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HEALing NEWSLETTER

April 2013

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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: Please Note Change in Title and Description



Safety Net Clinics 101: Opportunities for HEAL Strategies
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 directors and coordinators, Kaiser Permanente Community Benefits staff and safety net clinic stakeholders to join us for an important discussion about safety net clinics. Bridget Cole, an experienced organizational development consultant with safety net clinics, will walk us through "clinic operations 101." This presentation will provide the context for our subsequent discussion around creative ideas for advancing HEAL strategies for the clinic setting.

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



West Ventura Residents Declare Park Victory



West Ventura residents, organized by CAUSE (Central Coast Alliance United for a Sustainable Economy), look forward to a new park in their neighborhood. Deputy Mayor Heitman announced that escrow had closed on the Kellogg Street park site. The Trust for Public Land agreed to help the city pay \$1.15 million to buy the property, and the Ventura City Council approved the purchase plan on February 4th. CAUSE and local residents celebrated their three years of organizing with a sunrise ceremony at the new park site. For more information contact [Letty Alvarez](#).



Longfellow Elementary CATCH and Salad Bar Shine



Dr. Lily Torres, Principal at Longfellow Elementary School in Whittier, hosted a site visit for Kaiser HEAL staff to showcase the improvements in school food and physical activity. Kids at recess were participating in organized CATCH activities and cooling off with water from a hydration station. The lunch room showcased a fresh salad bar with cut fruits and vegetables. Dr. Torres is also championing for the beautification of the campus with art and mural projects through a partnership with local artist and business. For more information contact [Penny Lopez](#).

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

Upcoming Events



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](#)



Why Obesity Is Important to the Latino Community

April 16, 2013 | 10:30 AM - 12:00 PM

Join Dialogue4Health for the first part in a Web Forum series on the Latino community and obesity and overweight prevention. This Web Forum will focus on public awareness and community action around the obesity epidemic, and discuss its cultural, socioeconomic, and environmental aspects. It will feature simultaneous translation from English to Spanish. [Details](#)



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

April 18, 2013 | 11:00 AM - 12:00 PM

Student transportation departments spend their days working to get students safely to and from school, but historically have focused on busing and driving. Safe Routes to School can easily support district transportation departments in identifying ways to safely get children actively commuting to school while decreasing traffic congestion during arrival and dismissal periods. Join this webinar to explore strategies that district transportation departments currently are employing to include walking and bicycling to school. [Details](#)



Social Media for Public Health: Facebook and Image Sharing

April 23, 2013 | 11:00 AM - 12:00 PM

This webinar will provide basic information, tips, and hints for how public health organizations can use Facebook and image sharing (Instagram, Pinterest & Flickr) tools to promote public health and expand outreach initiatives. Other webinars include twitter, gaming, mobile, Google plus, and YouTube. [Details](#)



Neighborhood Market Training En Español

April 25, 2013 | 10:00 AM - 2:00 PM

Location: 202 N. Saratoga St., Boyle Heights, 90033

RSVP to LA CAUSA: (323) 887-2500

The Neighborhood Market Training is designed to provide independent store owners and staff with the skills necessary to become a healthy food enterprise. This program will be in Spanish with English translation available. Topics will include: increasing your sales, improving your market, attracting more customers, growing your business, and being a healthy food champion in your community. This training is free of charge and complimentary lunch will be provided.



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 tools and tips on on planning, involving the community, building excitement, and promotion. [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 this year. The conference will showcase the latest research, evidence-based best practices, and policy/environmental change strategies. [Details](#)

Representatives from each Kaiser Permanente (KP) HEAL collaborative have been invited to attend a special pre-conference session on June 17th. The purpose of the 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.

