




OBESITY PREVENTION PROJECT

'IF CURRENT TRENDS CONTINUE UNCHECKED, THE ENTIRE U.S. POPULATION
WILL BE OVERWEIGHT BY THE YEAR 2040...'



June E-Newsletter Volume 3, Issue 6

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Thank You San Diego County – “Physicians for Healthy Communities” Training

Thank you to everyone who participated in the Obesity Prevention Project’s San Diego - “Physicians for Healthy Communities” training on June 7, 2008.

Copies of the agendas and speakers’ presentations will be available on the project’s website under “Physician Champion Training Materials” next week.

<http://www.calmedfoundation.org/projects/PhysicianChampionTrainingMaterials.aspx>

Save the Date!

The Obesity Prevention Project has 2 exciting trainings coming up in the Fall

Media and Advocacy Training
Saturday, September 13, 2008
Oakland, CA

Exact location to be announced
9:00 a.m. – 12:00 p.m.

Come learn how to address the media and effectively advocate for change in your community.

Cultural Competency Symposium
Saturday, September 27, 2008
Oakland Airport Hilton
Oakland, CA

Exact location to be announced 9:00 a.m. – 12:00 p.m.

This symposium will provide physicians and healthcare providers with tools, resources and tips to provide their patients with culturally competent obesity education and services.

For more information contact Jennifer Caulfield, Obesity Prevention Project Assistant at jcaulfield@thecmafoundation.org or (916) 779-6631.

More details will be available on our website soon...

NEW Resource Available from the Obesity Prevention Project

“The Two-Minute Turnaround”

This 18 minute DVD, created by the Riverside County Community Health Agency, addresses tools for prescribing physical activity for your patients. This video is a must- see for health care providers.

Copies of this DVD are available through the Obesity Prevention Project. Please contact Tiffanie Sherrer, Obesity Prevention Project Coordinator, at (916) 779-6633 or tsherrer@thecmafoundation.org for more information.

The Obesity Prevention Project has a new Project Assistant!

Jennifer Caulfield
Project Assistant, Obesity Prevention Project
(916) 779- 6630
jcaulfield@thecmafoundation.org

You are cordially invited...

The CMA Foundation is having an Open House!

You are invited to come tour the new office, visit with the CMA Foundation staff and Board of Directors and enjoy beverages and hors d' oeuvres.

Where: CMA Foundation
3835 N. Freeway Blvd., Suite 100
Sacramento, CA 95834
When: Friday, June 27, 2008
Time: 3:00 p.m. – 6:00 p.m.

Please RSVP by June 20th to Leslie Barron at (916) 779-6623 or by email at lbarron@thecmafoundation.org

Directions to the CMA Foundation office can be found on our website at www.thecmafoundation.org, under 'What's New'

In the News

2008 California Food Guide

The California Department of Health Care Services (DHCS) recently announced the release of the 2008 California Food Guide (CFG), an enhanced nutrition resource specifically targeted to promote healthy eating habits and physical activity for Californians.

<http://www.dhcs.ca.gov/formsandpubs/publications/Pages/CaliforniaFoodGuide.aspx>

State Legislatures Consider Menu Nutrition Labeling Requirements

<http://www.rwjf.org/publichealth/digest.jsp?id=7982&c=EMC-ND141>

California Residency Programs Incorporate Chronic Disease Care into Physician Training

<http://www.californiahealthline.org/articles/2008/5/19/California-Residency-Programs-Incorporate-Chronic-Disease-Care-into-Physician-Training.aspx?av=1&%20name=>

Obesity epidemic in U.S. kids may have peaked

<http://www.msnbc.msn.com/id/24842630>

Changes to the WIC food package

<http://www.fns.usda.gov/wic/benefitsandservices/foodpkg.htm>

Childhood Obesity Series in Washington Post

The Washington Post started a major five part series on Childhood Obesity during May. They have an extensive multi-media presentation on their website and on-line live forums all related to Childhood Obesity issues.

<http://www.washingtonpost.com/wp-srv/health/childhoodobesity/index.html>

Upcoming Events

Bay Area

Third Annual Physical Activity and Nutrition Forum
Thursday, June 19th
Mills College
5000 MacArthur Blvd
Oakland
8:30 a.m. – 4:30 p.m.

For more information, please contact Carmen Bogan at
paforum08@pacbell.net or at (510) 482-8827 ext. 2

Los Angeles County

2008 Consumer Empowerment Forum for Change
Saturday, June 21st
Cienega Elementary School
2611 S. Orange Drive
Los Angeles
9:30 a.m. – 12:30 p.m.

For more information call (310) 632-8432 or email temple@alondracoc.org

Butte County

2nd Annual Movement Matters Conference - Physical Activity Sharing Forum
Wednesday, June 18th
Chico Family Masonic Center
9:30 a.m. - 4:00 p.m.

For more information, contact Michele Buran at (530) 898-4318 or by email at mlburan@gmail.com

Harvest of the Month - Lettuce

Did you know?

Lettuce is a member of the Daisy family.

The largest lettuce head measured weighed in at 25 pounds and was grown in England.

In the United States, 95% of all head lettuce is grown in California and Arizona.

For more information visit:

www.harvestofthemonth.com

www.fruitsandveggiesmorematters.org

www.5aday.gov

“Friends of the Foundation” Invitation from Dr. Frank Staggers

Did you know that the CMA Foundation is sustained by friends like you? In fact it is the participation and support of medical professionals, concerned corporations and individuals who build us and make us strong. Your passion is the heartbeat of our work!

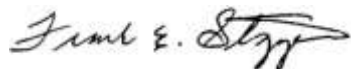
Clinicians and healthcare providers have jobs like no others. Nothing can keep professionals like you from caring about their patients and their community. By joining the *Friends of the Foundation* with a minimum contribution of \$100, you can multiply the commitment you have to community health because all of our programs are developed solely to benefit the local community. Together we’re weaving a collective vision of what a true state of health for every Californian can be.

As you know it takes considerable resources to study complex and emerging health issues that we might undertake to help physicians and their patients. For instance, take the issues of medical adherence and patient compliance. I did not become a physician to watch my patients suffer from treatable diseases. There are diseases that can be prevented and diseases that can be treated with life-saving drugs. To prevent disease, to relieve suffering, to heal the sick – that’s why I became a physician. That’s why many others like me went into the health field. And that’s why I’m inviting you to become a *Friend of the Foundation*. A tax-deductible gift of any size is greatly appreciated, and with a minimum \$100 gift you will receive a beautiful *Friend of the Foundation* lapel pin.

Should you elect to join the friends group, please consider giving on our secure donation site at <http://www.calmedfoundation.org/donate/ways.giving.asp>.

Please accept my sincere gratitude for your consideration and warmest greetings.

Your partner for a healthy California,



Dr. Frank Staggers, Board Chair

California Medical Association Foundation

The CMA Foundation has moved!

Our NEW address is:

3835 N. Freeway Boulevard, Suite 100

Sacramento, CA 95834

(916) 779-6620
