

HEALing NEWSLETTER

July 2013

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[Email Judy Harper](#)

[Email Arpiné Shakhbandaryan](#)

[Email Joanna Galeas](#)

Southern California Kaiser HEAL Convening

Quarterly Network Leader Learning Circle

July 22, 2013 | 12:00 - 5:00PM
California Endowment, Los Angeles

Youth Convening

July 23, 2013 | 10:00AM - 5:00PM
California Endowment, Los Angeles

By Invitation only. For more information, contact Joanna Galeas at Community Partners at 213-346-3246.

www.HealZones.org Website



Virtual Brown Bag



Re-Inventing Neighborhood Food Retailers

Thursday, July 25, 2013 | 12:00 - 1:30PM

Registration

July's Virtual Brown Bag will focus on best practices for re-inventing and sustaining neighborhood corner stores. While we understand that "makeovers" to feature healthy foods and produce are a first step, Kaiser HEAL communities also need to support store owners in transforming their businesses into healthy and *profitable* food retailers! Our discussion will be instigated by **Rosalia Calam, a Whittier resident** working to build relationships with store owners to make and sustain healthy changes in her neighborhood stores and **Chelsea Fiss, Retail Program Manager from the San Diego Network for a Healthy California**. We invite food retail strategy partners, corner store and restaurant owners, and residents to join this discussion on creating and sustaining healthy food retailers.

Prior to the VBB please review the Healthy Foods Here: Grocery Merchandizing Tips resource ([Link](#)). For an example retail program see the Network for a Healthy California Retail Program: Retail Fruit & Vegetable Marketing Guide ([Link](#)).

The Virtual Brown Bag (VBB) is a monthly web convening aimed at generating discussion and peer learning by Southern California HEAL Zone grantees and their partners.

HEAL Site Highlights



Whittier Residents Build Relationships Store-to-Store



The customers at the Whittier 7-Eleven were not only there to shop but to also survey the owners interest in a project to become a healthier food retailer. Rosalia Calam, and fellow residents received special training through the Change Starts with Me and California Center for Public Health Advocacy programs to improve their neighborhood corner stores. Local residents have been building relationships with store managers and owners, conducting assessments, and preparing resources to make the healthy choice the easy choice in their neighborhood markets. Residents will be selecting the store and implementing the conversion in the Fall/Winter of 2013. For more information contact [Penny Lopez](#).



Rapido Long Beach Market Getting Makeover



Rapido Long Beach Market is the first of six markets going through corner store conversions in the North Long Beach community. The refrigerator has been delivered and the floor plan has a new "healthy corner." Large posters inside the store draw customers to the fresh produce and groceries. The City of Long Beach Department of Public Health, Network for a Healthy California, residents, and youth are working together to provide the support and resources to create a successful healthier food retailer. For more information contact [Shawna Stevens](#).

If you would like to be featured in the monthly newsletter, please send a description of your site's highlight to [Arpiné](#).

Announcements & Events

Occidental College

Cornuelle Fellow Lillian Krovoza

Please welcome Lillian Krovoza, our summer HEAL team intern from Occidental College. Lillian has just finished her sophomore year, double-majoring in Economics and Urban and Environmental Policy. She has been actively involved in food justice issues on campus. Off campus, she recently conducted an independent research project in Costa Rica (on the impact of temporary organic farm volunteers on their host communities) and served as a student adviser on a food assessment project at LA CAUSA continuation high school in East Los Angeles. Lillian will work closely with the HEAL team on an independent assessment of learning activities to date and helping to plan and facilitate the July Youth Convening and healthy food retail Virtual Brown Bag. You can contact Lillian at lkrovoza@CommunityPartners.org.



Tips and Tricks for an Engaging PowerPoint Presentation

July 23, 2013 | 10:30 - 11:30AM

Public health professionals face common challenges in explaining complex information and data to diverse audiences. Whether you present for the community or your professional peers, this webinar will help you transform PowerPoint "blah" into "ta-da!" Walk away from this presentation with simple tips anyone (even YOU) can use to: critique your own slides, add visual interest, and connect with your audience. [Details](#)

Leadership for Healthy Communities

Advancing Policies to Support Healthy Eating and Active Living

Marketing Matters: How Local Governments Can Address Food Marketing to Children

July 25, 2013 | 11:00AM - 12:00 PM

This webinar will provide an overview of the role local governments can play to effectively reduce the marketing of unhealthy foods and beverages to children. Moving beyond industry self-regulation, several local governments have adopted innovative strategies to minimize the prevalence of unhealthy food and food marketing. Presenters will share examples of successful policy options to promote the marketing of healthier foods and beverages. [Details](#)



How Highway Safety Funds Can Boost Safe Routes to School: Tapping into the Highway Safety Improvement Program (HSIP)

August 1, 2013 | 11:00 AM - 12:00 PM

Bicycle and pedestrian projects - including non-infrastructure education and encouragement campaigns - are eligible for HSIP funding, but this funding source is infrequently accessed for these purposes. During this webinar, attendees will hear about the origin of the funding, criteria for its use, and innovative approaches to accessing HSIP dollars for bicycle and pedestrian projects and programs. [Details](#)



