



COUNTY OF LOS ANGELES

Public Health

WEST SPA

Chronicle

5

A publication for friends and neighbors of the West Service Planning Area

Volume IV, Issue III

Fall 2006



Healthy Aging!

Getting older brings with it an abundance of new physical, emotional and mental challenges. Later life can be a time of relaxation, and retirement, and a time to enjoy life with friends and family. Aging can also bring anxiety, often because of issues of health and well-being, but also because of significant social and emotional changes, such as the loss of loved ones, isolation after retirement, or boredom and loneliness.

Center for Healthy Aging (CHA), a private, non-profit community based agency in Santa Monica, offers a wide variety of information and supportive services that can help an older adult and their family make the most of their later years and find resources to help with the challenges. For example, active adults can get valuable healthy lifestyle information at CHA's Healthy Lifestyle classes, or find emotional support at one of CHA's many Peer Counselor led support groups or through individual Peer Counseling sessions. Persons with more troublesome mental health concerns can receive professional mental health



services. Women who qualify can receive free breast and cancer screenings. Persons caring for family members can find support and information through individual sessions or the weekly caregiver's support group.

Many volunteer opportunities are available including Friendly Visiting (visiting frail homebound in their homes), Daily Money Management (assisting older adults with paying their monthly bills), assisting in the cancer screening clinic, welcoming people at reception, or helping raise money for Center activities. For more information, see www.centerforhealthyaging.org

An exciting annual event is CHA's annual bilingual (English/Spanish) Women's Health Conference held in Culver City in October of each year. The free 2006 conference includes a cancer survivors' breakfast, 18 workshops, a resource fair, free food, prizes, and more. For more

information or to register, call 1-800-516-5323.

CHA also co-sponsors a website with the Santa Monica Rotary Club called Help Guide (www.helpguide.org) —an invaluable resource for information on a wide variety of topics. For example, the "Active Healthy Lifestyles" includes the following suggestions for aging well:

PLAN to be old – consider your needs for health, housing, legal, financial and social/personal supports (remember – you could live another 20-40 years after society considers you "old" at 65).

Stay involved with others – do not get isolated.

Stay connected through family, church, interest groups, volunteering.

Get help early – don't wait for a crisis.

Know where to go for information and resources – have at least one phone number of a family member, friend or organization you can call in the middle of the night.

If you or someone you know needs help, call us at 310-576-2550.

"When Mother calls, call us. We can help you both!"

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Flu Clinics - Coming Soon to SPA 5

Public Health, SPA 5 at Simms/Mann Health and Wellness Center will be providing flu shots to the community at the following sites: **The Santa Monica Red Cross**, and **United Methodist Church**, both in Santa Monica; **The Culver City Senior Center**, the **Westchester Senior Center**, The **Pacific Palisades Women's Center**, and **Roxbury Park** in Beverly Hills.

The clinics run from 9am to noon from October 25th through November 30th.

In the past, Red Cross Nurses have assisted The SPA 5 nurses in providing shots, but due to worldwide disasters, they have not been able to help as much. Despite this, 3400 shots were given last year and it is expected that the same number will be given this year.

Seniors (over 60 years old), those with low immunity, and chronic illnesses (such as diabetes, asthma, heart disease, kidney problems, and hypertension) are the target population for flu shots .

Flu shots save countless lives each year, and we are happy to provide the service, with the help of our community.

For more information, call 310 998 3223.

SPA 5 NEWS & NOTES

November is American Diabetes Month! Did you know that diabetes and heart disease are linked? To find out more, visit www.diabetes.org/makethelink.

West Nile Virus season has arrived! To reduce exposure to the virus, follow the precautions recommended for all mosquito-borne diseases:

- Avoid mosquito infested areas at

dawn and dusk

- Wear long-sleeved shirts and long pants when you are outdoors
- Repellants containing DEET, picaridin, or oil of lemon eucalyptus are effective defenses
- Make sure you window screens don't have holes
- Don't allow water to stagnate in old tires, flowerpots, trash, swimming pools, birdbaths, pet bowls, etc.
- Clean and chlorinate swimming

pools; drain water from pool covers

- Stock garden ponds with goldfish or mosquito fish
- Empty and wash birdbaths and wading pools weekly.

For more information, call the LA County West Vector Control District at 310 915 7370 or visit www.ladhs.org

If you'd like an event featured in this column or have news to share, please contact Nicole Vick at nvick@ladhs.org or

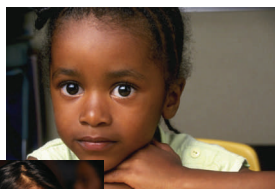
Back to School ... How to Help Prevent Bullying



Bullying is when one child picks on another child repeatedly. Usually children being bullied are either weaker or smaller, shy, and generally feel helpless. Bullying can be physical, verbal, or social. It can happen at school, on the playground, on the school bus, in the neighborhood, or over the Internet.

