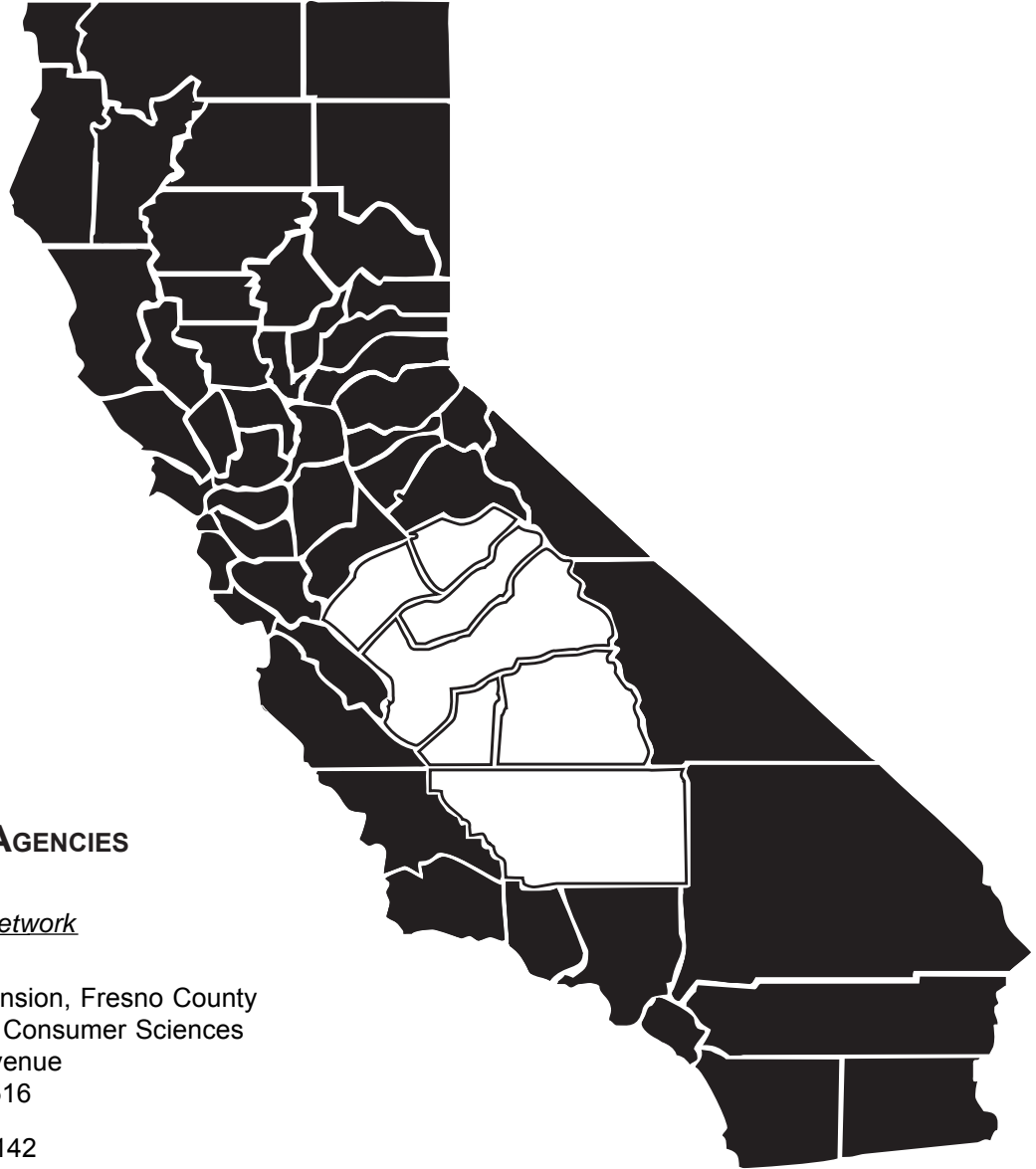


Central Valley Region

Fresno, Kern, Kings, Madera, Mariposa, Merced, and Tulare Counties



REGIONAL LEAD AGENCIES

California Nutrition Network

Patty Minami
UC Cooperative Extension, Fresno County
Nutrition, Family and Consumer Sciences
1720 South Maple Avenue
Fresno, CA 93702-4516

Phone: (559) 456-7142
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Email: plminami@ucdavis.edu

5 a Day-Power Play! Campaign

Stephanie Sharp
UC Cooperative Extension, Fresno County
1720 South Maple Avenue
Fresno, CA 93702

Phone: (559) 456-7275
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Latino 5 a Day Campaign

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CALIFORNIA STATE UNIVERSITY, FRESNO - CENTER FOR HEALTH & HUMAN SERVICES

LIA - College/University

<p>Debra Harris Assistant Professor 2325 E San Ramon Avenue M/S SR 136 Fresno, CA 93740-8031 Phone: (559) 278-2966 Fax: (559) 278-6360 Dharris@csufresno.edu</p>	<p>Local Share: \$267,714 State Share: \$133,857 First Funded: FFY 1999</p>	<p>Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. George P. Radanovich CA Sen. Charles Poochigian CA Assemblymember Steve Samuelian</p>
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Target Audience

- Ages: All Ages
- Ethnicities: Asian (10%); African American (8%); Latino (40%); Native American (1%); Pacific Islander (1%); Caucasian (40%)
- Language: Spanish, English

Settings

Community Centers; Schools; Community Organizations, University

Partners

4 partners from: Schools; Parks and Recreation; Colleges/Universities; County Social Services

Description

The Nutrition Network for Healthy, Active Families at California State University, Fresno is a faculty driven, research based program. Faculty represents the Departments of Kinesiology, Health Sciences, Food Science and Nutrition, Social Work and Nursing. Annually, faculty supervises the research of articles and other scholarly information in the areas of Nutrition, Physical Activity, and Food Security. This information is used to update the Nutrition and Physical Activity Curriculum, which is used to provide training/ education in a variety of venues.

