

HEALing NEWSLETTER

May 2013

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Community Partners Convenes Neighborhood Leaders for Healthy Eating Active Living

On Saturday, May 4th, nearly seventy neighborhood and school parent leaders gathered on a bright sunny day at Cathedral Plaza in downtown Los Angeles. The goals were simple: to inspire residents to work harder than ever to transform their neighborhoods into hubs for healthy eating and active living; to build a common understanding of the "environmental and policy change" approach to this work, and to empower resident leaders in communicating their change agenda to family, friends, and neighbors. [Link to Full Story](#)



Presenters of the Rapid Fire Presentations are, from left, Shelene Lopez and Rosa Carney (Lemon Grove HEAL Zone), Maria Alonso (Ontario HEAL Zone), and Maria Perez (Ventura HEAL Zone)

Virtual Brown Bag



Healthy Food, Healthy Revenue in Schools

Thursday, May 23 | 1:00 - 2:00PM

Registration

Traditionally, schools use revenue from the student store, vending machines, and fundraisers to support staff, clubs, sports programs, and even graduation ceremonies. A major challenge to implementing stronger nutrition standards is the concern over lost revenue.

The discussion in May will focus on strategies for successful healthy fundraising and vending. Participants include Jacqueline Domac, champion healthy fundraiser and former LAUSD teacher, and Nancy Maxson, Health & Prevention Programs Coordinator at Ventura Unified School District. We invite school administrators,

PTA members, food service staff, teachers, and students to join this discussion and share their successes, concerns, and challenges in generating a healthy revenue with healthier foods.

Prior to the VBB, please review the study, *Controlling Junk Food and the Bottom Line: Case Studies of Schools Successfully Implementing Strong Nutrition Standards for Competitive Foods and Beverages* ([Link](#)).

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



Lemon Grove Parents in Action



Lemon Grove residents graduated from the **California Project Lean "Parents in Action"** training, equipped with the skills to be leaders of healthy food and physical activity changes in their schools and community. The parents are eager to engage with the Kaiser HEAL Initiative and plan to participate on the local District Health and Wellness Council. For more information contact [Melanie Briones](#).



Pitzer College and Ontario Sign 10-Year Land-Use Agreement



Pitzer College and the City of Ontario finalized a 10-year agreement for a three-acre parcel of land. The land will be used by

Huerta del Valle, an emerging organization of Ontario residents who will operate a resident-led community garden and create educational programming, events and a seasonal produce cart. The agreement stems in part from Ontario's Healthy Eating Active Living (HEAL) Zone Initiative. 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: Google Plus & YouTube

May 14, 2013 | 11:00 AM - 12:00 PM

This webinar will provide basic information, tips, and hints for how public health organizations can use Google Plus and YouTube to promote public health and expand outreach initiatives. Other webinars include LinkedIn, SlideShare, Gaming & Mobile, Facebook & Image Sharing. [Details](#)



Maximizing the District-Wide Impact of Safe Routes to School: Educating Principals and School Boards

May 16, 2013 | 11:00 AM - 12:00 PM

School boards and principals are the gatekeepers to the school. Their investment and relationships with Safe Routes to School stakeholders are essential to the success of the walking and bicycling movement. Join in to discuss the policies, procedures, and projects that have been advanced at the school and district level that address parental concerns to improve safety, increase physical activity, and get more students walking and bicycling to school. [Details](#)



Walk and Work: Innovative Ways to Integrate Walking into Workplace and Business Practices

May 17, 2013 | 11:00 AM - 12:00 PM

Join America Walks and Alliance for Biking & Walking for an informative and interactive discussion that will include:

- A university's plans to integrate and provide walking and physical activity into the "workstyle" of employees.
- A major health plan's regional activities to get their employees fit through walking.
- Innovative strategies that YOU can do at your workplace.

