



Get Healthy San Mateo County Task Force

Vol. 2, Issue 2, May 2008

What's Going On?

Funding Approved by Naida Pare

The Get Healthy San Mateo County Task Force (Task Force) recently distributed \$20,000 to fund three projects in the community aligned with objectives from the *Blueprint for Prevention of Childhood Obesity (Blueprint)*. We received over 14 applications which speaks to all the efforts around the county to prevent childhood obesity.

The Access to Healthy Food and Physical Activity Committee's Mobile Activity Van project was awarded



\$12,500. They will offer healthy snacks and bring equipment for children to play with in underserved areas of the North Fair Oaks area in Redwood City. The Preschool and Childcare committee was awarded \$6,500 to produce, print, and disseminate 500 reference guides on nutrition, physical activity, and TV viewing standards for preschools and child care centers throughout the county. A portion of the funds will also be used to train preschool and child care center staff on how to use the reference guide. The Family Service Agency of San Mateo County, which primarily serves low-income Latino families, was awarded \$2,940 to conduct quarterly parent education workshops in English and Spanish.

Events

- 05/17/08 – Seventh Annual Soul Stroll for Health 2008 (Coyote Point Park – 1701 Coyote Point Drive, San Mateo, 10:00 a.m.-1:00 p.m.)

⇒ Join fitness expert Donna Richardson Joyner for a walk by the bay. One-, three-, and five-mile courses will be marked along the beautiful bayfront path in San Mateo's Coyote Point Park. Walk as little or as far as you like at your own pace. There will be free health screenings and information, children's activities, and continental breakfast and lunch will be provided. For more information, call (650)696-4378.

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City On the Move Video Premiere

by Ana Soto



City On the Move, a 40-minute documentary about how people get fit in East Palo Alto (EPA) and east Menlo Park, premiered on April 12, 2008 at Eastside College Prep in EPA. Friends and family of the residents who starred in the documentary came and had a good time. They were the first ones to see the video produced by community fitness reporters Jeremias Askew, Mariah Brown, Elizabeth Savusa, Ana Soto, and Anthony Tolentino. These videos are featured on the new Get Fit EPA website (www.getfitepa.org).

Two web designers, Omar Hernandez and Valentin Urena, created the fabulous Get Fit EPA site with the help of Anthony Tolentino. One important thing about the website is that if you have a question about your health, or where to find a fitness activity in EPA, there are sections with answers or links that will help you. You can also find upcoming community events, a photo gallery and much more.

City on the Move was produced by Nancy Brink and Karen Davison of Present Tense Productions of Redwood City. The project was funded by: Kaiser Permanente, Catholic Healthcare West, Lucile Packard Children's Hospital, Sequoia Hospital District, and East Palo Alto Sponsored Employment Program. Additional funding from Bay Area Nutrition and Physical Activity Collaborative and the San Mateo County Health Department allow for translation of the documentary and website into Spanish and authoring of an interactive DVD.



Community fitness reporters from left to right: Ana Soto, Mariah Brown, Anthony Tolentino, and Liz Savusa presenting at the *City On the Move* premiere event

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What's Going On?

Clearinghouse Update

by Naida Pare

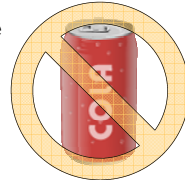


Members of the Get Healthy San Mateo County Advisory Council selected the Santa Rosa-based website developer Planetaria (www.planeteria.com) to create the Task Force clearinghouse website. During monthly meetings, the Advisory Council of the Task Force developed the main structure of the website. It will include sections for the community, parents, preschool and daycare providers, afterschool staff, educators, youth, and health professionals. Youth and community members have played an important role in guiding the structure of the website and its look and feel. **Save the date Monday, September 8th** for the launch of the clearinghouse website. More information and a preview will be available at the June Task Force meeting.

Be Sugar Savvy

by Myra Retuta

The Bay Area Nutrition and Physical Activity Cooperative (BANPAC) received \$99,200 from Kaiser Permanente to help Bay Area County Health Departments implement the Soda Free Summer campaign. Soda Free Summer seeks to educate families and specifically youth about the importance of reducing and eliminating beverages full of sugar. In conjunction with BANPAC and the Get Healthy San Mateo County Task Force, the County Health Department is sponsoring a Be Sugar Savvy Train-the-Trainer workshop. Be Sugar Savvy is targeted to children and adults and is a fun, hands-on curriculum about the sugar content of food and beverages. The curriculum is designed to educate, motivate, and empower people to reduce or eliminate their sugar consumption. This free workshop will take place on **Monday, May 19, 2008 from 12:00-2:00 p.m.** in room 100 of the San Mateo County Health Department. Participants will become sugar savvy and learn how to spread the Soda Free Summer campaign throughout the community. For more information and to register, contact Myra Retuta at (650) 573-3466 or mretuta@co.sanmateo.ca.us.