These venues include classes taught through the above-mentioned departments. In addition to academic classes, targeted groups at CSU, Fresno include students in the Upward Bound Program, Educational Opportunity Program – Summer Bridge, Educational Opportunity Program – University One, and Women with Physical Disabilities. The community groups include Foster Parent Groups, Child Care Providers and Child Care Provider Applicants, Malaga Children and Families Project members, Stone Soup After School Program students and Fresno County Recreation Department After School Program students. This training is provided by faculty and supervised CSU, Fresno students.

Faculty offer professional consultation to *Nutrition Network* Local Incentive Awardees in the Central Valley region. Areas of expertise include needs assessment and program evaluation. They also work to influence community members and decision making individuals regarding the importance of nutrition and physical activity. This effort has been expanded to include a community empowerment/ development project in an ethnic community in Fresno County.

KERNVILLE UNION SCHOOL DISTRICT FAMILY RESOURCE CENTER

LIA - School/District

<p>Nancy Puckett Program Coordinator PO Box 2905 Lake Isabella, CA 93240-2905 Phone: (760) 379-2556 Fax: (760) 379-6345 napucke@zeus.kern.org</p>	<p>Local Share: \$310,329 State Share: \$155,165 First Funded: FFY 1999</p>	<p>Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. William M. Thomas CA Sen. Roy Ashburn CA Assemblymember Kevin McCarthy</p>
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Target Audience

- Ages: All Ages
- Ethnicities: Latino (6%); Native American (2%); Caucasian (91%); Asian/Pacific Isl/AA-Black (1%)
- Language: Spanish, English

Settings

Community Centers; Clinics; Schools; Grocery Stores; Restaurants

Partners

30 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Kern Valley Healthcare District; Community Action Partnership
Formerly Kern County Economic Opportunity Corp.

Description

The Kernville Union School District Family Resource Center "Start Healthy, Stay Healthy" Program acts as a community broker for nutrition education information and Food Stamp program referrals and information, and sponsors three large, community-based health fairs which offer a wealth of information, workshops and direct services emphasizing the importance of eating 5 fruits and vegetables per day and getting regular exercise for good health. In three local schools, nutrition education is provided in regular day and after school classrooms to children in preschool and grades kindergarten through eighth grade utilizing the Five A Day and Be Active program. Students create menus and cookbooks with age-appropriate recipes, learn the principles of healthy and safe kitchen techniques, and learn first hand the "farm to table" process by working in two school gardens. Within the community a series of cooking classes for seniors provides nutrition education geared to their medical and dietary needs. Low income and at risk case managed families with pregnant women and/or children aged 0 to 17 years old receive individualized in-home nutrition and budget training (UCCE curriculum) with information and referrals to the U.S. Department of Agriculture's Food Stamp Program and Women's, Infants, & Children (WIC) program. Media advocacy is provided through monthly Kern River Valley Collaborative meetings, newsletters, "Start Healthy, Stay Healthy" newspaper columns, and a Kernville Union School District web page (kernvilleusd.org/cfs) with links to other agencies and those within our community. KUSD Board Policy regarding nutrition and physical activity is being revised and rewritten to improve the nutrition and physical health needs of students and staff. Staff attend Social Marketing and other CNN sponsored trainings and conferences.

KERN COUNTY DEPARTMENT OF PUBLIC HEALTH*LIA - Local Health Department*

Dr. Cosmas George, MD, MPH Project Director 1800 Mt. Vernon Street, 1st Floor Bakersfield, CA 93306-4198 Phone: (661) 868-0388 Fax: (661) 868-0263 georgec@co.kern.ca.us	Local Share:	\$250,000	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Calvin Dooley CA Sen. Dean Florez CA Assemblymember Nicole M. Parra
	State Share:	\$125,000	
	First Funded:	FFY 1999	

Target Audience

- Ages: Grades 2-8; Young Adults; Adults; Seniors
- Ethnicities: Asian (3%); African American (25%); Latino (55%); Pacific Islander (3%); Caucasian (17%)
- Language: Spanish, Vietnamese, Tagalog, Korean, English

Settings

Community Centers; Schools; Faith Organizations

Partners

Schools; School Food Service; Local Health Departments; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services

Description

The Kern County Department of Public Health Nutrition Program activities include:

- Working to increase the number of eligible schools participating in nutrition and physical activity presentations/workshops that emphasize and reinforce the *5 a Day* campaign messages.
- Conducting interactive workshops that address childhood obesity, working with school cafeterias to offer salad bars, and encouraging parents to serve nutritious foods to kids at home and involve them during grocery shopping in order to cultivate healthy food choice habits.
- Reinforcing messages that highlight bad food choices, food advertising, nutrition labels and choices at fast food restaurants.
- Participating at health fairs and distributing materials promoting nutrition and physical activity.
- Effectively using media outlets, TV, radio, print and news releases during observances to increase awareness on the health benefits of good nutrition, physical activity, and healthy weight maintenance.
- Updating the Bakersfield City School District Food Services web page (<http://food.bcsd.com>) linked to the Kern County Dept. of Public Health site (<http://www.co.kern.ca.us/health>) and other *5 a Day*/National Nutrition programs.
- Supporting and sponsoring the New Spirit Women's Group "Sisters Gett'n Fit" program and the "Search Your Heart" program under the Faith Based Health Initiative to eliminate ethnic health disparities in the African American and Hispanic communities by emphasizing and reinforcing the *5 a Day* campaign and physical activity messages.
- Helping to promote the food stamp program.

