Healthy Communities
SAN MATEO COUNTY
A Community Health Improvement Initiative to Eliminate Health Disparities

Get Healthy San Mateo County Task Force Newsletter

Vol. 2, Issue 1, Feb. 15, 2008

What's Going On?

Salad Bars in Schools Help Kids Eat Their Fruits and Vegetables
by Naida Pare

A study conducted by Dr. Wendy Slusser and a team from the University of California Los Angeles (UCLA) School of Public Health found that providing salad bars at schools along with a nutrition education program significantly increased low-income students' consumption of fruits and vegetables. The study included 337 children at three elementary schools in Los Angeles who added a salad bar to their lunch menu and are participating in the USDA's reimbursable lunch program. The frequency of students' fruit and vegetable consumption increased from 2.97 to 4.09 times daily and students' intake of cholesterol, saturated fat, and total fat decreased. The findings of this study were published in the December 2007 issue of the journal Public Health Nutrition. Visit http://newsroom.ucla.edu/portal/ucla/kids-eat-more-fruits-and-vegetables-40698.aspx to view the complete UCLA newsroom article. To view a manual on how to start a salad bar program at your school please visit http://socialmarketing-nutrition.ucdavis.edu/Downloads/SaladBarDev.PDF. This manual was written by Dr. Slusser, Dr. Charlotte Neumann, and Dr. Linda Lange from the UCLA School of Public Health.

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Member/Program Spotlight

High School Program Helps Teens Be Happy and Healthy
by Maria Mosqueda

Members of GEL enjoying the great outdoors

Girls Embracing Life (GEL), previously known as Latina Curves, is a health program for teen girls that has been offered at Sequoia High School for the past four years. The program has been expanded into Woodside High School and Redwood Continuation High School thanks to generous funds received from Kaiser Permanente, Sequoia Healthcare District, and Sequoia Catholic Healthcare West. This school year, a health program for teen boys was added at Sequoia High School called Moving Towards Health (MTH).

Continue to Page 2 (Teen Program)

Do you want to contribute to the Task Force newsletter? For comments and suggestions, e-mail Naida Pare at npare@co.sanmateo.ca.us or call (650)573-2496.

Events

- **02/21/08 and 04/16/08 — Five Keys to Raising a Happy, Healthy Eater (Our Second Home — 725 Price St., Daly City, 6:00 p.m.-7:00 p.m.)**

⇒ Workshop for families with infants and young children. Workshop will cover strategies to deal with picky eaters, introducing new foods, and the division of responsibility of healthy eating in the family. Provided in English. Childcare is offered for up to eight children. Please RSVP to Nely Martinez at (650) 301-3300. For more information about Our Second Home activities for parents and caregivers, please visit www.oursecondhome.org.

- **02/25, 03/24, 04/28, 05/19, 06/23 — Healthy Eating, Active Living for Kids and Families: Overview (Kaiser Permanente Redwood City Medical Center — 1150 Veterans Blvd., Redwood City, 4:00-6:00 p.m.)**

⇒ In this overview class, school-aged kids (5-18 years old) and their parents will learn how to develop healthy eating and exercise habits. The class covers basic nutrition information and strategies for increasing energy and fitness with activities the whole family can enjoy. Parents need to attend with their child, and will learn how to be healthy role models. Pre-registration is required. There is no charge for Kaiser members and a $10 fee for non-Kaiser members. For more information and to register, contact Health Education at (650) 299-2433.

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What's Going On?

Websites for School Fundraising Alternatives

Refer to these websites for ideas on healthy fundraising:

- 123Fundraising.com (www.123fundraising.com)
- Fund-Raising.com (www.fund-raising.com)
- Fundraising Ideas (www.fundraising-ideas.org)
- Fundraising Mom (www.fundraisingmom.com)
- Fundraising Web (www.fundraisingweb.org)
- Healthy Fundraising & Vending Options (www.actionforhealthykids.org)
- NoJunkFood.org (www.nojunkfood.org/fundraising)
- School Fund Raiser Ideas: Alternatives to Selling Junk Food and Soda (http://departments.oxy.edu/uepi/cfj/)
- School Nutrition Association (www.schoolnutrition.org/Index.aspx?id=2424)
- Western Fundraising Programs (www.westernfund.com)
- Healthy Fundraising USA (www.partnersforhealthykids.com)
- QSP Reader's Digest Magazines (www.qsp.com)

