

## HEALing NEWSLETTER

July 2014

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[Email Judy Harper](#)

[Email Arpiné Shakhbandaryan](#)

[Email Pia Bañez](#)

### Learning Events

Save the dates for the upcoming summer and fall peer learning opportunities. For more information, please contact your community HEAL Initiative coordinator.

***Network Leader Learning Circle and Resident Convening  
 August 15-16, 2014***

***Network Leader Learning Circle and Learning Community  
 November 3-4, 2014***

[www.HealZones.org](http://www.HealZones.org)



### HEAL Site Highlights



***City of Lemon Grove Adopts Health and Wellness Element***

The City Council of Lemon Grove unanimously adopted a new Health and Wellness Element in their General Plan on July 15th. Mayor Mary Teresa Sessom expressed excitement for this new addition to their General Plan and the unanimous vote. The Element, prepared by CityPlace Planning, Inc. in conjunction with city staff, identifies policies and programs that encourage healthy eating and active living in the City. Graham Mitchell, City Manager, noted the successful outreach and engagement of Lemon Grove residents and the HEAL Zone Steering Committee for input through community events, public hearings, and workshops. For more information, see the [staff report](#) or contact [Melanie Briones](#).



***Boys and Girls Club of Whittier Adopts Wellness Policy***

Boys and Girls Club of Whittier developed an organization wide wellness policy that received final board approval on February 28th

The purpose of the policy is to ensure an environment that promotes and protects members, families, staff, board of directors, and volunteers health, well-being, and ability to learn. Executive Director Samantha Ridout and Health & Fitness Director Alyssa Carillo championed the development and adoption of the policy. For more information, contact [Penny Lopez](#).

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

## Announcements & Events



### ***4th Annual Food Policy Forum: Partnerships to Create Healthy Food Environments*** **July 22, 2014 | 9:00 AM - 4:00 PM**

Participants will learn about public health's role in healthy food promotion; building healthy and sustainable food systems through local, state, and federal partnerships; operationalizing nutrition standards; pricing, promotion, and placement strategies; and evaluating healthy food improvements. [Details](#)



### ***Using the Power of Persuasion to Influence Student Food Choices*** **July 23, 2014 | 9:00 - 9:30 AM**

The persuasion principles of liking, reciprocity, scarcity, consistency, consensus, and authority offer people clues or decision shortcuts on how to behave. These principles offer an alternative to restriction and elimination of food choices and are a positive way to encourage kids to eat healthier foods. Zena Edwards will cover how these "decision triggers" can be used ethically to influence students' food choices. [Details](#)



### ***Storytelling for Nonprofits: Harnessing the Power of Video and Print to Share Your Stories*** **July 30, 2014 | 11:00 AM - 12:30 PM**

Recognizing that "people will forget what you tell them, but never forget how you make them feel," Storytelling for Nonprofits will explore the unique power of stories, in video and print, to move and inspire an audience. The webinar will be presented by Cara Jones, Emmy Award-winning journalist and founder of Storytellers for Good. [Details](#)

CALIFORNIA CENTER FOR  
PUBLIC HEALTH ADVOCACY



### ***Nominees for CCPHA Champions of Health Awards*** **August 1, 2014**

Each year the California Center for Public Health Advocacy (CCPHA) honors individuals who have made outstanding contributions to the health of the state. CCPHA recognizes leaders at the local, state, and national level whose work helps achieve CCPHA's vision of California communities in which physical, social, and economic conditions support the health and well-being of all residents and reduce health inequities. Categories include social justice champion, elected officials, high school students, and new health professionals. Nominations are due by August 1st. [Details](#)



### **2015 EPA Smart Growth Awards**

**September 5, 2014**

The Environmental Protection Agency (EPA) recognizes and supports communities that use innovative policies and strategies to strengthen their economies, provide housing and transportation choices, develop in ways that bring benefits to a wide range of residents, and protect the environment. The competition is open to the public-sector, private-sector, and nonprofit organizations that have successfully used smart growth principles to improve communities environmentally, socially, and economically. All entries must include a public-sector partner. [Details](#)