When Your Child Is Bullied

- Help your child learn how to respond by teaching your child how to:
 1. Look the bully in the eye.
 2. Stand tall and stay calm in a difficult situation.
 3. Walk away.
- Teach your child how to say in a firm voice:
 1. "I don't like what you are doing."
 2. "Please do NOT talk to me like that."
 3. "Why would you say that?"



for your child's safety and well-being when you cannot be there.

When Your Child Is the Bully

- Be sure your child knows that bullying is never OK.
- Set firm and consistent limits on your child's aggressive behavior.
- Be a positive role model. Show

children they can get what they want without teasing, threatening or hurting someone.

- Use effective, non-physical discipline, such as loss of privileges.
- Develop practical solutions with the school principal, teachers, counselors, and parents of the children your child has bullied.

When Your Child Is a Bystander

- Tell your child not to cheer on or even quietly watch bullying.
- Encourage your child to tell a trusted adult about the bullying.
- Help your child support other children who may be bullied. Encourage your child to include these children in activities.
- Encourage your child to join with others in telling bullies to stop.



Public Health Officially Separates from the Dept. of Health Services

On May 30, 2006, the Board of Supervisors approved the separation of Public Health from the Department of Health Services. The new Department of Public Health officially took effect on July 6, 2006, with full separation expected to be complete in October. "The separation is a positive move for us because it will allow Public Health to more effectively accomplish our goals", said Martina Travis, Acting Area Health Officer for SPA 5/6. "We will now have direct ac-



cess to the decision makers to assure that the most important issues of public health receive full consideration. Public Health can now become more visible in the community"

The new Department will be composed of all Public Health Programs (e.g Environmental Health, STD Program, and Child, Health, and Disability Prevention Program), the eight Area Health Offices, the Office of AIDS

Programs and Policy, the Alcohol and Drug Program Administration, Children's Medical Services, and the Antelope Valley Rehabilitation Centers.

Separation will not directly affect Public Health employees or the general public. Both the Department of Health Services and the Department of Public Health will continue to work together to provide health care services and protect the health of the residents of LA County.



October – Breast Cancer Awareness Month

In an effort to address the increasingly high mortality rates of

African American clientele to serve as educational resources and empower their clients to get their yearly mammograms and clinical breast exams.

meet with the program coordinator every month to share client information and provide updates on their progress.

African American women who have breast cancer, the American Cancer Society has joined forces with The Denise Roberts Breast Cancer Foundation to introduce the Styling for Life breast cancer health education program. The Styling For Life program is a meeting of the health and beauty worlds, utilizing the candid relationship between hair stylists and their clients to spread the word about breast health and breast cancer. The Styling for Life program allows hair stylists with a predominantly



The Styling For Life program has the potential to reach thousands of women in the Los Angeles area. "If five clients per week participate in the Styling for Life program, 10,000 women a month and 120,000 women a year can be reached with life-saving messages," states Jessica Marshall, Health Programs Manager at the American Cancer Society. Hair stylists who participate in the program attend a training session where they learn the information and skills to reach their clients. The stylists

As a new program in the Los Angeles area, the Styling For Life program is in need of stylists and volunteers to become part of the Styling For Life team, as well as community support to help spread the word about the program and why it is needed. If you would like more information about the program, or would like to be part of the team, please contact Jessica Marshall at the American Cancer Society, 310-348-0356 (option 3) ext. 235, or at jessica.marshall@cancer.org. Together, we can fight breast cancer and save thousands of lives.

Mar Vista Family Center, Providing Hope for Almost 30 Years

Mar Vista Family Center (MVFC) provides low-income families child care, youth enrichment and educational tools to create positive change in their lives and their community. The agency was



founded in 1977 as a parent participation preschool with the intent of engaging parents as partners in the education of their children. The agency's focus changed in 1980,

when their new preschool facility burned to the ground 3 weeks after it was built. The founders began to focus on the needs of the community and developed methods that empowered youth and parents, and nurtured the development of community leaders. MVFC has since become a model program that supports families and the community. The Center's three program areas are:

Preschool, Youth, and Community, which offer numerous services to the community at no



cost. The Center's long-term involvement with families has improved family functioning, decreased domestic violence, improved youth's academic suc-

cess, and expanded the number of youth attending college.

Year Highlights

PRESCHOOL

We are proud to announce that this year 16 children graduated from the preschool program. They have attained age appropriate physical, cognitive, literacy, social and emotional competencies that will prepare them for kindergarten. In addition, 22 parents have completed the parent participation program, which consists of a one-hour



workshop called "The Rap". Each session incorporates the principles of shared responsibility, communication, conflict resolution, goal setting and parenting. As a result parents learn how to support their own personal development, create positive environments for their children and teach young children appropriate responses to behavioral development.

