



## OBESITY PREVENTION NEWS

APRIL/MAY/JUNE 2011 E-NEWSLETTER

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## CMA Foundation's Obesity Prevention Healthcare Professional Champions Training



The California Medical Association Foundation's Obesity Prevention Project invites you to participate in the Healthcare Professional Champions training on issues and resources related to healthy eating and physical activity among low-income, SNAP-eligible families.

### Who Should Attend?

Physicians, residents, medical students, and health professionals interested in community obesity prevention efforts.

### Bay Area Training

**Saturday, June 18, 2011  
8:30am – 12:00pm (PDT)**

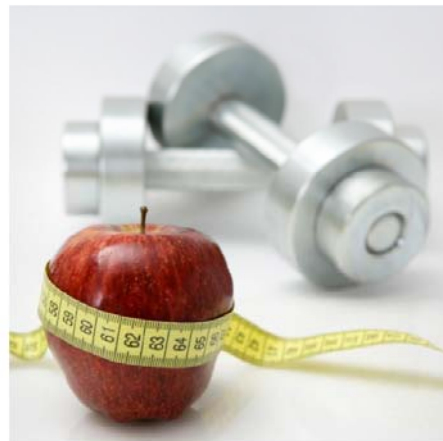
**Health Education Center**  
400 Hawthorne Avenue, Rm. 311  
Oakland, CA 94609

### Central Valley Training

**Thursday July 7, 2011  
5:30pm – 8:30pm (PDT)**

**Children's Hospital Central California**  
9300 Valley Children's Place, Rm. G150A  
Madera, CA 93636

To RSVP or for more information please contact:  
Vanessa Saetern at (916) 779-6631 or  
[vsatern@thecmafoundation.org](mailto:vsatern@thecmafoundation.org)



This training is also supported by the Ethnic Health Institute, the *Network for a Healthy California* & the *Central Valley Health Network Collaborative*.



# Harvest of the Month



## Strawberries

### Strawberries Are An Excellent Source of:

- Vitamin C, which helps the body heal cuts and wounds and helps lower the risk of infection.
- Fiber, which helps you feel full, keep normal blood sugar levels, and avoid constipation.

### Produce Tips:

- Look for plump berries with a natural shine, rich red color, bright green caps, and a sweet smell.
- Store strawberries in the refrigerator for up to three days.
- Do not wash strawberries until you are ready to eat them.

### Healthy Serving Ideas:



Microwave sliced strawberries with a small amount of orange juice or unsweetened applesauce to make a great topping for your pancakes.



Blend strawberries, orange juice, and lowfat yogurt for a refreshing smoothie.



Toss strawberry halves with melon, pineapple, and mango chunks and sprinkle with lime juice and chili powder for a Mexican fruit salad.



This material was produced by the California Department of Public Health's Network for a Healthy California with funding from USDA SNAP, known in California as CalFresh (formerly Food Stamps). These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious foods for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit [www.cachampionsforchange.net](http://www.cachampionsforchange.net).

## Tips to Get Your Family Moving

Did you know that children need 60 minutes of play with moderate to vigorous levels of activity daily? While this may seem like a lot of time in our busy lives, it all adds up!

Try a few of these tips to help get any couch potato on the move:

- Give children toys that encourage physical activity like balls, kites and jump ropes.
- Encourage children to join a sports team or try a new physical activity.
- Limit TV time and keep the TV out of a child's bedroom.
- Facilitate a safe walk to and from school a few times a week.
- Take the stairs instead of the elevator.
- Walk around the block after a meal.
- Make a new house rule: no sitting still during television commercials.
- Find time to spend together doing a fun activity: family park day, swim day or bike day.

Remember to fuel up with healthy nutrition and also drink plenty of fluids before, during and after physical activity.

Produced by American Dietetic Association (ADA). For more information, please visit the ADA at [www.eatright.org](http://www.eatright.org).



