



# Physical Activity Resources

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Los Angeles Region

# About the Network

- Formally known as...
- Principal funding
  - In-kind contributions from state and local governments that qualify for Federal Financial Participation dollars from the U. S. Department of Agriculture's Food Stamp Program.



**EAT FRUITS & VEGETABLES  
AND BE ACTIVE**



# Our Mission

- Is to create innovative partnerships so that low-income Californians are enabled to adopt healthy eating and physical activity patterns as part of a healthy lifestyle.
- Pillars of Success
  - Increase fruit & vegetable consumption
  - Increase physical activity
  - Decrease food insecurity
  - Decrease chronic disease



# Funded Programs

- Network for a Healthy California Campaigns and Programs
  - Latino Campaign
  - African American Campaign
  - Children's Power Play Campaign!
  - Harvest of the Month
  - Retail Program
  - Worksite Program
- Local Incentive Awardees
  - Over 30 in L.A. County



# Regional Networks

- *Regional Networks* provide services to all California counties.
  - Maximize Local Impact
    - Provide training, coordination and communications support to all Network-funded projects and other stakeholders in the region.
  - Mobilize Community Action
    - Each region includes a Regional Collaborative
  - Reach Out
    - Implement regional *Campaigns*



# Our Current Outreach Campaign



**My kitchen  
My rules.**

**Rule #1:**  
Eat more fruits  
and vegetables.



**My television.  
My rules.**

**Rule #2:**  
Turn it off and  
go out and play.



**Our neighborhood.  
Our rules.**

**Rule #3:**  
We speak up for  
healthy changes.

# Physical Activity Resources in Development



# Shape of Yoga

- Need for “Take Home Reinforcement Items.”
- Created by Kinesiology students from CSUN.
- It is a 5 x 7 booklet that contains 10-basic Yoga poses that also provide nutrition education.
- Designed to target for parents.
- What’s great about this resource?
  - It incorporates muscular strength, endurance, and flexibility activities while teaching the family ways to maintain a healthy lifestyle.

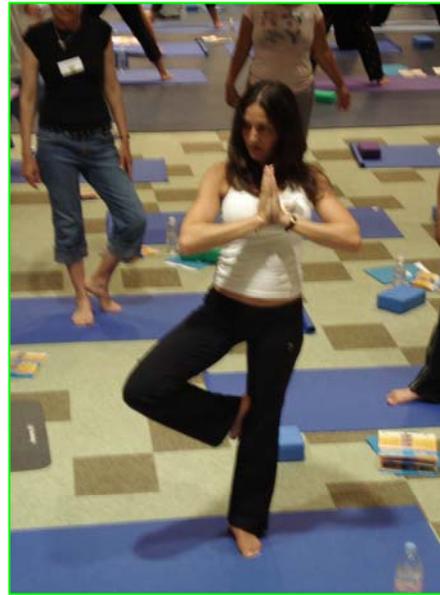


# SOY Pilot Workshop

- Partners involved:
  - Healthy Eating Active Communities
  - Coalition for Community Health
  - Childhood Obesity Brain Trust
- 3.5 hour interactive workshop.
  - To train leaders in the community
- Workshop conducted by students from CSUN.



- Over 80 leaders from over 70 different organizations attended July 26<sup>th</sup>.
- Survey
  - Measure effectiveness of SOY with leaders and our target population
  - Pre, Post, 30-day post. Tested for:
    - Knowledge
    - Self efficacy
    - Satisfaction
- Currently analyzing data
- New version & training – Coming soon!
- As of today, over 150 trained.



# Lets give SOY a try!

- Everyone Stand up & spread out!
- Remove your shoes (especially if you have high heels).



# Standing Carrot Stick

1



Did you know that a cup of raw carrots has 4 grams of fiber? Diets rich in foods containing fiber may reduce the risk of heart disease.

2



# Folding Quesadilla

1



2



3



## Adults:

Eat more whole grains!  
Substitute a whole-grain tortilla instead of a white-flour or corn tortilla.

