

The Kaiser Permanente HEAL Friday Update 9/7/2012

In this issue . . .

HEAL Webinars Are Back! Please register and complete the survey!

Webinar: Strategies for Safety: Safe Routes to School
Date: Thursday, September 27
Time: 1:00 - 2:00

The Prevention Institute and the Safe Routes to School National Partnership are hosting a webinar for Kaiser Permanente HEAL grantees to share strategies to enhance the effectiveness for Safe Routes to School efforts as well as examples of community initiatives that have successfully changed and sustained environments that foster health and safety. We will be joined by Dane Lotspeich, Project Coordinator, Rady Children's Hospital, who will speak about working to address health and safety in underserved and high-need regions of San Diego County.

Register for the

Webinar: <https://kponline.webex.com/kponline/k2/j.php?ED=15886763&UID=44994143&RT=MIM0&FM=1>

Complete the Survey: To help address participants' needs on this webinar, please complete a brief survey by **Friday, September 14, 2012**. <http://www.surveymonkey.com/s/JDQQCVQ> . Whether or not you can participate on the webinar, this survey can help bring to light approaches for addressing challenges across the HEAL sites further shaping future technical assistance available to grantees.

Prevention Institute was founded in 1997 to serve as a focal point for primary prevention practice by promoting policies, organizational practice changes, and collaborative efforts that improve health and quality of life. As a national non-profit organization, the Institute is committed to fostering health equity and to working with communities to build momentum for community prevention. Please feel free to contact Dalila@preventioninstitute.org with any questions.

The Safe Routes to School National Partnership Bay Area Regional Network works to build partnerships and leverage resources in the region to improve policies and the built environment to support increases in physical activity through walking and bicycling to schools and in daily life. For information about our policy work or technical assistance efforts please contact Marty Martinez at marty@saferoutespartnership.org.

Other Events

Webinar: Rethink Your Drink: Webinar on Creating Healthier Beverage Environments in Health Care Systems
Date: Tuesday, September 11
Time: 1:00 - 2:00

Learn how health care facilities are reducing sugary drinks and transitioning to health beverage purchasing practices. This webinar is designed for health care professionals and hospital and health system leaders working in areas such as operations, food services, procurement, human resources and marketing. Public health departments, advocates and community members interested in changing institutional food and beverage environments are also invited to participate.

This webinar is co-sponsored by the Illinois Public Health Institute; Health Care Without Harm' American Heart Association, Midwest Region; Illinois Alliance to Prevent Obesity; Illinois Critical Access Hospital Network; the Illinois Hospital Association; and Chicago Chapter-Physicians for Social Responsibility.

Registration is free. However, space is limited to 200 attendees, with enrollment rapidly approaching maximum capacity.

View www.iphionline.org to register.

Resources

Complimentary access to *Childhood Obesity* throughout the month of September!

In support of National Childhood Obesity Awareness Month, complimentary access to a selection of top articles in *Childhood Obesity* is available throughout the month of September:

Here is the Link: <http://www.liebertpub.com/chi>

[Let's Move! Raising a Healthier Generation of Kids](#)

First Lady Michelle Obama

[Community Design and Policies for Free-Range Children: Creating Environments That Support Routine Physical Activity](#)

M. Fenton

[The Impact of a 3-Year After-School Obesity Prevention Program in Elementary School Children](#)

Z. Yin, J.B. Moore, M.H. Johnson, M.M. Vernon, and B. Gutin

[Local Wellness Policy Strength and Perceived Implementation of School Nutrition Standards across Three States](#)

R. Wall, R. Litchfield, A. Carriquiry, E.T. McDonnell, and G.M. Woodward-Lopez

[Association between Maternal Metabolic Syndrome and Metabolic Syndrome in Their Offspring](#)

V. Hirschler, C. Gonzalez, C. Molinari, G. Maccallini, and C. Aranda

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 9/14/2012

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Can a park with a violent past become the heart of a community?

