

HEALing NEWSLETTER

August 2012

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[Email Judy Harper](#)

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[Email Joanna Galeas](#)

Save the Date: Fall Learning Community

Tuesday, October 9, 2012 | 8:00 AM - 4:30 PM
The Pasadena Westin
191 North Los Robles Avenue, Pasadena, CA 91101
Open to Southern California HEAL Initiative Partners

Wednesday, October 10, 2012 | 8:30 AM - 2:00 PM
The Pasadena Westin
191 North Los Robles Avenue, Pasadena, CA 91101
Open to HEAL Initiative Project Coordinators

Virtual Brown Bag Learning Series

Working with Schools in Challenging Times: Ideas for Motivating School Stakeholders to Implement Physical Activity Programs at Schools
August 23, 2012 | 12:00 Noon - 1:30 PM

Grab your lunch and join us! Several school districts in the Southern California HEAL Zones are working with school staff, administrators and nonprofit groups to design physical activity programs in the schools. Our discussion this month will focus on what more needs to happen to ensure physical activity programs are implemented during these challenging times when test scores and budgets are at the forefront of concern for teachers and administrators. Two active members of our Southern California HEAL Zone initiative, Vice Principal Marco Tolj from Hollywood High School and partners from Anaheim will get us started by reflecting on their experiences. Be sure to invite your school and district staff partners, community-based organizations and parent advocates to participate in this one!

The Virtual Brown Bag (VBB) is a monthly web convening aimed at generating discussion and peer learning by Southern California HEAL Zone grantees. The VBB is held on the fourth Thursday of every month from 12 noon - 1:30 PM.

Please mark your calendars now. Click [here](#) to RSVP for the August 23rd Virtual Brown Bag.

HEAL Site Highlights



Riverside Hosts PhotoVoice Training



Riverside hosted the first PhotoVoice training on July 12th with a large turnout of adults and youth who will take part in this exciting method to capture the barriers and challenges of their community through photography. The second convening will be held on August 6th where the participants will have the opportunity to see their work and compose captions. Connect with [Ama Atiedu](#) and schedule your training!



Hollywood High School and Long Beach Youth Trainings



The youth of Hollywood High School and Long Beach are building youth advocacy networks across cities through the California Center for Civic Participation regional trainings. Long Beach hosted this two day training on July 30th and 31st. All sites are welcomed to recruit youth for this training opportunity. Connect with [Stacy Kruse](#) and register your youth for the upcoming trainings held in Ontario and Riverside on August 15th and 16th.

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

Upcoming Events



Network for a Healthy California
Champions for Change

Understanding the Economics of Healthy Food

Thursday, August 2, 2012 | 10:00 AM

Is the price right? The webinar will explore the economics of healthy food from economists studying this issue from different perspectives. Participants will also hear from leaders working at the local/state level to increase demand for and supply of fruits and vegetables. Click [here](#) for more details.

Green for Greens: Finding Funding and Other Resources

Monday, August 6, 2012 | 10:00 AM - 11:30 AM

Advocates are looking for ways to fund projects that will bring healthy food into their communities. What federal, state, and local agencies have resources to support these efforts? In this webinar, we will discuss how to identify and leverage financing mechanisms to create healthier food options in local communities, provide tips on how to strengthen your application and develop your funding pitch, and have participants share examples of resources that they have found most useful. Click [here](#) for more details.



Policies to Get Kids Active Outside of School Time
Wednesday, August 8, 2012 | 10:30 AM - Noon

This webinar will provide recommendations for how programs and policies can better support physical activity in after-school settings and provide examples from national and local efforts. Speakers will share success stories from the YMCA and discuss lessons learned from initiatives that successfully increase children's physical activity levels. Click [here](#) for more details.



Youth and Community Engagement

Thursday, August 9, 2012 | 10:00 AM - 11:00 AM

Conference Call Number: 866-394-4146

Guest Code: 878934528#

Join the call to discuss best practices and models for encouraging public participation and empowering youth, parents and residents. Presentation will include the Resident Leadership Academy from the San Diego County Childhood Obesity Initiative and the Orange County Champion Mom Initiative from the Network for a Healthy California at Anaheim City School District.



Providing Incentives with Certification Programs

Monday, August 27, 2012 | 10:00 AM - 11:30 AM

Programs that reward stores providing healthy food offer an array of benefits. Stores get free publicity and support for increasing revenue from healthy food sales. Residents get access to healthier options and the agency sponsoring the initiative builds relationships with local businesses, which can lead to future collaboration to promote public health. In this webinar, we will look at healthy corner store certification programs, provide tips on how to create an effective program, and hear from experts who have implemented these programs in their own communities. Click [here](#) for details.



"Together We Can" Partnership Series

Together We Can Build Local and Regional Food Systems
Wednesday, August 29, 2012 | 11:00 AM

The USDA has launched the "Together We Can" Partnership Series for community and faith-based organizations. These one-hour training sessions cover topics such as providing summer meals, teaching nutrition education and building local food systems. Click [here](#) for more details.



Plan Now: International Walk to School Day 2012
Wednesday, October 3, 2012

Join the celebration! Registration is now open for the 16th Walk to School Day, an annual event in the United States that is a part of an international effort to celebrate the many benefits of walking and bicycling to school. Now is the time to start planning! Click [here](#) for more details.



