* is pleased to announce that final preparations are now underway for the official unveiling of the *Network's* new name, logo and advertising campaign – setting the stage for an event that promises to be lively and colorful.

And what better place to hold the unveiling than during the upcoming Food Stamp Nutrition Education (FSNE) Joint Steering Committee meeting on May 17 at the Radisson Hotel in Sacramento, in front of an audience of hundreds who are passionate about a healthy California. This special announcement will kick off the meeting at 10 a.m., with a press conference to unveil the new brand and supporting advertising campaign.

Susan Foerster, chief of the Cancer Prevention and Nutrition Section, Department of Health Services will lead the announcement, and will be joined by Dr. Mark Horton, MD, State Public Health Officer, California Department of Health Services. Together, they will introduce *Network* partners and media to 11 moms who are Champions for Change and represent the target audience in each region. These Champions for Change will also help empower Californians to move toward a healthier lifestyle by making changes in their homes and communities.

The event will also highlight the new broadcast and outdoor advertising, scheduled to debut statewide that week to coincide with the unveiling. The new advertising effectively demonstrates how the new brand can empower low-income food stamp recipients and eligibles to not only improve their own health, but also that of the communities in which they live. The advertisement campaign will launch in-home to 98.9 percent of Californians and 98 percent of California's food stamp eligible population.

"This is an exciting new phase for the *Network*, and we look forward to playing an important role in engaging Californians and providing a call-to-action for a healthier state," said Foerster. "This effort will distinguish California as a health leader in the nation for not only addressing the need to increase fruit and vegetable consumption, but also increasing physical activity, decreasing food insecurity and preventing chronic diseases."

For more information on the Joint Steering Committee meeting, including the agenda, please visit <http://www.dhs.ca.gov/ps/cdic/cpns/JSC/>.

Healthy News from the Regional Nutrition Network

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California Cultivates Recommendations for 2007 Farm Bill



In February, Agriculture Secretary Mike Johanns visited the Stanislaus County Agriculture Center in Modesto to discuss the Bush Administration's 2007 Farm Bill proposals and its impact on California. Photo courtesy of USDA.

As the nation's largest agricultural producer, the state of California is keeping a close watch on the current Farm Bill. Originating in 2002, the five-year-old bill expires in 2007, necessitating action by Congress.

The California Department of Food and Agriculture has been designated as the lead agency in developing a California perspective on the 2007 Farm Bill. Covering such issues as energy, nutrition, conservation and rural development, the Farm Bill is an omnibus multi-year authorizing law for major food and farm programs. The *California Nutrition Network* has a vested interest in the Farm Bill, as domestic assistance programs (food stamps) are one of the funding areas provided under this legislation.

As the Farm Bill is currently being examined and updated, now is the time to help spearhead healthy changes to its many focus areas. By bringing together the viewpoints of our state's various industry sectors – nutrition, agriculture, resources – the California Department of Food and Agriculture, in coordination with other state agencies, has come up with a list of recommendations that begins with the vision of healthy people, a thriving environment and a robust agricultural sector.

When it comes to nutrition, the recommendations reflect a desire to help make a balanced diet a priority. Food security is also brought to the forefront – reflecting the *Network's* goal to make access a key issue:

- Increase funding for USDA's Fruit and Vegetable Pilot Program to expand the program to all schools nationwide.
- Revise the current Food Stamp Nutrition Education guidelines to



Forum participants get in line to promote good health in communities throughout Los Angeles.

Los Angeles

On April 20, the Los Angeles *Regional Nutrition Network* and California State University, Northridge Kinesiology Department hosted a Nutrition & Physical Activity Forum, attended by more than 70 community leaders concerned about the state of health in their communities across Los Angeles.

Keeping the diversity of Los Angeles and its many neighborhoods in mind, the forum was designed to provide these leaders with a variety of tools and tips they can take back to their communities, using what they think will be most effective to encourage their area's low-income adults and children to eat healthy and be physically active.

Topics discussed included how to adapt physical activity for different ages and fitness levels, how to start a walking program and integrating nutrition and physical activity into every day life. Attendees also participated in an array of fun interactive physical activities sure to engage and inspire community members of all ages to get moving. These activities included an Exercise Hunt, Pass Along the Nutrition Trivia, Nutrition and Physical Activity Bingo, Triangle Tag, 5 a Day Toss and many others.

"It's our goal to teach people how to become ambassadors for good health in their communities," said Suzanne Bogert, M.S., R.D., director, *Regional Nutrition Network*, Los Angeles Public Health Nutrition Program. "We're thrilled with the level of commitment and excitement demonstrated by the forum's participants, and look forward to their continued efforts to help improve the health of Los Angeles."

Submitted by Ismael Aguila, M.S., C.S.C.S., physical activity coordinator, Los Angeles Regional Nutrition Network

Orange County

In March and April, the Orange County *Regional Nutrition Network* stepped up its support of the "Kid Healthy" Steps to Healthy Living ("Steps") Campaign by making its Web site a clearinghouse for information and materials to help encourage *Network* schools in the area to sign up to participate.

As an obesity prevention campaign that targets 4th and 5th graders in Los Angeles, Orange, Riverside and San Bernardino County (Inland Empire) public schools, the Steps campaign promotes nutritious eating habits and increased physical activity through the *Children's 5 a Day—Power Play!* lesson plans, distribution of pedometers for students and participation in a mass media campaign across Southern California.

focus appropriately on the most effective and scientifically proven approaches and interventions to drive behavior and social environment changes.

- Revise all relevant nutrition programs in the 2007 Farm Bill to align with the 2005 Dietary Guidelines for Americans. Promote balanced dietary choices that include nutrient-dense foods such as dairy products, which are important contributors to child and adult health.
- Streamline and further reform the Food Stamp Program to reduce complexity, improve access and provide states with needed flexibility.
- Expand and further fund the WIC Farmers Market Nutrition Act and the Senior Farmers Market Nutrition Programs.

"With the reauthorization of the Farm Bill surfacing in 2007, we need to decide how much we are willing to invest on food security as a nation," said Secretary A.G. Kawamura, California Department of Food and Agriculture. "Security in the sense that locally grown food will be available in our communities; that our agricultural resources will be protected from invasive pests and diseases; and security that innovative research will continue to make our agricultural industry more competitive in the global economy."

For a complete list of California's Farm Bill recommendations, visit <http://www.cdffa.ca.gov/farmbill07/>.

You can also keep up with the latest national Farm Bill news by visiting the USDA Web site at [http://www.usda.gov/wps/portal/!ut/p/_s.7_0_A/7_0_1UH?](http://www.usda.gov/wps/portal/!ut/p/_s.7_0_A/7_0_1UH?navid=FARM_BILL_NEWS&parentnav=FARM_BILL_FORUMS&navtype=RS)

[navid=FARM_BILL_NEWS&parentnav=FARM_BILL_FORUMS&navtype=RS](http://www.usda.gov/wps/portal/!ut/p/_s.7_0_A/7_0_1UH?navid=FARM_BILL_NEWS&parentnav=FARM_BILL_FORUMS&navtype=RS).

California Students Show Strong Support for Governor's Fitness Challenge



Young participants stretch in unison in preparation for the Madison Park Neighborhood Association Walk-A-Thon in Santa Ana.

Like the *California Nutrition Network*, Governor Schwarzenegger recognizes the importance of instilling good health habits at a young age.

This January, he challenged California's young citizens to participate in the 2007 Governor's Fitness Challenge, and organizers are thrilled to report that our state's students are signing up in record numbers. In fact, approximately 55,000 students have signed up to participate statewide, with 20,000 completions registered to date. This is a

In addition to offering downloadable resources, the Web site featured a four-minute video providing background on the Steps campaign, produced by ABC-7, Kaiser Permanente and other partners.

Through the program, more than 100,000 students received pedometers and participated in interactive activities and lessons about exercise and wellness. Through the Steps lesson plans and activities, these children will be inspired to adopt lasting lifestyle changes that will influence healthy transformations within their family and propel them into a healthy adulthood.

For more information, visit <http://www.ohealthinfo.com/public/nutrition/nupac/>.

Submitted by: Anna Luciano-Acenas, project director, Orange County Regional Nutrition Network

Californians Converge in Sacramento for Hunger Action Day



On May 8, hundreds of anti-hunger advocates from across California met in Sacramento for Hunger Action Day, which celebrates its 10th year educating legislators about hunger and supporting anti-hunger legislation.

Hosted by the California Hunger Action Coalition (CHAC), the event drew low-income advocates, nutritionists, food bank supporters, soup kitchen volunteers and others, coming together to address the issue of food security, which affects the 3.1 million Californians experiencing hunger.

Through the coalition's work – such as Hunger Action Day – the CHAC has won policy changes that have resulted in access to food for literally millions of people, particularly through food stamp benefits.

Some major CHAC accomplishments over the past 10 years include:

- Won new legislation that allows food stamp recipients to own a reliable car.
- Won and successfully defended immigrants' access to food stamps.
- Won new legislation that gives families moving from welfare to work five months of food stamp benefits to help them get back on their feet.
- Successfully defended the Senior Brown Bag program from budget cuts.
- Persuaded the state to allow people to donate part of their tax

significant increase over last year's participation of 10,000 students, and a good indication that Californians are getting serious about getting healthy.

Many schools across the state are on the move, signing up students from kindergarten through 12th grade for the Challenge – which asks them to be physically active 30 to 60 minutes a day at least three days a week for four weeks. Across the 11 regions, 1,019 schools are currently participating, with Los Angeles leading the pack with 192 schools. The Bay Area is a close second, with 187 schools so far.

While the Challenge officially ends May 31, 2007, there is still time to enter. Teachers and schools can register for the program online, where they also can keep track of their progress against other schools. For more information, visit <http://www.calgovcouncil.org/>.

In addition to the Challenge, the Governor's Council on Physical Fitness and Sports announces the Governor's Council Spotlight Awards, presented by the Blue Cross of California Foundation. These awards recognize teachers and principals who have gone "above and beyond" their normal responsibilities to inspire increased physical activity levels for their students, especially those teachers and principals who have demonstrated their understanding of the correlation between physical fitness and academic success.

The winner in each category will receive \$10,000 for their school to further promote physical activity and fitness. For more information about the Spotlight Awards and to submit nominations, visit <http://www.calgovcouncil.org/spotlight/>. Deadline to enter is May 31.



California Recognizes Businesses Making a Difference – Fit Business Award June 15 Deadline Approaching

Businesses play an incredibly important role in promoting the health and wellness of their employees. From offering healthy food options in the cafeteria and vending machines to encouraging increased physical activity both at and away from the workplace, many employers are recognizing that healthy employees mean a healthier California.

We salute employers that are making the health of their employees a top priority, and encourage all California business, including state, private, non-profit, public and school districts with wellness policies, to apply for the Fit Business Award by the June 15 deadline.

The Fit Business Award, developed by the California Task Force on Youth and Workplace Wellness, a partner of the *Network* and the *California 5 a Day—Be Active! Worksite Program*, recognizes employers who make outstanding contributions toward improving employee health by promoting healthy eating and physical activity.

Fit Business Award winners will be announced in October 2007.

refunds to food banks on their state income tax form.

- Won new legislation that allows individuals with drug convictions who have served their time to receive food stamp benefits.
- Supported a waiver extending food stamp benefits to the jobless in high unemployment areas.
- Won new legislation creating direct certification for school meals for children in households receiving food stamps.

Also on Hunger Action Day, the Hunger Fighter Awards were presented to individuals and organizations that exhibit a commitment to ending hunger through innovative and collaborative approaches.

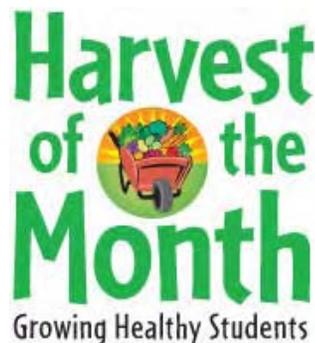
Survey Findings Shake Up Food Beliefs

Which menu item served at McDonald's has the most calories, a large chocolate milkshake or two Big Macs? If you are puzzled, you're not alone.

Findings released from a recent public opinion poll conducted in March 2007 by the Field Research Corporation show that many California adults have difficulty identifying the nutritional content of typical fast food and chain restaurant menu items. A representative sample of 523 registered California voters were asked to identify which menu item (out of four choices) contains the fewest calories, least salt and the most fat or the most calories.

Results were surprising – nearly 68 percent of respondents answered all four questions incorrectly and not one respondent answered all the questions correctly. The poll also indicates that 84 percent of California adults support requiring fast food and chain restaurants to post nutritional information on their menus. Without this information, it makes it challenging for consumers to make healthy food choices.

For more information about the Menu Labeling Poll and to test your knowledge, go to <http://www.publichealthadvocacy.org/menulabelingpoll.html>.



This May, Avocados Are the Answer!

May is National Bike Month, National Physical Fitness and Sports Month and Women's Health Month – and in order to build your strength for a day of physical activity, be sure to add a delicious and versatile fruit like avocado to your meals. That's right, although many people think avocados are green vegetables, they are in fact fruit.

For more information and to get an award application, please visit <http://www.wellnesstaskforce.org/fitbusiness/fitbusinesschallenge.html>.

For additional information on the *Network's Worksite Program*, visit <http://www.painepr.com/fresh-facts/http://www.ca5aday.com/worksite>.

California Nutrition Network Launches New Training Calendar

Want to plan ahead to attend *California Nutrition Network (Network)* trainings? Ever missed a *Network* training because you didn't catch it on the events calendar?

As you know, all *Network* training and events are listed on the "Calendar of Events" link, located on the left side of the Cancer Prevention & Nutrition Section (CPNS) Web site. As the calendar is often very full, trainings can sometimes get lost in the shuffle.

In order to make identifying *Network* trainings easier, we've recently created a separate calendar, listing *Network* trainings only. To view the new training calendar, click on the "Nutrition Network Training" blue button on the right side of the CPNS Web site. You'll find an updated list of upcoming opportunities available, including the following:

- Building Culturally Competent Community Partnerships Workshop – June 28, Riverside
- Sustainability: 10 Steps to Maintaining Your Community Nutrition and Physical Activity Improvements: Oakland, June 21
- Youth Engagement Training – May 18, Sacramento

We hope this new calendar will help make remembering and attending *Network* trainings a bit easier for everyone.

Please visit the CPNS Web site for additional information on upcoming trainings. The training calendar can be found by visiting <http://www.painepr.com/fresh-facts/http://www.dhs.ca.gov/ps/cdic/cpns/Training%20Calendar.pdf>.

SAVE THE DATE!

California Nutrition Network Annual Conference Scheduled for January 2008

This year's *California Nutrition Network (Network)* Social Marketing Conference has been moved from its traditional August timing to January 2008. Please note that there will not be a *Network* conference in August 2007.

What: 2008 *Network* Social Marketing Conference

When: January 23-24, 2008

Pre-Conference Meetings: January 22, 2008

Where: Sacramento Convention Center

Hotel Accommodations: Sheraton Grand Sacramento

Other Important Dates:

There are more than 80 different varieties of avocado grown in California, but Hass avocado is the most common. And California grows more than 90 percent of the nation's avocado crop.