The Link Between Food Environments, Obesity, and Diabetes

by Jennifer Gross

On April 29, 2008 the California Center for Public Health Advocacy (CCPHA), the [UCLA Center for Health Policy Research](#), and [PolicyLink](#) released *Designed for Disease: The Link Between Local Food Environments and Obesity and Diabetes*. The report demonstrates that people who live near an abundance of fast-food restaurants and convenience stores compared to grocery stores and produce vendors, have a significantly higher prevalence of obesity and diabetes regardless of individual or community income. Go to <http://www.publichealthadvocacy.org/DesignedforDisease.html> for more information.

Member/Program Spotlight

Diabetes And My Community

by Will Cerrato



Do you know what diabetes is? Do you know if you have this disease? Have you, a relative, or friend been diagnosed with diabetes? We can prevent this disease and its complications. Be proactive and do something about it!

The Health Education & Prevention Programs Department at Ravenswood Family Health Center (RFHC) is implementing a community-based program, the Multicultural Community Health Connections project, to promote health education and free health screening for diabetes and other chronic conditions. The Multicultural Community Health Connections project's goal is to increase awareness among underserved populations and is currently coordinating its efforts with community organizations to serve the southern part of the county including East Palo Alto, the Belle Haven community in Menlo Park, and the North Fair Oaks area in Redwood City.

If your organization is holding or sponsoring an event, call us and let us spread the word. This health project involves the entire community and we definitely need your help.

For events and/or questions send an email to Will Cerrato, Health Education Coordinator, at wcerrato@ravenswoodfhc.org. Volunteer positions are available. Do something for your community!!!

Ravenswood Family Health Center (www.ravenswoodfhc.org) is committed to providing the highest quality primary health services, delivered in a competent, caring, and culturally sensitive manner, regardless of ability to pay.

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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.

Member/Program Spotlight

Summertime Hunger
by Anna Olsen

In San Mateo County, over 27,000 children receive free and reduced price lunches during the school year. These same families struggle to meet their food and nutrition needs during the summer. Second Harvest Food Bank addresses this need in the following ways:

- 1) Summer Food for Agency Partners — Increased amounts of a variety of healthy food items children enjoy are available to Food Bank partners in bulk. Also, a limited number of pre-made non-perishable breakfast, lunch and afternoon snack meal packets will be available. Each of the meal packets can be augmented with fresh fruit, vegetables and milk from the Food Bank. Learn how to become an agency partner at our website http://www.2ndharvest.net/needfood/become_partner.php.
- 2) Free Meals for those 18-years-old and younger — The Food Bank offers Federal/State Summer Meal Programs with meals provided by Samaritan House at King Recreation Center in San Mateo. Also, agencies can walk children to King Center and other “open” sites provided by school districts during limited summer school schedules. Call Food Connection (1-800-984-3663) after June 2nd for more information.
- 3) Outreach — Multi-lingual outreach materials identifying food resources and open meal sites will be distributed to children via schools, agency partners, newsletter announcements and community door knocking with volunteers.
- 4) The Food Bank’s Food Connection referral hotline — 1-800-984-3663 will provide detailed information to any caller on “open” summer meal program locations and additional food referrals as needed, including Family Harvest (supplemental food program for low-income families), Pantries (locations for donated food products), the Produce Mobile (similar to a mobile farmer’s market) and Food Stamp Outreach, all programs which help families with food year round.

Project HEART
by Bill Baynes

“Will we all die of obesity and high cholesterol rates long before any meteor or natural disaster ends the human race?”

This question was posed in a winning essay written by Madeline, an eighth grade student at Ben Franklin Intermediate School in Daly City. The essay was submitted for a Language Arts Contest sponsored by Project HEART (Healthy Eating and Right Training), a three-year grant funded by the California Endowment that works with students to improve eating and exercise habits at Daly City schools.

Prizes were awarded for the best seventh and eighth grade essays.

Seventh Grade Winner Stephanie noted that McDonald’s attracts children with movie-based toys, a clown mascot, and happy meals, “but what you are hiding from [people is] the unhealthy nutrition facts that are in these tasty fast food items.”

