

# CAN-Act Communicator

Do you have comments on the content or format? Suggestions, links, calendar events, horns to toot? If so, contact your Board member or halley@can-act.net, newsletter editor, and we'll put it in our next issue.

California  
Association  
of Nutrition  
& Activity Programs

Volume 2, Issue 2  
February, 2010



## Association Updates

- ◆ **Good news on salary caps!** The Western Regional Office (WRO) approved our request for a new salary cap policy (thanks!) The NSC Operations Subcommittee, co-staffed by CAN-Act, developed an "issue paper" which laid out the salary cap problem and proposed a couple of solutions. The issue paper was presented by Network leadership to the WRO, which agreed to a cap on **annual** salaries, rather than **hourly** rates. The new policy will be explained and implemented with the 2011 RFA.
- ◆ You may have heard that **First Lady Obama** is launching an initiative focusing on obesity and healthy choices – this could be quite a boon to our SNAP-Ed work. The group working on SNAP-Ed Guidance changes is pursuing several strategies, including approaching the First

Lady with a message of a) here's what we're already doing in support of your efforts, and b) what else can we do to help?

With that in mind, we're seeking **stories** from local projects about **successful interventions** that you've implemented. The most useful format for your stories would be to answer "Who, What, When, Where, and How" and the distilled evaluation question of "So what?" (e.g., did all of this activity create change?) Submit your success story to melody@can-act.net by Friday, February 12 so we can include it in our letter and/or brief! **See page 2 for excerpt of news release "HHS and S..."**

- ◆ **HAPPY VALENTINES DAY** from CAN-Act! Show those you love how much you care by reminding them to try a new vegetable in February—you'll be glad you did!

## Spotlight: More Than Just Running

**More Than Just Running:**  
Students learn about new vegetables and fruits while they run laps for contest

Candice Baker—[The Daily Pilot](#)

Young runners at College Park Elementary School are learning the relationship between fitness and nutrition at an innovative lunchtime program in which parents also have joined in the fun.

During the school's monthly lunchtime track runs, it has begun adding *Network for a Healthy California* fruit and vegetable distributions.



Blanca Pulido and her daughter Fernanda, 3, join students from College Park Elementary School in the school's Running Club event on Wednesday.



While the school's kids run, jog and walk to songs like "Girls Just Wanna Have Fun," they stop between laps to try out a new produce selection.

"It's a great partnership because it gets the kids thinking about the relationship between the two," Principal Julie McCormick said. "And we've had so many parents coming out this year."

In order to further engage the parents who run with their kids, the school plans to hold cooking classes starting in January on early-release school days.

"We try to get kids and their parents to eat more fruits and vegetables and be more active," said Geoff Ianniello of the school district's nutrition services department. He meets with kids each month during the run to give food samples and teach them about the network's food of the month... [Read full article here.](#)

## In the News

### Sprouting Good Health

Once the underdog of the veggie kingdom, Brussels sprouts are now trendy. AICR is cheering them on, because Brussels sprouts are in the cancer-fighting [cruciferous family](#) that includes broccoli and cabbage. In fact, Brussels sprouts are miniature cabbages that grow on a long stalk. First grown in Medieval Belgium, these sprouts contain powerful cancer-fighting phytochemicals such as sulforaphane, indoles and lutein - along with vitamin C. [Read full article here.](#)



### Lessons in Healthiness: Schools fighting our widespread weight problem

Childhood obesity is a concern all over the country, but even more so in Del Norte County. According to data released last year for hundreds of local students, 39-47 percent were found to be overweight or obese, compared to 32 percent nationally. The reasons are different for each child, and genetics can play a role, but poor nutrition and lack of physical activity are the leading causes of obesity. A depressed local economy exacerbates the issue. [Read full article here.](#)



### An Advocate for Healthy Children—Richard Roth

“I think you need to rethink me being a hero. I’m too radical.” Those were the first words out of Richard Roth’s mouth after being told he was chosen as one of this year’s Local Heroes. Roth was already named a hero in February, when he received the Healthy Hero Award from the Sierra Cascade Region of the Network for a Healthy California. [Read full article here.](#)

## HHS Secretary and Surgeon General Join First Lady to Announce Plans to Combat Overweight and Obesity and Support Healthy Choices

First Lady Michelle Obama, U.S. Department of Health and Human Services (HHS) Secretary Kathleen Sebelius and U.S. Surgeon General Regina Benjamin announced plans today to help Americans lead healthier lives through better nutrition, regular physical activity, and by encouraging communities to support healthy choices. At a YMCA in Alexandria, VA, they talked directly with national and local leaders, parents and health professionals about reducing overweight and obesity in adults and children.

