

## The Kaiser Permanente HEAL Friday Update 7/13/2012

### Happy Friday the 13th!

To minimize the number of emails I send to you throughout the week on topics such as events, deadlines, funding opportunities and resources, I will be consolidating the information into The Kaiser Permanente HEAL Friday Update, which will be sent out weekly. I hope you'll find this format and frequency more user-friendly! Please feel free to send any news or resources you'd like to share here. E-mail your submissions to Judy Hardin at [judy.x.hardin@kp.org](mailto:judy.x.hardin@kp.org). We want to hear from you!

### In this issue . . .

#### **Upcoming Events**

**Curious about Social Media? Join the next KP in the community grantee webinar, Social Media for Social Good!**

Date: Wednesday, July 26th

Time: 3:00 - 4:30 PM

Vince Golla, Kaiser Permanente national digital media and syndication director, will join us for a webinar on social media, covering:

- What is social media - and what is it not?
- Case study of how Kaiser Permanente has used social media to promote and protect the brand
- How can your organization get on board, or make what you are doing even more effective -- and where should you be wary?

Please join us for a webinar presentation and Q&A. This webinar has been extended to 90 minutes to allow plenty of time for your questions. If you are unable to attend but would like to be sent the URL for the recording, please do register.

Registration is open

at <https://kponline.webex.com/kponline/k2/j.php?ED=205549257&UID=1329532967&RT=MiM0&FM=1>

**Land Use and Community Design for Health Webinar**, with Robert Ogilvie, ChangeLab Solutions (formerly Public Health Law & Policy)

Date: Thursday, July 19th

Time: 11:00 AM

Do you need a roadmap for a healthier General Plan? Or land use and community design policies to encourage the establishment of community gardens, farmers markets and healthy food retailers? Do school and park policies in your community allow for joint-use agreements to open school grounds for use by the residents? Would you like to develop policies to support open spaces, bikeways and walking paths to encourage physical activity?

Join Dr. Robert Ogilvie, who has over 15 years of experience, for a presentation and discussion on how to create healthier communities through policy and environmental strategies. Registration link <https://cc.readytalk.com/cc/s/showReg?udc=8dd7ovf4ws4k>.

#### **Project EAT Summer Institute**

Date: July 23 & 24

Time: 8:30 am to 3:30 pm

Location: Alameda County Office of Education, 313 West Winton Ave, Hayward, CA 94544

Cost: FREE, including materials, lunch and snacks

Target Audience: Parents and Community Members, presented in English and Spanish

This is a great opportunity for sites that are working with community residents, faith based institutions, and other community members. The Alameda County Office of Education's Project EAT presents its first Summer Institute. Designed for parents and community members, this two day workshop will provide important information and resources to support improved health for families, schools, and communities.

Day 1 - Family Nutrition and Physical Activity. Learn how nutrition and healthy behaviors can improve academic success, USDA My Plate Dietary Guidelines, and fun ways to integrate physical activity.

Day 2 - Parent Involvement and Community Engagement. Learn how to get involved in community based health and wellness promotion.

For more information and to register: <http://archive.constantcontact.com/fs040/1101954628548/archive/1110209611692.html>

### **Food Day, October 24, 2012**

Food Day is an annual event that seeks to bring together Americans from all walks of life to bring visibility to need for healthy, affordable food produced in a sustainable, humane way. This national event may provide an opportunity to highlight the work you are doing in your HEAL Zone. Perhaps this is a good time to host a Food Day event or Weight of the Nation Screening. For more information about Food Day, go to <http://foodday.org/>.

## **Funding Opportunities – HEAL Zone and Local Partnership Grantees**

### **Childhood Obesity Challenge**

The American Journal of Preventive Medicine (AJPM) announces the opening of the "Childhood Obesity Challenge," an online competition designed to provide new and creative solutions to this public health crisis. The Challenge is open to individuals or teams from any sector, and presents an outlet to share and learn about other innovative solutions to childhood obesity that are outside the standard framework of scientific research publications.

Winners are determined by a public voting process and will receive a cash prize and will be featured in the print and online editions of AJPM.