GREENFIELD UNION SCHOOL DISTRICT*LIA - School/District*

Heather West Greenfield Family Resource Center 1625 Fairview Road Bakersfield, CA 93307 Phone: (661) 837-3720 Fax: (661) 837-3723 westh@gfusd.k12.ca.us	Local Share: \$223,310 State Share: \$111,655 First Funded: FFY 2000	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. William M. Thomas CA Sen. Roy Ashburn CA Assemblymember Kevin McCarthy
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Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-6; Young Adults; Adults; Seniors
- Ethnicities: Asian (2.7%); African American (10.5%); Latino (66.3%); Native American (0.6%); Pacific Islander (0.1%); Caucasian (16.5%); No response (2.6%)
- Language: Spanish, English

Settings

Community Centers; Schools

Partners

20 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; University of California Cooperative Extensions; Local Departments of Social Services; Family Resource Center

Description

This program provides nutrition education to over 7,000 students in the school district with an emphasis on the *5 a Day* and “60 minutes of physical activity each day” messages. All students in grades K-6 learn about the Food Guide Pyramid and taste-test fruits and vegetables. In addition, second graders learn to make corn tortillas, fourth graders make PSAs on good nutrition and present them during morning announcements, and fifth graders make recipes for healthy snacks which are compiled in a recipe book. After School Program participants are involved in nutrition education and garden clubs. During the spring and summer, “Stretch your Dollar” classes and Walking Club activities are conducted. Also in the spring, the “Health and Safety” fair is held in conjunction with collaborative partners. At this fair, community members are encouraged to take the *5 a Day* pledge.

FRESNO UNIFIED SCHOOL DISTRICT*LIA - School/District*

Sharon Owyang Project Director 3132 East Fairmont Avenue, Bldg. 5 Fresno, CA 93726 Phone: (559) 248-7175 Fax: (559) 227-5314 sgowyan@fresno.k12.ca.us	Local Share:	\$437,071	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. George P. Radanovich CA Sen. Charles Poochigian CA Assemblymember Steve Samuelian
	State Share:	\$218,536	
	First Funded:	FFY 2001	

Target Audience

- Ages: Grades 6-12
- Ethnicities: Asian (16.4%); African American (11.5%); Latino (52.2%); Caucasian (18.4%); No info given (1.5%)
- Language: Spanish, Vietnamese, Hmong, Khmer, Armenian, English, Lao

Settings

Schools; District Health and District Parent Engagement Center

Partners

10 partners from: Schools; School Food Service; California Project LEAN; University of California Cooperative Extensions; National Organizations; Fresno County Office of Ed; Savemart; Rich Products

Description

Fresno Unified School District, the fourth largest school district in California, is a large, ethnically and linguistically diverse district. The district has established several community partnerships and utilizes Foods and Nutrition curriculum and the Project LEAN program to implement a comprehensive nutrition education program at six high schools and three middle schools with greater than 50% free and reduced lunch eligibility. The program is supporting students in the Foods and Nutrition classes to be trained in nutritional advocacy. Students participate in Nutritional Leadership training during the fall and spring semesters. Program activities are based on the social learning theory and designed to convey information, teach decision-making skills, change perceived social norms regarding nutrition and physical activity, and provide activities in a culturally relevant and participatory manner that supports healthy eating.

Partnering with Food Services results in an increase in student lunch participation with the addition of promoting breakfast during the school year. Nutrition Advocates continue to promote research-based nutrition lessons at the Parent Engagement Center with the priority to reinforce healthy eating and academic achievement. McLane High School and Fort Miller Middle School are participating in the School Health Index during this school year. The *Nutrition Network* Contract convenes quarterly Nutrition Advisory Meetings to promote nutritional health education among stakeholders to affect future policy changes.

FRESNO METRO MINISTRIES*Food Security Special Project***Edith Jessup**

Project Director
1055 North Van Ness, Suite H
Fresno, CA 93728

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edie@fresnometmin.org

Grant Amount: \$68,000

First Funded: FFY 2000

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Calvin Dooley
CA Sen. Dean Florez
CA Assemblymember Sarah L.
Reyes

Target Audience

- Ages: All Ages
- Ethnicities: Asian (20%); African American (10%); Latino (33%); Native American (2%); Pacific Islander (2%); Caucasian (30%); Arabic/Indian (3%)
- Language: Spanish, Vietnamese, Hmong, Khmer, Armenian, English, Arabic, Russian, Hindu, Over 100 languages spoken in Fresno

Settings

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Faith Organizations; Community Gardens; Agriculture

Description

This fourth-year food security project provides community organizing, advocacy, and leadership activities in Fresno County aimed at promoting policy changes and actions to improve short-term and long-term access of low-income residents to the food and nutrition they need in the region.

Specifically, the project has established a Food Stamp Advocacy Group comprised of at least ten community-based organizations (CBOs), representatives of key public agencies, and at least seven low-income cultural and ethnic groups to assure a successful transition from Food Stamp coupons to Electronic Benefit Transfer (EBT) in the spring and summer of 2004. In addition, a workshop for 35-50 farmers, farmers market representatives, and low-income consumers will be convened to explore increase opportunities for expanding the demand and availability of local produce at farmers markets and other venues in the community.

The project is also one of the sites for the Community Food Security Coalition's (CFSC) "Community Food System Assessment" project (also funded by the *California Nutrition Network*). Twenty low-income people from the community and up to ten college and/or high school students will be trained to use the assessment tool developed by CFSC in at least four languages in two City County Districts and two County Supervisor Districts.

The project will continue to hold monthly educational forums (11) and task group meetings (9) to educate the public and elected officials about such topics as the health effects of obesity, poor diet, lack of physical activity, and the development of legislative recommendations and proposals for state and federal enactment designed to reduce barriers to public food assistance program participation. The project will also seek to increase utilization of public school nutrition programs such as the School Breakfast, School Lunch, and after school program Snack Program, and Summer Food Program.