The First Lady recently announced that she will launch a major initiative on childhood obesity in the next few weeks and has asked HHS to play a key role. Today, HHS released *The Surgeon General’s Vision for a Healthy and Fit Nation*. In her first release to the nation, Dr. Benjamin highlights the alarming trend of overweight and

obese Americans, and asks them to join her in a grassroots effort to commit to changes that promote the health and wellness of our families and communities.

“The surge in obesity in this country is nothing short of a public health crisis that is threatening our children, our families, and our future,” said First Lady Michelle Obama. “In fact, the health consequences are so severe that medical experts have warned that our children could be on track to live shorter lives than their parents. The paper released today is an incredibly important step in directing the Nation’s attention to solving the obesity epidemic and we do not have a moment to waste.”

...

The recommendations in *The Surgeon General’s Vision for a Healthy and Fit Nation* include:

**Improving our communities –** Neighborhoods and communities should become actively involved in creating healthier environments. The availability of supermarkets, outdoor recreational facilities and the limitation of advertisements of less healthy foods and beverages are all examples of ways to create a healthier living environment.

### Healthy Choices and Healthy Home Environments –

Change starts with the individual choices Americans make each day for themselves, their families and those around them. Reducing the consumption of sodas and juices with added sugars; eating more fruits, vegetables and whole grains; limiting television time; and being more physically active help us achieve and maintain a healthy lifestyle. [continued p. 4](#)

## Network Updates

### Quarterly Call Notes December 2009

**Important Note:** CAN-Act takes notes during the quarterly call as a service to CAN-Act members.

These notes are not reviewed by the Network; if you have questions about specific content in the notes, please contact the Network staff person who's name is associated with the agenda item.

- ◆ State and federal updates—  
Terry Stratton (read more [here](#))  
**ARRA funding**  
**Trans fat labeling law**  
**Child Nutrition & WIC** reauthorization  
**USDA Guidance** updates
- ◆ *Network/UCFSNEP* Coordination Efforts - Susan Mattingly  
Network recognizes that many Network projects work in same schools as FSNEP; Network projects were asked to describe how their interventions were different from FSNEP. USDA determined that both Network and FSNEP will be able to work in same schools as long as the two projects can demonstrate how the interventions are different. If projects want to add a school, must send request to PM prior to working in that school, and PM will get USDA approval. First priority in new schools will be schools that don't currently receive SNAP-Ed services. If no such schools exist in your area, you can check into offering services at FSNEP schools; be prepared to demonstrate how your services will not duplicate FSNEP services.
- ◆ NERI—Sara Metzger  
Network projects can now purchase embroidered, cloth items – no vinyl, plastic, paint, screen-printing. Must still meet \$4.00 per item threshold and must serve message reinforcement purpose. Network is seeking

bids on items and Network projects will have access to items as has been done in past. Projects can still purchase other items for demonstration purposes that are not distributed to public.

- ◆ *Network* Annual Conference—Carma Okerberg (read more [here](#))
- ◆ Funding Alerts— Rosanne Stephenson  
LIA/NIA RFA Timeline – will be released around early February; funding alert will be circulated 2 weeks before that. This is for renewing LIA and NIA (e.g., contract ends Sept. 2010).  
Funding alert for food stamp access improvement will also be released in spring.
- ◆ EARS - Sharon Sugarman  
Format for collecting unduplicated data from school contractors has been developed; ATF forms have been modified to add a worksheet to collect this information. Pilot training has been given to samples of both school and health department contracts; training via web-ex will be provided to all contractors in January, and EARS data collection will start after those trainings. All contractors were asked to send a list of the sites in which they work to the REU this past June – however, school contractors that work only in schools did not have to do this because this information was already available to the REU. When EARS data collection starts, please contact Sharon and Alexis with questions rather than your PMs.
- ◆ Cooperative Reporting between *Network* Campaigns and other *Network*-Funded Projects - Tanya Garbolino

First, thanks for input on cookbook – it was valuable. RNs collect data on an RN-specific ATF. RNs can provide TA related to those tools (school idea and resource kit, community youth kit, fruit/vegetable/PA community toolbox for adults, worksite toolkit for qualifying worksites, and retail toolkit for doing food demos or tours at local retailers) as well as targeting nutrition education, especially related to Network products, to specific audiences.. If you train or educate people with those toolkits, you can report those numbers on your ATF. You should also share those data with the RNs who need to report that to the Network as well – the Network will do the work of ensuring that all of the reported numbers are duplicated in the state's report to the USDA. If you have questions about that or about how to work more closely with your RN, contact your PM and they will help you with this.

