

# CalFresh Healthy Living Newsletter

## INSIDE

Healthy Beverage Consumption in Early Childhood..... 1

Actions Toward Equity: Strategies Communities are Using to Ensure Everyone Has a Fair and Just Opportunity for Health..... 2

New CalFresh Healthy Living Advertisements .... 2

Webinars..... 3

Funding Opportunities..... 3

Training Resources ..... 5

## Healthy Beverage Consumption in Early Childhood

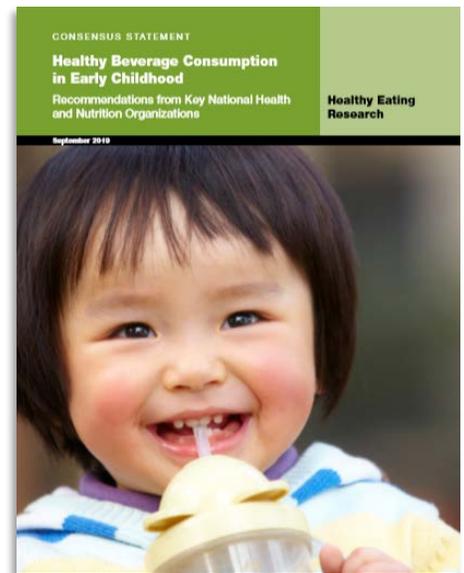
Establishing healthy dietary patterns in early childhood (0 to 5 years) is important to help prevent future diet-related chronic diseases, as well as to support optimal physical and cognitive growth and development and overall health. Healthy beverage intake is critical in early childhood as beverages can make a significant contribution to dietary intake during this period, and thus may serve as important sources of essential nutrients. However, many beverages also contain added sugars and saturated fats, which can be harmful when consumed in excess. Overconsumption of unhealthy beverages along with inadequate consumption of healthy beverages in early childhood can contribute to risk of diet-related chronic diseases, such as obesity, type 2 diabetes, or dental caries. This makes beverages a critical

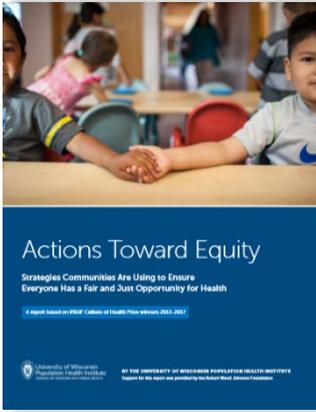
target for improving the health and well-being of infants and young children.

Many authoritative bodies have issued guidance and recommendations for healthy beverage intake but important gaps exist as these recommendations have not been comprehensive in the age groups covered or in the types of beverages discussed. There also are inconsistencies in certain aspects of existing recommendations, such as suggested consumption amounts or recommended ages for introduction, potentially contributing to misunderstanding among health care providers, parents, and caregivers.

Given the importance of beverage consumption in early childhood and the need for comprehensive and consistent evidence-based recommendations, Healthy Eating Research (HER), a national program of the Robert Wood Johnson Foundation (RWJF), convened an expert panel representing 4 key national health and nutrition organizations to develop comprehensive recommendations for beverage consumption consistent with a healthy diet for children from birth to age 5. The 4 organizations represented on the expert panel are (in alphabetical order) the Academy of Nutrition and Dietetics (AND), the American Academy of Pediatric Dentistry (AAPD), the American Academy of Pediatrics (AAP), and the American Heart Association (AHA).

The resulting recommendations focus exclusively on beverage consumption among 0 to 5-year-olds and support a life course approach to the development of healthy dietary patterns and prevention of chronic disease. Read the full report [here](#).





## Actions Toward Equity: Strategies Communities are Using to Ensure Everyone Has a Fair and Just Opportunity for Health

The Robert Wood Johnson Foundation (RWJF) Culture of Health Prize honors and elevates U.S. communities working at the forefront of advancing health, opportunity, and equity for all. Through their experience selecting and working with Prize-winning communities, they found that many community leaders and residents are searching for guidance on how to accelerate efforts to give everyone in their communities a fair and just opportunity for health. What can we learn from the 35 RWJF Culture of Health Prize winners (2013-2017) to guide and inspire others?

All Prize-winning communities are working to advance equity in multiple ways across the six Prize criteria. This analysis of Prize winners' application materials, conducted by the University of Wisconsin Population Health Institute, specifically examines two areas considered crucial to advancing health and equity where Prize winners stand out:

1. What strategies are Prize-winning communities using to address social and economic conditions that influence health and equity?
2. How are leaders, partners, and residents working together to improve community health and equity?

To answer these questions, community strategies (i.e., policies and programs to improve community health and equity) were identified from Prize-winning application materials and categorized according to areas in the County Health Rankings model and strategies in What Works for Health, a database of evidence-informed policies and programs. Next, application materials were qualitatively analyzed for themes and examples of how leaders, partners, and residents are working together, especially in ways that engage residents from historically excluded groups in shaping priorities, decisions and solutions, and building advocacy and leadership capacity. This report summarizes promising approaches and highlights concrete examples that Prize-winning communities have employed in these areas, which may offer useful insights to others striving to advance equity and reduce disparities. Read the full report [here](#).

## New CalFresh Healthy Living Advertisements

The new advertisements for CalFresh Healthy Living are running statewide May through October 2019. The Healthy Victories campaign's theme encourages an over the top celebration of each little change, because each and every change, no matter how small, leads to a healthier lifestyle. The campaign includes English and Spanish television, radio, billboards, and digital advertisements. Advertisements promote water and healthy eating messages.