In addition to great taste, another smart reason to add avocados is great health.

One serving of avocado – about one-fifth of a medium avocado – provides a source of monounsaturated fat, which helps lower LDL (bad) cholesterol and boosts HDL (good) cholesterol. Avocados are also a source of omega-3 fatty acids, which may help prevent heart disease, as well as vitamin E, vitamin K, fiber, folate and many essential minerals.

Helping Your Child Eat Healthy

- Use avocados to make guacamole and salsa dips. Serve with baked tortilla chips, potatoes or on salads.
- Add sliced avocados to green salads or vegetable soups.
- Try mashed avocados as a spread on sandwiches in place of mayonnaise or butter.
- Top scrambled eggs with diced avocado instead of cheese.
- For more ideas, visit <http://www.painepr.com/fresh-facts/http://www.avocado.org> or <http://www.harvestofthemonth.com/>.

Produce Tips

- Pick avocados that are firm but give to gentle pressure. Hass avocados turn dark green or black when ripe. Other varieties remain green.
- Place unripe avocados in a paper bag for two to three days at room temperature.
- Store ripe avocados in your refrigerator up to one week.
- To serve, cut lengthwise around the seed, twist halves open and remove seed. Scoop out fruit or slice.
- Rub lemon or lime juice onto cut avocados to avoid browning.

Let's Get Physical!

- May is National Bike Month. Make arrangements for you and your child to ride your bikes to work and school.
- If riding bikes to work or school is not possible, plan a bike ride in your neighborhood or other safe route.
- After dinner, spend family time working in the garden. It will help you and your child unwind in the evening.
- Let each family member pick one new physical activity each week that your family can try together. Do this in addition to your regular activities.
- For more biking physical activity ideas, visit <http://www.bikeleague.org/>.

Abstracts Due: September 10, 2007

Hotel Reservation Deadline: December 28, 2007

Additional information will be forwarded in the coming months, but please hold these dates on your calendars in the meantime.



Fit Business Tips for May

Quick and Simple Tips

With mild weather and flowers in bloom, May is a great time to enjoy all of the natural beauty that California has to offer. California Trail Days, taking place on May 19 and 20, gives you the chance to help improve your local trails and parks while enjoying the outdoors.

This month's fruit of the month – cherries – makes a perfect snack to take along with you while you clean up local trails, on a picnic with your family, or as snacks to munch on at work.

For more information on Trail Days, visit <http://www.parks.ca.gov/>.

Know your risk

May is Stroke Awareness Month. Strokes have become the third leading cause of death in the United States, but fortunately, 80% of all strokes are preventable. High blood pressure, high cholesterol, and a lack of exercise can increase your risk of having a stroke. To find out more about stroke and how you can reduce your risk, visit <http://www.painepr.com/JScholten/Local%20Settings/Temporary%20Internet%20Files/OLK4/www.stroke.org>.

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

Participate in a charity event

Walk, run or bike to raise money for a special cause and encourage your friends and family to participate with you. Not only will you be raising awareness and money for an important cause, but you will also be improving your own health and getting to spend time with the ones you love.

Visit us online at <http://www.ca5aday.com/> on May 17 to see new and exciting changes!

Please send your *Fresh Facts* story ideas to Rebecca Larson at [mailto:rlarson@dhs.ca.gov?subject=Fresh Facts](mailto:rlarson@dhs.ca.gov?subject=Fresh+Facts). Be sure to include "Fresh Facts" in the subject line.

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June 2007

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Every Day Moms Help Launch *Network for a Healthy California* and Champions for Change Campaign

On May 17, California was introduced to the *Network for a Healthy California* and its Champions for Change ad campaign during the Joint Steering Committee (now the Network Steering Committee) meeting in Sacramento – the official unveiling took place in front of a crowd of hundreds, including *Network* partners, media and special guests.

Susan Foerster, chief of the Cancer Prevention and Nutrition Section, California Department of Health Services (CDHS), was joined by Dr. Mark Horton, MD, State Public Health Officer, CDHS, to introduce the *Network's* new campaign sending the message that everyday people have the power to reduce the state's obesity epidemic by eating more fruits and vegetables, increasing physical activity, decreasing food insecurity and preventing chronic diseases.

Important Fresh Facts Update

Please note, this will be the last issue of Fresh Facts until October 2007. Within the coming weeks, please check your e-mail for a survey we will be sending out requesting your feedback/comments on the Fresh Facts newsletter. We look forward to returning this Fall!

Meet the Moms: We Are Champions for Change

In this issue, we're introducing two of the Champions for Change moms who appear in the new *Network for a Healthy California* (*Network*) advertising campaign. To meet additional Champions for Change moms representing the other *Network* regions, visit http://www.dhs.ca.gov/cdic/cpns/press/fresh_facts.html.

Desert Sierra

Name: Brenda Parker of Rialto

Children: Two, ages five and seven

Occupation: Stay-at-home mom



Brenda was named a Champion for Change because of the dedication she brings to ensuring good health for her family and her community. Brenda has become a role model of physical activity for her family, riding bikes with her children and ensuring they engage in physical activity after dinner. In addition to appearing in the advertising campaign, Brenda is also featured on a *Network* DVD that will be distributed to low-income households, emphasizing the importance of fruit and vegetable consumption and



The Champions for Change advertising campaign, highlights the key role moms play in getting families and communities to take steps to move toward a healthy lifestyle. Showcased during the event, these new ads feature tips to make healthy choices easier, and are a part of California's ongoing public health effort to empower low-income Californians to live healthier, more active lives.



To maximize reach, the statewide advertising blitz will run through September 2007 in the Bakersfield, Chico, Eureka, Fresno, Los Angeles, Monterey-Salinas, Sacramento, San Diego, San Francisco and Santa Barbara markets. The campaign will run in English and Spanish, and includes TV commercials, Transit TV broadcasts, billboards, catering truck posters and radio (Spanish only). In addition, the *Network* is

distributing a grassroots direct-mailer that includes a 14-minute DVD, informational collateral pieces and slide guide that puts the calculations for My Pyramid in the hands of low-income target households in select markets across the state.

"Many low-income Californians face barriers to healthy eating and being active such as lack of access to good, nutritious food and safe places to play and exercise," said Dr. Mark Horton. "These new ads encourage individuals to become agents of change in their communities to work toward better access to nutritious foods and safe environments. We urge Californians to be Champions for Change and take control of their families' health, nutrition and well-being."

More than half of adult Californians are overweight or obese and one in every three California children ages 9 to 11 and one in four ages 12 to 17 are overweight or at risk of becoming overweight. Governor Arnold Schwarzenegger addresses this crisis in his Obesity Prevention Plan and Health Care Reform proposal, both of which complement the *Network's* new campaign.

physical activity.

Los Angeles

Name: Angeline Lee of Pasadena

Children: Two, ages three and five

Occupation: Student and research assistant at USC



Angeline is enthusiastic about her goals in life, but isn't shy about sharing previous hardships she has endured, such as hunger. She is proud to have overcome a childhood that involved eating as much as possible in one sitting, because there was not enough food in her home growing up. When she became a mother, Angeline reevaluated her habits to relay positive messages to her young family. Today, Angeline teaches her children to have a "content tummy," instead of a "full tummy." She also recommends other moms challenge their family norms by breaking negative cycles, such as allowing one's family to consume unhealthy foods. Physical activity is also important to Angeline, and she encourages family time spent together at the park or walking in the mall.

Network Steering Committee Meeting Provides Forum to Introduce Champions for Change

On May 17, those attending the Network Steering Committee (formerly the Joint Steering Committee) Meeting were introduced to the new brand identity and ad campaign.

The agenda for the day focused on what it means to be Champions for Change, and how the new brand identity will enhance the work of the new *Network for a Healthy California (Network)* and Network Steering Committee (NSC). Following the official announcement, attendees were eager to learn more and participated in an informative Q&A session.

Matthew Marsom, manager, partnership team, later discussed the role of the NSC under the new brand identity, and led the audience through the steering committee's history. He then introduced the members of the Executive Committee, who went on to share their experiences as part of the steering committee.



Gema Perez, representing the Network's Central Valley region, tells Sacramento's Univision station why she is a Champion for Change mom.

To help spread the word and inspire action, the *Network* enlisted every day moms throughout the state to carry the message to California neighborhoods and communities. These 11 moms – who are Champions for Change and represent the target audience in each region – were introduced at the event. Each mom has her own compelling story, and Brenda Parker of Rialto and Xinia Sanchez of San Diego shared their stories up at the podium. The moms were interviewed by attending media, including Sacramento's Univision station. They continue to garner media interest, with radio and local daily paper's from across California requesting interviews with them and *Network* representatives.

"Moms have a sense of credibility," said Horton. "They know that good health starts in their shopping carts and kitchens. These women bring the *Network's* mission to life by speaking about their own experiences to overcoming barriers to access healthier food and inspiring community members to be Champions for Change."

Parker, who is featured in the advertising, is a role model for healthier eating habits and physical activity in her home and community. Recently, she decided to no longer donate the traditional unhealthy snacks to her children's school. Instead, she replaced an unhealthy tradition with fresh fruits and she encourages other parents to do the same.

"Being a Champion for Change is a big honor for my family and me," said Parker. "I know how hard it can be to make health a priority. However, by being a role model for my children, I am able to show them how eating fruits and vegetables and participating in physical activity are so important. I want other moms to know that moms like me are making healthy changes, and they can too."

For more information, visit the *Network* Web site at <http://www.cachampionsforchange.net/>.

The Web site is also available in Spanish at <http://www.>

The meeting also highlighted some of the *Network's* Collaborative members and gave them the opportunity to reveal various activities and programs they've implemented to help increase nutrition and physical activity levels in their communities – ranging from the development of an employer tool kit in the Riverside region to the successful Photo Voice program, which inspires Los Angeles youth to learn about nutrition by taking pictures of food issues that effect their neighborhoods and schools. The Collaboratives also developed displays to showcase their program achievements and share them with the committee members.

A video providing background on the history of the United States Food Stamp Program was also shown at the meeting and helped inspire attendees to step up efforts to increase the number of eligible Californians participating in the program. Jonnalee Henderson, policy analyst, California Department of Food and Agriculture, further inspired committee members with a presentation about what it means to be a Champion for Change.

Before the meeting concluded, committee members broke into action teams and discussed how they themselves can become Champions for Change in their regions and help increase fruit and vegetable consumption and physical activity.

To obtain more information on the *Network* Steering Committee, contact Hope Wilson, MPH, RD, development specialist, Partnerships Team, at (916) 449-5422 or hwilson@dhs.ca.gov

Local Retail Events Help *Network* Cook Up Consumer Interest in Fruits & Vegetables



*Young students learn that carrots not only taste good but are important for healthy eyes during the *Network's* first Fruit and Veggie Fest in San Diego.*

campeonesdelcambio.net/.

Network Partners with Univision for Unique Nutrition-themed Telethon



Health is a hot topic frequently covered by the news, as witnessed recently on popular Hispanic news station Univision Los Angeles (KMEX-TV) – which dedicated the entire evening to promoting healthier lifestyles for Southern California's Latino community on May 24.

Called A Su Lado ("By Your Side"), the *Network for a Healthy California* (*Network*) partnered with the Los Angeles County Office of Public Health and Univision to share nutrition and physical activity tips throughout this special broadcast. From 6 p.m. until 11:30 p.m., more than 20 *Network* representatives and local mom Joanna Munguia – all "Champions for Change" in their families and communities – appeared on camera for interviews and operated the phone bank to help answer viewer questions. For more information, viewers were also referred to the *Network's* toll-free number (888-328-3483) and Web site (<http://www.cachampionsforchange.net/>).

"We are thrilled that consumers were so interested about this subject matter, which was clearly demonstrated by the hundreds of calls that poured in," said Alejandrina Orozco, *Latino Campaign* coordinator for the *Network's* Los Angeles Region. "We were also lucky to be surrounded by such an enthusiastic group of volunteers, who really did a great job communicating the *Network's* messages and the importance of eating more fruits and vegetables and increasing physical activity."

To help the *Network* reach an even more widespread audience, top Los Angeles Hispanic daily newspaper *La Opinion* ran an article covering the most frequently asked questions about nutrition and physical activity in

This month, the *Network for a Healthy California* (*Network*) is celebrating the bounty of California produce by launching its Fruit and Veggie Fest – a series of interactive community events taking place throughout Southern California to encourage low-income residents to be Champions for Change by eating more fruits and vegetables and being physically active every day.

On June 5, the San Diego and Imperial Region kicked off the event with grocery retailer Albertsons, which is partnering with the *Network* to bring events to 26 cities, including Bakersfield, Carson, Hawthorne, Fullerton and Long Beach. At the launch event in San Diego, *Network* and retailer representatives were joined by members of the community hungry to learn about health, including 100 students from Rosa Parks Elementary School, local chefs, community members and parents of youth participants. The event featured student tours of Albertsons' produce department, food demonstrations by the local chefs, a dietitian offering advice on how to make healthy changes to family favorites and speakers discussing how residents can access affordable fruits and vegetables in the community.



Students participated in fruit and vegetable store tours and enjoyed taste tests followed by physical activities led by the San Diego Shockwave arena football players. Students and community members then learned how to prepare healthy recipes from local chefs Amelia Winslow, Jeff Rossman, and Steve DeStefano in a series of fruit and vegetable cooking demonstrations.

The Fruit and Veggie Fest is a great opportunity to show how food retailers like Albertsons can help their customers make healthy choices when they shop. During the kick-off event, participants also got a first look at the new *Network for a Healthy California—Retail Program* materials that remind shoppers that fruits and vegetables are the "Flavor of Life."

"The kick-off event and the smaller events being hosted by our sister organizations throughout Southern California have a common goal," said Larissa Johnson, retail specialist for the *Network for a Healthy California—San Diego & Imperial Region*. "We're here to show people how

conjunction with Univision's special programming. This article is also posted on Univision's Web site, at: <http://www.univision.com/content/content.jhtml?chid=9450&schid=9451&secid=9456&cid=1190506>.

Healthy News from the Regional Networks for a Healthy California

Bay Area



In March, as part of a National Nutrition Month promotion, the Bay Area *Power Play! Campaign* expanded on an activity from *Power Play's School Idea & Resource Kit* activities titled "You Be the Food Critic." This promotion was an opportunity for schools to use a *Power Play!* activity to connect the food service department with classroom education and local farmers' markets.

With the help of Sequoia Hospital's Health & Wellness Center and the Redwood City School District, a launch event was held at Gill Elementary in Redwood City and was documented for other schools interested in participating. The "You Be the Food Critic" activity used at the launch event was designed to have students sample an array of fruits and vegetables. After each sample was tasted, students rated the food (by selecting one of five tomato faces ranging from smiling to frowning) and then used adjectives to describe the food.

The food service department also participated in the launch event and took note of how the students voted and reacted to the samples. The food samples were donated from farms that participate in a local Bay Area farmers' market. As each food sample was handed out, the students were directed to a map of California to show where the farm was located that the sample was grown, and where the farm was located in relation to Redwood City.

