



Bay Area Nutrition and Physical Activity Collaborative (BANPAC) February 10, 2015

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Nutrition and Physical Activity Around the Bay

BANPAC Hosts Rethink Your Drink and Pledge the Practice! Pass the Policy! Promising Practices Sharing Forum on January 28 at the San Francisco Library. Thank you to all our presenters and members that joined us to make the meeting a success. View photo slideshow [here](#).



BANPAC also launched a Living Billboard Campaign at the Promising Practices Sharing Forum. The Living Billboard is a social media campaign to raise awareness around healthy activities among social networks. [Learn more about the Living Billboard and participate in the campaign today!](#)



#livingbillboard #BANPAC

Check out these California Department of Public Health colorful signs to promote healthy foods and beverages at your event or work place. Some of these signs were displayed at the BANPAC meeting and a lot of participants liked them and asked for these resources.

- <http://www.cdph.ca.gov/programs/cpns/Documents/Retail-BeverageSnackSigns-8x11-Eng.pdf>
- <http://www.cdph.ca.gov/programs/cpns/Documents/Retail-BeverageSnackSigns-7x5-Eng.pdf>
- <http://www.cdph.ca.gov/programs/cpns/Documents/Retail-BeverageSnackSigns-4x6-Eng.pdf>

BANPAC Update

Tracking Rethink Your Drink Presentations

Congratulations to **Feng Ping Yu** who won the quarterly gift card for tracking Rethink Your Drink presentations, workshops, and exhibits. Please enter your RYD activities from October 2014 through January 2015 here:

http://www.banpac.org/banpac_tracking_ryd-sugarsavvy.asp

Physical Activity Subcommittee

- The PA Subcommittee is in the process of planning the next BANPAC quarterly meeting and Promising Practices Forum, which will have a physical activity focus. The forum will be held in April 2015 with the exact date still to be determined.

Upcoming Regional Training and Resource Center Free Trainings

- [Shared Use Agreement Webinar, February 10, 2:00 – 3:00 pm](#)
- [Supporting Community Engagement: Communicating Issues through a Health Equity Lens, February 12, 10:00 am – 12 noon](#)
- [Social Media 101 Webinar, February 23, 10:00-11:00 am](#)

Next BANPAC Leadership Council meeting is February 18, 2015 via teleconference.

Bay Area Moves - BAM!

BANPAC created a [Physical Activity Website Portal](#) to help professionals easily access free and low-cost training curricula, websites, and other resources to promote and increase physical activity opportunities for children, youth, families, adults and older adults throughout the day. The website portal is now live and can be viewed [here](#).

February is National Heart Association Month. BANPAC encourages you to eat healthy and live active to support a healthy heart! Find ideas and resources to support your healthy heart on the

BANPAC website.

New Resource to Promote Physical Activity!

A children's book that promotes physical activity instead of screen time is now available.

The book is titled, *Lee The Bee, Turn Off That TV!* It's a rhyming story of a little bee who learns that outdoor play is the best way to stay healthy and strong all day long! The book is bilingual (English/Spanish) and includes activity pages, tips for parents, and a sing along jingle. The book was developed by Shalini Singh Anand, the author of *Potter the Otter: A Tale About Water*. Currently the book is being distributed by Kaiser Permanente South Bay through their community partners and in their pediatrics departments and has been very well received. To get books in time for Screen Free Week (in early May), there will be a print order placed in February. Shalini is ready to take orders from organizations and will bundle these to take advantage of group pricing – if a group print order of 25,000 copies can be met the cost would be \$1.35/book.

The author, along with the Lee the Bee mascot, are also available for complimentary book signings & readings. Please contact Shalini with how many books you're interested in ordering: Shalini Singh Anand (author), 310-922-7834 , shalsingh@yahoo.com. To view the book please visit: www.booksbyshalini.com

Parks for Life Challenge! Hosted by the Santa Clara County Parks and Recreation Department

The Parks For Life Challenge is a FREE game that is hosted by the Santa Clara County Parks and Recreation Department to help you and your friends and family get outside and engage in healthy activities in our 48,000 acre park system. Teams of 2 to 3 players sign up, and then choose to participate in outdoor adventures in any one of our 29 regional parks. Document your adventures by posting photos or videos on social media sites!

