



NuPAC



Orange County Nutrition & Physical Activity Collaborative September 2007 — August 2008 Year-End Report

VISION

People in Orange County communities value and access affordable, nutritious foods, engage in physical activity and celebrate healthy lifestyles.

MISSION

The mission of the Collaborative is to coordinate efforts and maximize resources to decrease childhood obesity in Orange County.

ORANGE COUNTY REGIONAL NETWORK (RN) WEBSITE

www.ochealthinfo.com/public/nutrition/nupac

MEETING DATES

November 8, 2007
February 7, 2008
May 1, 2008
August 14, 2008

Message from NuPAC Chair & Regional Network Support

Dear NuPAC partners,

The NuPAC Year-End Report helps highlight the collaborative's achievements and the progress made towards addressing childhood obesity in Orange County during the past year. Members contributed to the launching of the OC Obesity Prevention Plan, the Parents for Healthy Neighborhoods workshop, and a variety of nutrition and physical activity projects. NuPAC formally established an Advisory Board by linking with OC in Motion (OCiM), a coalition consisting of high level policymakers and community leaders, supported by the YMCA of Orange County. The membership meetings and List-Serv updates helped partners stay informed on obesity issues and coordinate efforts. The hard work and accomplishments of each individual NuPAC partner is commended and through coordination provided by NuPAC and others, our efforts will reach even more.

Thanks for a productive and successful year!

Dolores Barrett

Community Action Partnership of OC
Chairperson

Anna Luciano Acenas / Dawn Robinson

OC Health Care Agency
Network for a Healthy California –
Orange County Region

"Coming together is a beginning. Keeping together is progress. Working together is success." – Henry Ford

Release of OC Obesity Prevention Plan

Thanks to the efforts of many partners, the initial version of the OC Obesity Prevention Plan was released on May 29, 2008. Since the Governor's California Obesity Prevention Plan was launched in 2006, NuPAC members have dedicated time at membership and workgroup meetings to modify the plan for local use. The OC Plan focuses on seven sectors and highlights two areas for action in each sector. NuPAC's Policy Committee coordinated the development and release of the plan. NuPAC's Parents for Healthy Neighborhoods Workgroup has taken the lead for the *Families* sector, the Children and Weight Management Workgroup is heading the *Health Care Insurers and Providers* sector and OC in Motion, the NuPAC Advisory Board, is leading the *State and Local Government* sector. The School sector will be addressed in the future by The Healthy Orange County school coalition and the School Nutrition Education Committee. NuPAC will seek other partners to assist with the remaining three sectors and hopes to link with the Health Funders Partnership of Orange County and the California Department of Public Health to further refine and implement the plan.



NuPAC partners announce the release of the OC Obesity Prevention Plan at the May media event.

NuPAC's Goals

Learn more about NuPAC's objectives at Orange County's *Regional Network* website:

www.ochealthinfo.com/public/nutrition/nupac/nupac.htm

Goal 1: Ensure that institutions that affect children provide good nutrition and opportunities for physical activity.

Goal 2: Advocate for affordable, available and accessible education and intervention services for overweight children.

NuPAC Functional Committees

Policy

The Policy Committee was successful in compiling the initial version of the Orange County Obesity Prevention Plan and launching the report at a media event on May 29, 2008. The committee has gathered input from NuPAC workgroups and partners for over two years and was able to synthesize the information into a document that can serve as a road-map for future efforts. The plan will soon be available on the *Regional Network-NuPAC* website.



Bailey, an Australian Shepard, enjoyed the "Park in a Parking Lot" media event for the release of the OC Obesity Plan.

To highlight the need for additional space for physical activity, the media event used a "park in a parking lot" concept. Committee members transformed asphalt parking spaces into an active park and a recreational park. These parks were an effective backdrop for the partners presenting the plan to the public. Dolores Barrett, Policy Committee Chair, moderated the event. Kristen Thompson, YMCA of Orange County, represented Orange County in Motion and the *State and Local Government* sector, Alberto Gedissman, MD, PowerPlayMD-OC, represented the *Health Care* sector and Maridet Ibanez, County of Orange Health Care Agency, filled in on behalf of a local *Champions for Change* mom to highlight the *Families* sector. The committee is still looking for leaders for the *Employers, Food and Beverage Industry and Sports and Entertainment* sectors.