In addition to students circling a tomato face on their worksheet which represented how much they liked the sample, students were also given individual color coded tomato face cards to hold up to show how they voted. The color coding was also a talking point on how it is important to "Eat Your Colors."

they can make changes at home, at work, and in their community that will lead to a healthier California."

For more information on the *Network's Retail Program*, visit <http://www.dhs.ca.gov/ps/cdic/cpns/retail/default.htm>.

Physical Activity Coordinators: Spotlight on Success



Noralto Elementary students race toward good health in the Fonzeno Fun Run, named after the Sacramento school's long-time coach.

In this month's issue, we shine the spotlight on Christina Evans, Gold Country's physical activity coordinator, for her recent efforts to help Sacramento youth and their families get outdoors and into shape.

On May 11, the Noralto Elementary School held its inaugural Fonzeno Fun Run, a 2.5 mile after-school run dedicated to teaching students and parents the importance of health and fitness. The run was named after the school's long-time teacher and coach, Rich Fonzeno, who has taught at the school for 33 years.

Themed "Fly Like An Eagle" for the school's mascot and walking club, Evans assisted in planning the event and manned a booth to teach participants the importance of proper nutrition and physical activity. There were also more than 60 other staff and community volunteers on hand to promote nutrition fitness and provide additional resources.

"To promote family and community participation, we designed the event to take place in the evening," said Evans. "We couldn't be more pleased with the turnout – in fact, we had more than 200 participants and one of the highlights was watching families cross the finish line together."

Submitted by Joe Prickitt, project director, Network for a Healthy California—Bay Area Region.

Central Valley



Elizabeth Villalobos, *Central Valley Region Children's Power Play! Campaign* coordinator through the University of California Cooperative Extension Fresno County, was awarded an Outstanding Community Service Award by the Central Valley Chapter of the California Parks and Recreation Society. Villalobos was nominated for the award by the City of Selma Parks and Community Services, and was honored for promoting nutrition and physical activity in Selma for over three years.

Theresa Johnson, City of Selma recreation supervisor, said *Power Play!* has made a healthy impact on the city through Villalobos' leadership. "The *Power Play!* lessons have given our participants the tools to learn how to eat healthy and live active lives," Johnson said. "Our students look forward to the weekly Harvest of the Month and *Power Play!* activities."

The City of Selma Parks and Community Services have incorporated these lessons by providing healthy snack lists to youth sports coaches and encouraging healthy snack options at the Senior Center.

Submitted by Jamie Gard, communications coordinator, Network for a Healthy California—Central Valley Region.

Orange County

For more on the physical activity integration efforts of the Network for a Healthy California (Network), visit <http://www.dhs.ca.gov/ps/cdic/cpns/pa/default.htm>.

2007 Governor's Fitness Challenge Ends with a Strong Finish



McManus School sixth-graders in Chico start their morning off with laps around the track. (Photo courtesy of Ty Barbour/Enterprise-Record)

On May 31, the second annual Governor's Fitness Challenge officially came to an end, with a record number of nearly 70,000 California students participating and more than 44,000 completing the Challenge over its five month timeframe.

The 2007 numbers quadrupled last year's level of participation, and across the Network's 11 regions, a total of 1,207 schools participated.

"We're thrilled that so many of our state's student's answered Governor Schwarzenegger's call to action," said Kenny Rogers, executive director, California Governor's Council on Physical Fitness and Sports.

Based on the results of the competition, the Governor's Council will provide 11 schools (one for each region) with \$1,000 for physical activity equipment, and one of these 11 schools will win the Grand Prize – a brand new fitness center. Awards are made possible by the Blue Cross of California Foundation.

The Network for a Healthy California (Network) will help select the Challenge's Grand Prize winner by determining which school best demonstrates a strong commitment to promoting healthy eating and physical activity and makes a compelling case as to why a new fitness center would significantly benefit its students.



In May, the *Network for a Healthy California—Orange County Region* conducted, "Get Moving! Ways to Put Physical Activity into Nutrition Education" workshop and a Physical Activity Sharing Forum in Santa Ana. More than 50 community members participated in this hands-on workshop where physical activities and resources were highlighted to appeal to everyone from parents and families to worksite wellness participants.

Hiba Shublak, physical activity specialist, was joined by Arlene Turner from Children's and Families' Commission (Prop. 10), to share best practices on stroller aerobics and ways to start a walking club, as well as demonstrating how beach balls can be used to play a variety of games with young children. Sandy Slade from Skillastics also did an impressive demonstration on ways to incorporate challenging, non-competitive physical activities using a basketball. All three presenters demonstrated low-cost, inter-active and realistic physical activities that appeal to all ages, from infants to adults.

"As part of the *Network*, it is important that we provide our community partners with low-cost tools and innovative resources that promote effective and fun-filled physical activity and nutrition education to prevent chronic diseases," said Shublak.

"After the workshop, I am motivated to try these fun activities at my worksites and even at home! I am excited to try using beach balls and handkerchiefs/scarves with my two boys to get them moving more," said Henry Torres, Orange County worksite coordinator.

Submitted by Anna Luciano-Acenas, project director, Network for a Healthy California—Orange County Region.

The regional award winners and finalists for the Grand Prize will be posted online in July at <http://www.calgovcouncil.org/challenge/> and the Grand Prize winner will be announced in September.

Fit Business Tips for June

Finding Success at Work

Josie Cramer, an employee at Lundberg Family Farms in Richvale, began incorporating fruits and vegetables into her workday while participating in the *Take Action!* Employee Wellness Program. After just two months of increasing her daily fruit and vegetable consumption, Josie was happy to report, "My doctor told me that my HDL levels (good cholesterol) were up and my LDL (bad cholesterol) was down, just by eating more fruits and vegetables. He said keep up the good work!"

Do you have a success story that you'd like to share? We'd love to hear from you! Please send your story (250 words or less) to dfrancis@dhs.ca.gov, and you may be featured in an upcoming Fit Business Tips of the Month.

Buy Local

Global climate change has become a hot topic in the news over the past few years. You can do your part to keep the environment healthy by changing the source of foods you eat. Food in grocery stores travels an average of 1,500 miles to get to you, usually by gas-guzzling trucks or planes. Buying fresh fruits and vegetables from local sources like farmers' markets, roadside stands and local farms can help to reduce the amount of miles your food travels and the impact of that travel on the earth. Freshly picked local food is more nutritious and tastes better too!

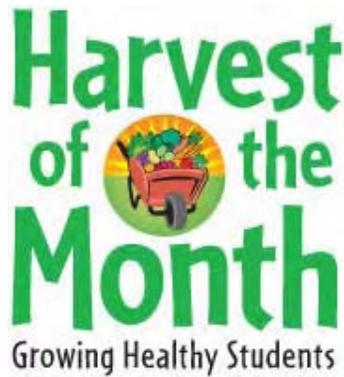
Be Sun Safe

We all love to be outdoors during the summer, but too much sun can be damaging to your skin and health. When enjoying outdoor activities, make sure to wear a hat, longer clothing, sunscreen and UV-protective sunglasses. Don't forget to drink plenty of water, too!

Harvest of the Month Grows Beyond California

Harvest of the Month (HOTM), the nutrition program homegrown in Southern California and now offered statewide, has recently taken seed in Colorado.

The *Network for a Healthy California (Network)* is thrilled to inspire another state to explore HOTM. Over the past nine months, a consortium of nearly a dozen Colorado school districts have pilot-tested the program, designed to



Peaches Make A Sweet Summer Treat

While Georgia may be known as the Peach State, it's actually California that leads the nation when it comes to peach production. Whether used as a fresh fruit filling in a cobbler, on top of cereal or as a healthful snack, this summer favorite also happens to be June's Harvest of the Month. In addition to being a sweet treat, peaches offer many health benefits. Peaches offer a good source of vitamin C, and are also a source of vitamin A, vitamin E, niacin, riboflavin, thiamin, potassium, calcium, iron and magnesium.

Helping Your Child Eat Healthy

- Slice fresh peaches over whole grain breakfast cereals.
- Use fresh or frozen peaches to make smoothies – blend with non-fat milk, yogurt or orange juice and ice.
- Combine peaches, low-fat yogurt and granola for a healthy snack.
- Top low-fat ice cream with sliced peaches for dessert.
- Eat the skin! Fruit and vegetable skins contain fiber and many essential vitamins and minerals.
- Take your child to a farmers' market to select California-grown peaches at their peak – in-season produce costs less and tastes better.
- For more information, visit the *Family Room* at <http://www.harvestofthemonth.com/>.

Produce Tips

- Choose peaches that are fragrant and firm to slightly soft when pressed.
- Look for fruits with a bright yellow background (not red). This indicates ripeness and flavor.
- Ripen firm peaches in a brown bag at room temperature. Store up to three days.
- Store ripe peaches in a plastic bag in a refrigerator for up to five days.

encourage students to eat more fruits and vegetables. The Colorado program, also called "Harvest of the Month," was modeled after the California program.

As an example of the pilot's success, one district partnered with students from the University of Northern Colorado to supplement the produce with English- and Spanish-language fact sheets and recipes for students to take home to educate parents about serving healthy foods. Teachers also incorporated stories and guest lectures about featured items into lessons to further spark students' interest in food.

To run the program in Colorado, a portion of the cost was covered by grants from Steps to a Healthier Weld County and the U.S. Department of Agriculture. District officials said they will continue the program next year based on preliminary data that indicates HOTM has helped increase children's consumption of fresh fruits and vegetables.

For more information on HOTM, visit <http://www.harvestofthemonth.com/>.

Let's Get Physical!

- Participate in outdoor activities and take advantage of more hours of daylight.
- Visit one of California's almost 300 state parks. Parks provide dozens of recreational opportunities – from water sports, hiking and biking to exploring California's nature, history and cultures.
- To find a park near you, visit: www.parks.ca.gov/parkindex/.

Visit us online at <http://www.dhs.ca.gov/ps/cdic/cpns/> to see new and exciting changes!

Please send your *Fresh Facts* story ideas to Rebecca Larson at [mailto:rlarson@dhs.ca.gov?subject=Fresh Facts](mailto:rlarson@dhs.ca.gov?subject=Fresh+Facts). 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 *Network for a Healthy California*. 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.

Fresh Facts

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



July 2007

Monthly Updates

With the exciting transition into the new *Network for a Healthy California (Network)*, we want to ensure that all of the *Network's* communication is empowering and relevant to the work you do every day. With this in mind, the Fresh Facts newsletter will not be produced during the months of July – September 2007. In order to help us determine your wants and needs, you should have received a survey monkey asking for your feedback on the newsletter and any comments/suggestions you may have for improving Fresh Facts.

Although Fresh Facts will not be produced for the next few months it is important for us to keep our lines of communication open, so you can expect to receive monthly newsletter updates. If you have any questions regarding Fresh Facts or the monthly updates, please contact Rebecca Larson, public relations marketing specialist, at 916-449-5297 or Rebecca.Larson@cdph.ca.gov.

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"There is a vitality, a life force, an energy, a quickening, that is translated through you into action, and because there is only one of you in all time, this expression is unique."

Martha Graham

[influential figure in American modern dance for over 50 years]

Network News

Reorganization of the California Department of Health Services

Effective July 1, 2007 the California Department of Health Services (CDHS) was reorganized into two smaller departments; the California Department of Public Health (CDPH) and the Department of Health Care Services (DHCS).

CDPH now houses the *Network for a Healthy California (Network)* and all state *Network* staff have received new email addresses that incorporate the CDPH name. When any state *Network* staff send an email or respond to an email, you will see their new email address (First.Last@cdph.ca.gov). However, state staff will continue to receive emails addressed to their old email addresses as well.

For more information on the reorganization, visit <http://www.dhs.ca.gov/>.

Champions for Change Web site

The *Network* has received more than 4,600 visits to the English and Spanish new consumer Web site since the official launch on May 17.

The new Web sites focus on the *Network's* tagline and call to action, Champions for Change and have proven to be great information sources for making healthy lifestyle changes, specifically for low income mothers and their families. The Web sites also serve as a link to regional *Network* agencies, allowing for collaboration between agencies and further encouraging change.

Visit the new Web sites at <http://www.cachampionsforchange.net/> and <http://www.campeonesdelcambio.net/>.

Direct Mail Pilot Project

The *Network for a Healthy California (Network)* has mailed 575,000 direct mail pieces to Food Stamp Nutrition Education qualifying households. Each direct mail piece contains a 14-minute DVD, 24-page mini-magazine, nine success cards (tips for Champion Moms), reply cards and the fruit and vegetable slide guide. These materials are available in both English and Spanish and will be pilot tested in six counties to include Los Angeles, Orange, Fresno, Western San Bernardino, Western Riverside and Ventura.

For more information on the direct mail pilot project, contact Lawrence Montgomery at Lawrence.Montgomery@cdph.ca.gov.

The *Network* and California Association of Food Banks (CAFB) welcome Emerson National

Hunger Fellows

The Congressional Hunger Center awarded two Emerson National Hunger Fellows to California on June 15. While in California during the months of September 2007 – January 2008, the Hunger Fellows will be completing the field placement of their fellowships. One Fellow will be working with the *Network* to develop a disaster food stamp outreach plan for California. The other will be working with CAFB to strengthen food stamp outreach to Mexican immigrant households.

To learn more about the Bill Emerson National Hunger Fellowship, visit <http://www.hungercenter.org/national/national.htm>.

Champion Moms Become Media Stars

Champion Moms become Media Stars and bring *Network* Campaign to Life

Families and communities throughout California are identifying with the *Network's* Champions for Change Moms and the advertisements, and it is clear the empowerment message of becoming “Champions for Change” is having an impact and inspiring people to make healthy changes.



With the help of the Champion Moms, the *Network* has made more than 34 million impressions with several different media outlets, including Sing Tao Daily newspaper (San Francisco), *La Opinion* newspaper (Los Angeles) and Univision-19 (Sacramento). Below are a few examples of how some of the Champion Moms have helped bring the *Network's* mission to life.

- San Diego & Imperial Region- Xinia Sanchez, San Diego's Champion Mom, Monica Perez, nutrition consultant, *Network for a Healthy California* and Blanca Melendrez, director, *Network for a Healthy California*—*San Diego & Imperial Region* interviewed by *Enlace* newspaper.
- Gold Country Region- Desiree Backman, manager, *Network for a Healthy California (Network)* Campaigns and Christina Martinez, Gold Country's Champion Mom interviewed live on KCRA-TV in Sacramento on June 13.
- Bay Area Region- Patricia Miranda, Bay Area's Champion Mom and Pamela Harter, *Network's* Bay Area Latino Campaign Coordinator participated in an in-studio interview on the Bay Area's Action 36 Cable 6 (KICU-TV) on June 28.

Has your local Champion mom been recognized for the changes she is making in her family and

community? Please let us know by emailing Rebecca Larson at Rebecca.Larson@cdph.ca.gov.

LIA's in the News

Champions for Change

Teachers, students get top grades for turning Lawndale school into a 'healthy eating zone'

By Steve Baldwin, MS, RD

Lawndale, May 31, 8:17 am: I arrive at Anderson Elementary School to witness the unveiling of a nutrition mural, made with tiles designed and painted by the school's 900 students and staff.

