

## The Kaiser Permanente HEAL Friday Update - 5/3/13

HEAL Zones in the news and chances to learn how to make your website, and your stories, even more compelling.

### REMINDER

HEAL Zone CAP revisions and Year Three budgets are due June 1, 2013. Please let me know if you have any questions as you work through this process.

### EVENTS & LEARNING OPPORTUNITIES

**How to Make Your Website More Engaging.** UC Berkeley Center for Health Leadership New Media Series In-Person Workshop, May 14, 2013, 11:00 am - 1:00 pm, The California Endowment Offices, Oakland. Guest presenters: Laura Shapiro, [Global Fund for Women](#) and Alex Bernardin, [San Francisco AIDS Foundation](#). \$25. Registration: <http://www.regonline.com/Register/Checkin.aspx?EventID=1169715> . More information: <http://chl.berkeley.edu/events/newmedia/2012-2013-new-media-trainings/sessions> .

**HEAL Storytelling Practice Session, May 16, 2 PM.** Stories are essential to explaining what you do--to the media, elected officials, funders, partners, and members of the community. HEAL Zone and Local Partnership grantees will have the opportunity to take a story from your work and make it even stronger with individualized expert help and the seasoned input of your colleagues. We strongly encourage at least one representative from each HEAL Zone and HEAL Local Partnership Grant to attend this webinar. (You aren't restricted to one person; the more the merrier.) Enrollment for the session will be limited to ensure individual attention, and it will fill up fast.

Registration: <https://kponline.webex.com/kponline/k2/j.php?ED=228044042&UID=1403483907&HMAC=da044f15b0ecbac439bb3437328adf4b71551b20&RT=MIM0&FM=1>.

### IN THE NEWS

**Monument's bike safety classes**, hosted at a local HEAL Zone elementary school, were highlighted in the [Contra Costa Times](#) recently (scroll down to the "Bike Safety" section).

**Modesto's new walking school bus program** made news in the [Modesto Bee](#) this week.

### **Madera's quarterly HEAL Zone**

**Newsletter** [http://campaign.r20.constantcontact.com/render?llr=55xwcqdab&v=0019AZp80hh5E6lrVfVZ52qzvnTxIFbInDwmFL17EyA3j8V3g\\_QDslw1I8EheQlxqwAtW5sfjUiv6K9wfEcuo77oVu7gjOHegHQQwl6n7IOcvc49vZpw6\\_u8mCAypME7kCbiCX4xbPMPPrPNWPn3o-PoqA%3D%3D](http://campaign.r20.constantcontact.com/render?llr=55xwcqdab&v=0019AZp80hh5E6lrVfVZ52qzvnTxIFbInDwmFL17EyA3j8V3g_QDslw1I8EheQlxqwAtW5sfjUiv6K9wfEcuo77oVu7gjOHegHQQwl6n7IOcvc49vZpw6_u8mCAypME7kCbiCX4xbPMPPrPNWPn3o-PoqA%3D%3D)

**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 – 5/16/13

Thanks to everyone who joined us for the HEAL Zones storytelling webinar today. A reminder that you can access lots of great storytelling resources, including tips and a capture sheet, at [kp.org/communitybenefit/ncal/forgrantees](http://kp.org/communitybenefit/ncal/forgrantees) . This issue arrives a day early as I am headed out of state and includes more learning opportunities and resources.

### RESOURCES

#### ***Resources: Physical Activity, Park Access and Park Use among California Adolescents***

Teenagers who live close to a park or open space are more likely to get exercise than those who live in areas without parks nearby, according to a new Center policy brief. The study's one caveat? Safety. Teens were far less likely to use a park if they perceived it to be unsafe, the authors

found. <http://healthpolicy.ucla.edu/publications/search/pages/detail.aspx?PubID=1189>

### LEARNING OPPORTUNITIES

#### ***SCAL HEAL Zone Virtual Brown Bag: Healthy Food, Healthy Revenue in Schools***

**Thursday, May 23, 1:00 - 2:00PM**

**Registration:** <https://www3.gotomeeting.com/register/146578118>

Traditionally, schools use revenue from the student store, vending machines, and fundraisers to support staff, clubs, sports programs, and even graduation ceremonies. A major challenge to implementing stronger nutrition standards is the concern over lost revenue.

The discussion in May will focus on strategies for successful healthy fundraising and vending. Participants include Jacqueline Domac, champion healthy fundraiser and former LAUSD teacher, and Nancy Maxson, Health & Prevention Programs Coordinator at Ventura Unified School District. We invite school administrators, PTA members, food service staff, teachers, and students to join this discussion and share their successes, concerns, and challenges in generating a healthy revenue with healthier foods.

Prior to the VBB, please review the study, *Controlling Junk Food and the Bottom Line: Case Studies of Schools Successfully Implementing Strong Nutrition Standards for Competitive Foods and Beverages* ([Link](#)).

The Virtual Brown Bag (VBB) is a monthly web convening aimed at generating discussion and peer learning by Southern California HEAL Zone grantees and their partners.

***Webinar: Resources to Create or Expand Healthy Food Retail: Public and Private Grant and Loan Programs***

**Thursday, May 30, 2013, 5:00 - 6:00 PM**

**Registration:** [https://cc.readytalk.com/cc/s/registrations/new?cid=g8fi33o1us0x&utm\\_source=04%2F2013+LHC+E-News&utm\\_campaign=LHC+APRIL&utm\\_medium=email](https://cc.readytalk.com/cc/s/registrations/new?cid=g8fi33o1us0x&utm_source=04%2F2013+LHC+E-News&utm_campaign=LHC+APRIL&utm_medium=email) .

Join PolicyLink, The Food Trust and The Reinvestment Fund for an overview of the "Find Money" section of the Healthy Food Retail Portal and examples of specific federal, state, and local resources that can be tapped to create or expand healthy food retail opportunities in under-served communities.

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