- ◆ CDPH Review and Approval Guidelines/Process Sara Metzger  
Guidelines were put forward in August 2009. Locally produced material will require PM, Section, and Branch review. If material has potential to be controversial, then further review will be required. Funded projects should take this additional review requirement into account as you implement your interventions. Questions can be directed to Sara.

**California Association of  
Nutrition & Activity Programs**  
1107 9th Street, #625  
Sacramento, CA 95814  
(916) 448-2280  
[melody@can-act.net](mailto:melody@can-act.net)  
[halley@can-act.net](mailto:halley@can-act.net)

## Support Healthy Choices

from page 2

### Creating Healthy Work Sites –

Employers can implement wellness programs that promote healthy eating in cafeterias, encourage physical activity through group classes and create incentives for employees to participate.

### Creating Healthy Child Care Settings –

It is estimated that more than 12 million children ages 0-6 receive some form of child care on a regular basis from someone other than their parents. Parents should talk with their child care providers about changes to promote their children's health.

### Creating Healthy Schools –

To help students develop life-long health habits, schools should provide appealing healthy food options including fresh fruit and vegetables, whole grains, water and low-fat beverages. School systems should also require nutrition standards and daily physical education for students.

### Mobilizing Medical Communities –

Medical care providers must make it a priority to teach their patients about the importance of good health. Doctors and other health care providers are often the most

trusted source of health information and are powerful role models for healthy lifestyle habits.

Read the entire news release [here](#).

## Improving Our Communities - San Francisco

In response to CAN-Act's call for stories that illustrates what local *Network* projects are already doing in support of the joint efforts of the US HHS and Mrs. Obama, the Children's Council of San Francisco told us about a terrific collaborative effort. We've included an excerpt here.

"In collaboration with the non-profit Farms to Grow, Children's Council of San Francisco installed an edible garden at Charles Drew Child Development Center. The installation of the garden was secondary to the project and provided a springboard for training and education to parents, children and families. The garden was installed in a part of the city that does not have grocery stores, forcing the community to buy fast and processed

food at neighborhood stores.

The children at the center actively participated in garden-based nutrition education, Harvest of the Month, cooking classes and taste tests over the course of the school year. During the sessions, we introduced the children to a new fruit or vegetable every month. Seven parent mentors attended a five series class called "Train the Trainer." They learned basic nutrition education, prepared and cooked meals, learned how to read recipes and food labels. The parent mentors also work diligently on the garden and the beautification of their community. By the end of the series, the parent mentors successfully took on several cooking demonstrations for audiences at Charles Drew Child Development Center.

...  
The parents used some of the food from the pantry and made amazing vegetarian quesadillas with portabella mushrooms. The parents became self sufficient gardeners and nutrition educators and now are able to go into the community and model their knowledge and skills to others."

## Calendar

**Feb 4** — *Regional Network* Project Directors Conference Call

**Feb 4** — NuPAC Quarterly Meeting, Orange County

**Feb 8&9** — *Network's* Annual Conference and post-meetings, Sacramento

**February 16**—Orange County Regional meeting with CAN-Act

**February 23**—BANPAC quarterly meeting, San Jose

**March 2&3** — Art of Facilitation, Downey

**March 4** — *Regional Network* Project Directors Conference Call

**March 7-10** — CCLHDN annual meeting, Asilomar.

**March 16&17** — Art of Training, Sacramento

**May 5**—(date TBC) Network Steering Committee, Sacramento

**May 23** — 2010 Veggie Chase 5K and Kid's Runs, Rancho Cordova

### California Association of Nutrition & Activity Programs

1107 9th Street, #625  
Sacramento, CA 95814

(916) 448-2280

[melody@can-act.net](mailto:melody@can-act.net)

[halley@can-act.net](mailto:halley@can-act.net)



**Our mission is to support healthy eating and active living in low-income communities through provider leadership, client empowerment, and vigorous support for better SNAP nutrition education.**