



# Prevention of Childhood Obesity Task Force Newsletter

## What's Going On?

### Welcome to the New Healthy Practices Coordinator

The PCO Task Force would like to give a warm welcome to the new Healthy Practices Coordinator, Wale Adeniji. Wale most recently worked for the Environmental Protection Agency as a Public Health Analyst and Researcher. She has experience designing, implementing, and evaluating health education programs and campaigns, evaluating grants, and conducting needs assessments.

**Continue to Page 2 (New Coordinator)**

### PCO Task Force Website at Kids Weigh In

We would like to offer special thanks to the Lucile Packard Foundation for Children's Health who have graciously allowed us to post information about the PCO Task Force on their website [www.kidsweighin.org](http://www.kidsweighin.org). Please go to the blue box on the right-hand corner of their page to learn about the history of the Task Force, PCO committee goals and accomplishments, and dates of upcoming meetings. This is an interim website as the Advisory Council develops the clearinghouse website. Please contact Naida Pare at [npare@co.sanmateo.ca.us](mailto:npare@co.sanmateo.ca.us) for comments or suggestions.

## Task Force Committee Updates

### After-school Committee

- The San Mateo County Health Department collaborated with the newly formed After-school Committee of the PCO Task Force to design and implement a survey of nutrition and physical activity in after-school programs in the Bay Area.

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## Member/Program Spotlight

### A HEALTHY Youth Partnership

The HEAL Project (Healthy Eating Active Living), in the Cabrillo Unified School District on the San Mateo coast, promotes healthy lifestyles in elementary school children using a comprehensive approach. HEAL includes health education, physical activity, science, social studies, agricultural and environmental studies and community involvement. Of the many activities that students participate in, Noontime Sports is the primary physical activity component. When students flood the playground for recess, they find several opportunities to try sports and games that increase their heart rate.

**Continue to Page 2 (HEAL Project)**

## Legislation Update

### SB120— Menu Labeling Bill

SB120, a bill that would require big chain restaurants to provide nutritional information on standard menu items, was vetoed by Gov. Schwarzenegger.

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## What's Happening?

- 10/18/07— Maternal, Child and Adolescent Health (MCAH) Action Conference (Sacramento, 1-3 p.m.)

⇒ PCO Task Force members Anand Chabra, Eliana Schultz, Jennifer Gross and Dana Shuster will present to California MCAH Directors about the PCO Task Force's history, structure, activities, evaluation, challenges and successes.

- 10/19/07 (every 3rd Friday of the month) — GetFit EPA Meeting (Ravenswood Family Health Center, California Room— 1798B Bay Road, East Palo Alto, 8:30-10 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](mailto:bhernandez@ravenswoodfhc.org)) for more information.

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## Show Me The Money!

- National Gardening Association (NGA) and Home Depot Youth Gardening Grants  
Deadline: 11/01/07

⇒ The NGA and the Home Depot are awarding youth garden grants to schools and community organizations with child-centered, outdoor garden programs. Visit [www.kidsgardening.com/YGG.asp](http://www.kidsgardening.com/YGG.asp) for more information.

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

## What's Going On?

### New Coordinator (From Page 1)

Wale is employed by the San Mateo County Health Department, but will be located at the County Office of Education, where she will coordinate the Safe and Drug Free Schools and Tobacco Use and Prevention Education Programs. She will serve as the liaison between the Health Department and the County Office of Education. Wale is a great resource for the Task Force and can offer technical assistance to the School Wellness Policy Committee and other PCO committees working with local schools.

The PCO Task Force would also like to say thank you to Alicia Goldstein who previously served in this role. Wale will continue guiding and facilitating work in the schools based on the relationships and systems Alicia created during her 14 year service. Thanks Alicia!

We would also like to thank Kaiser Permanente's Community Benefit Program for providing funds to partially support Wale's position.

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## Member/Program Spotlight

### HEAL Project (From Page 1)

HEAL developed a partnership with the Half Moon Bay Recreation Division and the local Alternative High School to train student coaches to organize the Noontime Sports games and to encourage elementary school students to have fun and be active. The student coaches work with 275 elementary school students twice a week playing games such as soccer and tag. The coaches teach the children new skills, good sportsmanship and help them to stay active. Benefits to the alternative high school students are invaluable as they learn behavior management, coaching skills, and responsibility in an environment where they feel cared for and safe.