[Details](#)



Resources to Create or Expand Healthy Food Retail: Public and Private Grant and Loan Programs

Thursday, May 30, 2013 | 2:00 - 3:00 PM Eastern

Join PolicyLink, The Food Trust and The Reinvestment Fund for an overview of the "Find Money" section of the Healthy Food Retail Portal and examples of specific federal, state, and local resources that can be tapped to create or expand healthy food retail opportunities in under-served communities. [Details](#)



Call for 4th and 5th Grade Student Drawings

Deadline: May 31, 2013

The California Pedestrian and Bicycle Safety Curriculum is designed for grades 4 and 5 and consists of nine lesson plans that are aligned with the new national Common Core State Standards for English Language Arts and Math, as well as the California Health Education Content Standards. SRTS would like to use student art for the curriculum graphics. Drawings can include favorite physical activities, children on bicycles wearing helmets, traffic signs, children walking to school, safety slogans, and more. Please submit scanned drawings by May 31, 2013 to Lisa.Rawson@cdph.ca.gov.



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



Thriving Schools: A Partnership for Healthy Students, Staff, and Teachers

Thriving Schools is part of Kaiser Permanente's comprehensive, multi-year effort to support K-12 schools in making the healthy choice the easy choice. The initiative provides FREE online resources to:

- Make healthy foods more available on campus for everyone and encourage students, staff, and teachers to be more physically active.
- Share success stories from school wellness champions.
- Provide resources, educational information, and support.
- [Details](#)

In addition, Kaiser Permanente has partnered with Safe Routes to School National Partnership and the National PTA to offer Fire Up Your Feet. Fire Up Your Feet is a recognized program of First Lady Michelle Obama's Let's Move! Active Schools initiative, and provides FREE online tools for:

- Safe walking programs before and after school.
- Healthy school based fundraising programs.

- Resources and educational materials.
- Tracking activity and earning awards.
- [Details](#)

Share these resources with parents, students, school staff and administrators of school-age children.



Every Body Walk!

Every Body Walk! is a campaign aimed at getting Americans up and moving. The campaign is spreading the message that walking 30 minutes a day, five days a week really can improve overall health and prevent disease. The online tools include news and resources on walking, health information, walking maps, how to find walking groups, a personal pledge form to start walking, as well as a place to share stories about individual experiences with walking.

[Details](#)



How Children Can Meet Recommended Activity Goals

Despite overwhelming evidence about the benefits of physical activity for children, most American youngsters are not meeting the federal recommendation of 60 minutes a day. Key findings from a new study showcases three primary ways that can help children achieve the recommended daily physical activity goal. Mandatory daily physical education, classroom physical activity breaks, and walking or biking to school, can alone provide 58 minutes of physical activity. [Details](#)



Colorful, Eye-catching Infographics for Physical Activity

Active Living Research infographics visually showcase how parks, schools, and communities can support physical activity. Print and use these as posters, fliers or in your presentations. [Details](#)

This U.S. Department of Health and Human Services has also created infographics that visually make the case for consistent messaging and increased physical activity opportunities in multiple settings where children live, learn, and play. [Details](#)



May is National Bike to School Day

May is National Bike Month, which means there are lots of reasons for kids and adults to get motivated to add physical activity into their daily lives through bicycling to school and around the community. Here are three important reasons communities celebrated National Bike to School Day this year on May 8th!

- Promoting Safety: Encouraging walking and bicycling to school can help build support for infrastructure improvements in the broader community.
- Creating Healthier Habits: Walking and bicycling to school helps kids and adults get daily physical activity that improves health.
- It's Fun! Walking school buses and bike trains are fun ways to interact with other families and strengthen community connections.

