

CalFresh Healthy Living Newsletter

INSIDE

- June is Men’s Health Month! 1
- CalFresh Healthy Living Social Media . 1
- Nutrition Supports for Health Clinics Toolkit..... 2
- Potter the Otter’s Market Adventure Books are Back! 2
- NEW! Potter the Otter: A Tale About Water..... 2
- Free Workouts for Teens this Summer 3
- New Trails LA County Mobile App..... 3
- Webinars 3
- Funding Opportunities 4
- Training Resources 6

June is Men’s Health Month!



This month is dedicated to helping men take necessary steps toward better health such as early detection and treatment of disease and injuries and preventative care. On average, men have a shorter lifespan than women by about five years due to high rates for the top 10 leading causes of death, according to the Centers for Disease Control and Prevention (CDC). The Men’s Health Network encourages using the month of June to raise awareness through health fairs, health screenings, media appearances, and outreach events about the state of men’s health.

The week of June 10 is set aside as Men’s Health Week and is dedicated to scheduling events that will help raise awareness about the health challenges men face and the factors contributing to their shorter life expectancy. This period is also used to highlight the importance of having regular visits with health care professionals. As part of Men’s Health Week, Wear Blue Day will be celebrated on Friday, June 14, as an opportunity for organizations and individuals to help spread the word about the importance of disease prevention,

early detection and pursuing treatment after a diagnosis. To learn more, click [here](#).

CalFresh Healthy Living Social Media

In mid-April, the California Department of Social Services launched the new CalFresh Healthy Living brand. Since then, Facebook & Pinterest URLs have been updated to the following:

- ❖ Facebook: <https://www.facebook.com/CalFreshHealthyLiving/>
- ❖ Pinterest: <https://www.pinterest.com/calfreshhealthyliving/>
- ❖ Instagram: <https://www.instagram.com/calfreshhealthyliving/>

Social Media followers will need to save the new URLs, since the previously bookmarked ones will no longer be valid. These are still the same pages with the same and Champions for Change following and previously shared posts/assets; however, with the name change comes new URLs.

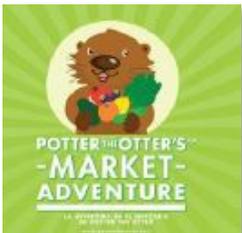
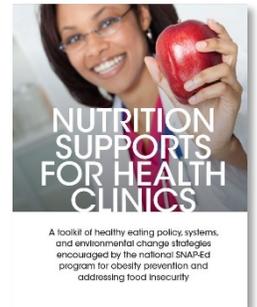


Nutrition Supports for Health Clinics Toolkit

The University of South Carolina School of Public Health Implementing Agency developed a Toolkit of healthy eating policy, systems, and environmental change strategies. The purpose of this toolkit is to encourage, inspire, and provide practical guidance to health clinics for implementing strategies to increase access to healthy eating opportunities among clinic patients and employees. Download the toolkit [here](#).

The toolkit is divided into 3 sections:

1. An overview of SNAP, SNAP-Ed, and policy, systems, and environmental change strategies for healthy eating.
2. Strategies: an explanation of each strategy reasons a health clinic might want to implement the strategy, sample implementation steps, and links to additional resources.
3. Case Studies: real life examples and experiences of health clinics that have implemented policy, systems, and environmental strategies for healthy eating and active living.



Potter the Otter's Market Adventure Books are Back!

The following Potter the Otter books are currently available via the [Web Storefront](#).

Potter the Otter's Market Adventure – a storybook featuring Potter the Otter and other familiar characters as they share the joys of selecting their favorite fruits and veggies at the market. *Activities with Potter the Otter. Fruit and Veggie Fun!*– a set of fun activity

pages appropriate for preschool-aged children, tying a focus on fruits and veggies to opportunities to practice basic math and literacy concepts. *Cooking with Potter the Otter* – a cookbook full of child-friendly recipes and parent-child engagement suggestions to encourage and support cooking with young children. SNAP-Ed LIAs are encouraged to order and use the books in local work with a variety of farm to table and healthy food access efforts, including partnerships with and promotion of farmers' markets, farm stands, community supported agriculture groups, and WIC's Farmers' Market Nutrition Program reaching families with children under the age of five.

