



## OBESITY PREVENTION NEWS

JULY/AUGUST/SEPTEMBER 2011 E-NEWSLETTER

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# Obesity Prevention Health Care Professional Champions Training

## CENTRAL VALLEY TRAINING

The California Medical Association Foundation's Obesity Prevention Project invites you to participate in the Health Care Professional Champions training in the Central Valley Region.

This training will be focused on ways and resources to connect health care professionals with community-based organizations to promote healthy eating and physical activity among low-income, SNAP-eligible families.

### Who Should Attend?

Physicians, residents, medical students, health care professionals and community based organization members interested in community obesity prevention efforts.

**Thursday, September 29, 2011**  
**6:00 pm – 8:30 pm (PDT)**

**University of California, Fresno Center**  
550 E. Shaw Avenue, Suite 100  
Room: Inyo/Kern  
Fresno, CA 93710

*Dinner will be provided.*

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

***We need your help! Please share  
this event with your colleagues!  
THANK YOU!***



The California Medical Association Foundation and the California Medical Association

## 15th Annual President's Reception and Awards Crystal Gala

*Celebrating our commitment to community service*

Honoring  
**James T. Hay, M.D.,  
CMA President-Elect**  
and  
**California's Community  
Health Leaders**

Special Appearance by  
**Performance Painter  
David Garibaldi**  
featuring  
**DJ Joseph One**  
and  
**Music by Big Bad  
Voodoo Daddy**



*Presented by*



**Sunday, October 16, 2011 • Anaheim Marriott, Anaheim, CA**  
6 p.m. Reception, 7 p.m. Dinner

**RSVP Online:** [www.thecmafoundation.org/events/gala](http://www.thecmafoundation.org/events/gala)

## September is National Childhood Obesity Awareness Month

Give kids a healthier start in life. Visit [www.HealthierKidsBrighterFutures.org](http://www.HealthierKidsBrighterFutures.org).

More than 23 million children and teenagers in the U.S. are obese or overweight, a statistic that health and medical experts consider an epidemic. While obesity rates have soared among all age groups in this country, obesity is a particularly grave concern for children. Childhood obesity puts nearly one third of America's children at early risk for Type 2 diabetes, high blood pressure, heart disease and even stroke – conditions usually associated with adulthood.

It's not too late for our children. Every September, National Childhood Obesity Awareness Month (COAM), gives elected officials, educators, physicians, and you the opportunity to take a stand and fight childhood obesity. This year, there are dozens of ways you can help bring the message back to your state, city, workplace and home. Need some ideas to get you started? [Download the toolkit](#), which offers quick, easy ways you can get involved.

Numerous organizations in the U.S. are dedicated to solving the problem of childhood obesity. Here are a few with helpful ideas, resources and background information in support of National Childhood Obesity Awareness Month. This list is not comprehensive, so we urge you to search your own community to identify resources available close to your home.

[2011 Proclamation from President Barack Obama](#)

[Let's Move!](#)

[We Can!](#)

[Robert Wood Johnson Foundation](#)

[ShapeUp America!](#)

[National Association for Sport and Physical Education](#)

[The Y](#)

[National League of Cities](#)

[United States Department of Agriculture](#)

[American College of Sports Medicine](#)

[Centers for Disease Control and Prevention](#)

[American Academy of Pediatrics](#)

For more information, web links and tools to promote and celebrate September as National Childhood Obesity Awareness Month, please visit [www.healthierkidsbrighterfutures.org](http://www.healthierkidsbrighterfutures.org).



### Save the Date

## Champions for Health Training

**Date:** Friday, November 4th, 2011

**Time:** 8:00 AM — 5:00pm

**Location:** Sacramento, CA (Exact location TBD)

**Target Audience:** physicians and other health care provider who want to advocate for their community's public and individual health

**Cost:** no-cost

**Register:** For questions about registration, please contact Senely Navarrete, Director, at (916) 779-6638 or go to <http://www.thecmafoundation.org/Projects/champions/>

#### Who are CMA Foundation Champions?

- A CMA Foundation Champion is a health care professional who is an expert in their field with a passion for improving patient and community health. A Champion is someone who would like the opportunity to educate their peers and the public in hopes of improving health outcomes at individual and community level.