Conference on the Value of Play: Advancing Play in partnership with IPA/USA, February 15-18 hosted by US Play Coalition

The United States Play Coalition is hosting the 2015 conference in Clemson, South Carolina. The conference will feature five tracks on the value of advancing play: Education, Programming, Park and Recreation, Health, and Business/Corporate. Conference attendees will also learn from renowned keynote speakers, Dr. Peter Gray and Dr. Kevin Ross Emery. Attendees of the annual conference come from diverse fields including park and recreation professionals, educators, researchers, health scientists, landscape architects, business leaders, psychologists, parents, physicians, and many more. The two and a half day event will provide numerous opportunities to play, network, and collaborate.

2015 Sacramento Regional Safe Routes to School Summit, February 17 10am-3pm hosted by Sacramento Area Council of Governments in partnership with WALKSacramento

The Safe Routes to School Regional Summit will bring together student walking and biking champions across the greater Sacramento region to share resources, innovative ideas, success stories and strategies. The goal is to help improve the success of current and future Safe Routes programs in the region.

The Science of Policy Implementation Conference, February 22-25 hosted by Active Living Research

The theme of the 2015 conference, *The Science of Policy Implementation*, explores the process of taking scientific findings from the research field of active living to inform policies, and then ensuring the policies are put into practice to increase population-level physical activity.

National Physical Activity Plan Congress February 23-24 hosted by The National Physical Activity Plan Alliance

The National Physical Activity Plan (NPAP) Alliance is hosting the 2015 National Physical Activity Plan Congress on February 23–24, 2015, in Washington, DC. The Congress will feature keynote speakers, poster sessions, recognition of NPAP Champions, and thematic panel sessions. An important element of the Congress will be sector-based discussions in which attendees will have the opportunity to influence revision of the NPAP. A revised and refined version of the Plan is expected to be released in late 2015.

Free Online Trainings on the World Health Organization (WHO) Health Economic Assessment Tool (HEAT) for Walking and Cycling

This tool is designed to help you conduct an economic assessment of the health benefits of walking or cycling by estimating the value of reduced mortality that results from specified amounts of walking or cycling.

Trainings, Events, and Workshops

Third Annual Childhood Obesity Bay Area Conference 2015, March 6-7 from 9am-5pm in San Francisco

The Childhood Obesity Bay Area Conference brings together remarkable speakers from diverse fields to discuss best practices in obesity prevention. This year's theme, *Building Our Community, Empowering Our Children* highlights the power that strengthening our vibrant community of organizations, politicians, physicians and educators has for empowering our children and adolescents who have been affected by this epidemic. This two-day conference will allow people working in different fields of health, wellness and sustainable food to connect and collaborate. In addition to six keynote addresses, COBA 2015 will feature an array of panel discussions, break-out sessions, slam poetry performances, networking reception with tastings from sustainable wineries, optional garden tours, and small group dinners.

WIC Annual Conference and Trade Show, March 22-25 hosted by the California WIC Association

Plugged In: Harnessing the Power of Collaboration is a statewide multi-track conference featuring the latest research, resources, and best practices in four key areas: Breastfeeding and early feeding, nutrition and healthy eating, leadership and wellness, and cultural diversity and collaboration.

Schedule a FREE Training "Healthcare Changes Impacting Low-Income Seniors and Persons with Disabilities" hosted by the Health Trust

In early fall, people who have both Medicare and Medi-Cal benefits, will receive notifications of a new program, Cal MediConnect where plans will provide all Medicare and Medi-Cal benefits under one health plan. As a trusted resource to those impacted by these upcoming changes, you play a critical role! Through this training, learn how you can best direct and inform individuals you serve. To learn about upcoming trainings or to schedule a free training for your organization please contact sonalip@healthtrust.org.