Hey Kids, next time we make quesadillas, let's add some tomatoes, onions and spinach so that we can be strong and healthy together.

# Wheat Lunge

1



2



Hey Kids,

Grains are an excellent source of fuel ...whether you are doing homework or playing with your friends.

3



Parents:

Teach your older children to read the ingredient list on cereals or snack food packages and choose those with whole grains at the top of the list

# Apple Tree

1



2



**Hey kids:** Let's try something new! Next time we are shopping, help me pick out a new fruit so that we can try it together at home later.

3

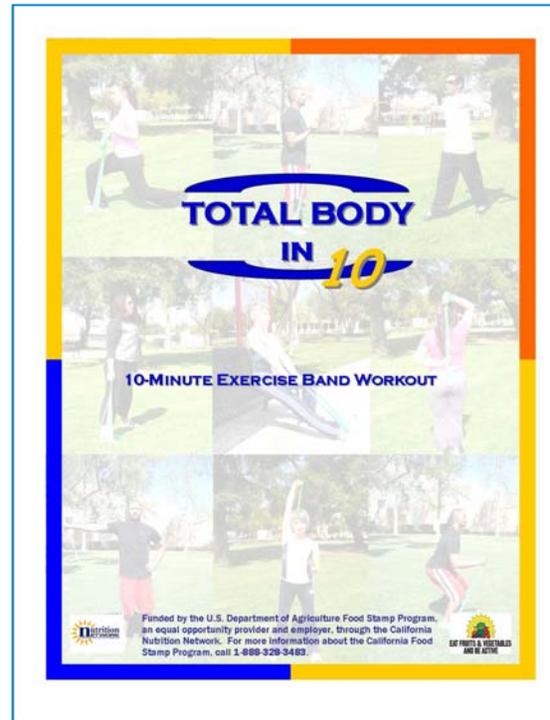


## Parents:

For the best nutritional value, make most of your choices whole or cut-up fruit rather than juice, for the benefits dietary fiber provides.

# Total Body in 10

- A physical activity supplement for adults and children.
- Contains 10 resistive band exercise that target the total body.
- Portable and require little space
- Can be used any many sittings such as work, home, or travel.