The deadline for submitting entries is 2 pm PDT Aug. 15, 2012. Public voting runs from August 15 through September 30. To submit an idea for reducing childhood obesity, or to learn more about the competition, visit <http://ajpmchallenge.calit2.net/>.

## **Resources**

### **"Together We Can" Partnership Series: Wednesday, July 25, 2012, 11:00 AM**

This is an excellent resource for those of you working in apartment complexes, faith based institutions, and at community center. The USDA has launched the "Together We Can" Partnership Series for community and faith-based organizations. These on-hour training sessions cover topics such as providing summer meals, teaching nutrition education and building local food systems.

Visit <http://vovici.com/wsb.dll/s/17fb9g4f9b9>

### **International Journal of Behavioral Nutrition and Physical Activity Report: *The healthy options for nutrition environments in schools (Healthy ONES) group randomized trial: using implementation models to change nutrition policy and environments in low income schools***

A Kaiser Permanente Southern California Department of Research study on school-based interventions was published in BioMed Central's International Journal of Behavioral Nutrition and Physical Activity. The study found that programs to promote healthy eating can substantially reduce the amount of unhealthy foods and beverages on school grounds if the programs focus on a school's specific needs and involve teachers, parents, staff, and administrators. Additionally, researchers found that using a more

participatory public health approach decreased the amount of unhealthy foods and beverages in intervention schools by 30 percent.

Below are the links to the KP press release and the article itself.

Kaiser Permanente press

release: [http://xnet.kp.org/newscenter/pressreleases/nat/2012/062612school\\_nutrition\\_study.html](http://xnet.kp.org/newscenter/pressreleases/nat/2012/062612school_nutrition_study.html)

Journal article: <http://www.ijbnpa.org/content/9/1/80/abstract>

### **The Effects of Policy on Competitive Foods and Childhood Obesity**

“Competitive foods” are foods and beverages that compete with school meal programs, and are a topic of interest as the sale of these items influences children’s diets and weight. A review titled [\*\*\*Influence of Competitive Food and Beverage Policies on Children’s Diets and Childhood Obesity\*\*\*](#) was just released by the Robert Wood Johnston Foundation that examines the emerging evidence about the influence of competitive food and beverage policies on children’s diets and childhood obesity. The research clearly shows a need for comprehensive policies that govern the sale and consumption of these foods and beverages in the school environment. The report can be found

here: [http://www.healthyeatingresearch.org/images/stories/her\\_research\\_briefs/RRCompFoods7-2012.pdf](http://www.healthyeatingresearch.org/images/stories/her_research_briefs/RRCompFoods7-2012.pdf)

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## The Kaiser Permanente HEAL Friday Update 7/20/2012

### *In this issue . . .*

#### **South Sacramento HEAL Zone is in the News (again)!**

**Check out the Urban Farm Stand** that was unveiled in South Sacramento as The Network for a Healthy California—African American Campaign, Valley Hi South Sacramento Healthy Eating Active Living Zone and Kaiser Permanente join forces to bring healthy back to the community. Way to go South Sacramento!

<http://www.sacbee.com/2012/06/30/4601857/farm-produce-stand-in-south-sacramento.html>

#### **Go take a hike! Or, in this case, take a promotora-lead walk to a better health!**

"We know if we eat well, and lead an active life, we can prevent illness," says a resident participating in the six-week walking group. Find out how Sacramento promotoras sparked a change in the community by taking a walk around the block.

<http://www.capradio.org/articles/2012/07/18/health-promoters-in-west-sacramento-start-with-a-walk-around-the-block>

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##### **PolicyLink Webinar: Healthy Food, Healthy Economies**

Date: Tuesday, July 31, 2012

Time: 11 a.m. – 12:15 p.m. Pacific

This webinar explores why and how efforts to improve food security and healthy, local foods can strengthen communities. Brought to you by the Food and Agriculture Policy Collaborative, this webinar will feature industry-leading speakers and data points to help you make the case in your own community.

