

The Kaiser Permanente HEAL Friday Update - 1/11/13

Happy new year everyone! I hope you had a relaxing and joyous holiday! We're off to a fast paved start to 2013. We look forward to another great year of partnership in our work to improve the health of the communities we serve. This issue is full of upcoming webinar learning opportunities, new sources of funding, and other resources to help you do that. Enjoy!

FUNDING

The American Association of School Administrators released the application for new urban districts to work with them to expand alternative school breakfasts. Some of the requirements of the schools in a district that would participate in this initiative include:

- 40% or less breakfast participation
- 50% or higher free/reduced rate

The application can be downloaded at <http://www.aasa.org/2013application.aspx> . Deadline is February 7, 2013.

The California Department of Education's School Breakfast Program Start-up and Expansion Grant application will be available soon. The expected due date is Feb 28, 2013, but the website <http://www.cde.ca.gov/fq/fo/profile.asp?id=2302> will be updated with the exact date. CFPA strongly encourages schools to apply for these competitive funds to implement innovative breakfast models, such as Classroom Breakfast or Second Chance Breakfast, that are known to increase participation. Schools can receive up to \$15,000 for one time equipment or outreach expenses.

Eligible Local Education Agencies are:

- School Districts
- County Offices of Education
- Direct-funded Charter Schools

For more information: <http://www.cde.ca.gov/fq/fo/profile.asp?id=2302> .

RESOURCES

New Kaiser Permanente [For Grantees Web Page](#): Webinars, New Storytelling Tips & Capture Sheet

Our web page for grantees has been updated with many useful resources, including all of the materials from our webinars last year. You can replay a webinar you attended or download one you missed. All of the webinar recordings, PowerPoint decks, tip sheets, and other training resources are now online at kp.org/communitybenefit/ncal/forgrantees . We also have a new [storytelling capture sheet](#) and [storytelling tips](#) to help you collect those great stories--and hopefully send them our way.

2013 Safe Routes to School National Conference Opens Call for Session Proposals

The Call for Session Proposals for the fourth biennial Safe Routes to School National Conference is open from January 7 through February 15. The conference, *Building on Success—Projects, Programs, People*, will be held August 13-15, 2013, in Sacramento. This process should be used to submit any proposals for breakouts, workshops, tours, mind mixer sessions or networking activities.

The conference will draw a national audience of school leaders and staff; local elected officials and city and county staff; state and federal agency leaders; professionals in planning, transportation, public health, landscape architecture, architecture, public works, and parks and recreation; advocates for equity and environmental justice, youth, older adults, and walking and bicycling; environmentalists; and all others committed to improving conditions for children to walk and bicycle to school and creating safer, healthier and more livable communities. Instructions and online submittal form are at <http://saferoutesconference.org/program/cfsp/form>.

EVENTS & LEARNING OPPORTUNITIES

UC Berkeley School of Public Health 21st Century New Media Training Series: Webinars Now Free! First one is January 16, 11 – 12:30pm

Twitter. Facebook. Blogs. Videos. New media is all around us! Increasingly, public health and healthcare professionals are seeking to make sense of how best to use these innovative communication tools and

technologies to support and enhance their work. Join the next UC Berkeley School of Public Health 21st Century New Media Training Series and learn how public health, healthcare, and non-profit organizations are successfully using these tools as they share best practices, practical tips and insights learned. Trainings are designed for people with a range of knowledge and skills. Register at <http://www.regonline.com/newmedia2013>. Other upcoming webinars will cover blogging for health, video, and more. All webinars are free. For more information and to register: <http://chl.berkeley.edu/events/newmedia/2012-2013-new-media-trainings>.

Webinar from NYC Health Commissioner: From Supersize to Human-size: Shrinking Sugary Drink Portions: Tuesday, January 15, 11:00 - 11:30

Join New York City Health Commissioner Dr. Thomas A. Farley and his colleagues from the NYC Department of Health and Mental Hygiene to learn how to reshape sugary drink portion size norms in your community. In September 2012, the New York City Board of Health successfully passed a proposal to set a maximum size for sugary drinks of no more than 16 ounces. The regulation will take effect in March 2013 and will apply to all restaurants, fast-food joints, delis, movie theaters, sports stadiums, and food carts in NYC. This webinar will describe the rationale for the policy; decisions that influenced the policy; challenges and implications faced by the department; and advice for how to reduce sugary drink consumption in your community. Register for the webinar at <https://www4.gotomeeting.com/register/808441559>.