Project HEART is presenting three showcases next October to share strategies with Bay Area educators about how to work with students to fight obesity in schools. You can enroll now in these free, day-long sessions or get more information by contacting Alicia Goldstein at agoldstein@co.sanmateo.ca.us.

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Events

- 05/19/08 and 06/23/08 — 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 class, school-aged youth (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.
- 05/19/08 — Be Sugar Savvy Train-the-Trainer Workshop (San Mateo County Health Dept., Room 100, 225 37th Avenue, San Mateo, 12:00-2:00 p.m.)
 - ⇒ Workshop for children and adults to educate, motivate, and empower people to reduce or eliminate their sugar consumption. Contact Myra Retuta at (650) 573-3466 or mretuta@co.sanmateo.ca.us for more information.
- 06/09/08 — Get Healthy San Mateo County Task Force meeting (Community Activities Bldg., 1400 Roosevelt Avenue, Redwood City, 3:15-5:30 p.m.)

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Show Me the Money!

- Saucony Run for Good Program Deadlines: 06/13/08 and 12/12/08
 - ⇒ Grants to organizations that initiate and support running and fitness programs for youth aged 18 and younger. Priority will be given to organizations that use running for the health and well-being of youth and serve populations not traditionally exposed to running programs. Grant maximum amount is \$10,000. Visit <http://www.sauconyrunforgood.com/Application.pdf> or e-mail info@sauconyrunforgood.com.

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Task Force Committee Updates

Access to Healthy Food and Physical Activity

- Received funding from the Task Force to equip and staff a Mobile Activity Center van to visit underserved areas of North Fair Oaks in Redwood City. The van will bring physical activity, nutrition education, and healthy snacks to neighborhoods for a total of 60 sessions. Multiple sports sets, arts and crafts, tables, chairs, cones, barricades, water, and healthy snacks will be offered. The Mobile Activity Center will provide kids with a chance to meet neighbors, engage in active play, and have fun.



Afterschool

- Revising nutrition and physical activity guidelines for afterschool programs
- Developing a program to reward afterschool programs that meet certain nutrition and physical activity requirements
- Planning to train afterschool staff on how to use these guidelines

Evaluation Committee

- Revising questions on a survey for individual Task Force members to complete during the June Task Force meeting
- Finalized survey questions for each committee to complete during the month of May

Preschool and Childcare Committee

- Received funding to print and disseminate 500 reference guides on nutrition, physical activity, and TV viewing standards

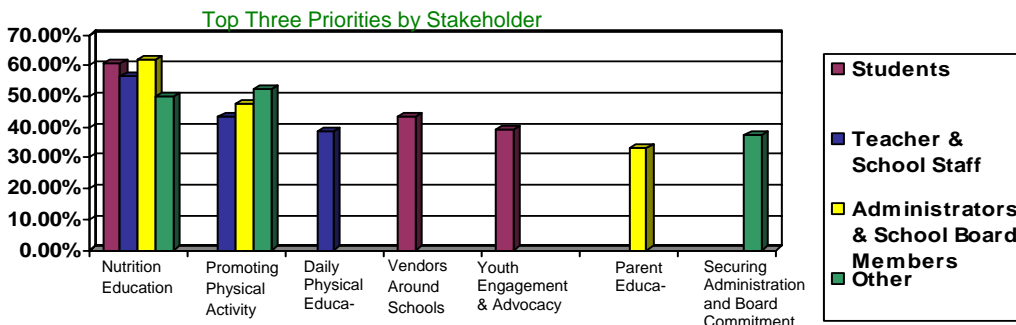
School Wellness Committee

- Three hundred-fifty five people from 16 school districts completed the School Wellness Priorities Survey. Parents were the largest group of respondents. Teachers, students, administrators, school staff and one School Board member also filled out the survey. Stakeholders selected nutrition education, promoting physical activity, and daily physical education in schools as their top three priorities. See table below for survey respondents' priorities by stakeholder group.
- Planning a Fundraising Fair to be held on Saturday September 13th from 8:30 a.m. -12:30 p.m. at the County Office of Education. This fair will address a variety of topics including but not limited to healthy non-food classroom rewards, parties and celebrations; vendor fundraising ideas; and in-house fundraising ideas.

