



Inspiring Youth as Partners

Local Health Department
Informational Webinar
Objective 13

Network for a Healthy California
June 27, 2012

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*“I kept looking for somebody to solve
the problem, and then I realized
I am the somebody.”*

**-Youth Leader
Los Angeles Area**

Youth in Action - Through Time

- **Public Protests**
- **Civic Engagement**
- **Political Movements**
- **Media Campaigns**



Lessons Learned from our work in Tobacco Control



Contra Costa County: *Tobacco Industry Gets Hammered by Teens (TIGHT)*

A coalition of teenage youth fighting tobacco industry tactics, including advertising and marketing aimed at young people, in the county. (San Francisco Bay Area)



Youth in Action: Public Health Examples



Humboldt County:

Humboldt Health youth team

Youth team at Zane Middle School focused on increasing access to drinking water on campus. As a result, Zane Middle School became the first public school in the county to install a hydration station.

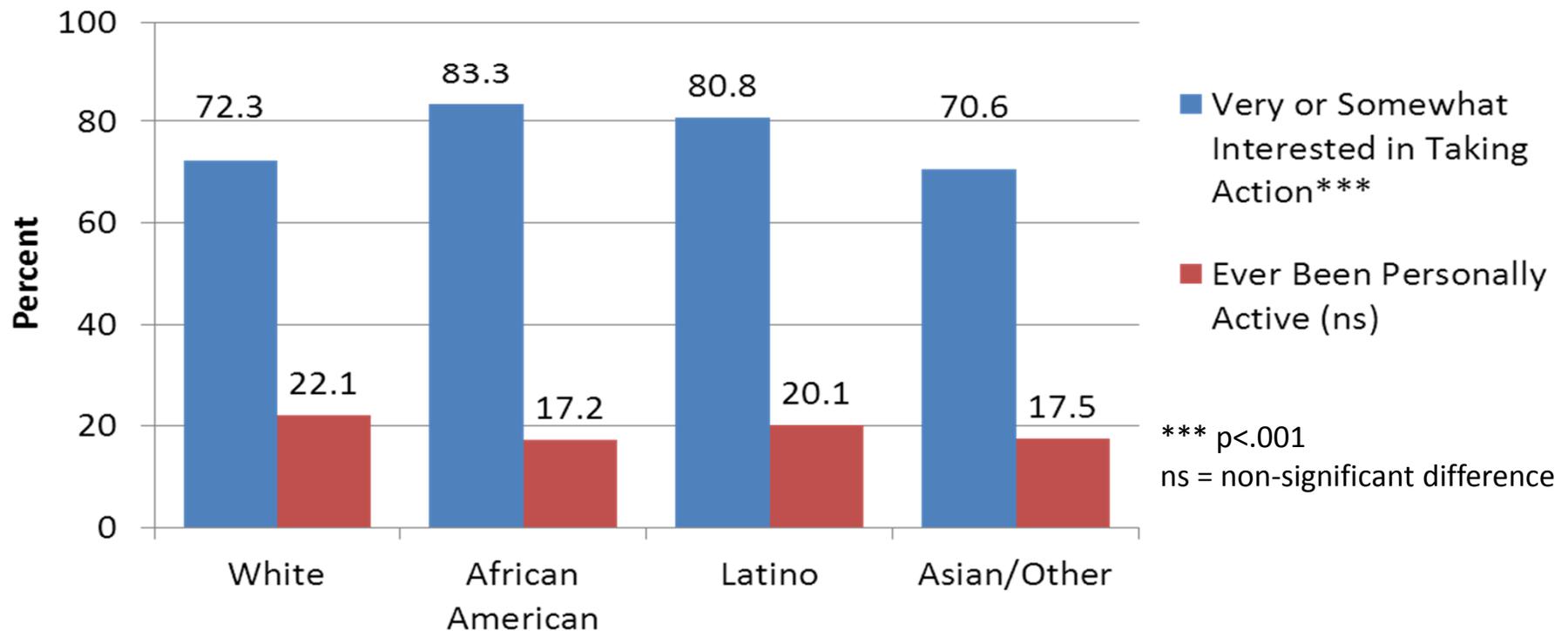


What we know: Youth want to get involved and take action!



California Teens' Self-Reported Action to Improve Nutrition in Their Schools and Communities

Source: 2008 CalTEENS



Network's Youth Engagement Initiative Approach



“Research is formalized curiosity. It is poking and prying with a purpose.”

-Zora Neale Hurston

Participatory Action Research (PAR)



A collective learning process that facilitates people applying their lived experiences to community and organizational development. PAR helps people grapple with pressing issues and formulate well-researched strategies for action.

(Source: Youth in Focus, 2002)

What is Youth-Led Participatory Action Research (YPAR)?



A multi-step process where youth with the support of an adult ally ...

- 1. Identify an issue or problem**
- 2. Define what they know about it**
- 3. Identify what additional information is needed to understand it**
- 4. Determine research methods (PhotoVoice, VideoVoice, surveys, interviews, focus groups, etc.) and develop an approach for collecting data and then work as a team to accomplish it**
- 5. Use the information for education, action and community change**

Why does a youth-led approach matter?

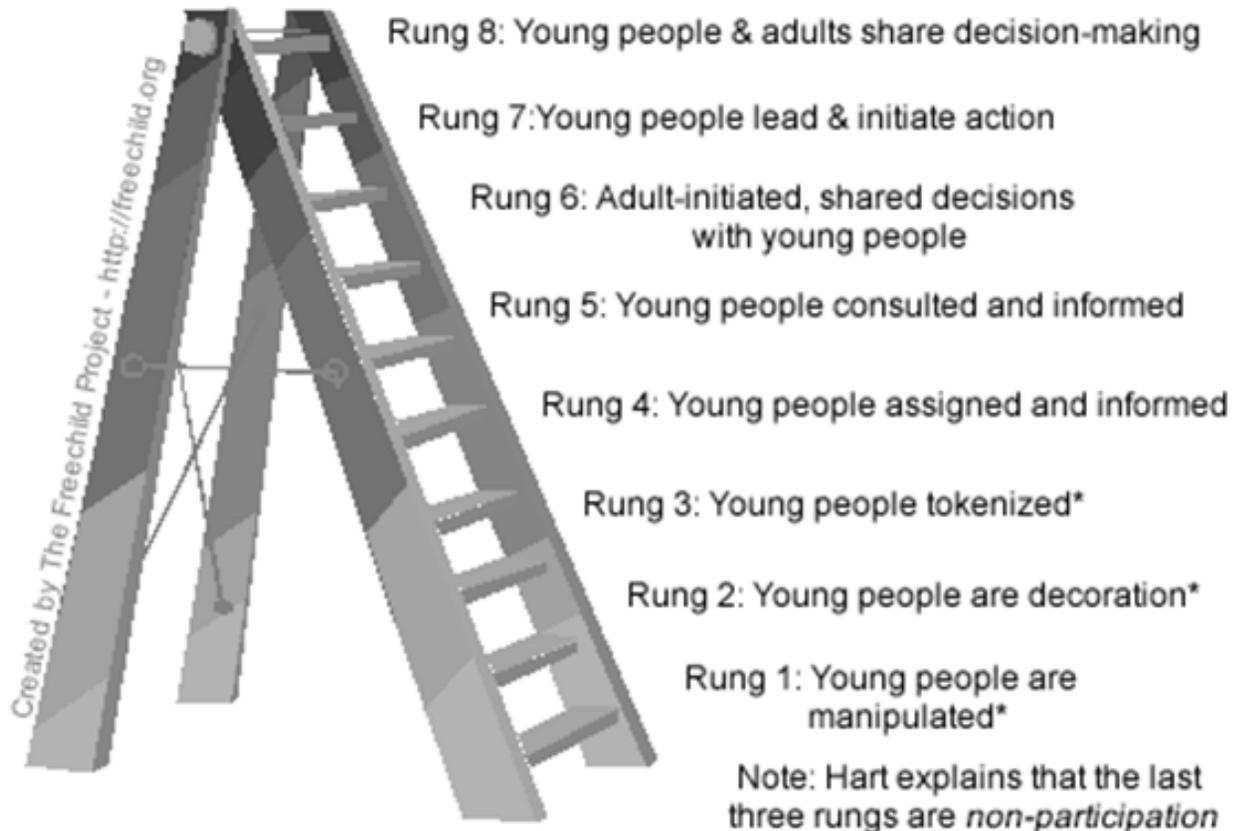


- **Partnerships between youth and adults ultimately make programs more successful.**
- **Youth know youth! Youth have unique perspective and can be honest about what they need & want.**
- **Youth are ready to take on leadership roles and have valuable insight.**
- **Youth are incredibly powerful spokespeople. Stakeholders listen to youth.**

Youth Levels of Participation

The *Network's* Approach

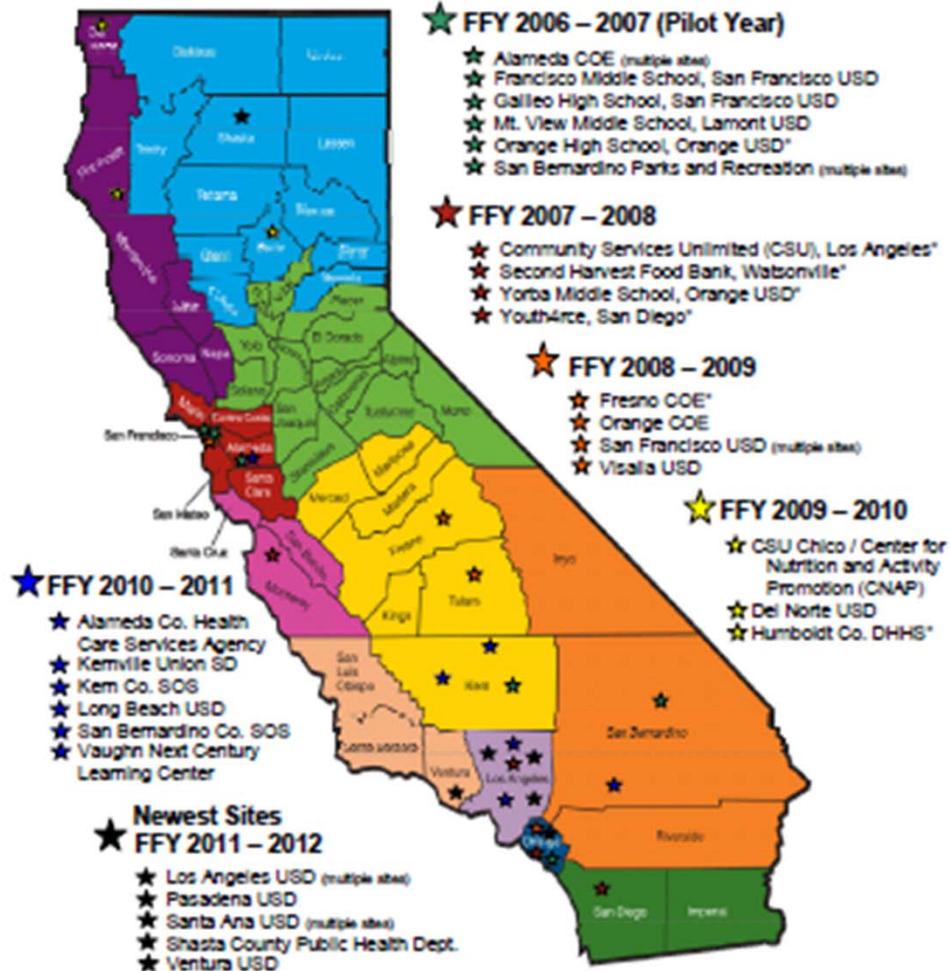
Roger Hart's Ladder of Young People's Participation



Adapted from Hart, R. (1992). *Children's Participation from Tokenism to Citizenship*. Florence: UNICEF Innocenti Research Centre.