8:19 am: The school's entrance is clean, modern, welcoming. Students are streaming onto campus. I notice a boy and his mother who have walked to school together. They're each eating an apple. To my left is a small girl munching a bag of grapes. There's not one soda can or bag of chips that I can see. Something is different here.

8:21 am: While waiting in the school office for my visitor badge, the cutest kindergartener this side of the Mississippi offers to read me the story she's written. It's about playing at the park with her friends. Her eyes absolutely sparkle as she narrates her work.

8:23 am: While walking towards the mural area, the same cute little girl runs up from behind and asks for my autograph. Feeling like a celebrity I sign for her, tell her to keep writing and maybe she'll write for the Daily Breeze someday. Assistant Principal Mary Kuczma tells me the student's assignment is to read her story to adults and get their signatures as verification. I feel only a little used.

8:24 am: Students and teachers begin to gather in front of the covered mural. Christine Bou Sleiman, the project coordinator and registered dietitian, says "The teachers were on board...they were excited. They want their students to eat healthy."

8:25 am: As the crowd grows larger, the excitement is palpable; there's a buzz in the air. I overhear one child: "I can't wait to see my tile!" The word "wait" is pronounced "waaaaayeeeeeeet".

8:34 am: The entire campus sits on the blacktop in front of the covered mural as Principal Denise Appell addresses the students. "Good morning students," she says over the PA system. "Good morning Mrs. Appell," they reply in unison.

8:35 am: A student leads the crowd in the flag salute. Immediately following the last line...with liberty and justice for all...a group of tiny little ones break into an impromptu version of "America" (My Country 'Tis of Thee). Mrs. Appell is tickled. "Great job Kindergarteners!"

8:40 am: Bou Sleiman addresses the crowd. "You have all shown that you're champions for change," she tells the crowd. "Eating fruits and vegetables and being physically active is the way to go."

8:42 am: Three students bravely address the crowd. 5th grader Hope Ibarra: "Nutrition and cooking is so much fun." Karla Guardado, 5th grade: "I make my own fruit and yogurt parfaits at home." 4th grader Micai Wheelington: "Nutrition class is the best class I've ever been in."

8:45 am: At long last the mural is unveiled. It's gorgeous. The 900 tiles are each painted differently. Some are adorned with fruits and vegetables; some with equipment like bar bells or soccer balls. One simply shows a green stick figure and two words: "serenity" and "yoga". Another tile shows what looks to be a watermelon man flexing his muscles. All of them are unique, all of them are perfect.

8:50 am: Students and staff alike search the mural for their tile. "Look, there's mine, there's mine!" one girl screams. An older boy states simply, "This is cool."

9:05 am: A beaming Mrs. Appell talks to me about her campus. "There is a waiting list for the after school nutrition class," she says. "Kids are bringing healthy foods instead of the high sugar stuff. It's nice to see it happen."

I ask her how she did it. "Kids and teachers have really made a lot of changes. There is a focus on nutrition in our district. Our [school wellness] policy has really made a difference.

"I sent a letter home to [the parents] and put a list of healthy options in the school handbook...we have to have balance. Treats [like high-sugar and high-fat snacks] should not be the focus of the food on campus."

Assistant Principal Kuczma: "We balance the policy with making it fun. All parts of the school community have embraced it, from the PTA to the student council. We communicate and give alternatives, and our community has responded."

"One class made fruit bouquets for students to take home on Mother's Day," Appell says. "It just takes thinking a little differently."

9:17 am: Food Services Director Dana Kizlaitis: "We now have salad bars with fresh fruits and vegetables at every school," she says. "We're trying healthier choices like sandwiches, fruit salads, and yogurt. We're a restaurant for the kids and I want it to be a memorable experience. I want it to be fun."

9:25 am: I have a visible bounce in my step as I walk back to my car. Windex and a case of paper towels couldn't wipe the goofy grin off my face.

All in all, not a bad morning.

Regional Champions

This summer, the *Children's Power Play! Campaign—Sierra Cascade Region* is teaming up with the Shasta County Office of Education (SCOE), UC Cooperative Extension and Shasta County Public Health in a collaborative effort to train over 60 staff members from 22 Project SHARE (Shasta Health, Academic, and Recreation Enrichment) after school sites. These trainings focus on the active role after school programs can take in promoting nutrition education and physical activity. The team also shares helpful resources such as Harvest of the Month, UC Cooperative Extension curricula, USDA Team Nutrition and other materials available to encourage nutrition education, physical activity and gardening activities in the after school setting.

In addition, the *Power Play!* staff is busy conducting Community Youth Organization (CYO) trainings at the After School Professional Development Institute. The Institute is a collaboration of California State University (CSU) Chico's Regional and Continuing Education, Butte County Office of Education, Learning Support and the Sacramento Office of Education and also encourages school staff from Sierra Cascade, North Coast and Gold Country regions to promote a healthy lifestyle.

The *Power Play! Campaign* has also partnered with the Chico Certified Farmers' Market (CCFM) to promote their 7th annual Farmers' Market Poster Contest. Themed "Be a Healthy Hero, Buy Locally Grown Fruits and Veggies," this contest is an effort to highlight the benefits of eating locally grown fruits and vegetables. The posters will be used to promote Butte County's farmers' markets and will be part of an exhibit focused on Fruits, Veggies and Active Play at the Butte County Fair.

To further encourage the purchasing of locally grown produce, *Power Play!* is collaborating with the Sierra Cascade Nutrition and Activity Consortium (SCNAC), a *Network*-funded LIA to work with farmers to obtain locally grown produce for Harvest of the Month (HOTM) activities and promote local farmers as guest speakers for school classrooms participating in HOTM.

For more information on the *Children's Power Play! Campaign—Sierra Cascade Region*, please contact Gina Sims, coordinator, at (530) 345-0633 or gmsims@csuchico.edu.



Buy Local Fruits and Veggies: This poster is one of the many that was created for the *Children's Power Play!*

Campaign—Sierra Cascade Region's Farmers' Market Poster Contest!

Meet the Staff

In order to introduce you to some of the state *Network* staff you work with and give you a little insight into who we are, we will be including a brief article on a different staff member in each monthly update you receive over the next few months. This month, we shine the spotlight on Amy Fong from our Research and Evaluation Unit.



Amy has worked as a Research Associate with the *Network* for over 3 years and recently received her Master of Public Health degree from Loma Linda University. Fong, who received her Bachelor of Science degree in Nutrition Science from University of California, Davis, decided to pursue her master's degree in order to challenge herself and expand her knowledge base in the public health field. Some of her more recent responsibilities at the *Network* have included coordinating the Food Stamp Office Resource Kit (FSORK) Observation Study and providing technical assistance for the Geographic Information System (GIS) mapping and Census data.

When asked how she feels she is a Champion for Change, Amy explained that she has empowered her friends and family to incorporate more fruits and vegetables into their meals when they hold social gatherings together. She said, "At our social gatherings, I always encourage them to eat more salad, cooked veggies and fruit and I always offer to bring a healthy dish. I know that if I model excellent eating behaviors and engage in regular physical activity, my friends and family will also develop similar practices in their daily lives."

Frequently Asked Questions

Q: Are we still using old signage (5 a Day), pamphlets and/or other materials?

A: You should continue to use old Nutrition Education Reinforcement Items (NERI) and collateral materials until your supplies are depleted. However, any new materials you produce should include the new Champions for Change logo, not the *5 a Day* or *Nutrition Network* logos. We will continue to keep you informed as new materials become available. As always, new and existing materials are available to order via the online ordering system (<https://web3.kpcorp.com/v25/entry.asp?Account=CANN>), which all *Network*-funded partners have access to.

Q: Why are the Spanish logos not 100% translated?

A: It was decided early on that Champions for Change would be translated to *Campeones del Cambio* but the name brand, *Network for a Healthy California*, would be represented in English. However, in text, *la Red para una California Saludable* should be used. The *Network* is still considering translating the Spanish logo completely, but at this time, a final decision has not been made. In the meantime, please continue to use the Spanish logo with Champions for Change translated to *Campeones del Cambio* and the brand name represented in English.

Q: What is the process of licensing and how do partners go about getting licenses to use the new brand?

A: The new brand for the *Network for a Healthy California (Network)* is Champions for Change. There is no license needed to use this new brand (please refer back to the Branding Guidelines Manual for further information on the Champions for Change logo use). However, we are still in the process of negotiating the license with the Produce for Better Health Foundation to use the national brand, Fruits & Veggies—More Matters™. We have not signed a licensing agreement yet so you may not use the Fruits & Veggies—More Matters™ logo at this time. Once the licensing for California is complete, we will provide guidance on appropriate use of the Fruits & Veggies—More Matters™ brand.

Articles of Interest

Thursday, June 28, 2007

Kaiser Health Security Watch Finds Disparities in Worries About Health Care Access and Costs, With Minorities and Low-Income People Much More Likely To Be Worried than Whites and Higher-Income People

The Kaiser Family Foundation's latest Health Security Watch tracking poll shows that minorities are significantly more worried about health care access and costs than whites (56% vs. 29%), and people with low incomes are more worried than those with high incomes (59% vs. 25%) – disparities that are at or near record highs.

Since Kaiser began tracking in February 2004, non-whites have expressed higher levels of concern about their health care than whites in a scale that combines six individual questions about people's ability to access and pay for care. However, the March and June 2007 surveys showed record high levels of worry among non-whites, with nearly six in 10 saying they are very worried about their health care, compared with fewer than three in 10 whites. The gaps between whites and non-whites were 29 percentage points and 27 percentage points in March and June 2007, which are the largest gaps ever recorded in the survey, and nearly double the 15 percentage point average gap recorded in the 13

tracking polls prior to 2007.

Worries among those with incomes under \$20,000 have been increasing since 2006, and in June 2007, 59% of this group reports being very worried, compared with 25% of those with incomes of \$50,000 or more. This increase resulted in the largest gap between the lowest and highest income groups since we began tracking these questions – a 34 percentage point difference, substantially larger than the average gap for all polls prior to 2007 (24 percentage points).

Among all adults, after a three-year low of 56% in February 2006, the percent expressing worry has remained consistent at around six in 10, with nearly four in 10 saying they are very worried.

The June poll involved a nationally representative random sample of 1,203 adults, who were interviewed by telephone between May 31 and June 5. The margin of sampling error for the survey is plus or minus 3 percentage points; for results based on subgroups, the sampling error is higher. Full results are available at www.kff.org/healthsecuritywatch.cfm.

For more information, contact Craig Palosky at (202) 347-5270 or cpalosky@kff.org.

The article, *Review finds nutrition education failing*, written by Associated Press reporter, Martha Mendoza, was printed in several California papers and aired on some television stations on July 5. Although we do not believe it paints a full or accurate picture of the lengths to which all of us go to improve the health of Californians, we hope you agree that the article does in fact present the opportunity to rally efforts among all local stakeholders. We encourage you to contact your local papers and use this opportunity to showcase how the work you do truly makes an impact.

If you have questions or would like a copy of the article please contact Michelle Mussuto, public relations manager at michelle.mussuto@cdph.ca.gov or (916) 449-5447.

Visit us online at <http://www.dhs.ca.gov/ps/cdic/cpns/>.

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

Champion Press



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

August 2007

Network News

Sue Foerster attends the Society for Nutrition Education Conference

The *Network's* chief, Sue Foerster attended the 40th annual conference of the Society for Nutrition Education on July 28 – August 1, 2007 in Chicago. The agenda included meetings of the Association of State Nutrition Network Administrators, a presentation by USDA Under Secretary Nancy Montanez Johner who oversees all nutrition assistance programs and deliberations about nutrition education in the 2007 Farm Bill now under consideration in Congress.

For more information on the conference, visit www.sne.org/conference/index.html.

Taking action and getting physical at the *Network*

State *Network* staff have been getting physical since the launch of the *Worksite Program's Take Action! Employee Wellness Program Physical Activity Module* on July 12, 2007. The staff completed the Fruit and Veggie Module in June and will now focus on making sure they are incorporating physical activity into their daily routines. The program continues until September 3, 2007 and includes events such as Monday morning walks and even yoga and kickboxing classes taught by a few *Network* staff members!

For more information on the *Take Action! Employee Wellness Program*, visit <http://www.takeactionca.com/>.

Network's direct mail piece proving to be a hit

We are pleased to report that the direct mail piece has so far proven to be a big hit among the 589,000 Food Stamp Nutrition Education qualifying households it was mailed to in July. Since July 17, 2007 we have received almost 2,000 business reply cards (785 English and 1,063 Spanish) from people requesting additional information!

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"A safe place for kids to play: our community made it happen."

Respondents that have mailed back a business reply card will receive a letter thanking them for their interest in further information, two empowerment brochures (fruits and vegetables and physical activity), *Children's Power Play! Campaign* brochure and recipe cards. These materials are available in both English and Spanish and will be distributed to respondents accordingly.

For more information on the direct mail piece contact Lawrence Montgomery, advertising marketing specialist, at Lawrence.Montgomery@cdph.ca.gov.

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LIA's in the News

Alhambra Unified School District representative participates in Alliance for a Healthier Generation, Healthy Schools forum

Judy Huffaker, nutrition education specialist with the Alhambra Unified School District recently participated in the Alliance for a Healthier Generation, Healthy Schools Forum in Little Rock, Arkansas and shared what she learned with the district's school wellness committee.

Alhambra Unified School District has been a *Network* LIA since 2001 and previously received the 2005 California School Boards Association Golden Bell Award, the 2006 Department of Health and Human Services Partnership for Prevention Secretary's Innovation in Prevention Award and the 2006 *Network* Nonnie Korten Award of Excellence.

For more information about the Alliance for a Healthier Generation, visit <http://www.healthiergeneration.org/>.

Pasadena Unified School District's (PUSD) Network for a Healthy California (Network) receives Emmy Award nomination

The Pasadena Unified School District (PUSD), a *Network* LIA, has been nominated for a Los Angeles area Emmy Award for a program they developed entitled, "J.J. and Friends: Journey to a Healthy Lifestyle". They partnered with their local public access channel KLRN to produce the television series focused on learning healthy eating habits. PUSD *Network* personnel have also been recognized as official nominees for an Emmy.

Is there an LIA in your region doing outstanding work and creating change? Tell us about it by emailing Rebecca Larson, public relations marketing specialist, at Rebecca.larson@cdph.ca.gov.

Champions for Change Mom Success

Bay Area Region- Zetta Reicker with the *Network for a Healthy California—Bay Area Region* and Patricia Miranda, the Bay Area Champions for Change mom, were featured on KGO-TV's "The View From the Bay" on July 11, 2007. Zetta and Patricia conducted a great segment featuring two healthy, easy-to-make fruit recipes.

[To view the segment, please click here.](#)

Orange County Region- Gaby Hernandez with the *Network for a Healthy California—Orange County Region* was interviewed by "Los Angeles en Vivo" on July 27, 2007. Gaby did a wonderful job of introducing the Champions for Change campaign to viewers and provided ideas on becoming a Champion for Change by eating more fruits and vegetables and being physically active.

Gold Coast Region- Rene Posada, *Gold Coast Region—Latino Campaign* coordinator and Mary Arevalo, coordinator for the Nutrition Education Project (a *Network* LIA in the Gold Coast), conducted a Spanish radio interview on 102.9 FM on July 31, 2007. Rene and Mary provided an overview of their *Network* campaigns (*Latino, Worksite, Retail* and *Power Play!*).