#### Training Goal:

- The goal of the Champions training program is to train and inspire physicians and health care professionals to achieve practice excellence and become more effective spokespersons, community health advocates, and community leaders.
- The CMA Foundation will convene a 1-day training where Champions will participate in skill building sessions on health advocacy, media training, practice excellence, and reducing health disparities.

For more information contact Senely Navarrete at (916) 779-6638 or [snavarrete@theCMAFoundation.org](mailto:snavarrete@theCMAFoundation.org).



*“Championing improved individual and community health through a partnership of leaders in medicine, related health professions and the community.”*



# Harvest of the Month



## Peppers

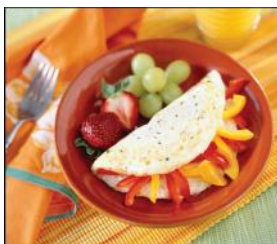
### Peppers Are An Excellent Source of:

- Vitamin C, which helps the body heal cuts and wounds and helps lower the risk of infection.
- Vitamin A, which helps maintain good vision, fight infection, and keep skin healthy.

### Produce Tips:

- Look for firm peppers that have thick, shiny, smooth skin and green stems.
- Choose sweet peppers with a solid color—green, yellow-orange, or red.
- Choose hot (or “chili”) peppers with a solid color—red, yellow, orange, green, purple, or brown.
- Store whole peppers in a sealed plastic bag in the refrigerator for up to one week. Wrap cut peppers in plastic and store in refrigerator for up to three days.

### Healthy Serving Ideas:



Add bell pepper slices to your morning eggs for a fresh



Add sautéed bell pepper slices to chicken dishes.



Add chopped bell peppers to your favorite pasta sauce.



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.cachampionforchange.net](http://www.cachampionforchange.net).

## Good Food for Hiking



Hiking can burn more than 300 calories per hour and makes for a great summer activity. But before hitting the mountain trails, be sure to pack appropriate food and beverages to maintain adequate energy and hydration.

Keep both the temperature and length of your trip in mind. In summer weather, perishable foods should not be out of refrigeration for more than two hours, and only one hour if the temperature is over 90 degrees Fahrenheit. Good choices that don't need to be refrigerated include:

- Peanut butter on whole-grain bread
- Nuts, dried fruits and dry whole-grain cereal
- Carrots, celery, apples, bananas and raisins
- Energy bars

Stay hydrated with plenty of water, the best choice for low to moderate activity lasting a short duration. Depending on the length of your hike, you might want to pack several smaller water bottles for even weight distribution. For hikes of greater intensity, consider bringing sports drinks with electrolytes.

For more information on fueling your body for physical activity, visit the [Sports Nutrition](#) section  
Produced by American Dietetic Association (ADA). For more information, please visit the ADA at [www.eatright.org](http://www.eatright.org).

## Make Time for Breakfast

Research indicates eating in the morning is essential for children's school performance and overall health. Kids (and adults) who eat breakfast tend to do better at school (and work) and have healthier weight and cholesterol levels as well.

To refuel and rev up your family for an energetic day, make time for breakfast by planning ahead:

- Get ready the night before: Set the table with bowls and spoons for cereal. Get out a pan for pancakes or a blender for smoothies. Slice up some fruit and low-fat cheese.
- Keep it simple: Fancy breakfasts are wonderful when you have the time. On busy days, a sandwich, a slice of leftover veggie pizza or low-fat yogurt with fruit are just fine.
- Pack to-go: If there's no time to eat at home, take your nutrition to-go. Pack a brown bag breakfast for the road—or see if your child's school offers a breakfast program.

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

## When to Switch Your Child from Whole Milk to Low-Fat

When's the best time to change the milk in your toddler's sippy cup? Most experts agree the time is right once your little one turns 2, at which point the extra fat found in whole milk is no longer needed.

The 2010 *Dietary Guidelines for Americans* recommend that children ages 2 to 3 should consume 2 cups of milk products a day, while children between 4 and 8 years of age should get 2 ½ cups daily.

Both low-fat and fat-free milk will provide the same calcium and vitamin D without the additional fat and calories. Since cholesterol and obesity increasingly are problems even in childhood, the switch is a good one for heart health and weight management.

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

## 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 [vsatern@thecmafoundation.org](mailto:vsatern@thecmafoundation.org) or (916) 779-6631.