Events

- 06/20/08 (every 3rd Friday of the month) – GetFit EPA Meeting (Ravenswood Family Health Center, Community Resource Center – 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.
- 06/24, 08/14, 10/02, 11/11 – 4ever Fit! Fitness Classes and Nutrition Lessons for Teens (Kaiser Permanente Daly City, 395 Hickey Blvd., Daly City, 4:00-5:15 p.m.)
 - ⇒ Forty minutes of a beginning level fitness class and a 20 minute nutrition education discussion will be offered to teens aged 14 to 18. Topics include: cardio, boot camp, latin dance, aerobics, mat pilates, and strength training. Teens of all shapes and sizes are encouraged to attend. There is a \$20 fee for Kaiser members and a \$50 fee for non-Kaiser members. Please call (650)301-4465 to pre-register, space is limited.
- 09/13/08 – Healthy Green: Successful School Fund Raising that Promotes Wellness (San Mateo County Office of Education, 101 Twin Dolphin Drive, Redwood City, 8:30 a.m.- 12:30 p.m.)

For more info about the GHSMC Task Force, contact Jennifer Gross at jgross@co.sanmateo.ca.us or call (650)573-2319.



Member/Program Spotlight

New Free Nutrition Education Website by Maggie LaBarbera

Nourish interactive is a website in English and Spanish that provides parents and children with a variety of tools to learn about nutrition. This website offers information and tools in two versions: one for parents and one for children. Parents and children can then work together to make nutrition a central part of their everyday lives.



This website can be utilized as a supplement to your current nutrition education program or as a stand-alone teaching module.

The website contains a number of resources such as an assessment tool, a planning tool, a nutrition agreement and a way to keep track of your success. The assessment tool allows adults and children to calculate their Body Mass Index (BMI) by age. The children's BMI calculator offers positive messages about improving their exercise and nutrition habits instead of percentiles. The Child's Healthy Meal Planner lets children and their parents assess their nutrition needs and create a customized meal based on the USDA guidelines. The site also has a nutrition agreement and tracking sheets to encourage participants to design and reach their goals. Other learning tools such as a nutrition dictionary, games on how to read food labels, and an interactive food pyramid are also available on the website. For more information, contact Maggie LaBarbera at hcacounts@nourishinteractive.com or visit www.nourishinteractive.com.

Hoops for Heart Health by Susannah Sandow

The American Heart Association is helping schools fight obesity through our Jump Rope for Heart (mentioned in the February issue of the Task Force newsletter) and Hoops for Heart programs, which are specifically designed to get kids motivated about exercising, eating right, living tobacco-free, and participating in community service.

Thousands of schools get involved in our programs across the country and have succeeded in helping schools combat obesity and making a difference in their communities. We would love to see your school benefit by getting involved in the 2008-2009 school year.

Please take this opportunity to incorporate Jump Rope and Hoops for Heart into your school this coming year and motivate your children to lead more active, healthier lives. To get your school involved with Jump Rope for Heart, visit <http://www.americanheart.org/presenter.jhtml?identifier=2441> or contact Sonia Kalil at sonia.kalil@heart.org.



Show Me The Money!

- **Mattel Foundation Domestic Grants**
Deadline: 07/15/08
 - ⇒ Grants (\$5,000 to \$25,000) to organizations that help children in need by funding new and existing programs. Two types of grants will be considered: 1) program-specific grants for the launch of new programs or the expansion of existing programs; and 2) core operating support for general operating costs. Funding priorities given to programs that directly and effectively impact children with demonstrated needs specifically in the areas of learning, promoting healthy lifestyles, and girl empowerment. Visit http://www.mattel.com/About_Us/Philanthropy/ci_mcf_philanthropy_grantmaking.asp or e-mail foundation@mattel.com for more information.
- **Healthy Sprouts Awards**
Deadline: 10/15/08
 - ⇒ The National Gardening Association and Gardener's Supply Company have partnered to support schools and community organizations that use gardens to teach about nutrition and explore the issue of hunger in the United States. To be eligible, a school or organization must plan to garden in 2009 with at least 15 children between the ages of 3 and 18. Grants for \$200 or \$500 will be awarded to 20 schools or organizations. For more information, visit <http://www.kidsgardening.com/healthysprouts.asp>.
- **Youth Garden Grants Program**
Deadline: 11/01/08
 - ⇒ The National Gardening Association and The Home Depot have partnered to support schools and community organizations with child-centered, outdoor garden programs that teach children vital life lessons through working in gardens and habitats. To be eligible, a school or organization must plan to garden in 2009 with at least 15 children between the ages of 3 and 18. Grants for \$250, \$500 or \$1000 will be offered. For more information, visit <http://www.kidsgardening.com/YGG.asp>.
- **Cigna Foundation Grant**
Deadline: Ongoing
 - ⇒ Grants to organizations working on one of five core areas: (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 foundation-grants@cigna.com for more information.