

## February E-Newsletter

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### CMA Board of Trustees Adopts New Obesity Prevention Recommendations

The following are the Council on Legislation’s **obesity-related recommendations adopted by the CMA Board of Trustees** in January:

That CMA:

1. Support legislation that will establish nutrition education standards in K-12 public schools.
2. Urge the state to effectively monitor, implement and enforce existing statutory requirements for physical education in K-12 schools.
3. Support efforts to expand the federal No Child Left Behind legislation to include funding directed toward physical education and provision of nutrition education in schools, and that this matter be referred for national action.
4. Support ongoing efforts to place nutrition education information and instructional materials in the schools, such as the “Healthy Kids” book written and distributed by the AMA Alliance.
5. Urge the state to evaluate the establishment of nutritional standards for food served in preschool and childcare settings.
6. Support legislation and funding to improve the nutritional quality of K-12 school meals.
7. Support state and federal legislation that would ensure that only healthy food and beverages can be marketed to children under 12 and that this matter be referred for national action.
8. Support state and federal legislation to require food nutrition information to appear in menus and on menu boards in chain restaurants; and that this matter be referred for national action.
9. Seek opportunities to educate its members and the public about the potentially negative effects of the consumption of high fructose corn syrup.
10. Support efforts to promote breast milk and its positive effect on obesity prevention and support Medi-Cal funding for lactation education, support and supplies.
11. Support legislation that enhances the role of public health in local planning, zoning and the school siting process to facilitate the design of communities which foster and support physical activity.
12. Support legislation that maximizes physical activity opportunities when funds from voter-approved infrastructure funding measures are allocated.

13. Investigate and consider proposals to reallocate the sales tax revenue on soda toward obesity prevention efforts and evaluate the health benefits of proposals to increase the taxation on soda and other sweetened beverages.
  14. Support efforts that will ensure that at least half the food available to staff and visitors in state-owned buildings, such as in vending machines and cafeterias, should meet healthy nutritional standards.
  15. Support efforts that will ensure that at least half the food available to staff and visitors in health facilities, such as in vending machines and cafeterias, should meet healthy nutritional standards.
  16. Support and encourage efforts to recognize public and private employers who provide wellness programs for their employees.
  17. Participate in coalitions and activities surrounding obesity prevention.
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### **Physicians for Healthy Communities Survey Coming Soon!**

Keep an eye out for the *Physicians for Healthy Communities* Initiative Survey coming soon. The online survey will ask multiple choice and open-ended questions about the Initiative to gauge its effectiveness and impact on the health community. If you have attended a Physicians for Healthy Communities training, received a toolkit, or partnered with the Initiative, **your help in completing the survey will be greatly appreciated**. Obesity Prevention Project staff will use the survey results as well as various focus group results to shape and improve the Initiative for the 2007 training year.

*You will receive notice through email when the survey is online.*

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### **“Fit and Healthy Families”—San Bernardino County Forum**

The Youth & Family Wellness Committee of the Desert Sierra Health Network will host a free seminar focused on childhood overweight and its impact on the community on February 20, 2007 from 8:00 a.m. to 4:00 p.m.

Guest speaker Ellen Coleman, RD, MA, MPH will discuss **fad diets and their impact on childhood overweight**. Local experts will lead workshops on various topics including “Decoding Nutrition Facts and My Pyramid”, “Cultural Sensitivity and the Psychological Impact of Overweight”, and “Integrating Physical Activity and Nutrition Education Into Your Setting.”

Head Start staff, childcare providers, state pre-school staff, school nurses, counselors, public health nurses, community health educators, After School Programs staff, city parks and recreation, LIA Agencies, WIC staff, and all others who work with children are encouraged to attend.

Registration **deadline is today**, Wednesday, February 7—contact Melani Dhason at 909.387.6380 or [mdhanson@dph.sbcounty.gov](mailto:mdhanson@dph.sbcounty.gov).

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## CHCC Annual Conference

California Healthy Cities and Communities will hold its one-day annual conference on “Building Livable Communities for All Ages” on April 19 in Los Angeles. The conference will bring together policymakers, public administrators, philanthropists, academics and experts in public health, community development services, transportation, the environment, urban design and the nonprofit sector to engage in dialogue and share best practices that promote livable communities for residents of all ages.

The featured keynote speaker will be Dr. Lawrence D. Frank of the University of British Columbia’s School of Community and Regional Planning. Dr. Frank will discuss **how the built environment impacts active living for all age groups**.

California Healthy Cities and Communities, a program of the Sacramento-based Center for Civic Partnerships, is a statewide initiative to enhance the capacity of local governments, community-based organizations and others to improve community health and quality of life.

Registration is \$100 before March 19 and \$125 after. For more information, visit [www.civicpartnerships.org](http://www.civicpartnerships.org) or call 916.646.8680.

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*From the Strategic Alliance for Healthy Food and Activity Environments:*

Where’s the Fruit?

### Study Unveils Widespread Deceptive Packaging in Children’s Foods

Over half of the most aggressively advertised children’s foods that prominently feature fruit on their packaging **contain no fruit at all**, according to a study released by the Strategic Alliance for Healthy Food and Activity Environments. The study, *Where’s the Fruit?*, reveals that 51 percent of these products do not contain fruit, and another 16 percent contain only minimal amounts of fruit despite prominent fruit promotions on the packaging.

For the complete press release and study, visit: <http://www.preventioninstitute.org/sa/fruit/>

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## American Heart Month

From *California 5 a Day -- Be Active! Worksite Program*

- February is American Heart Month. Heart disease is the leading cause of death in the United States, but the good news is that it is preventable. **A healthy diet rich in fruits and vegetables and participating in daily physical activity are two of the easiest ways to decrease your risk of developing heart disease.** High blood pressure, high cholesterol and type 2 diabetes are all directly linked to heart disease, so it’s important to make sure that your numbers are in check.

- Eating a diet rich in fruits and vegetables and low in saturated fat will help your body keep its cholesterol level within a healthy range. In fact, this month's fruit and vegetable of the month, kiwifruit and potatoes, are both great choices for improving heart health.  
**Cholesterol is a fat-like, waxy substance that is found in your blood.** There are two kinds of cholesterol, High-Density Lipoprotein (HDL), the "good" cholesterol, and Low-Density Lipoprotein (LDL), the "bad" cholesterol. Having too much LDL cholesterol in your body puts you at serious risk for heart disease.
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### **Coming Next Month...**

- 2007 Physicians for Healthy Communities Training Information
- Physicians for Healthy Communities Initiative survey

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