## Get Ready for Walk to School Month!

**INTERNATIONAL WALK TO SCHOOL MONTH IS OCTOBER**

**WALK TO SCHOOL WEEK IS OCTOBER 3-7**

**WALK TO SCHOOL DAY IS OCTOBER 5**

Walk to School Month is around the corner, which means it's time to get ready! Walk to School events are a great way to get students and families interested in trying out walking and biking to school; to promote health and safety messages in the community; and to plant the seed for future Safe Routes to School efforts.

### Find Walk to School Resources!

Learn more about Walk to School and planning for your events at our [California Walk to School Headquarters](#). This newly-updated website is designed to assist anyone who is planning and implementing Walk to School events in California. It contains project planning resources including flyers, letters to important stakeholders, safety tips, information on organizing walking school buses and bike trains, and press releases. These materials are downloadable and many are customizable to tailor to your school's particular events. Take a sneak peak at the updated [California Walk to School Headquarters](#) website.

### View our September 8<sup>th</sup> Walk to School webinar

To guide Walk to School planners through these materials, TARC's September 8<sup>th</sup> webinar highlights key resources as well as reviews responses to frequently asked questions to aid in last minute event planning. Registration for the webinar is available [here](#), and the presentation will be available on our website afterwards for your review.

### Be part of a National Movement

Visit the [National Walk to School](#) site to learn more about the national and international Walk to School movements and download resources such as the National Walk to School logo, flyers, media kits, and educational materials.

### Find out who's walking in California!

Register your event and find out who else is participating on the [National Walk to School site](#).

### Promote Safe Routes to School

Check out these sections of our Safe Routes to School website for information on how to bring Safe Routes to School to your community:

[Start a Program](#)

[Make It Fun](#)

[Educate Children and Parents](#)

Produced by Safe Routes to School (SRTS), Technical Resource Assistance Center (TARC). For more information, please visit SRTS TARC at <http://www.casaferoutestoschool.org/>



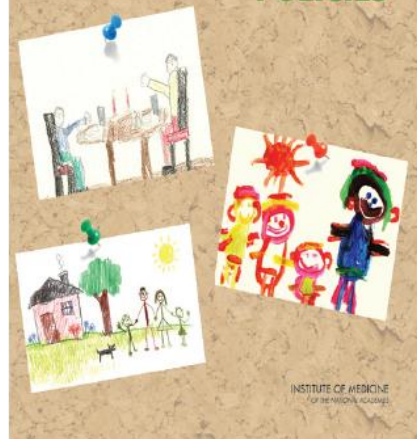
## New Report from IOM: Early Childhood Obesity Prevention Policies

The new report from the Institute of Medicine (IOM), [Early Childhood Obesity Prevention Policies](#), summarizes the best available evidence about key strategies for preventing obesity among children from birth to age 5. The report recommends ways individuals, organizations and policymakers can ensure that young children have healthy environments in which to live, learn and play. Some of the key recommendations from the report calls for changing public policies that impact child-care centers, including:

- Establishing dietary guidelines for children from birth to age 2;
- Increasing participation in food assistance programs such as the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) and Supplemental Nutrition Assistance Program (SNAP);
- Ensuring that recreation areas encourage all children to be active;
- Allowing community residents to use school playgrounds and recreation areas when schools are closed; and
- Establishing voluntary nutrition and marketing standards for the food and beverage industry.

The IOM report brief and recommendations are now available for download on the [IOM's website](#).

## EARLY CHILDHOOD OBESITY PREVENTION POLICIES



## Hot Opportunities



**eXCHANGE  
LEARNING**  
A PROGRAM OF CMA/EMOS

The Ethnic Medical Organization Section (EMOS) is dedicated to representing the unique perspective of physicians of color and to facilitating communication and participation between physicians of the diverse ethnic groups in California. Through EMOS, physicians, residents, and medical students are provided with a forum through which to resolve the unique concerns facing communities of color, promote non-discrimination at all levels of medicine, and promote quality and culturally sensitive medical care.

### The eXchange Learning Mentor Program

On September 9, 2009, EMOS launched the eXchange Learning (XL) Mentor Program. This unique program matches first, second and third year medical students from throughout the state with a compatible physician for one year. Mentors foster a supportive and caring relationship with their mentees, while encouraging physicians-in-training to develop to their full potential and realize their vision for the future.

The XL Mentor Program hopes to empower medical students to 1) navigate through an increasingly complex healthcare system, 2) define their career goals early on, and 3) succeed in their chosen careers. Ultimately, the XL Mentor Program aspires to prepare the next generation of physician-leaders for the healthcare issues of their time.

