

HEALing NEWSLETTER

October/November 2013

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www.HealZones.org



2013 Fall Convening

Network Leader Learning Circle

Tuesday, October 15, 2013 | The Hilton Pasadena
 Thank you for attending the Network leader Learning Circle. Materials and resources are now available online. [Details](#)

Learning Community

Wednesday, October 16, 2013 | The Hilton Pasadena



...Creates Community Transformation

The Southern California HEAL Learning Community brought together over 115 participants from ten Southern California communities to better understand the importance of sustained action for community transformation, to celebrate resident and youth leadership, and to more effectively communicate about environmental change for healthy eating and active living. Thank you for your active participation! Photos, event materials, and resources are now available online. [Details](#)

Virtual Brown Bag



Evaluation as a Tool for Engagement

Thursday, November 21, 2013 | 12:00 - 1:30 PM

[Registration](#)

Do your partners or resident leaders have questions about how to tell the story of the impact of your HEAL efforts? This session is designed to give a simple, high level overview of the HEAL evaluation efforts, and engage participants in a discussion on how they can be involved in collecting and using data to support their efforts. Practical tools for engaging partners and residents in the data collection will also be shared for parks and open space improvement, corner store conversions, active recess, and physical education strategies.

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 PTA "Insanity Mud Run" Raises \$15,000



Longfellow Elementary was a typical school that relied on unhealthy food fundraisers each fall to raise money for student field trips. After parents participated in the Activate Whittier "Change Starts With Me" Leadership training on healthy eating and active living, they decided to make a change in their school. They worked closely with Michel Hesla, Longfellow PTA President, to plan and host a student "Insanity Mud Run" which raised \$15,000 through student supported sponsorships! Not only did the students get an opportunity to be physically active, the PTA raised twice as much money as they had when selling cookie dough and cheese cake. For more information contact [Penny Lopez](#).



Anaheim Joins Statewide HEAL Cities Campaign

Anaheim City Council unanimously passed a resolution to join the statewide HEAL Cities Campaign, a partnership of the League of California Cities and the California Center for Public Health Advocacy. The residents and City leadership are committed to policy and environmental change to improve community health. Leticia Murillo, a local parent leader advocated for the resolution and thanked the City for their partnership. Anaheim joins 157 HEAL Cities statewide which include Lancaster, Long Beach, Ontario, Riverside and Ventura. The Anaheim video ([link](#)), staff report ([link](#)) and resolution ([link](#)) are available to view. For more information on the HEAL Cities Campaign visit [link](#). For more information on the Anaheim resolution contact [Javier Gonzalez](#).

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

Announcements & Events



Let's Level the Playing Field! Differentiating Activities to Engage all Students

November 20, 2013 | 3:00 PM - 4:00 PM

Students come with different backgrounds, experiences, and skill levels. It is important to use different teaching strategies so students can learn and participate at a level they feel comfortable with, and improve fitness by allowing more time for movement activities. Join the next SPARK webinar to learn how to apply inclusionary strategies and differentiate activities to engage all students. [Details](#)



Empowering Low-Income Communities to Take Advantage of MAP-21 Funds

November 21, 2013 | 11:00 AM - 12:00 PM

More street scale projects can be built in lower-income communities and communities of color by training advocates nationwide on how to access existing funding for pedestrian and bicycle projects, including the new MAP-21 funds. Speakers will provide perspective on the importance of MAP-21 funding in underserved communities, increasing health benefits through street scale improvements, and identifying tools and best practices for implementation on the regional, state, and local levels. [Details](#)



¡Pláticas de Salud! Prioritizing Health in the Latino Community

December 4, 2013 | 11:00 AM - 12:30 PM

The Latino Coalition for a Healthy California completed its Fall round of Pláticas, or conversations, in seven California regions with large Latino populations focusing on sugar sweetened beverages and the Affordable Care Act. During the Web Forum, participants will share a brief overview of the two central issues, themes, and lessons learned from the conversations. [Details](#)

Visión y Compromiso



Visio2013 Conference: Cultivating Our Strengths Towards a Dignified and Healthy Life

December 6-7, 2013 | Los Angeles, CA

The 11th annual statewide Promotores and Community Health conference provides the opportunity to increase knowledge and skills on health, life, and community issues; reinvigorate commitment to advocacy through workshops led by inspirational community leaders; share and network with other Promotores/as from across the country; and celebrate achievements. [Details](#)



SCPHA 2013 Annual Conference

Think Globally, Act Locally: Southern California Initiatives

December 9-10, 2013 | Los Angeles, CA

This conference offers professionals and practitioners the opportunity to enhance their knowledge, exchange information on best practices, and learn about the latest research and trends in public health. Specific objectives for the conference are to identify Southern California initiatives that address global public health issues; address the gap between public health practitioners' knowledge and performance as it relates to current public health issues; describe public health issues globally and how they can affect Southern California practice; and improve the competencies of public health practitioners through knowledge sharing and skill building. [Details](#)