For more information and to

register: <https://cc.readytalk.com/cc/s/showReg?udc=sptyk26urbmb&msource=healthy>

## Featured Speakers

- Judith Bell, President, PolicyLink
- Patricia L. Smith, Senior Policy Advisor, The Reinvestment Fund
- Jim Weill, President, Food Research and Action Center
- Oran B. Hesterman, President and Chief Executive Officer, Fair Food Network
- Helen Dombalis, Policy Associate, National Sustainable Agriculture Coalition

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## The Kaiser Permanente HEAL Friday Update 7/27/2012

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**\*\*Please note\*\* Due to vacation schedules, there will be no update next Friday August 3, 2012.**

### **San Mateo LPG is in the news!**

"My mom would ask me to go to the corner store for tomatoes but our store only had alcohol and tobacco," said Luis Ortiz, a 20 year old youth advocate for the Youth Leadership Institute. Find out how Luis and the Youth Leadership Institute celebrated the "healthy makeover" of a local neighborhood market!

[http://smdailyjournal.com/article\\_preview.php?id=1751577&title=Shopping%20for%20a%20makeover](http://smdailyjournal.com/article_preview.php?id=1751577&title=Shopping%20for%20a%20makeover)

### **Who else is in the news lately? Allen Cheadle from our evaluation team!**

Just published in the CDC's Preventing Chronic Disease, is our own Allen Cheadle from CCHE who co-authored "The L.E.A.D. Framework: Using Tools From Evidence-Based Public Health to Address Evidence Needs for Obesity Prevention", a case study of how Kaiser Permanente's Community Health Initiative (CHI) used the Institute of Medicine's L.E.A.D. Framework to apply and build the evidence for school-based obesity interventions in Northern California. A copy of the article is attached below and can also be found at [http://www.cdc.gov/pcd/issues/2012/12\\_0157.htm](http://www.cdc.gov/pcd/issues/2012/12_0157.htm). Please check it out!

## **Upcoming Events**

### **Web Forum: Is the Price Right? The Economics of Healthy Food**

**DATE:** Thursday, August

**TIME:** 10-11am Pacific

Join the Healthy Farms, Healthy People Coalition for a web forum to explore the effects the price of food has on consumers' health and the economic viability of farmers. Included is a brief lesson on the economics of healthy food, followed by leaders working at the local and state level about projects that balance consumers' need for affordable healthy food and producers' need to run economically viable farms.

#### **SPEAKERS:**

- Andrea Carlson, U.S. Department of Agriculture
- Chad Hellwinckel, University of Tennessee
- Jennifer Obadia, Tufts University and the Boston Collaborative for Food & Fitness
- Christine Fry, ChangeLab Solutions (moderator)

Register

here: [https://publichealthinstitute.webex.com/mw03071/mywebex/default.do?nomenu=true&siteurl=publichealthinstitute&service=6&md=0.4253026134217106&main\\_url=https://publichealthinstitute.webex.com/ec06061/eventcenter/event/eventAction.do%3FtheAction%3Ddetail%26onViewID%3D1032398567%26%26%26%26siteurl%3Dpublichealthinstitute](https://publichealthinstitute.webex.com/mw03071/mywebex/default.do?nomenu=true&siteurl=publichealthinstitute&service=6&md=0.4253026134217106&main_url=https://publichealthinstitute.webex.com/ec06061/eventcenter/event/eventAction.do%3FtheAction%3Ddetail%26onViewID%3D1032398567%26%26%26%26siteurl%3Dpublichealthinstitute)

### **Interactive Web Forum: Programs and Policies to Get Kids More Active Outside of School Time**

**Date:** Wednesday, August 8

**Time:** 10:30 - Noon

Co-sponsored by Active Living Research, a national program of the Robert Wood Johnson Foundation, this Web Forum will provide recommendations for how programs and policies can better support physical activity in after-school settings and provide examples from national and local efforts. Speakers will share success stories from the YMCA-the largest provider of after-school programs in the nation - and discuss lessons learned from initiatives that successfully increase children's physical activity levels. Speakers will also briefly explore how to promote physical activity during summertime and other academic break periods. Please join us for this exciting conversation!

Register by clicking on the button below.



*How are **The Weight of the Nation** screenings coming along? Do you have exciting news you'd like to share in **The Kaiser Permanente HEAL Friday Update**? If so, please email Judy Hardin at [judy.x.hardin@kp.org](mailto:judy.x.hardin@kp.org). We want to hear from you!*