Visit the website for tools and tips on on planning, involving the community, building excitement, and promotion. [Details](#)



Connecting Physical Education to Common Core Standards

Learn more about common core standards and how teachers can play an ACTIVE role to address them during physical education classes. Below are links to the video recording and other helpful resources:

- Common Core Webinar Recording ([Link](#))
- Physical Education Alignment with Common Core ([Link](#))
- ACSD Common Core Resources ([Link](#))



National Association for Sport and Physical Education

NASPE Sets the Standard

Shape of the Nation Report

The report provides current information on the status of physical education in each of the states and the District of Columbia. Advocates can use this information in presentations, letters, and other communications with federal and state policymakers, the media, and the general public to expand and improve physical education. [Details](#)



Physical Activity, Park Access and Park Use among California Adolescents

Teenagers who live close to a park or open space are more likely to get exercise than those who live in areas without parks nearby, according to a new Center policy brief. The study's one caveat? Safety. Teens were far less likely to use a park if they perceived it to be unsafe, the authors found. [Details](#)

Grant Opportunities



National Association for Sport and Physical Education

NASPE Sets the Standard

ING Run For Something Better School Awards Program

Application Deadline: May 15, 2013

Award Amount: \$2,500

The awards program will provide grants to schools that desire 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](#)



Fuel Up to Play 60

Application Deadline: June 4, 2013

Award Amount: \$4,000

Funding is available to K-12 schools enrolled in Fuel Up to Play 60. The competitive, nationwide funding program can help your school 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 materials, and physical education equipment materials. [Details](#)



Saucony Run for Good Foundation
Application Deadline: June 13, 2013
Award Amount: Various

The Foundation provides funding to optimize the impact and success of community organizations that promote running and healthy-lifestyle programs for youth. Funding is available for items such as supplies, awards, equipment, running shoes, and healthy snacks. [Details](#)



Finish Line Youth Foundation
Application Deadline: Ongoing
Award Amount: \$5,000

The foundation focuses on providing grants to organizations that offer opportunities for youth participation in youth athletic programs and camps. [Details](#)

Policy Updates



California Assembly Bill 119 (Ammiano)

Safe Routes to School

This bill would permanently establish California's Safe Routes to Schools Program as a state-managed program with a dedicated funding stream. [Details](#)

Senate Bill 464 (Jackson)

Child Care: Healthy Eating and Physical Activity Act

This bill would establish standards with respect to nutrition and physical activity for early childhood education programs, infant care programs, and afterschool programs conducted under the Child Care and Development Services Act. The bill would express legislative intent to encourage all child care providers to implement educational programs for parents with physical activity and nutritional information relevant to the health of their children.

[Details](#)

Senate Bill 392 (Udall)

Promoting Health as Youth Skills in Classrooms and Life (PHYSICAL) Act

This bill would make health and physical education core subjects, like history and geography, in order to make them eligible for further federal support. It would create an Office of Safe and Healthy Students to report to the Deputy Secretary in the U.S. Department of Education and reauthorize the Carol M. White Physical Education Program, a competitive grant to support local education agencies (LEAs) for each fiscal year. [Details](#)

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to family, friends and neighbors.

The resident leaders were young and old, monolingual and bilingual, some male (but mostly female). They came from as far north as Ventura and Lancaster, as far South as Lemon Grove and from many places in between (Anaheim, Long Beach, Whittier, Hollywood, Riverside and Ontario). They came because they understood the urgency of the issue - their children will be the first generation in two centuries with a life expectancy shorter than that of their parents. And they know why: our nation's alarming rates of childhood obesity.

Last week's resident convening was a particularly critical part of our collective efforts. When the Kaiser Permanente funding ends for these communities, what will be left? The resident leaders who will sustain the movement for *healthy eating and active living!* The residents demonstrated their leadership at every stage of the conference planning and implementation - from the advisory group, to the keynote address, to active participation in the day's Conga-line dancing physical activity and small discussion groups.

HEAL resident leaders were especially inspiring during the "rapid fire" presentations: María Pérez encouraged others to advocate for new neighborhood parks like that in West Ventura, María Alonzo shared her hope that Ontario's community garden will spark continued engagement with city government, and Shelene Lopez and Rosa Carney warned of the need for continued parent vigilance to sustain school food changes in Lemon Grove Unified School District.

At day's end, the residents reluctantly said their goodbyes to new HEAL friends, but departed with them renewed energy and commitment to creating healthy environments in the places they live, work and play. [Link to Convening Agenda, Presentations, and Handouts](#)

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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