Communities Creating Healthy, Active Environments: Thursday, January 17, 11-12:30

Communities across the nation are implementing projects that improve people's ability be more physically active in their neighborhoods. This webinar will share lessons learned from different communities that increased opportunities for both children and adults to walk, bike, exercise and play through policy and environmental changes. The webinar will also provide evidence on how having access to parks, open space, trails, and other venues for physical activity is related to better health. Representatives from two different communities will share their stories, including successes in underserved neighborhoods to improve safety, aesthetics, and access to places to be active. Sponsored by the [Active Living Research](#) and the [Public Health Institute](#). Register at <https://publichealthinstitute.webex.com/publichealthinstitute/onstage/g.php?t=a&d=960626751>

Slow Food San Francisco: Second Annual Childhood Obesity Bay Area Conference, February 23, 2013

The goal of this year's conference is to gain fresh insights on the various factors contributing to childhood obesity, and to learn about the many exciting solutions already underway to address it. The place-based approach of this conference will allow for meaningful and effective networking and future collaboration. For more information visit www.slowfoodsantofrancisco.com.

New PolicyLink report: *Why Place and Race Matter* now available in Spanish

http://www.policylink.org/atf/cf/%7B97c6d565-bb43-406d-a6d5-eca3bbf35af0%7D/WRPM_SPANISH_FULLREPORT.PDF

Why Place and Race Matter—the landmark report from PolicyLink—is now available in Spanish! Released in English last year, [La Importancia del Lugar de Residencia y la Raza](#) broadens the conversation about how to build healthy, opportunity-rich communities for all. As in the original, it explores in depth how neighborhood environments and racially based barriers to opportunity intersect and examines how advocates and activists from neighborhoods throughout California are taking these connections into account as they work to enhance the health of individuals, families, and communities. Innovative collaborations and approaches are once more captured in the same clear, vivid design that has made the report one of our most well received. Download the report in Spanish or English at http://www.policylink.org/site/c.lkIXLbMNjRE/b.6728307/k.58F8/Why_Place_Race_Matter.htm.

Do you have news you'd like to share in The Kaiser Permanente HEAL Friday Update? If so, please email Suzanne at suzanne.h.samuel@kp.org. We want to hear from you!

The Kaiser Permanente HEAL Friday Update - 1/18/13

We are very fortunate to be able to provide access to the Virtual Brown Bag Series that our Southern California Kaiser Permanente HEAL Zones are hosting! This will allow us a wider pool of peers to participate in these discussions. The Virtual Brown Bag (VBB) is a monthly web convening aimed at generating discussion and peer learning by HEAL Zone grantees. The VBB is held on the fourth Thursday of every month. Please "save the dates" in your calendar! The first VBB is coming right up. See a description and registration information below.

Faith Communities in HEAL: Internal Change and Community Contributions

[January 24, 2013 12:00 PM - 1:30 PM](#)

Please grab your lunch and join us! Several HEAL Zone communities have partnered with local faith based organizations to implement healthy eating and active living strategies in their ministries. They can also serve as role models and instigators of change in the broader community. Our discussion this month will focus on how to recruit faith leaders and congregants to HEAL work and discuss the ways different churches are incorporating HEAL work in their ministries. You are encouraged to extend and invitation to your faith-based partners in the community to join the call as well. Pastor Mark Stapleton of Cornerstone Community Church and Pastor Jeff Lettow of First Baptist Church will get us started by reflecting on their work with the Lemon Grove HEAL community. Please register here: <https://www3.gotomeeting.com/register/207305518>

OTHER EVENTS & LEARNING OPPORTUNITIES

Healthy Weight Action Phone Call

January 22, 10:00 -11:30

The National Initiative for Children's Healthcare Quality and the U.S. Department of Health and Human Service's Health Resources and Services Administration invite you to join the tenth in a series of free webinars from the [Collaborate for Healthy Weight project](http://www.collaborateforhealthyweight.org/) <http://www.collaborateforhealthyweight.org/>. This call will focus on the importance of integration and its critical role in building the capacity to promote healthy weight across communities.