Network for a Healthy California YOUTH ENGAGEMENT SITES



Leadership Projects:

Youth In Focus | California Center for Civic Participation | Mandela Market Place | HealthCorps

* These sites are no longer active Youth Engagement sites; yet the sites are available as a resource.

Updated:
1/12/12 MM

For CalFresh Information, call 1-877-647-3003. Funded by USDA SNAP, an equal opportunity provider and employer.
Visit www.championsforchange.net for healthy tips. -California Department of Public Health

Impacts of Youth Engagement Projects



- **Eating and physical activity behavior changes among youth, their peers, and families.**
- **School and community changes that increase the availability of fruit, vegetables, clean drinking water, and access to physical activity opportunities.**
- **Local projects expand to include new partners, media attention, and other health improvement efforts.**

Impacts of Youth Engagement Projects (continued)



- **Students acquire new skills and exposure to new experiences, including:**
 - **Better understanding of nutrition, food systems, and the importance of physical activity**
 - **Public speaking and report writing**
 - **Research methods, survey design, and data analysis.**
 - **Community outreach**
 - **Relationship and teambuilding skills such as diplomacy, listening, and cooperation**
 - **Goal setting, prioritizing, and developing action plan**

Youth Engagement Objective (#13) Summary



- 1. Recruit youth serving agency to conduct the youth engagement project.**
- 2. Recruit an Adult Ally at a youth serving agency to work directly with youth.**
- 3. Adult Ally recruits youth and forms team(s) with a minimum of 6 students.**
- 4. Adult Ally will provide orientation to members of the youth team (includes nutrition education, team building, etc.).**
- 5. Adult Ally will guide the youth team through the process of conducting the project.**
- 6. Adult Ally and Youth Leaders will participate in youth forums/meetings.**
- 7. Repeat the above in subsequent years.**

Youth-Led Nutrition Education Projects



Youth team will:

- **Select research issue(s)**
- **Create research tool**
- **Collect and review data**
- **Make meaning of data**
- **Prepare presentations/reports on results**
- **Conduct presentations to leaders/ stakeholders to bring change/improvements**
- **Document systems/policy changes based on their project**
- **Conduct nutrition education activities to further advance solutions**

Support and Training to Help You be Successful

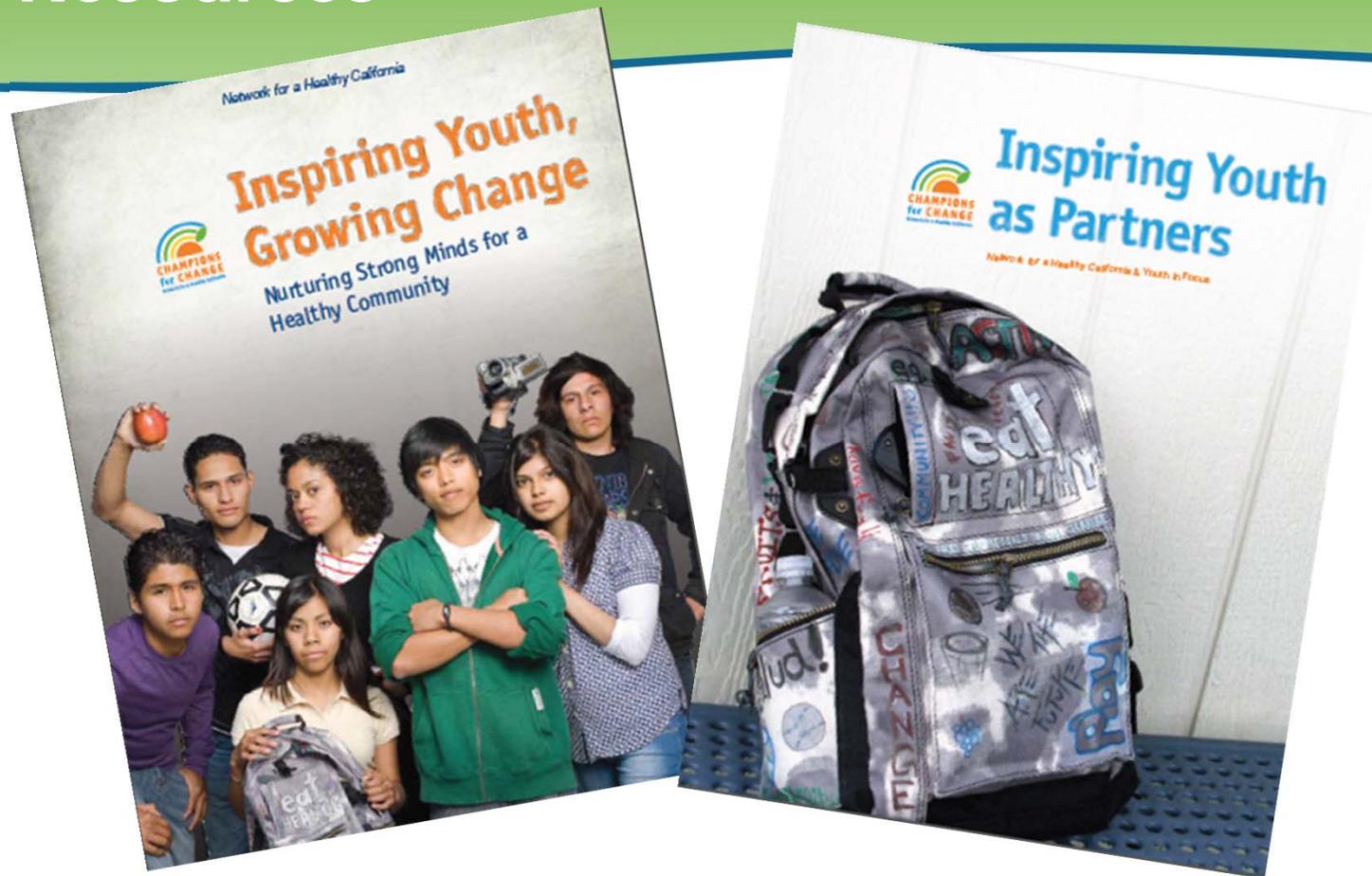


The Youth Initiatives Team at the *Network* will offer you and your partners:

- Training
- Regular conference calls
- Technical assistance as needed
- Annual youth forum
- Resources and materials
- On-site visits as needed
- Youth engagement project website (password protected)



Network Youth Engagement Resources



Inspiring Youth, Growing Change

<http://www.cdph.ca.gov/programs/cpns/Documents/InspiringYouthGrowingChange.pdf>

Inspiring Youth as Partners

<http://www.cdph.ca.gov/programs/cpns/Documents/Network-BRO-200-2009-02.pdf>

Youth Initiatives Team



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Worksite Program

Objective 14

Local Health Department Webinar

Presented by:

Christopher Tompkins, MBA, MS
Worksite Program Manager

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Worksite Program Manager

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www.networkforahealthycalifornia.net/worksite

www.cachampionsforchange.net

Worksite Program

- The *Worksite Program* is based upon extensive research with California employers and predominately low-wage workers
- Through Formative Research, the *Worksite Program* developed a turn-key intervention toolkit called the *California Fit Business Kit*
 - helps employers develop and implement a workplace culture and environment that supports healthy eating and physical activity among workers.



Worksite Program Overview

Why the *Worksite Program*?

The *Worksite Program* is a proven method to reach low-income adults in California, where employees spend 8 or more hours per work day, and likely eat 1-2 of their daily meals.

- One of the few ways to engage local businesses
- Great public relations for local businesses and partnering organizations
- Interventions at worksites are enticing to employers
 - healthy employees report
 - fewer sick days
 - increased productivity
 - Increased morale and loyalty
 - weight reduction
 - increased well-being, self-image



Testimonial

“Our Worksite, Retail, and Faith Based programs have successfully empowered low-income Californians to eat more fruits and vegetables and be more physically active where they work, shop, and worship. Companies have adopted healthy meetings and employees have independently started physical activity clubs during their break and lunch. Shoppers are placing healthier options in their shopping cart and purchasing more fruits and vegetables. Faith-based groups are offering healthy options at church activities and implementing nutrition education gatherings and workshops.”

*- Regional Network/Local Health Department
Project Director*

Worksite Program Reach



- **Almost 4 million people in California receive CalFresh benefits**
- **More 1/3 (34.6%) of California's CalFresh households have earned income**
- **The *Worksite Program* is tailored to reach and promote the health of working CalFresh participants and other likely eligible nonparticipants**

Sources:

- California Department of Social Services (CDSS). DFA 256 - Food Stamp Program Participation and Benefit Issuance Report April 2012.
- U.S. Department of Agriculture, Food and Nutrition Service, Office of Research and Analysis, *Characteristics of Supplemental Nutrition Assistance Program Households: Fiscal Year 2010*, by Esa Eslami, Kai Fillion, and Mark Strayer. Project Officer, Jenny Genser. Alexandria, VA: 2011.

