



*Network for a Healthy California-Central Valley Region*  
**Fruits and Vegetables: Why They Matter**

**August 26, 2010**

**8:00AM-12:30PM**

**UC Center Shaw**

**550 E. Shaw Ave Fresno, Ca 93710**

## **AGENDA**

### **Meeting Objectives:**

- Provide basic nutrition education training around fruit and vegetable consumption.
- Train partners on how to properly use *Network* tools.
- Provide partners with training on how to communicate *Network* key messages.

- 8:15AM**      **Welcome and Introductions**  
*Abrie Gerhardt, Central Valley Health Network*
- 8:30AM**      **Basic Nutrition Education**  
*Cindy Peshek, RD Central Valley Health Network*
- 9:30AM**      **Reaching Our Audience**  
*Dominique Howell, African American Campaign*  
*Eddie Arellano, Latino Campaign*  
*Melissa Murphy, Power Play! Campaign*
- 9:45AM**      **Strategies from the Field**  
*Implementing the CA. Fit Business Kit at your worksite*  
*Karen from YMCA, a partnering worksite*
- 10:00AM**     **Conducting a Store Tour**  
*Erica Mireles, Retail Program*
- 10:30AM**     **Media Training**  
*Hilda Martinez, Communications Director*  
*Betsy Hays, Professor of Mass Communications and Journalism at CSU, Fresno*
- 12:30PM**     **Evaluation and Closing**  
*Abrie Gerhardt, Central Valley Health Network*

This material was produced by the California Department of Public Health's *Network for a Healthy California* with funding from the USDA Supplemental Nutrition Assistance Program (formerly the Food Stamp Program). These institutions are equal opportunity providers and employers. In California, food stamps provide assistance to low-income households and can help buy nutritious foods for better health. For food stamp information, call 877-847-3663. For important nutrition information, visit [www.cachampionsforchange.net](http://www.cachampionsforchange.net).