

The Kaiser Permanente HEAL Friday Update 8/10/2012

In this issue . . .

[Madera keeps the hits spinning with this latest article \(see Resources section below for the DJ reference\)](#)

"If I could just do away with Hot Cheetos, I think there would be a lot fewer visits to me," states Dr. Yvonne Juarez, chief of pediatrics at Kaiser Permanente-Fresno, on the increasing number of pediatric patients she sees who are suffering from adult medical problems--including hypertension, diabetes, and acid reflux--stemming from high rates of childhood obesity.

To read the complete article, *Obese Valley Children Suffer Adult Ailments*, click on <http://www.fresnobee.com/2012/07/28/2927246/obese-valley-children-suffer-adult.html>.

Upcoming Events

Webinar: Providing Incentives with Certification Programs

Date: Monday, August 27, 2012

Time: 10:00 - 11:30

Presenters: Hannah Laurison and Lisa Chen from ChangeLab Solutions.

Healthy food retailer certification programs reward stores that are providing healthy food to the community, and can have an array of positive benefits. Participating stores get free publicity and community support for increasing revenue from healthy food sales. Community members gain access to healthier food choices and information about nutrition. And the organization or agency sponsoring the initiative creates positive relationships with local businesses, which can lead to future collaboration to benefit the public's health. In this webinar, we will describe the goals and structure of current healthy corner store certification programs, provide tips on how to create an effective program, and hear from experts who have experience implementing these programs in their own communities.

Register using this link: <https://cc.readytalk.com/cc/s/showReg?udc=1ysyevkxyetn>

Webinar: Equitable Strategies for Growing Urban Agriculture

Date: Tuesday, August 28, 2012

Time: 11:00 - 12:00 Pacific Time

Presenters:

Kimberley Hodgson, Cultivating Healthy Places

Harry Rhodes, Growing Home

Jennifer Ly, Sustainability Associate, City of Richmond.

Presented by PolicyLink, this webinar will address how the urban agriculture movement is gaining momentum, creating pathways to healthy food and improving the vitality of communities, with an emphasis on how low-income communities and communities of color are incorporating urban agriculture into their community development efforts and into policy infrastructures supporting this work. The speakers will address the challenges and opportunities in building support within city government and effective strategies for advancing policy and fostering partnerships that promote urban agriculture and share their experiences with public/private partnerships and discuss the role of local policy advocacy in supporting urban agriculture

Register using this link: <https://cc.readytalk.com/cc/s/showReg?udc=9frgv2qrunf3>

Webinar: Youth Engagement - Getting Beyond Tokenism

Date: Wednesday, August 29, 2012

Time: 10:00 - 11:00

Presenter: Arnell Hinkle, MPH, RD, CHES, Executive Director, CANFIT

CANFIT is one of the HEAL Zone technical assistance providers. If you would like more information about their work and how they can support your HEAL Zone, please contact Arnell Hinkle at 510-644-1533 Ext.

12.

Register using this link: <https://cc.readytalk.com/r/wb2g7tyik7zf>

Plan Now: International Walk to School Day 2012!

Date: Wednesday, October 3, 2012

Join the celebration! Registration is now open for the 16th Walk to School Day, an annual event in the United States that is a part of an international effort to celebrate the many benefits of walking and bicycling to school. Now is the time to start planning!

Use this link for more details: <http://www.walkbiketoschool.org/>

Plan Now: National Food Day 2012

Date: Wednesday, October 24, 2012

Food Day is a nationwide celebration and movement 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. The ultimate goal of Food Day is to strengthen and unify the food movement in order to improve our nation's food policies.

Use this link for more details: <http://www.foodday.org/>

Resources

Want a good social media strategy? Think like a DJ.