Worksite Program Overview

Target Industries

– Agricultural Industry

- [DelMonte Foods; Driscoll's, Christopher Ranch, Paramount]

– Retail Industry

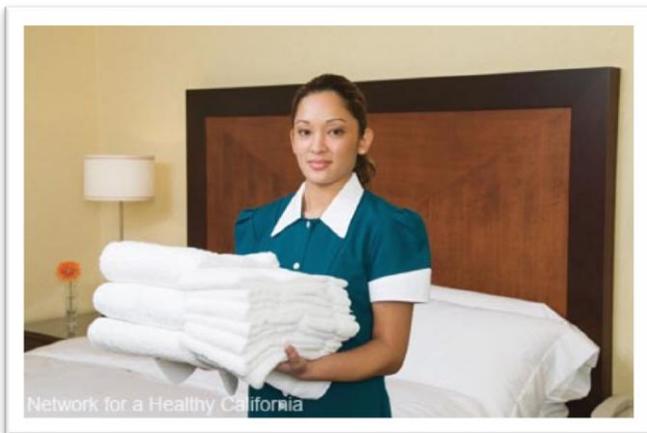
- [Northgate Markets, Cardenas Markets, Walgreen's, Burlington Coat Factory]

– Hotel Industry

- [Hilton, Pinnacle, Doubletree]

– Non Profit/For Profit Companies

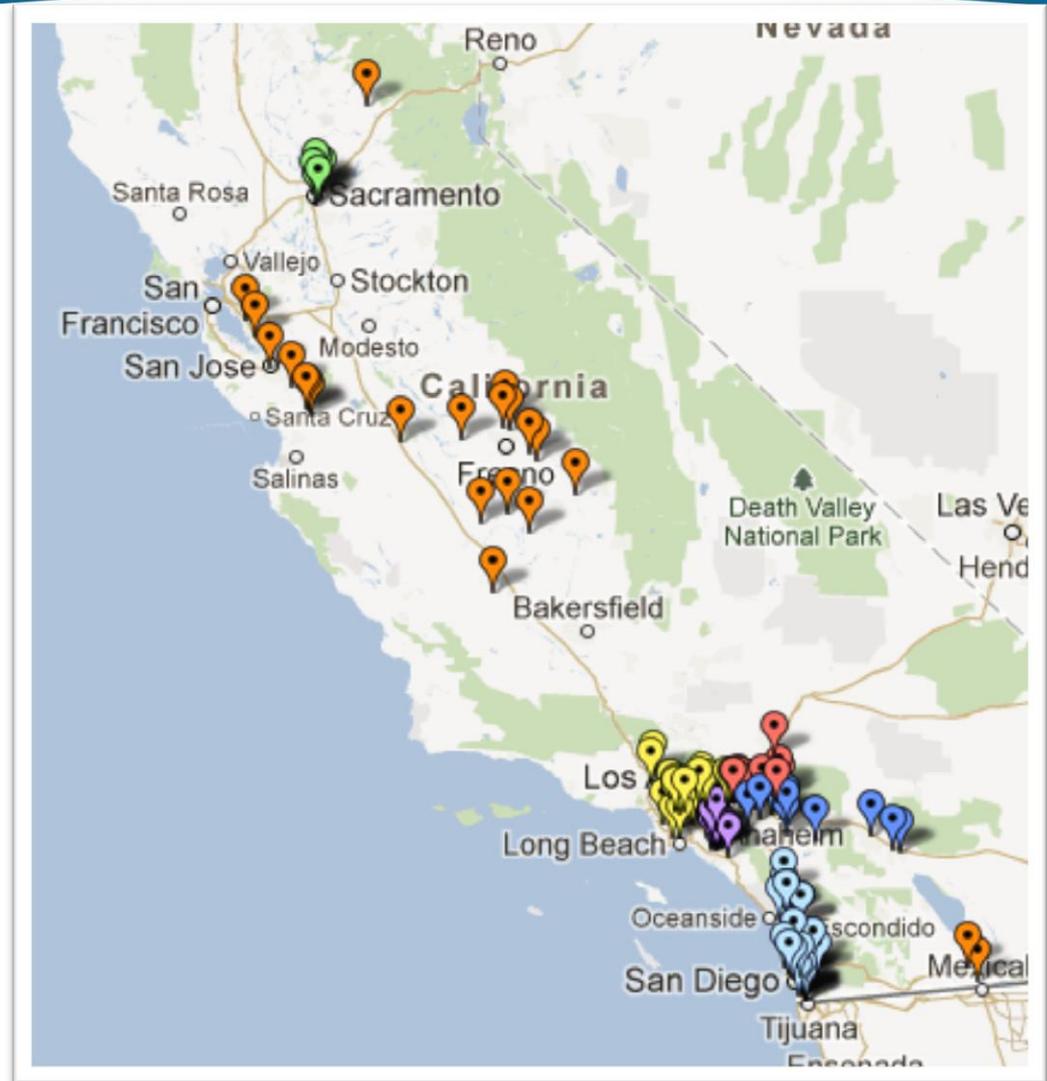
- [Goodwill Industries, YMCAs]



Current *Worksite Program* Worksites

Bay Area	Alameda	2
	Santa Clara	5
Total		7
Central Valley	Fresno	5
	Kern	1
	Kings	3
	Madera	2
	Tulare	1
Total		12
Desert Sierra	Riverside	12
	San Bernardino	11
Total		23
Gold Country	Placer	1
	Sacramento	5
	Yolo	1
Total		7
Los Angeles	Los Angeles	26
Total		26
Orange County	Orange	16
Total		16
San Diego	Imperial	2
	San Diego	31
Total		33
Grand Total		124

FFY12 Mid year Data



Role of the LHD

- **Provide technical assistance and training to qualifying worksites on environmental and policy change strategies through the *California Fit Business Kit* tools**
 - **Employers and Wellness Committee at qualifying worksites implement the tools to create sustainability**
- **Connect community partners to worksites**
- **Celebrate accomplishments**

Identifying & Qualifying Worksites (Objective 14, Activity 2)



- Worksite qualification criteria:
 - At least 50% make \$9.63 per hour or less, and
 - At least 25 full-time employees or 35 full and part-time employees

OR

Employee Survey: 50% of the worksite population must:

- Report household members that participate in CalFresh or other assistance programs that have criteria similar to SNAP-Ed

(Alternate methods of qualification may be proposed)

California Fit Business Kit



Objective 14, Activities 3, 4 & 5

The *Worksite Program's California Fit Business Kit* offers ten self-guided worksite wellness tools to assist the employer through making environmental and policy changes to create healthier workplaces, improve employee health, productivity, and morale while reducing absenteeism.

Establishing a Worksite Wellness Committee

The Worksite Wellness Committee is an internal employee-driven committee that leads and guides the worksite culture across the workplace. Its primary purpose is to create an environment that supports healthy lifestyle behaviors and reduction of chronic disease in the workplace.

The Worksite Wellness Committee is the primary infrastructure that sustains long-term health promotion in the workplace. The members of the Worksite Wellness Committee work to promote better health to all employees. With surveys from employees and of the workplace, the Wellness Committee is empowered to design, plan, and implement worksite policies and employee health promotions that will lead to reduced risk of chronic disease, increased productivity, and reduced health care costs.

The goal of the Network for a Healthy California—Worksite Program is to provide California businesses with low cost, effective, and easy-to-implement worksite wellness tools packaged under the California Fit Business Kit. Our research located a publication from North Carolina's Fall Street, *How to Create a Healthy Workplace Program*.

Their Committee Guide, *Setting Dollars and Making Sense*, is a standard worksite guide to establish an effective Wellness Committee.¹ This resource lays out a simple step-by-step process and also provides examples for employee surveys, meeting agendas, program design, strategic planning, communication, and evaluating health promotion programs from start to finish.

Check For Health

WORKPLACE ENVIRONMENTAL ASSESSMENT

How healthy is your workplace?

Healthy Meeting Policies

The following suggestions can help you offer healthy foods and physical activity breaks to accommodate the needs of all your employees. By offering these healthy choices at workplace gatherings and events, you will be encouraging vitality and productivity while supporting workers' interests in healthy eating and physical activity.

For Meats During Meetings

Include an abundance of fresh vegetables for full of energy!

- Try the following:
 - Some cut-up fresh or for dessert.
 - Some salads with leafy greens, tomatoes, bell peppers, cucumbers, and carrots.
 - Other delicious options include turkey, chicken, beef, pork, and seafood.
 - Some sandwiches and wraps.
 - Some dips and breads.
 - Some dips and breads.

Find recipes for delicious meats at www.championsforchange.net

Vending Machine Food & Beverage Standards

In order to increase employee access to healthy food and beverage options at work, the Network for a Healthy California—Worksite Program is encouraging employers to implement the following healthy food and beverage standards in their onsite vending machines.

FOOD STANDARDS

Improve company loyalty and boost morale and productivity with the California Fit Business Kit. A free employee wellness program.

BEVERAGE STANDARDS

Mandatory Nutrition Standards

At least 50 percent of beverage vending machine offerings must include:

1. Beverages that contain 100% fruit or vegetable juice with no added sweeteners.¹
2. Water.²
3. Nonfat or 1% lowfat milk.³

4. Beverages that are limited to a portion size no greater than 12 ounces (no limit on water). Note: If juices are available in smaller-sized portions (8 ounces), they would be preferred.⁴

Mandatory Pricing/Placement Standards

1. Beverages meeting the mandatory nutrition standards must be sold at a price that is equivalent to or lower than the price of the remaining beverages within the vending machine that do not meet these nutrition standards.
2. Beverages meeting the mandatory nutrition standards must be placed within the top third of the vending machine so that they are visible at eye level.

1. 100% Juice
2. 100% Juice
3. 100% Juice
4. 100% Juice

California Fit Business Kit



Objective 14, Activities 3, 4 & 5

The *Worksite Program's California Fit Business Kit* ten tools:

1. **Check for Health *(required)***
2. **Establishing a Wellness Committee *(required)***
3. **Vending Machine Tool**
4. **Healthy Dining Tool**
5. **Healthy Meeting Tool**
6. **Healthy Stairwell Tool**
7. **Physical Activity Tool**
8. **Establishing a Farmers' Market**
9. **Produce Delivery Tool**
10. **Take Action! (10-week challenge)**

Connecting Community Health Education and Health Fairs at the Worksite

Objective 14, Activity 6 & 7



Health Fairs and Health Education

- Working with *Worksite Program* partners to provide preventative health care education, screenings, and additional outreach for employees

Farmers' Markets

- Develop relationships with engaged worksites and farmers to create or enhance farmers' market efforts in the community

Integrating *Network* Programs

- ***Latino & African American Campaigns***
 - *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators*



- **Harvest of the Month**

- Monthly newsletter is a great addition to worksites in the break rooms to educate about fruits and vegetables