FRESNO COUNTY OFFICE OF EDUCATION

LIA - County Office of Education

<p>Linda Shelton, MS, RD Wellness and Nutrition Coordinator 1111 Van Ness Avenue Fresno, CA 93721-2000 Phone: (559) 497-3866 Fax: (559) 497-3704 lshelton@fcoe.k12.ca.us</p>	<p>Local Share: \$903,782 State Share: \$451,891 First Funded: FFY 1999</p>	<p>Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Calvin Dooley CA Sen. Dean Florez CA Assemblymember Sarah L. Reyes</p>
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Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12
- Ethnicities: Asian (9.24%); African American (5.09%); Latino (58.9%); Caucasian (25.04%); no info given (1.7%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Settings

Schools

Partners

13 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; National Organizations; Diabetes Resource Network, A Fresno Collaborative

Description

This program works in several school districts to promote a healthy school environment through student-led activities that expand nutrition knowledge and the importance of daily physical activity. Participating districts include Caruthers, Central, Sanger, and Selma Unified School Districts. Specific activities include implementation of the School Health Index, training of lead facilitators in leadership activities, formation and implementation of Nutrition Advisory Councils, development and implementation of nutrition education programs (such as Harvest of the Month), staff training in SPARK activities, and promotion of the National Walk to School Day in October. Finally, the program is working to increase community partnerships and collaborative efforts in order to expand nutrition education and physical activity promotion throughout Fresno County.

FRESNO COUNTY DEPARTMENT OF COMMUNITY HEALTH
*CHDP Nutrition Project***Kathleen Grassi, RD, MPH**

PO Box 11867

Fresno, CA 93775

Phone: (559) 445-3276

Fax: (559) 445-3360

kgrassi@co.fresno.ca.us

Grant Amount: \$100,000**Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Calvin Dooley

CA Sen. Dean Florez

CA Assemblymember Sarah L.
Reyes**Target Audience**

- Ages: Adults
- Ethnicities: Latino (90%)
- Language: Spanish, English

Settings

Provider offices and Health Department offices

Partners

4 partners from: Local Health Departments; California Project LEAN; University of California Cooperative Extensions; CPSP and CHDP providers

Description

A Public Health Nutritionist will determine via a survey the training and educational material needs of providers who serve low-income families with young children, such as CPSP, CHDP, and public health nursing staff of the local Health Department. Survey results will be used to develop an inservice and, if necessary, consumer tools that will assist providers to incorporate nutrition and physical activity recommendations into their health education services.

FRESNO COUNTY DEPARTMENT OF COMMUNITY HEALTH

LIA - Local Health Department

<p>Gwendolyn Bibb Division Manager PO Box 11867 Fresno, CA 93775 Phone: (559) 445-3276 Fax: (559) 445-3360 gbibb@co.fresno.ca.us</p>	<p>Local Share: \$454,825 State Share: \$227,413 First Funded: FFY 2002</p>	<p>Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Calvin Dooley CA Sen. Dean Florez CA Assemblymember Sarah L. Reyes</p>
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Target Audience

- Ages: Adults
- Ethnicities: Latino (95%); Caucasian (5%)
- Language: Spanish, English

Settings

Community Centers

Partners

7 partners from: Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; National Organizations; California Health Collaborative; Central Valley Women's Health Partnership

Description

This program aims to recruit and train Compañeras de Salud (Partners in Health) using a Promotora model. Once trained, the Compañeras de Salud assist in educating women about adopting nutrition and physical activity recommendations to reduce the risk for chronic disease. Additionally, the Compañeras de Salud assist with a community assessment to identify positive and negative influences to the adoption of nutrition and physical activity recommendations.

The program is also implementing Valley Women Care Clubs in two new locations. Valley Women Care Clubs are interactive, educational workshops on chronic disease risk reduction with an emphasis on healthy nutrition choices, increasing physical activity and regular health screenings. Clubs run monthly for eight months and are held in rural and urban communities.

Finally, the program is planning a media campaign to increase awareness about the importance and benefits of adopting recommended nutrition and physical activity practices related to chronic disease risk reduction.

FARMERSVILLE UNIFIED SCHOOL DISTRICT*LIA - School/District*

<p>Lucia Vazquez Project Director 586 South Farmersville Blvd. Farmersville, CA 93223</p> <p>Phone: (559) 594-4567 Fax: (559) 733-7587</p> <p>tialuz@postoffice.igalaxy.net</p>	<p>Local Share: \$98,000</p> <p>State Share: \$49,000</p> <p>First Funded: FFY 1999</p>	<p>Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Devin Nunes CA Sen. Roy Ashburn CA Assemblymember Bill Maze</p>
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Target Audience

- Ages: Grades 1-12; Adults
- Ethnicities: Latino (83%); Caucasian (13%)
- Language: Spanish, English, Mixteco

Settings

Schools

Partners

Schools; School Food Service; Local Health Departments; University of California Cooperative Extensions; Healthy Start; Central Valley Health and Nutrition Collaborative

Description

The following brief points summarize the project activities throughout Farmersville Unified School District.

- Training of High School student advocates is conducted through a series of events which include leadership and teambuilding skills needed for advocacy work, games, food experiences and lessons in preparation for nutrition education, and physical activity promotion events.
- Working to increase and support nutrition education at all district sites.
- Continuing partnerships with teachers and/or student groups to incorporate activities which promote nutrition education and/or physical activity.
- Implementing measures to enhance and sustain ongoing nutrition education, promotion of healthy eating, and increasing physical activity among students, district staff and the Farmersville community.
- Participation in community, county or state meetings, collaboratives and trainings pertaining to Healthy Start, Local Migrant Ed, leadership, and other community based efforts which serve the Farmersville community. Networking to incorporate nutrition issues into their efforts.