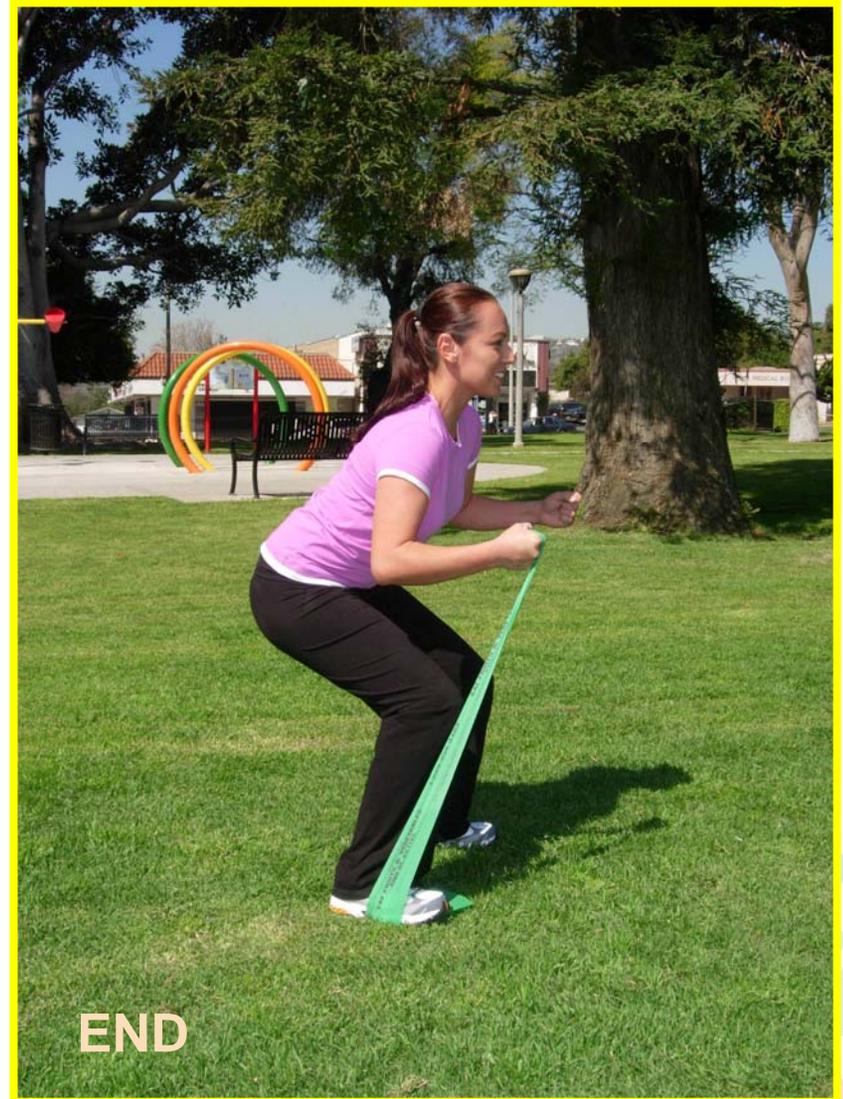
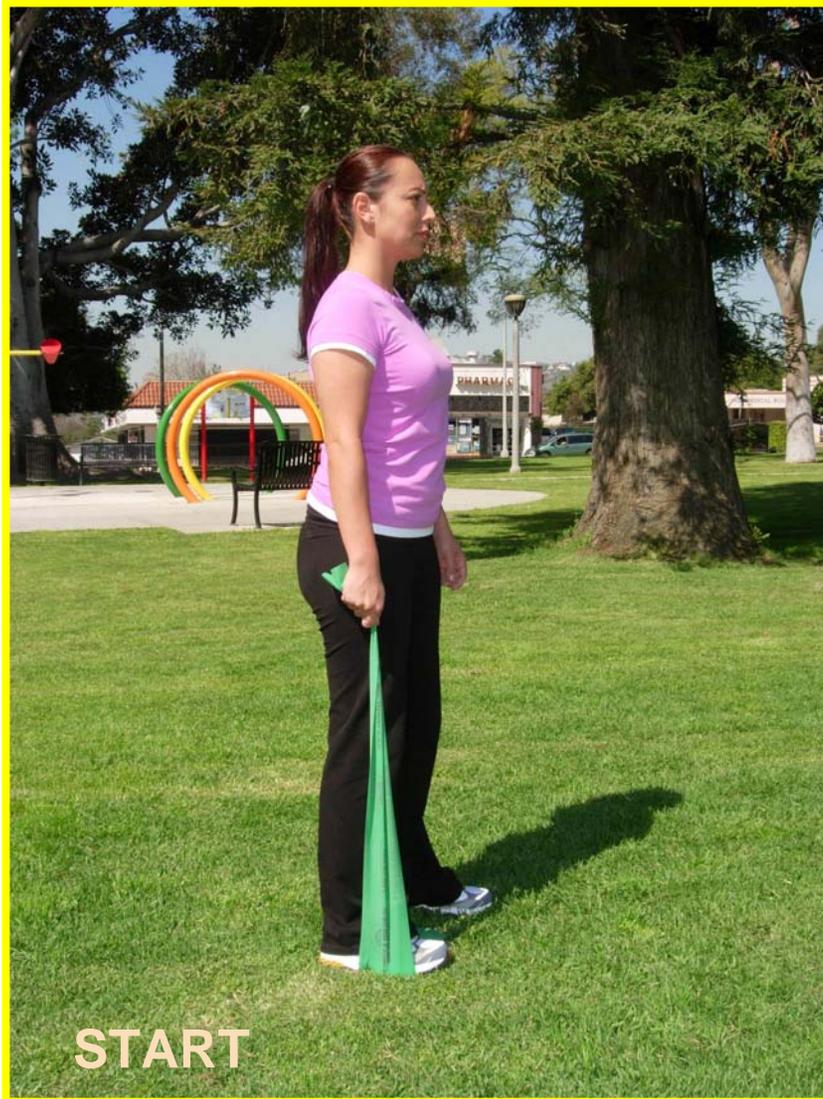