Regional Network Spotlight

Regional Network Spotlight

The *Network for a Healthy California—Gold Coast Region* has two exciting new projects underway; a pilot project involving local food stamp offices and a Healthy Youth Fundraisers initiative.

The *Network for a Healthy California—Gold Coast Region* has recently been invited to present at the 2007 Food Stamp Conference on September 18-20, 2007 in San Luis Obispo to discuss their newly developed strategy for reaching food stamp eligible populations. In partnership with local food stamp offices in Ventura County, the *Gold Coast Region* facilitates a nutrition education outreach plan that reaches food stamp eligible populations through food stamp offices and includes community outreach by food stamp office staff.

The outreach plan provides a train-the-trainer model to food stamp office staff during their staff meetings, encourages staff to use the *Network's* food stamp office resource kits and supports them with education incentives for the populations they serve.

The *Gold Coast Region* has also been very involved in their local collaborative, the Gold Coast Collaborative (GCC). In fact, Sandy Curwood, GCC chairperson and Ramona Sloan, *Gold Coast Region* director have been invited to present their region-wide nutrition education initiative, Healthy Youth Fundraiser, at the California School Boards Association's School Wellness Conference in October in Anaheim.

The purpose of the Healthy Youth Fundraisers initiative is to encourage schools, community youth organizations, churches and youth athletic organizations to work toward changing unhealthy food fundraising practices and protect the well-being of children on the Gold Coast. GCC has developed a PowerPoint presentation, a healthy youth fundraising survey and fact sheets to distribute throughout San Luis Obispo, Santa Barbara and Ventura Counties.

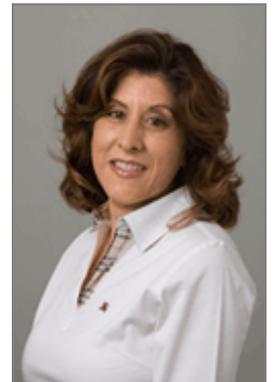
For more information on the *Network for a Healthy California—Gold Coast Region*, please contact Ramona Sloan at Ramona.Sloan@ventura.org.

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Meet the Staff

Monica Perez has worked as a *Network* program manager and Spanish-language media spokesperson for over two years. Perez, a registered dietitian with a master's degree in Nutrition Education, oversees *Network*-funded contracts in the Bay Area and provides expertise in Spanish-language translation for *Network* materials.

Monica feels she has become a Champion for Change by empowering her son and his friends to make healthier choices when it comes to food and physical activity. She has presented fun nutrition classes at her son's school and become a role model by having soccer and/or roller skating birthday parties full of fruits and veggies. In fact, Monica has become such a great role model for her son that he wrote a poem for school about eating healthy! Check it out below!



POTATO CHIPS

I get my potato chips at school from my friend Elvin. I gave them a try. I like them so much but no thank you I say. No, because I know the ingredients inside!

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Frequently Asked Questions

Q: When will the grassroots direct mail piece be available for us to distribute to our regional partners, LIAs, etc?

A: All 589,000 direct mail pieces have now been distributed to Food Stamp Nutrition Education qualifying households in Los Angeles, Orange, Fresno, Western San Bernardino, Western Riverside and Ventura counties. A pre-survey on the direct mail piece has been completed, however, we are waiting to conduct the post-survey and get results before distributing the direct mail piece to the regions. The post-survey results should be complete in September.

Q: Is there a transparent background version of the new logo that we can incorporate into our promotional items, such as posters?

A: Several versions of the new logo are available on the *Network* Web site at http://www.dhs.ca.gov/ps/cdic/cpns/press/media_library.html.

Do you have a question you'd like answered in the next newsletter edition? Contact Becky Larson at 916.449.5297 or Rebecca.Larson@cdph.ca.gov.

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USDA Materials Available!

The USDA Food and Nutrition Services has a series of virtual training tip sheets available which specifically focus on the USDA project, *Loving Your Family Feeding the Future: Nutrition Education through the Food Stamp Program*. These tip sheets inform and reiterate to nutrition educators what materials are available in the *Loving Your Family...* initiative and will be distributed via the Food Stamp Nutrition Connection listserv. Tip sheets will be emailed over an eight week period until approximately September 10, 2007.

For more information on the *Loving Your Family...* initiative or to access the tip sheets, visit http://foodstamp.nal.usda.gov/nal_display/index.php?info_center=15&tax_level=4&tax_subject=261&topic_id=1941&level3_id=6322&level4_id=10691.

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Champions for Change Awards & Opportunities

Network for a Healthy California (Network) 2008 Annual Conference

Deadline for Abstracts: September 10, 2007

The *Network's* 2008 annual conference, entitled "Champions for Change: Taking Action for Healthy Eating and Active Living", is scheduled for January 23-24, 2008 at the Sacramento Convention Center.

The conference will focus on the *Network's* brand characters of empowerment, champions and agents of change. For more information on the 2008 conference, visit http://www.dhs.ca.gov/ps/cdic/cpns/Network2008_Conference.html.

National Gardening Association's Healthy Sprouts Awards

Deadline: October 15, 2007

As a way to encourage the growth of health-focused youth gardens, the National Gardening Association (NGA) (<http://www.garden.org/>) recognizes outstanding programs via the Healthy Sprouts Awards, sponsored by Gardener's Supply. The awards support school and youth garden programs that teach about nutrition and the issue of hunger in the United States.

To be eligible for the 2007 Healthy Sprouts Awards, a school or organization must plan to garden in 2008 with at least fifteen children between the ages of 3 and 18. The selection of winners is based on the demonstrated relationship between the garden program and nutrition and hunger issues in the U.S.

Program guidelines and application materials are available at the NGA Kids Gardening Web site at <http://fconline.foundationcenter.org/pnd/10007448/kidsgardening>.

California Public Health Association- North

The California Public Health Association- North (CPHA-N) has begun planning for its 2008 annual conference. If you are interested in helping to plan this conference, offer a session or display or recommend a speaker, please contact Becky Larson, public relations marketing specialist, at Rebecca.larson@cdph.ca.gov.

The 2008 conference will address community design/built environment and other public health infrastructure issues. For more information on the CPHA-N conference, visit <http://www.cphan.org/>.

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Articles of Interest

The link below discusses the new clinic-based program, the Duke Children's Healthy Lifestyles Program, developed by faculty and staff at Duke Children's Division of Primary Care to address the issue of childhood obesity. Their strategy is similar to the *Network's* and consists of implementing change in families. The Program serves as an example of community-intervention helping inform and equip families to make changes toward healthy, active lives.

["Thinning a Generation" Full Story](#)

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Visit us online at <http://www.dhs.ca.gov/ps/cdic/cpns/>.

This material was funded by USDA's Food Stamp Program through the California Department of Public Health's *Network for a Healthy California*. These institutions are equal opportunity providers and employers. The Food Stamp Program provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet. For information on the Food Stamp Program, call 1-888-328-3483.

Champion Press



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

September 2007

Network for a Healthy California—Latino Campaign News

In recognition of September Latino Health Awareness Month (LHAM), nine *Network* regions: the Bay Area, Central Coast, Central Valley, Desert Sierra, Gold Coast, Gold Country, Los Angeles, Orange County and San Diego & Imperial are hosting events. This year, the *Latino Campaign's* exciting LHAM activities will focus on empowering agricultural workers to become Champions for Change and take the necessary steps to improve their health and that of their families.



The focus on agricultural workers brings us back to the roots of the *Campaign* and continues to address the barriers to health these workers face. In a statewide study of California agricultural workers, 18 percent of the men had at least three risk factors for chronic disease: high cholesterol, high blood pressure and/or obesity. Additionally, 81 percent of the men and 76 percent of the women were overweight.

LHAM events taking place in *Network* regions throughout California reach this very important audience, and in turn, improve these statistics.

To learn more about the LHAM events going on in your specific region, visit the 2007 LHAM Events Calendar at <http://www.cachampionsforchange.net/> or <http://www.campeonesdelcambio.net/>.

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"When my kids are pestering me 'what's for dinner?' and I'm still *fixing* dinner, I give them carrots or celery sticks, or dried fruit to hold them over."

- Loalda Ramos of Salinas is a mother of four children, ages one to 10

Opportunities and Resources

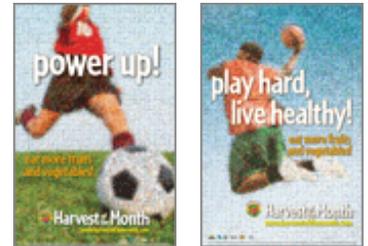
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The conference will focus on the *Network's* brand characters of empowerment, champions and agents of change. For more information on the 2008 conference, visit http://www.dhs.ca.gov/ps/cdic/cpns/Network2008_Conference.html.

New and Improved Harvest of the Month Resources Available



The *Network's* Harvest of the Month program will re-launch Cycle I in September beginning with apples, pears and kiwis. The Cycle I materials have been updated in order to incorporate users' feedback, reflect the *Network's* new brand, ensure accurate science and nutrition information and comply with new USDA nutrition criteria and guidelines.

The Harvest of the Month Web site (<http://www.harvestofthemonth.com/ed-corner.asp>) has also been revamped to include a new Educator's Corner where teachers can find tools and resources to help implement and extend Harvest of the Month.

Other exciting news from Harvest of the Month... the award-winning mosaic posters (soccer and basketball) are now available to order for the 2007-08 school year! These posters, along with the original "Live a Colorful Life" poster, can be ordered through the *Network's* on-line ordering system or the Web site.

Learn more about Harvest of the Month at <http://www.harvestofthemonth.com/>.

United States Department of Agriculture (USDA) Materials Available

The USDA Food and Nutrition Services has a series of virtual training tip sheets available which specifically focus on the USDA project, *Loving Your Family Feeding the Future: Nutrition Education through the Food Stamp Program*. These tip sheets inform and reiterate to nutrition educators what materials are available in the *Loving Your Family...* initiative and will be distributed via the Food Stamp Nutrition Connection listserv. Tip sheets are being emailed over an eight week period until approximately September 10, 2007.

Week 5 of the *Loving Your Family...* Virtual Training "What's it all about?" tip sheet is available to view and download from the FSNC Web site at <http://www.nal.usda.gov/fsn/Loving/Week%205%20Virtual%20Training.pdf>.

Are you currently using or do you plan to use these tip sheets? Please let us know by contacting Stephanie Villadelgado, *Network* health educator at 916.440.7362 or Stephanie.Villadelgado@cdph.ca.gov.

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LIA's in the News

Newport-Mesa Unified School District's Network project coordinator featured in Daily Pilot

Geoff Ianniello, project coordinator for the Newport-Mesa Unified School District's *Network for a Healthy California* was recently quoted in an article printed in Costa Mesa's *Daily Pilot* newspaper. The article, entitled "Food, jazz merge," details a Jazz "Kidchen" demonstration that was recently presented to a group of fifth graders from a local elementary school. This demonstration allows students to use healthy ingredients to create edible portraits. [Click here to view the full article!](#)

El Monte City School District recognized for their health programs

El Monte City School District, a *Network*-funded LIA, recently had two schools recognized for their promotion of healthy eating and physical activity. Columbia Elementary and Junior High schools were given awards by the Alliance for a Healthier Generation. District officials attributed much of their success to the Kids Fitness Challenge, an event that took place back in January where the students were first inspired to eat healthy and be active. For more information, visit the Kids Fitness Challenge Foundation (a *Network* partner) Web site at <http://www.kidsfitnesschallenge.com/>.

Is there an LIA in your region doing outstanding work and creating change? Tell us about it by emailing Rebecca Larson, public relations marketing specialist, at Rebecca.Larson@cdph.ca.gov.

Champions for Change Mom Success

Desert Sierra Region- Brenda Parker, Champion for Change mom in the *Desert Sierra Region* was honored at the Rialto City Council meeting on August 8, 2007 at the city hall chambers for her contribution to the *Network's* Champion for Change campaign and for ensuring that her community is a safe environment in which children can play.

Orange County Region- Teresa Vasquez, Champion for Change mom in the *Orange County Region* recently had an extensive interview with the *Orange County Register*. The article, entitled "Fitness watchdog patrols area," details Teresa's childhood struggles with maintaining a healthy lifestyle and goes on to discuss how she is now a role model for healthy changes in her family and her community.

Sierra Cascade Region- Stacey Starr, Champion for Change mom in the *Sierra Cascade Region* and Abbey Galino (a new Champion mom in the region) gave a presentation at the Sierra Cascade Collaborative Meeting on August 21, 2007. The two moms discussed their personal stories about the challenges they face in trying to incorporate healthy eating and physical activity into their busy daily routines and how they are overcoming those challenges.

Regional Network News

Los Angeles Region- Alejandrina Orozco, project coordinator, *Network for a Healthy California—Latino Campaign Los Angeles Region* was interviewed by *Los Angeles en Vivo* on August 15, 2007. Alejandrina discussed nutrition, physical activity and access to fruits & vegetables during her interview.

Northcoast Region- Joan Levy and Dorina Espinoza, *Network for a Healthy California—Worksite Program Northcoast Region* were recently featured in the *Eureka Reporter* newspaper. The article, entitled "Now in the job description: GET FIT," discussed the unhealthy snack culture in the workplace and what local area businesses are doing about it.

Regional Network Spotlight

The *Network for a Healthy California—Latino Campaign Central Coast Region* is busy preparing for Latino Health Awareness Month! On September 12, 2007 *Campaign* staff, along with Natividad Medical Center, the Regional Diabetes Collaborative, Clinica de Salud del Valle de Salinas and the John XXIII AIDs Project will be providing health and wellness education to Salinas-area agricultural workers while they wait to board the buses that take them to work in the early morning hours. At this small health fair, agricultural workers will have the opportunity to have glucose and blood pressure

screenings, receive nutrition and diabetes prevention education, sample a healthy breakfast recipe and receive HIV/AIDS prevention education, among other resources.

In addition to Latino Health Awareness Month, the Central Coast Region's *Latino Campaign* has also been hard at work spreading the word about the importance of eating more fruits and vegetables and engaging in physical activity to agricultural companies and pregnant and nursing mothers. *Latino Campaign* staff has been participating in agricultural companies' health and wellness fairs to include Fresh Express, Earthbound Farms, Dole Fresh Vegetables and Sunridge Farms/ Falcon Trading. They were also recently involved in Monterey County WIC's breastfeeding health fair and the Labor of Love Health fair, where they were able to speak to pregnant and nursing mothers about the importance of eating more fruits and vegetables and continuing to stay active during and after pregnancy.

The *Network for a Healthy California—Worksite Program Central Coast Region* also has much to be excited about these days. Five hundred employees, including over 250 agricultural workers of Dole Fresh Vegetables Lettuce Crew recently decided to *Take Action!* for their health and participate in a fruit and vegetable challenge. Dole's management and the *Worksite Program* partnered to host 15 kick-off events at each crew site where employees enjoyed fresh Dole salads and strawberries and learned valuable nutrition information to help them live healthy, active lives.



Agricultural workers in the Central Coast Region receive nutrition education information at last year's Latino Health Awareness Month event!

