



# Bay Area Nutrition and Physical Activity Collaborative (BANPAC) July 18, 2014

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## Nutrition and Physical Activity Around the Bay



San Mateo County Local Health Department and Collective Roots are two of several partners building a pocket park in the North Fair Oaks area of Redwood City. Friendship Park has 20 planting beds for family fruit and vegetable gardens. Collective Roots will be providing on site garden based nutrition education to participating families. Kudos to San Mateo County, Collective Roots and partners for their efforts to reduce food insecurity while increasing physical activity, neighborhood safety, and community engagement for better health!

*Pictured left to right: Lydia Guzman, LHD Project Coordinator, Jennifer Putzer, Collective Roots Nutritionist, Jennifer Najarro, LHD Nutrition Specialist, and Kris Jensen, Collective Roots Executive Director*

Tell us what is happening in your Bay Area community! If you would like to submit a success story or Champion story to be featured in an upcoming e-blast, please email it to [Gina.Vittori@phd.sccgov.org](mailto:Gina.Vittori@phd.sccgov.org).

## BANPAC Update

### Physical Activity Initiative – Bay Area Moves!

BANPAC will be launching the Bay Area Moves Physical Activity Initiative in September. The initiative will focus on promoting free and low cost physical activity resources, expanding physical activity partnerships, and providing training support to increase physical activity opportunities throughout the day for youth, adults, and seniors. Stay tuned for more information!

### BANPAC Website

The BANPAC website will host the Bay Area Moves Physical Activity Initiative web resource portal that will have physical activity trainings, tip sheets, toolkits, best practices, success stories, upcoming Bay Area Moves events, and Walk and Bike to School Day resources. If you have resources that you would like to contribute to the portal, please email [Gina.Vittori@phd.sccgov.org](mailto:Gina.Vittori@phd.sccgov.org).

### Update your Information

Please update your contact information [here](#) to receive the latest BANPAC news.

## Trainings, Events, and Workshops

Webinar Training on Media Smart Youth-Eat, Think and Be Active July 23 from 1-2:30pm

Media-Smart Youth®: Eat, Think and Be Active! is an interactive education program designed to help young people ages 11 to 13 better understand the connections between media and their health, particularly as it relates to nutrition and physical activity. Community and faith-based leaders may be interested in using the curriculum to supplement existing programming or in partnership with schools, afterschool programs, or other youth-serving organizations.

3<sup>rd</sup> Annual Worksite Wellness Summit 2014 "Creating a Culture of Health" July 23 from 7:45am-2pm in Mountain View

The summit will address 1) The impact of mental health issues on your workforce and how to mitigate the effects of stress, depression and caregiving issues 2) Moving to healthier food and beverage options at work 3) How to increase employee engagement 4) How to use available data to measure the health of your workforce.

9<sup>th</sup> Annual Food Assistance Training August 8 from 8:30am-12pm in San Jose at Sobrato Center

The training is designed for staff and providers from community-based organizations and school programs to learn more about the current food assistance programs, community resources, and tools for you to use to better assist your students, clients, and families. Register by August 1<sup>st</sup>!

Growing and Funding Equitable Food Hubs Webinar August 14 from 2-3pm EDT

Learn how you can develop an equitable food hub in your own community. Presenters will highlight how their food hub operations are creating a more equitable and inclusive food system and discuss lessons learned and strategies for success.

School Wellness PSE Teleconference August 20 from 10-11am

The purpose of the call is to provide LHDs with updates, best practices, technical assistance, and resources to support their school wellness PSE efforts. This teleconference will feature speakers from the statewide Local School Wellness Policy (LSWP) Collaborative and Berkeley Media Studies Group (BMSG). Speakers will share: 1) updates, future events, and support available from the LSWP Collaborative; 2) strategic communications to engage administrators, principals, parents, etc. in school wellness policy initiatives; and 3) RE-AIM evaluation tools and technical assistance for LHDs.

APHA 14<sup>th</sup> Annual Meeting and Expo, November 15-19 in New Orleans

The American Public Health Association's 142nd Annual Meeting and Exposition will open with a look at the universal story of migration chronicled through the writing of Pulitzer Prize-winning author Isabel Wilkerson. A gifted storyteller, Wilkerson will share her experiences while researching and writing *The New York Times* bestseller "The Warmth of Other Suns."