- **ReThink Your Drink**

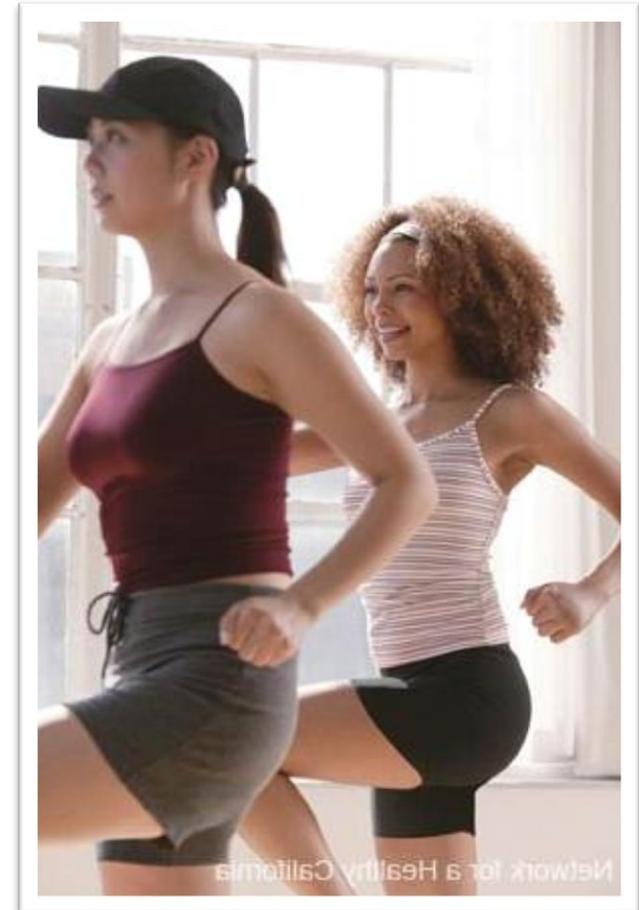


Integrating *Network* Programs

- **Physical Activity Integration**

“Here in [RN Local Health Department] we have worked with our Worksite Program to promote physical activity breaks into the day. One of our Worksites has developed opportunities for folks to take a physical activity break using our toolkits, Shape of Yoga, and Power Up in 10. This is true collaboration of the Network for a Healthy California's Physical Activity Integration Program, Worksite Program, and our consumers!”

- Regional Network Physical Activity Specialist



Worksites make an ideal location for implementing Baseline SoW Objectives



- **Obj. 6 – Nutrition Education Classes**
 - Obj. 10 – Peer to Peer
- **Obj. 7 – Community Events**
- **Obj. 8 – ReThink Your Drink**
- **Obj. 5 – CX3 Intervention**
- **Obj. 9 – Evaluation Plan on NEOP Interventions**



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Retail Overview

Local Health Departments Optional Objective 15 Webinar

Presented by:

Rosanna Oliva

Retail Program Marketing Manager

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facebook.com/networkforahealthycalifornia



Retail Program's Mission

- Established in 1996
- Increase the consumption of fruits & vegetables by providing resources to food retailers that influence consumers at the point of sale.
- To promote good health & to reduce the risk of chronic diseases, such as obesity, type 2 diabetes, heart disease, and some types of cancer among low-income communities because they have an increased risk of acquiring nutrition related diseases.



Food Safety: Retailer & Produce Industries Priority

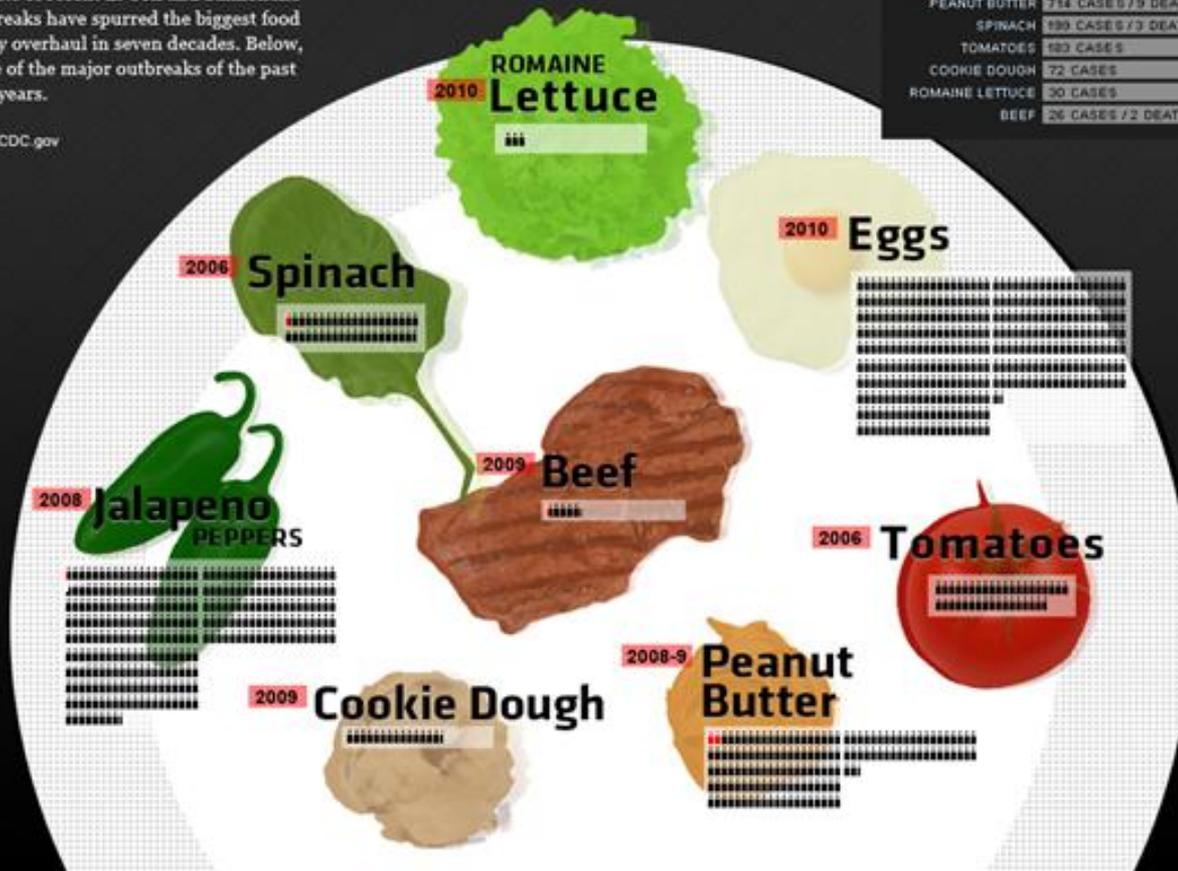
EIGHT UNSAVORY ENTREES

A spate of recent E. Coli and Salmonella outbreaks have spurred the biggest food safety overhaul in seven decades. Below, some of the major outbreaks of the past four years.

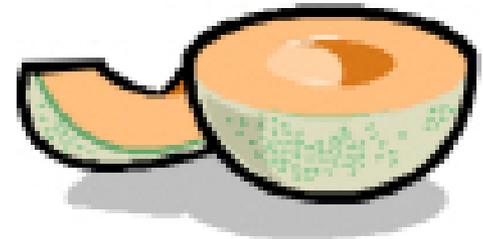
Data: CDC.gov

RECENT INCIDENTS 2006-11

EGGS	1,313 CASES
JALAPENO PEPPERS	1,442 CASES / 2 DEATHS
PEANUT BUTTER	714 CASES / 9 DEATHS
SPINACH	189 CASES / 3 DEATHS
TOMATOES	183 CASES
COOKIE DOUGH	72 CASES
ROMAINE LETTUCE	30 CASES
BEEF	26 CASES / 2 DEATHS



2011



A3

Staff Qualifications & Duties



- Certified, bilingual food handlers
- Well-trained in conducting cooking demonstrations, stores tours, retail-sponsored events,
- Placing co-branded merchandising materials that promote fresh, frozen, canned, juiced, and dried fruits and vegetables,
- Obtaining produce donations from the produce industry and grocery stores
- Increasing the quality, quantity, storage, & handling of fresh produce, accepts/displays CalFresh / WIC signs, and collaborates with CX³

Retail Program Staff



Bay Area – Carlos Torres
**Santa Clara County Public Health
Department**
San Jose

Central Coast – Charmaine Kaplan
Monterey County Health Department
Salinas

Central Valley – Erica Mireles
Central Valley Health Network
Fresno

Desert Sierra – Maureen Medina
**San Bernardino County Department of
Public Health**

Gold Coast – Rene Posada
Ventura County Public Health Department

Gold Country - Edith Gomez
Health Education Council
West Sacramento

Los Angeles – Lourdes Acosta
**Los Angeles County Department of Public Health -
Nutrition Program**

North Coast – Angie Corwin
California Health Collaborative
Santa Rosa

North Coast – Rachael Gibson
Humboldt County Public Health Department
Eureka

Orange County - Elsa Amezcua
Orange County Health Care Agency
Santa Ana

San Diego & Imperial – Chelsea Fiss
University of California, San Diego

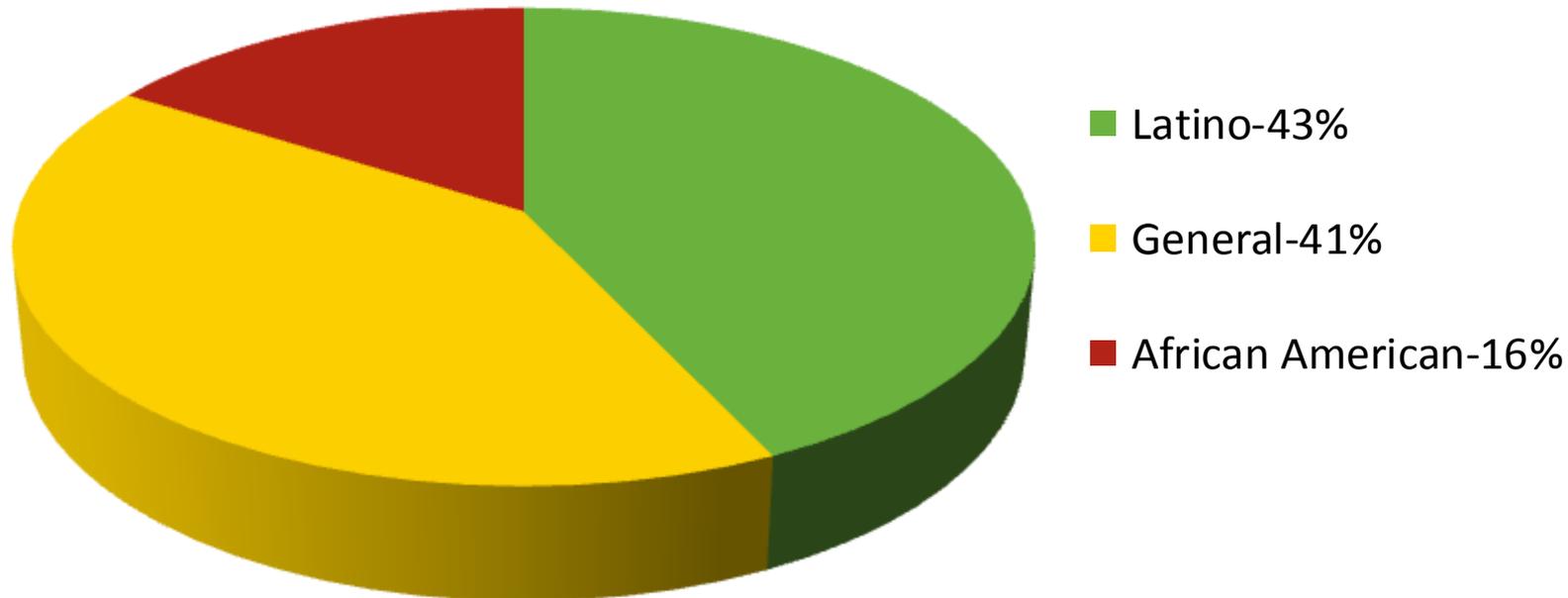
Sierra Cascade - Kimberly Ames
California Health Collaborative
Chico