Dolores Barrett, Policy Chair, being filmed by ABC-7 at the release of the OC Obesity Prevention Plan media event.

Thanks go out to all NuPAC members who have contributed to this project with special recognition to the following members of the Policy Committee:

- Dolores Barrett – Community Action Partnership
- Amy Buch, Kelly Broberg and Raul Sobero – County of Orange Health Care Agency
- Kat Soltanmorad – Orange Unified School District

- Mohammed Forouzesh, Sarah Hoang – California State University, Long Beach
- Samar McGregor – PHFE WIC
- Barry Ross – St. Jude Medical Center

Two cities, Fullerton and La Habra, have developed their own versions of the obesity plan. If you know of another interested city or if you would like to join the Policy Committee, please contact Dolores Barrett (dbarrett@capoc.org).

Communications

NuPAC has continued to work to ensure good communication among members and with the community. The NuPAC ListServ reaches over 200 local partners and over the past year has shared over 20 updates containing information on funding opportunities, trainings, research and other obesity-related issues. A NuPAC Fact Sheet was created to provide basic information to partners and the media and will soon be available on the Regional Network website. NuPAC coordinated on press releases for several activities including the release of the OC Obesity Plan, the Governor's Challenge/Principal Challenge at Willard Intermediate and the Parent Workshop. The NuPAC logo was shared with partners as a way to show support for various programs and activities.

Contact your Communications Committee co-chairs for more information. Internal – Anna Luciano Acenas (aluciano@ochca.com) and External – Jackie Teichmann (jackie@mykidhealthy.org).

Research and Evaluation

The committee plus staff and students from California State University, Fullerton (CSUF) were able to bring expertise and manpower to evaluation activities. CSUF research assistants helped PowerPlayMD-OC evaluate program efforts by entering patient records into a medical database as well as a statistical database. CSUF also presented basic concepts regarding program evaluation to the PowerPlayMD-OC staff. Additional CDC funding was recently awarded to CSUF to support program evaluation for PowerPlayMD-OC and four other projects. The PowerPlayMD-OC program director, Dr. Gedissman, and CSUF will work together to further evaluate the program and disseminate findings. CSUF also supported the OC Health Care Agency's *Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX³)* project by assisting with neighborhood assessments and surveys related to grocery stores, fast food sites, outdoor advertising, walkability and other factors. A summary of the project was shared at a CSUF planning meeting.

For more information on committee activities, please contact Dr. Jie Weiss (jweiss@fullerton.edu).

NuPAC Network Support

School Nutrition Education Committee (SNEC)

The OC School Nutrition Education Committee (SNEC) is comprised of representatives from the OC school districts, *Regional Network*, *Power Play! Campaign* and the Dairy Council. This group's mission is to: Collaborate as a learning community to support nutrition education and physical activity that promote healthy schools throughout OC.

In the past year, the group re-evaluated its mission, established group norms, developed a committee flyer and established a learning community. SNEC worked on sharing resources and best practices related to school-based projects, teacher trainings, the *Harvest of the Month* program, parent education and involvement and supported the Kid Healthy – Steps to Healthy Living/*Power Play! Campaigns*, as well as the Governor's Challenge. The group provided feedback on regional training needs, co-hosted the Parent Empowerment Workshop, reviewed the new California Health Standards and shared a "Models of Collaboration" presentation at the statewide *Network Annual Conference* in Sacramento. Future projects include nutrition education curriculum connections, collaboration on promotional events and highlighting Champions for Change in the school environment.

Contact Kari Tuggle (ktuggle@ocde.us) for more information about SNEC.

Network for a Healthy California – Worksite Program

The *Network for a Healthy California – Worksite Program* continues to help businesses in low-income areas bring nutrition and physical activity messages to their employees. Over the past two years, 21 worksites have taken part in the program. Employees have participated in the 10-week *Take Action!* program to increase fruit/vegetable consumption and physical activity and have made other worksite changes. Worksites hosted kick-off events to introduce the program to staff and establish teams to build friendly competition and support. The Pineapple Pirates,



Henry Torres, Worksite Coordinator, provides nutrition information in the warehouse area of a participating business.