# Total Body in 10!

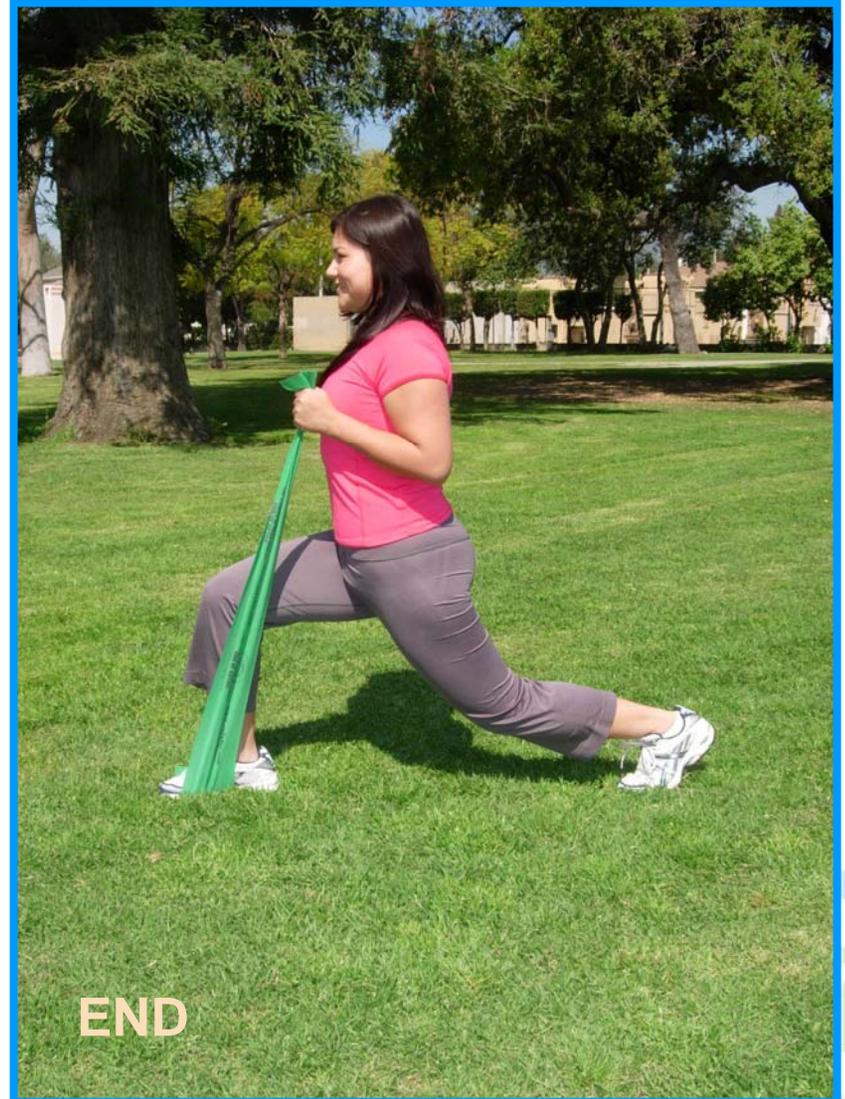
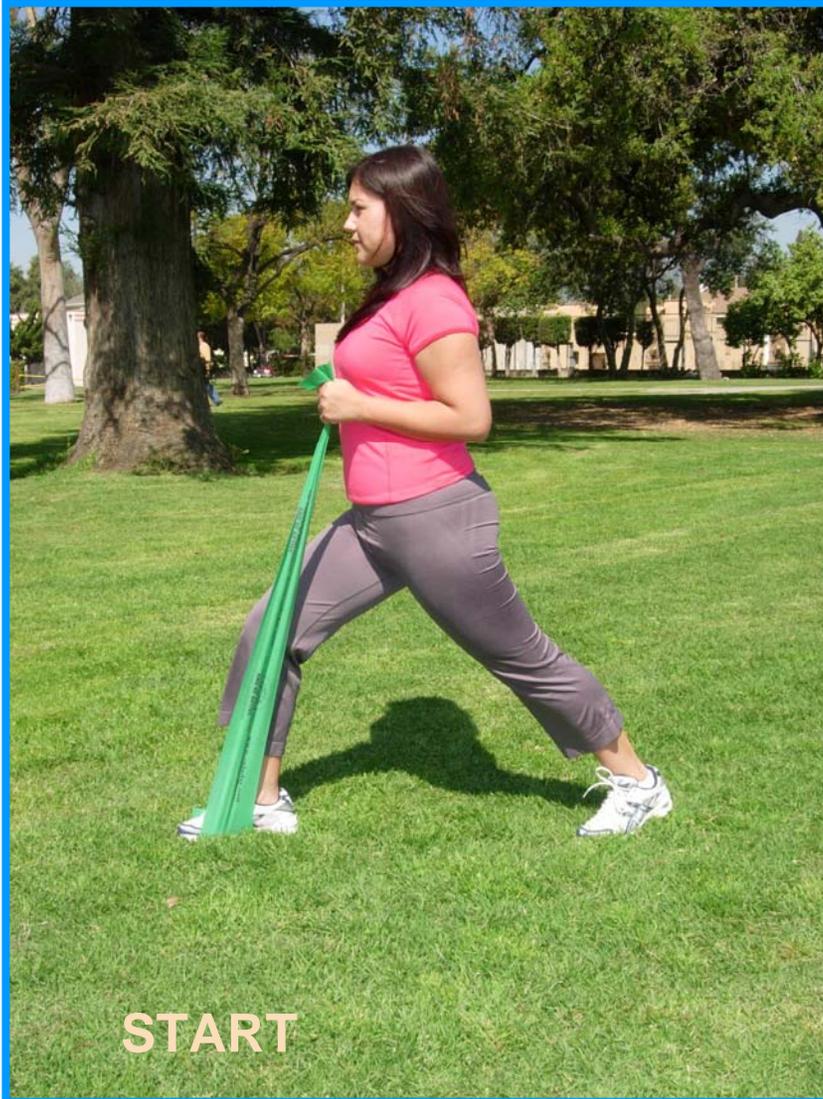
Let's get up and  
get a total body!



