

# HEALing NEWSLETTER

April/May 2014

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## Spring 2014 Learning Convening

Thank you for participating in the Spring 2014 Learning Convening on influence, policy, and youth advocacy. For more information and program materials please use links below.

***Network Leader Learning Circle  
Influence: Using Carrots when Sticks Won't Work***

**April 22, 2014 | Los Angeles**

Southern California HEAL Initiative Coordinators

[Details](#)

***Spring Learning Community  
Policies for Sustained Community Transformations***

**April 23, 2014 | Los Angeles**

Southern California HEAL Initiative Partners

[Details](#)

***California Center for Civic Participation: Statewide Youth Advocate Network for Sustainable Communities (YANSC)***

**April 27-29, 2014 | Sacramento**

Southern California HEAL Youth

[Details](#)

## HEAL Site Highlights



### ***First Annual Sheik-A-Thon at the Famous Hollywood Sign***



California weather was at its best on Monday, April 14 as more than 120 students, parents, staff and teachers from Hollywood High School joined with representatives from The Los Angeles Trust for Children's Health, UMMA Health Clinic, and Kaiser Permanente to enjoy a day-long celebration promoting exercise and health. Local councilmember Tom LaBonge and Hollywood High School principal Alejandra Sanchez kicked off the event. "At Hollywood High School, we are looking at school in a more holistic way, in terms of the services we can provide to the students," explained Sanchez. "When students come through our doors, we don't just look at their test scores but try to see them as a whole person. We want to support them in all areas of their well-being."

Click [here](#) to read the full article or for more information, contact [Deborah Ebrahemi](#).



### **Congressional Recognition of Whittier Healthy Picks Program**



Concerned with the health of the community, Whittier Farms owners, Leo and Sandra Anguiano voluntarily joined the effort towards making the healthy choice the easy choice. Whittier Farms now features the Healthy Pick label as an easy way for customers to identify healthy food and beverage items throughout the store. At the April 23rd celebration, Activate Whittier also received a Certificate of Special Congressional Recognition from the U.S. House of Representatives, which they share with Whittier Residents in Action. Whittier residents have been the driving force behind the initiative, engaged at every level of the program, from conducting store assessments to building relationships with the store owners. For more information, contact [Penny Lopez](#).



### **Collective Impact: Shared Experiences from the Field**

In this series of videos, collective impact practitioners share what they have been learning through their work. Cheryl Moder, Director at Community Health Improvement Partners, discusses the San Diego Childhood Obesity Initiative and lessons learned through implementation of their countywide strategies. Other speakers include Kim Nolte from Georgia Public Private Partnership for Teen Pregnancy Prevention and Gabriel Guillaume from LiveWell Colorado. [Details](#)

To be featured in the newsletter, please [email us](#) a description of your site's highlight.

## **Announcements & Events**



### **Complete Streets: From Policy Adoption to Implementation in New Jersey**

**June 12, 2014 | 11:00 AM - 12:15 PM**

This webinar will highlight strategies for complete streets policy adoption to implementation. It will feature panelists involved in successful municipal and county case studies focused on complete streets implementation. [Details](#)



### **Healthy Food Access and Healthcare**

**June 17, 2014 | 11:00 AM - 12:00 Noon**

This webinar will provide examples of why community health centers are excellent partners in food access efforts, how supermarkets are helping to rethink health clinic services, and why food may be the best medicine. Hear from a supermarket operator and community health centers about their innovative programs helping people access better nutrition and healthcare. [Details](#)

## SMART SNACKS IN SCHOOL

The Healthy, Hunger-Free Kids Act of 2010 requires USDA to establish nutrition standards for all foods sold in schools—banned the federally-funded snack program. This new rule carefully balances common-sense nutrition guidelines with practical and flexible solutions to promote healthier eating on campus. The rule draws on recommendations from the Institute of Medicine, existing voluntary standards already implemented by thousands of schools across the country, and healthy food and beverage offerings already available in the marketplace.

## Healthy Hunger-Free Kids Act of 2010: Smart Snacks in School Rules

July 1, 2014

On June 27, 2013, the USDA announced its finalized "Smart Snacks in School" rules which set limits on calories, fats, sugar, and sodium and encourage the consumption of dairy, whole grains, protein, fruits and vegetables. The rules affect "competitive foods," which are snacks sold in vending machines, a la carte lunch lines and in student stores in elementary, middle, and high schools that participate in the National School Lunch Program. [Details](#)

## Resources & Learning Opportunities



### Smart Snacks Product Calculator Launched

The Alliance for a Healthier Generation has launched the Smart Snacks Product Calculator, a tool that takes the guesswork out of evaluating products based on the new USDA Smart Snacks in School Guidelines. Users can enter product information, answer a few questions, and determine whether a snack, side, or entrée item meets the new USDA guidelines. Other resources include healthy product and vendor lists. [Details](#)