### The XL Partnership

Mentors and mentees are paired based on career objectives, professional interests, cultural preferences and life experiences, and geographical location. XL Program Mentors serve as role models, offer advice on academic and career goals, and guide their student mentees as they begin to develop professional networks. Mentees explore their mentor's professional life and may network through office visits and other professional development opportunities with the permission of their mentors.

Mentors and mentees are encouraged to meet both formally and informally throughout the year - ideally on a monthly basis - at EMOS-sponsored events, lunch meetings, office shadow visits, recreational activities, etc. To that end, the XL Mentor Program also uses Facebook.com to help partners maintain communication despite busy schedules.

Through this powerful intergenerational exchange, both mentors and mentees gain insight into the rewards and challenges of each other's professional lives. The CMA and EMOS look forward to seeing how eXchange Learning contributes to the success of California's future physicians!

**The XL Mentor Program Needs You!** Please contact Veronica Ramirez at the California Medical Association for details about becoming a mentor or mentee. Call (916) 444-5532 or email [vramirez@cmanet.org](mailto:vramirez@cmanet.org).

## Childhood Obesity Bay Area: Boots on the Ground Conference

**Date:** Saturday, Sept. 24th 2011

**Time:** 10am- 4:30pm

**Where:** The Commonwealth Club, 595 Market Street, 2nd Floor, San Francisco, CA 94105

Join Slow Food San Francisco for its first annual Childhood Obesity Bay Area Conference! The goal of the conference is to gain a more complete understanding of the childhood obesity prevention work happening locally, and to look at the many contributing factors of the epidemic.

The conference will include a keynote address from David Kessler, M.D., and Alan Greene, M.D., speaker presentations, focused break out sessions, a healthy lunch donated by Whole Foods Market, a slam poetry performance from a Youth Speaks poet, and a reception with food donated by Bi-Rite Market and wine from Topel Winery. We will also have local organizations, county representatives, and local health based businesses there to exhibit their work. Speakers currently include:

**David Kessler, M.D.** - Former commissioner of the FDA, Author of *The End of Overeating*

**Alan Greene, M.D.** - Founder, *DrGreene.com* & *WhiteOut*, Author of *Feeding Baby Green*

**Chynna Bantug, M.D.** - Chief of Pediatrics at Kaiser Permanente, San Jose

**Lena Brook** - SF Bay Area Physicians for Social Responsibility and SF School Food Coalition

**Kyle Cornforth** - Director, *The Edible Schoolyard* in Berkeley

**Denise Jardine** - Whole Foods Market Regional "Health Starts Here" coordinator

**Cindy Gershen** - Founder, Contra Costa County Wellness City Challenge

**Arnell Hinkle** - Executive Director, *CANFIT* (Community, Adolescents, Nutrition, Fitness)

**Paula Jones** - San Francisco Department of Public Health, SF Food Systems, *Shape up SF*

**Donna Matheson** - Senior Research Scientist, Stanford Prevention Research Center

**Rebecca Prager** - Berkeley Youth Alternatives, speaking along with a young BYA garden intern.

Break out sessions will be lead by community leaders in their field, and will focus on four different topics:

- **Medicine**
- **School Lunch/Afterschool Programs**
- **Policy**
- **Community Outreach/Food Justice**

Register online at: [http://www.slowfoodsancisco.com/sf\\_events.html?evcode=00168](http://www.slowfoodsancisco.com/sf_events.html?evcode=00168)

Please contact [laura@slowfoodsancisco.com](mailto:laura@slowfoodsancisco.com) for more information.

## 2011 ACP Northern California Chapter Scientific Meeting

### Pre-Course:

Maintenance of Certification SEP Modules  
Friday October 28, 2011

### Scientific Meeting:

Saturday & Sunday, October 29-30, 2011  
Fairmont Hotel, San Jose, California

### Transitions:

Best Practices in the Digital Era

You are invited to the next scientific meeting of the Northern California Chapter of the American College of Physicians, being held October 28-30, 2011 at the Fairmont Hotel in San Jose. *This meeting is not just for ACP members.* Nonmembers are also invited to join this important clinical update and to learn about the benefits of membership at the same time.