In South Sacramento that transformation has begun. Thanks to the partnership between the South Sacramento HEAL Zone and the Health Education Council, a local park is no longer a ghost town that had a reputation for violence. Cooking classes, farm stands, aerobics and a summer basketball league are some of the activities that helped make this park come alive with energy. "People who live in the area are not just cheering the players, they're also cheering the program."

To read more about this transformation, click on the News 10 link below.

<http://southsacramento.news10.net/news/community/104464-basketball-league-transforms-south-sacramento-park>

Events



Webinar: The School Day Just Got Healthier

Date: Every Tuesday until October 23, 2012

Time: 12:00 Noon

This school year, there will be great, healthy changes to school meals, and the USDA wants to make sure parents, students, and schools are ready for those changes. Join the webinar to learn about these changes, the products and tools available for different stakeholders, and what you and your organization can do to help make the school day healthier! Click [here](#) for more details. http://www.fns.usda.gov/cnd/healthierschoolday/pdf/Events_TuesdayWebinars.pdf

Action Call: Promising Interventions to Promote Access to Healthy Food

Dates, Tuesday, September 18, 2012

Time: 10:00am-11:30am (PDT)

National Initiative for Children's Healthcare Quality (NICHQ) and the Human resources Services Administration invite you to join the eighth in a series of free webinars to educate individuals engaged or interested in the *Collaborate for Healthy Weight* project on topics critical to reversing the obesity epidemic. This call will focus on the latest promising interventions for promoting access to healthy food in local communities.

- Charles Homer, MD, MPH , CEO and President, National Initiative for Children's Healthcare Quality (NICHQ)
- Victoria Brown, MPA, Managing Director, Alliance for a Healthier Generation
- Katherine Bishop, MS, MPH, Nutrition Policy Associate, Center for Science in the Public Interest (CSPI)
- Kay Matlock, EdD Program Development Officer, Stone Mountain Health Services. Team Lead, Virginia Healthy Weight Collaborative Phase 1 Team
- Donna Loden, MEd, Special Projects/Community Relations Coordinator, HealthWorks, Team Member, Mississippi Healthy Weight Collaborative Phase 2 Team

To register for this free webinar, please complete the [Registration Form](#) at: <http://www.cvent.com/Surveys/Welcome.aspx?s=6f48aa4d-e4db-430a-b73e-5434821901c7>
For more information on *Collaborate for Healthy Weight*, please visit: <http://www.collaborateforhealthyweight.org/>

Webinar: Local School Wellness Policies: Healthy Schools Mean Healthy Kids, Families & Communities

Date: Thursday, September 27, 2012

Time: 3:30 - 4:30 pm

California Center for Research on Women and Families (CCRWF) is pleased to co-host this webinar with the California School Boards Association (CSBA) and the California Department of Education (CDE). Local School Wellness Policies, which by law must be updated, are an important tool to support local policymakers and their partners in thinking through policies and practices to promote the health and well-being of their students, families and employees.

Here's what you will learn during this one-hour webinar:

- Find out how to update your school wellness policy to meet federal requirements established in the Healthy, Hunger-Free Kids Act of 2010 (HHFKA).
- Hear from school district leaders who will share their best practices and lessons learned.

- Learn about resources that will provide *practical tools* to help you design a meaningful process and effective policy.
- Join the statewide school wellness movement to support the academic achievement and well-being of all students and adults on school campuses!

Who should participate?

School board members, superintendents, food service directors, support service directors, principals, teachers, school nurses, families/parent, and community partners.

To download the webinar flyer, [click](#)

here: http://library.constantcontact.com/download/get/file/1103802037826-90/Ed_insights+Webinar+Flierv2.pdf

International Walk to School Day!

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! Click here for more details. <http://www.walkbiketoschool.org>

Register Now for the ISMS Conference!