Source: School Fundraising Resource Guide for San Jose Unified School District (Prepared by Marjorie Freedman, Ph.D. and Luisa Garrett of San Jose State University, Sept. 2007)

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Member/Program Spotlight

Teen Program (From Page 1)

GEL & MTH have three areas of focus: nutrition, physical activity, and self-esteem & body image. These programs run for 11 weeks after school at Sequoia and Woodside High Schools and during school hours at Redwood Continuation. Throughout the program, the youth learn about small changes they can make to improve their health and receive incentives such as pedometers, water bottles, cookbooks, and lunch bags to keep them motivated.

To make nutrition education fun, the youth learn to prepare healthy snacks and meals. The youth are also encouraged to prepare their lunch and to bring it to school.

Each week, the youth are introduced to a variety of free physical activities that they can incorporate into their lives. They are encouraged to go for walks, to dance, to play non-competitive sports and to play just for fun. They are also introduced to yoga, pilates, belly dancing, self-defense and hiking. For outdoor activities, the youth are taken to nearby parks where they can go with their families and friends on weekends.

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Events

- **03/10/07— Get Healthy San Mateo County Task Force meeting (San Mateo Garden Center, 605 Parkside Way, San Mateo, 3:15-5:30 p.m.)**

- **03/21/08 (every 3rd Friday of the month) — GetFit EPA Meeting (Ravenswood Family Health Center, California Room— 1798B Bay Road, East Palo Alto, 8:30-10:00 a.m.)**

⇒ GetFit EPA is a community collaborative that addresses the rising number of overweight and inactive children and adults in East Palo Alto. Contact Belinda Hernandez (bhernandez@ravenswoodfhc.org) for more information.

- **04/05/08 — Transportation and Land Use Coalition's (TALC) 11th Annual Summit (First Unitarian Church, 685 14th Street, Oakland, 9:30 a.m.-4:00 p.m.)**

⇒ TALC's Annual Summit will explore the connections between land use, transportation, and health. Visit www.transcoalition.org/cal/summit08/index.html#register for more information.

- **04/07/08 — Making Change Matter: Maximizing the Health Impact of the New Women, Infants, and Children Nutrition Program (WIC) Foods (Center for Healthy Communities, 1000 N. Alameda St., Los Angeles, 9:00 a.m.-4:00 p.m.)**

⇒ The California WIC Association and PolicyLink, in partnership with the California WIC Program, invite you to join other stakeholders and community partners to explore ways to ensure that the implementation of the new WIC food changes results in health improvements for California communities most impacted by the obesity epidemic. For more information, visit www.calwic.org/foodsummit.aspx.

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Member/Program Spotlight

Teen Program (From Page 2)

The youth are also encouraged to talk about the media and the unrealistic expectation to look a certain way. They are encouraged to talked about the influence of their culture and family when it comes to healthy eating as well as how they feel about themselves. They are encouraged to make small changes not to look skinny but to be healthy at every size and to be comfortable in their own skin. For some of them, the small changes lead to weight loss and for others, it leads to stopping unhealthy diets and accepting and appreciating their bodies. For more information about the program, please contact Maria Mosqueda at mmosqued@seq.org.

Healthy Choices-Smart Moves

by Nancy Sanchez

Profound cognitive, physical, and emotional changes occur during the preteen years. It is a time of body transformation, heightened peer pressure, shifting interests, and increased independence. To help ease the difficulties often associated with the changes occurring during these years, it is important for preteens to have the tools to make healthy choices and smart decisions.

Lucile Packard Children's Hospital designed the program Healthy Choices-Smart Moves to teach preteens healthy decision-making with information around five identified areas of risk: smoking, drug use, alcohol use, nutrition & fitness, and relationships. The core aspect of each session is the decision-making curriculum. The health educator, in a discussion group format, reviews the health risks as well as perceived benefits of each behavior and challenges the preteens to prepare for decision-making "in the moment." In addition, each session incorporates physical activity and exercise in order to teach the importance of exercise and a healthy lifestyle and teaches kids new, portable, and fun ways to get physical activity while delivering the message about healthy decision-making. The last class includes a wrap-up session of what has been discussed and learned, as well as an opportunity for students to set goals and make healthy changes in their lives.