Qualifying Stores

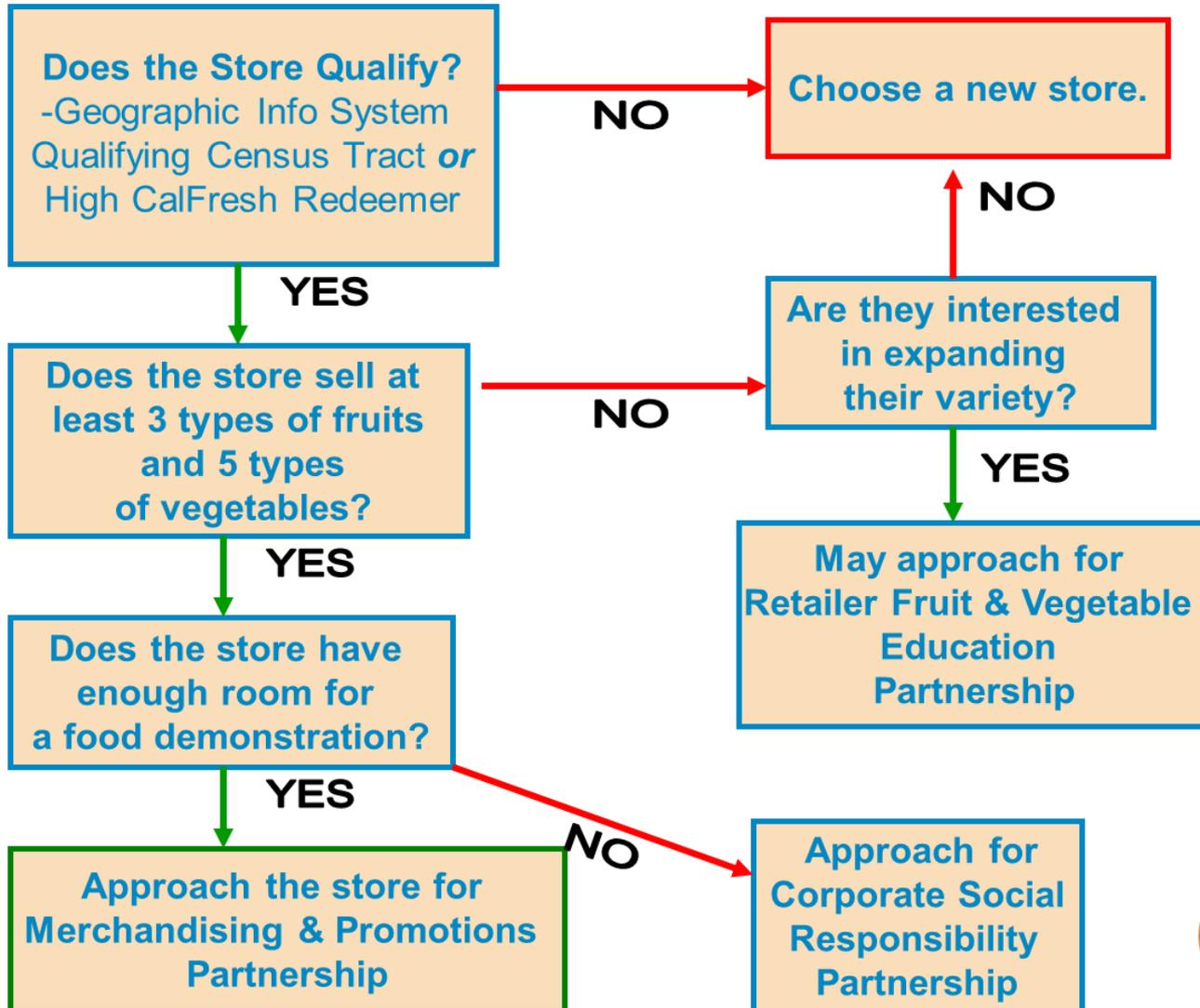
- **Total: >14,000**
- **1,300 Combination Grocery (98 Cents Only Store, CVS, Walgreens)**
- **>6,100 Convenience Store (7-Eleven, Arco AM/PM, Circle K)**
- **>300 Fruit/Vegetable Market**
- **>4,100 Independent Store**
- **>300 Specialty Food Store (Primetime Nutrition)**
- **>2,200 Supermarket Chain (Albertsons, Northgate, SaveMart)**

Store Breakdown

Demographics



Store Qualifications



Top 15 Counties with # of Stores

Los Angeles	82
Orange	60
San Bernardino	55
Monterey	52
Fresno	39
San Diego	29
Ventura	28
Sacramento	26
Santa Barbara	22
Sonoma	17
Santa Cruz	15
Tulare	14
Riverside	13
Contra Costa	10
Merced	10

Why retailers partner with the *Retail Program*?

- identifying new resources
- reaching new consumers
- increasing profits
- enhancing their store's image
- creating customer loyalty

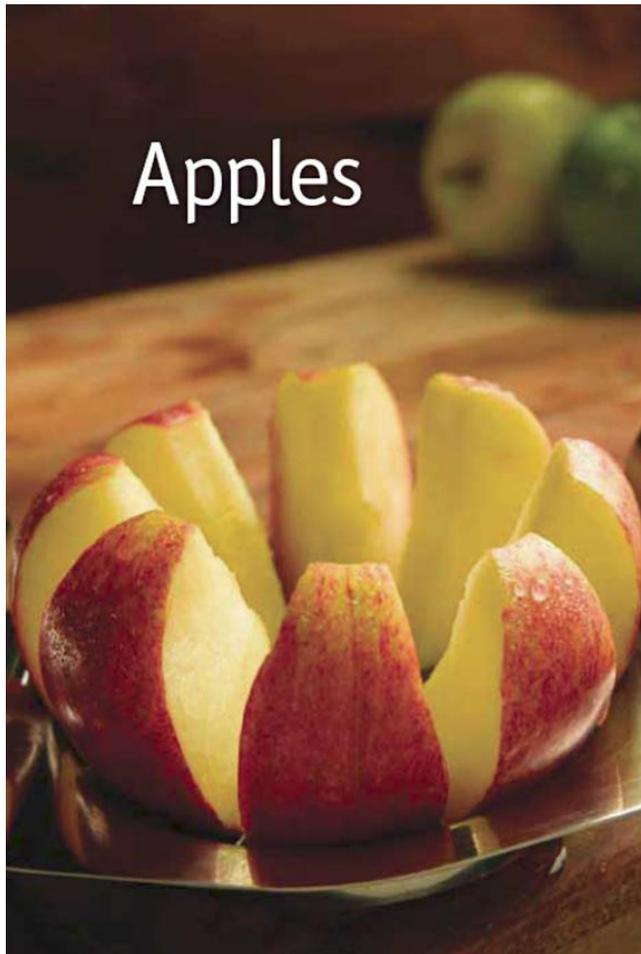


Retail Program's 700+ Partnerships



Produce Quick Tips – Nutrition Education

A1



Apples

SHOPPER'S TIPS

- Look for apples that are firm and do not have soft spots.
- Avoid apples with broken or bruised skin.

FUN FACTS!

- 2,500 apple varieties are grown in the United States.
- The legendary Johnny Appleseed was a real man who roamed the land planting apple trees for nearly 50 years so that people would never go hungry.

WHAT IS IN IT FOR YOU?

- A medium-sized apple is:
- A source of fiber and vitamin C.

SERVING IDEAS

- Dip apple slices into peanut butter for a quick snack.
- Mix apple chunks and raisins with your morning oatmeal.

PEAK SEASON

California grown varieties, available from late summer to early winter, may be fresher and cost less than varieties shipped from other regions.

STORAGE

Apples can be stored at room temperature, but they will last up to six weeks if refrigerated. Do not refrigerate apples in closed bags.

Funded by the U.S. Department of Agriculture Food Stamp Program.

Retail Program Tools for Staff



Network for a Healthy California—Retail Program

Food Demonstration

TRAINING KIT



<http://www.cdph.ca.gov/programs/cpns/Documents/Network-FV-RP-FoodDemoTrainingKit-2007-10.pdf>