Resources & Learning Opportunities



Health in All Policies: A Guide for State and Local Governments

Health in All Policies is a collaborative approach to improving the health of all people by incorporating health considerations into decision-making across sectors and policy areas. The Public Health Institute released a comprehensive new tool to help all sectors strengthen their capacity to address health and equity for State and Local Governments. [Details](#)



The Bigger Picture: Youth PSA

The Bigger Picture is a collaboration between Youth Speaks and the UCSF Center for Vulnerable Populations designed to combat the rising epidemic of Type 2 Diabetes by empowering youth to change the conversation about the disease and the social and environmental factors that have led to its spread. [Details](#)



Raising Funds Through Fitness Not Food

Principal Tony Swan went from selling chocolate to walking and ended up making more money and engaging his community. Selling unhealthy foods and drinks to students, or asking them to sell these items to others, sends the wrong message to students about healthy eating. Keep schools and budgets healthy with this compilation of great fundraising ideas. [Details](#)



Athlete Endorsements in Food Marketing

Youth are exposed to professional athlete endorsements of food products that are energy-dense and nutrient-poor. This study quantified professional athletes' endorsement of food and beverages and evaluated the nutritional quality of endorsed products. [Details](#)



Sugar-Sweetened Beverages

Many studies have demonstrated a link between obesity and the consumption of sodas and other sugar-sweetened beverages (SSBs). Many public health advocates see cutting down on the excessive consumption of SSBs as a clear obesity prevention policy strategy. ChangeLab Solutions has created a collection of resources for advocates and policy makers who want to address this issue. [Details](#)



Farm to School Programs Come to Life on Video

As the USDA Farm to School Census shows, schools across the country are putting local foods on the school menu at breakfast, lunch and dinner; taking trips to the farm; integrating lessons about food and agriculture into the school's curriculum; and sowing seeds in school gardens. More and more school districts are documenting their good work through film. The census ([link](#)) and videos are now available to view ([link](#)).

Grant Opportunities



The Bigger Picture Poetry Contest

Award Amount: Various

Deadline: Rolling

Scholarships are available for exceptional examples of young people speaking out against diabetes. High school students can earn a \$4K, \$2K, or \$1K scholarship by posting a dynamic poetry or written songs to help spread the word, demonstrating an action they have taken or facilitated to combat the spread of Diabetes, and encourage others to join the movement. [Details](#)



Whole Kids Foundation Garden Grants

Award Amount: \$2,000

Deadline: November 30, 2013

Teaching kids to garden helps them learn about complex topics like sustainability and conservation, food systems, and community awareness. Non-profit K-12 schools (public, private, or charter - elementary, middle, or secondary) and organizations that are developing or currently maintaining a garden project on school grounds that will engage children with fresh fruits and vegetables are eligible to apply. [Details](#)



2014 Youth Gardens Grants

Award Amount: \$500

Deadline: December 6, 2013

These grants help schools and community organizations build and expand youth-centered garden programs. They must involve teams of children between the ages of 3 and 18. Priority will be given to programs that emphasize integration of content standards, nutrition connections, environmental awareness, entrepreneurship, and community support. [Details](#)



LA County Department of Public Health

Award Amount: Various

Deadline: January 8, 2014

The Los Angeles County Department of Public Health is issuing a Request for Proposals to implement a Policy Adoption Model-based campaign to reduce youth access to tobacco products.

[Details](#)

Policy Updates



AB 422: Health Care Notifications in Schools

Governor Brown signed several bills that will help to improve the health of California's communities of color. AB 422 updates information sent to parents through their child's school about the new health coverage options. [Details](#)

SB 622: Sweetened Beverage Tax and Children's Health Promotion Fund

The bill, if passed, will establish a one cent per ounce excise tax on beverage distributors for sugar sweetened beverages. The \$1.7 billion annual revenue would fund childhood obesity prevention, parks and recreation, health, nutrition, and physical education programs. Currently it is being held at the Senate Committee on Appropriations to be reviewed in January 2014. [Details](#)

SB 99: Active Transportation Program

California adopted a new strategy for the operation of the State Safe Routes to School (SRTS) program. SB 99 restructures existing pedestrian, bicycle, trails, and SRTS programs into a comprehensive Active Transportation Program, to be administered by the California Transportation Commission. [Details](#)

Food Labeling Modernization Act of 2013

Three members of Congress recently proposed legislation which would require that food labels provide clear and consistent nutrition information to consumers. The Food Labeling Modernization Act, introduced by Senator Richard Blumenthal, and Representatives Rosa DeLauro and Frank Pallone, Jr., seeks to create a single, standard front-of-package label, require greater disclosure of sugar and caffeine content, and define how common claims such as "natural" and "healthy" can be used. [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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