

Obesity Prevention Project—August Newsletter

Volume 2, Issue 5

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Zoomerang Follow Up Survey now available!

The California Medical Association Foundation's Obesity Prevention Project has developed this survey as a follow up to our 2006 Physicians for Healthy Communities trainings, which took place in the CMA Leadership Academy, Oakland, Los Angeles, the Inland Empire, Fresno, Redding, and Santa Clara. Your responses are greatly appreciated and your input will help the project gain a better understanding of how we may assist individual health care providers in community and clinic based obesity prevention activities. The California Medical Association Foundation will be using information collected from this survey to develop additional resources, educational materials, and trainings.

The survey can be found by clicking on the link below and will take no more than 15 minutes to complete. The information you provide will help us achieve our project goal of decreasing overweight and obesity in California's children and families.

<http://www.zoomerang.com/survey.zgi?p=U27BWHCN39JK>

By completing the survey you will be entered into a drawing to receive a \$200 VISA gift card, courtesy of the CMA Foundation's Obesity Prevention Project.

Your time, assistance and feedback are greatly appreciated. If you have any questions, please feel free to contact Christine Maulhardt, Obesity Prevention Project Director, with any questions at (916) 551-2551 or by email at cmaulhardt@cmanet.org.

Obesity Prevention Project Physician champion makes the news!

One of our very own “Physician Champions”, Dr. Bonnie Hamilton of Fairfield, has been selected to participate on the California Department of Education's School Garden Advisory Group for her tireless work promoting the creation of school gardens. In accordance with state Assembly Bill 1535, the advisory group is designed to “support program efforts through technical assistance, resources, in-kind support, site visits, and other related efforts, to promote instructional school gardens in California's public schools”.

Congratulations Dr. Hamilton!

To read the press release, visit <http://www.cde.ca.gov/nr/ne/yr07/yr07rel87.asp>.

2007 NEPO Summit

The 2007 Ethnic Physician Leadership Summit is fast approaching. **September 15 & 16**, ethnic physician leaders will meet at the Radisson Hotel in Sacramento, California to debate healthcare reform and to share information about strategies to reduce healthcare disparities.

Meet Sacramento's ethnic physician leaders and the new NEPO chair, Satinder Swaroop, MD, at the Friday Night Cap; Honor the 2007 CMA Foundation's Ethnic Physician Leadership Award recipient at the Saturday night dinner and be eligible to receive 10 CME credits all in one weekend.

Register early!

Online registration is available at www.ethnicphysicians.org/whatsnew/index.asp

For more information, please contact Doretha Williams-Flournoy at by phone at (916) 551-2543 or by email at dwilliamsflournoy@cmanet.org.

Policy Clearinghouse

Interested in what other State Governments are doing in the fight to prevent obesity? Looking for some new ideas? We have expanded our Policy Clearinghouse in an effort to bring together the many obesity related laws and resolutions that have been enacted all over the country in recent years. State legislation enacted during 2003 and 2004 are the most recent additions to our comprehensive policy database. We hope to have all of 2000-2006 obesity related legislation included very soon. To take a look at the Policy Clearinghouse, as well as our other advocacy tools, visit our website at <http://www.calmedfoundation.org/projects/obesityProject.aspx>.

California School Nutrition Legislation Takes Effect

Two new state measures designed to limit California students' access to unhealthy foods and beverages took effect on July 1. The first bill outlines nutrition standards limiting the amount of salt, saturated fat, sugar and calories in snacks sold during meals and class breaks on elementary school, junior high and high school campuses. The measure also mandates an increase in state funding for nutritious school meals. The second bill orders high schools to phase out the sale of soft drinks and adopt beverage nutrition standards already met by California elementary and junior high schools.

<http://www.rwjf.org/programareas/features/digest.jsp?c=EMC-ND138&pid=1138&id=5888>

Articles

“Obesity Can Spread, Study Says”

Obesity can spread from person to person, much like a virus, researchers are reporting. When one person gained weight, their close friends tended to gain weight, too. Is obesity contagious? Read on to find out.

<http://content.nejm.org/cgi/content/short/357/4/370>

“Anything in a McDonald's wrapper tastes better, kids say”

A study tracked children’s preference of particular menu items from McDonald’s versus sample identical McDonald's foods in unmarked wrappers. Surprisingly, the children did not notice the difference and overwhelmingly voted the familiarly packaged products as better in taste. Follow the link to read the rest of this interesting study.

http://seattletimes.nwsourc.com/html/nationworld/2003824168_webmcdonalds06.html?syndication=rss

Focusing on TV: Obesity Prevention for "Tween-Age" Girls

The ages of 10 to 14 years of age have been dubbed as the “tween”-age years in recent years. This is a critical period for the development of obesity that is likely to last into adulthood. Recent research has shown that a high rate of television viewing is a critical contributor to weight gain in children of all ages. This article identifies factors that influence “tween” TV viewing in order to better understand the role of TV in their lives.

http://www.cnr.berkeley.edu/cwh/PDFs/Focusing_on_TV_7.07.pdf

Upcoming Events

North Coast

The *Network for a Healthy California—North Coast Region* will host a Grocery Outlet Scavenger Health Hunt to encourage local families to be “Champions for Change” and encourage healthy eating and shopping and preparing nutritious, low-cost meals.

This event will occur Thursday, August 16, 2007 from 10:00 a.m. to 12:00 p.m. For more information, please contact Kelley Kyle at (707) 441-5080 or kkyle@co.humboldt.ca.us.

Desert Sierra

The American Cancer Society will be sponsoring their “Relay for Life” in Loma Linda on August 25, 2007. Walkers and runners will go round the clock in the battle against cancer in honor of friends and loved ones, hoping to raise funds in the local community for the fight against cancer. Dozens of business and community teams are forming, and cancer survivors are needed to participate in the inspirational “Survivor’s Lap,” during the Opening Ceremony.

Registration forms and information about the Relay for Life are available from the American Cancer Society by calling the Inland Empire Area Office at (951) 300-1200.

Gold Country

The Gold Country HEAL Collaborative is hosting their Quarterly Regional Training Aug. 28th, 2007 at the Health Plan of San Joaquin, Community Room located at 7751 S. Manthey Road in French Camp.

The topic of this training will be “Culturally Appropriate Nutrition Education”. Join the hosts to learn about food, culture and ways to effectively teach nutrition to diverse populations. This training will include also discuss promising best practices, culturally appropriate resources and opportunities for networking.

For more information contact Dawn Dunlap at (916) 556-3344 ext. 137.

To register for this event go to: <http://healthedcouncil.org/gcnn/heal/healhome.html>

Harvest of the Month

What’s new for the month of August? ***Potatoes***

Did you know that California provides a year-round supply of potatoes with harvests peaking in spring and fall? And that Kern County grown more than 60 percent of the state’s potato crop, followed by San Joaquin, Modoc, Siskiyou and Imperial counties. Take that Idaho!

For more information visit www.harvestofthemonth.com

For nutrition information visit www.fruitsandveggiesmorematters.org

For recipes, visit the United States Potato Board’s website at www.healthypotato.com/featured_recipe.asp