TV advertisements are available to view on the [CalFresh Healthy Living YouTube](#) site. Radio ads are accessible [here](#).

## **Webinars**

### **New Additions in Purple**

#### **What's New With GO, SLOW, WHOA (and Why)**

**Thursday, October 3, 10:00 am**

The CATCH Program uses a stoplight food classification system known as GO, SLOW, WHOA to help kids and families understand how to make healthier food choices in their day-to-day lives. As nutrition science evolves, we occasionally have to update the GO, SLOW, WHOA guidelines to fit new standards. In this webinar, we will learn about the underlying philosophy behind GO, SLOW, WHOA and the reasoning behind the 2019 updates from nutrition expert Dr. Deanna Hoelscher, who has led multiple CATCH scientific studies. Register [here](#).



## **Funding Opportunities**

### **New Additions in Purple**

#### **Simply Organic: Giving Fund**

**Close Date: September 30, 2019**

The Simply Organic Giving Fund strives to nourish the millions of food insecure by providing them access to healthy, organic food. Providing nourishment and nutrition education for the food insecure, with a focus on organics, is central to the goal of the Simply Organic Giving Fund. Successful grant applications should meet one or more of the following program priorities: promote access to organic food options, utilize and distribute organic food/meal, and provide nutrition counseling and food preparation education. Only non-profit organizations are eligible. Applications will be accepted beginning on July 1, 2019 and must be received by 9:59 p.m. PDT on September 30, 2019. For more information, please click [here](#).

#### **Local Foods, Local Places - FY 2020**

**Close Date: September 30, 2019**

The purpose of this program is to support locally led, community-driven efforts to develop local food systems. Projects will protect air and water quality, preserve open space and farmland, boost economic opportunities for local farmers and businesses, improve access to healthy local food, and promote childhood wellness. Successful applicants will receive planning assistance that centers around a two-day community workshop. At the workshop, a team of experts will help community members develop an implementable action plan that promotes local food and neighborhood revitalization. The program does not provide grants or monetary contributions to projects. Learn more [here](#).

#### **Childhood Obesity Intervention Cost-Effectiveness Study (CHOICES)**

**Close Date: October 1, 2019**

The purpose of this program is to help prevent childhood obesity by building local capacity among decision makers to choose and implement cost-effective strategies. This partnership opportunity will allow state, city, and county health agencies and their partners to use local data to examine the potential cost effectiveness, health impacts, and cost of childhood obesity prevention intervention options that could be implemented locally. Through the program, the funding agency will provide technical assistance, training, tools, and resources to local decision makers to help them identify those obesity prevention strategies that, if implemented, could represent the best value for the money, reduce childhood obesity, and potentially reduce disparities. Health agencies participating in the program may be asked to develop teams across sectors that may include clinical, community, local public health, and/or education agencies, or other local government agencies. Learn more [here](#).

## **Policies for Action**

**Close Date: October 2, 2019 (letters of intent)**

The purpose of this grant will support early-career researchers from underrepresented and historically disadvantaged backgrounds to help us understand and find solutions that promote health equity and foster action on policies and laws that ensure all people in America can attain and preserve good health and well-being. Researchers will receive up to \$250,000 over two years to Investigate existing policies or policy changes that can influence population health, well-being, and equity; engage in career development activities and mentorship; produce and translate timely research results; and collaborate with other researchers to create a healthier, more equitable future for all people in America. Proposals for this solicitation must be submitted via the Robert Wood Johnson Foundation online system. Learn more [here](#).

## **Gro More Good Garden Grants**

**Close Date: October 11, 2019**

The purpose of this program is to create more edible gardens for young children and their families by providing garden awards, garden kits, educational curriculum, and garden training to all Head Start programs. The program seeks to address the critical issue of children and families living in at-risk communities that don't have access to enough fresh, healthy food by bringing the life-enhancing benefits of gardens to more Head Start children and families, increasing healthy food access, and fostering a lifelong love of gardening. The program will work with Head Start programs across the country to teach children, families, and communities how to grow their own fresh produce for life. Learn more [here](#).

## **Reading Opportunities**

### **Produce RX: Using Prescriptions to Improve Affordability of Health Foods**

Produce Rx is a program in Washington, D.C. that spans partnerships across public health, healthcare, and food retailers. The program allows medical professionals to prescribe fresh fruit and vegetables to patients experiencing diet-related chronic illnesses with additional support for patients living in poverty. Participating patients receive a \$20 voucher per week to spend on produce, as well as wrap-around nutrition services from AmeriHealth Caritas (health insurer) and Giant Supermarket's in-store nutritionist. Produce Rx is designed to integrate healthy food access into the healthcare system, and to strengthen clinical tools for addressing patients' needs. Read more [here](#).

# Training Resources

Title	Date / Time	Format	Info	Registration
Save the Date! SLM in CA – What to know and How to be Successful	Wed, 10/30 10:00 am	Webinar	----	----
Program Evaluation and Reporting System (PEARS) Training	Mon, 11/18 8:30 am	In-person	<a href="#">Flyer</a>	<a href="#">Register here</a>
Program Evaluation and Reporting System (PEARS) Training	Tues, 11/19 8:30 am	In-person	<a href="#">Flyer</a>	<a href="#">Register here</a>
Program Evaluation and Reporting System (PEARS) Training	Wed, 11/20 8:30 am	In-person	<a href="#">Flyer</a>	<a href="#">Register here</a>

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](mailto:tmarquez@ph.lacounty.gov)**