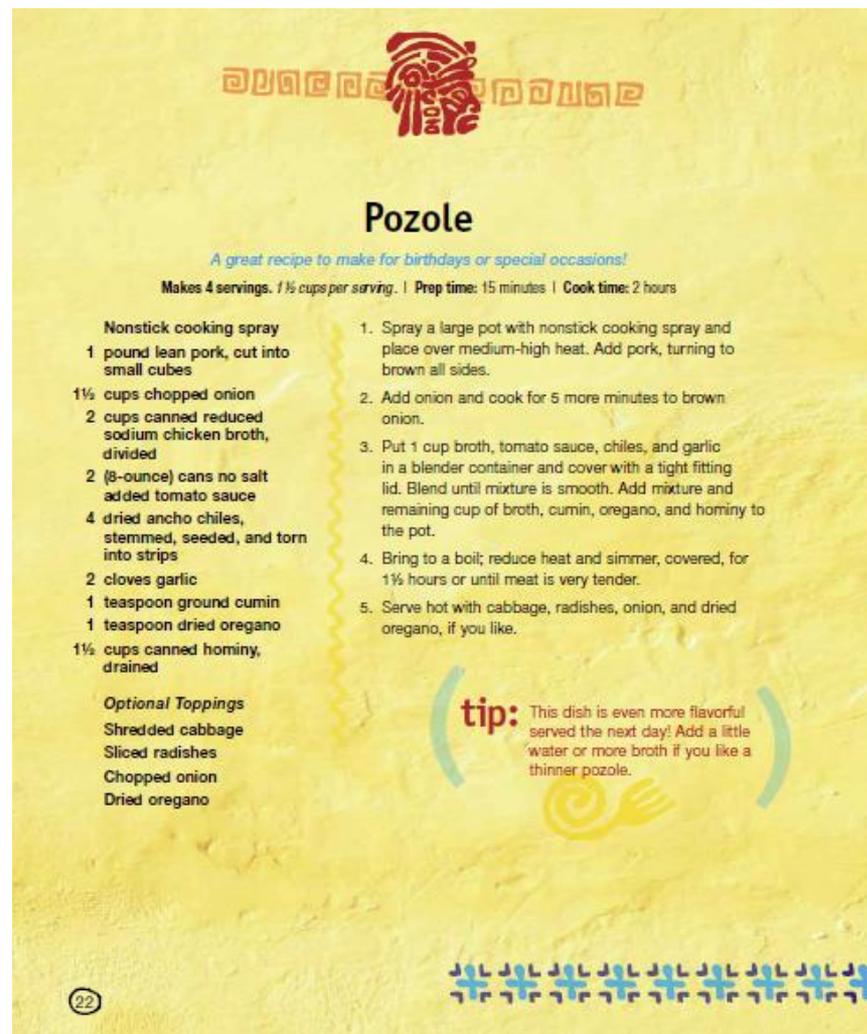
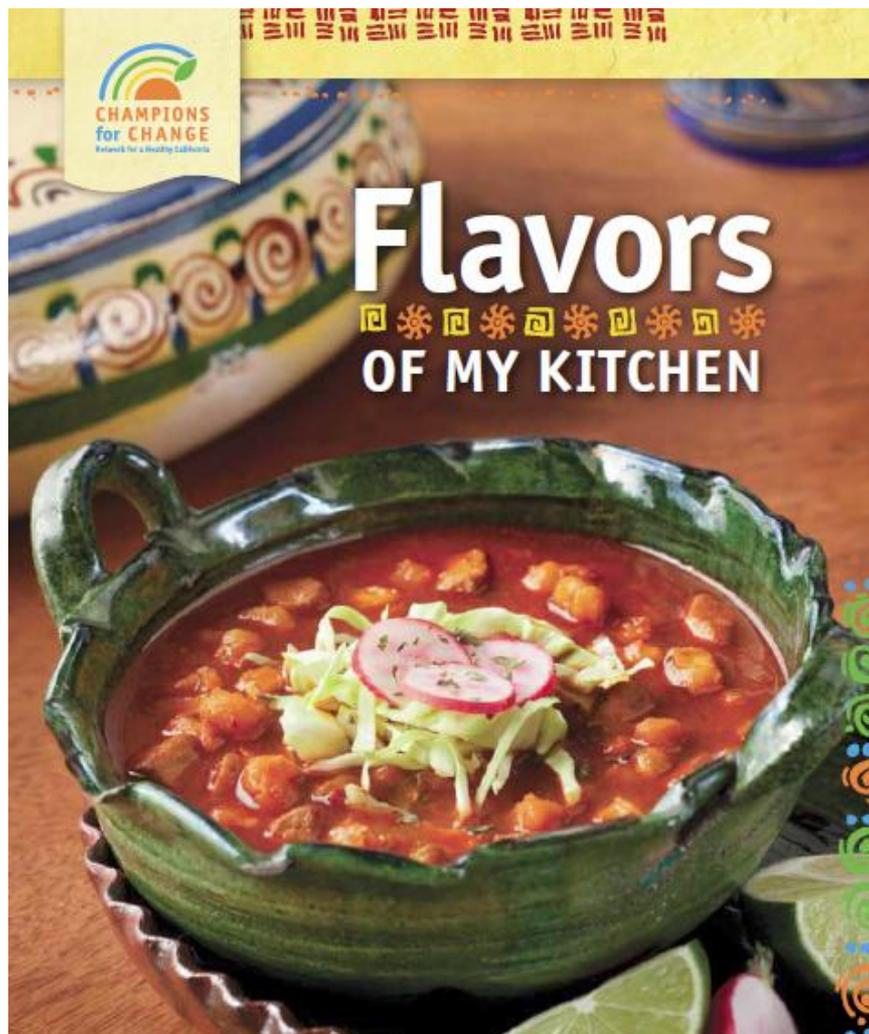
Network for a Healthy California—Retail Program

Fruit and Vegetable Store Tour Guide



<http://www.cdph.ca.gov/programs/cpns/Documents/Network-FV-RP-FoodDemoTrainingKit-2007-10.pdf>

Placement/Promotion Strategies - Cookbooks with Food Demos



The image shows a recipe page for Pozole. At the top, there is a decorative border with a central red and white circular motif. The title "Pozole" is centered. Below the title is a subtitle: "A great recipe to make for birthdays or special occasions!". The recipe includes the number of servings, prep time, and cook time. The ingredients list is on the left, and the instructions are on the right. A tip is provided at the bottom right, enclosed in a decorative frame. The page number "22" is in the bottom left corner.

Pozole

A great recipe to make for birthdays or special occasions!

Makes 4 servings. 1 1/2 cups per serving. | Prep time: 15 minutes | Cook time: 2 hours

Nonstick cooking spray

1 pound lean pork, cut into small cubes

1 1/2 cups chopped onion

2 cups canned reduced sodium chicken broth, divided

2 (8-ounce) cans no salt added tomato sauce

4 dried ancho chiles, stemmed, seeded, and torn into strips

2 cloves garlic

1 teaspoon ground cumin

1 teaspoon dried oregano

1 1/2 cups canned hominy, drained

Optional Toppings

Shredded cabbage

Sliced radishes

Chopped onion

Dried oregano

1. Spray a large pot with nonstick cooking spray and place over medium-high heat. Add pork, turning to brown all sides.
2. Add onion and cook for 5 more minutes to brown onion.
3. Put 1 cup broth, tomato sauce, chiles, and garlic in a blender container and cover with a tight fitting lid. Blend until mixture is smooth. Add mixture and remaining cup of broth, cumin, oregano, and hominy to the pot.
4. Bring to a boil; reduce heat and simmer, covered, for 1 1/2 hours or until meat is very tender.
5. Serve hot with cabbage, radishes, onion, and dried oregano, if you like.

tip: This dish is even more flavorful served the next day! Add a little water or more broth if you like a thinner pozole.

22

Produce Business Magazine's Marketing Excellence Award for Fruit & Veggie Fest

07 A1a



“The *Network’s* Fruit and Veggie Fest stood out from the hundreds of entries we received as an innovative and focused marketing campaign that made a notable difference. Their outstanding effort puts them alongside 16 other marketing mavens, including industry giants like Chiquita/Fresh Express and other associations and organizations such as the Ontario Apple Growers. *Produce Business* is pleased to recognize the *Network* for their ingenuity and service to produce business.”



- **10,000 participants**
- **25 million media impressions from CA Grocer, The Packer, & more**
- **Western Growers, CA Avocado & Strawberry Commissions, CalFresh Outreach, WIC, physical activity**



Retailer Satisfaction Survey



- **76% of respondents agreed to participate in the *Retail Program* in order to promote healthier communities.**
- **81% of participants felt that the point-of-sale materials were effective in increasing produce sales.**
- **Most respondents were satisfied with food demonstrations, Fruit & Veggie Fest, store tours, and most respondents said their sales increased when promotional activities were being conducted.**
- **Most respondents were satisfied with the customer service from Staff.**

Placement/Point of Purchase Strategies



Choose**MyPlate**.gov

Make Half Your Plate Fruits and Vegetables.

Healthy changes start with your shopping cart.

Buy fresh fruits and vegetables that are in season. They have more flavor and can cost less.

CalFresh can help you fill half your plate with fruits and vegetables.

Plan your meals ahead of time and make a grocery list. You'll save money by sticking to your grocery list.

Visit www.cachampionsforchange.net for information and tips to help build a healthy plate.

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Placement/Point of Purchase Strategies



Mango and Black Bean Salad

Makes 6 servings.
½ cup per serving.

Ingredients

- 1 (15-ounce) can black beans, rinsed and drained
- 2 cups peeled, pitted, and diced fresh mango (about 2 small mangoes)
- ¼ cup sliced green onions
- ¼ cup chopped bell pepper
- 2 tablespoons lime juice
- 2 tablespoons 100% orange juice
- 1 tablespoon chopped fresh cilantro
- ½ teaspoon chili powder
- ¼ teaspoon ground cumin

Prep time:
10 minutes

Preparation

1. Mix together all ingredients in a large bowl.
2. Salad may be served right away but is best if covered and chilled for at least 1 hour for flavors to blend.



Nutrition Information Per Serving:
Calories 20, Carbohydrate 25 g, Dietary Fiber 7 g, Protein 5 g, Total Fat 1 g, Saturated Fat 0 g, Trans Fat 0 g, Cholesterol 0 mg, Sodium 210 mg



Funded by USDA SNAP, known in California as CalFresh. • California Department of Public Health R07-22Ver: 1/11



<http://www.harvestofthemoth.com/download.asp>

Harvest of the Month

Network for a Healthy California

The Harvest of the Month featured fruit is **grapefruit**



Health and Nutrition Go Hand-in-Hand

Eating a variety of colorful fruits and vegetables and getting daily physical activity can help your family stay healthy, feel good, and may lower the risk of serious health problems like obesity, type 2 diabetes, heart disease, and certain types of cancer.

One medium grapefruit is equal to about one cup of fruit. It is an excellent source of vitamin C, which helps the body heal cuts and wounds and helps lower the risk of infection.

Healthy Serving Ideas

Try plain grapefruit for breakfast.



Add a citrus splash to your green salads by topping them with grapefruit segments.



Blend grapefruit segments with lowfat yogurt and frozen strawberries for a quick smoothie.



Shopper's Tips

- Look for grapefruit that has smooth skin and feels heavy for its size.
- Grapefruit can be stored at room temperature for up to one week.
- If stored in the refrigerator, grapefruit will last up to two weeks.
- For the best flavor, enjoy grapefruit at room temperature.

Let's Get Physical!

Use physical activity to help deal with stress. Take a walk with someone you can talk to or just clear your mind while you enjoy your favorite activity.

How Much Do I Need?

The amount of fruits and vegetables you need depends on your age, gender, and the amount of physical activity you get every day.

Eat a variety of colorful fruits and vegetables with all your meals and as snacks throughout the day to reach your total daily needs!

Recommended Daily Amount of Fruits and Vegetables*

	Kids, Ages 5-12	Teens and Adults, Ages 13 and up
Male	2½ - 5 cups per day	4½ - 6½ cups per day
Female	2½ - 5 cups per day	4½ - 5 cups per day

*If you are active, eat the higher number of cups per day. Visit www.choosemyplate.gov to learn more.

For more recipes and tips, visit: www.calchampionforchange.net

A5 & 7d



Placement/Point of Purchase Strategies



Add plenty of vegetables to your whole wheat tuna sandwiches.



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Add extra vegetables to your favorite pasta sauce!