### Finding, Buying and Serving Local Foods Recordings

Recordings and helpful resources from recent webinars in the USDA Finding, Buying and Serving Local Foods series are available online. Topics include everything from procurement basics to using geographic preference, to finding local producers, to buying local through DoD Fresh. [Details](#)



### Whole School, Whole Community, Whole Child Model

Developed by ASCD and the U.S. Centers for Disease Control and Prevention (CDC), in collaboration with key leaders from education, public health, and school health fields, the new model combines and builds on elements of the traditional coordinated school health approach and the whole child framework to strengthen a unified and collaborative approach to learning and health. CDC will be integrating this new model into its school health initiatives, placing ASCD's whole child framework at the center of health and education alignment in school settings. [Details](#)



### Leading Childcare Provider Implements Wellness Policies

Learning Care Group, the second largest private childcare provider in North America, has committed to creating healthier environments at 900 of their schools across the country. The childcare provider will implement standards that align with Let's Move! Child Care goals for physical activity, screen time, food, beverages, infant feeding, and parent engagement. The standards will be shaped in part by the Wellness Child Care Assessment Tool, a resource developed by researchers at the Rudd Center and the Harvard School of Public Health that help childcare providers assess and implement stronger wellness policies in childcare settings. [Details](#)



### New Tools for Parent Advocates

Rudd 'Roots Parents, is a resource for parent advocates who are passionate about supporting kids with a healthy school environment. The website offers easy-to-use tools, information, and research to address weight bias and weight-based bullying, improve the nutritional quality of school food, and eliminate unhealthy food and beverage marketing in schools. [Details](#)



### **Financial Incentives for Employee Wellness Programs**

Monetary incentives can help employees begin to make healthy changes, but these changes are difficult to sustain in the long term. "Ignoring environmental and biological forces that contribute to obesity can undermine a program's ability to help people reach weight outcomes or change health behavior" shared the lead author, Lenny Lesser. The authors suggest instead that employers create a healthier work environment by providing time and space for physical activity or removing sugary drinks. [Details](#)

## Grant Opportunities



### **Environmental Enhancement and Mitigation Program**

**Award Amount: Various**

**Deadline: June 30, 2014**

The Environmental Enhancement and Mitigation Program encourages projects that produce multiple benefits which reduce greenhouse gas emissions, increase water use efficiency, reduce risks from climate change impacts, and demonstrate collaboration with local, state and community entities. [Details](#)



### **Partners for Places**

**Award Amount: \$150,000**

**Deadline: July 3, 2014**

Partners for Places is a successful matching grant program that creates opportunities for cities and counties in the United States and Canada to improve communities by building partnerships between local government sustainability offices and place-based foundations. National funders invest in local projects to promote a healthy environment, a strong economy, and well-being of all residents. [Details](#)



### **Voices for Healthy Kids**

**Award Amount: \$90,000**

**Deadline: Rolling**

The American Heart Association and the Robert Wood Johnson Foundation have joined forces to launch Voices for Healthy Kids. The goal of the grant opportunities within this initiative is to make effective strategic investments in ongoing state, local and tribal public policy issue campaigns in order to increase public policy impact on healthy weight and living among children. [Details](#)

## Policy Updates



### **Grow America Act: Federal Surface Transportation Bill**

In late April the Obama administration sent its proposal to Congress for a four-year, \$302 billion surface transportation reauthorization. The legislation provides formula and discretionary funding for construction and maintenance of highways, roads, bridges, transit, as well as bicycle and pedestrian infrastructure. The bill would increase total investment in such projects by nearly 40 percent over current spending levels. [Details](#)

### **Stop Subsidizing Childhood Obesity Act of 2014**

Senators Richard Blumenthal (CT) and Tom Harkin (IA) recently introduced legislation to close a loophole that allows companies to claim a tax deduction for marketing unhealthy food and beverages to children. The legislation would require money generated by the elimination of the tax subsidy be directed to the U.S. Department of

Agriculture's Fresh Fruit and Vegetable Program, which serves elementary schools in low-income neighborhoods. [Details](#)

**California State Senate Bill 1000**

The soda warning label bill, introduced by Senator Monning, is headed to the full California Senate for a floor vote. In a 5-2 vote, the Appropriations Committee voted in favor of SB 1000. [Details](#)

## About

The HEALing Newsletter is published monthly to provide important grantee updates and highlight Southern California HEAL activities. The Newsletter also includes a calendar of upcoming events, resources, learning opportunities, grant funding notices, and policy updates. If you have questions or comments, please contact Judy, Arpiné, or Joanna using the contact information below.

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