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# HEALTH BEAT

WORKING TOGETHER FOR HEALTHY CHANGE

## Walk to School Day Gets Mariposa Moving and Thinking about Safety

By Hilda Martinez, Communications Director, Central Valley Health Network



# CVHNC

The Collaborative

More than two hundred students, teachers, parents, and other community members joined together to send an important message during the Fifth Annual Walk to School Event: eat healthy, be active, and have fun! The event created awareness about the importance of daily physical activity and promoted safer routes for children to walk to and from school.

To gear up for the walk, participants eagerly performed warm up exercises at several physical activity stations, learned valuable health information, and enjoyed nutritious snacks donated by Pioneer Market. Students kicked off the walk at 7:45 a.m. led by enthusiastic parents and teachers.

“Walk to School Day brings the community together to celebrate the many benefits of walking and eating healthy foods like fruit and low-fat milk

and dairy,” said Alyssa McClelland, territory manager, Dairy Council of California. “The event highlights the important role of parents and the community in helping children to stay healthy.”

The yearly event was organized by Mariposa Unified School District, the Dairy Council of California, the *Network for a Healthy California—Central Valley Region Children’s Power Play!*



*Campaign*, and the Central Valley Health Network.

“Walking is a fun way to stay active,” said Melissa Murphy, program coordinator, *Children’s Power Play! Campaign*. “The 10-15 minutes that kids spend walking to and from school gives them energy, helps them to focus in school, and gets them on their way to meeting their recommended 60 minutes of daily physical activity.”

Every October, millions of children, parents, teachers, and community leaders around the world celebrate International Walk to School Day to encourage safer and improved streets, healthier habits and cleaner air. For more information on International Walk to School in the USA, visit <http://www.walktoschool-usa.org/index.cfm>. To learn more about Mariposa Walk to School Day or to participate next year, call Melissa Murphy at (559) 255- 4300.

## Meet Our New Collaborative Chair & Co-Chair

Brittany Zweigle, Chair  
 "I graduated from Fresno State in 2007 with a Bachelor's in Dietetics. I've been working at *Network for a Healthy California* Merced County Office of Education as a School Nutrition Liaison for two years. My favorite part about my job is being able to introduce students and teachers to fruits and vegetables they've never tried before in fun and creative recipes. I'm very into physical activity and ran my first half marathon earlier this year. My favorite fruit is raspberries and my favorite vegetable is summer squash."

Tony Gonzalez, MPH, Co-Chair  
 "I received my Master of Public Health degree from California State University, Fresno. I am the Regional Health Promotion Consultant for Health Net of California, Inc., State Health Programs. In the past 10 years, I have developed collaborative partnerships with school programs, medical providers, community-based organizations, and community stakeholders to address health issues that disproportionately impact Latino communities. I have participated in community-based research projects including Compadres por la Salud, Cultural Competence in Health Care Systems, Community Health Theater with Migrant Farmworkers, and Managed Care and Refugee Health."

# New Year's Resolution: ReThink Your Drink

By Katrina Wyatt, AmeriCorps Member, Central Valley Health Network

A new year is a fresh start, a time for resolutions and healthy change. A great new resolution this year is to reduce the number of sugar-sweetened beverages consumed.

Soda is the #1 source of added sugar in the American diet. Extra calories from this added sugar can lead to weight gain and a variety of health issues including type 2 diabetes, heart disease, and obesity. It can also cause tooth decay.

Rather than drinking soda and other sugar-sweetened beverages, consider alternatives that have less sugar and are better for you! Water is calorie free and makes up over 70% of our bodies. Our bodies continuously lose water to our environment, even when we cannot feel it. This water should be replaced daily. Milk is another healthy option that creates stronger bones and is a great source of protein. Non-fat or low-fat milk is even healthier.

Some juices look as if they would be good for you. Buyer beware! Check the label. Only buy 100% fruit juice, which has no added sugars.

To help you with your new resolution, we have a pledge form to keep you motivated.



With your pledge, you are setting an important personal goal for better health.

To promote healthier drink habits throughout the Central Valley, the Collaborative will be providing nutrition education in the form of "Be Sugar Savvy" trainings, posters and a range of educational materials, including the pledge form.

If you are interested in trainings or materials, or would like more information about the ReThink Your Drink initiative, please contact Brandi Muro at [bmuro@cvhclinics.org](mailto:bmuro@cvhclinics.org) or (559) 255-4300.



## Calendar of Events

To see our most up to date Collaborative event calendar, please visit: <http://cvhnc.org/calendar/events.asp>

Upcoming Collaborative meetings: January 18<sup>th</sup>, April 12<sup>th</sup>, & July 19<sup>th</sup>

Our new facebook page is up and running. Find us on facebook by searching for **Central Valley Health & Nutrition Collaborative** and become a member.

# Childhood Obesity & Healthy Alternatives

By *Ida Farid, Government Affairs Coordinator, Central Valley Health Network*

At the Governor's 2010 Summit on Health, Nutrition and Obesity, Governor Schwarzenegger announced his efforts to reduce childhood obesity and provide healthy alternatives in schools. As a result, members of the State Legislature introduced legislation such as Senate Bill 1255 (Padilla) Schools: nutrition: beverages; Assembly Bill 2084 (Brownley) Child day care facilities: nutrition; and Senate Bill 1413 (Leno) Schools: pupil nutrition: availability of tap water.

