



PA Around the Bay

BAY AREA REGION NUTRITION NETWORK



EAT FRUITS & VEGETABLES
AND BE ACTIVE

Winter, 2007/Issue 4

Physical Activity (PA) Around the Bay is a quarterly newsletter designed to help public health providers and community partners serving food stamp eligible clients integrate physical activity into nutrition programming. If you have questions or would like to share information about local resources, trainings or model programs, please contact your Regional Physical Activity Coordinator, Carmen Bogan, at carmenbo@pacbell.net. Together we can make our vision of a healthy, fit Bay Area a reality.

Governor's Council Challenges Schools to Healthy Competition



This month the Governor's Council on Physical Fitness and Sports will announce its Governor's Challenge Competition, challenging schools across the state to recommit themselves to their students' fitness and well-being.

Students are encouraged to "Eat a Rainbow of Colors," foods rich in phytonutrients, to be physically active. So what exactly is the challenge? Each participant is encouraged to be active 30 to 60 minutes a day for at least three days a week for four weeks (in addition to the physical activity they receive

in PE class.) The schools with the highest percentage of students completing the Governor's Challenge in each of California's 11 regions will be named winners. From here, one school in each region will receive \$1,000 for physical activity equipment and qualify to compete for the State grand prize, a brand new fitness center for their school.

To be the overall champion, a school must win the regional competition then demonstrate that out of all 11 regional winners it also has the strongest commitment to promoting healthy eating and activity. The California Nutrition Network is partnering with the Council to provide assistance on supporting nutrition in schools. Awards are made possible by the Blue Cross of California Foundation.

To participate in the Challenge, a school must have students sign up online and complete the Governor's Challenge by May 31, 2007. Teachers and students may learn more about the program, sign up and monitor their progress at www.CalGovCouncil.org. Additional information is also available at the Governor's Council at info@CalGovCouncil.org, call (310) 689-0841, or contact Carmen Bogan at carmenbo@pacbell.net.

Kaiser Permanente Play Promotes Healthy Eating, Exercise



Photograph By Juan Carlos Small

“The Best Me” is the latest addition to KP’s ongoing efforts to reverse the rising rate of childhood obesity and diabetes. The program is KP’s creative approach to working intensively with the community collaboratives in Richmond and West Modesto, areas that are each receiving \$1.5 million from KP to fight obesity and to promote physical activity. It’s the outcome of research that began more than a year ago, when physicians, health educators, nutritionists, parents and representatives from community agencies provided input

into the script.

Max plays video games all the time and withdraws from his friends because of the pain he feels from his parents’ split. Loaded up on sodas and junk food, Tino peters out when he tries out for the soccer team. Kayla’s dad doesn’t let her play outside because their new neighborhood isn’t safe. Dani eats pizza, candy and dessert, what she calls “cool food” for lunch.

You’ve met Max, Tino, Kayla and Dani. They are four characters in Kaiser Permanente’s (KP) new play, “The Best Me,” but they are also the personification of too many children anywhere in California.

The play is being tested on select audiences throughout Northern California to determine what changes, if any, are needed before its premier in February. So far, audiences are enthusiastic, and the message is getting through. Kaiser Permanente has been producing free educational theater since 1985. Besides “the Best Me” KP has produced “Zip’s great Day” “P.E.A.C.E. Signs,” “Secrets,” and “Nightmare on Puberty Street.” For more information about “The Best Me” or Kaiser Permanente Theater contact Mina Morita at mina.morita@kp.org.

Physical Activity Resource Directories Available Online

At long last, the Physical Activity Directories are available for all six Bay Area counties and are posted on the Bay Area Region Nutrition Network and Bay Area Nutrition and Physical Activity Collaborative web sites. The directories provide Local Incentive Agencies and community partners with an extensive listing of local resources to facilitate physical activity integration and nutrition and web referrals. They are designed for easy reference according to geographic location, type of activity, populations served and cost of services and are downloadable in whole or part for distribution to your community partners. For more information, visit www.BARNN.org. For questions contact Carmen Bogan at (510) 482-8827 ext. 2.

PARTNER PROFILE :

Hawes Elementary School All Stars Walk to Disneyland



Elton Torres, second grade champ

I can't believe I won! Elton Torres scurried to the front of the crowd to claim his prize for walking, running, stepping and hopping over 23,000 steps in ten days. Elton, the second grade champion, was among 120 children in Redwood City's Hawes Elementary School after school program who participated in the All Star Physical Activity Challenge. The All Star Challenge, was a joint project of Sequoia Hospital in Redwood City, the

Redwood City Unified School District, the Redwood City Parks and Recreation Department and the Bay Area Nutrition Network team.

At the beginning of the project, students were taught to use pedometers and with the use of Power Play nutrition materials, encouraged to eat more fruits and vegetables, be physically active and hydrate. Children logged their steps and monitored their healthy eating habits for a ten-day period during the two-hour after school program. The Challenge culminated in a day of celebration where all of the children, after-school staff and collaborative partners came together to enjoy a variety of fun and games and to recognize their individual and collective achievements. The top stepper, fourth grader Erandi Jimenez, logged over 39,000 steps, the equivalent of nearly about 20 miles. And together the All Stars walked 1,625,719 steps, about the distance to Disneyland and back!

