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## Evaluating Implementation of the WHO Set of Recommendations on the Marketing of Foods and Non-Alcoholic Beverages to Children

A growing body of independent monitoring and research indicates that existing policies and regulations are markedly insufficient to address the continuing challenges in this field. Policies and regulations tend to use narrow definitions and criteria (they frequently apply to pre-digital media only, to younger children and not to adolescents, and to “child-directed” media, rather than those with the greatest child audiences), and they almost never address the complex challenges of cross



border marketing. This situation can be explained, in part, by the strong scrutiny and opposition that countries have faced from parts

of the private sector, and by weak self-regulatory schemes. As a result, and in order to ensure that States uphold their legal obligations to protect the child’s right to health and related rights, the World Health Assembly has requested that WHO provides additional technical support to Member States in implementing the Set of Recommendations.

This paper serves to describe the status of the implementation of the Set of Recommendations in countries across the WHO European Region. It also identifies loopholes, ongoing challenges, and factors that Member States need to consider in order to effectively limit the harmful impact that HFSS food marketing has on children, their health and their rights. Read report [here](#).

## Promising Practices to Build Healthy Active Native Communities



This report reflects on the Association of American Indian Physicians (AAIP) evaluation on how the Centers for Disease Control and Prevention (CDC) Winnable Battles health education program can be adapted for American Indian/Alaska Native communities. The report outlines the process of implementing the program, from selecting organizations to participate as community partners and identifying the goals for each project, to impacts, challenges, and lessons learned. Read report [here](#).

# The U.S. Department of Health & Human Services Releases Physical Activity Guidelines for Americans, 2<sup>nd</sup> Edition



Last month, the US Department of Health & Human Services (HHS) announced the release of the second edition of the Physical Activity Guidelines for Americans. The second edition provides evidence-based recommendations for youth ages 3 through 17 and adults to safely get the physical activity they need to stay healthy. There are new key guidelines for children ages 3 through 5 and updated guidelines for youth ages 6 through 17, adults, older adults, women during pregnancy and the postpartum period, adults with chronic health conditions, and adults with disabilities.

The United States currently has low levels of adherence to the guidelines -- only 26 percent of men, 19 percent of women, and 20 percent of adolescents meet the recommendations. According to the guidelines, these low levels of physical activity among Americans have health and economic consequences for the nation, with nearly \$117 billion dollars in annual healthcare costs and 10 percent of all premature mortality attributable to failure to meet levels of aerobic physical activity recommended in the guidelines. Adults need 150 minutes of moderate-to-vigorous aerobic activity each week, with muscle strengthening activities on two days during the week to stay healthy. Youth ages 6 through 17 need 60 minutes of moderate-to-vigorous physical activity each day.

The second edition, based on a comprehensive scientific review, reflects new knowledge about immediate and long-term health benefits from physical activity, as well as new evidence that physical activity can help manage chronic conditions that many Americans have.

## Notable updates:

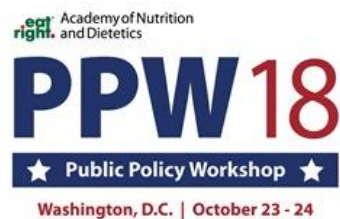
- The previous guidelines stated that only 10-minute bouts of physical activity counted toward meeting the guidelines. This requirement has been removed because all activity counts.
- There are immediate health benefits, attainable from a single bout of activity, including reduced anxiety and blood pressure, improved quality of sleep, and improved insulin sensitivity.
- There are more long-term benefits from physical activity, including improved brain health, reduced risk of eight types of cancer (previously two), reduced risk for fall-related injuries in older adults, and reduced risk of excessive weight gain.
- Physical activity helps manage more chronic health conditions.
- It can decrease pain for those with osteoarthritis, reduce disease progression for hypertension and type 2 diabetes, reduce symptoms of anxiety and depression, and improve cognition for those with dementia, multiple sclerosis, ADHD, and Parkinson's disease.
- There are new key guidelines for preschool children to be active throughout the day to enhance growth and development.

Learn more about the Physical Activity Guidelines for Americans [here](#). Download entire guidelines [here](#).

# Event Highlight:

## Public Policy Workshop in Washington D.C.!

Written by: Tania Menachegani Khachatourians, Dietetic Intern



Every year, the [Academy of Nutrition and Dietetics \(AND\)](#) hosts the largest food and nutrition meeting at the [Food & Nutrition Conference & Expo \(FNCE\)](#) to discuss recent topics and conduct trainings to address health issues regarding nutrition. The event is open to all Registered Dietitians, health care providers, nutrition science researchers, industry leaders, policy makers along with anyone who is interested in nutrition and health. For a full overview including PowerPoint presentations discussed at FNCE, visit this website [here](#).

Alongside the FNCE, the **Public Policy Workshop (PPW)** is also hosted by the AND where nutrition experts meet and advocate on policies and learn to become the voice of nutrition that congress members can trust. The workshop helps nutrition professionals to be viewed as constituents who advocate for policy improvements for the health of Americans.