Supporting Youth to Transform Their Communities: Tools for Effective Message Development and Delivery

August 15, 2013 | Fontana, CA

The Network for a Healthy California and Berkeley Media Studies Group invite youth-serving partner organizations to attend this train-the-trainer workshop. During this in person training participants will:

- Explore creative ways of engaging youth in local efforts to improve access to healthy foods and physical activity.
- Gain ideas for sharing fundamental public health concepts with youth.
- Learn how youth can use messages that state values and

- put the solution first.
- Learn effective message development and delivery techniques. [Details](#)



Healthy Food Business & Leadership Training

September 7, 2013 | 9:00 AM - 5:00 PM

The Healthy Neighborhood Market Network presents a special full-day training designed to provide independent store owners and their staff with the skills and resources needed to successfully introduce healthy food items at their stores. Intensive workshop sessions will connect store owners with industry experts who will present strategies for growing a business, effective marketing, and handling fresh produce. This event is FREE for market owners, managers, and staff. [Details](#)

Resources & Learning Opportunities



Strategic Communications and Framing for YOU(th)!: How Youth-serving Organizations can Support the Youth Voice for Community Change

Youth and youth-serving organizations play an important role in supporting efforts to creating healthy environments, and knowing how to talk about their work is a critical function of their success. In this webinar, Berkeley Media Studies Group and Network for a Healthy California help participants learn how to communicate more effectively and better support youth voice in advancing systems change. [Details](#)



Economic and Community Development Benefits of Healthy Food Retail

When communities have access to affordable, healthy foods, residents purchase and consume healthier foods over time. But improving access to healthy foods, especially in lower-income communities and communities of color in both rural and urban settings also can provide an economic stimulus in communities that may need it most. This report examines the economic and community development benefits of healthy food retail. [Details](#)



USDA Releases Standards for Snacks Sold at School

The nutrition guidelines cover foods and beverages sold in vending machines, school stores, snack carts, and a la carte lines - basically anything sold outside of the school lunch and breakfast programs. It also covers some fundraisers that take place throughout the school day. The standards need to be implemented by the 2014-2015 school year. Learn all you need to know about the new rules and how to make changes in your school. [Details](#)



Americans Expect Schools to Lead in Preventing Obesity

Ninety percent of Americans believe their local K-12 school plays the biggest role of any sector in fighting obesity, according to the results of a new Field Research poll. The study also found broad-based support for policies to build more sidewalks, bicycle lanes, paths, and trails to make it easier and safer for kids to walk and bicycle to school, as well as increasing physical activity opportunities during school, encouraging schools to serve healthier meals, and providing access to clean drinking water. [Details](#)



Spring Success with Fire Up Your Feet!

Following an exciting launch on February 28, Let's Move! Active Schools partners, families, and schools across the country challenged themselves to walk, bike, and get physical activity into daily life with the Fire Up Your Feet activity challenge. Together, families and schools logged a collective 292,400 minutes of activity and more than 7,000 miles. Fire Up Your Feet returns to schools this fall from October 1-31, 2013. New schools and participants can register at any time at fireupyourfeet.org. [Details](#)

Grant Opportunities



Centers for Medicare & Medicaid Services (CMS) Health Care Innovation Awards

Letters of Intent Deadline: June 28, 2013

Application Deadline: August 15, 2013

Award Amount: Various

Under this announcement, CMS will support projects from across the country that test new payment and service delivery models that will deliver better care and lower costs for Medicare, Medicaid, and Children's Health Insurance Program (CHIP) enrollees. [Details](#)



Do Something Seed Grants

Application Deadline: Ongoing

Award Amount: \$500

Are you working to start a community action project or program? Do you need money to put your ideas into action? If you answered, "YES!", you are eligible to apply for a DoSomething Seed Grant. These grants can be used towards project ideas and programs that are just getting started, or to jump-start your program and realize your ideas for the first time. These grants can also be used towards expanding projects that are already developed and sustainable.

[Details](#)



Healthy Generation Grants

Application Deadline: September 13, 2013

Award Amount: Various

The WellPoint Foundation invests in domestic initiatives that help improve the lives of people and the health of communities. The foundations mission is to address preventable health concerns through strategic charitable choices. Grants support physical education, physical activity, and wellness programs. Focus areas include childhood obesity prevention. [Details](#)



Regional Grant Program

Application Deadline: September 15, 2013

Award Amount: \$40,000

Grant funded projects may include school-based or after-school nutrition and fitness programs that help children learn healthy habits at an early age, community-based nutrition education programs for children and families, efforts to increase the availability of affordable produce in communities, and community gardening and urban farming activities for children and families.

[Details](#)

Policy Updates



U.S. Farm Bill

What's the status of the Farm Bill, which sets funding levels for critical nutrition programs like SNAP (food stamps) and SNAP-Ed? It's complicated. While the Senate passed a Farm Bill, the House of Representatives failed to approve its version on June 20th. The House Leadership has reportedly decided to split Title IV including SNAP and other nutrition programs from the bill and move those items forward separately. [Details](#)

San Diego Childhood Obesity Initiative: Legislative Update

Comprehensive update on obesity prevention-related legislation. [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, and Joanna using the contact information below.

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