## Tame Your Appetite and Portion Sizes

A total diet approach does not exclude your favorite foods, but encourages moderation and portion control. Here are tips for maintaining appropriate portion sizes:

- Order the regular or child-size portion. Mega-sized servings are probably more than you need. For a lighter meal, order a healthy appetizer in place of a main course.
- Be size-wise about muffins, bagels, croissants and biscuits. A jumbo muffin has more than twice the fat and calories of a regular size.
- Hunger may drive you to eat too much bread before your meal arrives. Hold the bread or chips until your meal is served or not at all.
- Tempted by sweet desserts? Order one dessert with enough forks for everyone at the table to have a bite.

Split your order. Share an extra large sandwich or main course with a friend or take half home for another meal.

Produced by American Dietetic Association (ADA). For more information, please visit the ADA at [www.eatright.org](http://www.eatright.org).

## The Difference Between Enriched and Fortified

You may sometimes notice that a food is labeled as "enriched" or "fortified," but what's the difference? "Enriched" and "fortified" are terms that mean nutrients—usually vitamins or minerals—have been added to make a food more nutritious.

- **"Enriching"** means adding back nutrients that were lost during food processing. For example, B vitamins are lost when wheat is refined, but are added back to white flour.
- **"Fortified"** means adding nutrients that were never present in the food to begin with. For example, milk is fortified with vitamin D to help your body absorb milk's calcium and phosphorus, but vitamin D isn't naturally found in milk.

Knowing the difference between "enriched" and "fortified" will help you make an informed and healthy decision when choosing your food.

Produced by American Dietetic Association (ADA). For more information, please visit

# CMAF Clinical Toolkits Obesity Prevention Project Survey

**WE NEED YOUR HELP!!!!**

The CMA Foundation Obesity Prevention Project is working to update our Child & Adolescent Obesity Provider Toolkit. If you've used any of our Clinical Toolkits, we'd like to hear from you!

Please take the time to participate in this quick survey to let us know how the CMA Foundation can provide resources that focus on key messages and issues that are important to California Healthcare Professionals.

This survey should take less than 10 minutes to complete and all responses will be kept confidential. Upon full completion of this survey, participants will be given an opportunity to enter a drawing to win one of five \$25 Starbucks gift cards.

**Please click the link below to take the survey:**

<http://www.zoomerang.com/Survey/WEB22CF5A8527A/>

If you have any questions, please contact Vanessa Saetern, Obesity Prevention Project Assistant at [vsuertn@thecmafoundation.org](mailto:vsuertn@thecmafoundation.org) or (916) 779-6631.

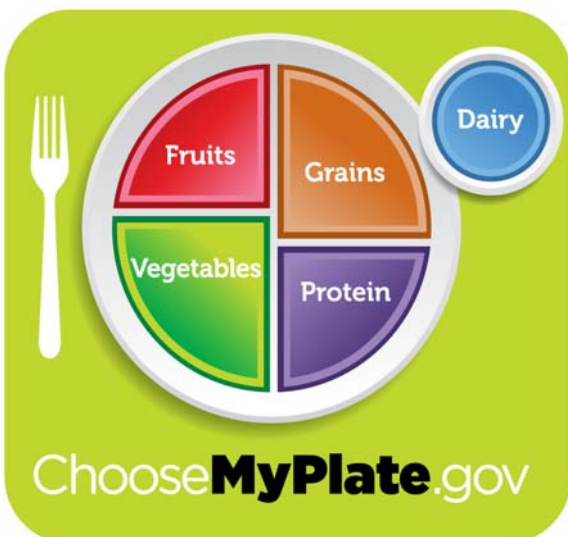


## HEAL Cities Campaign Welcomes Its 70<sup>th</sup> City

CCPHA's *Healthy Eating Active Living (HEAL) Cities Campaign* assists cities across the state in the adoption of policies to improve physical activity and food environments for all residents. The Campaign promotes a menu of policy options that city leaders can adopt to improve their cities' nutrition and physical activity environments. [A survey of more than 150 city officials in 100 cities](#) directed the Campaign to focus on policies in the areas of land use, food and physical activity, and employee wellness. The Campaign offers training, technical assistance and publicity to help cities move forward with policy adoption. Thus far, 70 cities have passed HEAL Cities Resolutions. To learn more about the Campaign and see a list of participating cities, click [here](#).