The Healthy Choices-Smart Moves program is a free program offered to interested schools, after school programs, and other community-based organizations in San Mateo and Santa Clara County. Preference is given to organizations that serve children in underserved communities.

For more information about Lucile Packard Children's Hospital's Healthy Choices-Smart Moves program, please contact Colleen Haesloop at (650) 724-3783 or chaesloop@lpch.org.

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Show Me The Money!

- **Sequoia Healthcare District Community Grants Program Deadline: 03/28/08 (Preference for non-profit organizations located in Redwood City, Belmont, San Carlos, Menlo Park, Woodside, Atherton, Portola Valley, and parts of southern Foster City and San Mateo)**

⇒ Grants support programs that help youth stay healthy, active and engaged. For more information contact Diana Haigwood, Grants Manager, at diana@cprgroup.net, or (650)599-9850.

- **General Mills Foundation — My Hometown Helper Grant Program Deadline: 03/31/08**

⇒ Grants for a one-time award of between $500 and $15,000 for community improvement projects. Examples of possible community projects include: lights or bleachers for baseball, soccer, or football fields; playground equipment for parks; Boys & Girls Clubs programs, swimming and lifeguard training; equipment or supplies for local food banks; and health and safety programs. All requests for funding must be sponsored by a municipal or civic organization or public school. Please direct any questions to: bettycrocker @mail.genmills.com or visit www.myhometownhelper.com/learnmore.aspx

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What's Going On?

Photo by Julie Lancelle

Pacifica Celebrates TV Turn Off Week

by Julie Lancelle

The Pacifica Collaborative, in partnership with Kaiser Permanente, is sponsoring "Prime Time Pacifica", a week-long celebration of National Turn Off the TV Week, which runs from April 21- April 27, 2008. Beginning mid-March, the schedule of events during the celebration can be viewed at the Pacifica School District website at www.pacificasd.org. For more information, contact the Pacifica Collaborative at (650)738-6693 or email paccollab@pacificsad.org.

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Task Force Committee Updates

Access to Healthy Food and Physical Activity

- Completed walking tour of Fair Oaks area to explore which neighborhoods lack access to healthy foods and physical activity

- Next steps:
  - Assess number of children living in that area, and develop a plan of action
  - Develop a template for other areas/communities to use to address similar issues of access

After school

- Revising a compilation of nutrition and physical activity guidelines for after school programs

- Considering developing a program to reward those after school programs that meet certain nutrition and physical activity requirements

Evaluation Committee

- Finalized and distributed evaluation report

- Next steps:
  - Partner with environmental health's restaurant inspectors to assess which stores offer fruits and vegetables in the county
  - Discuss how to expand future evaluation of Task Force and childhood obesity (i.e. consider other environmental indicators)
  - Review goals and objectives for each committee and discuss how to assess how well committees are meeting these goals/objectives

- The next meeting will be held on Feb. 25th from 1:00-2:30 p.m. in the Diamond Room of the Health Dept. (225 37th Avenue, San Mateo)

School Wellness Policy

- Anna Lague, Food Services Director from the Redwood City School District, is a new co-chair

- Distributed surveys to gauge the school wellness topics/activities most important to parents, students, teachers and school administrators

- Surveys are available online at http://www.surveymonkey.com/s.aspx?sm=qH4S_2bErRHvX4OzZwc_2fJSPA_3d_3d

- Last day to complete a survey is Friday, Feb. 22nd

- Committee is planning a Fundraising Fair that focuses on healthy fundraising alternatives for schools

- The next meeting will be held on March 4th from 3:00-4:30 p.m. at the Redwood City School District Office (750 Bradford St., Redwood City)

Speakers and Trainers Network

- Posted form for people requesting a speaker on Health Department website and kidweighin.org.

- Considering assisting hospitals to develop or enhance wellness policies and activities for their organization.