For more information contact Marie Violet, Manager, Health and Wellness Services, Sequoia Hospital, at m violet@chw.edu, (650) 367-5995 or Carmen Bogan at carmenbo@pacbell.net, (510) 482-8827.

Bay Area Region Launches Be Active Worksite Campaign

The Bay Area Region Nutrition Network recently launched Be Active Worksite, the region's first work-based 5 a Day Campaign. The program is designed to empower low-income workers to eat the recommended amounts of fruits and vegetables per day and to be physically active. This program represents a further integration of 5 a Day across several channels: schools, grocery stores, community-based organizations, farmers' markets, retail outlets and others. At the onset of the program, a company receives an in-depth assessment to determine opportunities to create a work environment more conducive to promoting

healthy eating and physical activity. The program's coordinator, Suellen Haggerty, R. D., then teams with the company to determine steps for improvement. In addition, the program provides employees with 20 weeks of nutrition and physical activity programming on site. The ultimate goal--to realize a healthier Bay Area workforce, one employee at a time. For more information about the Be Active Worksite Program, or if you know if organizations that would benefit from these resources, please contact Suellen Haggerty at (408) 792-5133.

Got Funding? These Sources Might be Just the Ticket!

Need funding for physical activity integration? The following funding sources may provide the support your program needs to grow to the next level.

Athletics and Wellness Support Grants has a primary focus on assisting children and young adults 18 and under; concentrates on athletics or wellness. Deadline for applications: Rolling. http://www.finishline.com/store/corporate_info/youthfoundation.jsp

Kaiser Permanente Cares for Communities Program: Kaiser Permanente's mission is to make positive changes in the health of the communities it serves. KP Cares for Communities program allows KP to make donations to organizations that focus on reducing disparities in health care. <Http://www.healthinschools.org>.

NEW! Games for Health Competition <<http://www.gamesforhealth.org/competition/>>
Deadline for Applications: March 30, 2007

The Robert Wood Johnson Foundation has announced a nationwide contest to promote the development of computer and video games that improve people's health and help them get the care they need. The Games for Health Competition will award prizes totaling \$30,000 to entrants who develop game concepts or prototypes aimed at improving aspects of health and healthcare. Three prizes will be awarded -- one for a working prototype and two for storyboard/design.

Integrate Physical Activity into Nutrition Programming- Your Physical Activity Coordinator Can Help

Your Physical Activity Integration Team works throughout the State to ensure that physical activity is integrated into all Cancer Prevention and Nutrition Section nutrition education interventions and campaigns. While most of us have already been working hard to ensure that physical activity is included in nutrition education programming,

it's not always obvious how to accomplish that goal given our diverse communities. When in doubt, contact your Bay Area Region Physical Activity Coordinator, Carmen Bogan to arrange on-site technical assistance at carmenbo@pacbell.net, or by phone, (510) 482-8827.

Save the Date

2007 Bay Area Physical Activity Forum!

May 30, 2007

Samuel Merritt Health Education Center
400 Hawthorne Avenue, Oakland, California

Please join us for the second annual Physical Activity Forum to learn more about Bay Area physical activity resources. This year's event will feature speakers, experts in physical activity, workshops and a special performance by the Kaiser Permanente Educational Theater. For more information or reservations, contact Carmen Bogan at carmenbo@pacbell.net.

Fit Tip: Eat More Fruits and Vegetables and...SULUBITU?

By Dr. Richard Yonge

A friend recently came to me with a problem. "It's my wife" he said, "She wants me to improve my posture. She says I'm starting to walk like an old man. What can I do?" Since reaching retirement age he had started to sag and was also developing lower back pain. Well, he's not alone and it's not just retirees who have bad posture and back pains. This is something I see all the time even in young people in their teens and twenties who get plenty of exercise. They are fine in the gym but when they walk it is as though they are prematurely middle-aged.

What so many are suffering from is a consequence of our modern way of life; the disease of sitting too much. We spend almost all our time sitting down in what is fundamentally a semi-fetal position. We sit for hours on end in our cars, at our computers and watching TV. So it is no surprise that when we do stand up our bodies tend to remain slightly bent over. The result is we look older, we cannot breathe deeply or walk comfortably and our weight is not distributed in a mechanically efficient manner leading to lower back pain.

There are all sorts of solutions from expensive orthopedic chairs and stretching exercises, which are hard to get right, to trying to think of an imaginary string through the head or ways of lining up the hips and shoulders as you walk. I have noticed that most of these lead to frustration and no long-term improvement in posture. The most difficult thing is making the transition from sitting to standing. So I have developed a simple way to remind people what to do to ensure a good posture when they stand. It is the magic word or rather the acronym, SULUBITU. The letters stand for Stand Up – Look Up – Breathe In – Thumbs Up; a simple series of instructions that are easy to remember, require no equipment and yet have an amazing effect. It's like instant yoga.

Now whenever my friend sees his wife coming he just says "SULUBITU" to himself and checks that he is standing upright. By the way he's looking younger than ever and the back pains have improved. - For more information contact Dr. Yonge at (415) 673-4177.



**Comments, questions, or Contributions to PA Around the Bay
contact:**

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