## New Food Icon Replaces the Food Pyramid

A colorful four-part plate, with a side dish of dairy, has replaced the 19-year-old food pyramid as the icon of the new U.S. Dietary Guidelines. The new icon, called "My Plate," is split into four sections -- red for fruits, green for vegetables, orange for grains, and purple for protein -- with a separate blue section for dairy on the side. *MyPlate* is a new generation icon with the intent to prompt consumers to think about building a healthy plate at meal times and to seek more information to help them do that by going to [www.ChooseMyPlate.gov](http://www.ChooseMyPlate.gov).



### Balance Calories

- Enjoy your food, but eat less.
- Avoid oversized portions.

### Foods to Increase

- Make half your plate fruits and vegetables.
- Make at least half your grains whole grains.
- Switch to fat-free or low-fat (1%) milk.

### Foods to Reduce

- Compare sodium in foods like soup, bread and frozen meals – and choose foods with lower numbers.
- Drink water instead of sugary drinks.

For more information, visit [www.ChooseMyPlate.gov](http://www.ChooseMyPlate.gov). Additional resources include: [www.DietaryGuidelines.gov](http://www.DietaryGuidelines.gov) and



## 'Rethink Your Drink': Stockton Teens Draw Connection Between Soda, Obesity

How do you get teenagers interested in drawing the connection between soda and obesity? By drawing -- literally! The San Joaquin County Obesity and Chronic Disease Prevention Taskforce launched an [art contest](#) that urged Stockton schoolchildren ages 12 to 17 to "rethink their drinks." Contest organizers referred teachers and students to the Center's work, [Bubbling Over: Soda Consumption and Its Links to Obesity in California](#), to gain an understanding of the issue. Students produced water-bottle labels, posters and public service announcement videos with messages designed to resonate with their peers. The cash prizes, ranging from \$250 for 1st place to \$75 for third place, no doubt provided an incentive to participate. Forty-four entries were received from students at Weber Technical Institute and Hazelton Elementary School in Stockton, Calif. Winners were announced at the taskforce's annual convening in late February. The water bottle label below took first-place honors and was designed by 16-year-old Yesenia Valdovinos from Weber Technical Institute.



# Hot Opportunities

## WE NEED YOUR HELP!

### PILOT TESTING OPPORTUNITY Online Advocacy Training



NICHQ's *Be Our Voice* project is proud to announce the pilot launch of our brand-new **online advocacy training course**. These interactive learning modules help train healthcare professionals to become advocates for policy changes impacting overweight and obesity in children.

The content of these modules was taken from the *Be Our Voice* **Advocacy Resource Guide** and **Advocacy Toolbox**, currently available on the *Be Our Voice* website, which were developed in concert with National Partners (American Academy of Pediatrics & California Medical Association Foundation).

**And now that we have this great resource, we need your help to test it!**

#### PILOT TESTING

Before we launch this course to the general public, we are pilot testing it with a group of 25-50 healthcare professionals, including trained and untrained advocates. This pilot testing will help us determine how to make the course as user-friendly as possible, guide any recommendations for enhancements, and aid in developing a plan for national dissemination.

#### As a tester, you would be asked to complete:

- The online advocate training course (estimated at 2.5 hours)
- A post-testing evaluation survey (estimated at 15 minutes)

#### PILOT TESTING COMPENSATION

All testers who successfully complete the above requirements will receive a \$25 Amazon.com gift certificate. In addition, physicians may earn 3.0 Continuing Medical Education (CME) credits for their time, while other healthcare professionals may earn a Certificate of Participation that they can use to apply for continuing education credits from their own professional organization.