**REGISTER** at [www.acponline.org/chapters/ca](http://www.acponline.org/chapters/ca)

Northern California Chapter Meeting Highlights:

- SEP Pre-Courses: Two Maintenance of Certification Modules
- Chief Residents' leadership training
- Electronic health records
- Hospital-outpatient transition in care
- Stump the Professor
- Radiology Review
- Doctors' Dilemma™
- Practice management
- State Legislative update

For registration information, contact ACP Customer Service (M-F, 9 a.m.-5 p.m. ET) toll-free at 800-523-1546, ext. 2600, or direct at 215-351-2600. You also may e-mail [custserv@acponline.org](mailto:custserv@acponline.org) or fax 215-351-2799. If you need more information on the meeting schedule or location please contact Kathy Matikonis at 415-305-3258. For more information about ACP, please visit ACP online at, [www.acponline.org](http://www.acponline.org).

**ACP**  
AMERICAN COLLEGE OF PHYSICIANS  
INTERNAL MEDICINE | Doctors for Adults

## Hot Opportunities

The California Medical Association Foundation's Network of Ethnic Physician Organizations (NEPO), Orange County Medical Association and CalOptima Regional Extension Center (COREC) Presents:

### Orange County HIT Implementation Information Seminar

An open forum for Solo/Small group physicians, primary care physicians and practitioners in Orange County to learn more about Health Information Technology Implementation to meet Meaningful Use. An opportunity for networking with EHR Vendors also provided.

Tuesday, October 11, 2011  
6:00 p.m. – 8:30 p.m.

\* Dinner will be provided.

Please RSVP at <http://hitseminar.eventbrite.com/>

For more information, please contact Phoua Moua at [pmoua@thecmafoundation.org](mailto:pmoua@thecmafoundation.org) or 916.779.6636.

**LOCATION:**

Orange County Medical Association  
17322 Murphy Avenue  
Irvine, CA 92614  
949-398-8100 x107



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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)

Please join Senator Lou Correa

St. Joseph Health System, Santa Ana Unified School District, Illumination Foundation, American Diabetes Associations, Kaiser Permanente, and other community organizations:

## CALIFORNIA IN MOTION Health & Fitness Fair



Saturday, September 24, 2011, 9am-1pm

Valley High School

1801 S. Greenville Street, Santa Ana

**Exciting program for the entire family including:**

- Hockey: Anaheim Ducks Street Team
- Dance: CSUF Dance Team Performance
- Martial Arts: Demonstrations
- Exercise: Fitness Activities with Prizes
- Music & Performances
- Free health screenings, BMI, blood pressure, cholesterol, glucose, TDAP vaccinations, and other medical screenings!

FREE ACTIVITIES & HEALTHY FOOD COOKED ON THE GRILL!  
EXCITING RAFFLE PRIZES:  
BICYCLES, GIFT BASKETS, TICKETS TO KNOTTS, DISCOVERY CENTER, ICE SKATING, SANTA ANA ZOO, BOOMERS, and much more!!!

Bring the whole family for free giveaways, information & resource booths to promote healthy living and physical fitness!

For information, please contact (714) 558-4400

## Announcements

### California Healthcare Providers - Are you ready to help your patients meet the 2011-2012 7th through 12th Grade Tdap Requirement?

As of July 1, 2011, under State law, all California students entering 7th through 12th grades must be immunized with the Tdap booster. The CMA Foundation's goal is to help reach the 3 million children who need to be vaccinated before they head back to school in Aug/Sept. 2011. Under a new state law, SB 614, schools have the option of allowing students in the 7th through 12th grades to conditionally attend classes for up to 30 calendar days after their first day of the 2011-2012 school year before meeting their requirement for a whooping cough booster ("Tdap"). This option for conditional attendance will assist schools that need additional time to gather records on their students, but, as pertussis continues to occur at high levels in California, unimmunized adolescents remain at risk of becoming ill, missing school and spreading pertussis to their fellow students, households and communities. We urge schools, health care providers, and the public to continue their efforts to protect **students against pertussis this summer**.

The Shots for School website, administered by the California Department of Public Health, recommends the following action steps, as part of its Provider Readiness Checklist, to make sure you are prepared to help your patients meet the new Tdap requirement.

- Repeatedly assess which adolescent patients have already received Tdap and which still need Tdap.
- Repeatedly remind patients by mail, telephone, emails and clinic displays.
- Ensure that your clinic has adequate supplies of vaccines.
- Immunize now at every adolescent visit – the incidence of pertussis is highest in summer through fall.
- Provide clear documentation of Tdap immunization to patients and their schools.
- Use VFC-supplied vaccines on VFC-eligible patients only.

