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HEALTH BEAT

WORKING TOGETHER FOR HEALTHY CHANGE

2010 Physical Activity and Nutrition Forum

Written by Jeff Wells, CSU, Fresno Health Career Opportunity Program

The Annual Physical Activity and Nutrition Forum teaches participants to "Live Life, Live Health, at Any Age."

Every year, the *Network for Healthy California—Central Valley Region* hosts the Physical Activity and Nutrition Forum, which educates attendees about the importance of well-being through physical activity and healthy eating. This year's forum focused on incorporating those healthy habits into people's lives at all ages. The event started with speakers Justin Levine from California Fitness Academy and Maxie Parks, an Olympic Gold Medalist for USA Track and Field.

"The best tip I can give anyone is that good health requires two components, being physically active and healthy

dieting. You can't have one without the other," said *Maxie Parks*.

Participants split up into two groups; one for physical activity and nutrition in adults and seniors, the other for children and teenagers. Both of the breakout sessions were aimed at making small changes throughout the day to include more physical activity and healthy food choices.

"The forum has given me the motivation to eat better and exercise. I really want to take what I learned back to my community," said *Maricruz Valencia, forum attendee*.

Also in attendance were: Silver Sneakers, Bella Frutta, Humana, Health Net, and Dairy Council of California.



The Physical Activity and Nutrition Forum is a great way to kick off the summer and back-to-school health campaigns. If you are interested in attending next year's forum or want additional physical activities resources, please contact Starr Cloyd at scloyd@cvhnclinics.org.



Valley Partners Participate in a Skill Based Training

Network for a Healthy California-Central Valley Region held a Skill Based Nutrition Education Training on August 26, 2010.

The *Network for a Healthy California—Central Valley Region* held a training session for partners, which focused on nutrition education and how to promote nutrition and physical activity in the community.

Thirty-five participants learned in depth nutrition information about MyPyramid and information on properly reading a food label from Cynthia Peshek, Registered Dietician for Central Valley Health Network. To showcase the incorporation of nutrition education, Erica Mireles, *Retail Program Specialist*, walked participants through the process of conducting a store tour and Starr Cloyd, *Physical Activity Specialist*, shared the new Grocery Cart Physical Activity Tool.

Participants also learned how to communicate effectively to media through taped practice interviews. Betsy Hays, Professor of Mass Communications and Journalism at CSU, Fresno, provided participants with information and tools needed to be successful.

For more information on future trainings, please join our Collaborative by visiting <http://www.cvhnc.org/joinus.html>.

Importance of Team Sports

Written by

Carlos Cassillas, CSU, Fresno Health Career Opportunity Program



As summer winds down, kids find themselves less and less active and meeting their 60 minutes of daily physical activity becomes a greater challenge. It's important to continue to keep kids active year-round. Team sports are a good way to keep kids physically active as well as foster good relationships with other kids their age. It also helps in promoting teamwork among kids.

Studies have shown that team sports can be good for the overall well being of a child. According to Marianne Engle, PhD, a sports psychologist and clinical assistant professor at the New York University Child Study Center, team sports reduce anxiety and depression and enhance self-esteem.

Team sports also help children with

their problem solving skills and encourage them to take more leadership roles. This is becoming evident even among girls. Studies have shown that girls who participate in team sports are more likely to set goals for themselves and achieve them.

In general, kids who participate in team sports are more likely to find success both academically and occupationally. Playing team sports is a mutual decision that both the parent and child make, with the parent playing a key role. Research shows that children find success on and off the field when they are given attainable goals by their parents. With the support of parents, whether they win or lose, children are more motivated to succeed.

Most schools offer team sports to their students. If the school doesn't offer them, check to see if there are any team leagues in your city or county. To get started, check local Parks and Rec Department, YMCA, and Boys & Girls Clubs. For more ideas, visit: <http://healthycalif.org/resourcedir/resdir.html>

To learn more, visit: http://www.aboutourkids.org/articles/sports_kids_pathway_healthy_development_or_unhealthy_competition

International Walk to School Month

October is International Walk to School Month. Join kids, parents and school staff around the globe to walk and bike to school to create safe routes to school, promote health and wellness through physical activity, engage kids of all abilities and improve the environment. For specific Walk to School Day events in your area, visit: <http://cvhnc.org/calendar/events.asp>

For more information or to register your school, visit www.walktoschool-usa.org.

2010 Child Reauthorization Act

Written by

Ida Farid, Government Affairs Coordinator, Central Valley Health Network

The Child Nutrition and WIC Reauthorization Act (Reauthorization Act) of 2004 is up for renewal in Congress, and government officials are working on improving school lunches by making them more nutritious and accessible. Senator Blanche Lincoln (D-AR) introduced S. 3307 *Healthy, Hunger-Free Kids Act* which passed the Senate on August 10th and is now in the House of Representatives. S. 3307 would commit an additional \$4.5 billion to child-nutrition programs in the next 10 years. To fund the bill, S. 3307 would cut funding from the Supplemental Nutrition Assistance Program (SNAP) by \$1.3 billion starting in 2013.