If you are interested in being a part of our pilot testing group, please fill out the **online application** (<http://guest.event.com/d/gdqy18>).

If you have any questions about this opportunity, please send an email to [beourvoice@nichq.org](mailto:beourvoice@nichq.org).

#### Additional Continuing Education Credit Information

At the end of the four lessons, a participant will be able to:

- define what it means to be engaged in community-based advocacy for childhood obesity
- develop a message for any given advocacy focus
- identify successful strategies for effectively delivering an advocacy message using print and communication media
- explain the role and process of public policy in advocacy
- list the best practices for connecting with other healthcare professional advocates and coalitions
- apply what he/she has learned about childhood obesity advocacy in a simulated community
- create a complete, personal Advocacy Plan to guide his/her childhood obesity advocacy work outside of a clinical setting

The National Initiative for Children's Healthcare Quality is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

NICHQ designates this educational activity for a maximum of **3.00** category 1 credits toward the AMA Physician's Recognition Award. Each physician should claim only those credits that he/she actually spent in the activity.



## FREE Tdap MANDATE PATIENT EDUCATIONAL MATERIALS NOW AVAILABLE!

The California Medical Association Foundation's Cervical Cancer/HPV Project has launched a campaign that promotes awareness about California's new whooping cough vaccine requirement for 7<sup>th</sup> through 12<sup>th</sup> graders.

California is facing a whooping cough epidemic. In 2010, more than 8,000 confirmed, probable and suspect cases of whooping cough were reported to the California Department of Public Health (CDPH) - the highest incidence rate in 52 years.

Whooping cough is a highly contagious bacterial illness that causes severe coughing attacks that can last for months. Vaccination is the best defense against whooping cough.

To combat the high levels of disease and death from whooping cough that occurred in California in 2010, a new school immunization law will be in effect for the 2011-2012 school year. All California students entering 7<sup>th</sup> through 12<sup>th</sup> grades must be immunized with a whooping cough vaccine booster called Tdap.

CMAF also encourages parents to ask their children's health care provider about all of the recommended adolescent vaccines available (HPV, chickenpox, seasonal flu and meningococcal) when they receive their Tdap shot.

PDF versions of Tdap mandate patient education materials now available on our [website](http://www.cmaf.org):

- [7<sup>th</sup>-12<sup>th</sup> Grade Immunization Chart – in English and Spanish](#)
- [Table Tent – in English and Spanish](#)
- [Reminder/Recall Postcard – in English and Spanish](#)

If you would like to order FREE hard copies of these patient education materials, please contact Leslie Barron, Cervical Cancer & HPV Project Assistant at [lbarron@thecmafoundation.org](mailto:lbarron@thecmafoundation.org) or

# Announcements

## Network of Ethnic Physician Organizations

A Project of the California Medical Association Foundation

# REGISTER TODAY!!!

2011

## ETHNIC PHYSICIAN LEADERSHIP SUMMIT

*"The Challenge of Health Care Reform"*

Saturday & Sunday,  
September 17th-18th, 2011

Hilton San Jose Hotel  
300 Almaden Boulevard | San Jose, CA 95110



### Registration Fees:

\$50 for Physicians & Members of a Community-Based Organization

\$25 for Medical Students | \$150 for Other Attendees

\* Limited scholarships are available for medical students for travel & hotel \*

For more information and to register, visit [www.ethnicphysicians.org](http://www.ethnicphysicians.org)

If you have any questions, please contact Anna Gutiérrez,  
NEPO Project Assistant at [agutierrez@thecmafoundation.org](mailto:agutierrez@thecmafoundation.org) or 916.779.6627.