For more information on these and other tips for health care providers, visit the Shots for School website, Provider Info page at: <http://www.shotsforschool.org/providerinfo.html>

To further assist providers, the CMA Foundation is also providing **FREE patient education materials to help promote the 2011-2012 Tdap (pertussis) school mandate**.

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 7th through 12th 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. 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.

To help health care providers educate patients about the new vaccination requirement, the Foundation has published a number of patient education materials, including a 7th – 12th grade immunization chart, a table tent, and reminder postcard. All of these materials are available in English and Spanish.

The CMA Foundation also encourages health care providers to talk with parents about all of the recommended adolescent vaccines available (HPV, chickenpox, seasonal flu and meningococcal) when administering the required Tdap shot.

PDFs of Tdap mandate patient education materials are now available on the CMA Foundation's Cervical Cancer/HPV Project web page ([click here](#) to view/download the materials) or if you would like to order FREE copies of these patient education materials, please contact Leslie Barron at [lbarron@thecmafoundation.org](mailto:lbarron@thecmafoundation.org).

California Center for Public Health Advocacy  
2011 Annual Luncheon



CCPHA will mark **Food Day** with an Awards Luncheon on October 24th at the extraordinary JW Marriot at L.A. Live in downtown Los Angeles from noon to 2 pm. The event will feature a healthy meal showcasing locally-sourced products and the recognition of three outstanding individuals whose contributions have supported the community justice struggle for healthy food and physical activity options in underserved California communities:

**U.S. Labor Secretary Hilda Solis (invited)**  
*Social Justice Champion*

**Fran Kaufman, MD**  
*Former President of the American Diabetes Association*

**Anthony Thigpen**  
*Founder/CEO of SCOPE*

Click [here](#) for more information and to register.



### Save the Date Insulin Management in Type 2 Diabetes

**Date:** Tuesday, September 27, 2011

**Time:** 12:00—1:00pm

**Location:** Webinar

**Faculty:** Kimberly Buss, MD, Medical Director of Diabetes Education, Sutter Medical Foundation

**Target Audience:** physicians and other health care provider types who care for patients with diabetes

**Cost:** no-cost

**Register:** click [here](#) or go to [www.theCMAFoundation.org/projects/aped](http://www.theCMAFoundation.org/projects/aped) and click on Calendar of Events

#### Learning Objectives:

- Identify patients with type 2 diabetes that are likely to benefit from insulin therapy
- Discuss treatment goals for patients with type 2 diabetes
- Understand the action and appropriate use of short-, intermediate-, and long-acting insulin in the management of type 2 diabetes
- Highlight safety issues related to insulin use, especially the need to prevent hypoglycemia
- Learn a step-wise algorithm for initiating, titrating, and adjusting outpatient insulin therapy in order to achieve targeted levels of glycemic control for patients with type 2 diabetes

For more information contact Joseph Mette at (916) 779-6633 or [jmette@theCMAFoundation.org](mailto:jmette@theCMAFoundation.org).

## Announcements



### ReThink Your Drink is on the move! - Santa Clara

Kaiser Permanente, FIRST 5 Santa Clara County and the Santa Clara County Public Health Department have established a new partnership with KBAY/MIX 106.5 to promote the ReThink Your Drink campaign. A ReThink Your Drink ad was incorporated into both KBAY and MIX 106.5 newsletters that were emailed to over 36,000 station listeners. Two commercials targeting both adults and parents were developed and will air for four weeks starting June 25. These stations reach over 1 million South Bay residents. The station's Summer Made Simple guide will feature a Potter the Otter ad and three activity plans that feature healthy activities families can engage in during the summer.



## Free Physical Activity Nutrition Integration Training

### CREATING A MOVEMENT—INTEGRATING PHYSICAL ACTIVITY IN CHILD CARE SETTINGS

Join us for a free workshop that will help you take your physical activity promotions to the next level.

- Learn how to use the free Shape of Yoga with preschool children.
- Learn about new physical activity resources and how to integrate them with nutrition education for your students.
- Learn about the California Preschool Learning Foundations and what you can do to support them through physical activity and nutrition.

**1:00-4:00 pm, Thursday, Sept. 29th**

Redding Public Library, Conference Room B  
1100 Parkview Avenue  
Redding, California 96001

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