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Meet the Staff

Ismael Aguila has worked as the Physical Activity Specialist for the *Network for a Healthy California—Los Angeles Region* since February 2006. Some of Aguila's primary responsibilities include providing physical activity integration information and resources to over 30 programs in Los Angeles County and offering physical activity demonstrations at nutrition events and meetings. Aguila also integrates the "vital basics" of physical activity into nutrition programs to include up-to-date recommendations/guidelines and the five components of fitness (cardiorespiratory endurance, muscular strength, muscular endurance, body composition and flexibility).



Ismael believes he is a Champion for Change at both his work and at home. At work, Ismael is a Champion by providing train-the-trainer support and ensuring all *Network*-funded program trainers are experts in physical activity. At home, Ismael gets everyone involved in physical activity and nutrition during family gatherings. For example, on Mother's Day, Ismael put together a nutrition and physical activity game show and by the end of the game all 40 of his family members had discovered something new about living a healthy lifestyle!

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Frequently Asked Questions

Q: When will the grassroots direct mail piece be available for us to distribute to our regional partners, LIAs, etc?

A: All 591,000 direct mail pieces have now been distributed to Food Stamp Nutrition Education qualifying households in Los Angeles, Orange, Fresno, Western San Bernardino, Western Riverside and Ventura counties. A pre-survey on the direct mail piece has been completed and we are currently conducting the post-survey. The post-survey results are expected to be complete by the end of September and distribution of the direct mail piece to the regions will not occur until after these results are analyzed. In addition, due to our limited budget, it is necessary for us to determine our options in moving forward with distribution of the direct mail piece. We will keep you posted with any new information.

Q: Is there a transparent background version of the new logo that we can incorporate into our promotional items, such as posters?

A: Several versions of the Champions for Change logo are available on the *Network* Web site at http://www.dhs.ca.gov/ps/cdic/cpns/press/media_library.html. These are the only versions of the logo that should be used.

Q: Why was the term *Campeones del Cambio* chosen for the Spanish translation of the *Network* logo? Why wasn't a literal translation of the logo made?

A: The current Spanish translation of the *Network* logo was provided by the *Network* locals (Spanish Review Committee) and their choice for this translated version works well given the following considerations:

1) In communications, when translating or transadapting a slogan, you strive to make it not only mean the same thing, but also to do so in the shortest amount of words possible. To have translated this literally as "champions for the change" (in Spanish *Campeones para el Cambio*) would have been appropriate for use in body text, but not so for a slogan, which traditionally should be crafted to be short and snappy.

2) As we saw in English-language focus group research, when respondents were exposed to the slogan "Champions for Change" out of context, that is, by itself, there was some confusion as to the intent. However, when expressed in context, as part of the creative campaign, the meaning and the intent became very clear to them. As is usual, all slogans are introduced in context, not standing on their own. Not until the slogan has been established contextually, can you then use it as a stand-alone.

In subsequent conversations with our Spanish-speaking moms, the phrase was used with them and they all understood the intent and the meaning: none expressed confusion. For this reason, you can be assured that our target audience will be clear when they see this phrase contextually as part of the campaign communications.

3) Regarding the use of the preposition "of change" vs "for change", we have discovered that colloquially folks understand the 2 prepositions to be interchangeable in this context, to mean the same thing where this slogan is concerned. A "champion of change" and a "champion for change" are both "change agents", an entity that advocates for change, whether they are themselves in the process of changing, or advocating for change in others. "*Campeones del Cambio*" is still a preposition qualifying a variable (the word change - cambio), the change has not necessarily occurred. This works well with the original intent that both the *Network* and the moms are the "change agents".

Do you have a question you'd like answered in the next newsletter edition? Contact Rebecca Larson at 916.449.5297 or Rebecca.Larson@cdph.ca.gov.

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Research Article

The Network for a Healthy California 2006 African American and Latino Consumer Survey

The Network for a Healthy California Research and Evaluation Unit compiled data from the 2006 Consumer Survey. The report reflects the results of 4,464 African American and Latino adults in California who participated in church, retail, festival and community events through the respective campaigns.

The consumer survey is a key component of the *Campaigns'* outreach activities. It collects key information on our target audience including: fruit and vegetable consumption; physical activity levels; and knowledge, attitudes and beliefs related to these behaviors. Data was collected using a convenience sampling method and the 21-question survey was interviewer administered. Loma Linda University performed the data analysis using tested statistical methods which examined differences among demographic subgroups.

Brief Highlight of Findings

- On average, 79 percent of the respondents reported having previously heard or seen the message "Eat fruits and vegetables and be active every day for better health."
- While 57 percent of respondents reported knowing of their own personal recommendations for fruits and vegetables only 27 percent of respondents reported meeting those recommendations.
- Those who knew their recommended cups of fruits and vegetables were significantly more likely to meet them than those who did not know their recommendations (36 vs. 16 percent, respectively).
- The top 3 things that African American and Latino adults reported willing to do to increase the availability of good quality, low cost fruits and vegetables in their communities were:
 1. Shop only at stores that offer quality and affordable fruits and vegetables (44 percent)
 2. Participate in a community action group to get a farmers' market in their communities (35 percent)
 3. Eat only at places that offer healthy food options on their menus (33 percent)
- When asked if they would support a special tax on the sale of convenience foods like soda, soft drinks, chips and candy to raise money for programs on nutrition, 50 percent of the respondents said yes.
- Sixty-five percent of the respondents were in favor of more or better quality grocery stores, farmers' markets or restaurants with healthy food menus, even if it means higher taxes for everyone.
- On average, 64 percent of respondents find a great deal of strength and comfort in their religion.

For more information regarding the results of the 2006 Consumer Survey, please contact Ama Atiedu at AkpeneAma.Atiedu@cdph.ca.gov.

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Information of Interest

What's up with CAN-Act?

- CAN-Act hosted 8 roundtable meetings around the state between May and August. As an outcome of these meetings, notes, best practices and next steps will be distributed via email this month.
- CAN-Act is developing scope of work templates to help simplify the contracting process, allow for programs to easier develop and finalize their scopes of work, etc. Templates will be available for many activities conducted by local programs – CAN-Act will be contacting folks to get input and feedback on the templates this month.
- With CAN-Act's California Endowment funding, they have been sharing their position on the Farm Bill with congressional staff. If you would like information about their position, please contact Melody Steeples, association director, California

Association of Nutrition and Activity Programs at (925) 949-8369 or melody@can-act.net or visit the CAN-Act Web site listed below.

- Advisory Board meeting - CAN-Act held a very productive Advisory Board (AB) retreat on August 9-10, 2007. Important decisions the AB made relate to their organizational status, membership dues and the agreement to serve as the *Network Steering Committee's* Operations Subcommittee.
- The AB is also working on strategic and business planning, and there will be opportunities for you to provide input into this process in the coming months, so stay tuned!
- To learn more about CAN-Act, please visit <http://www.can-act.net/>.

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Visit us online at <http://www.dhs.ca.gov/ps/cdic/cpns/>.

This material was funded by USDA's Food Stamp Program through the California Department of Public Health's *Network for a Healthy California*. These institutions are equal opportunity providers and employers. The Food Stamp Program provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet. For information on the Food Stamp Program, call 1-888-328-3483.

Champion Press



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

October 2007

Network News

Network Steering Committee (NSC) meeting set for October 18

We hope to see you at the *Network Steering Committee (NSC)* meeting on October 18, 2007 at the Sheraton Grand Hotel in Sacramento. The meeting, *Making Change: Implementing the Network Brand*, will focus on: introducing new NSC Executive Committee Members; providing information on Lead Prevention Week; providing an update on the statewide implementation of the *Network* brand and sharing exemplary practices for implementing the *Network* brand locally; providing an update on the Food Stamp Program; learning strategies for promoting Champions for Change; and, practicing strategies for recruiting partners to be Champions for Change.

For more information on the NSC meeting, please visit <http://www.dhs.ca.gov/ps/cdic/cpns/JSC/default.htm>.

Network for a Healthy California—Latino Campaign Coordinator speaks at White House conference

Ignacio Romero, coordinator, *Network for a Healthy California—Latino Campaign* presented information on the outreach work being done by the *Latino Campaign* on September 24, 2007 in Washington D.C. at the White House Faith-Based and Community Initiatives Conference on Youth and Education in the Hispanic Community. National Latino faith-based and community organizations attended the conference to learn about the most effective tools, resources and strategies to utilize when reaching out to Latino families and youth. For more information, contact Ignacio Romero at Ignacio.Romero@cdph.ca.gov.

Romero@cdph.ca.gov.

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↓ [Champions for Change Mom Success](#)

↓ [Regional Network News](#)

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→ [CPNS Calendar of Events](#)

“Limit the amount of Halloween candy kids eat at one time and allow them to have one piece along with a fruit or vegetable.”
- Leslie Hammond of Fort Bragg is a single mother of three daughters ages 10, eight and six



Trainings for California Endowment (TCE) funded programs presented by *Network* staff

Valerie Quinn, health program specialist and Alyssa Ghirardelli, research associate for the *Network* recently completed the first presentation in a series of Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3) trainings for local health departments getting enhancement funding from TCE. CX3 is a program planning framework that involves measuring community-level benchmarks. Last year, six local health departments pilot tested the tools in 22 low-income neighborhood nutrition environments by documenting access, availability and quality of healthy foods and visual marketing cues for unhealthy food choices. Three additional trainings are scheduled through November.

For additional information on CX³, contact Valerie Quinn at Valerie.Quinn@cdph.ca.gov.

***Network* selected as Public Relations Society of America/LA PRism Award finalist**

We are pleased to announce the *Network* has been selected as a Public Relations Society of America/Los Angeles PRism Award finalist in the multicultural communications program, associations/government/non-profit category! The items entered include the *Network's* re-branding launch and the Los Angeles Univision "A Su Lado" nutrition education telethon that took place following the launch event on May 24, 2007.

Winners will be announced at the October 24, 2007 awards ceremony and we will keep you posted! For more information on the Los Angeles PRism Awards, visit <http://www.prsa-la.org/>.

Opportunities and Resources

CalCHEEPS data tables now available on the *Network* Web site

The 2005 *California Children's Healthy Eating and Exercise Practices Survey (CalCHEEPS)* data tables are now available on the *Network* Web site and provide knowledge and awareness of the *Power Play! Campaign*, detailed information about California children's fruit and vegetable consumption, physical and sedentary activity, high calorie, low nutrient food consumption and factors that influence these behaviors. The high calorie, low nutrient food consumption tables and other tables are also available on the Web site.

You can access the *CalCHEEPS* data using the following link: http://www.dhs.ca.gov/ps/cdic/cpns/research/rea_surveys.htm#C.

For more information regarding the *CalCHEEPS* data tables, contact Patrick Mitchell, research scientist, at Patrick.Mitchell@cdph.ca.gov.

Robert Wood Johnson Foundation seeks nominations for Community Health Leaders program

Application Deadline: October 19, 2007

Each year, the [Robert Wood Johnson Foundation](#) Community Health Leaders program honors ten outstanding and otherwise unrecognized individuals who have overcome daunting odds to expand access to health care and social services to underserved populations in communities across the United States. The program aims to elevate the work of these heroes (champions) through enhanced recognition, technical assistance and leadership development opportunities.

For eligibility and selection criteria, visit the Robert Wood Johnson Foundation Web site at <http://www.rwjf.org/applications/solicited/cfp.jsp?ID=19839>.

LIA's in the News

***Network*-funded school district recognized for their health programs**

On September 19, 2007 at Columbia Middle School in Los Angeles, the Alliance for a Healthier Generation along with former President Bill Clinton, Governor Arnold Schwarzenegger and American Heart Association President Dan Jones honored the leadership shown by Columbia Elementary and Middle schools in making healthy changes! These two schools, part of the *Network*-funded El Monte City School District, received awards from the Alliance for a Healthier Generation for their promotion of healthy eating and physical activity.

In their quest for creating healthy change, teachers, parents, students and school food service staff at Columbia Middle School worked together to develop a parent advisory group to increase fruit and vegetable offerings in the cafeteria. "When schools like this give students the tools they need to lead a healthier lifestyle, they are helping them make an invaluable investment in their future," stated President Clinton.

***Network for a Healthy California* schools recognized by the Governor's Council on Physical Fitness and Sports**

Marvin Elementary, a school receiving funding from the *Network*, received a Gold Medal at the 2nd Annual California Governor's Council on Physical Fitness and Sports Spotlight Awards on September 18, 2007 at their school in Los Angeles! Marvin Elementary was recognized for their outstanding participation in the Governor's Challenge Competition and healthy school activities. ALL 863 students that signed up for the Challenge completed it, resulting in 100% participation! Of the top 11 schools identified across the state completing the Challenge, four were also part of the *Network*: Holbrook Elementary; Dr. Martin Luther King Jr.; Hazel Strauch Elementary; and, Grand Oaks Elementary.

To learn more about the Spotlight Awards and how to enter your school in the next Governor's Challenge Competition, visit <http://www.calgovcouncil.org/>.

Congratulations to all of these schools on a job well done! They have all proven to be Champions for Change in their communities!

Is there an LIA in your region doing outstanding work and creating change? Tell us about it by emailing Rebecca Larson, public relations marketing specialist, at Rebecca.Larson@cdph.ca.gov.

Champions for Change Mom Success

Desert Sierra Region- A newspaper article in the *Black Voice News* highlighted the efforts of Brenda Parker, *Desert Sierra Region's* Champion mom. The article focuses on Brenda's involvement in the *Network's* Champion for Change advertising campaign and how she has helped her family be healthy through eating fruits and vegetables and getting plenty of physical activity.

Bay Area Region- The *Network for a Healthy California—Bay Area Region* partnered with the California First Lady's Office and several other organizations to host Family Day – A Day to Eat Dinner with Your Children™ event in San Francisco on September 24, 2007. Over 300 families from Tenderloin Community School attended the event. The event is a national movement encouraging parents to have family dinners as an effective way to prevent substance abuse.

Several of the *Bay Area Region's* Champion moms were also in attendance (Patricia Miranda, Jamilia Ashworth, Rosaura Porras and Peng Yao) and were given the opportunity to speak with the Governor and First Lady about their efforts to encourage healthy eating and physical activity in their homes and communities!



The Bay Area Region's Champion moms enjoy the day with Governor Schwarzenegger and First Lady Maria Shriver.

Regional Network News

Northcoast Region- The *Network for a Healthy California—Northcoast Region* recently hosted a Grocery Outlet Scavenger Health Hunt in Eureka, which included a storewide scavenger hunt, nutrition games and food tasting. The region's Champion mom, Soleil Deknatel participated in the event and provided healthy cooking tips to attendees, teaching them how they can be Champions for Change in their families and communities!



Northcoast Region staff promoting healthy recipes at the Scavenger Health Hunt.

Central Coast Region- Gabriela Lopez Chavez, coordinator, *Network for a Healthy California—Central Coast Region Latino Campaign* was featured in a *News-Press* article, *Latino diet offers map to a healthier body*, on September 18, 2007. The article discusses how a taqueria in Salinas, CA is changing the way they prepare food and serving healthier options to local Latinos. The article also mentions the growing rates of overweight and obesity and the barriers low-income Latinos face in California. In the article, Chavez explained, "Many Latinos in California don't live within walking distance of a grocery store selling high quality and affordable fruits and vegetables. And poorer families may not have the benefit of safe recreation areas in which to exercise near their homes."

