



OBESITY PREVENTION NEWS

DECEMBER 2011 E-NEWSLETTER

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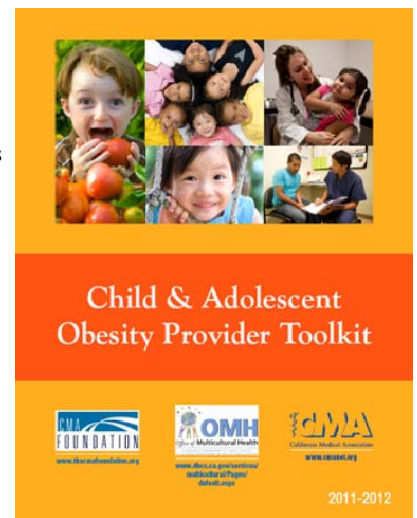
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2011-2012 Child & Adolescent Obesity Provider Toolkit Now Available!

The **2011-2012 Child & Adolescent Obesity Provider Toolkit** is now available. The California Medical Association (CMA) Foundation convened an expert panel of physicians and other health care providers to update the clinical components and guidelines in this toolkit and added new resources addressing culturally competent care, multicultural communications and stronger patient education materials. The toolkit also addresses the link between clinical prevention and community advocacy, offering health care providers the opportunity to become one of the Foundation's Advocacy Champions and update on billing and coding procedures.

The toolkit is made possible by the generous support of the California Department of Public Health and Department of Health Care Services, Office of Multicultural Health and the U.S. Department of Health and Human Services, Office of Minority Health, State Partnership Grant Program (Grant No. STTMP051006-01-00).



To access the Child & Adolescent Obesity Provider Toolkit, please visit the Obesity Prevention Project website at: <http://www.thecmafoundation.org/projects/obesityProject.aspx>. For more information, please contact cmf@thecmafoundation.org or 916.779.6620.

Champions for Health — Slide Presentations Now Available on the Web

It is well known that in order to improve the lives of individuals and our local communities, we must engage with and communicate with our patients in new ways. The mechanics of *how* to do this, however, is a road that for many healthcare providers is still unpaired.



At the **CMA Foundation's Champions for Health Summit** held in Sacramento on Friday, November 4, 100 participants heard stories and learned key skills in making meaningful changes to transform the delivery of care, the health of patients and develop stronger communities.

Key training areas included:

- Traditional media training (print, radio, tv)
- Social media
- Building community partnerships
- Multicultural communications
- Health coaching

To access slides of the presentations, go to www.theCMAFoundation.org/projects/Champions.



Help us improve the health of California!
Click here to donate.





Harvest of the Month



Winter Squash

Squash Are An Excellent Source of:

- Vitamin A (butternut, hubbard, and pumpkin).
- Vitamin C (acorn, butternut, hubbard, and pumpkin).
- Fiber (acorn, butternut, and hubbard).
- Potassium (acorn and hubbard).
- Magnesium, thiamin, and vitamin B6 (acorn).
- Iron* (acorn).

Produce Tips:

- Choose squash that are firm, heavy for their size, and have dull skins (not shiny). Winter squash should be hard without cracks or soft spots.
- Store uncut winter squash in a dark, cool, dry place. They can keep up to three months.
- Once cut, squash can keep about one week when wrapped and refrigerated.

Healthy Serving Ideas:



Roast cubes of butternut squash seasoned with thyme and sage.



Blend roasted butternut squash cubes in a blender with just enough chicken broth to make a thick and creamy soup.



Bake acorn squash halves in about 1/4-inch of water at 400°F until tender (about one hour). Sauté one chopped apple, cinnamon, nutmeg, and a sprinkle of brown sugar until soft. Fill each half with the apple filling and bake for 10 minutes more.



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.cachampionsforchange.net.

Importance of Water

Cold weather tends to make us crave hot drinks like hot chocolate, but we should not forget the importance of getting the right amount of water every day. Eight glasses of water per day is enough to replenish the fluids we lose throughout the day.

Follow these tips to drink more water throughout your day:

- Carry water with you everywhere in a water bottle.
- Add lemons or limes to your water for added flavor.
- Eat water-rich foods like watermelons or tomatoes.



Check out ADA's [Hydrate Right](#) page for more information. Produced by American Dietetic Association (ADA). For more information, please visit the ADA at www.eatright.org.