Stockroom Steppers and the Fruit Flies teams have found ways to make eating healthier fun. Mid-point and closing celebrations have included a guest speaker from the American Diabetes Association, physical activity demos and taste tests. The *California Fit Business Kit* provides a variety of tools that are used by the Worksite Program and the kit is available to all on the web at www.cdph.ca.gov/programs/CPNS/Pages/WorksiteFitBusinessKit.aspx.

Contact Henry Torres (htorres@ochca.com) for details about the *Worksite Program*.

Network for a Healthy California – Retail Program

The *Network for a Healthy California – Retail Program* continues to help retail grocery stores in low-income areas bring nutrition and physical activity messages to their customers. Over 65 grocery stores and one food pantry are displaying in-store merchandising materials highlighting fruits and vegetables, such as posters, floor stands and recipes cards. Over 30 food demonstrations have been conducted to help customers learn ways to prepare inexpensive, healthy foods. Popular recipes have included melon coolers, corn salad and breakfast fruit cup. Retail partner C & C Market in Santa Ana made significant changes to improve the marketing of fruits and vegetables at the store and was recognized by the City of Santa Ana.

Contact Elsa Amezcua (eamezcua@ochca.com) for details about the *Retail Program*.



Elsa Amezcua, Retail Coordinator, conducts a food demonstration in the produce section of a Santa Ana grocery store.

Network for a Healthy California – Latino Campaign

The *Network for a Healthy California – Latino Campaign* continues to help bring nutrition and physical activity messages to adults and families in low-income areas. A large number of adults visited the *Latino Campaign* booths at festivals, Farmers' Markets and flea markets. Campaign staff helped implement the *Network Retail Program*, significantly expanding the number of customers reached.

(Continued on page 4)

Latino Campaign (Continued from page 3)

The *Fruit, Vegetable and Physical Activity Toolbox for Community Educators* has been shared with over 22 local partners who are providing the lessons to their patients, students and clientele. The Santiago Canyon College-School of Continuing Education in Orange has integrated the toolbox lessons into their English as a Second Language (ESL), Civics and other classes at seven sites. A revised toolbox was recently released, Spanish version pending, and is available at www.network-toolbox.net/.

Contact Maria Rosas (mrosas@capoc.org) for details about the *Latino Campaign*.

Network for a Healthy California – Power Play! Campaign

The *Network for a Healthy California – Power Play! Campaign* continues to bring nutrition and physical activity messages to 9–11 year old children in low-income areas. By linking with the Steps to Healthy Living Campaign, *Power Play!* lessons reached over 198 teachers, 74 community and after school groups and 5,553 children. Large media events were held at Anderson Elementary School in Garden Grove and Franklin Elementary School in Anaheim. Both featured guest speakers, physical activity demos, *Harvest of the Month* taste tests, nutrition lessons and parent participation. Grocery store tours and food demonstrations helped children learn practical ways to eat healthier. *Power Play!* was able to reach additional children by bringing nutrition games, materials and fruit/vegetable costumes to school activities and community events. The *Power Play!* materials were revised to include more lessons and ways to increase physical activity and can be accessed at www.cdph.ca.gov/programs/CPNS/Pages/PowerPlayResources.aspx.

Contact Gaby Hernandez (gghernandez@capoc.org) for details about the *Power Play! Campaign*.



Fruit and vegetable costumes add extra fun to Power Play! events conducted at schools and community sites.