NEW! Potter the Otter: A Tale About Water

The updated, SNAP-Ed allowable version of *A Tale About Water* is now available for order, directly from First 5 Santa Clara County using this link: [Potter the Otter](#). The book includes a healthy beverage activity for use with young children and the new Nutrition Facts label, which points out the amount of added sugar in foods and drinks. This book will be a great complement to local healthy beverage work with young children, their parents, and other adult caregivers.





Free Workouts for Teens this Summer

Planet Fitness, one of the largest gym and fitness companies in the United States, is offering free workouts to teens this summer. Teens, ages 15 – 18, can work out for free at a local Planet Fitness starting May 15 through September 1, 2019. Teens will also be able to participate in group exercise classes conducted by certified athletic trainers. Teens who are under 18 must have a parent or guardian present when they sign up. Once the parent waiver is signed, teens can work out on their own. Teens who are already 18 do not need a parent or guardian present during the sign-up process. Detailed information can be found at the [Planet Fitness Website](#).

The California Department of Public Health (CDPH) Nutrition Education Obesity Prevention Branch (NEOPB) provides this information as a public service to our service population. CDPH NEOPB does not promote, endorse or receive funding/contributions from Planet Fitness. All statistical information is provided by Planet Fitness who is solely responsible of its content. People, of any age, starting an exercise program should see a medical physician prior to starting any exercise.

New Trails LA County Mobile App

Parks and Rec launched an all-new Trails LA County mobile app and re-launched their updated website. The app is built around offline mapping and navigation, so that users don't go off-track just because your cell phone cuts out. The site offers detailed planning tools to help find the perfect trail and choose from the more than 550 miles of public trails countywide. You can filter your trail search by difficulty, by location, or by trail type. The app also has built-in social media sharing tools and fun photo galleries to allow users to easily share their experience. This is the first official source for trail maps, planning and information. Download the Trail LA County app on the app store and check out their new website [here](#).



Webinars

New Additions in Purple

Walking the Walk: An Asset-Based Approach to Adolescent Health

Tuesday, June 18, 9:00 am

This webinar will use examples from the field to highlight how positive youth development approaches can be applied by organizations, systems and communities to improve adolescent health. Webinar participants will learn to: discuss the importance of applying positive youth development approaches to public health with organizations, systems and communities to improve adolescent health; and explain how public health organizations can promote and implement positive youth development approaches to improve adolescent health. Register [here](#).

What can Public Health Learn from Parks & Recreation Efforts?

Tuesday, June 18, 10:00 am

Join the Bloomberg American Health Initiative and the American Public Health Association for a conversation about how park and recreation agencies actively influence health and advance equity. Participants will learn about tools agencies can use to promote healthy lifestyles, local case examples, and a collaborative project among public health, medical and school partnerships that lead to a community preventative health systems plan led by parks and recreation. Register [here](#).

The Potential Role of Nutrition in the First 2 Years of Life in the Prevention of Child Overweight and Obesity

Thursday, July 18, 9:00 am

The Roundtable on Obesity Solutions is hosting a 75-minute webinar that will explore the role of infant and early childhood nutrition (birth to <2 years of age) related to healthy growth and the prevention of overweight and obesity later in childhood. Presentations will feature the current prevalence and trends of high weight-for-length in infants and young children, the state of the science on nutrition-related modifiable risk factors, and obesity prevention interventions that address healthy growth, with a special emphasis on reducing disparities in populations with above-average obesity risk. Click [here](#) to register.



Funding Opportunities

New Additions in Purple

Food Safety Outreach Program

Close Date: June 6, 2019

The Food Safety Outreach Program (FSOP), which is administered by the U.S. Department of Agriculture's (USDA) National Institute of Food and Agriculture (NIFA), recently announced \$7.6 million in available to fund farmer food safety training FY 2019. The FSOP will complement and expand the national infrastructure of the National Food Safety Training, Education, Extension, Outreach, and Technical Assistance Competitive Grants Program. Awardees will develop and implement food safety training, education, extension, outreach and technical assistance projects that address the needs of owners and operators of small to mid-sized farms, beginning farmers, socially-disadvantaged farmers, small processors, or small fresh fruit and vegetable merchant wholesalers. Grant applications will be solicited directly from those in local communities to include those from community-based organizations, non-governmental organizations, food hubs, farm cooperatives, extension, and other local groups. Learn more [here](#).