CENTRAL VALLEY HEALTH NETWORK

Non-Profit Demonstration Project

<p>Cynthia Peshek, MA, RD Nutrition Program Coordinator 1107 9th Street Suite 810 Sacramento, CA 95814-3600</p> <p>Phone: (916) 552-2846 Fax: (916) 444-2424</p> <p>cpeshek@cvhnclinics.org</p>	<p>Local Share: \$2,066,417</p> <p>State Share: \$1,138,083</p> <p>First Funded: FFY 2003</p>	<p>Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Robert T. Matsui CA Sen. Deborah V. Ortiz CA Assemblymember Darrell S. Steinberg</p>
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Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: Asian (2.4%); African American (2.2%); Latino (71.8%); Native American (0.2%); Pacific Islander (2.4%); Caucasian (21%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Khmer, Mandarin, English, Punjabi

Settings

Clinics; Outreach locations

Partners

Schools; Local Health Departments; Colleges/Universities; Local Departments of Social Services

Description

The Central Valley Health Network (CVHN) is providing umbrella management and administration for twelve of its member community health centers as part of the Network's first use of nonprofits as Local Incentive Awardees (LIA) in a two-year demonstration project. Clearly, participating community health centers are providing nutrition education to many Medi-Cal, Healthy Families, and medically indigent patients as part of their health care, dental care, and disease prevention service packages.

The Central Valley Health Network (CVHN) and its twelve member community health centers, are providing general nutrition education and food stamp promotion to Medi-Cal, Healthy Families, and medically indigent patients receiving medical, dental and other support services, as well as such activities at other community venues such as health fairs and schools. The project will perform an in-depth survey their current curriculum, methods, and materials and upgrade their capacity to provide high quality nutrition education. The demonstration project will also be carefully evaluated with a focus on the capacity of community health centers to provide effective, results-oriented nutrition education, to show positive change in the dietary behaviors of participants, and the ability of community health centers to partner and collaborate with public sector LIAs, locally and regionally.

KINGS COUNTY DEPARTMENT OF PUBLIC HEALTH

LIA - Local Health Department

<p>Michelle Bieber Project Representative 330 Campus Drive Hanford, CA 93230 Phone: (559) 582-2795 x2586 Fax: (559) 582-8388 mbieber@co.kings.ca.us</p>	<p>Local Share: \$65,302 State Share: \$32,651 First Funded: FFY 2003</p>	<p>Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Calvin Dooley CA Sen. Dean Florez CA Assemblymember Nicole M. Parra</p>
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Target Audience

- Ages: PreKindergarten; Young Adults; Adults
- Ethnicities: Latino (65%); Caucasian (35%)
- Language: Spanish, English

Settings

Family Resource Center

Partners

1 partner from: Family Resource Centers

Description

The Kings County Department of Public Health *Nutrition Network* Program is working to create the Kings County Nutrition Task Force, a group of community members who are interested in improving the health of the community by promoting good nutritional habits and getting sufficient physical activity. The roles of the Task Force include serving as a steering committee for the implementation of nutrition and physical activity promotion activities and as a network for sharing information and fostering complimentary efforts.

This program is also working closely with the Family Resource Centers (FRC) in Hanford to integrate activities directed at increasing fruit and vegetable consumption and physical activity promotion within existing activities. The FRCs are funded by the local First Five Commission. They serve as information “hubs” for the community and house ESL, migrant health, school readiness, and parenting programs.

**UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, FRESNO COUNTY -
NUTRITION, FAMILY AND CONSUMER SCIENCES**

California Nutrition Network Regional Lead Agency

Patty Minami

1720 S. Maple
Fresno, CA 93702-4516

Phone: (559) 456-7142

Fax: (559) 456-7575

plminami@ucdavis.edu

Grant Amount: \$217,700

First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Calvin Dooley

CA Sen. Dean Florez

CA Assemblymember Sarah L.
Reyes

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Latino (100%)
- Language: Spanish, English

Settings

Clinics; Schools; Grocery Stores; Farmers' Markets

Partners

38 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Media; Food Banks; Retailers

Description

UC Cooperative Extension is working with the Central Valley Health & Nutrition Collaborative in developing a "healthy shopping" social marketing campaign. The collaborative serves as the steering body, providing guidance to the many member agencies that serve as implementation channels and carry out evaluation efforts. Activities include surveying the shopping habits of the target audience, reviewing survey results and identifying specific campaign tactics, channels, and materials.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, FRESNO COUNTY*Latino 5 a Day Campaign Regional Lead Agency***Eustolia Ruiz**

Project Coordinator
1720 South Maple Avenue
Fresno, CA 93702

Phone: (559) 456-7551
Fax: (559) 456-7575

ruiz@ucdavis.edu

Grant Amount: \$110,000

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Calvin Dooley
CA Sen. Dean Florez
CA Assemblymember Sarah L.
Reyes

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Latino
- Language: Spanish, English

Settings

Clinics; Grocery Stores; Farmers' Markets; Festival; Community Based Org; Direct Health Service Providers

Partners

35 partners from: Local Health Departments; University of California Cooperative Extensions; Local Departments of Social Services

Description

UC Cooperative Extension, Fresno County serves as the Regional Lead Agency for the *Latino 5 a Day Campaign* in the Central Valley. Throughout 2004, the region will work with the target community and public/private partners to reach Spanish-language dominant and English-speaking Latino adults, aged 18-54 years, with *5 a Day* and physical activity information and opportunities for action. The region is funded currently to coordinate a community coalition and oversee implementation of the Campaign's components, which include interventions conducted at large Latino festivals, farmers'/flea markets, supermarkets and neighborhood grocery stores, direct health service provider organizations, and community clinics. These regional activities, which reach nearly 240,676 Latinos annually, are reinforced with bilingual television, radio, and outdoor advertisements and public relations activities.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, FRESNO COUNTY*5 a Day-Power Play! Campaign Regional Lead Agency***Stephanie Sharp**

Project Coordinator
1720 South Maple
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sisharp@ucdavis.edu

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Calvin Dooley
CA Sen. Dean Florez
CA Assemblymember Sarah L.
Reyes

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

Schools; Grocery Stores; Farmers' Markets; Restaurants; Community Youth Orgs; Media

Partners

513 partners from: Schools; School Food Service; University of California Cooperative Extensions; Community Youth Organizations/Afterschool Programs; Farmers' Markets; Grocery Stores; Restaurants

Description

University of California Cooperative Extension, Fresno County acts as the Central Valley Region lead agency for the *California Children's 5 a Day—Power Play! Campaign*. During 2004, the region will reach 9- to 11-year-old children with the *5 a Day* and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations and adult intermediaries with direct access to 9- to 11-year-old children and their parents; provide materials, training and technical assistance to participating organizations; work with partners to institute community- and organizational-level policy, systems, and environmental changes; conduct media and public relations outreach targeting children, parents, adult intermediaries, opinion leaders, and policymakers; enhance connections among participating organizations; and facilitate a regional *5 a Day—Power Play!* Steering Committee. In addition, the lead agency will coordinate with other CPNS-funded projects in the region, including participating in the regional *Network* collaborative. Through these activities, the lead agency will ensure that the Campaign achieves at least 97,000 impressions with the region's 48,421 low-income 9- to 11-year-old children. The Central Valley Region includes Fresno, Kern, Kings, Madera, Mariposa, Merced, and Tulare Counties.