## News from our Partners

### From the SSB Listserv

India included a 5% tax on soda and other sugary beverages in this Year's Budget. As we understand it, excise taxes take effect at the end of the day the budget bill is introduced for expediency's sake, while the rest of the budget must be approved in 75 days. Therefore, the tax begins at midnight tonight. But, it could be *repealed* within 75 days if the parliament chooses to remove it from the final version of the budget. [Here's](#) the announcement and [here's](#) a news story.

### From the CDC

Neighborhood support of physical activity is on the rise. We're making progress in creating and enhancing places to be physically active in our communities. More than half of US youth live in neighborhoods that support physical activity. Today 54.5% of youth have access to parks or playground areas; recreation centers, community centers, boys' and girls' clubs; and walking paths or sidewalks, according to the [State Indicator Report on Physical Activity, 2014](#).

### From Santa Clara County

The Santa Clara County Public Health Department in collaborating with Traffic Safety Community network has

developed an exciting new campaign. It is a new countywide public safety awareness campaign titled, "Walk Wise, Drive Smart". Whether driving, walking or biking, all residents should take it slow and watch out for others. The campaign can be accessed [here](#).

### **From Feeding America**

#### **Take Action-Let's Join Together for Hunger Action Month**

The HAM campaign is a great opportunity to leverage our local food bank presence and unite with one national powerful voice, engaging the public to take action against hunger. In the past two years, we've achieved 100% network participation in HAM and I'd like to take this opportunity to encourage everyone to participate again in this year's campaign.

#### **Take Action-Walmart Fall 2014 Fight Hunger. Spark Change. Campaign**

Walmart has finalized their new "Fight Hunger. Spark Change." (FHSC) campaign (formerly known as "Fighting Hunger Together"), and will be providing \$3 million in support to fifty Feeding America member food banks, based on consumer votes. From September 15, 2014 through October 5, 2014, food banks that receive the most votes, through various channels, will receive a \$60,000 funding award to support their general hunger-relief initiatives. The application submission deadline to be included in this opportunity is Tuesday, July 29. [Learn more](#) about this campaign on HungerNet.

### **Nutrition and Sugar Savvy Articles**

["School cafeteria fight: What's for lunch?"](#), *The New York Times* 7/18/2014

["Debate over school lunch nutrition standards delays agriculture spending bill,"](#) *RollCall.com* 7/11/2014

["Agriculture Secretary promotes summer meals in Baltimore,"](#) *CBS Baltimore* 7/11/2014

["Debate over taxing sugary drinks re-ignited in California,"](#) *CBS News* 7/12/2014

["The relationship between stress and high fat foods,"](#) *NBC News* 7/14/2014

["SF poised to place soda tax on November ballot,"](#) *San Francisco Examiner* 7/17/2014

### **Physical Activity Articles**

Dr. Wayne Smith, Physical Medicine and co-director of the Kaiser Permanente San Jose Medical Weight Management Program, is cited in a SF Chronicle/SF Gate article about a new Stanford study about lack of exercise, not calories, as the main cause America's weight gain over the past 30 years.: ["Study emphasizes role of exercise in controlling weight,"](#) SF Chronicle 7/16/2014

["Lawsuit claims LA elementary schools skipping PE,"](#) *KPCC* 7/19/2014

["Fun-not winning-essential to keep kids in sports,"](#) *USA Today* 7/10/2014

["Rockford schools emphasize lifelong fitness in physical education,"](#) *Rockford Register Star* 7/13/2014

["Committed to Kids program begins Monday at Cox Monett,"](#) *The Monett Times* 7/12/2014

["Most kids don't meet screen-time guidelines,"](#) *KSPR-TV* 7/14/2014

["Are fitness trackers really helpful?"](#) *The Boston Globe* 7/14/2014

### **Educational Resources**

#### **New Fact Sheet: Moving in the Right Direction**

The Nutrition Education Obesity Prevention Branch (NEOPB) under their contract with the Public Health Institute (PHI) in partnership with Change Labs Solutions, is pleased to provide you with the new resource, "Moving in the Right Direction: Addressing Liability Concerns Related to Workplace Physical Activity Program for Low-Wage Workers." This Fact Sheet, provides information to implement policy, system, and environmental change interventions at low-wage worksites. We encourage LHDs to share this document with their CNAP groups or with other partners they may be working.