Partnership Grants to Fuel Social Innovation

Close Date: TBD

The purpose of this program is to support partnerships that aim to implement new models of service delivery and/or transformative and technological approaches to increase access to health; improve health outcomes; and develop, expand, or replicate effective models of coordinated services. Projects must engage multiple organizations and produce effective, efficient, measurable, and sustained outcomes that: increase access to health, improve health outcomes, develop, expand, or replicate new, innovative, and effective models of coordinated services, facilitate collaboration among organizations that bring different and unique attributes and capabilities, engage with funding agency staff to analyze data and strategize/implement projects. Letters of intent (LOI's) must be submitted by 5:00 pm on July 3, 2019 at agency.e-impact.com. Email questions to sipg@dignityhealth.org.

Farmers Market Promotion Program

Close Date: June 18, 2019

The USDA announced a \$11.5 million in competitive grant funds in fiscal year 2019 is available to be awarded through the Farmers Market Promotion Program. The Farmers Market Promotion Program (FMPP) is a component of the Farmers Market and Local Food Promotion Program (FMLFPP), which is authorized by the 2018 Farm Bill under the Local Agriculture Market Program. The goals of FMPP grants are to develop, coordinate, and expand direct producer to consumer markets to help increase access to and availability and regionally produced agricultural products. FMPP offers both Capacity Building and Community Development, Training, and Technical Assistance projects. The official performance period must begin on September 30, 2019. Both CB and CTA FMPP projects are awarded for up to 36 months (3 years) and are expected to be completed by September 29, 2022 Matching funds of 25% of the Total Federal portion of the grant is required. Learn more [here](#).

Statewide Park Program

Close Date: August 5, 2019

This year, \$255 million in state funds were made available to cities and other local governments to create new parks and introduce new recreation opportunities specifically in California's underserved communities. Local agencies have been invited by the California Department of Parks and Recreation to apply for possible funding for their communities. The funds are specifically allocated to critically underserved communities, with an eye to increasing health equity and reducing health disparities. Learn more [here](#).

Goggio Family Foundation

Close Date: September 1, 2019

The Goggio Family Foundation respects the dignity of all people, believes in the power of ideas to transform society, values education and knowledge-sharing, and has confidence in the potential to create a better world. To fulfill its mission, the Foundation has developed the following program areas:

- ❖ The Community Development and Social Change Program
- ❖ The Environmental Preservation Program
- ❖ The Educational Program

The Goggio Family Foundation accepts [Letters of Interest](#) (LOI) on a rolling basis, though LOIs must be received June 1st to be considered for funding issued by the end of the calendar year. Learn more [here](#).

Tomberg Family Philanthropies

Close Date: September 9, 2019

The purpose of this program is to support projects in the areas of education, the environment, health, and poverty alleviation. The funding agency seeks to fund opportunities such as pilot projects, new projects, capacity building, and evaluations. Generally, funding is provided for specific projects, although portions of awards may be designated for capacity-building efforts after the first year of support. Mandatory letters of inquiry (LOIs) may be submitted beginning at 9:00 a.m. PT on July 25, 2019 and must be received by 11:59 p.m. PT on September 9, 2019. For more information, please click [here](#).



Recommended Reading

The Impacts of Supplemental Nutrition Assistance Program Redemptions on County-Level Employment

This study investigates the impacts of USDA's Supplemental Nutrition Assistance Program (SNAP) redemptions (the value of SNAP benefits redeemed by SNAP-authorized stores) on metro and nonmetro county-level employment from 2001 to 2014. To read the study, please click [here](#).

Training Resources

Title	Date / Time	Format	Location	Info	Registration
How to become a "SLAQer" - using assessment tools in the Learn Setting	Thurs, 7/11 10:00 am	Webinar	----	----	Register here

Nutrition Update webinar	Tues, 8/6 11:00 am	Webinar	----	Flyer	Register here
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Visit the CDPH Trainings and Resources page for the latest training related information and [calendar](#) of all scheduled trainings and events. Please seek approval from Project Officer and Contract Manager prior to travel.

If you would like to submit content or have any questions or comments about the CalFresh Healthy Living newsletter, please contact Tania Marquez at tmarquez@ph.lacounty.gov