For more about the HEAL Project, contact the HEAL Director, Lisa Hellerich, at [lisahellerich@gmail.com](mailto:lisahellerich@gmail.com) or visit: [www.cabrillo.k12.ca.us/hatch/heal](http://www.cabrillo.k12.ca.us/hatch/heal).

### Give Me Five!

Give Me Five is an educational and inspiring program that guides children and their families in making healthy changes in eating and physical activity. Marsha Kunz, M.S., is the Program Director and a PCO Task Force member. Born and raised in San Mateo, Marsha studied pediatric obesity for the past eight years. Give Me Five is the culmination of her graduate research, thesis, and clinical experience. The program incorporates hands-on learning of simple nutrition principles, moving, and Albert Bandura's theory of self-efficacy (the belief that one can accomplish what it is they set out to do).

"The good news is that there appears to be a window of opportunity for an overweight youngster to impede their weight gain and allow their body to return to its natural set-point. Research also suggests that early intervention and parental involvement are keys to a child maintaining a decreased relative weight over time," reports Marsha. "Sharing my passion for healthy eating and moving with children and teens in our community is a dream come true."

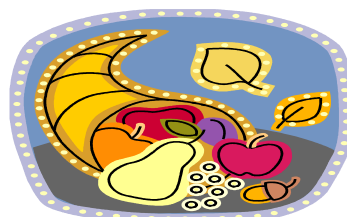
For more information, visit [www.Gvme5.com](http://www.Gvme5.com) or go to the What's Happening Section for upcoming dates of Give Me Five events and presentations on healthy eating and active living in the community.



## What's Happening?

- Give Me Five Events
  - ⇒ 10/29/07— San Mateo Public Library's Genentech Biotech Health Seminar (San Mateo Public Library - 55 W. 3rd Avenue, San Mateo, 7-8 p.m.) Presentation on healthy eating and active living.
  - ⇒ 10/30-12/11 (Tuesdays) Healthy Eating and Exercise Workshop Series (Beresford Recreation Center- 2720 Alameda de las Pulgas, San Mateo, 6-7:30 p.m.)
  - ⇒ Contact Marsha Kunz at [gvme5@mac.com](mailto:gvme5@mac.com) for more information.
- 11/02/07— Healthy by Design: Planning for Healthy Communities
  - ⇒ Join keynote speaker, Dr. Richard Jackson, and explore approaches that local communities and others throughout the state have used to promote community health and safety through design, land use policy, transportation systems and community development. Go to <http://mcsv.net/cgi-bin/redir?MCid=fBriGuB5713ef66532f3> for more information.
- 11/06/07— Growing Healthy Children
  - ⇒ Following a recently published report entitled *Exemplary Practices in Nutrition, Physical Activity, and Food Security*, the Center for Collaborative Solutions will offer interactive sessions on practical guidance and resources to strengthen after-school programs. Go to [www.ccscenter.org](http://www.ccscenter.org) for more information.

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**What's Going On?**

**American Planning Association Policy Guide**

The American Planning Association recently released a *Policy Guide on Community and Regional Food Planning*. Below is an excerpt which contains suggestions on how planners, in partnership with the community and health professionals, can help support food systems that improve the health of community residents.

1. Encourage mixed-use neighborhood design and redevelopment to include small and mid-size grocery stores, seasonal farmers' markets, community-based and government nutrition programs, and open space and related infrastructure for community vegetable gardens to allow residents to grow their own food.
2. Develop area plans and design schemes in ways that encourage safe and convenient pedestrian, bike, transit connections between neighborhoods and the food sources described above.
3. Support transit programs that improve connections between low-mobility neighborhoods on the one hand, and supermarkets, community gardens, food assistance programs such as food pantries and soup kitchens, and health and social service providers on the other, with a view to reducing travel time and enhancing safe and convenient use.
4. On publicly owned lands, such as schoolyards, parks and greenways, and tax-foreclosed properties, support the development of vegetable gardens, edible landscaping, and related infrastructure, and the formation of partnerships with community-based nonprofits serving low-income residents for garden related programs.

To see the entire policy guide go to: <http://mcsv.net/cgi-bin/redirect?MCid=Vzpc6JZEe03ef66532f3>

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**Policy Updates**

**Websites for Policy Updates**

**State of California**  
[www.leginfo.ca.gov/bilinfo.html](http://www.leginfo.ca.gov/bilinfo.html) – This site provides an analysis, current status and history of all California bills, resolutions and amendments.