Plan Now: National Food Day 2012
Wednesday, October 24, 2012

Food Day is a nationwide celebration and movement that seeks to bring together Americans from all walks of life to bring visibility to need for healthy, affordable food produced in a sustainable, humane way. The ultimate goal of Food Day is to strengthen and unify the food movement in order to improve our nation's food policies. Click [here](#) for more details.

Resources & Learning Opportunities



Presidential Active Lifestyle Award

The Presidential Active Lifestyle Award (PALA+) helps students set physical activity and healthy eating goals which they can monitor online with a personalized activity tracker. This is a great summer challenge, a way to link the end of one school year with the start of another and a way for students to earn points and/or extra credit towards their first quarter grade. Click [here](#) for more details.



Printable, Easy-to-Read Health Profiles of California Counties

The UCLA Center for Health Policy Research now has easy-to-read and printable county-based Health Profiles on topics ranging from health insurance, obesity, exercise and more! These Health Profiles were created using data from the 2009 CHIS and supported by a grant from The California Endowment. Click [here](#) for more details.



SNAP Gardens: Gardening with Food Stamps

Since 1973, the federal Supplemental Nutrition Assistance Program (SNAP) has allowed for the purchase of food-producing seeds and plants, yet few know this option exists. SNAP Gardens is a nonprofit dedicated to spreading the word through materials produced in 18 languages that farmers' markets, grocery stores, seed retailers and others can use to let SNAP participants know about the provision. Click [here](#) for more details.



Acting on the Weight of the Nation

Join us and civic leaders from across the nation to discuss strategies to convert the power of the Weight of the Nation™ films and campaign assets into tangible action for healthier built, food, beverage, social and community environments. We will address the very practical matters of engaging your community, hosting screenings, leading community dialogues, and activating social media to catalyze action on the ground. Click [here](#) for more details.

Grant Opportunities



Convergence Innovation Fund: Promoting Health and Equity through Built Environment and Healthy Food Access Policy

Application Deadline: August 9, 2012

The Convergence Partnership invites local and regional philanthropic institutions to submit proposals that will support the launch of new grant making initiatives designed to enhance the built environment and/or expand access to healthy food in low-income communities and communities of color in order to improve health and promote equity. Click [here](#) for more details.



GenerationOn Mini-Grants for Youth Community Action Heroes

Deadline: August 20, 2012

Young people 13 years of age and older can become a Community Action Hero as they advocate for healthy eating and active living changes in their communities. Share your story online and become eligible for one of ten mini-grants of \$500 to continue your projects. Click [here](#) for more details.



Weingart Foundation Small Grant Program

Deadline: August 22, 2012

Counties of Focus: Los Angeles, Orange, Riverside, San Bernardino, San Diego and Ventura

The Weingart Foundation's Small Grant Program supports organizations working in the areas of health, human services, and education. The primary purpose of the Small Grant Program is to increase access to funding and strengthen the capacity of small, community based, and developing organizations. Click [here](#) for more details.



Innovative Ideas Challenge

Application Deadline: September 1, 2012

This grant by the California Endowment seeks innovative ideas to address the persistent and emerging health issues that impact underserved communities in California. Projects should align with the 10 outcomes or 4 big results from the Building Healthy Communities plan, including reversing the childhood obesity epidemic. California nonprofit organizations are eligible to apply. Click [here](#) for more details.



Rite Aid Foundation

Application Deadline: October 1, 2012

The Rite Aid Foundation, founded in July 2001, is a nonprofit foundation dedicated to helping people in the communities Rite Aid serves lead happier, healthier lives. We support specific programs of nonprofit organizations that are classified and exempt from federal tax under section 501(c)(3) of the Internal Revenue Service Code. We limit our funding to programs that focus on health and wellness in the communities in which Rite Aid operates. Click [here](#) for more details.



Fuel Up to Play 60

Application Deadline: October 1, 2012

The competitive, nationwide funding program can help K-12 schools jumpstart and sustain healthy nutrition and physical activity improvements. Funds can be used to conduct in-school promotions focused on creating a healthier school and to implement Healthy Eating and Physical Activity Plays. Funds can also be used for professional development, nutrition education and physical education equipment & materials. Click [here](#) for more details.

Policy Updates



Cities of Richmond and El Monte Seek Tax on Sugary Drinks

The City Council of El Monte unanimously voted to put a soda tax measure on the November ballot at a council meeting on July 24th. If approved by voters, the tax would collect one cent per ounce of "sugar sweetened" drinks sold in the City. El Monte joins Richmond as the second California city to put a soda tax measure on the November ballot. Click [here](#) for more details.



House Debates Farm Bill As Deadline Looms

Progress on the 2012 Farm Bill is uncertain at this time. The existing bill is set to expire on September 30, 2012 unless Congress reaches an agreement. The Senate passed its version of a five-year Farm Bill three weeks ago, with a \$4.5

billion cut to SNAP and significant progress on several convergence priorities - healthy food financing, healthy food incentives, and regional food systems. Click [here](#) for more details.



Federal Transportation Reauthorization Passed

After numerous extensions, Congress passed the long awaited federal transportation reauthorization bill at the end of June and President Obama signed the measure into law in early July. The two-year bill called the "Moving Ahead for Progress in the 21st Century Act" (or MAP-21) changes and extends federal transportation programs through September 30, 2014. Click [here](#) for more details.

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