

HEALing NEWSLETTER

March 2013

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- [Email Judy Harper](#)
- [Email Arpiné Shakhbandaryan](#)
- [Email Joanna Galeas](#)

HealZones.org Website Launch

Welcome to HealZones.org, your one stop for information on all Northern and Southern California Kaiser HEAL grantees working to create healthier communities. Connect with community leads, view their strategies, find tools and resources, and learn from their success stories. [Details](#)



Virtual Brown Bag



Promotoras, Prescriptions and Policy: Creative Approaches for Involving Clinic Partners
Thursday, April 4, 2013 | 12:00 - 1:00PM
[Registration](#)

The engagement of clinic partners has represented a special challenge for the Southern California HEAL Zone sites. With this challenge in mind, we'd like to invite HEAL Zone project coordinators and directors, Kaiser Permanente Community Benefits staff and safety net clinic stakeholders to join us for this important discussion. We will focus on understanding the current context of community clinic operations, explore lessons learned from a pilot "walking prescription" program and generate ideas for building on clinic assets (such as promotora programs and in-house policy expertise).

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



Lancaster Wins 2012 Helen Putnam Award

The Wellness Homes operated by Antelope Valley Partners for Health are part of "Lancaster's Holistic Approach to Healthy Neighborhoods" which received the 2012 Helen Putnam Award. The community-based center provides physical, emotional and instructive support for residents. The City developed this multi-pronged approach to link residents with much needed social and economic support services and resources. For more information contact [Michelle Kiefer](#).



Ontario HEAL Zone Kick Off and PhotoVoice Presentation

Members of the community joined the Mayor and City Council to celebrate the launch of Ontario's Healthy Eating, Active Living Zone (HEAL) at De Anza Community Park.



The event featured several booths and activities which helps promote the HEAL initiative. "Health is a state of mind. People often think of health as a medical clinic," said Mayor Paul Leon. "I'm excited of launching this program and helping people with opportunities for health and healthy eating and exercise."

- [Watch the Video](#)
- [Read the Article](#)

For more information contact [Karen Thompson](#).

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

Upcoming Events



Social Media for Public Health

March 12, 2013 | 11:00 AM

This webcast will provide basic information, tips, and hints for how public health organizations can use LinkedIn and Slide Share tools to promote public health and expand outreach initiatives. Other webcasts include twitter, gaming, mobile, Facebook, image sharing, Google plus, and YouTube. [Details](#)



Effective Public Engagement: Dealing with Deeply-Held Concerns and Organized Opposition in Public Engagement Activities

March 13, 2013 | 10:00 - 11:30 AM

No matter what the issue, citizens with strong views (and often competing beliefs) challenge the ability of cities and counties to hold productive and civil public hearings and meetings. Learn how to respond to such situations through effective community engagement processes and strategies. [Details](#)



Understanding USDA's Smart Snacks in Schools Standards

March 14, 2013 | 2:00 - 3:15 PM

Wondering how the new competitive food regulations recently proposed by the USDA stack up against California's competitive food and beverage standards? Join this webinar to learn about the standards and key comments from CA Project LEAN/Public Health Institute. [Details](#)



Breakfast Matters: Piloting and Expanding Breakfast in the Classroom, Grab and Go, and Second Chance Breakfast

Thursday, March 14, 2013 | 12:00 Noon

Making breakfast a part of the school day-by delivering it to the classroom, serving it from carts in the hallway, or offering it during a break after first period-is the most effective means of increasing participation. Join this webinar to learn the steps to take to successfully pilot and expand these programs in your district. [Details](#)



Vision & Voice for Healthy Students Conference

March 14-15, 2013 | Long Beach, CA

Join the California School Health Centers Association and hundreds of health care providers, school officials, and children's health stakeholders at this statewide conference. Hear from The California Endowment's President & CEO, Dr. Robert K. Ross, who has led a renewed focus on the health needs of underserved Californians by championing the cause of health coverage for all children and strengthening the capacity of community health centers. Learn about health care reform opportunities from California's most knowledgeable healthcare experts. [Details](#)