Food Stamp Outreach and Nutrition Education Workgroup

The Food Stamp Outreach and Nutrition Education Workgroup met in February to share efforts related to food assistance. OC Social Services Agency (SSA) – Food Stamp Program (FSP) staff led the meeting and participants included three local WIC agencies and Network contractors. Partners continue to promote the FSP by sharing USDA materials and an insert with local office information, now available in English, Spanish and Vietnamese. Nutrition displays at FSP offices continue to be updated quarterly. The outreach project conducted jointly by SSA and Community Action Partnership, recognized as a USDA best practice, continues to effectively enroll participants into the FSP. Seven Farmers' Markets are able to accept the FSP EBT card but participation could be improved. The Santa Ana Farmers' Market had been accepting EBT and WIC Farmers' Market checks but was unable to open in 2008 due to financial constraints. Partners will continue to coordinate informally on food assistance efforts. The FSP recently celebrated the 30th anniversary of the modern program. A video highlighting past achievements can be viewed at www.myfoodstamps.org/FoodStampVideo.html and the new "Loving Your Family – Feeding Their Future" materials can be obtained at the USDA website.



Visit www.fns.usda.gov/fns/ for information on USDA food assistance programs such as Food Stamps, Women, Infants and Children (WIC) and School meals. Go to www.mypyramid.gov for information on nutrition and related topics.

Contact Janet Gomez (janet.gomez@ssa.ocgov.com) or Dawn Robinson ([drobinson@ochca.com](mailto:drobenson@ochca.com)) for details.

Congratulations to the 2008 Network for a Healthy California Mini-Grant Recipients:

- Delhi Community Center – Salud & Cultura Program
- Families Together of Orange County – ACT FIVE
(Active Communities Together Facilitating Increases in Vegetables/Fruits and Exercise)
- Orange Unified School District – Follow the Leader Project
- St. Jude Neighborhood Health Center – Healthy Lifestyles – Kinder Program

NuPAC Workgroups

Parents for Healthy Neighborhoods Workgroup

The Parents for Healthy Neighborhoods Workgroup, led by co-chairs Anna Luciano Acenas and Kat Soltanmorad, completed a successful second year. The group is continuing to work to empower parents to take a more active role in NuPAC, schools and the community. Parent leaders spoke at two of the NuPAC membership meetings. Thanks to the hard work of many partners, the group held the Spring 2008 Parent Workshop at the Delhi Center in Santa Ana. This interactive workshop was attended by more than 80 parent leaders and included three sessions: 1) "How to Work with Your Child's School to Promote Healthy Foods," 2) "How to Create Ways for Parents and Their Families to Exercise" and 3) "Working to Make Your Neighborhood Healthier." The event also featured poster sessions, nutrition and physical activities for children, and lunch. Due to the success of this event, a Fall 2008 Parent Workshop is being planned. Additionally, new OC Champion Moms were selected and will be recognized for their efforts.

For more information, contact the new 2008-2009 co-chairs Andrea Caivano (acaivano@acsd.k12.ca.us) or Starlite Speicher (starlite@feedoc.org).



Over 80 parents and multiple NuPAC partners enjoyed an informative and fun workshop held in Santa Ana.

The Healthy Orange County (THOC)

NuPAC links with the nutrition and physical activity projects conducted by The Healthy Orange County (THOC) school-based coalition. THOC promoted the Coordinated School Health Model and helped school districts prepare for their Local Wellness Reports due to the districts on July 1 by hosting the *OC Wellness Coordinators Workshop* in February and providing two presentations in March. To enhance its visibility, THOC created a logo and launched a website that can be accessed at www.the-healthyoc.org. The site contains information on trainings, services, research and links to other school and community groups. THOC and its members have tracked policies

and progress related to school health and wellness issues including SB 12, the legislation passed in June 2007 related to food sales on school campus, and Health Education Standards that were adopted in February.

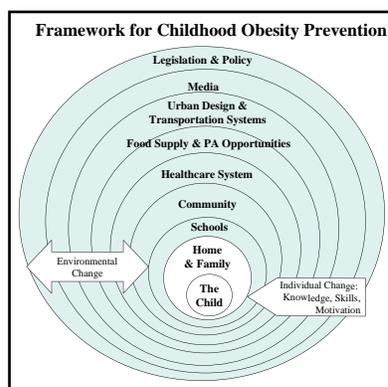
For more information, contact the new 2008-2009 co-chairs Chris Corliss (ccorliss@ocde.us) or Mary Fabela (mfabela@ochca.com).