Also, Representative George Miller (D-CA) introduced H.R. 5504 *Improving Nutrition for America's Children Act*. H.R. 5504 proposes an additional \$8 billion to child-nutrition programs in the next 10 years and has no cuts to the SNAP program.

Both bills would encourage the direct

certification of children who receive Medicaid and foster children as eligible for free meals under the school lunch and breakfast program. Therefore, the paper application would be eliminated.

Competitive grants would be available for low-income schools to expand the school breakfast program, provide funding for pilot projects, and for the Farm-to-School program. The Summer Food Service Program to low-income rural areas would be expanded, but only S. 3307 would provide funding for the expansion. Required updates to meal patterns and nutrition standards for the school lunch and breakfast programs and nutrition standards for all foods sold in the schools would be established. Participating education agencies would need to establish a school wellness policy that includes goals for nutrition promotion and education, physical activity and education, and other after school based activities that promote student wellness.

Celebrity Chefs Help Prepare Healthy Recipes

To promote healthy eating, Central Valley Health Network, *Network for a Healthy California—Central Valley Region*, Fresno Farmers Market Association and Congressman Jim Costa hosted a live cooking demonstration on Friday, August 20, 2010. The demonstration took place in Fresno's Fulton Mall during the Market on the Mall event, a farmers market coordinated by the Fresno Farmers Market Association, which takes place Wednesdays and Fridays.

Community members watched as the Congressman and local chefs prepared delicious and

healthy meals. Among the celebrity cooks were Lemoore Naval Academy Chef Eric Amador and Fresno County Economic Opportunity Commission's Food Service Chef Jon Escobar. The community sampled a variety of nutritious foods and learned how easy it is to incorporate healthy recipes in their day-to-day lives. The farmer's market participants were also able to receive nutrition education and SNAP information from the Fresno County Food Stamp Office and Fresno County WIC Programs.



HEALTH SPOTLIGHT

September is Fruits and Veggies—More Matters Month

September is the start of the school year and it's also Fruits & Veggies — More Matters™ month. During this month, the Centers for Disease Control (CDC) joins organizations to promote eating fruits and vegetables for better health.

Fruits & Veggies—More Matters® is a national public health initiative created to encourage Americans to eat more fruits and vegetables—fresh, frozen, canned, dried and 100 percent juice. More than 90 percent of Americans consume fewer fruits and vegetables than the daily amount recommended by the *Dietary Guidelines for Americans*, which ranges from 2 to 6 ½ cups.

For more information visit Fruits and Veggies—More Matters at www.fruitsandveggiesmorematters.org or the Centers for Disease Control at www.fruitsandveggiesmatter.gov/spotlight.html.



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 for healthy tips. California Department of Public Health.



Action Team Updates

Our Action Teams foster education initiatives consistent with our mission.

Childhood Obesity Prevention Task Force

This team is currently working toward educating providers, Community Based Organizations and parents on healthy eating and physical activity for children ages 0-5. Their goal is to ensure that consistent messages are reaching parents of children ages 0-5.

Community Resources Action Team

This team developed a directory that includes free food and nutrition resources available throughout the Central Valley. Future plans include creating a promotional piece listing the free food and nutrition resources for seniors in Merced County.

Coordinated School Health

The Coordinated School Health (CSH) Action Team will be developing trainings this year to serve the needs of school districts moving forward in CSH efforts. The team has sent out a survey to superintendents to find out what trainings they feel are important. This information will be compiled to develop a training schedule to begin in spring 2011.

Diabetes Action Team

This team is currently developing a resource directory and planning a provider event that will be held in October 2011.

Rx for Health

The Rx for Health Action Team has developed a prescription pad that promotes healthy eating and free physical activity resources available to children in the City of Madera.

For more information on any Action Team listed above, please contact Brandi Muro, Collaborative Coordinator, at bmuro@cvhncclinics.org.



United Health Centers' Groundbreaking

On August 25, 2010 United Health Centers of San Joaquin Valley in Parlier broke ground on their new facility.

By March of 2011, United Health Centers will have a new 20,000 square foot building that will provide a central location for the administration staff, increase patient services and provide areas for community use.

Many members of the community, health center staff and elected officials came out to offer their support and celebrate this groundbreaking event.

The project was funded in large part by the American Recovery and Reinvestment Act.

"Securing funding for our local health centers is vital to improving access to quality care for Valley families, especially in our rural areas," said Congressman Jim Costa.



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