

# The Kaiser Permanente HEAL Friday Update - 2/1/13

The new year is certainly progressing apace! Attached you will find a calendar of events for 2013. Please note that we are partnering with the Southern California HEAL Zones to present monthly webinars on a variety of topics. They are scheduled for the third Thursday of the month. Times will vary and details for each one will be published here. There are also a few convenings in the works. More details about these will be communicated directly with project coordinators very soon.

In other news, corner store conversions were featured in Santa Rosa and Bayview. And as always, lots of great webinar opportunities, and some good resources from one that already happened.

## HEAL CALENDAR OF EVENTS

### EVENTS & LEARNING OPPORTUNITIES

#### **Teleconference on Working with City and County Government**

**February 7, 3:00 - 4:00 pm**

**Conference call: 1-888-858-2133 passcode 1827747#**

This is an opportunity to share and learn about how HEAL Zones are successfully engaging city and county government in support of specific initiatives. Our partners at the HEAL Cities Campaign to join us on this call as well so that we can benefit from their perspective in working with cities throughout the state. Please use the call in line above.

#### **The UC Berkeley School of Public Health Center for Health Leadership New Media Training Series**

has a host of interesting webinars this year, and all of them are free. "Twitter and Facebook for Health Best Practices," the webinar held earlier this month, is now available for download.

On February 13, the next webinar will be Blogging for Health Best Practices. For more information: <http://chl.berkeley.edu/events/newmedia/2012-2013-new-media-trainings/sessions> .

**The Healthy and Sustainable School Food Journalism Competition** is designed to bring the hard facts about school food to entire school communities – in the students' own words. This competition for youth journalists is a great opportunity for youth to share their voices about healthy school lunches. For more information: <http://www.earthday.org/journalismaward> .

### IN THE NEWS: CORNER STORE CONVERSIONS

Kudos to the **Bayview HEAL Zone**, which got some great media coverage for their healthy store project event last week, including this nice segment from [KTVU Channel 2](#), at least two other TV stations, the San Francisco Chronicle, and KGO Radio.

A **Santa Rosa HEAL Zone** effort, the Sonoma County Healthy Food Outlet, was highlighted in the Center for Civic Partnerships Issue Brief on healthy corner stores recently.

### RESOURCES

#### **Faith Communities in HEAL: Internal Change and Community Contributions**

*Follow-up from the 1/24 Community Partners Virtual Brown Bag includes key discussion points as well as interesting resources all of which are available here and a few key pieces included below.*

[http://campaign.r20.constantcontact.com/render?llr=hgthtucab&v=001lnBTEkB9iIGDaT4HfrzsDuPRiKjsMPZBjcB\\_i0FFbYy7dC977yMhy6aMz3NM3WISGmb3\\_0OpWg7Rjql1lwTz5O6g5eqoyJtR7h6OYZ-CNizXtM2TVwF6xHFNhgDcFHFuOdrasu6TOWC2FrxtZv0rL97CEbvuhw1U65WNyZy54kA%3D](http://campaign.r20.constantcontact.com/render?llr=hgthtucab&v=001lnBTEkB9iIGDaT4HfrzsDuPRiKjsMPZBjcB_i0FFbYy7dC977yMhy6aMz3NM3WISGmb3_0OpWg7Rjql1lwTz5O6g5eqoyJtR7h6OYZ-CNizXtM2TVwF6xHFNhgDcFHFuOdrasu6TOWC2FrxtZv0rL97CEbvuhw1U65WNyZy54kA%3D)

- PowerPoint Presentation ([Link](#))
- Recording of Virtual Brown Bag ([Link](#))
- Body & Soul Resource for African American Churches ([Link](#))
- Importance of Faith Communities in Addressing Childhood Obesity ([Link](#))

- Live Healthy in Faith: A Faith Community Guide to Promoting Nutrition and Physical Activity ([Link](#))
- Comer Bien: The Challenges of Nourishing Latino Children and Families (not specific to faith-based programming, this report outlines preliminary findings regarding barriers impacting Latino family consumption of healthy foods) ([Link](#))
- La Mesa Completa (Spanish language resource guide for church-based access to federal nutrition programs) ([Link](#))

**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](mailto:suzanne.h.samuel@kp.org). We want to hear from you!

# The Kaiser Permanente HEAL Friday Update - 2/8/13

The HEAL Zones are becoming quite newsworthy! Media coverage from three areas is highlighted below. And there are, as usual, other events and resources to share.