Healthy Foods, Healthy Businesses - Store Owner Training

March 19, 2013 | South Los Angeles, California

This training is designed to empower independent store owners and their staff to successfully introduce healthy food items at their stores. Participants can apply the knowledge and skills they learn at this training to convenience store, liquor store, and small market operations. [Details](#)



Maximizing the Local Impact of Safe Routes to School: Educating Local Elected Officials

March 21, 2013 | 11:00 AM

There are a variety of approaches to educating and engaging local elected officials in your community's Safe Routes to School movement. Join us while we talk with staffers and practitioners that have developed successful approaches to working with local elected officials to bolster the health, safety and economic impacts in their community through Safe Routes to School. [Details](#)



Lunch Lady Courage

March 28 - April 13, 2013 | Los Angeles



Inspired by Bertolt Brecht's *Mother Courage and Her Children* and the people working and learning in Los Angeles schools, Lunch Lady Courage explores what happens when one cafeteria worker battles for the future and health of her own children and the hundreds she serves every day. [Details](#)



Repurposing Public Spaces to Restore Walking on Main Streets & Beyond

March 28, 2013 | 11:00 AM - 12:00 PM

Mark your calendars for a great discussion on the repurposing of underutilized public spaces into vibrant walkable places. The forum will be an exciting exchange of stories, not only from our featured speaker, but also from others on the call. Hear from featured speaker, Carol Dick, about each step in the process of turning underutilized public space in Lemon Grove CA, into revitalized main streets. [Details](#)



National Bike to School Day

May 8, 2013 | National

Bike to School Day is a national event that gives communities across the country the opportunity to join together in bicycling to school on the same day. Nearly 950 schools across the country participated in the inaugural national event in 2012. Visit the website for event ideas, planning tips, involving the community, building excitement, and promoting the event. [Details](#)



7th Biennial Childhood Obesity Conference

June 18-20, 2013 | Long Beach, CA

The biennial Childhood Obesity Conference is the nation's largest, most influential collaboration of professionals dedicated to combating pediatric obesity. Nearly 2,000 attendees from across the country are expected to attend in 2013. The Conference will showcase the latest research, evidence-based best practices, and policy/environmental change strategies.

Representatives from each collaborative have been invited to attend a special pre-conference session on June 17th. The purpose of the Kaiser Permanente (KP) Grantee and Partner session is to develop relationships between KP community partners across the nation, share experiences and cultivate peer support to advance progress on Healthy Eating Active Living outcomes. [Details](#)

Resources & Learning Opportunities



Healthy Food Access Retail Portal

Welcome to the nation's first comprehensive healthy food access retail portal. Find resources designed to improve healthy food access in communities, build local economies, and enhance public health. Tap into a learning network that's using retail strategies to connect consumers to healthy food. [Details](#)



We're Going To Attack Your Donut Eating On All Fronts How Health Propaganda Will Play Out In the Years Ahead

As much as social scientists have learned about what drives people's decision-making, we still haven't found a silver bullet for changing people's behavior. A panel of public health scholars and policy makers co-presented by UCLA at MOCA Grand Avenue, discussed that it is possible to get people to make better health choices-if you give them time, and you engage them on several fronts. [Details](#)



Lost in translation: HMO enrollees with poor health have hardest time communicating with doctors

In the nation's most diverse state, some of the sickest Californians often have the hardest time communicating with their doctors. The authors of a new study from the UCLA Center for Health Policy Research found that residents with limited English skills who reported the poorest health and were enrolled in commercial HMO plans were more likely to have difficulty understanding their doctors, placing this already vulnerable population at even greater risk. [Details](#)



Community Commons Starter Maps

Visit Community Commons to access maps of public health data related to childhood obesity, including maps such as "Households with Children Receiving SNAP," "Access to Affordable Foods," "Obesity in Low-Income Preschoolers," and "Access to Recreation Opportunities." [Details](#)

Grant Opportunities



Food Day Planning Grant

Application Deadline: March 15, 2013

Award Amount: \$1,000

Food Day has teamed up with the National Farm to School Network and the United Natural Foods Institute Foundation to offer eight planning grants to schools that are organizing celebrations during October National Farm to School Month.