Date: October 25, 2012

Time: 8:00 am - 5:00 pm

Location: Samuel Merritt University, Oakland

Making the invisible visible: Healing the wounds of internalized oppression and internalized privilege Part 2 in the "Building hope and change in our health organizations" series featuring:

- Ken Hardy, Professor, Drexel University & Multicultural/Isms Trainer
- Nanch Kahn, Non-violent Communications and "Transforming Oppression" Trainer
- Laurin Mayeno, Organizational and Multicultural Consultant
- Kitsy Schoen, Behavioral Health Education Manager, Kaiser Oakland, and Trainer on Mindfulness and Multiculturalism

Early registration has been extended. To register, click on the following link: www.regonline.com/Register/Checkin.aspx?EventID=1130916.

Resources

California Center for Public Health Advocacy

CCPHA is currently planning their 2013 state policy agenda, which will continue to focus on policies that improve nutritional and physical activity environments in California. What ideas do you think they should be considering in this realm? If you have ever thought, "There ought to be a law..." and it would further obesity prevention work, they would like to hear it. Submitted ideas will help educate policy engagement in Sacramento. Any suggestion is welcome.

The deadline for submitting policy-ideas is September 14, 2012. Please respond to info@publichealthadvocacy.org with your suggestions and please also include your rationale or why you think this policy would be beneficial to our community and California. Thank you!

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The Kaiser Permanente HEAL Friday Update 9/21/2012

In this issue . . .

KP's Educational Theatre performance of "The Best Me" creates young fans in Madera!

"The Best Me" was performed on Monday at George Washington Elementary School in Madera and was also featured on KFSN ABC-30, as well as the Madera Tribune. In addition to the performance, relay races and a Rethink Your Drink station were part of an energizing recess to stress the importance of staying fit and active. To read the article or view the video, click on the following link. <http://abclocal.go.com/kfsn/story?section=news/education&id=8814523>

Events - Are you registered for the upcoming HEAL webinar created just for you?

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Webinar: <https://kponline.webex.com/kponline/k2/j.php?ED=15886763&UID=44994143&RT=MiM0&FM=1>

Webinar: Show me the Money: Finding Local Funding Sources for Safe Routes to School

Date: Thursday, October 4

Time: 11 am - 12 pm

Register here: <https://attendee.gotowebinar.com/register/8033167537065525248>

The Safe Routes to School National Partnership is hosting this webinar to discuss funding sources for community and state-wide Safe Routes to School programs. From traffic fines to sales taxes to government and private grants, learn how to sustain your program, and about the new funding opportunities in the federal transportation act: MAP-21.

Presenters:

- Robert Ping, Technical Assistance Director, Safe Routes to School National Partnership
- Bev Brody, Get Fit Kauai Health and Built Environment Facilitator
- Wendi Kallins, Founder and Program Director, Safe Routes to School in Marin County, CA
- Leslie Meehan, Director of Healthy Communities, Nashville Area Metropolitan Planning Organization

Modesto to host second The Weight Of The Nation screening!

The Modesto HEAL Zone will be featuring "Children in Crisis" at their second screening of HBO's The Weight Of The Nation this week to their non-profit partners. One of their main goals is to plan how to move forward collectively in helping to get this message out into the communities. Way to go Modesto!

Soda Sucks Contest

Anti-ad campaign, Soda Sucks 2, launches! -- Soda companies spend billions selling people a sexy, exciting lifestyle. But what are we really drinking when we open a can? Soda consumption has been linked to type 2 diabetes, obesity, tooth decay, and more. *Soda Sucks 2* is a youth creative contest that asks youth to peel back the marketing veneer, do a little research, and then make their own ads that speak back to soda marketers.

Entries must be received by October 15, 2012. For details visit www.whysodasucks.com
See the winners of last year's campaign: <http://www.whysodasucks.com/winners/>

Resources

F as in Fat: How Obesity Threatens America's Future 2012

Trust for America's Health and the Robert Wood Johnson Foundation have released the 9th annual *F as in Fat: How Obesity Threatens America's Future 2012*. The report includes an analysis forecasting 2030 adult obesity rates and the likely resulting rise in obesity-related disease rates and health care costs. By contrast, the analysis also shows that states could prevent obesity-related diseases and dramatically reduce healthcare costs if they reduced average body mass index by just five percent by 2030. For a link to the report, state-specific releases and other supporting information –

<http://www.healthymamericans.org/report/100/> and http://www.rwjf.org/en/about-rwjf/newsroom/newsroom-content/2012/09/new-report-finds-adult-obesity-rates-could-exceed-60-percent-in-13-states-by-2030.html?cid=XEM_A6425.