Remember Holly Minch from our May HEAL All Hands Meeting? Check out her "Be a Better Idea DJ" post on her Lightbox Collaborative blog, where she describes social media strategy as, "a dance floor and a balcony, in which organizations must shift between the big picture view of social media strategy and the more personal interactions down on the social dance floor. DJs hold the two perspectives together, orchestrating the party by shaping the experience and movements of each individual."

Holly's Chart Topping tips:

- 1) Plan the beat
- 2) Sample brilliant ideas
- 3) Know your venue
- 4) Know your audience
- 5) Pay attention to feedback (If nobody is dancing, change the music!)

Check out <http://lightboxcollaborative.com/we-think/> and let's get your party started!

STAR Communities has announced a Call for Expressions of Interest in the STAR Index Pilot Community Program!

STAR Pilot Communities will be the first cities and counties rated in the STAR Community Index and will have access to the STAR Online Reporting Tool. The STAR Community Index is the nation's first framework for evaluating, quantifying, and improving the livability and sustainability of U.S. communities. STAR uniquely combines:

- A framework for sustainability encompassing the social, economic and environmental dimensions of community;
- A rating system that drives continuous improvement and fosters competition; and
- An online system that gathers, organizes, analyzes, and presents information required to meet sustainability goals.

Focal areas in the Index include: compact and complete communities, housing, transportation choices, active living, community empowerment, food access and nutrition, environmental justice, human services, health systems capacity, safe communities, water, air quality, waste minimization, climate adaptation, education opportunities, and natural resources.

To view the Expressions of Interest form, STAR Pilot Program FAQs and other resources, please visit <http://www.starcommunities.org>.

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. We want to hear from you!

The Kaiser Permanente HEAL Friday Update 8/17/2012

In this issue . . .A day early!

HEAL much this summer?

As we all try to enjoy the last rays of summer, we here at Kaiser Permanente Community Benefit office want to know - how have you practiced Healthy Eating Active Living this summer? Did you explore any new camping or hiking trails? Plant tomatoes in your backyard? Dance the summer away in Zumba classes? Or get inspired to "HEAL-up" starting in the Fall? We want to hear from you!

With Labor Day weekend just around the corner, we hope you have a wonderful rest of the summer!

Resources

Want to help prevent student weight gain? Strong state laws may be one viable option.

Several studies were published this week from *Bridging the Gap*. Significant findings include that children and teens in states with strong laws restricting the sale of unhealthy snack foods and beverages in schools gained less weight over a three-year period than those living in states with no such policies. Also of note is that the nation's middle and high schools are improving some of their nutrition practices, but have made little to no progress to encourage physical activity during the school day. The report also highlights disparities in health-related practices that impact students from different socioeconomic, racial or ethnic groups.

Learn more: <http://www.rwjf.org/childhoodobesity/product.jsp?id=74715>

Link to the

Report: <http://www.rwjf.org/files/research/6026.400366.schoolpoliciesandpractice.2012.july.pdf>

School Food - On the Front Line in the Fight Against Childhood Obesity

Childhood Obesity, a peer-reviewed journal from [Mary Ann Liebert, Inc., publishers](#), has published a special issue dedicated to the role that schools can and should play in providing and encouraging healthy nutrition and good eating habits to help stem the tide of the obesity epidemic in children and adolescents. The issue contains multiple perspectives including an article in which authors from the U.S. Department of Agriculture (USDA), Washington, DC, advocate replacing less healthful competitive foods with healthier options without compromising food service revenues.

This special issue of *Childhood Obesity* was funded by a grant from the W.K. Kellogg Foundation.

Link to the

Journal: http://online.liebertpub.com/toc/chi/8/4#utm_source=PR&utm_medium=email&utm_campaign=CHI

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The Kaiser Permanente HEAL Friday Update 8/24/2012

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Walking to Improve the Neighborhood - Monument HEAL Zone in the News!

"Small changes can add up to a big difference along the streets," said Blanca Campos, Monument HEAL Zone Manager for Monument Community Partnership and Michael Chavez Center. Her group helped to organize a walk audit to address areas in need of change. "We want to help the city prioritize short and long term solutions. We want to work together for a better city."