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Serve brown rice with your stir-fry chicken and vegetables.



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Top your whole grain cereal with sliced bananas or strawberries.



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Try adding chopped apples to your oatmeal.



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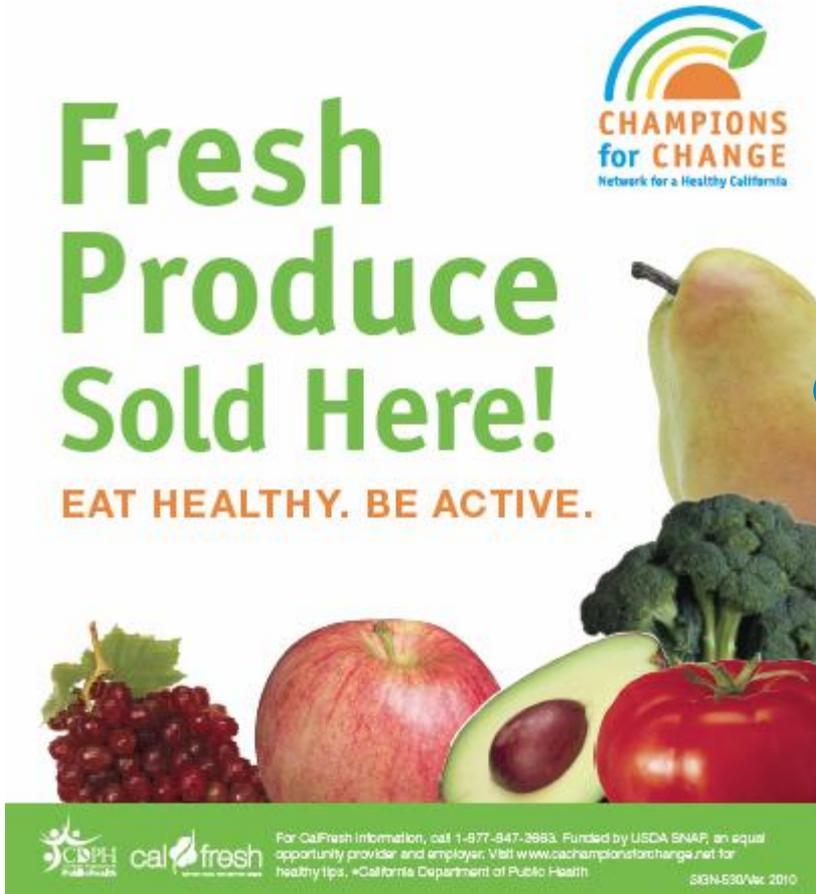


Add plenty of vegetables to your morning eggs.



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Placement/Point of Purchase Strategies



Fresh Produce Sold Here!

EAT HEALTHY. BE ACTIVE.



For CalFresh information, call 1-877-847-3663. Funded by USDA SNAP, an equal opportunity provider and employer. Visit www.cachampionforchange.net for healthy tips. ©California Department of Public Health

SGN-530/Nov. 2010



Include frozen vegetables in snacks and lunches. Try frozen okra for dinner. Use frozen vegetables in stir-fry meals. Add frozen vegetables to quesadillas.

A Healthy Way to Add Flavor to Every Meal!



For CalFresh information, call 1-877-847-3663. Funded by USDA SNAP, an equal opportunity provider and employer. Visit www.cachampionforchange.net for healthy tips. ©California Department of Public Health



Add frozen fruit to yogurt. Include frozen fruit with breakfast. Use frozen fruit in a fruit smoothie. Enjoy frozen fruit in desserts.

A Healthy Way to Add Flavor to Every Meal!



For CalFresh information, call 1-877-847-3663. Funded by USDA SNAP, an equal opportunity provider and employer. Visit www.cachampionforchange.net for healthy tips. ©California Department of Public Health



Large Store Intervention Study

-5 Control -5 Merchandised -5 Merchandise & Demos
-15 Total FoodMaxx Supermarkets
-1,000 Consumer Surveys -4 Months

Results: Shoppers at stores with **both** cooking demonstrations and merchandising materials were **more likely to purchase** one of the promoted fresh produce items than shoppers at control stores. Cooking demonstrations also appeared to be associated with **greater shopper awareness** of merchandising materials.

Conclusions & Implications: Cooking demonstrations with merchandising materials appear **more effective** than merchandising materials alone in promoting fresh produce purchases.

Produce Sales Data Results coming soon...



Baseline Scope of Work 03 & 4 - CX³

Food Availability and Marketing

Store survey includes -

- Store Environment Safety and Walkability
- Store information
- Store exterior - marketing
- Store interior:
 - Marketing, products around check-out
 - Produce availability
 - Produce quality
 - Nutrition information/promotion
 - Pricing for fruits and vegetables
 - Other healthy foods



Retailers Increasing Availability of Produce



Network for a Healthy California—Retail Program

Retail Fruit & Vegetable Marketing Guide

June 2011



An introduction to handling, storage, and produce marketing for a small or medium store environment to help the store improve its fresh produce offerings; thereby, increasing fruit and vegetable options and healthier alternatives in food deserts/swamps.

CX³



A6 & 7

Training Plan

- **Orientation/Produce Quick Tips/CalFresh & WIC Promotion**
- **Scope of Work & CX3**
- **Partnership Building**
- **Store Qualifications**
- **Sales & Communication Styles**
- **Operating Plan/Plan of Action**
- **Materials (e.g. Rethink Your Drink-RYD) & Merchandising Placement Strategies**
- **Administration (e.g. Reporting, Budget related to Program)**
- **Food Safety**
- **Food Demo, Store Tour (RYD), Fruit & Veggie Fest Promotion Strategies**
- **Donations**
- **Public Relations**
- **Retail Fruit & Vegetable Marketing Guide**
- **Produce Industry (Growers, Wholesale, Community Supported Agriculture)**
- **Reduced Pricing Strategies**
- **Consumer Testing**

Retail Program

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networkforahealthycalifornia.net/retail

cachampionsforchange.net

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Early Childhood Local Health Department Scope of Work, Objective 16

**Reaching young children, their
families, and other adult caregivers**



Monet Parham-Lee, MPH
monet.parham-lee@cdph.ca.gov

Core Early Childhood Scope of Work (SOW) Components

1. **Develop and maintain outcomes-focused partnerships with relevant local entities**
2. **Engage, educate, and partner with early childhood care and education audience**
3. **Engage, educate, and partner with medical and dental provider audience**





1. Partnership Development and Maintenance

- **Outcomes-focused**
 - Regular meetings, teleconferences, or other communication designed to pursue and achieve identified outcomes in the early childhood arena
- **Relevant local entities**
 - Examples listed in the SOW

2. Early Childhood Care and Education Audience

- **Work with family day care sponsor agencies, child care centers, and preschools serving low-income audience, assist them to:**
 - **Assess their current nutrition and physical activity environments (tools available)**
 - **Identify applicable healthy site changes to be pursued**





2. Early Childhood Care and Education Audience (cont.)

- **Provide them with:**
 - **Nutrition education and physical activity training(s)**
 - **Encouragement and support to operationalize identified changes (provide nutrition education materials for dissemination and display, deliver periodic technical assistance, connect them with local resources, etc.)**
- **Document healthy site changes**

3. Medical and Dental Provider Audience

- **Work with medical and dental providers and clinics serving low-income audience, assist them to:**



- **Identify nutrition and physical activity as important topics to regularly discuss with patients**
- **Participate in relevant intermediary and general community discussions and activities related to the childhood obesity epidemic and prevention opportunities**





3. Medical and Dental Provider Audience (cont.)

- Provide them with:
 - Nutrition education and physical activity training(s)
 - Access to nutrition education materials for in-office distribution and display

Training and Materials

- Local health departments selecting this SOW should:
 - Attend state-level training (details TBA; at least 1, no more than 2, related to assessment tools and/or nutrition education resources)
 - Use existing, approved nutrition education materials (list to be provided)





Objective 17: Faith

Local Health Department Webinar

Presented by:

**Reverend Asbury P. Jones Jr., MPA, M.Div
African American Campaign Manager**

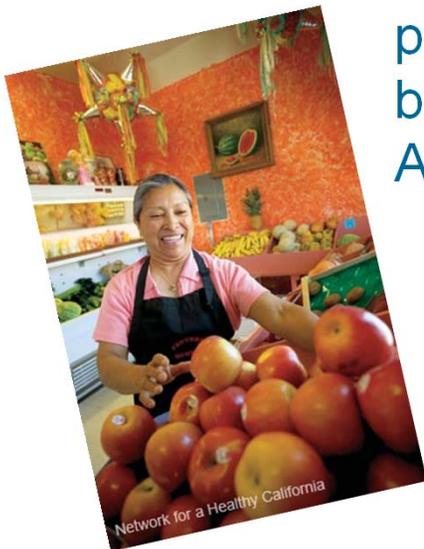
Why Faith?



Faith communities play an important role in the social fabric of all communities, and represent a particularly powerful resource for supporting the needs of low-income families. They fill critical gaps in resources and services, and often are available to help 24 hours a day, seven days a week. Because they are local institutions embedded in the history and fabric of communities, they often have a profound understanding of a neighborhood's unique needs and challenges.

Faith Overview

- African Americans and Latinos suffer disproportionately from many preventable and diet-related diseases such as obesity, type 2 diabetes, heart disease, and certain types of cancer.
- Over 46% of Latinos and 55% of African Americans say they attend church “at least once a week” or “almost every week.”
- Recruiting churches to participate in this program is one of the most effective ways to build transformative relationships within the African American and Latino communities.



What is Body & Soul?



- **Body & Soul is a wellness program for African American churches**
- **It empowers church members to eat the recommended amounts of fruits and vegetables every day for better health**
- **It works by combining:**
 - **Pastoral leadership**
 - **Educational activities**
 - **A church environment that supports healthy eating**
 - **Peer counseling**

Churches in the 7 historic African American Denominations have used Body & Soul



- **African Methodist Episcopal (A.M.E)**
- **African Methodist Episcopal Zion Church (AMEZ)**
- **Christian Methodist Episcopal Church (CME)**
- **National Baptist Convention, U.S.A., Incorporated (NBCUSA)**
- **National Baptist Convention of America Unincorporated (NBCA)**
- **Progressive National Baptist Convention (PNBC)**
- **Church of God in Christ (COGIC)**

The Church is able to:



- **Reach large numbers of people**
- **Access “hard-to-reach” or “high-risk” groups**
- **Partner with service agencies as part of its ‘helping’ mission**
- **Provide human and material resources**
- **“Spread the word” about positive or needed initiatives**

Body & Soul - Evaluation



- **Body & Soul was evaluated in 15 churches across the country by the American Cancer Society and NCI through work with researchers from the University of North Carolina and Emory.**



- **Churches conducted the program with assistance from the American Cancer Society. Research showed that churches could implement the program on their own and achieve significant behavior change under real-world conditions**

Body & Soul - Evaluation

- **Body & Soul is a model program that has demonstrated:**
 - **Significant increase in fruit and vegetable consumption;**
 - **Decrease in fat consumption;**
 - **Increase in internal motivation and self-efficacy among participants;**
 - **Key behaviors in prevention and maintenance of chronic disease**
 - **Increase fruit & vegetable consumption**
 - **Embrace and celebrate good health through healthy eating and fun activities**



Latino Body & Soul



Network for a Healthy California

In 2008, the Latino Campaign conducted a pilot test using Body & Soul in predominantly Latino churches.