Resources & Learning Opportunities



Healthy Steps Toward Student Achievement

New research shows that safe schools, physical activity, access to physical and mental healthcare, nutritious food, caring relationships, and meaningful opportunities to participate are essential to students' academic performance. This report reviews research documenting the critical link between student health and well-being and academic success for California students and outlines policy actions to put the research into practice. [Details](#)



Health in Mind: Addressing Health and Wellness in Schools to Improve Student Learning and Achievement

"Healthy students are better prepared to learn and succeed in school," said Rochelle Davis, President and CEO of Healthy School Campaign. The recommendations, Health in Mind, note that incorporating health and wellness into school culture and environment, student services and curricula can support student health, help close the achievement gap and ensure this generation does not become the first in American history to live shorter, less healthy lives than their parents. [Details](#)



Implement Strong Nutrition Standards for Competitive Food and Beverages without Significant Negative Financial Impact

The report, Controlling Junk Food and the Bottom Line includes case studies based on interviews with school district food service staff, principals and other school staff in thirteen middle and high schools in nine school districts around the country. Key findings from the study include:

- For the districts and schools in the study, "doing the right thing" was more important than profit
- Strengthening nutrition standards for competitive foods is associated with increased participation in the USDA reimbursable meal program
- Schools experienced declines in competitive food profits. However, schools report that over time, profits rebounded, and when measured across all food service accounts, profits remained the same or increased.

The study also shares information about many of the strategies used by schools and districts to successfully implement the changes, as well as some of the barriers they experienced and overcame. Some of the strategies identified by the study participants include:

Changes in policy, comparable to those coming from the USDA, were the impetus for change in most cases

Engaging students and listening to their feedback was important
Strong leadership and encouraging staff to lead by example was a key to success [Details](#)



Healthy Food Access Strengthens Local Economies

It's not just about healthier eating. From farmer's markets to federal food assistance, increasing access to healthy foods in low-income neighborhoods can also stimulate local economies. A new report by PolicyLink explains how equitable food programs and policies are creating jobs, supporting new business opportunities, and keeping dollars circulating locally. [Details](#)



School Breakfast Scorecard

Did you know that California's School Breakfast Program participation ranks 30th in the nation? The Food Research & Action Center annually reviews students' access to the School Breakfast Program. The latest School Breakfast Scorecard analyzes school breakfast participation among low-income children nationally and in each state for the 2011-2012 school

year, and discusses effective federal, state, and local strategies for increasing participation in the program. [Details](#)



USDA Farm to School Fact Sheets Now Available

The first is a primer on USDA's Farm to School Program that defines farm to school, provides an overview of the USDA Farm to School Grants, and highlights other farm to school support available from USDA. [Details](#) The second fact sheet gives a rundown of the DoD Fresh program and how it can be used to procure local foods for school meals. [Details](#)

USDA's Food and Nutrition Service (FNS) recently hosted a webinar about the inclusion of local and regional products in the new meal pattern. The webinar began with an overview of the New Meal Pattern from FNS Child Nutrition Programs staff, and moved into a discussion with both USDA Farm to School and local school food service staff about the opportunities and challenges of incorporating local foods into new menus. [Details](#)

Grant Opportunities



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 healthcare, 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



California Senate Bill 402

California Senators DeLeon and Pavley, introduced a bill to implement Baby Friendly Hospitals in California. SB 402 would require all perinatal hospitals in California to implement the [Ten Steps to Successful Breastfeeding](#) by January 1, 2020. [Details](#)

California Senate Bill 622

CCPHA is sponsoring Senate Bill 622, a Sweetened Beverage Tax, authored by Senator Monning. This bill would impose a penny-per-ounce tax on sugary drink distributors, with all revenues going to the Children's Health Promotion Fund to be spent on childhood obesity prevention activities. [Details](#)

California Assembly Bill 459

CCPHA is co-sponsoring Assembly Bill 459 with the American Heart Association and the California Pan-Ethnic Health Network. Authored by Assemblywoman Mitchell, the bill would require that food and beverages meet accepted nutritional guidelines if sold in a state-owned or state-leased building, or in a vending machine on state property. [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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