[Details](#)



Transportation Planning Grant

Application Deadline: April 2, 2013

Award Amount: \$300,000

The California Department of Transportation is now accepting applications for the Transportation Planning Grant Program. The Division will award approximately \$9 million in funding through six Grant Programs for Fiscal Year 2013-14. These programs provide monetary assistance for transportation planning projects to improve mobility and lead to the programming or implementation phase for a community or region. [Details](#)



Urban Greening Project Concept Proposals

Application Deadline: April 5, 2013

Award Amount: Various

On behalf of the Strategic Growth Council, this program grants funds for urban greening plans and projects in urban areas that provide multiple benefits, including but not limited to, a decrease in air and water pollution, a reduction in the consumption of natural resources and energy, an increase in the reliability of local water supplies, or an increased adaptability to climate change. [Details](#)



Physical Education Program (PEP) Grant

Application Deadline: April 12, 2013

Award Amount: Various

The Carol M. White Physical Education Program (PEP) provides grants to local educational agencies and community based organizations to initiate, expand, and improve physical education for students in grades K-12. Grant recipients must implement programs that help students make progress toward meeting State physical education standards. [Details](#)



WellPoint Foundation Funding - Healthy Generations

Application Deadline: April 19, 2013

Award Amount: Various

The WellPoint Foundation invests in domestic initiatives that help improve the lives and health of our communities. The grant supports community investors who commit to improve access to health care, keep healthcare quality high, and drive costs associated with quality care lower. [Details](#)



USDA Farm to School Grant

Application Deadline: April 24, 2013

Award Amount: \$100,000

The USDA's Farm to School grants connect schools with their local farmers, ranchers and food businesses, providing new economic opportunities to food producers and bringing healthy, local offerings into school cafeterias. On an annual basis, the USDA awards up to \$5 million in competitive grants for training, supporting operations, planning, purchasing equipment, developing school gardens, developing partnerships, and implementing farm to school programs. [Details](#)



ING Run For Something Better School Awards Program

Application Deadline: May 15, 2013

Award Amount: \$2,500

The awards program will provide a minimum of fifty grants for each school that desires to establish a school based running program or expand an existing one. The program is sponsored by ING Run For Something Better (ING RFSB), in partnership with the National Association for Sport and Physical Education (NASPE). [Details](#)

Policy Updates



USDA Finalizes New Microloan Program

The program is designed to help small, family operated, beginning, and socially disadvantaged farmers secure loans under \$35,000. It can bolster the progress of producers through their start-up years by providing needed resources and helping to increase equity so that farmers may eventually graduate to commercial credit and expand their operations. The microloan program will also provide a less burdensome, more simplified application process in comparison to traditional farm loans.

[Details](#)

AB 38: The California Food, Farms, and Jobs Act (Perez)

This bill would express the intent of the Legislature to enact legislation that would establish the California Food, Farms, and Jobs Act, for the purpose of improving state programs that support local and regional farm and food system infrastructure, expanding access to healthy foods for consumers, and creating new job growth and economic development through increasing the number of direct and retail markets. [Details](#)

AB 191: CalFresh: Categorical Eligibility (Bocanegra)

This bill would require the State Department of Social Services, to the extent permitted by federal law, to waive the CalFresh gross income test for any individual who is categorically eligible for CalFresh and who is a member of a household that receives, or is eligible to receive, medical assistance under the Medi-Cal program. [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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