- **Lessons from the Toolbox for Community Educators were used to integrate health with faith. Lessons and existing materials used in the study:**
- **“How many cups do I need”, “Walking on the path to better health”, Advocate for Fruits and Veggies”**
- **Tele-novella, Latino Cook Book, and multiple Latino targeted materials.**
- **The findings indicated that the intervention groups were eating more fruits, vegetables, and other healthy foods than before starting the program and increased their understanding of the importance of eating fruits and vegetables for good health.**

Cuerpo y Alma

“Cuerpo y Alma” is the name of the Latino Campaign’s Body & Soul. In FFY 2013, the Latino Campaign will:

- **Further develop the Cuerpo y Alma Curriculum**
- **Implement Toolbox lessons with existing church partners**



Key Components of Body & Soul



The Four Pillars of Body & Soul:

- 1. A pastor who is committed and involved.**
- 2. Church activities that promote healthy eating.**
- 3. A church environment that promotes healthy eating.**
- 4. Peer counseling that motivates church members to eat a healthy diet.**

All four pillars must be in place to build an effective Body & Soul program.

LHD's and Body & Soul



Six Key Steps

1. Recruiting and training qualified staff
2. Identifying & Qualifying predominantly African-American or Latino Churches located in census tracts with 50% of the population \leq 185% Federal Poverty Line
 - www.cnngis.org or us Site Qualification Survey
3. Church Recruitment and Adoption
4. Planning with the Church
5. Program Implementation
6. Evaluation and Maintenance

Testimonial



“The Body & Soul Program is an effective strategy for helping churches be better at eating and engaging in more physical activity as a congregation. A lot of people won’t try different meals because they think they won’t like the way they taste. The Body & Soul program introduces delicious healthy meals to the church menu. It also encourages church-goers to stick to the new changes and to incorporate them into their lifestyles. Many churches have also introduced physical activity into church meetings. This program is sure to change lives wherever it is implemented.”

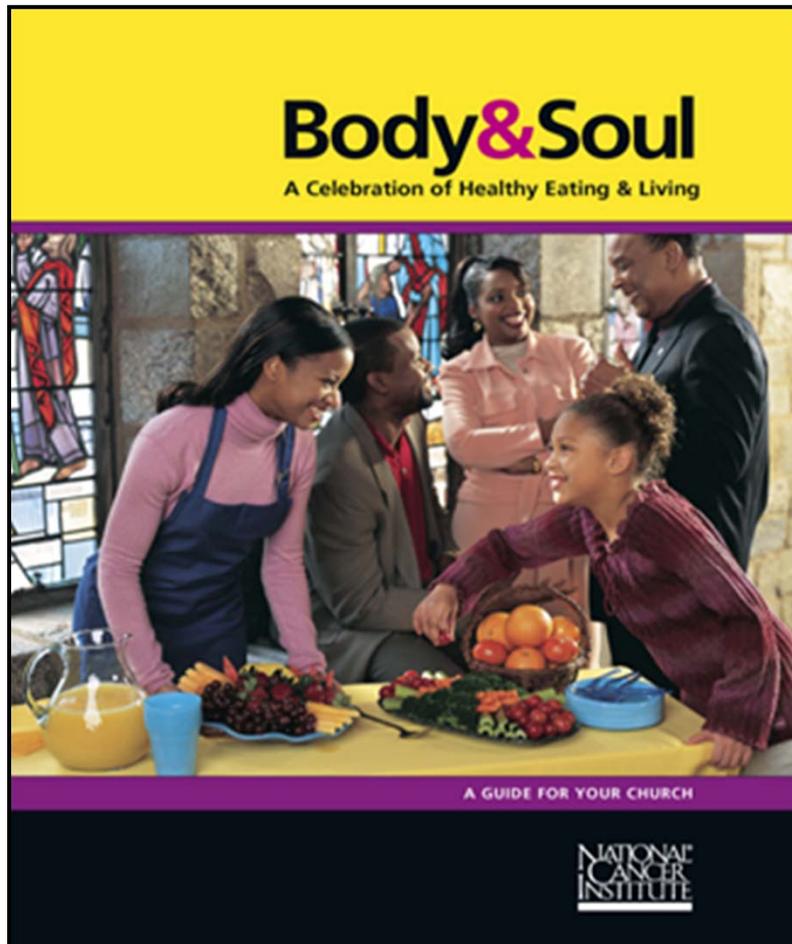
**-Teslyn Henry-King
Regional Manager**

Desert Sierra Region African American Campaign

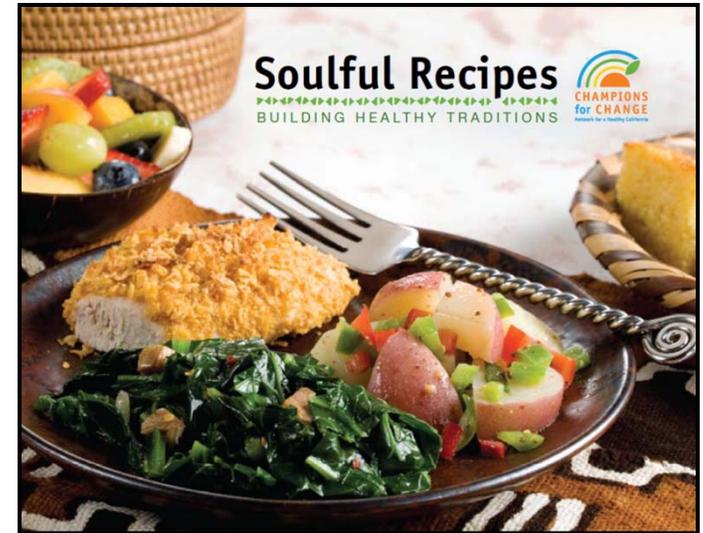
Faith Resources



Body & Soul – National Cancer Institute



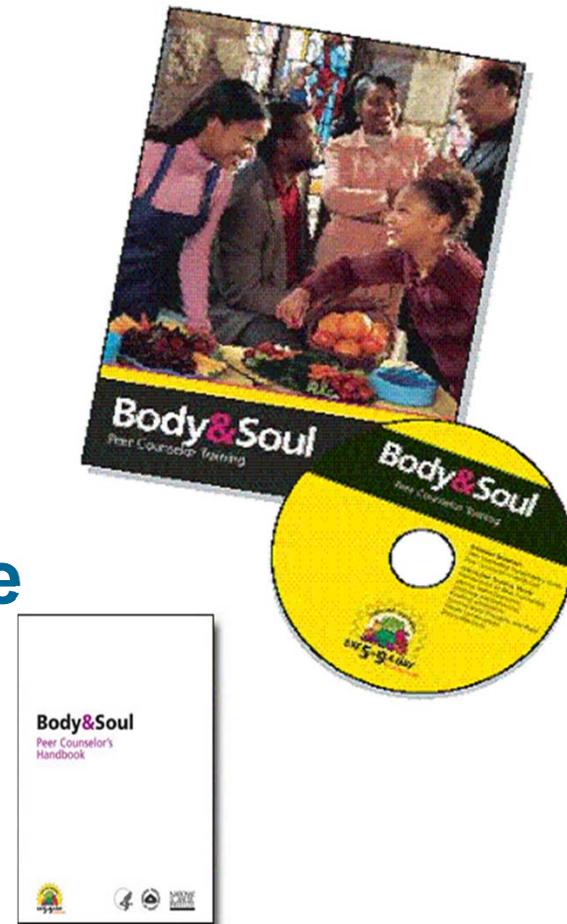
Soulful Recipes Cookbook



Toolbox for Community Educators

Other Faith Resources

- **B & S Guide for Church**
- **Peer Counselor Handbook**
- **Program Guide**
- **Implementation Guide**
- **Recruitment Tools**
- **Monitoring Tools**



Technical Assistance we provide



- **Strategies for using resources**
- **Tips on working in a religious setting**
- **Cultural competence skills for working with African Americans & Latino**
- **Best practices for health promotion programs in churches**
- **Information on other community based resources**

Integrating *Network* Programs



There are many opportunities for LHDs to integrate work in the Faith Channel with other *Campaigns/Programs*. Here are a few examples:



Integrating *Network* Programs



Network for a Healthy California

- ***Physical Activity Integration***
 - ***Partner with the health ministries at faith organizations***
 - ***Train health ministry leaders to integrate additional physical activities into the Community Toolbox lessons***
 - ***Train health ministry leaders to lead women’s groups on weekly walks and to follow-up with Power Up in Ten***
 - ***Recruit “Champions” who are willing to be trained in Playing for Healthy Choices so that they can use it to encourage other auxiliaries***

Integrating *Network* Programs



- ***Retail Program Integration***
 - ***Invite churches to local, retail food demonstrations***
 - ***Invite churches to participate in retail store tours***



Integrating *Network* Programs



CalFresh Integration

Body & Soul Churches may also provide excellent opportunities for addressing food insecurity. The church may sponsor a food pantry or host some other program for homeless or low-income people. Partner with these churches to promote CalFresh. A CalFresh eligible family of four can get up to \$650 per month to help buy nutritious foods for a better diet.

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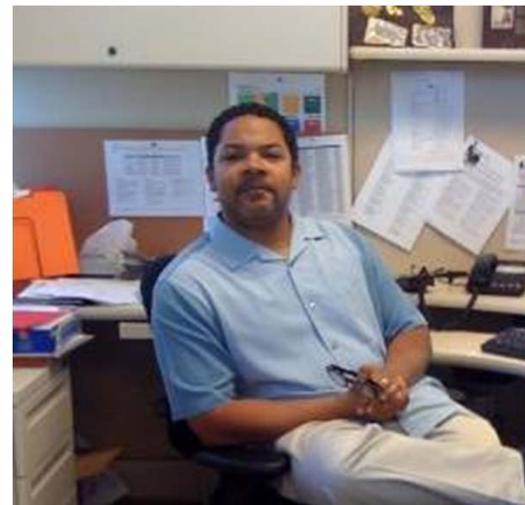
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