Begin a Healthier Lifestyle Today

Ever promise yourself that you'll eat healthier beginning tomorrow? Don't say you will start after the New Year, make this holiday season the time you get active.

- Start exercising 30 minutes before breakfast to increase your metabolic rate.
- Eat more fiber-rich fruits and vegetables.
- Drink more water.
- Get plenty of rest.

For more information on how to lead a healthier lifestyle, consult a [registered dietitian](#) in your area or check out ADA's [Nutrition for Life](#) section.

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

Getting Kids to Eat More Fruits and Veggies

Kids may be excited to eat their macaroni and cheese or dessert, but it seems they would do just about anything to be excused from eating their fruits and vegetables. [USDA's MyPlate](#) recommends that half of your plate consists of fruits and vegetables. Parents everywhere are wondering, "How can I get my child to eat more fruits and vegetables?"

Follow these tips to get kids to eat right:

- *Don't skip breakfast.* Fix your children oatmeal or cereal with strawberries or bananas or low-fat yogurt mixed with blueberries.
- *Try heirloom fruits and vegetables.* If you get kids excited about rare and interesting varieties of fruits and vegetables, they will be more eager to try them. Take your children to a farmers market and have them pick out what they'd like to try.
- *Load up lunchtime.* If you pack a sandwich for your child's lunch, try loading it up with vegetables and cutting back on high-fat dressings.

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

Golden Elected to the AAP Nutrition Committee



Neville Golden, MD, the Marron and Mary Elizabeth Kendrick Professor in Pediatrics and chief of the division of adolescent medicine was recently elected to the American Academy of Pediatrics National Committee on Nutrition. This influential committee makes national policy recommendations on issues related to nutrition of infants, children, and adolescents. Past policy statements include recommendations dietary recommendations, bone health and calcium requirements, the pediatrician's role in prevention of childhood obesity, and new cholesterol screenings and treatment recommendations.

Dr. Golden's clinical focuses are Adolescent Medicine, Eating Disorders and Bone Health. With Dr. Golden on the AAP nutrition committee, he can help further the discussion and collaboration between obesity prevention and eating disorder prevention among health care professionals.

'Cilantro to Stores' Brings Fresh Foods to Liquor Stores in Chula Vista, CA

The County of San Diego Healthy Works, in conjunction with several community partners, have joined with Chula Vista to unveil Cilantro to Stores – an initiative to bring fresh, healthy, locally-grown produce to neighborhood stores in the community.

Cilantro to Stores establishes a distribution system between local farmers and stores and provides assistance to store owners on food handling and storage. New displays have been added to each of the four participating merchants that will allow them to stock, display and sell fresh fruits and vegetables.

The four markets chosen to participate are in key areas in need of access to fresh produce and are in proximity to schools – a key partner in the battle against obesity.

It's part of a larger effort to reduce obesity, diabetes and other health problems in south San Diego County, which includes Chula Vista. Proponents hope it will be a model for other communities seeking creative ways to combat the national obesity epidemic.



CDSS Releases Guidance on the Elimination of the Fingerprint Requirements for all CalFresh Households

As a result of AB 6 (Fuentes), recently signed by Governor Brown, the California Department of Social Services (CDSS) has released an All County Letter (ACL) providing county guidance regarding the immediate elimination of the fingerprint and photo requirement for all CalFresh households starting on **January 1st, 2012**.

This is a great step forward in improving client access to CalFresh! Advocates from across the state have worked diligently for the last 10 years to make this improvement possible. We are excited to start working on supporting community efforts to effectively communicate this change.



As described in the ACL, the elimination of the fingerprint requirement applies to all CalFresh households, including those households receiving cash aid (e.g. CalWORKs benefits). While the fingerprint requirement remains for CalWORKs, CDSS did a great job emphasizing that CalFresh benefits shall not be denied or delayed due to a lack of a fingerprint or photo required through any other program.

Take a look at guidance offered in the ACL. [link](#).

Questions? Contact Alexis at 510.433.1122 x111 or alexis@cfpa.net.



Promoting a Positive Body Image

Body image is how we feel about ourselves. Whatever size or weight, children can develop a positive or negative view of their bodies as early as preschool. As parents and role models, we need to play a pivotal role in promoting a positive body image for children.

