



Fresh & Fit

Summer/Fall 2008

SC-CHAMP Update

The annual Face-to-Face meeting on August 14 was a great success. We had 60+ members from six counties attend. Some of the highlights included hearing from the Alameda County Public Health Department's Nutrition Services Director, Diane Woloshin MS, RD. She presented their *Rethink Your Drink Campaign* and helped us brainstorm for our own SC-CHAMP campaign. We experienced an exciting and interactive nutrition education presentation from Mission: Nutrition, a Chico High School/California State University, Chico Mini-Grant recipient. We also heard from community member Pam Ware about volunteer work through the Bidwell Presbyterian Church and how faith-based organizations are looking to get more involved in their communities. The next SC-CHAMP meeting is scheduled for Wednesday, November 19, 2008 from 8:30-10:00 a.m. at the California Health Collaborative office or call into 1-800-514-4326 pass code 27257680#. Members are encouraged to bring a co-worker, friend or community member who may be interested in getting involved as well.

The *Rethink Your Drink Campaign* Committee met on October 23 to review the ideas generated at the Face-to-Face meeting and to plan for further progress. Sub-committees have been formed and include: Planning, Evaluation, Media, and Resources & Materials. Plans are to utilize strategies from the Face-to-Face to reach various communities in our twelve county region. The next *Rethink Your Drink Campaign* Committee meeting is on December 3, 2008 from 3:30 p.m. to 4:30 p.m. at the California Health Collaborative office or call into 1-800-514-4326 pass code 27257680#. Members are encouraged to bring a co-worker, friend or community member who may be interested in getting involved.

This Edition

Children's Power Play Campaign:

It's a new contract year and we have new staff! Meet our new *Campaign* Coordinator Emily Ruffner.

Healthy Hero Jeremy Miller:

Meet this quarter's Healthy Hero, Jeremy Miller of the Chico Food Network.

Spotlight on Champions:

Ascend Wilderness Experience

The New Face of SC-CHAMP

The Marketing Committee is excited to announce the release of the new SC-CHAMP logo! Last spring our region-wide art contest yielded a beautiful drawing from a Pleasant Valley High School student. The drawing was then sent to the branding specialists at ID International. Together with SC-CHAMP members and *Network* staff, the final product was created. This logo is available in color and in black and white for all SC-CHAMP produced materials and sponsored events. We will soon be releasing guidelines for the logo use. This will ensure consistent branding for all of our outreach and educational efforts. Thanks go out to Lindsay, Kristin, Marge and Ashley for their hard work on this project!



Children's Power Play! Campaign

October begins an exciting new contract year and with it, a fresh face joins the *Network for a Healthy California—Sierra Cascade Region*. Emily Ruffner is the new *Children's Power Play! Campaign* Coordinator. Emily brings with her years of experience with both SCNAC, OPT, and *Power Play!* as a temporary Assistant Coordinator during 2007. Most recently she worked as a Program Specialist in the Afterschool Department at BCOE. Ashley Hamm will be transitioning into working part-time as the *Children's Power Play! Campaign* Assistant Coordinator and part-time as the Training Coordinator. Ashley will be starting her third year with the *Network* and looks forward to collaborating with all of this region's wonderful partners.



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Gina Sims and Shelia St. Cin are both continuing to their efforts to promote nutrition and physical activity to the youth of our region. Gina is now with SCNAC as the Program Manager for the Afterschool Partners and will be working with Chico Country Day School as their Garden Coordinator. Shelia will be continuing to work to promote fruits, veggies and physical activity at CNAP. Gina and Shelia have the same contact information if you should need to reach them. A sincere thank you to both Gina and Shelia for all of their hard work and dedication and for nurturing the Sierra Cascade Region's *Children's Power Play! Campaign* into the premier *Campaign* in the State. Please join us in saying congratulations and good luck in their current and future endeavors!

Healthy Hero Jeremy Miller

On Thursday, September 24 Jeremy Miller of the Chico Food Network received the Healthy Hero Award from the *Network for a Healthy California—Sierra Cascade Region*. The *Network* surprised Jeremy during the Sierra Cascade Nutrition and Activity Consortium's Bi-Annual Partnership meeting.

Jeremy Miller was recognized because his multi-faceted outreach and volunteer work. He is truly an asset to the Chico community. He has donated countless hours to support and promote school and community gardens.



Ashley Hamm, *Network*
Jeremy Miller, Chico Food
Network

His networking skills and creativity have made him successful in building relationships, starting "garden swaps," and bringing attention to the importance of gardening and living green. During Spring of 2008 Jeremy helped to provide direction and focus to the new McManus School Garden and Campus Greening project. His vast experience in garden design was demonstrated when he prepared and presented his 3 Phase Plan to the Garden Team in January 2008. According to Carol Welty, Nutrition Education Specialist, with SCNAC "Jeremy's pleasant attitude and can do spirit are a blessing to work with and to be around."

Thank you Jeremy for all of your hard work and garden promotion in the Chico community! If you know of someone who goes above and beyond while promoting fruits, vegetables and physical activity, please go online to www.scnutrition.org and fill out the nomination form.

Spotlight on Champions... Ascend Wilderness Experience

Submitted by Ingra Smith, UCCE Trinity County

Inactivity and poor diets contribute to obesity in a large percentage of children and adolescents under age 18 in the United States. Many are prone to early onset of diabetes and do not meet minimum fitness standards. Trinity County is not an exception to this.



Ascend Wilderness Experience (AWE) and Human Response Network (HRN), both non-profit organizations, have already taken small steps within Trinity County to encourage youth and families to develop healthy lifestyles. Since 2000, the organizations have worked together to offer youth and families of Trinity County the opportunity to participate in a five-day hike into the Trinity Alps Wilderness during the summer months. For two years now, the University of California Cooperative Extension (UCCE) has been working with the team to integrate nutrition and physical activity education into the hiking trips.



The program is free of cost to the participants and primarily targets low-income youth and their families. The purpose of AWE is to encourage youths to develop healthy lifestyles by offering wilderness experiences and education as a means to personal and social development as well as to help foster the notion of reciprocity and harmony with our environment and the living planet. AWE aims to teach and create awareness about the benefits of eating healthy and being physically active, and to model and encourage a sustainable healthy lifestyle.

Backcountry hiking trips incorporate a wide range of activities including nutrition-related games, swimming, hiking, rock climbing, fishing, a pedometer challenge, as well as learning about MyPyramid, reading nutrition facts labels, personal hygiene, menu-planning, food safety and preparation, and tastings of dried, preserved, and unusual foods. Food preparation includes demonstrating the ease of preparing and cooking fruits and vegetables for healthy meals and snacking in an outdoor setting with no refrigeration.

Working with youth and their families in the wilderness setting has received such an overwhelming positive response that AWE is currently looking to expand the program by offering more summer trips available to youth, adults, families and organizations within Trinity County. There is potential to open it to people from any location with year round access.



For more information or to make a donation: contact Scott La Fein at 530-623-2695 or awe@velotech.net.

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