This year, for the very first time, on October 23-24, 2018 the Academy of Nutrition and Dietetics' FNCE event was followed by the PPW at the Convention Center in Washington, D.C. Record number of attendance for this event exceeded over 1,400 Nutrition and Dietetics activists and experts, which included Registered Dietitians (RD), Diet Technician Registered (DTR), Dietetic Interns, Nutrition students, Academy members and more.



*Image 1. A group of Registered Dietitians stop for a photo outside the Capitol on the way to meetings with Representative Julia Brownley of the 26th District and Brad Sherman of the 27th District.*



The PPW event consisted of providing legislative skills and leadership trainings on becoming the trusted voice of nutrition for Congress. The event was followed by a visit to Capitol Hill where participants were provided with the great opportunity to meet with members of Congress and practice their public policy advocating skills on discussing some of the key issues regarding nutrition.

*Image 2. Golnaz Freidman, RD, Affiliate President of California Academy of Nutrition and Dietetics shakes hands with Mary Russell, President of the Academy of Nutrition and Dietetics in the Dirksen Senate Office Building, after a meeting in Senator Kamala Harris' office. Photo By: Joey Miller.*

With the most state member representation, California included 47 nutrition experts attending the PPW and meeting with their legislators. Attendees got the opportunity to speak with the staff of Senator Kamala Harris and Diane Feinstein on the Academy's [Malnutrition Quality Improvement Initiative](#) which was developed with the collaboration of [Avalere Health](#).

This annual event for food and nutrition assembly consisted of webinar and live training sessions on the latest nutrition issues. The theme of this event was *Moving Forward Together*, and topic was malnutrition. Prior to attending the PPW, members were exposed to topics and trainings on malnutrition such as screening parameters, action for preventive interventions and treatment methods. The role of RDNs, DTRs and nutrition experts on promoting malnutrition awareness on a legislative level was discussed on applying interventions to prevent malnutrition.

We thank those who attended this successful event in nutrition history and presented as the professional voice of nutrition in advocating for malnutrition. The next FNCE will be held at Philadelphia on October 2019 at Pennsylvania Convention Center with future PPW event date remaining to be determined. For more information on future FNCE events click [here](#).



*Image 3. Affiliate President of the California Academy of Nutrition and Dietetics, Golnaz Freidman, RD, meets with Health Fellow Hermes Taylor-Weiner and Legislative Correspondent Ali Vangrow, in Senator Dianne Feinstein's office, with more than 20 Registered Dietitians and constituents. Photo By: Joey Miller.*

## Webinars

### **Increasing Access to Care and Improving Health Outcomes: A Spotlight on Asian American (AA) and Native Hawaiian Pacific Islander (NHPI)-Serving Health Centers** **Thursday, December 20, 2018, 11:00 AM Pacific**

Asian Americans, Native Hawaiians and other Pacific Islanders (AA&NHPIs) are among the fastest growing racial/ethnic groups in the United States. AA&NHPIs are highly diverse in their culture, language, and health needs, representing more than 50 ethnic groups and 100 languages. In 2017, nearly 1.2 million AA&NHPIs received care at a community health center. Health centers provide high quality, culturally and linguistically appropriate comprehensive primary care to these and other medically underserved communities, regardless of insurance status or ability to pay. Because of their multi-disciplinary approach to care, health centers effectively address both clinical and non-clinical health and social risk factors and play a major role in addressing racial and ethnic health disparities. Join us for a live webinar to learn more about the role of health centers in increasing access to care and improving health outcomes for medically underserved AA&NHPIs. Register [here](#).



## Funding Opportunities

### FY 2019 Farm to School Grant

**Close Date: December 4, 2018**

In this funding cycle, USDA anticipates awarding approximately \$7.5 million in grant funding to support efforts that improve access to local foods in schools. Grant funds will be made available on a competitive basis, subject to availability of federal funds. Applicants may apply for a Planning grant, Implementation grant, or Training grant. Planning grant awards will range from \$20,000-\$50,000 and implementation grant awards will from \$50,000-\$100,000. Funding for training grants is expected to range from \$20,000-\$50,000. For all three types of grants, the federal share of a project cannot exceed 75 percent of the total cost of the project, as required by Section 18 of the Richard B. Russell National School Lunch Act. Therefore, the applicant must provide at least 25 percent of the costs of the total project. The total project cost is the federal grant request amount plus the applicant match.

The Request for Applications (RFA) and other helpful documents are located under "Related Documents" on [this page](#)! Please see the Grant Applicant Resources page for important supporting materials and RFA resources.



## Training Resources

| Title  | Date / Time           | Format    | Location      | Info                   | Registration                  |
|--|-----------------------|-----------|---------------|------------------------|-------------------------------|
| Recruiting and Engaging Youth  | Thu. 12/13<br>9:00 AM | In-Person | Monterey Park | <a href="#">Agenda</a> | <a href="#">Register Here</a> |
| Physical Activity (PA) Integration: Moving Towards Successful and Sustainable PA | Tue. 1/15<br>9:00 AM  | In-Person | Bakersfield   | -----                  | <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 Champions for Change – Healthy Communities Initiative newsletter, please contact Tania Marquez at [tmarquez@ph.lacounty.gov](mailto:tmarquez@ph.lacounty.gov).**