Here are 5 ways you can help children promote a positive body image:

- *Check out your own body image issues.* If you talk about your latest diet, your child will absorb these messages and begin to worry they should be dieting.
- *Focus on health rather than weight.* Focus on nutrition and fun physical activities instead of weight. Children shouldn't be counting calories or restricting types of foods they eat.
- *Find physical activities that fit.* Find the perfect activity that your child enjoys. Some kids are natural athletes while others aren't. So work with your child to find what they enjoy most, which can build their confidence as well as their health.
- *Watch out for bullies.* Encourage your school to address the issue, and support nutrition and physical education that promotes health at every size. If you believe your child is being bullied, discuss your concerns directly with a school counselor or administrator.
- *Bust the myth of the perfect body.* Help your children understand that pictures of models in ads or actors on television or in movies have been retouched or manipulated to appear "perfect."

For information on how to promote a positive body image to children, consult a **registered dietitian** in your area and visit www.KidsEatRight.org. Produced by American Dietetic Association (ADA). For more information, please visit the ADA at www.eatright.org.

Announcements

Coming Soon: 2012 Cough/Cold Kits for Physician Offices



The AWARE Project is pleased to partner with Reckitt Benckiser in the distribution of cough/cold kits to physician offices. Each kit, to be provided to patients, contains educational cough and cold materials from AWARE and Reckitt Benckiser, as well as a packet of tissues, a "fever strip," and sample cough/cold products. Starting January 3, 2012, orders can be placed through the following link on the AWARE web-site: <http://www.aware.md/HealthCareProfessionals/CoughColdKits.aspx>

Contact: Vanessa Saetern at (916) 779-6631 or vsuertn@thecmafoundation.org.

JANUARY IS CERVICAL HEALTH AWARENESS MONTH: SHARE YOUR STORY

The CMA Foundation is part of the National Campaign Cervical Cancer Free-America. As part of our work during the upcoming Cervical Health Awareness Month in January, we will be showcasing individuals, families and groups of people that have been touched by Cervical Cancer. Our goal is to connect with our communities and highlight the real stories behind this disease. We want to empower and encourage the community to seek screening and prevention measures and join the fight against Cervical Cancer. If you, or someone you know, would like to share your story, please contact Leslie Barron, Cervical Cancer & HPV Project at lbarron@thecmafoundation.org or at 916.779.6630.

NEPO, OCMA and CalOptima Regional Extension Center (COREC) Presents An Update on HIT Implementation Information and Electronic Health Record (EHR) Vendors Fair

An open event for Solo/Small group physicians, primary care physicians and practitioners in Orange County to learn more get an update on Health Information Technology Implementation to meet Meaningful Use. EHR Vendors will also be available to showcase their products.

Wednesday, February 8, 2011

6:00 p.m. – 8:30 p.m.

*** Refreshments with heavy hors d'oeuvres will be provided.**

LOCATION: Orange County Medical Association (OCMA), 17322 Murphy Avenue, Irvine, CA 92614, 949-398-8100 x107

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

For more information, please contact Phoua Moua at pmoua@thecmafoundation.org or 916.779.6636.



WE ARE NOW ON FACEBOOK!

In an effort to expand the California Medical Association Foundation's communications, we would like to grow our online network, so we invite you and your organizations to do the following:

Visit "California Medical Association (CMA) Foundation" on Facebook and join our network by "liking" us ("like" has replaced the "become a fan" step for organization pages) and clicking on "Add to my Pages Favorites" located in the left sidebar. Then, suggest our page to other Facebook friends (click on "suggest to friends" in left hand corner) and share our information with them. <http://www.facebook.com/pages/California-Medical-Association-CMA-Foundation/29842923685526>

In the near future we will also have additional material on our social media properties (videos, and more). We would ask that you repost these items on your website and your social media properties.