## Resources & Learning Opportunities



### **Ask an Expert: Healthy Food Choices in Schools**

This summer food service directors, cafeteria managers, and staff members have a lot to prepare for to ensure a healthful and profitable 2014-2015 school year. From implementing the new Smart Snacks guidelines, to keeping the menu fresh and enticing, to redesigning the lunch line. Ask an Expert is FREE and FAST! Ask a question and receive an educated, useful answer from an expert in food service, marketing, behavioral economics, food psychology, and nutrition within 48 hours. [Details](#)



### **Smart Snacks Product Calculator**

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 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](#)

### **Healthy Food Access Portal**

#### **Healthy Food Access Portal**

The website now contains more accessible content, improved visuals, and multimedia that helps make the case to improve healthy food access. Use the new searchable map to find policy efforts and resources by state, find available funding opportunities in the updated database, learn from peers via new profiles, webinars, and stories, and check out new videos of healthy food leaders from around the country. [Details](#)



### **Shared Use Clearinghouse**

School districts and municipal organizations increasingly see shared use agreements as one of the most promising strategies to create opportunities for physical activity within a neighborhood or community. The National Partnership is excited to announce the launch of the Shared Use Clearinghouse, a website designed to

improve access to shared use resources that will aid communities and school districts in developing successful shared use agreement. [Details](#)

## Grant Opportunities



### ***Aetna Foundation***

**Award Amount: \$50,000**

**Application deadline: July 30, 2014 (Cycle 2)**

The Aetna Foundation Regional Grants Program - GoLocal: Cultivating Healthy Communities - funds community wellness initiatives aligned with Healthy Eating and Active Living. Funding is targeted to organizations that serve underserved, low-income, and minority communities where healthy food can be difficult to buy, and where social and environmental factors may limit people's ability to be physically active. [Details](#)



Robert Wood Johnson Foundation

### ***Culture of Health Prize***

**Award Amount: \$25,000**

**Application Deadline: September 17, 2014**

The Robert Wood Johnson Foundation 2015 Culture of Health Prize is awarded annually to honor outstanding community efforts and partnerships that are helping people live healthier lives. Winning communities will each receive a \$25,000 cash prize and have their accomplishments celebrated and shared broadly with the goal of raising awareness and inspiring locally-driven change across the country. [Details](#)



### ***Voices for Healthy Kids***

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

**Application 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](#)



### ***SPARK Grant-Finder***

**Award Amount: Various**

**Application Deadline: Various**

The SPARK Grant-Finder Tool helps you locate funding for your physical education, after school, early childhood, classroom activity, or coordinated school health program. Search for grants by location and interest. Grants are updated daily. [Details](#)

## Policy Updates



### ***House and Senate Committees Pass Stop-Gap Measure to Cover Highway Trust Fund***

Earlier in July, the House Ways and Means and Senate Finance Committees passed similar proposals to provide close to \$11 billion to cover the projected funding shortfall in the Highway Trust Fund through May 2015, and voted to extend the existing transportation authorization, MAP-21, through that timeframe. The stop-gap measure is likely to extend the debate over the broader surface transportation reauthorization bill over a longer period of time since the urgent need to fund the shortfall in the Highway Trust Fund has now been addressed ahead of an August 1 deadline that would have seen the U.S. Department of Transportation run out of funds for transportation projects. [Details](#)

### ***City of Berkeley Sugary Beverages and Soda Tax***

City of Berkeley Sugary Beverages and Soda Tax ballot question is on the November 4, 2014 election ballot for voters in the City of Berkeley, CA in Alameda County. If approved, the measure would impose a penny-per-ounce tax on sugary beverages. Similarly, the San Francisco Board of Supervisors' Budget and Finance Committee unanimously voted to recommend a tax on soda and sugary beverages sold in the City of San Francisco. If the Board votes to place the initiative on the November 4th ballot, the public will then decide whether the two cent per ounce tax on sugary beverages will be enacted. [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.

Judy Harper, Senior Program Director  
Direct: (213) 346-3215  
jharper@CommunityPartners.org

Arpiné Shakhbandaryan, Program Manager  
Direct: (213) 346-3280  
ashakhbandaryan@CommunityPartners.org

Pia Bañez, Senior Program Assistant  
Direct: (213) 346-3213  
pbanez@CommunityPartners.org