To read more about our very own Blanca and the successful walk audit, click on: <http://concord-ca.patch.com/announcements/walking-to-improve-the-neighborhood>.

Concord Hosts Four-day Breastfeeding Conference

The conference was held in August and brought together many community groups including; representatives from Public Health Nursing, Nurse Family Partnership, Welcome Home Baby, Planned Parenthood, Prenatal Care Guidance, Monument Community Partnership and several other groups. The event was hosted by Women, Infants & Children (WIC), and Healthy and Active Before Five through support from Kaiser Permanente's HEAL Zone grants.

To read the entire article in the Concord Patch, click on: <http://concord-ca.patch.com/announcements/community-organizations-come-together-for-breastfeeding-conference>.

Events

Webinar: Healthy Food on Government Property

Date: Thursday, September 6

Time: 12:00 - 12:30

This webinar series is sponsored by the Association of State and Territorial Health Officials (ASTHO), the Food Marketing Workgroup, and the National Policy & Legal Analysis Network to Prevent Childhood Obesity (NPLAN), a project of ChangeLab Solutions.

Establishing nutrition guidelines for foods purchased with public funds and served on government property or provided through government programs is emerging as a promising, low-cost approach for addressing nutrition and obesity. With healthier guidelines for government-purchased food, state and local agencies can help improve the eating habits of staff and visitors, influence food company practices and formulations, and help shape social norms more broadly.

In this 30-minute webinar, they'll discuss food procurement policies and explore how states and localities are addressing challenges and promoting the acceptance of healthier food guidelines.

Speakers:

- Angie Cradock, ScD, Senior Research Scientist, Harvard School of Public Health
- Karyl Thomas Rattay, MD, MS, Director of the Delaware Division of Public Health
- Mollie Poland, MPP, Policy Analyst, Nemours Health and Prevention Services
- Robin Schepper, Senior Advisor to the Nutrition Initiative, Bipartisan Policy Center (moderator)

Register today to save your spot! <https://www4.gotomeeting.com/register/845067311>

Resources

Healthy Vending Machines

The HEAL Zone in Madera has found an option for a healthy vending machine that they would like to pass along to you. The Madera HEAL Zone is considering these healthy vending machines to install at its recreation center. www.freshandhealthy.org

They offer over 400 healthy, natural, or organic products for you to choose from and the machines hold both drinks and snacks. Installation, maintenance and service is their responsibility with no cost to your organization (other than the energy cost). They also offer profit sharing and grants, based on sales from the machines.

Attached below is a flyer that contains additional information.

Social Media and Making Meaningful Connections

Here is another great resource from Holly Minch of Lightbox Collaborative! She has an 8-minute [new video training](#) for nonprofits, The Big Picture of Social Media Strategy. It's an excellent overview with some great ideas to spur you on.

As Holly states on her blogsite, "This training isn't a "how-to" for Twitter or Facebook. Instead, it's an overview of the context and strategy behind social media, which is important to understand as you plan your status updates, tweets, pinboards, video channels and more. Social media tools enable conversation. It's a way to forge authentic connections with your constituents at scale."

Check it out! <http://lightboxcollaborative.com/video-training-social-media-overview>

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The Kaiser Permanente HEAL Friday Update 8/31/2012

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Very light this week to send you off to a nice long weekend! Enjoy!

Resources

Got logo? A Kaiser Permanente in the Community logo, that is . . .

Some of you have recently requested a Kaiser Permanente logo for use in banners, posters, etc. So we thought we'd send it out to everyone! Attached below is our Kaiser in the Community logo, which we use for Community Benefit related items. Please save it to your computers and feel free to forward it to vendors if you're using outside agencies to produce materials. If you have any questions about the logo and its usage, please feel free to contact Judy Hardin.

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