

# Fresh & Fit

California Regional Nutrition Network in the Sierra Cascade Region

October 2005

## Fresh Features

Patty's Network Update  
Page 1

Governor's Nutrition Plan  
Page 2

Mini-Grant Reports  
Page 2

Power Play Update  
Page 3

Harvest of the Month  
Page 4

## First Year Review by Patty Mannel

Congratulations! I am thrilled with the achievements of our Sierra-Cascade Regional Nutrition Network and Collaborative. Within the first nine months of this new contract, the *Network* has had the opportunity to develop relationships with community based organizations, Food Banks, County Health departments, UC Cooperative Extension programs, CSUC, and a host of very dedicated individuals. Through these relationships and collaborative efforts the Network has been successful in taking the first steps to creating a dynamic Coalition in the 12 county Sierra-Cascade Region. I want to take this opportunity to highlight a few of our successes:

In an effort to develop an arena for Nutrition Network communication, a quarterly newsletter and web site were developed. Both the newsletter and the *Network* website are interactive media tools intended for Coalition/Collaborative members to learn more about the Collaborative, highlight community events and share current educational and resource information. We encourage everyone to check out the webpage at [www.scnutrition.org](http://www.scnutrition.org).

In response to comments received through a web-based survey, the Regional Collaborative held it's first annual face-to-face meeting in June which was an overwhelming success. Participants were offered some new and some not so new information and it was agreed upon that we are all invested in improving the well being of individuals in our 12 County Sierra-Cascade Region. The "Steering Council" was born out of this first face-to-face meeting and is in the infancy stages of its development.

The Network funded four dynamic Mini-Grants this first year. This funding allowed children and their families from Trinity, Plumas and Butte Counties the opportunity to participate in unique programs highlighting the need for good nutrition and physical exercise. Funding these community efforts is such an important part of the *Network* contract and we all look forward to funding more groups, organizations and individuals for similar efforts over the next few years.

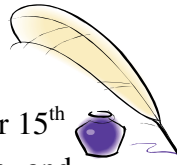
The retail component of the *Network* has been well received in produce sections of your local markets and with many farmers' markets vendors. You will find information on produce, harvest of the month, and wonderful recipes to promote fruits and/or vegetables that are in season encouraging folks to try something new. And yes, you may even have seen one of your friendly, knowledgeable Network staff offering a food tasting or two.

Judging by the dynamic group of enthusiastic Collaborative members, I am confident that this next year will be even more successful. Our goal is to continue to serve as a resource to support your project and future events. Working as a Collaborative we have the opportunity to empower low-income residents of the Sierra Cascade Region to choose a diet rich in fruits and vegetable and enjoy regular physical activity.

Feel free to call or contact the staff for any of your needs!



# Governor Calls for Action!



By now most of you are aware that at the September 15<sup>th</sup> Governor's Action Summit on Health, Nutrition and Obesity, Governor Schwarzenegger's vision for a healthy California was unveiled (see side box). The Governor took action to ensure California's students have access to healthy food and beverages in schools as he signed SB 12 and SB 965 by Senator Martha Escutia (D-Montebello) and SB 281 by Senator Abel Maldonado (R- San Luis Obispo) which provides a framework to implement the \$18.2 million in the Governor's budget to include more fresh fruits and vegetables in school meal programs. The Governor also called upon his cabinet to implement new policies throughout his administration to create an environment that encourages the health and fitness of Californians.

## SB 12 Bans School Junk Food (K-12)

SB 12 established the most rigorous nutrition standards in the country for any food sold anywhere on school campuses K-12 outside the school meal program. Those include foods sold a la carte, in vending machines, in school stores, or as part of a school fundraiser. The bill established limits on fat and sugar content and portion size. Nutrition standards go into effect July 1, 2007.

## SB 965 Bans Soda Sales in High School

Reducing soda consumption is one of the most promising strategies for addressing the epidemic of overweight children. SB 965 defined school beverage standards for high schools, eliminating the sale of soda and other sweetened beverages on high school campuses in California. Similar standards had already been established for elementary and middle schools through SB 677 (Ortiz, 2003). Half of beverages sold on high school campuses must meet these standards by July 1, 2007. All beverages sold on high school campuses must meet these standards by July 1, 2009.