TULARE COUNTY OFFICE OF EDUCATION, SCHOOL HEALTH PROGRAMS

LIA - County Office of Education

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Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (5%); African American (1.5%); Latino (58.3%); Native American (0.6%); Pacific Islander (0.3%); Caucasian (34.3%)
- Language: Spanish, English

Settings

Schools

Partners

Schools; School Food Service; Local Health Departments; Parks and Recreation; Colleges/Universities; University of California Cooperative Extensions

Description

The Tulare County Office of Education School Health Programs works with Exeter Union Elementary School District, Lindsay Unified School District, and Pixley Union School District to increase the consumption of 5 servings of fruits and vegetables per day and to promote an increase in physical activity to 30-60 minutes per day for adults and children. This program reaches approximately 6,000 kindergarten through 12th grade students living in rural communities in Tulare County. Specific program activities include: implementing the School Health Index, providing nutrition education and physical activity promotion to students, developing strategies to incorporate healthy foods into the districts (such as school meal programs, salad/fresh fruit bars, farmers' market programs, and after-school programs), assessment and modification of nutrition policies to meet the nutritional needs of the school community, development and maintenance of a Tulare County nutrition and physical activity resource library, and collaboration with other organizations to meet the overall needs of Tulare County families.

TULARE COUNTY HEALTH AND HUMAN SERVICES AGENCY - WIC PROGRAM

LIA - Local Health Department

<p>Peggy Redfern, RD Supervising Public Health Nutritionist 115 E. Tulare Avenue Tulare, CA 93274</p> <p>Phone: (559) 685-2519 x242 Fax: (559) 685-2695 predfern@tularehhsa.org</p>	<p>Local Share: \$571,130</p> <p>State Share: \$285,565</p> <p>First Funded: FFY 2002</p>	<p>Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Devin Nunes CA Sen. Roy Ashburn CA Assemblymember Bill Maze</p>
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Target Audience

- Ages: All Ages
- Ethnicities: Asian (2.4%); African American (1.7%); Latino (81.7%); Native American (0.3%); Caucasian (13.3%)
- Language: Spanish, Hmong, English, Lahu, Mien, Chinese

Settings

Community Agencies and Organizations; WIC

Partners

6 partners from: Schools; Local Health Departments; FoodLink; Family Referral Education Empowerment collaborative

Description

The Tulare County Nutrition Collaborative (TCNC) funded partners work together to promote wellness and an increase in knowledge and awareness of nutrition and healthy lifestyles through a variety of activities and projects. The collaborative is comprised of four funded partners, but works closely with other agencies, including CSU Fresno, UC Cooperative Extension, the FREE Collaborative, and Tulare County Office of Education, to reach its goals. TCNC activities include developing training curriculum for nutrition education and physical activity promotion and conducting trainings throughout the county on the benefits of fruit and vegetable consumption and physical activity. One successfully developed tool is the Family Challenge "Tool Kit," a 10-week program that incorporates fruit and vegetable consumption and healthy lifestyle messages and provides suggestions and examples for families to enhance their well-being. This Tool Kit is being promoted through TV and radio, and is distributed in clinics, community-based organizations, local schools, and healthcare facilities.

CITY OF SELMA*Healthy Cities and Communities Special Project***Roseann Galvan**

Community Volunteer Coordinator
1710 Tucker Street
Selma, CA 93662

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Grant Amount: \$25,000

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Calvin Dooley
CA Sen. Dean Florez
CA Assemblymember Sarah L.
Reyes

Target Audience

- Ages: Grades 6-8; Adults
- Ethnicities: Asian (5%); Latino (70%); Caucasian (25%)
- Language: Spanish, English

Settings

Community Centers; Farmers' Markets

Partners

15 partners from: Schools; Local Health Departments; Parks and Recreation; University of California Cooperative Extensions; Community-Based Organizations; Local Business/Chamber of Commerce

Description

The City of Selma is conducting a program to increase the health of all residents through the following objectives:

1. Increase attendance in the farmers' market by at least 100 residents, and the skills of a minimum of 25 residents to use two strategies to cook healthier meals.
2. 150 youth in the Selma Summer Camp will consume at least five servings of fruits/vegetables each day for 8 weeks and engage in one hour of physical activity.
3. Present a policy recommendation, based on youth input, to the City Council or appropriate organization on strategies to improve healthy eating and physical activity among youth.
4. Hold a farmers' market at least once per month and continue to solicit additional farmers' market vendors. Establish a nutrition information booth at market, and hold cooking demonstrations for residents at the market. Solicit speakers for nutrition seminars from the public health/health community and conduct healthy cooking demonstrations. Distribute surveys to participants to measure skills related to cooking healthier.
5. Recruit summer youth camp participants and conduct camp activities, including nutrition and physical education speakers and exercises. Provide campers and parents with tips and information on how to continue healthy eating and physical activity during and after the camp. Administer pre and post assessment of nutritional knowledge/eating habits/ physical activity
6. Hold focus group with campers to identify policy recommendation to improve nutrition and physical activity for youth. Develop and present recommendations to city council or school board.