Please, Don't Diss the Water

In case you hadn't seen this article in Huffington Post last week from Larry Cohen, Executive Director at Prevention Institute, check it out. In *Please, Don't Diss the Water* –

http://www.huffingtonpost.com/larry/water-health_b_1872318.html -- he points out that, "We all deserve water and the more we drink it, the better. It's time to teach our children and ourselves that when it comes to quenching thirst and hydrating the body, nothing beats good old H₂O."

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The Kaiser Permanente HEAL Friday Update 9/28/2012

In this issue . . .

Northern California Partners: Nominate an Unsung Hero!

The California Public Health Association-North is looking for organizations to honor for their work in the field of community-based public health. Selected organizations will receive a small honorarium and will be recognized at an awards reception in Oakland on Sunday, October 28.

To nominate an organization, send the following information to emgree@umich.edu and aamodeo@phi.org by September 30:

- Organization name and address
- History/vision/mission/goals
- One or two paragraphs describing the organization's Northern California affiliations and accomplishments
- Any additional information in electronic form
- Photos

Youth Essay Contest for Teens!

[Kick the Can](#) and [the Weight of the Nation](#) invite teens to take the lead in the fight against childhood obesity by helping to decrease sugary drink consumption! So, together they have launched a [Youth Essay Contest](#) to encourage teens to think critically about how they are targeted by sugary drink marketing.

Entries must be received by **November 15, 2012**. The contest is open to US residents ages 13 through 18. Essays must be no more than 500 words and will be judged on creativity, content and overall impact. First and second place entries from each of two age groups (13-15 and 16-18) will be awarded prizes. First place prize is a \$100 Visa gift card and second prize is a \$50 Visa gift card.

For more information and the complete contest rules, <http://www.kickthecan.info/youth-essay-contest>. The Kick the Can Youth Essay Contest is sponsored by California Center for Public Health Advocacy.

Events

Webinar: Drinking Water in Schools: Translating Good Policy into Great Practice

Date: Thursday, October 18

Time: 10:00 am - 11:15 am PDT

Federal law requires schools participating in the National School Lunch Program to provide access to free drinking water during lunch time where meals are served to students. California has a similar but more expansive provision. While promoting tap water as an alternative to sugary beverages in schools is an important obesity prevention strategy, many schools are struggling to make free drinking water accessible to students.

This webinar, sponsored by the Robert Wood Johnson Foundation's Healthy Eating Research Program, to learn about the "water in schools" requirements, how to address concerns about the safety of tap water, and potential funding sources and new strategies, including alternatives to the standard drinking fountain.

[Register today](https://cc.readytalk.com/cc/s/registrations/new?cid=wt2jtjonaeeb) to save your spot! <https://cc.readytalk.com/cc/s/registrations/new?cid=wt2jtjonaeeb>

Resources

Video Training: Managing Social Media

Check out Holly Minch's latest blog post regarding social media, and take advantage of this training offered in her series! Look for more resources at: www.lightboxcollaborative.com

Feel like managing social media for your organization is like drinking from a firehose? This video training offers strategies and tools for efficiently managing the variety and volume of social media. You can be a trusted filter by offering your perspective to your community through social media content. Effectively managing social media for your cause is doable. View the slideshare below to learn more tips for success.

Managing Social Media: <http://www.slideshare.net/LBCollab/managing-social-media-8648352from>

Other slideshare resources include:

Communications GAME Plan: <http://lightboxcollaborative.com/new-strategic-communications-video-trainings>

Big Picture of Social Media Strategy: <http://lightboxcollaborative.com/video-training-social-media-overview>

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