Desert Sierra Region- Julie Mortimore and Melani Dhason with the *Network for a Healthy California—Desert Sierra Region* were interviewed by the *San Bernardino County Sun* on September 22, 2007. The article, *Officials repeat what kids should eat: More fruits, veggies!*, discussed two schools in the San Bernardino City Unified School District that celebrated good nutrition with fall fruit and vegetable festivals. Mortimore explained that with our busy schedules, we often tend to put healthy eating on the back burner. "But healthy eating really should be a priority," she said. "Champions for Change is our new mantra. We need to take it upon ourselves to create healthy habits and be Champions for Change." Dhason added, "We just want to push the message."

Regional Network Spotlight

Led by a collaborative effort conceived by Rabbi David Wechsler-Azen and many local agencies including the *Network for a Healthy California—Gold Country Region African American Campaign*, a group of youth from a low-income area in

Sacramento have done what adults have been unable to do—make fresh, quality produce available to their neighborhood through a youth empowerment sales program known as Fresh Producers. Participation in the Fresh Producers program means youth become sales representatives and managers of the not-for-profit organization and strive to promote nutrition and make fresh, high-quality fruits and vegetables easily available to their families and neighborhoods.

The youth participants range in age from 6 to 17 years old and earn participation points through a combination of: produce sales and other healthful products; taking on management roles in the organization; participating in extra physical exercise; meeting scholastic goals set with their teachers; and, becoming involved in other community projects.

On Saturday, September 8, 2007 the Fresh Producer youth attended a farmers' market and were so popular, they could barely keep up with the produce orders they were receiving from community attendees! One of the Fresh Producers youth stated, "If people could eat better, they would, and this program can make it easier for people to eat better."

For more information on the *Network for a Healthy California—Gold Country Region African American Campaign* or the Fresh Producers program, contact Denise Chapel at dchapel@healthedcouncil.org.

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Meet Local Network Teammates

Since his younger days, Rene Posada, campaign coordinator, *Network for a Healthy California—Gold Coast Region Latino Campaign* has enjoyed helping others in his community. Rene began his work with the *Network* in February 2007 after twelve years with the Comprehensive Perinatal Services Program (CPSP) where he served as a coordinator and counselor for future mothers who needed perinatal care. Before joining the *Network*, Rene also served as a community health worker in a local community clinic and taught agricultural workers about health education and prevention and how to perform health screenings.



As the Gold Coast Region's Latino Campaign Coordinator, Rene is grateful to be able to continue working with this underserved population and communicate the importance of living a healthy lifestyle to Latinos in his area. Through his experiences, Rene has seen first hand that people need help and education to improve their nutrition and physical activity habits. He has found that people are willing to change if given the proper tools to do so.

Rene believes he is a Champion for Change by inspiring and motivating those he comes into contact with to eat healthy and be active. He believes he is the "tool" people can utilize to make the change and become Champions!

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Frequently Asked Questions

Q: Does RN get italicized along with *Network* when abbreviated?

A: The formal name for plural regions is *Regional Networks for a Healthy California*. The abbreviated version should be *Regional Networks*, not RN or RNN. When *Regional Networks for a Healthy California* or *Regional Network* are written out, they should both be italicized.

Q: Why was the term *Campeones del Cambio* chosen for the Spanish translation of the *Network* logo? Why wasn't a literal translation of the logo made?

A: The current Spanish translation of the *Network* logo was provided by the *Network* locals (Spanish Review Committee) and their choice for this translated version works well given the following considerations:

1) In communications, when translating or transadapting a slogan, you strive to make it not only mean the same thing, but also to do so in the shortest amount of words possible. To have translated this literally as "champions for the change" (in Spanish *Campeones para el Cambio*) would have been appropriate for use in body text, but not so for a slogan, which traditionally should be crafted to be short and snappy.

2) As we saw in English-language focus group research, when respondents were exposed to the slogan "Champions for Change" out of context, that is, by itself, there was some confusion as to the intent. However, when expressed in context, as part of the creative campaign, the meaning and the intent became very clear to them. As is usual, all slogans are introduced in context, not standing on their own. Not until the slogan has been established contextually, can you then use it as a stand-alone.

In subsequent conversations with our Spanish-speaking moms, the phrase was used with them and they all understood the intent and the meaning: none expressed confusion. For this reason, you can be assured that our target audience will be clear when they see this phrase contextually as part of the campaign communications.

3) Regarding the use of the preposition "of change" vs "for change", we have discovered that colloquially folks understand the 2 prepositions to be interchangeable in this context, to mean the same thing where this slogan is concerned. A "champion of change" and a "champion for change" are both "change agents", an entity that advocates for change, whether they are themselves in the process of changing, or advocating for change in others. "*Campeones del Cambio*" is still a preposition qualifying a variable (the word change - cambio), the change has not necessarily occurred. This works well with the original intent that both the *Network* and the moms are the "change agents".

Do you have a question you'd like answered in the next newsletter edition? Contact Rebecca Larson at 916.449.5297 or Rebecca.Larson@cdph.ca.gov.

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Research Article

An evaluation study of the Food Stamp Office Resource Kit (FSORK) was conducted by the *Network's* Research and Evaluation Unit. The purpose was to evaluate the intervention materials, specifically the video component, and learn more about the food stamp office as a learning environment. According to Alyssa Ghirardelli, one of the *Network's* research associates, "One key finding we discovered from the exit survey was that 87% of the participants who reported watching the video component were able to recall specific tips or messages."

Four food stamp offices in four counties in California participated in the two-phase study, which consisted of an exit survey and observation study. The first phase was an in-person intercept survey in which participants leaving the office were asked about the FSORK materials seen in the waiting area. The second phase of the study employed direct observation methods to assess the implementation and delivery of the FSORK intervention. The observation study enabled observers to be "inside" and personally present in the waiting area. It allowed them to observe first-hand the number of clients who engaged with the FSORK materials and how closely individual clients paid attention to the video.

Key findings from the Exit Survey:

- Unaided recall yielded 70 percent of participants recalling seeing at least one FSORK material about healthy eating.
- Fewer than 10 percent of participants surveyed remembered seeing materials such as the brochures (8%), poster (7%) or recipe cards (4%).
- Of those who watched the video, approximately one-third (32.8 percent) of clients reported watching the video "pretty

closely” or “very closely” (10% and 23%).

- Based on a perceived before and after question related to stages of change, participants who reported they were “planning to eat more healthy foods” shifted from 8.6% to 14.1% after watching the video.

Key findings from the Observation Study:

Environmental Scan

- In the waiting area, 17 percent of clients looked at the video (either ‘glancing’ or ‘watching’) during a given 20-minute video viewing period.
- No more than 6 percent of the food stamp clients in the waiting areas visited the FSORK kiosk.

Individual Observation

- Of clients who initially engaged with the video, 40 percent of their viewing time was spent ‘watching’.
- Over half (55%) of the client ‘watching’ minutes were between 1 to 5 cumulative minute-segments.

For more information regarding the FSORK evaluation, please contact Amy Fong, Amy.Fong@cdph.ca.gov or Alyssa Ghirardelli, Alyssa.Ghirardelli@cdph.ca.gov from the Research and Evaluation Unit.

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Information of Interest

The “American Journal of Prevention Medicine” recently released a special issue about childhood obesity that includes information from the *Network’s* very own Sue Foerster, Neal Kohatsu, chief, Cancer Control Branch of the California Department of Public Health (CDPH) and Director of CDPH Mark Horton. To read the report, visit [http://www.ajpm-online.net/issues/contents?issue_key=S0749-3797\(07\)X0129-6](http://www.ajpm-online.net/issues/contents?issue_key=S0749-3797(07)X0129-6).

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Visit us online at <http://www.dhs.ca.gov/ps/cdic/cpns/>.

This material was funded by USDA's Food Stamp Program through the California Department of Public Health's *Network for a Healthy California*. These institutions are equal opportunity providers and employers. The Food Stamp Program provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet. For information on the Food Stamp Program, call 1-888-328-3483.

SPECIAL EDITION

Champion Press



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

November 2007

Partner Successes in the Face of Adversity

The wonderful successes listed below are just some of the many announced at the *Network* Steering Committee meeting. Many other examples were provided at the meeting and are in the process of being compiled. These stories are yet again proof that all of you are Champions even through the struggles we have recently faced!

Congratulations!

Contra Costa Health Services: Contra Costa Health Services found success in their six workshop nutrition series. The evaluations showed a statistically significant increase in participants' knowledge and skill of food preparation, selection and consumption of fruits and vegetables!

Stanislaus County: Stanislaus County, a *Network* LIA, organized 10-week workshops (Healthy Families) in Tulare County. These workshops, attended mostly by moms, focused on making changes toward a healthy lifestyle through fruit and vegetable consumption and physical activity, water intake and food preparation. At the end of the 10-week period, these moms were eager to carry out the message of Champions for Change in their families and communities!

Desert Sierra Region: The *Network for a Healthy California—Desert Sierra Region* began a partnership with a local citrus-grower association and Inland Orange Conservancy. Through this partnership, they have been able to facilitate connections with school districts to provide locally grown produce for salad bars!

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Frequently Asked Questions from the *Network for a Healthy California* Steering Committee meeting

At the *Network* Steering Committee meeting on October 18, 2007 there was a panel presentation that included Dr. Neal Kohatsu, Chief, Cancer Control Branch, CDPH; Frank Nava, Director, Compliance Field Investigation-West, US Consumer Product Safety Commission; and, Dr. Valerie Charlton, Chief, California Childhood Lead Poisoning Prevention Branch, CDPH. The panel fielded many questions about the lead found in the lunch boxes. We have included the questions and answers that were asked during the meeting below. Additional questions and answers can also be found on the CDPH web site at <http://www.cdph.ca.gov/>.

Q: Is it possible to “relax” things until more information is known?

A: CDPH is not trying to underestimate the impact this incident has had on your programs locally. However, there are additional concerns and we continue to assess the health risk of the promotional items distributed by the Department.

↓ [Frequently Asked Questions](#)

↓ [Understanding Lead New Resources](#)

↓ [Recent Email Communications](#)

↓ [Communications Materials Available on the CDPH Website](#)

↓ [Pending Communications Materials](#)

↓ [The Network's 800 number updated for the recall](#)

Preventing any kind of elevated blood lead levels is critical.

Q: Could communication with *Network* partners have been done differently?

A: There has been ongoing dialogue about how we can improve our communication with all of you. There are still a number of misconceptions about exactly how long this process took, but we do want to improve the timeliness of when we get information out to all of you. However, there were a lot of details that needed to be determined before communication could go out to all of the *Network's* and CDPH partners.

Q: Can you provide us with an example of a similar product that has been recalled and how it was collected and disposed of?

A: The recent recall of the bookmarks would be a similar product that was recalled. What people need to understand is 80% of all toys are imported from other places, and in this case, as in many, the retailer, broker, manufacturer and importer are all responsible to assure an effective recall. (Frank Nava, Director, Compliance Field Investigation-West, US Consumer Product Safety Commission).

Q: Are domestic manufacturers “cleaner”?

A: Much of domestic manufacturing is actually contracted out to companies, i.e., China and Mexico. We're hoping manufacturers in these areas will improve with increased monitoring. But as far as domestic manufacturing being cleaner, it probably is cleaner provided all products used in creating the final product are made and monitored in the United States.

Q: Currently, there are no lead levels set for lipsticks. Will this change?

A: This is something that is determined and set by the United States Food and Drug Administration.

Q: What role does Consumer Products Safety Commission (CPSC) take in voluntary recall?

A: The CPSC works closely with firms conducting recalls. Some firms do conduct recalls on their own.

Q: If I drink wine from a glass that contains lead, will I be ingesting lead?

A: Yes, depending on the level of lead in the glass and how long the wine stays in the glass. Even very low levels of lead ingestion prompt a Proposition 65 warning (0.5 micrograms per day).

Q: Other than removing the source of the lead, what other treatments are there for children who show elevated blood lead levels?

A: Chelation helps get very high levels of lead out of the body. For more information about the use of chelation as a therapeutic intervention please refer to CDPH's Childhood Lead Poisoning and Prevention Branch's website: <http://www.dhs.ca.gov/childlead/html/POpapers.html>

Q: Haven't some supplements been found to contain lead?

A: Some calcium supplements do have high levels of lead and this is an intermittent issue as suppliers change. With the lunchboxes, they first tested fine. However, over time, material pieces change, suppliers change, etc.

Q: Why is any lead allowed in products?

A: Lead is naturally occurring and we live in an environment where lead is ubiquitous. To make something completely lead free is difficult and expensive but we can reduce lead exposures to as low as possible. We must be smart and diligent about lead in products. However, testing all products coming into the United States is not possible. Some products enter the country through unregulated routes.

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Understanding Lead New Resources

Those who attended the *Network* Steering Committee (NSC) meeting were able to learn much more information on lead from experts in the field.

Frank Nava, Director, Compliance Field Investigation-West, US Consumer Product Safety Commission (CPSC) presented the role of the CPSC in recalls and investigations into consumer products that pose a health risk. Mr. Nava noted that from October 1, 2007 to October 18, 2007 the CPSC recalled 42 products 19 of which were lead related!

Dr. Valerie Charlton, Chief, California Childhood Lead Poisoning Prevention Branch, CDPH presented the research and scientific evidence on the effects of lead poisoning. These experts helped clear up some of the common misconceptions surrounding lead in products and the details of elevated blood lead levels in children.

[Click here to view the presentation made by Mr. Nava.](#)

[Click here to view the presentation made by Dr. Charlton.](#)

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Recent Email Communication

PLEASE NOTE:

The following text was sent via email on Tuesday, October 30 at approximately 10:16 a.m. and is the most recent email communication we have provided up to this point.

To All *Network for a Healthy California (Network)* Contractors:

A letter updating programs affected by the recall of the lunch boxes has been posted on the California Department of Public Health website.

The letter asks that you continue to adhere to the original moratorium on promotional items and to continue collecting and storing lunch boxes returned to you. Guidance on the pick-up and disposal of the lunch boxes, while still pending, is getting closer to release.

Included in the letter is an email address and fax number where you can submit any questions.

You may access the letter at:

<http://www.cdph.ca.gov/healthinfo/news/Documents/PromoltemsIncidentLtr.pdf>

We continue to thank you for your support and understanding and for being upbeat and incredibly resourceful. We understand the lunch box recall is one of many tasks being addressed by our partners in the Southern California regions and we will be as flexible as possible as we move forward with collection and disposal planning.

The following text was sent via email on Monday, October 22 at approximately 1:44 p.m.

TO: CONTRACTORS *NETWORK FOR A HEALTHY CALIFORNIA (NETWORK)*

SUBJECT: UPDATE ON CANCER PREVENTION AND NUTRITION SECTION (CPNS) PRINT MATERIAL AVAILABILITY

In response to the "Interim Guidelines on the use of Promotional Items" posted on the California Department of Public Health's Web site (<http://www.cdph.ca.gov/>) and e-mailed out by the Cancer Prevention and Nutrition Section on October 12, 2007, we would like to inform you of print items now available meeting the specifications listed in the guidelines. These items are available to order or purchase through the online ordering and/or cost recovery systems.

