

May E-Newsletter Volume 3, Issue 5

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“Physicians for Healthy Communities” Training – San Diego

Obesity Prevention Champion Training Session
Saturday, June 7, 2008
9:00 a.m.—1:00 p.m.
Mission Valley Branch Library
2123 Fenton Parkway
San Diego, CA 92108

WHO SHOULD ATTEND?

Physicians, residents, medical students and health professionals interested in community-centered obesity prevention

PARTICIPANTS WILL:

- Receive FREE Continuing Medical Education Units
- Learn practical tips for communicating key issues surrounding obesity
- Promote local measures and solutions for preventing obesity
- Build contacts and establish partnerships with key community members and organizations to maximize obesity prevention efforts

For questions or to reserve your space, please contact Tiffanie Sherrer, Obesity Prevention Project Coordinator at (916) 551-2031 or tsherrer@cmanet.org

Do you know what resources are available to providers from the

Obesity Prevention Project?

In addition to the recently released obesity provider toolkits, the Obesity Project has a wealth of other resources available to clinicians throughout California.

Resources we have available address the following areas: Education and Community Outreach, Policy Advocacy and Provider Resources

Education and Community Outreach

“Physicians for Healthy Communities” Initiative

Community Resource Directory

Continuing Medical Education

Policy Advocacy

Policy Clearinghouse

Provider Resources

Mini Grant Program

Health Policy Communication Presentation (Kaiser Family Foundation)

Provider Talking Points and Key Messages

Presentations for Schools, Communities and Colleague Recruitment

Provider Toolkits: “Physicians for Health Communities”, Medi-Cal Nutrition Education, Adult Obesity, Child and Adolescent Obesity and Pre/Post Bariatric Surgery

There are many more resources available to download on the project’s website.

Visit us at <http://www.calmedfoundation.org/projects/obesityProject.aspx>

The Obesity Prevention Project has a new Project Director!

Alisa R. Matthews

Director, Obesity Prevention Project

California Medical Association Foundation

3835 N. Freeway Blvd., Suite 100

(916) 779-6632

(916) 779-6658 Fax

amatthews@cmanet.org

The CMA Foundation is moving!

Our NEW address is:

3835 N. Freeway Boulevard, Suite 100, Sacramento, CA 95834

The AWARE Project needs your input!

The AWARE Project (Alliance Working for Antibiotic Resistance Education) is conducting a survey of pediatric, family practice, internal medicine, general practice, emergency medicine and ENT physicians to better understand your needs to reduce antibiotic resistance. AWARE is the longest standing project of the Foundation and the largest of its kind in the nation. AWARE is committed to developing the reduction of antibiotic resistance and inappropriate antibiotic use.

Your participation in this survey will help to influence the development of future materials and resources to ensure that we produce resources and materials that support your work as a physician to reduce antibiotic resistance. The short survey should take less than 15 minutes to complete.

"Assessment, Treatment and Environmental Factors that Impact Childhood Obesity"

This satellite video teleconference will review the assessment of the overweight/obese child, evidence based interventions, working with parents of younger children, the sleep and obesity connection and how food marketing to children affects eating behavior and impacts weight.

Date: June 4, 2008

Time: 10:00 a.m. – 2:00 p.m.

Currently there are 44 Child Health and Disability Prevention Program (CHDP) sites in the state that will be broadcasting this event. To participate in this event, please contact the CHDP site in your local area. A list of sites that will be downlinking the video conference is attached to this message.

Please click on the link to take the survey:

<http://www.zoomerang.com/Survey/?p=WEB227RTVCY4VM>

May is National Bike Month

With gas prices steadily on the rise, what better time to than now to hop on your bike, not only as an alternate form of transportation, but to promote physical activity!

Did you know you can burn up to 500 calories in one hour of bike riding?

May 12 – 16 is Bike to Work Week and May 16 is Bike to Work day.