Educational Resources

[MyPlate for My Family](#)

[Special Analysis: 2014 U.S. Conference of Mayors Survey on Hunger and Homelessness](#)

[Recommendations for Responsible Food Marketing to Children](#)

News from Our Partners

Shape up San Francisco

Join SF Bay Area Youth, public health officials, and concerned community members in an exciting new campaign to [OPEN the TRUTH](#) about the tactics of the beverage industry and the negative health impacts of its products. The campaign launches January 12, 2015.

The [Open Truth campaign](#) aims to:

- 1) Increase awareness about how sugary drinks are making us sick;
- 2) Expose the tactics of the sugary drinks industry, which targets young people, parents, and communities of color in order to increase profits and brand loyalty; and
- 3) Inspire policy changes that will increase access to healthy drinks, limit marketing to kids, educate consumers, and provide funds for sugary drink education.

Center for Science in the Public Interest

[Wendy's drops sodas from their kid's menu.](#) Soda is a leading promoter of obesity, diabetes, and heart disease. Soda and other sugary drinks are the largest source of calories in children's diets and provide nearly half of their added sugar intake.

[Please thank Wendy's for taking this step to support parents' efforts and children's health.](#)

Santa Clara County Public Health Department

- BANPAC members are invited to attend the Public Health Department's Childhood Feeding Collaborative Learn! Share! Celebrate! Event on February 11, 3:30 – 5:00pm. Registration is required and can be found [here](#). Members from Santa Clara County are especially encouraged to attend. The Childhood Feeding Collaborative addresses the problem of obesity and poor eating among young children by working to improve parenting skills around feeding at the earliest possible opportunity. Collaborative messaging focuses on the evidence based and recognized best practice feeding model, Division of Responsibility. For more information, contact Carol Danaher at carol.danaher@phd.sccgov.org, 408-793-2708.
- The next Tobacco-Free Coalition quarterly training will be focused on the retail environment: [Healthy Stores for a Healthy Community](#). This workshop will be held on Monday, February 23, 2015 from 2:30-5:00 pm at The San Jose Sobrato Center for Nonprofits (Cupertino B Conference room). This workshop will have a variety of speakers working in healthy retail projects and campaigns including The Health Trust, Hispanic Chambers of Commerce, and Santa Clara County Public Health Department. Participants will have the opportunity to hear about the results from the Healthy Stores for a Healthy Community Campaign, in addition to networking with various community organizations. RSVP by Friday, February 20 to Kevin Chieng at kevin.chieng@phd.sccgov.org.

Nutrition and Sugar Savvy Articles

["Experts zero in on pizza as packing pounds on kids,"](#) *The Seattle Times* 1/19/15

["Dream Cafe in Englewood aims to offer healthier alternatives,"](#) *DNAinfo.com* 1/20/15

["What soda companies really mean by 'sugar': You might be consuming more fructose than you thought,"](#) *MedicalDaily.com* 1/13/2015

["Area schools learn healthy cooking from chefs, experts,"](#) *Cincinnati.com* 1/13/2015

["Kaiser Permanente promotes healthy eating through farmers' markets,"](#) *KCET-TV* 1/13/2015

Physical Activity Articles

["Plenty of students want to bike, walk to school, study says,"](#) *Lawrence Journal-World* 1/12/2015

["Lack of exercise more deadly than obesity: Study,"](#) *WebMD.com* 1/14/15

["Recess promotes healthy eating by school kids: Study,"](#) *HealthDay.com* 1/14/15

["Recess before school lunch gets kids eating 54% more fruits and vegetables,"](#) *MedicalDaily.com* 1/14/15

["A super simple way to get kids to eat their veggies,"](#) *CBS News* 1/14/15

Funding Opportunities

Research to Evaluate the CDC Heads Up Concussion Initiative in Youth Sports due February 25, 2015

CDC Heads Up campaign is a series of educational initiatives that all share a common goal: help protect children and adolescents from concussions and other serious brain injuries and their potentially devastating effects. CDC's Injury Center intends to commit up to \$1,650,000 total funding over the entire 3-year project period with a maximum of \$550,000 per award per year. This funding will support one cooperative agreement to rigorously evaluate the implementation and effectiveness of concussion education and awareness programs that use CDC's Heads Up training, toolkits, and other materials within local youth sports organizations (leagues, clubs) or high school sports.

