



Weekly News Update



Nutrition and physical activity news and resources brought to you by the *Network for a Healthy California- Central Valley Region*

June 4, 2007

Resources

PHI releases biannual newsletter

The Public Health Institute (PHI) has released the spring edition of their biannual newsletter- *Voices for a Healthy Future*. The theme of the newsletter is developing a workforce for the future of public health. Visit www.phi.org to view and download the newsletter.

42-page Quick Produce Tips available

The *Network for a Healthy California* has developed a 42-page document featuring quick tips for produce selection. The guide features shopper's tips, fun facts, serving ideas, vitamin content, season times and storage suggestions for a variety of fruits and vegetables. View and download this resource on the Central Valley Health and Nutrition Collaborative Web site at ucce.ucdavis.edu/files/filelibrary/742/37952.pdf.

Research

Study finds food and beverage companies target children with digital marketing

A report released on May 17, by Berkeley Media Studies Group and the Center for Digital Democracy found food and beverage companies are using the latest digital media technologies to promote their products to children and adolescents. The report, titled "Interactive Food & Beverage Marketing: Targeting Children and Youth in the Digital Age," documents how major food, soft drink and fast food brands are using new techniques-- including cell phones, instant messaging, video games, user-generated video, and three-dimensional virtual worlds-- to target children and adolescents. The report also reveals a range of new digital strategies marketers use for targeting multicultural youth, including African Americans and Latinos. Read the full report at www.digitalads.org/index.php.

Events

Last chance to register for the June 7 Live Life, Live Health At Work Sharing Forum

Don't forget to register for the Live Life, Live Health At Work Sharing Forum on Friday, June 8 at the Lamp Litter Inn in Visalia from 9 a.m. to 1 p.m. This year's theme of "Worksite Wellness" will provide companies who employ food stamp eligible employees with the tools needed to implement worksite wellness programs in their areas. Workshops will include: starting your own worksite wellness program, discussion groups with worksite nutrition tips, and physical activity with nutrition education demonstrations. This event is hosted by *The Network for a Healthy California- Central Valley Region* and Central Valley Health and Nutrition Collaborative (CVHNC). For more information call (559) 456-7125. Register online at ucce.ucdavis.edu/survey/survey.cfm?surveynumber=1943.

Healthy Parks, Healthy Communities program meeting

The Trust for Public Land's *Healthy Parks, Healthy Communities* program, is an initiative that seeks to build strong constituency for parks and open space among low income communities. The *Healthy Parks, Healthy Communities* program correlates health disparities to the lack of parks, playgrounds, community gardens and open space, and promotes public financing for parks and other physical activity settings. The *Healthy Parks, Healthy Communities* program conducts one-day training workshops to increase awareness of the health issues that impact low-income communities, examine park inequities in low-income neighborhoods, and introduce different forms of public financing to address these issues. A training will be held at the Visalia Holiday Inn on June 29, from 9:30 a.m. to 3:30 p.m. Call (323) 223-0441 x13 for more information and for a registration form.

To submit news, resources, event details and any other nutrition and physical activity information contact:

Jamie Gard
Phone: (559) 456-7134
Fax: (559) 456-7575
jkgard@ucdavis.edu

Visit us on the Web!



Central Valley Health & Nutrition Collaborative
ucanr.org/cvhncc

Network for a Healthy California- Central Valley Region
cefresno.ucdavis.edu



News

AHA's Start! program promotes walking at work

The Beacon Journal reported May 12, "We've all used the excuse: 'I don't have enough time to exercise.' More likely, though, it's a matter of not making the time. And that's where a new initiative by the American Heart Association plans to make a difference. Called Start!, the program is encouraging people to push themselves away from their desks and take a walk during their workday, in hopes of shrinking America's protruding waistline and knocking heart disease from its perch as the nation's No. 1 killer." Read the full article at www.ohio.com/mld/ohio/living/17216388.htm.

Vertical workstations help obese employees double energy consumption

MedPage Today reported May 16, "Walking while you work may be an effective way to lose weight and improve physical conditioning. A specially designed vertical workstation allowed 15 obese office personnel to work on a standard personal computer while walking on a treadmill. They more than doubled their energy consumption compared with the calories they burned while seated at a desk, said James A. Levine, M.D., and Jennifer M. Miller, of the Mayo Clinic. When seated at a desk the average energy the subjects expended was 72 kcal/hour versus 191 kcal/hour when walk-working at the vertical desk, they reported online in the *British Journal of Sports Medicine*." View the full article at www.medpagetoday.com/PrimaryCare/WeightManagement/dh/5663

Healthy eating program helps slim school kids

Reuters reported May 10, "The kids voted for their favorite vegetables, school cafeteria staff more accustomed to warming up frozen dishes learned how to slice fresh fruit and restaurants changed their menus. And the experiment worked. A program that pulled a whole town into helping its children eat better and exercise more helped stop the kids from gaining too much weight, U.S. researchers reported. The children of Somerville, Massachusetts gained, on average, just less than a pound (half a kg) less than children who did not take part in the program, the researchers at Tufts University's school of nutrition in Boston found." Read the full article at www.reuters.com/article/healthNews/idUSN1030974620070510

Announcements

Variety of nutrition, physical activity and food security resources available online

The Central Valley Health and Nutrition Collaborative (CVHNC) and the *Network for a Healthy California— Central Valley Region* has a variety of resources available on their Web site at cefresno.ucdavis.edu/Custom%5FProgram620/Resources.htm. Resource categories include: local food security, nutrition and health, nutrition education, MyPyramid resources, physical activity, obesity resources, parent resources, reports and research, anemia resources and more. These resources are continually being updated. To include a resource not already featured, contact **Jamie Gard** at jkgard@ucdavis.edu.

Recipes

The *Network for a Healthy California* Champions for Change Web site (www.cachampionsforchange.net) features a variety of easy, nutritious recipes for viewing and downloading. Click on the following photos to link to several of these online recipes:



[Veggie Bean Wrap](#)



[Peach Crisp](#)



[Tortilla Pizza](#)

Dates and Details

June 8	CVHNC Live Life, Live Health At Work Sharing Forum	Visalia
June 21	Network Steering Committee Fruit and Vegetable Promotion Action Team teleconference	
June 29	Healthy Parks, Healthy Communities program meeting	Visalia
July 12	Network for a Healthy California— Central Valley Region Children's Power Play! Campaign Steering Committee meeting	Fresno
July 27	CVHNC Training- Building Culturally Competent Community Partnerships	Fresno
August 9	CVHNC Training- Engaging Communities for Healthy Eating and Physical Activity	Fresno