## VIRTUAL BROWN BAG

### **Youth Leadership & Advocacy: Linking Youth Action to HEAL CAP Strategies**

**February 28, time TBD**

Many HEAL Zone communities are engaging youth to implement healthy eating and active living strategies in their communities. Our discussion this month will focus on how to engage youth and develop their skills in advocacy and leadership. We encourage youth leaders, youth coordinators and mentors, after-school program staff (targeting junior high and high school students), and parks and recreation program staff targeting teens to participate and share their questions, challenges, and successes in working with youth.

Register and submit your time availability

at: [http://campaign.r20.constantcontact.com/render?llr=hgthtucab&v=001dTY-NYldfV2reu0fhdlDdm946w1tVoSAAzabpR9r\\_dR7mon5FwV9oLetCE9ODt9e765ro9s9C25ZIPFwbLq4rW-o3Ubj5O0hbgKKokCsK9pPim9Ny1PD3A%3D%3D](http://campaign.r20.constantcontact.com/render?llr=hgthtucab&v=001dTY-NYldfV2reu0fhdlDdm946w1tVoSAAzabpR9r_dR7mon5FwV9oLetCE9ODt9e765ro9s9C25ZIPFwbLq4rW-o3Ubj5O0hbgKKokCsK9pPim9Ny1PD3A%3D%3D)

## COMING ATTRACTIONS

**The HEAL Zones website** is nearly ready. Success stories, archived copies of this update, resources, evaluation information, and more will all be available online. Watch for training opportunities and information about your login, all coming soon.

## LEARNING OPPORTUNITIES

If you missed the [Center for Science in the Public Interest](#) webinar on "**Future Policy Implications of the Richmond and El Monte Soda Tax Ballot Measures**," have no fear, the recording and slides are here.

- Webinar recording: [http://www.cspinet.org/liquidcandy/2013-01-24\\_CA\\_Soda\\_Tax\\_Webinar.wmv](http://www.cspinet.org/liquidcandy/2013-01-24_CA_Soda_Tax_Webinar.wmv)
- Slides: <http://www.cspinet.org/liquidcandy/Understanding-Future-Policy-Implications-1-24-13-presentation.pdf>

## RESOURCES

### **Active Living Resources for Parks and Recreation**

This website features a wealth of evidence based information, tools, and resources about the link between access to parks and recreation and physical activity and health. Check out the "Role of Parks and Recreation in Promoting Physical Activity" infographic. <http://www.activelivingresearch.org/taxonomy/parks-recreation>

## IN THE NEWS

Lots of great news coverage about the HEAL Zones again this week.

Read more about results of HEAL work nationally in a **recently published journal article**.

- "Kaiser Permanente's anti-obesity interventions in schools show signs of success," [Bio-Medicine](#)

Monument demonstrated a nice example of keeping **Weight of the Nation** in the news, even after the showing. The Contra Costa Times did a nice article on the follow-up letter that went out to participants two months later to remind them of their commitment.

- Kaiser Permanente challenges community leaders to encourage healthy eating and active living, [Contra Costa Times](#)

Kudos to Madera for lots of nice coverage on their **donation of 500 pieces of playground equipment to Madera schools**. Whereas before there was one piece of equipment for every 10 students, now there is one piece of equipment for every two students, meaning students wait less, play more.

- [Fresno Bee](#) article includes a video
- [Fresno Business Journal](#)
- Madera Tribune (below)

## PLAYING TO GET HEALTHY



ELSA MEJIA/THE MADERA TRIBUNE

Physical education teacher Kimberlie Johnson explains the rules of flag football to a fifth grade class Monday at Sierra Vista Elementary School.

# Donation buys new PE equipment

By Elsa Mejía  
THE MADERA TRIBUNE

About 100 fifth graders sat on the basketball courts of Sierra Vista Elementary School on Monday morning, eagerly waiting for physical education teachers to finish giving instructions so they could start playing.

The day's lesson of learning how to throw, catch and remove the opponent's

flag in football, was not atypical of an elementary school class — but now there was more equipment to go around.

"I think it's much better because we have new stuff. We could do new things with it. We have new footballs, so it's better because the old ones used to be flat," said 10-year-old Irene Giron.

The new equipment was just a portion of more than 500 pieces bought for Madera Unified campuses with \$8,000 donated by the Madera County Public

Health Department. That money came to the department through a \$1 million Healthy Eating Active Living (HEAL) grant that Kaiser Permanente invested in Madera in 2011.