Sweet Revenge Mini-Grant due February 27, 2015

The Health Trust and FIRST 5 Santa Clara County announced a mini-grant project opportunity, at the screening of Sweet Revenge: Turning the Tables on Processed Food, January 29. The project will be awarding one-time mini-grants to host viewings of Sweet Revenge in local communities throughout Santa Clara County. The goal is to engage a diverse level of stakeholders to increase awareness of the health risks associated with high levels of sugar consumption.

Job Opportunities

Stanford Prevention Research Center is seeking a part-time Wellness Coordinator *New

Duties include Event coordination and planning logistic, facilities management for 6 large events per year and ongoing biometric logistics. The Wellness Coordinator will coordinate day-to-day operations for growing the Wellness Champion

Network and Healthy Department Grant Program and prepare, distribute, administer and process questionnaires and tests, score test measurements and questionnaires, and code data for computer entry for Biometric screenings and/or pilot programs. Type, edit and organize data.

La Clinica of Oakland is looking for a full time Health Educator I- Bilingual Spanish/English *New

The Community Health Educator is responsible for training, coordination, and implementation of the volunteer Promotores program, outreach and enrollment assistance activities in the clinic and community setting. They will also be responsible for the facilitation of workshops and health education classes to patients and community member.

Kaiser Permanente of San Francisco is looking for a full time Clinical Health Educator I *New

The Clinical Health Educator I will 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.

The Health Trust in San Jose is looking for a part time Community Health Promotions Program Coordinator *New

The Program Coordinator is responsible for planning, organizing and promoting the department's health education programs. The focus is on targeted chronic diseases affecting various populations. Through the delivery of evidence base chronic disease interventions, the goals of the position are to assist participants to adopt healthy lifestyles, provide awareness of available health services and provide disease management skills.

The San Francisco Foundation is looking for a full time Community Health Program Assistant *New

The Program Assistant for Community Health provides overall administrative, operational, and process support for the Community Health Team within the Foundation's Program Department.

The Prevention Institute in Oakland is looking for a full time Program Assistant *New

The Program Assistant position includes support of topical work and assistance on organizational functions/operations. This position will likely provide support to at least one of the topical areas listed above, which will be determined based on need and interest. The ideal candidate will be able to remain flexible and work across topical teams and operational tasks as needed. This support position has been designed for people early in their careers specifically to support the work of the organization while providing exposure to prevention practice, advocacy and policy, including the field of public health.

The YMCA of Mountain View is looking for a full time Health and Wellness Coordinator

Under the supervision of the Health & Wellness Director, the Health & Wellness Coordinator (HWC) serves an important role in engaging members, creating community amongst members, and facilitating a safe and welcoming environment so that YMCA Members and guests can feel inspired to reach their fitness goals.

The Mission Neighborhood Health Center in San Francisco is looking for a full time Youth Services Health Educator

As a member of the Youth Services team, the Health Educator is responsible for conducting outreach to increase utilization of services; supporting the implementation of Mission Neighborhood Health Center's youth development and health education programs; and conducting health education/family planning counseling in Teen Clinic. Requires some evenings and weekends.

E-blasts are sent out every two weeks and posted at http://banpac.org/banpac_announcements.htm.

A special thank you to all that contributed to this e-blast! A big thank you to Thi Ngo, BANPAC Intern. Please send updates that you would like included in upcoming e-blasts to alice.kawaguchi@phd.sccgov.org.

Funded by California Dept. of Public Health's Nutrition Education and Obesity Prevention Branch and Kaiser Permanente.

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