# SQUAT



# LUNGE



# CHEST PRESS



PHYSICAL ACTIVITY RESOURCES | NUTRITION RESOURCES | INTERNET RESOURCES

**California 5 a Day**

# **Be Active Resource Directory**



**Available  
in  
January**



# Championsforchange.lacounty.gov

Network for a Healthy California - Los Angeles Region

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Los Angeles Region  
**CHAMPIONS for CHANGE**  
Network for a Healthy California

County of Los Angeles  
**Public Health**

## Network for a Healthy California - Los Angeles Region

- Network for a Healthy California - LA Region
- Regional Campaigns and Programs
  - African American Campaign
  - Latino Campaign
  - Power Play! Campaign
  - Worksite Program
  - Retail Program
  - Network for a Healthy California
  - Champions for Change
- Physical Activity**
- Resources
- Calendar
- Los Angeles Collaborative
- Nutrition Program

To Enrich Lives Through Effective and Caring Service

### Physical Activity

The Network for a Healthy California-Los Angeles Region strives to build relationships that enable and encourage low-income county residents to adopt healthy eating and physical activity lifestyles. To assist in the accomplishments of this goal, a [Physical Activity Specialist](#) (PDF file) is available to help integrate PA into nutrition education activities and programs.



The PA Specialist is charged with the task of [integrating physical activity](#) into all Network-funded nutrition education efforts and programs that work with the Regional Network, target population based Campaigns and Programs, Local Incentive Award Programs, Faith-based Programs, Food Security Initiatives, and other Special Projects.

# Thank You!

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