SB 1255 was held up in the Assembly Appropriations Committee and failed passage. This bill would have restricted the sale of electrolyte replacement beverages in middle and high schools. The Assembly Appropriations Committee felt limiting the sale of electrolyte replacement beverages would have resulted in approximately \$5 million in revenue loss that could have led to reduction in district meal programs and would have resulted in general fund cost pressure to mitigate the reductions.

AB 2084 was signed by the Governor on September 30. Starting January 2012, licensed child day care facilities may only provide low or non

fat milk to children two or older, one serving of 100% fruit juice, fresh drinking water and shall not provide any beverages with added sweeteners. Infant formulas and complete balanced nutritional products designed for children are not included. Children who have a medical necessity and beverages that are provided by a child's parent or legal guardian are exempt from the guidelines.

SB 1413, which was signed into law on September 30, will require school districts to provide access to free, fresh drinking water during meal times in food service areas by July 2011. School districts may provide cups and containers of water or receive donated water. However, a Governing School Board may adopt a resolution that a school district is unable to comply with the requirement and demonstrate the reasons why it is unable to comply, either because of fiscal constraints or health and safety concerns. The resolution shall be publicly noticed on two consecutive meeting agendas, an information item at the first meeting and an action item at the second, and be approved by a majority of the governing board.

## Providers Meet to Discuss Childhood Obesity

On October 21, 2010 the Childhood Obesity Prevention Task Force held a Provider Focus Group Meeting at the Ramada Inn in Fresno. Over 20 Pediatricians and General Practice physicians from Fresno and Madera Counties participated in this meeting to discuss childhood obesity.

The focus of the discussion was on children ages 0-5 and the obesity epidemic. Providers shared their methods for addressing this issue, as well as their barriers.

"The focus group helped us better understand the challenges providers

face relative to early childhood obesity and identified a number of steps that could be taken locally to address those challenges," Tim Curley, Children's Hospital Central California.

The Task Force's next step is to take the input received during the focus group and develop interventions that will support the providers' efforts to prevent and/or manage obesity in children ages 0-5.

If you are interested in being a part of the Task Force, please contact Brandi Muro at [bmuro@cvhclinics.org](mailto:bmuro@cvhclinics.org).



## HEALTH SPOTLIGHT

### Tips for Healthy Holiday Eating

By Jenny Dominguez, Nutrition and Wellness Manager, Central Valley Health Network

Does the word "holidays" conjure up images of cookies and pies, filling up on turkey and all the trimmings, and packing on the pounds? It doesn't have to!

Healthy eating can be a realistic goal during the holiday season; however this goal requires careful planning.

**Be realistic.** Don't try to lose pounds during the holidays, instead try to maintain your current weight.

**Do not arrive at holiday parties hungry.** Nine out of 10 individuals will overeat if they skip meals.

**Be a social butterfly.** Spend time enjoying the company of others. The more you talk, the less you will eat.

**If you overeat at one meal go light on the next.** It takes 500 calories per day (or 3500 calories per week) above your normal consumption to gain one pound.

**Bring a healthy dish to holiday gatherings.**

**Eat slowly and enjoy each mouthful.**



Central Valley Health Network



For food stamp information, call 1 877-847-3663.

Funded by the USDA Supplemental Nutrition Assistance Program, an equal opportunity provider and employer.

Visit [www.cachampionsforchange.net](http://www.cachampionsforchange.net) for healthy tips. California Department of Public Health.

# Action Team Updates

## The Rx for Health Action Team Receives a Proclamation from the City of Madera

On November 3, 2010 the Rx for Health Action Team was awarded a Proclamation from the City of Madera for efforts to help prevent and reduce childhood obesity. Members of the Action Team include: Darin M Camarena Health Centers, City of Madera Parks and Community Services Department, Health Net, Central Valley Health Network, and *Network for a Healthy California-Central Valley Region*.

The Rx for Health Team created a prescription pad that allows providers to prescribe free physical activity and nutrition education to children ages 5-17. Physicians and Health Educators at Darin M. Camarena Health Centers are using the Rx for Health pad with great success. Referrals to Health Educators have more than tripled. As of September 2010, Camarena shared that there have been more than 271 nutrition counseling encounters—a substantial increase from the prior year.

There to accept the proclamation were Mary Moxley from Darin M. Camarena, Starr Cloyd and Brandi Muro from Central Valley Health Network and *Network for a Healthy California—Central Valley Region*.

For more information on this Action Team or to learn about future plans for this project, please contact Brandi Muro, Collaborative Coordinator, at [bmuro@cvhnc.org](mailto:bmuro@cvhnc.org).



## Physical Activity Tip

### Get Moving!

It's easy to fit physical activities into your daily routine. Walk, bike or jog to see friends. Take a 10-minute activity break every hour while you read, do homework or watch TV. Climb stairs instead of taking an escalator or elevator. Adults should try to do these things for a total of 30 minutes every day. Children need 60 minutes daily.

### Get fit with friends or family.

Being active is much more fun with friends or family. This holiday season, encourage others to join you and plan one special physical activity event, like a bike ride or hiking, with a group each week.

For more information visit <http://www.fitness.gov/10tips.htm>



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