

The Kaiser Permanente HEAL Friday Update 12/21/2012

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Happy holidays and looking forward to the new year!

The holidays are a time to reflect on the work of the year past, present, and future. We would like to take this opportunity to honor each and every one of you and all you do to bring health to our communities. We hope you will take a moment to reflect on a great year past and look forward to the many challenges and rewards that lie ahead. We are so fortunate to have such dedicated, thoughtful, and supportive partners. Thanks for inspiring us and for making this work fun and interesting! We hope you are having joyous celebrations of your family and community traditions and have the opportunity to relax and rejuvenate. Best wishes from all of us to all of you.

Staff transitions:

With the end of the year comes transition. We are sad to report that Judy Hardin's consulting contract has ended and that she will no longer be serving with us in the new year. We would like to thank her deeply for the role she has played in working with all of you on your communications needs. All of our work has been enhanced by her efforts. Suzanne Samuel will be taking over many of the communication functions that Judy served. You know her from the webinars on brand, messaging, and storytelling she did in 2012 among other things. She can be reached at suzanne.h.samuel@kp.org.

We are also pleased to welcome Jya Plavin to a permanent position of Project Manager II. Many of you know her from the time she has been with us as an intern. She will be serving some functions with the HEAL work as well as other areas of our Community Benefit portfolio. She can be reached at jya.i.plavin@kp.org. Please join me in congratulating her on her new position!

Cambridge Elementary Students in Concord Receive a Healthy Dose of Fun

Anna Villalobos of the Monument HEAL Zone, along with Kaiser Permanente's Marina the Water Otter, addressed 600 students, teachers and parent visitors on the importance of choosing water over soda or juice. To read how they helped spread the positive message, click on the following link:<http://concord-ca.patch.com/announcements/cambridge-elementary-students-receive-a-healthy-dose-of-fun>.

Mt. Diablo High Students in Concord Embrace Healthy Eating

"Students wonder why the food industry is trying to kill them," said teacher Pam Deane, at Mt. Diablo High in Concord. Comments like this and "diabetes in a bottle" or "cancer sticks" as references for soda and french fries, are becoming a regular part of the food discussion at Mt. Diablo High, thanks to their healthy living and eating classes. They, in partnership with the Monument HEAL Zone, recently hosted a screening of HBO's The Weight of the Nation for 1,300 students, local leaders and officials. To read more about the screening and how Mt. Diablo High actively engages students in their healthy living and eating classes, click on the following link:

http://www.contracostatimes.com/ci_22186388/mt-diablo-high-students-embrace-healthy-eating?IADID=Search-www.contracostatimes.com-www.contracostatimes.com.

Resources & Learning Opportunities

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

Learn how to use the new wellness policy requirements to transform your school environment! Find out how to update your school wellness policy to meet federal requirements established in the Healthy, Hunger-Free Kids Act of 2010 (HHFKA). Join the statewide school wellness movement to support the academic achievement and well-being of all students and adults on school campuses! <http://www.csba.org/~~/link.aspx?id=725D631AF1B34AC8BE3E93DCF9C875B5&z=z>

Steps to a Walkable Community

Creating a pedestrian-friendly community often means tackling the challenges to walking from several different angles at the same time. Steps to a Walkable Community features tactics and case studies in multiple disciplines and integrates them with other emerging ideas. <http://walksteps.org/get-the-book/>

RWJF Announces Initiative to Combat Childhood Obesity

The Robert Wood Johnson Foundation (RWJF) announced that it has awarded the American Heart Association (AHA) \$8 million dollars to create and manage an initiative aimed at reversing the national childhood obesity epidemic by 2015. Focused on policy change at the local, state and federal levels, AHA will develop the overall strategy and then fund interventions to advance change in three areas known to impact childhood obesity: improving the nutritional value of school food and beverage, decreasing consumption of sugary drinks, and addressing marketing of unhealthy products to children.

<http://rwjf.org/en/about-rwjf/newsroom/newsroom-content/2012/11/rwjf-and-aha-join-forces-to-reverse-childhood-obesity.html>

Clinton Foundation Announces Launch of New Health Initiative

The new Clinton Health Matters Initiative (CHMI) will focus its efforts on closing gaps in preventable illness that are based on race, education, and income. Recognizing the impact that poor health will have on the nation's growth, Clinton said that reducing health disparities is a matter of justice as well as economics.

<http://www.clintonfoundation.org/main/news-and-media/press-releases-and-statements/president-clinton-announces-launch-of-the-clinton-health-matters-initiative.html>

Upcoming Events

FREE Workshop: Engaging Parents through the School Wellness Policy

Date: Wednesday, 1/16/13

Time: 10:00 - noon

Hot off the Press! California Project LEAN's Parent Toolkit Now Includes Lesson on Addressing Sugary Drinks in Schools. CPL has adapted its *Parent Lesson Plans: Advocating for Healthier School Environments* toolkit, available in English and in Spanish, to include a lesson on sugary drinks in schools. On January 16, 2013, Project LEAN will host a free workshop on "Engaging Parents through the School Wellness Policy" at The California Endowment, 1111 Broadway, Oakland, CA. Registration is open to the FIRST 25 who email projectlean@cdph.ca.gov by January 10, 2013. For more information, click on:

http://campaign.r20.constantcontact.com/render?llr=tp8gf4cab&v=001iv6lNzjdvpO18P1e1YqrhE8OhyESUncXaYB21dBCmfopgmvScdfUXp5Cec3NXI_MywA58GPO3TI6SdoczGOIWGMFRaRW5iJuNR-FXd3u0Ac18kyVBvKH8LIQexnfG1OTR7LQmZ--ZtS7Oxn7lqpQYGDliN_IC80YsnNG1REuTZqZg_WDJfuv8j--qH7arf5s

Do you have exciting news you'd like to share in The Kaiser Permanente HEAL Friday Update? If so, please email suzanne.h.samuel@kp.org. We want to hear from you!