## Governor's Vision for California—10 Steps Toward Healthy Living

- 1 Californians will understand the importance of physical activity and healthy eating, and they will make healthier choices based on their understanding.
- 2 Every day, every child will participate in physical activities.
- 3 California's adults will be physically active every day.
- 4 Schools will only offer healthy food and beverages to students.
- 5 Only healthy foods and beverages will be marketed to children ages 12 and under.
- 6 Produce and other fresh, healthy food items will be affordable and available in all neighborhoods.
- 7 Neighborhoods, communities and buildings will support physical activity, including safe walking, stair climbing, and bicycling.
- 8 Healthy foods and beverages will be accessible, affordable, and promoted in grocery stores, restaurants, and entertainment venues.
- 9 Health insurers and health care providers will promote physical activity and healthy eating.
- 10 Employees will have access to physical activity and healthy food options.

## First Mini-Grant Cycle Reports

Even with the short 3 month time frame of the first Mini-Grant cycle, the contract recipients were successful in accomplishing their goals of educating participants about the benefits of eating more fruits and vegetables and being physically active. The programs were diverse ranging from kid's summer camps to an educational nutrition dance troupe. A few projects reported on their successes:

Trinity County Resource Conservation District held two successful two-week summer day camp sessions. Pat Frost, the district manager reported that the Weaverville Summer Day Camp provided the 55 participants "with the opportunity to engage in a variety of physical activities, healthy food preparation, educational programs and food testing. The campers also enjoyed hands on gardening activities at the Children's Garden."

Continued on Page 4



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# California Children's 5 a Day—Power Play! News

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## Walk Your Way to Better Health

International Walk to School Week is October 3rd through 7th. Parkview Elementary School in Chico will be joining schools from around the world to celebrate on October 5, 2005. The idea is for families to walk or bike to school together with a purpose — to promote health, safety, physical activity and concern for the environment.

There are plenty of great reasons to walk to school – less traffic, safer streets, cleaner air – but one of the best is that children and parents will be healthier. Children should get at least an hour of physical activity every day to help keep them fit and healthy. This hour doesn't have to be done all at once, it can be built up throughout the day. So, a 15 minute walk to and from school every day would give a child half of the exercise that he/she needs.

Approximately 365 students from Parkview Elementary will be walking or biking to school that day along with parents, teachers, and school staff. Parkview teachers Peter Hollingsworth, Dave Dion and Don Collins, avid bikers themselves, have taken the event even further and have organized Bike to School days on the first Wednesday of every month. Students gather at set meeting points and then bike to school safely together in groups, a sort of biking school bus. The October 5<sup>th</sup> Walk or Bike to School event is sponsored by the Sierra Cascade Nutrition and Activity Consortium (SCNAC). Participating students will receive a 5 a Day t-shirt to remind them to eat the recommended amount of fruits and vegetables and to play every day.

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### Increase your daily steps

There are many ways to increase your daily steps. Use your imagination and come up with your own list to increase your daily steps:

- Take a walk with your spouse, child, friend, or dog
- Park farther from the store
- Better yet, walk to the store
- Plan a walking meeting
- Always take the stairs instead of an elevator or escalator

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**For more information on  
5 a Day—Power Play!  
please contact Gina Sims or  
Christine Verran at (530) 345-0633  
gmsims@csuchico.edu  
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www.scnutrition.org**

**Check out these websites for more  
information on Walk to School Week!**

**[www.walktoschool.org](http://www.walktoschool.org)  
[www.iwalktoschool.org](http://www.iwalktoschool.org)  
[www.cawalktoschool.com](http://www.cawalktoschool.com)**



Continued from Page 2

Trinity County Family Child Care Association served 70 children and 23 adults through their Five a Day– Let’s Play project. They used the mini grant to purchase play kitchens, plastic food, cooking sets, multicultural cookbooks and storybooks with food figurines. Linda Maddox, the Vice President of TCFCCA, reported: “The results of them (the children) “play cooking” is that they eat the real foods that look like the play fruits and vegetables. The outcome is more fruits and vegetables being consumed.”

The next funding cycle for mini-grants will run from October to September 2006 with a second funding opportunity from January 2006 through September 2006. Once the next contract year’s RFAs are available, we will be mailing an announcement to all of the collaborative members. Keep thinking of projects that you might like to have funded that involve nutrition and physically activity education!

**Use the Harvest of the Month to Promote Eating more Fruits and Vegetables!**

<u>Month</u>	<u>Featured Produce</u>	
October	Pears	Go to <a href="http://www.harvestofthemonth.com">www.harvestofthemonth.com</a> for more fun facts and information on how to incorporate the featured produce of the month into your school curriculum, your worksite and your community.
November	Kiwis	
December	Sweet Potatoes	

Funded by the U.S. Department of Agriculture Food Stamp Program, an equal opportunity provider and employer through the California Nutrition Network. For information about the California Food Stamp Program, please call 1-800-952-5253. USDA is an equal opportunity provider and employer.

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