For the list and description of the available items please visit the online ordering site at <https://web3.kpcorp.com/v25/entry.asp?Account=CANN> or cost recovery site at <http://web3.kpcorp.com/c2credit>.

We appreciate your continued patience and understanding, and as new items are approved for program use we will let you know.

If you have additional questions, please forward them to michelle.mussuto@cdph.ca.gov.

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Communications Materials Available on the CDPH Website

Additional lead-related documents can be found on the California Department of Public Health (CDPH) Web site at <http://www.cdph.ca.gov/>. The website is updated as new information becomes available; please check it often.

Currently available documents:

- ▶ [Update to Partners on prevention of lead contamination in promotional items](#)
- ▶ [Questions and Answers about lead-contaminated lunch boxes](#)
- ▶ [Interim guidelines on the use of promotional items](#)
- ▶ [Guidance from the Department of Toxic Substances Control](#)
- ▶ [Press Release- CDPH advises consumers not to use CDPH lunch boxes](#)
- ▶ [Find out about up-to-date information on the health effects, risk factors, symptoms, treatment and prevention of lead exposure](#)

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Pending Communications Materials

We continue to evaluate and assess the communications materials necessary for you to inform your partners and communities. We realize the most pressing issue is the disposal of the lunch boxes and have been working with the Department of Toxic Substances Control and the Federal Environmental Protection Agency to arrange for both the pick-up and proper disposal.

The following documents are being developed and we shall provide them to you as soon as possible.

- Additional information and instructions on lunch box collection and disposal
- Facts at a glance: general facts for consumers in a low-literacy format
- Expert quotes on lead: these quotes can be used in local level communications (e.g., press releases, partner letters)
- Letter from Dr. Mark Horton, Director, CDPH: the letter will outline the action steps already taken and action steps to prevent this from happening again. The letter can be shared with your partners and community members.
- Communications materials packet (template press release, talking points, partner letter, parent letter, collection poster)

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The Network's 800 number updated for the recall

To reach our consumers through all available channels regarding the recall of the *Network's* lunch boxes, the *Network's* 1-888-328-3483 toll free number has also been updated to address the issue. The message is available in English and Spanish. When information on the disposal of the lunch boxes is available the number will once again be updated.

[Click here to view the script.](#)

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Visit us online at <http://www.dhs.ca.gov/ps/cdic/cpns/>.

This material was funded by USDA's Food Stamp Program through the California Department of Public Health's *Network for a Healthy California*. These institutions are equal opportunity providers and employers. The Food Stamp Program provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet. For information on the Food Stamp Program, call 1-888-328-3483.

Champion Press



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

December 2007

From your *Network* friends and colleagues, we wish each one of you a Happy Holiday and a very Happy and Healthy New Year!

Save the Dates!

January 22, 2007 at 4:00 pm: It's time to mingle and network with your new *Network* Steering Committee (NSC) Executive Committee members and your old *Network* friends and colleagues! Join us at a brief NSC informational meeting and reception prior to the 2008 *Network* Conference! This short meeting will not only provide you with an excuse to schmooze with fellow Champions but to also learn more about the NSC and how you can get involved!

January 23 – January 24, 2008: *Network for a Healthy California* "Champions for Change: Taking Action for Healthy Eating and Active Living" Conference will take place at the Sacramento Convention Center once again this year. If you haven't already registered, you can do so by clicking here <http://www.networkforahealthycalifornia.net/2008conference/registration.php>. Hope to see you there!

DATE CHANGE: In order to accommodate schedules, the *Network* Steering Committee (NSC) meeting originally scheduled for October 16, 2008 will now be held on **November 4, 2008**. Please make note of this date change and plan to attend the meeting in November 2008!

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"I got my kids to love fruits and vegetables."

Dawn V.
Working mom
Three kids, ages 16, 15, 12

Network News

Network runs concentrated advertising campaign in support of Black History Month

In support of partners' activities during Black History Month and the *Network for a Healthy California—Central Valley Region's* 2008 Community Empowerment Forum for Change taking place in February, TV and outdoor advertising have been scheduled in five media markets during the entire month to include Fresno, Los Angeles, Sacramento, San Diego and San Francisco. This brief, yet concentrated campaign will feature the "My Kitchen" and "Our Community" TV spots, and "My Kitchen" outdoor ads and will target African American programming. Stations included in the media buy are BET-TV, CW and Fox.

For more information on the campaign or to receive assistance on how to leverage the campaign in your Region, please contact Lawrence Montgomery, advertising marketing specialist at Lawrence.Montgomery@cdph.ca.gov.

Former Network-funded project and Watt's Healthy Farmers' Market are Champions on CBS Evening News

Sustainable Economic Enterprises of Los Angeles (SEE-LA), a former *Network for a Healthy California (Network)* funded project and the Watt's Healthy Farmers' Market are proving to the nation they are Champions. Both were featured on the CBS evening news November 7, 2007 and demonstrated how they are making healthy changes in their community!

The segment, "Fast Food Crackdown" presented South Central Los Angeles and positive solutions underway to increase healthy food choices in the community including a "health zone" moratorium to reduce fast food outlets.

View this segment at http://www.cbsnews.com/sections/i_video/main500251.shtml?id=3470337n.

Network for a Healthy California—Worksite Program County of Ventura and Network affiliated businesses recognized at 2007 California Fit Business Awards

The *Network for a Healthy California—Worksite Program County of Ventura* was recently honored at the 2007 Fit Business Awards for helping their employees live healthy lifestyles and be Champions for Change at work! Out of 82 applicants, the County of Ventura, along with six businesses engaged in the *Worksite Program* were recognized at the awards ceremony: American Apparel; American Specialty Health; BikeBandit.com; City of Fontana Healthy Fontana; Hotel Whitcomb; and, Lundberg Family Farms. Congratulations to all of these businesses for being inspiring Champions!

For more information on the California Fit Business Awards and how businesses in your region can participate, visit the Taskforce on Youth and Workplace Wellness Web site at <http://www.wellnesstaskforce.org/fitbusiness/fitbusinesschallenge.html>.

Network receives California Foundation for Agriculture in the Classroom (CFAITC) Outstanding Public Service Award

The Outstanding Public Service Award from the California Foundation for Agriculture in the Classroom (CFAITC) was awarded to the *Network* for our contributions to CFAITC by helping them open doors to new audiences and assisting them in becoming Champions through their efforts.

The CFAITC works with K–12 teachers and students to enhance education using agricultural examples, offering school children the knowledge to make informed choices.

For more information, visit the CFAITC Web site at <http://www.cfaitc.org/>.

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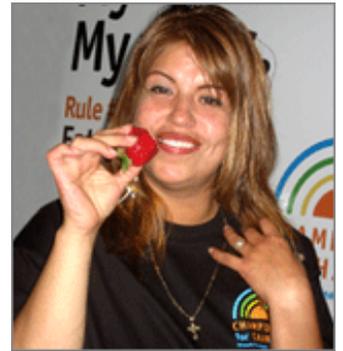
Inspiring Words from a Champion Mom

“The health of my children is very important to me. My hope is that my children and I live healthy, fulfilling lives. That is why I have joined the *Network for a Healthy California—Bay Area Region* as a Champion for Change. As a Champion for Change I am learning and sharing all that I can about healthy eating and about physical activity for better health.

When my children grow up I want them to know how to eat and how to be healthy. The most important thing is good health. I want to provide them a good safe home, good healthy food and enable them to have a good education and to work hard to reach their goals. However, the first thing is to be healthy. If you have money, but you are sick that is not a good thing. While I am a very low-income person, I still have the possibility to provide good food to make my children healthy.

What I have learned from being a Champion for Change is that healthy eating and physical activity can make a difference in your life and the life of your family. It gives you hope. Nobody can stop you from having hope and from reaching your goals, only you can stop you. If you decide to stop eating unhealthy foods and that you want to start exercising, you can do it. We all need to make the best choices in our lives. These good choices are waiting for us to make a difference in our lives. You need to make those good choices. It is actually an honor to make the good choices.”

Patricia Miranda, Network for a Healthy California—Bay Area Region Champion Mom



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LIA's in the News

Alhambra Unified School District's Repetto Elementary school was fortunate to be one of the sites for the “Live Like a Champion Tour” on November 15, 2007 where 350 5-8 grade students participated in the festivities! In addition, the ‘Tour’ visited Emma W. Shuey School on November 16, 2007 where approximately 480 students participated!

At each of the sites, ‘Tour’ staff set up interactive games to include Jerry Rice’s Catch Like a Champion; Lisa Leslie’s Hoop Like a Champion; Julie Foudy’s Kick Like a Champion; Eat Like a Champion; and, Board Like a Champion. The Repetto event also included a *Network* station where several students signed a pledge banner committing to healthy changes (i.e. start the day with a healthy breakfast, eat healthy snacks, etc.).

Is there an LIA in your region doing outstanding work and creating change? Tell us about it by emailing Rebecca Larson, public relations marketing specialist, at Rebecca.Larson@cdph.ca.gov.

Regional Network News

San Diego & Imperial Region- Several Champions from the *Network for a Healthy California—San Diego & Imperial Region* were recently featured on San Diego’s Univision to participate in a forum, *Hispanics and Obesity*. Karemi Alvarez, coordinator, *Latino Campaign*; Blanca Melendrez, project director; Gloria Sotello, nutrition coordinator; and, Xinia Sanchez, champion mom discussed the increasing rates of obesity among Latino youth and ways it can be prevented.

Los Angeles Region- Angeline Lee, *Network for a Healthy California—Los Angeles Region* Champion Mom and Meka Webb, *Network for a Healthy California—Los Angeles Region African American Campaign* recently attended a local farmers' market with forty preschool students from the Escalon Head Start Program in Pasadena, CA. The students tasted fresh strawberries and pomegranates, learned how grapes grow and how they can be dried to make raisins and participated in an exciting scavenger hunt!



Escalon Head Start preschool students enjoy fresh fruits from a local farmers' market!

Regional Spotlight

Four years ago, two teachers at Lincoln Elementary School in Exeter, California decided to organize an afternoon of studies completely focused on apples. Kim Shipley and Margaret Stout, both second grade teachers, thought they would teach their students not only about the legendary Johnny Appleseed, but also about enjoying the many ways nutritious apples could be eaten. The occasion generated interest from other teachers and became so popular it continued to grow into what is now known as "Apple Day"!

This year, nine enthusiastic teachers, 180 second graders and 40 supportive parent volunteers participated in "Apple Day" to encourage students to eat healthier foods, specifically apples. Through the help of the *Network for a Healthy California Tulare County Office of Education*, students were able to taste many different apples in a variety of ways: apples with low-fat yogurt dip and peanut butter and even fresh all-natural apple juice made right before their eyes! In addition to tasting all of the apples, students also listened to stories read to them by staff members from the *Network*, learned how and where apples grow, solved apple seed math problems and saw a video about Johnny Appleseed.

Mrs. Shipley and Mrs. Stout's lesson plan for the day integrated nutrition education into all areas of curricula and proved to be an excellent example of connecting nutrition education to core subjects!



Students at Lincoln Elementary School enjoy a day full of apples!

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Meet the Regional Network Staff

Blanca Melendrez has proven to be a true Champion for Change in her community time and time again; first as the Latino Campaign Coordinator for the *Network for a Healthy California—San Diego & Imperial Region* and now as the Region's Project Director.



Blanca's passion and commitment to helping low-income Latinos in the community led to the development of a bilingual CD that was adopted statewide under the *Latino Campaign* toolkit in order to support the consumption of fruits and vegetables and physical activity!

As Project Director, Blanca has led the creation of the first Electronic Benefits Transfer (EBT) accessible Open Air & Farmers' Market in a low-income area in San Diego County. Blanca participated in the development of the city of Chula Vista, San Diego Parks and Recreation and San Diego County buildings Vending Machine Healthy Food Policy; and, in the development of The Healthy Kids Choice Initiative, creating healthy menu options for kids at over 80 restaurants in San Diego.

Blanca's Champion spirit led to the San Diego County Board of Supervisors appointment of the *Network* under the County's Obesity Initiative and her positive attitude inspires everyone around her to be Champions.

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Opportunities and Resources

Food Stamp outreach grants available through USDA

On November 19, 2007 the United States Department of Agriculture's Food, Nutrition and Consumer Services announced the availability of a minimum \$1 million in grants for public and private nonprofit community and faith-based organizations to improve awareness of the Food Stamp Program. These grants will specifically target seniors and Hispanics, the most significantly underserved populations in the program.

"Those in need also need to know if they qualify for food stamps, how the nutritional guidance can help their well-being," said Nancy Johner, under secretary for Food, Nutrition and Consumer Services.

State and local food stamp offices and for-profit organizations are not eligible for these grants. USDA encourages community and faith-based organizations to participate in this competition for grants and additional information can be found at <http://www.grants.gov/> or <http://www.fns.usda.gov/>.

Applications are due February 19, 2008.

Eat Smart. Play Hard. campaign announces new Power Panther™ costumes

The USDA's Food and Nutrition Services (FNS) Eat Smart. Play Hard. campaign recently announced 20 new Power Panther™ costumes that reflect a stronger, more powerful Power Panther™. The original costumes will remain in circulation until April 2008 on an as needed basis to meet the demand for costumes.

FNS has been emphasizing that Power Panther™ be used in conjunction with educational programming. Additional resources for Power Panther™ can be found at <http://www.fns.usda.gov/eatsmartplayhard/Zone/EventTools.html>.

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Information of Interest

Food, Nutrition, Physical Activity and the Prevention of Cancer: a Global Perspective

The American Institute for Cancer Research (AICR) and World Cancer Research Fund (WCRF) recently released a report: *Food, Nutrition, Physical Activity and the Prevention of Cancer: a Global Perspective*. The report includes ten recommendations on nutrition and physical activity that significantly parallel the American Cancer Society's recommendations.

To find out more and read the recommendations, visit http://www.aicr.org/site/PageServer?pagename=dc_home_guides.

“Exercise is Medicine” campaign asks doctors to prescribe exercise to their patients

Doctors are being asked to prescribe regular exercise to almost all of their patients through a new campaign known as “Exercise is Medicine.” Doctors must now take moderate exercise "and prescribe it liberally to their patients," says Robert Sallis, MD, president of the American College of Sports Medicine.

The *Network's* partner, the California Governor's Council on Physical Fitness and Sports along with the American College of Sports Medicine and the American Medical Association are working together to encourage physicians to prescribe exercise to patients who would benefit from increased levels of physical activity.

Click here for more information http://www.webmd.com/fitness-exercise/news/20071105/doctors-urged-to-prescribe-exercise?ecd=wnl_day_110707 or visit <http://www.exerciseismedicine.org/>.

The information provided here is for general information purposes only. The views expressed are not necessarily those of the Network for a Healthy California. The Network has taken all reasonable measures to ensure the material provided is correct. However, the Network gives no warranty and accepts no responsibility for the accuracy or the completeness of the material.

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