MERCED COUNTY OFFICE OF EDUCATION

LIA - County Office of Education

<p>Carol Lee Huffman 632 West 13th Street Merced, CA 95340</p> <p>Phone: (209) 381-5970 Fax: (209) 381-6765 chuffman@mcoe.org</p>	<p>Local Share: \$699,479</p> <p>State Share: \$349,740</p>	<p>Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Dennis Cardoza CA Sen. Jeffery Denham CA Assemblymember Barbara Matthews</p>
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Target Audience

- Ages: All Ages
- Ethnicities: Asian (9.1%); African American (9.1%); Latino (46.3%); Native American (0.8%); Pacific Islander (0.3%); Caucasian (33.9%); Filipino and others (0.5%)
- Language: Spanish, Vietnamese, Hmong, English, Arabic, Mien/Yao, Punjabi, Hindi, Portuguese, Urdu, ASL

Settings

Schools; Grocery Stores; Restaurants; Students' homes

Description

Merced County Nutrition and Fitness Network (MCNF Network) started its two-year contract activities on October 1st, 2003. MCNF Network team members were carefully selected to bring different expertise to this program and the team consists of a registered dietitian, a school nurse, a special education teacher, and administration and clerical assistance as needed. MCNF Network serves the special education department in Merced County Office of Education (MCOE), including 54 classrooms and some specialists providing services in school or in natural environments. The sub-contracts with Challenged and Children in Crisis reflect the emphasis to children with special needs.

The MCNF Network team visited every MCOE special education classroom to build a relationship with all the staff. This helped to understand better the many cognitive and functional levels of the special education students in the various programs.

A written needs survey of all the classroom teachers and the other programs was conducted. Based on the results, *Network*-approved resources were purchased and provided to the staff.

Training for all teachers was provided. These sessions were scheduled in collaboration with the program administrators, totaling 10 sessions. The cognitive levels and functional abilities present in the program fill the complete spectrum from infant to 12th grade academic level. The trainings are based on the Nutrition Competencies.

Another survey to be done in the third quarter will assess the effectiveness of the educational materials. The results of the two surveys will guide planning for the next contract year, regarding programming, expansion, and invitations to potential new partners.

MERCED COUNTY DEPARTMENT OF PUBLIC HEALTH*CHDP Nutrition Project***Mary Jo Rafferty, MSN**

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Merced, CA 95340

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Grant Amount: \$56,062

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Dennis Cardoza

CA Sen. Jeffery Denham

CA Assemblymember Barbara
Matthews

Target Audience

- Ages: Grades 1-6

Settings

Schools; Medical providers & community agencies

Partners

Schools; School Food Service; Local Health Departments; California Project LEAN; University of California Cooperative Extensions; National Organizations

Description

The Childhood Overweight Prevention Project will help to increase the awareness of childhood overweight prevention with health care providers in schools and in the surrounding community by providing In-services to the CHDP medical providers, will focus on prevention of overweight/obesity by providing educational materials and resources, encouraging BMI calculation, and encouraging referrals to the Food & Fitness 4 Families classes. The dietitian will visit the providers bi-annually to assess their needs for additional staff in-services.

School interventions include nutrition education and special events which focus on healthy eating and physical activity (such as National 5 A Day Week, National Nutrition Month, Fruit & Veggie Olympics, etc.). The project will also educate parents on how to promote healthy eating and physical activity at home by providing newsletters and speaking at parent club meetings.

This project will continue to promote healthy eating and physical activity in the community with the Food & Fitness 4 Families classes, attendance at community health fairs, speaking about childhood overweight prevention at different community events, and collaborating with community organizations such as the American Cancer Society and the American Heart Association.

MADERA UNIFIED SCHOOL DISTRICT*LIA - School/District*

Kathleen Gropp Project Coordinator 1902 Howard Road Madera, CA 93637 Phone: (559) 675-4500 Fax: (559) 675-4526 Gropp_K@madera.k12.ca.us	Local Share: \$452,877 State Share: \$226,438 First Funded: FFY 2002	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. George P. Radanovich CA Sen. Jeffery Denham CA Assemblymember Steve Samuelian
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Target Audience

- Ages: Grades 4, 5, 7-12; Young Adults; Adults
- Ethnicities: African American (5%); Latino (75%); Caucasian (20%)
- Language: Spanish, English

Settings

Schools; Community Events

Partners

5 partners from: School Food Service; Local Health Departments; University of California Cooperative Extensions; Tri agency diabetes project; Central Valley Collaborative

Description

Classroom nutrition instruction as follows:

- 4th graders at 14 elementary sites will receive at least 7 weekly lessons on nutrition using *5 a Day, Power Play!* materials and physical activity promotion
- 5th graders at 14 elementary sites will receive 2 booster lessons on nutrition and physical activity promotion
- 7th graders at 5 sites will receive 9 nutrition and physical activity promotion lessons utilizing the "Eat Fit" curriculum
- 7th and 8th graders attending an after school program at one middle school will receive 9 nutrition and physical activity lessons as part of a cooking class
- High school students will receive nutrition instruction after school and provide peer, adult, and cross age education at the high school, community events and feeder schools

Community activities will be conducted with community partners to promote an increase in fruit and vegetable consumption, an increase in physical activity, and an awareness of the Federal food stamp program and other food resources in Madera.

Participation will occur in regional collaborative activities to support social marketing activities.

MADERA COUNTY CHILDREN AND FAMILIES COMMISSION - FIRST 5

LIA - First 5 Children and Families Commission

<p>Chinayera Black Hardaman Project Representative 1930 Howard Road, Suite 128 Madera, CA 93637</p> <p>Phone: (559) 661-5155 Fax: (559) 675-4950 cblack2000@prodigy.net</p>	<p>Local Share: \$112,682</p> <p>State Share: \$56,340</p> <p>First Funded: FFY 2003</p>	<p>Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. George P. Radanovich CA Sen. Jeffery Denham CA Assemblymember Steve Samuelian</p>
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Target Audience

- Ages: PreKindergarten
- Ethnicities: African American (4%); Latino (65%); Caucasian (30%)
- Language: Spanish, English

Settings

Community Centers; Family Resource Center

Partners

Schools; Local Health Departments; Parks and Recreation; Local Departments of Social Services; Local Library; Local Road Department

Description

To increase awareness of the benefits of fruit/ vegetable consumption, physical activity, and promotion of the Food Stamp Program through nutrition education classes and distributing culturally appropriate nutrition education materials.