California Medical Association  
Foundation  
3835 N. Freeway Blvd., Suite 100  
Sacramento, CA 95834  
Phone: 916.779.6620  
Fax: 916.779.6658

Dexter Louie, MD  
Chair, Board of Directors

Carol A. Lee, Esq.  
President and CEO  
[clee@thecmafoundation.org](mailto:clee@thecmafoundation.org)  
916.779.6622

Elissa K. Maas, MPH  
Vice President for Programs  
[emaas@thecmafoundation.org](mailto:emaas@thecmafoundation.org)  
916.779.6624

### Obesity Prevention Project Staff

Phoua Moua  
Project Director  
[pmoua@thecmafoundation.org](mailto:pmoua@thecmafoundation.org)  
916.779.6636

Vanessa Saetern  
Project Assistant  
[vsaetern@thecmafoundation.org](mailto:vsaetern@thecmafoundation.org)  
916.779.6631

Click here to  
subscribe!



## Congratulations Dr. Gedissman!

The Obesity Prevention Project would like to congratulate Dr. Gedissman, who participated in the Role of Healthcare Professionals in California survey and entered the drawing. Dr. Gedissman will receive a \$100 Walgreens card.

The Obesity Prevention Project would like to **THANK ALL OF YOU** who took the time to fill out the survey. We value your input!

*The Role of Healthcare Professionals in CA Survey Drawing WINNER: \$100 Walgreens card!!!!*

To submit articles or announcements, please contact:  
[vsaetern@thecmafoundation.org](mailto:vsaetern@thecmafoundation.org)

The CMA Foundation reserves the right to edit all contributions for clarity and length, as well as the right not to publish submitted articles, for any reason.

To unsubscribe: Send e-mail to  
[vsaetern@thecmafoundation.org](mailto:vsaetern@thecmafoundation.org)

# Announcements



Presents

**ROBERT D. SPARKS, MD**  
*Leadership Award*

**ETHNIC PHYSICIAN**  
*Leadership Award*

**ADARSH S. MAHAL, MD**  
*Access to Health Care and  
Disparities Award*



Nominate an outstanding individual or organization today!

We look forward to honoring those who have made outstanding contributions to the health of California! So get your nominations in soon so your candidate won't miss the opportunity to be honored for their efforts.

The deadline is quickly approaching for the Leadership Award nominations so we're reaching out to you to remind you to get your nominations in as soon as possible for the physician or organization that has shown exceptional leadership and service to their community.

The three (3) awards are:

Robert Sparks, MD, Leadership Award – honoring an individual or organization demonstrating long-term concern for the health of communities in a manner consistent with the CMA Foundation's mission to champion individual and community health.

Ethnic Physician Award – honoring an individual embodying NEPO's goal of advancing diversity in the physician workforce by eliminating health disparities, addressing access to care and improving cultural competency and patient advocacy.

Adarsh S. Mahal, MD – Access to Health Care & Disparities Award – to honor an individual or organization that has demonstrated extraordinary interest and efforts toward improving access to health care or reducing health care disparities.

For the complete nomination packet, visit the 'About Us' section of our website: [www.thecmafoundation.org](http://www.thecmafoundation.org) and click on "What's New", which will take you to the Leadership Awards.

All nominations must be submitted electronically or postmarked by June 23<sup>rd</sup>, 2011.



California Medical Association  
Foundation  
3835 N. Freeway Blvd., Suite 100  
Sacramento, CA 95834  
Phone: 916.779.6620  
Fax: 916.779.6658

Dexter Louie, MD  
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Carol A. Lee, Esq.  
President and CEO  
[clee@thecmafoundation.org](mailto:clee@thecmafoundation.org)  
916.779.6622

Elissa K. Maas, MPH  
Vice President for Programs  
[emaas@thecmafoundation.org](mailto:emaas@thecmafoundation.org)  
916.779.6624

Obesity Prevention  
Project Staff

Phoua Moua  
Project Director  
[pmoua@thecmafoundation.org](mailto:pmoua@thecmafoundation.org)  
916.779.6636

Vanessa Saetern  
Project Assistant  
[vsaetern@thecmafoundation.org](mailto:vsaetern@thecmafoundation.org)  
916.779.6631



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