Hot Opportunities



SAVE THE DATES



April 25, 2012

California Dialogue on Cancer (CDOC) Stakeholder Meeting

The California Endowment
Center for Healthy Communities
1000 N. Alameda Street
Los Angeles, CA 90012

Meeting Objectives

- Review the California cancer burden and CDOC's progress to date;
- Review the implementation plan for *California's Comprehensive Cancer Control Plan 2011-2015*;
- Convene CDOC implementation teams to report and share cancer plan implementation efforts

April 26, 2012

CA Colorectal Cancer Roundtable

The California Endowment
Center for Healthy Communities
1000 N. Alameda Street
Los Angeles, CA 90012

Meeting Objectives

- Establish strategic ways that organizations throughout the state can work together to reduce the burden of colorectal cancer;
- Establish regional plans to implement the colon cancer objectives of *California's Comprehensive Cancer Control Plan 2011-2015*
- <http://cacoloncancer.org/>

Green Places, Play Spaces, Income, and Race: How Parks and Recreation Can Support Physical Activity among Diverse and Underserved Populations

Interactive Web Forum

Wednesday, January 18

11:30 AM to 1:00 PM Pacific Standard Time

As Parks and playgrounds are important assets in promoting active living and overall health across broad segments of the population, yet not all communities have adequate access to such resources. Research shows that having a large number of parks nearby increases the likelihood of being physically active; and parks that include certain active recreation features such as trails, playgrounds and sport facilities may stimulate higher levels of park-based physical activity. But communities with higher poverty rates and communities with higher percentages of African Americans are significantly less likely to have parks and green spaces nearby. The research also suggests that parks and recreation may be more important in promoting physical activity among lower-income youth than among youth who come from more affluent neighborhoods. Therefore, it is critical that policy makers and advocates ensure that underserved communities have adequate access to parks and recreation resources.

Please join Public Health Institute's Dialogue4Health for an unprecedented Web Forum co-sponsored by Active Living Research, a national program of the Robert Wood Johnson Foundation. National leaders will summarize the science behind the role that parks and recreation play in supporting physical activity, share examples of park-based interventions designed to get people more active, and discuss why increasing access to parks and recreation resources is a matter of social justice.

Presenters:

Deborah Cohen, MD, MPH | Senior Natural Scientist | RAND Corporation

Robert Garcia | Founding Director and Counsel | The City Project

Andrew Mowen, PhD | Associate Professor and Professor-in-Charge of Honors Programs | Department of Recreation, Park and Tourism Management | The College of Health and Human Development | The Pennsylvania State University

REGISTER NOW! For more information, email Dialogue4Health@phi.org or call (510) 285-5690.

The Elynn Satter Institute Presents:

Preventing Child Overweight and Obesity—Raising Children to be Competent Eaters

No-cost Two-Part Webinar

This expert webinar is free of charge to all participants. One free CME credit provided to all participants upon request.

Child overweight can be prevented from birth with optimum, stage-related feeding based on Satter's division of responsibility with feeding. Child weight acceleration can be neutralized by correcting feeding problems and restoring optimum feeding. Optimum feeding raises children to be competent eaters: To enjoy eating, to have positive food acceptance and food regulation skills, and to participate happily in family meals.

This webinar targets ages Birth through Preteen and is two parts; one hour sessions each and takes place on the following dates:

January 12th Part 1 1:00 - 2:00 p.m. Central Standard Time

As a result of taking this workshop, the audience will:

- Understand the evidence-based principles of the Satter Eating Competence Model
- Consider how feeding in accordance with the Satter Feeding Dynamics Model (fdSatter) raises children to be competent eaters.

January 19th Part 2 1:00 - 2:00 p.m. Central Standard Time

- Understand the connection between eating competence and child obesity prevention.
- Learn to incorporate positive, practical obesity prevention strategies into routine education and practice.

Register at:

[http://](http://www2.gotomeeting.com/register/171134530)

www2.gotomeeting.com/register/171134530

Hot Opportunities



THE 2012 FRUIT TREE DISTRIBUTION

A collaborative effort of Inglewood Unified School District in partnership with TreePeople and the Social Justice Learning Institute



We'll be distributing

1,000 FRUIT TREES
1,000 FAMILIES

...in our community, while providing information on healthy eating, doing healthy food preparation demonstrations, & health screenings. Come get your hands dirty in the Empowerment Community Garden as we also prepare for its next planting season!

With a special welcome from
The Inglewood Unified School District
School Board



Sat. January 28th, 2012 • 10:00 - 4:00pm

MORNINGSIDE HIGH SCHOOL
10500 Yukon Ave Inglewood, CA 90303

For more information: Visit: <http://www.sjli-cp.org> • Email: dsteele@sjli-cp.org • Phone: (323) 952-3466



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