**California Coalition for Food and Farming**  
[www.calfoodandfarming.org](http://www.calfoodandfarming.org) – This site provides updated information regarding the federal Farm Bill.

**Prevention Institute ENACT**  
[www.preventioninstitute.org](http://www.preventioninstitute.org) – This site contains information on best practices and promising approach strategies to improve nutrition and physical activity environments in the childcare, school, after-school, neighborhood, workplace, healthcare, and government settings.

**California Center for Public Health Advocacy**  
[www.publichealthadvocacy.org](http://www.publichealthadvocacy.org) – This site provides information regarding California legislation on topics such as the built environment, access to healthy food, nutrition, physical activity/physical education and school food and nutrition.

For more information about the PCO Task Force, please contact Jennifer Gross at [jgross@co.sanmateo.ca.us](mailto:jgross@co.sanmateo.ca.us) or call (650)573-2319.

**Show Me The Money!**

- **Lego Children's Fund**  
**Deadline: 11/01/07**  
 ⇒ Grants to support projects that improve learning, sport, and athletic opportunities for underserved youth. Visit [www.legochildrensfund.org](http://www.legochildrensfund.org) for more information.
- **Safe Routes to School Program (state funding)**  
**Deadline: 11/16/07**  
 ⇒ Grants to provide safe routes to school via expanded facilities and protection for pedestrians and bicyclists. Visit [www.dot.ca.gov/hq/LocalPrograms/saferoutes/saferoutes.htm](http://www.dot.ca.gov/hq/LocalPrograms/saferoutes/saferoutes.htm) for more information.
- **School Nutrition Association and Hidden Valley® Ranch**  
**Deadline: 11/30/07**  
 ⇒ Grants for elementary schools to develop a food program that offers fresh vegetables and fruits beginning in March 2008 and lasting through the 2008-2009 school year. Visit [www.loveyourveggiesgrants.com](http://www.loveyourveggiesgrants.com) for more information.
- **National Football League Grassroots Program**  
**Deadline: 11/30/07**  
 (For the cities of South San Francisco & East Palo Alto only)  
 ⇒ Grants to provide financial and technical assistance to improve the quality, safety, and accessibility of local football fields. Visit [www.lisc.org/section/areas/sec3/youth/request](http://www.lisc.org/section/areas/sec3/youth/request) for more information.
- **Allen Foundation Inc.**  
**Deadline: 12/31/07**  
 ⇒ The Allen Foundation provides nutrition education and training grants. For more information visit [www.allenfoundation.org](http://www.allenfoundation.org).

## Task Force Committee Updates

(From Page 1)

### After-school Committee

- The survey results will help after-school programs understand challenges and opportunities for preventing childhood obesity. In addition, the After-school Committee, with help from the Health Department, will compile data and recommend nutrition and physical activity guidelines for after-school programs.

### Access to Healthy Food and Physical Activity Committee

- Finalized committee statement of purpose
- Compiling information on physical activity programs and healthy food sources available in the North Fair Oaks area
- The next meeting will be held on Nov. 7th at 2 p.m. (location to be determined)

### Youth Advisory and Social Marketing Committee

- Conducted a focus group consisting of seven youth from Westmoor High School, Jefferson High School, Sequoia High School, Roy Cloud Elementary School, and Abbott Middle School. The seven focus group participants voiced their opinions and suggestions on the formation of a youth advisory council for the PCO Task Force, the types of activities that youth would like to participate in, how youth can work well with adults, and how youth can be healthier.
- The seven focus group participants will recruit their peers and will meet again on Oct. 25th from 4-6 p.m. at the Youth Development Initiative (YDI) office at 700 S. Claremont, #231, San Mateo.

### Speakers and Trainers Network

- Finalized a Speaker Request form that will be on the PCO Clearinghouse website. Community members and organizations interested in topics about healthy eating, active living and other related topics will be able to use this form to request speakers for their events.
- The next conference call meeting will be held on Nov. 9th from 9-10 a.m.

### Evaluation Committee

Thank you to all Task Force members who completed individual surveys and those who answered questions about their committees. The Evaluation Committee compiled results from both surveys. Highlights include:

- Most Task Force members were satisfied with their individual committee and the PCO Task Force
- In an attempt to guide and further inform their work, Task Force members suggested an increase in collaboration between committees and more member updates on overall PCO Task Force activities
- Task Force members recommended an increase in outreach to our target populations by utilizing existing connections and relationships, and outreaching to providers that work with our target populations



For more information about the PCO Task Force, please contact Jennifer Gross at [jgross@co.sanmateo.ca.us](mailto:jgross@co.sanmateo.ca.us) or call (650)573-2319.