Moderator: Charles Homer, MD, MPH , CEO and President, National Initiative for Children's Healthcare Quality (NICHQ)

Keynote Speaker: Tracy Wiedt, MPH, Program Manager, Let's Move! Cities, Towns, and Counties, National League of Cities

Register at <http://www.cvent.com/Surveys/Welcome.aspx?s=a176a403-d6cd-4ea9-8ac3-a123567f7e08>

Center for Science in the Public Interest Webinar on Understanding the Future Policy Implications of the Richmond and El Monte 2012 Soda Tax Ballot Measures

January 24, 12:30 - 1:15

This webinar will review the California soda-tax proposals, describe lessons learned, and offer suggestions for future ballot soda-tax initiatives. Expert speakers will specifically address message framing, campaign organization, and industry tactics, and provide motivation for future soda tax proposals. _

Speakers:

- George A. Hacker, Senior Policy Advisor, Health Promotion Policy, Center for Science in the Public Interest (moderator)
- Harold Goldstein, Executive Director, California Center for Public Health Advocacy
- Jamie Morgan, Senior Government Relations Director, Western States, American Heart Association

Register at <https://www4.gotomeeting.com/register/738072623>

Let's Move Faith and Communities: Transform Your Food Pantry into a Source of Health and Wellness

January 31, 11:00 - 12:00

Join this Let's Move Faith and Communities webinar to learn how to provide families with the information, encouragement, social support, and healthy food they need to develop or maintain a healthy lifestyle. Mary Haftmann-Dailer and Cindy Hammer from Catholic Charities West Virginia will share their innovative Wellness Works program, a comprehensive community-based approach to addressing the health and nutritional needs of food pantry consumers.

Register at <https://www4.gotomeeting.com/register/925425847>

IN THE NEWS

"Childhood Obesity Rates Are Improving," Modesto

Bee, <http://www.modbee.com/2013/01/02/2517228/childhood-obesity-rates-are-improving.html>.

Information about the Modesto HEAL Zone didn't make it into the article, but our HEAL Zone colleague Esmeralda is quoted.

"Changing Physical Activity Participation for the Medical Profession," Journal of the American Medical Association, <http://jama.jamanetwork.com/article.aspx?articleID=1556156#qundefined>

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The Kaiser Permanente HEAL Friday Update - 1/25/13

EVENT & LEARNING OPPORTUNITY

TEDMED Great Challenges: Reducing Childhood Obesity

Thursday, January 31, 10 AM

The challenge of childhood obesity is significantly different, some argue, from the challenge of adult obesity. Children don't have the power over their lives, decisions, and lifestyles that adults have (parents and adults make many decisions for them and have the power to enforce certain behaviors). Social institutions have more impact on kids than on adults (like church, YMCA, and especially school — including school lunch programs, mandatory gym classes, possible nutritional education, etc.). Finally, there is the fact that kids are less set in their ways than adults, so it's easier to change their behaviors and teach them new concepts. The number of obese children has just passed 20% and continues to grow. What is the full range of underlying causes for this trend and which combined causes are chiefly responsible?

Challenge Team: Larry Cohen, MSW, Christina Economos, PhD, Melissa Halas-Liang, MA, RD, CDE, Elaine Kolish, David Ludwig, MD, PhD, Ernie Medina, Barbara Moore, PhD

Meet the team: <http://www.challenges.tedmed.com/greatchallenges/challenge/296?ref=the-team>

NEW RESOURCE

Public Health Institute poll and op-ed

Poll results released this week by PHI's [CA4Health](#) project show that 94 percent of registered voters surveyed in 12 rural California counties say obesity is a serious problem for the nation; 84 percent believe it's a serious problem for their communities. PHI's poll bolsters national data released earlier this month: an Associated Press-NORC poll found that 75 percent of Americans think obesity is a "very" or "extremely" serious problem. In the Sacramento Bee, PHI's CEO Mary Pittman writes: "The voters have spoken — once more — and they agree that neighborhood health is an urgent problem to tackle. Now it's time for community leaders and legislators to take up the cause."

Read the CA4Health poll results and the [Sacramento Bee op-ed](#): <http://www.sacbee.com/2013/01/23/5133834/save-programs-that-help-create.html>

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