If you are interested in writing an article about your organization, posting information about an event in your community, or receiving more information about something featured in this newsletter, please contact Naida Pare (npare@co.sanmateo.ca.us or (650)573-2496).

GHSMC Task Force newsletter submission deadlines:

⇒ April 23rd (May 2008 issue)
⇒ July 23rd (August 2008 issue)
⇒ October 22nd (November 2008 issue)

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Member/Program Spotlight

Jump Rope for Heart Health
by Susannah Sandow

According to the American Heart Association (AHA), cardiovascular disease is the #2 killer of children under 15 years old. For the past three decades, the AHA has partnered with schools in San Mateo County to improve the heart health of our students. Through Jump Rope for Heart, the AHA has raised awareness and critical funds that help in the fight against our nation's #1 and #3 killers, heart disease and stroke.

Jump Rope For Heart is a national educational fundraising program that is sponsored by the AHA and the American Alliance for Health, Physical Education, Recreation and Dance. This program engages elementary students in a physical activity, jumping rope, while raising funds to support lifesaving heart and stroke research. Students ask friends and family for donations and receive thank you gifts based on the dollars they raise. This educational program teaches physical fitness and promotes the value of community service to students and their families. It shows students that they can contribute to their community's welfare. With the support of families, staff, and administration, students are jumping rope and helping our community combat childhood obesity.

Jump Rope for Heart is also a fun way for schools to meet the National Standards for Physical Education. To get your school involved with Jump Rope for Heart, visit www.americanheart.org/jump or contact Sonia Kalil at sonia.kalil@heart.org.

The Alliance for a Healthier Generation is also working with Jump Rope for Heart to give kids a healthier life and keep them free of cardiovascular disease. Visit www.healthiergeneration.org for more information.

What's Going On?

Study Seeks Factors That Lead Children to Become Obese or Overweight
by Naida Pare

According to the Woodland Daily Democrat, a research study will be conducted by the University of California (UC) Cooperative Extension to determine what specific behaviors or habits lead to children being obese or overweight.

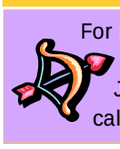
Researchers at the UC Cooperative are developing a questionnaire that addresses 12 topic areas that previous research have found to be factors that contribute to a child being obese or overweight such as fruit and vegetable consumption and parenting style.

These questionnaires will be distributed to parents in low-income households that have children between the ages of three to five years old. The questions in the survey are accompanied by an image to depict the behavior being asked in the question and has been determined by the researchers to be culturally sensitive.

The study is funded through a $390,000 grant from the USDA National Research Initiative.

Go to http://www.dailydemocrat.com/news/ci_8174737 to view this article.

Thanks to all of who have contributed articles and photos to this newsletter!



For more information about the Get Healthy San Mateo County Task Force, please contact Jennifer Gross at jgross@co.sanmateo.ca.us or call (650)573-2319.

Events

- **04/09/08-04/12/08 — Fifth Annual Active Living Research (ALR) Conference (The Madison Hotel, 1177 15th St. NW Washington, Washington D.C.)**

⇒ The theme for this year's conference is *"Connecting Active Living Research to Policy Solutions."* The conference will offer workshops on research and policy work regarding transportation and land use, physical activity and recreation, children and education, and socioeconomic disparities. Visit www.activelivingresearch.Org/conference/2008 for more information.

Show Me The Money!

- **U.S. Potato Board and the School Nutrition Foundation — School Wellness Grant Program**
  Deadline: 04/15/08

⇒ Ten grants of $2,500 each will be awarded to public elementary schools for equipment and/or educational programs that will help children make healthier choices and improve their overall wellness. Eligible applicants include school administrators, foodservice staff, teachers and parents. Visit www.healthypotato.com/health.asp for more information.

- **Cigna Foundation Grant**
  Deadline: Ongoing

⇒ Grants for organizations working on five core areas of concern: (1) the health of women, children, and families, (2) obesity awareness and prevention, (3) patient/doctor communications and health literacy, (4) elimination of gender and ethnic disparities in health care, and (5) the connection between a healthy mind and a healthy body. Visit www.cigna.com/about_us/community/targeted_grant.html or e-mail foundationgrants@cigna.com for more information.