Children and Weight Management Workgroup

The Children and Weight Management Workgroup has continued its efforts to coordinate with the health care community and improve resources for overweight children. In November, the group released the updated *Resources to Prevent and Treat Overweight Youth* list and distributed it extensively to local and statewide partners. The *Diabetes Management and Prevention Resources in OC* list, compiled by the Health Care Agency, was reviewed by the workgroup and also distributed. NuPAC members' use of the lists was assessed through an online survey and additional evaluation efforts are planned. The group will continue to address gaps in services. The group hopes to release updated resource lists again in the fall. To help improve coordination with schools, a half-page handout, *12 Ways Healthcare Staff Can Help Your School Wellness Committee*, was developed and distributed at a February school health conference. Additionally, the group provided input on the OC Obesity Prevention Plan, began review of childhood obesity training materials for healthcare providers and shared information on partner activities.

If you would like to join the workgroup, please contact Dawn Robinson ([drobinson@ochca.com](mailto:d Robinson@ochca.com)).



NuPAC addresses obesity at many levels. Model developed by Gail Woodward-Lopez, UC Berkeley, Center for Weight & Health.

Thank You Dolores!

Dolores Barrett has served as the Chairman for NuPAC since it was formally established in 2004. She has been an excellent leader and has represented NuPAC well at local and state level meetings. She has led the group through strategic planning sessions and helped establish the current NuPAC structure. Her ability to facilitate the membership and Leadership Team meetings has been appreciated by all. She has actively supported NuPAC and other efforts related to addressing obesity in OC. Special thanks go to Dolores for her time, effort and dedication to furthering our collaborative.



Special thanks go to Dolores Barrett, Community Action Partnership of Orange County, for serving as the Chairman for NuPAC.

Welcome Samar!

Samar McGregor is the newly selected Chairman for NuPAC and will help lead the group for the next two years. Samar has been an active member of several NuPAC committees and the Leadership Team. She has worked for the PHFE WIC Program for over 20 years and has extensive experience in obesity issues, nutrition education, training, research and coordinating efforts with community partners. She is also involved in the School Wellness Committee at her local school and youth activities. NuPAC is very fortunate to have Samar leading our group.

Parent Empowerment Initiative – Willard Parents Leading the Way

Thanks to mentoring from several NuPAC partners, the parents at Willard Intermediate School in Santa Ana have served as models for other parents. The group presented



testimonials, nutrition information and a food demonstration on stage at an October diabetes event, reaching over 250 audience members. In April, the group developed and presented a physical activity demonstration for another diabetes event and had the audience dancing in the street. To expand on the Governor's Challenge to youth, the parents worked with their school administration to create a Principal's Challenge targeting parents to help get the whole family moving. NuPAC will continue to find ways to involve parents in the planning and implementation of obesity efforts to better reach the community.

NuPAC Sharing Forum

NuPAC partners bring a wealth of knowledge and resources to the group. At the May membership meeting, partners gave short presentations and shared information at display booths. Additional physical activity resources were shared in coordination with the Regional Network's California Adolescent Nutrition and Fitness (CANFit) training in late May. Both events provided an excellent opportunity to network and see the actual materials being shared in our community.



NuPAC Guest Speakers

Special thanks go to the members who gave presentations at the NuPAC membership meetings:

- 11/8/07: Kelly Broberg (Walk to School), Bob Wright (Kids' Café Nutrition Ed), Kari Tuggle (Preschool Projects), Arlene Turner (LEAN Start), Kat Soltanmorad/Sharon Tipple (*Follow the Leader* project)
- 2/7/08: Alberto Gedissman (Childhood Obesity – Options for OC)
- 5/1/08: Sharing Forum, Kat Soltanmorad (Youth Empowerment), Jie Weiss (Mothers' Feeding Decision research), Dawn Robinson (CX³ Neighborhood Assessment)
- 8/14/08: Barry Ross (Obesity Efforts in North OC), Arlene Turner (LEAN Start), Berenis Quinones (Walk to School)

For additional information on NuPAC or copies of this report, please contact Anna Luciano Acenas (aluciano@ochca.com) or Dawn Robinson (drobinson@ochca.com), Network for a Healthy California, Nutrition Services Program, Public Health Services, County of Orange Health Care Agency.