- 1) There will be four series of classes through the year. Each series will include four workshops/classes focused on:
 - Concepts around nutrition and physical activity promotion geared towards new mothers and young children and general information about the Food Stamp Program and enrollment.
 - Demonstration of great tasting healthy meals that incorporate fruits and vegetables. Emphasis will be placed on how to achieve healthy cooking and eating on limited budgets and strategies for getting young children excited about fruits and vegetables
 - Demonstration of strategies and benefits of parent physical activity that incorporates toddlers and young children. Fast and healthy snacks will be demonstrated and taste tested.

All classes are interactive and culturally appropriate.

- 2) Host an annual Nutrition and Physical Activity Extravaganza. This event will be open to the public but specifically marketed to parents and their young children. Relevant stakeholders will be recruited as partners to ensure a wide variety of relevant booths and activities emphasizing the benefits of eating *5 a Day* and being active every day. Food and physical activity demonstrations will also be offered.

LAMONT SCHOOL DISTRICT*LIA - School/District*

<p>Yolanda Romero Project Director 8201 Palm Avenue Lamont, CA 93241</p> <p>Phone: (661) 845-2724 x313 Fax: (661) 845-5114</p> <p>yoromer@zeus.kern.org</p>	<p>Local Share: \$238,710</p> <p>State Share: \$119,355</p> <p>First Funded: FFY 1999</p>	<p>Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Calvin Dooley CA Sen. Dean Florez CA Assemblymember Nicole M. Parra</p>
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Target Audience

- Ages: Grades 1-8; Adults
- Ethnicities: Latino (97%); Caucasian (3%)
- Language: Spanish, English

Settings

Community Centers; Schools; Farmers' Markets

Partners

Schools; School Food Service; Parks and Recreation; California Project LEAN; University of California Cooperative Extensions

Description

The goal of this project is to increase consumption of fruits and vegetables by increasing awareness of the *5 a Day* Nutrition Education Program within the Lamont School District community using posters in schools, school newsletters, community newspapers, and Radio Bilingue. The plan is to continue to maintain communication and collaboration with the South Valley Neighborhood Partnership, Clinica Sierra Vista, American Cancer Society, Kern County Network for Children, University Cooperative Extension-Kern County, Project LEAN Central Valley, *5 a Day*–Power Play! and SHAPE.

A Health Fair is held annually in the Fall with more than 300 people in attendance. A booth with Nutrition Education and *5 a Day* flyers is utilized to promote fruits, vegetables, and physical activity. Pedometers are distributed to adults to promote increased physical activity and good nutrition. In October, the Harvest Festival is set up to offer fun and entertainment to children as an alternative to Trick-or-Treating for Halloween. The Nutrition Program sets up a booth to give apples and goodie bags with a granola bar, a pen promoting the *5 a Day* message and a bookmark. During these combined activities more than 750 community members are reached. In addition, Nutrition classes are offered to the Migrant population, and the *5 a Day* message is promoted using Radio Bilingue and the Lamont Reporter.

Nutrition Education is also provided to all children in the After School Program using the curriculum from UC Cooperative Extension. There are 4 school sites with about 140 children at each site. Children are taught the food guide pyramid, food safety, how to prepare quick and healthy snacks, and how to read food labels. Physical activity is promoted by offering activities from the SPARK program and using fun games and structured PE. The After School Program starts in September 2003 and goes until June 2004, reaching a total of approximately 600 children.

VISALIA UNIFIED SCHOOL DISTRICT*LIA - School/District*

Neva Wright Project Coordinator PO Box 5004 Visalia, CA 93278-5004 Phone: (559) 730-7554 Fax: (559) 730-7576 nwright@visalia.k12.ca.us	Local Share: \$96,824 State Share: \$48,412 First Funded: FFY 2002	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Devin Nunes CA Sen. Roy Ashburn CA Assemblymember Bill Maze
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Target Audience

- Ages: Grades 4-6
- Ethnicities: Asian (5.3%); African American (2.6%); Latino (53.2%); Native American (1.2%); Pacific Islander (0.1%); Caucasian (37%); no info (0.6%)
- Language: Spanish, Vietnamese, Hmong, Tagalog, Khmer, English

Settings

Schools; Grocery Stores; Healthy Start

Partners

Schools; School Food Service; Local Health Departments; California Project LEAN; University of California Cooperative Extensions; Healthcare; National Organizations

Description

Visalia Unified School District is committed to integrating Health Education, Physical Education and Nutritional Services. Joint training on childhood obesity and diabetes is conducted and teams attend SHAPE training and nutrition related conferences. These programs jointly plan and implement a physical activity challenge, "Walk Through California" for fourth through sixth grade students, staff, and parents. Participants are encouraged to walk during recesses and breaks and earn miles for their classroom or group to reach six locations throughout California. Healthy incentive prizes supporting the promotion of physical activity and increased consumption of fruits and vegetables are provided as they reach new locations.

The Elementary Health and Physical Education teams also present a joint lesson on "Energy Balance", focusing on food choices and balancing physical activity. A portion of this lesson is conducted in the classroom during Health classes and another portion outdoors during PE classes.

The program also addresses ways to share health information with parents. At "Back to School Night" and "Open House" events, health information tables are set up to distribute information and answer questions. The Health team also makes nutrition related articles available to the school sites to include in their individual parent newsletters.

Classroom teachers and school staff are reached through the challenge to participate in "Walk Through California", nutrition and physical education promotion posters placed in the staff room, and 5 a Day incentive items with short notes focusing on one health issue.