Southeastern Madera, designated as a HEAL Zone, was among seven northern California communities chosen to receive a three-year grant, part of Kaiser Permanente's \$10 million HEAL initiative to fight obesity.

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# HEAL

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Before the donation received last month, students used to spend a lot of time standing and waiting for the equipment they needed to complete an activity, said Kimberlie Johnson, who teaches P.E. at Sierra Vista, Cesar Chavez, Madison, Pershing and Howard Schools.

“We had only one piece of equipment for about every ten kids,” she said.

Now, there is at least one piece of equipment for every two students, including bowling sets, large foam balls, different-sized playground balls, scarves to juggle and cones for relay races.

The equipment will be stored in the schools that lie within HEAL Zone boundaries, which are Sierra Vista, Washington, Millview and Martin Luther King, Jr. However, teachers will be able to take equipment with them to any Madera Unified schools where they teach so other students can make use of it as well, Johnson said.

She said nearly 6,000 students in fourth, fifth and sixth grade P.E. classes will benefit from the new equipment.



students to learn new activities and focus more on team building, said Johnson.

Health department representatives, and community partners, were thrilled to see children playing with the new equipment.

“We are partners in a commu-

nity-wide effort to get Madera residents eating healthy and staying active and this equipment is one way we can increase the activity level among our children,” said Madera County Public Health Director Van DoReynoso.

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## Death Notices

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## The Kaiser Permanente HEAL Friday Update - 2/22/13

We are very excited that the new HEAL Zones website is nearly ready for prime time! We have scheduled a webinar to demonstrate the site on March 7 at 2 pm. To access the webinar go to:

<https://kponline.webex.com/kponline/k2/j.php?ED=224079972&UID=1389829022&HMAC=bd4790464261db0b437ef26716d6051114d45b80&RT=MiM0>

The Session password is: **community1**

Look for more information, including your password in an e-mail from Suzanne Samuel soon.

### **RESOURCES & LEARNING OPPORTUNITIES**

**Virtual Brown Bag Learning Series for HEAL Zones:** [Youth Leadership and Advocacy: Linking Youth Action to HEAL CAP Strategies](#), Thursday, February 28, 12-1. The Virtual Brown Bag (VBB) is a monthly web convening aimed at generating discussion and peer learning by Southern and Northern California HEAL Zone grantees and their partners. The discussion this month will focus on how to engage youth and develop their skills in advocacy and leadership. Register for the session at <https://www3.gotomeeting.com/register/124571862> .

### **National Prevention Information Network'**

New webinar series: [In the Know: Social Media for Public Health](#). Webcasts are at 11 AM PST.

These webcasts will provide basic information, tips, and hints for how public health organizations can use social tools to promote public health and expand outreach initiatives.

- **March 12** – *LinkedIn & SlideShare*
- **April 2** – *Gaming & Mobile*
- **April 23** – *Facebook & Image Sharing (Instagram, Pinterest & Flickr)*
- **May 14** – *Google Plus & YouTube*
- **June 4** – *Social Media Measurement & Evaluation*

The earlier webcast on "[Twitter for Public Health](#)" is now available [online](#). Find out more and register at <http://ow.ly/hEtXE> .

**UC Berkeley School of Public Health Center for Public Health Practice** offers a series of professional development workshops that may be of interest. Workshops are held at UC Berkeley Tuesdays 4-6 PM and cost \$20. Upcoming topics include Problem Finding Problem Solving (2/26), Managing Up (3/5), Preventing and Resolving Conflicts in Groups, Teams, and Collaboratives (4/9), and more. Find out more and register at <http://www.regonline.com/Register/Checkin.aspx?EventID=1177529>.

**Health in Mind: Improving Education Through Wellness**, a new report from Healthy Schools Campaign (HSC) and Trust for America's Health (TFAH) that details immediate solutions to help close the achievement gap and create a healthy future for all children. **Health in Mind** presents research, policy analysis and immediate recommendations focused on:

- Preparing teachers and principals to promote student health and wellness;
- Engaging parents in school health;
- Incorporating health and wellness into school metrics, accountability and recognition programs;
- Building the Department of Education's capacity to address student health and wellness; and
- Placing a school nurse in every school.

On March 21, 10-11 AM, Healthy Schools Campaign will present a **webinar** focused on Health in Mind. Webinar speakers include Professor Charles Basch of Columbia Teachers College, whose research on the educational impact of health disparities provided a strong basis for this effort. Register at <https://www3.gotomeeting.com/register/770853846> .

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