Visit http://www.bikeleague.org/programs/bikemonth/pdf/50_things_for_bike_month.pdf for 50 different activities you can do to participate in National Bike Month.

May Discussion Question

How will the impact of proposed health reform legislation effect existing and future proposals regarding obesity, physical activity and nutrition? Should obesity and its associated co-morbidities be moved up as a national priority? What industries could be counted on and tapped into to make this a national issue?

Look for our E-Newsletter in June to see if your response was selected and to see what your colleagues think about this issue.

In the News

Nutritional changes to WIC program will allow low-income mothers to buy fruits and vegetables
<http://www.latimes.com/features/health/la-he-eat28apr28,0,4869233.story>

Active Living In Diverse And Disadvantaged Communities
<http://www.medicalnewstoday.com/articles/102809.php>

Comprehensive, School-Based Intervention Reduced Obesity Incidence Among Children, Study Finds
<http://www.rwjf.org/programareas/features/digest.jsp?c=EMC-ND138&pid=1138&id=7574>

U.S. Communities Increasingly Creating Large, Urban Parks
<http://www.rwjf.org/programareas/features/digest.jsp?c=EMC-ND138&pid=1138&id=7622>

Work underway for 2010 dietary guidelines
<http://www.foodnavigator-usa.com/news/printNewsBis.asp?id=84646>

Upcoming Events

Central Valley

CVHNC Regional Meeting
Nutrition and Physical Activity in Action!
Thursday, May 29 , 2008
9:00 a.m. - 3:00 p.m.
Merced County Office of Education
632 W. 13th Street - Clark/Newbold Room
Merced

Register online at <https://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=2757>
For more information, contact Yolanda Murillo or Nichole Mosqueda at (559) 456-7285

Los Angeles County

Los Angeles Neighborhood Initiative Community Forum

Thursday, May 15, 2008

8:00 am – 2:30 pm

USC Davidson Conference Center

3415 South Figueroa Street

Los Angeles, CA 90089

Register online at www.lani.org or contact the Los Angeles Neighborhood Initiative at (213) 627-1322 x20 or by email at monica@lani.org.

Monterey County

“Art of Facilitation”

June 2-3, 2008

8:30 am – 4:30 pm

Monterey County Health Department

Salinas

To register: http://socialmarketingnutrition.ucdavis.edu/training/training_sched.php

For more information, contact Jennifer Culp at jbculp@ucdavis.edu

Salinas Call to Action Summit

Thursday, May 22, 2008

9:00 am – 1:00 pm

Sherwood Hall

940 N. Main Street

Salinas

For more information, contact Cheryl Ellemberg at (831) 755-4514 or by email at EllembergC@co.monterey.ca.us

Roots of Change Central Coast Community Meeting

Friday, May 9, 2008

1:00 pm- 3:00 pm

Pajaro Valley Community Health Trust

85 Nielson Street

Watsonville

For more information, contact Daniel Kramer at Daniel@ROCFund.org
or by phone at (415) 391-0545 x10

Riverside County

Tools, Tips, and Tricks of the Trade: Implementing California's Nutrition Standards (SB 12 and SB 965)

Wednesday, May 21, 2008

9:00 am – 1:30 pm

El Monte School District

3246 Meeker Avenue

El Monte

To register for this event visit: http://www.caldiabetes.org/event_details.cfm?eventsID=412

Harvest of the Month - Strawberries

Did you know?

On average, there are 200 tiny seeds on every strawberry.

Strawberries as we know them today were developed through accidental hybridization in the early 18th century.

A Harvard study showed that strawberries may help reduce the risk of having elevated inflammation in blood vessels

For more information visit www.harvestofthemonth.com

Visit www.calstrawberry.com for nutrition information, educational resources and recipes.

Visit <http://www.fruitsandveggiesmatter.gov/benefits/index.html> for more information on the benefits of eating fruits and vegetables in a variety of colors.