## What's Going On?

### A Happy & Healthy Halloween

Are you interested in learning how to offer healthier snacks for children who knock on your door during Halloween? Do you want to learn how to prepare healthy treats for your Halloween party? The Center for Science in the Public Interest can answer these questions and offer more information. Go to <http://cspinet.org/new/pdf/halloween.pdf>.

### Our Second Home

The PCO Preschool and Childcare Providers Committee worked in collaboration with Our Second Home (OSH) to obtain a \$10,380 grant from the \$50,000 allocated by the Health Department to further efforts and goals laid out by the *Blueprint*. OSH will be conducting cooking and nutrition education classes for low-income children and their families in the North County area in 2008. These activities tie into the Preschool and Childcare Providers Committee's goals by incorporating nutrition, physical activity, and TV viewing standards developed by the committee into the OSH curricula and providing parents and the community culturally appropriate nutrition education.

OSH is an early childhood family support center located in Daly City. For more information about Our Second Home, go to [www.oursecondhome.org](http://www.oursecondhome.org).

### PCO Task Force Name Change

Task Force members are in the process of discussing a new name for our PCO collaborative. For more information, contact Jennifer Gross at [jgross@co.sanmateo.ca.us](mailto:jgross@co.sanmateo.ca.us). More updates to come soon...

## Show Me The Money!

### Helpful Websites for Funding Sources

Rural Assistance Center: [www.raonline.org/funding](http://www.raonline.org/funding)

Robert Wood Johnson Foundation: [www.rwjf.org/programareas/programarea.jsp?pid=1138](http://www.rwjf.org/programareas/programarea.jsp?pid=1138)

Grants.gov: [www.grants.gov](http://www.grants.gov)

California Endowment: [www.calendow.org/program\\_areas/disparities\\_in\\_health.stm](http://www.calendow.org/program_areas/disparities_in_health.stm)

Center for Health and Health Care in Schools: [www.healthinschools.org/News%20Room/Grant%20Alerts.aspx](http://www.healthinschools.org/News%20Room/Grant%20Alerts.aspx)

## Legislation Update

### SB120 (From Page 1)

To view Gov. Schwarzenegger's veto statement, visit <http://gov.ca.gov/pdf/press/SB%20120%20veto%20message.pdf>. For the bill fact sheet and other SB120 updates, visit [www.publichealthadvocacy.org](http://www.publichealthadvocacy.org).



To remove your name from our mailing list or to join the Task Force, e-mail Naida Pare at [npare@co.sanmateo.ca.us](mailto:npare@co.sanmateo.ca.us) or call (650)573-2496.

## What's Happening?

- 11/08/07— Being Essential — District IV Bay Area Institute (Red Morton Community Center — 1120 Roosevelt Ave., Redwood City, 8:30 a.m.-1:30 p.m.)

⇒ PCO Task Force members Leslie Stewart and Curtis Chan will present preliminary findings from the after-school program survey and will discuss how to make your after-school program healthier. Contact Adilah Haqq Smith at [asmith@redwoodcity.org](mailto:asmith@redwoodcity.org) for more information.

- 11/14/07— Redwood City (RWC) School District Wellness Committee Meeting (location TBD)

⇒ Join the RWC School District Wellness Committee for their general meeting on implementing their school wellness policy at RWC elementary and middle schools. Contact LeAnn Mitchell at [lmitchell@rcsd.k12.ca.us](mailto:lmitchell@rcsd.k12.ca.us) for more information.

- 11/15/07— African American Roundtable (Location TBD, 11:30 a.m.-1:30 p.m.)

⇒ Participate in a roundtable discussion on issues affecting the African American community in San Mateo County. Contact Jei Africa at [jafrica@co.sanmateo.ca.us](mailto:jafrica@co.sanmateo.ca.us) for more information.

- 12/10/07— PCO Task Force meeting (Foster City Library Community Center-Wind Room, 1100 E. Hillside Blvd., Foster City, 3:15-5:30 p.m.)

⇒ Join the PCO Task force for our last quarterly meeting of 2007. Hope to see you there!