#### **New Toolkit: MyPlate: How Do I Rate?**

The new Kids Eat Right "MyPlate. How Do I Rate?" toolkit is now available as a free downloadable toolkit consisting of six ready-made presentations — two for health care professionals, two for parents in English, and two for parents in Spanish. Each presentation includes a 20-minute PowerPoint presentation with leader notes, a suggested 10-minute group activity and participant handouts. Additionally, this toolkit is available to all health care providers to

download. Please promote the toolkit to health care providers to utilize with their staff or colleagues and parent clients.

## **Funding Opportunities**

### Mini-Grant Opportunity

To support the use of the new "MyPlate. How Do I Rate?" toolkit, 25 grants of \$200 each are available. Recipients of the mini-grants agree to give two presentations from the new "MyPlate. How Do I Rate?" toolkit (for health professionals and/or parents) between July 28 and September 31, 2014. Applications are due July 18, 2014, and mini-grantees will be announced July 28, 2014.

## **Job Opportunities**

El Camino Hospital is looking for a part time Bilingual Program Educator: This position will be responsible for delivering the 5210 Smart Start Preschool Parent program and supporting the 5210 elementary school program delivering programs at PTA/PTO and ELAC meetings. The Program Educator will be expected to perform assigned duties in schools and community venues in Campbell and Sunnyvale. Some programs may be delivered in Spanish. If you are interested in this position please send your resume to: Jeremy Loader, 701 East El Camino Real, Mountain View CA 94040, Youth Nutrition Program, Palo Alto Medical Foundation, loaderj@pamf.org.

Raimi + Associates is looking for a full time Community Health Planner based in Berkeley and/or Salinas: The Community Health Planner will work on a variety of projects related to Health in All Policies, including health elements of general plans, developing educational materials, collecting and presenting health data, and working with community groups to build coalitions around health equity.

Kaiser is looking for a part time Clinical Health Educator II, Grade 587: Serve as a member of a multidisciplinary Primary Care Team in a clinical setting providing group and one-to-one counseling and education, in conjunction with the facility Health Education Department. Conducts brief disease management, lifestyle and health risk counseling with patients and family members one-to one and promotes prevention and self-care strategies.

Natural Resources Defense Council is looking for a full time Health Policy Advocate: The Policy Advocate will work with NRDC's Food and Health Programs, a diverse team of lawyers, policy specialists and scientists, to address public health threats from agriculture and toxics in the environment.

Second Harvest Food Bank is looking for a part time CalFresh Outreach Specialist: Provide prescreening application and application assistance at local community agencies and partner organizations that work with low-income communities. Help close the hunger gap in our community!

Second Harvest Food Bank is looking for a temporary Nutrition Educator-Bilingual English/Spanish: Provide culturally-competent nutrition education to diverse and low-income populations, including food recipients and clients of SHFB partner agencies and in Santa Clara County. Train volunteer Health Ambassadors and student interns and monitor their work at multiple sites. Conduct food demonstrations for clients and agencies.

Sacred Heart is looking for a full time La Mesa Verde Program Manager: Develop and implement this urban gardening initiative that will engage, empower, and educate low income families, inspire them to volunteer and build community within their neighborhoods, and articulate and advance policy priorities for their community around a healthy food access platform.

Sacred Heart is looking for a full time Advocate for the Self Sufficiency Leadership Programs: Develop and implement this leadership development program that aims to engage, empower, and educate people from diverse socio-economic backgrounds, inspire them to volunteer and build community within their neighborhoods, and articulate and advance policy priorities for their community.

City of Berkeley is looking for a full time Health Services Program Specialist: This position manages services and

planning for delivery of health and education services programs. This may include supervising of medical clinic program planning activities and facilities coordination, supervision of program personnel to assure proper integration for front and back office operations, and evaluation and fiscal and budgetary administration.

A big thank you to Christina Oshinsky, Thi Ngo, Eliana Schultz, Jo Seavey-Hultquist, Susan Karlins, and Suellen Haggerty for your contributions to the eblast.

Eblasts are sent out every two weeks and posted at [http://banpac.org/banpac\\_announcements.htm](http://banpac.org/banpac_announcements.htm).

Please send updates that you would like included in upcoming eblasts to [Gina.Vittori@phd.sccgov.org](mailto:Gina.Vittori@phd.sccgov.org).

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***Great Things Start with Good Health***