YOUTH

Despite the recent incidents of gang violence in the community, the By Youth For Youth (BYFY) leaders at the

Center have continued to stay focused in school. This year 11 of them will be graduating from High School and attending the following colleges: UC Riverside, Santa Monica College, CSUN, California Culinary Academy in San Francisco, and El Camino College. At the Center, youth find a safe space to discuss issues affecting their communities and are constantly thinking of ways to take action.



During summer, BYFY leaders host their annual National Youth Conference for 100 youth 13-21 years old. Participants exchange youth empowerment strategies and partake in workshops that deal with drug and alcohol abuse, education, media, public policy, racism, and street violence. Various organizations from different states participate in the conference. In addition, youth leaders will be leading a Summer Day Camp for children 6-12 years old. At the Center, youth leaders learn how to create positive change in their lives, schools and communities.

(See *Mar Vista*, page 7)

Talking to Your Kids about Junk Food and Fast Food

Kids are bombarded by advertising messages and images for junk food and fast food everywhere they turn. In fact, kids see one food commercial every five minutes during Saturday morning cartoons, most of them for foods high in fat, sugar, and calories.



Older kids with cell phones are even more exposed. When they buy candy or chips, they get offers for text-based messages, free music downloads, ring tones, and whimsical wallpaper for their phone screens.

They're usually routed to a Web site, where they're hit with even more junk food advertising.

To help kids understand that the intent of junk food and fast food advertising is to sell them something, here are some questions you can ask.

“Why do you think the advertiser put a commercial on this particular program?” This gets to the heart of an important media literacy concept: all messages are designed for a particular audience

“Why do you think advertisers use slogans or catchy music?” You may even ask them to recall other songs or slogans they remember from ads. Many of us can remember a particular phrase or jingle that we heard 10-20 years ago.

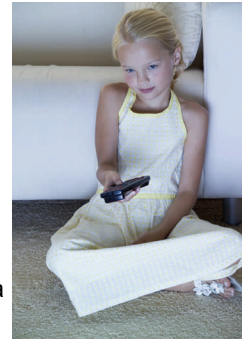
“What is appealing in this commercial? Is it the way the food looks; the happy family seen eating the food?” Remember that commercials are constructions, and that techniques are used to make the product seem more attractive. Also chat with kids about the true purpose behind promotions, downloads, and links from games, websites, and cell phones. Kids need to know that no matter how clever the gimmick or game, they're all ads.

“What might the advertiser be leaving out of the commercial and why?” Most food ads are not designed to tell us the nutritional values. Encourage your kids to look elsewhere for the missing information

“Does it make a difference to you that a celebrity was in the commercial?” Teach your children about the popular techniques ad-makers use, such as testimonials from celebrities— or everyday people. This will help your kids know how they're being influenced.

Here's another idea: Consider muting the sound during commercials and asking your kids to provide dialogue. Ask, “What are

they saying?”, “What music is playing?”. You can also ask your kids to find subtle sponsorships and product placement in the games they play and Websites they visit. This is a fun way to help them become more aware about popular techniques.



Children view as many as 40,000 commercials a year

Brand name loyalty begins as early as age 2

Incidence of obesity is highest among children who watch 4 or more hours of TV a day

www.eatbettermovemore.org Taking Action Show

Vegetable Quesadillas

Recipe from CA 5 a Day

These quesadillas make a great meatless entrée or a healthy snack! Serve with red or green salsa and fat free sour cream or plain yogurt.

Nonstick cooking spray	2 tablespoons chopped fresh cilantro
1/2 cup cooked green bell pepper	4 (6-inch flour tortillas
1/2 cup frozen corn, thawed	1/2 cup shredded reduced-fat Cheddar or Monterey Jack Cheese
1/2 cup sliced green onion	
1/2 cup chopped tomato	



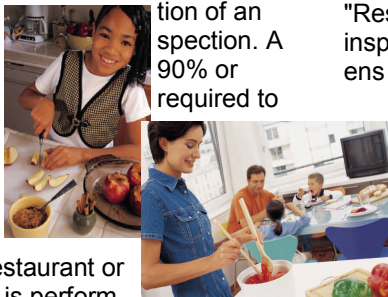
Spray a medium skillet with nonstick cooking spray; sauté bell pepper and corn over MEDIUM heat until softened, about 5 minutes. Add green onion and tomato; cook for several minutes more until heated through; stir in cilantro. Heat tortillas in a large skillet over HIGH heat. Place equal amounts of cheese and vegetables on each tortilla; fold in half and continue to cook until cheese is melted and tortilla is crisp and lightly browned.

Makes 4 servings
1 quesadilla per serving

Nutrition Information Per Serving: Calories 131, Carbohydrate 20g, Protein 7g, Total Fat 3g, Saturated Fat 1g, Cholesterol 3mg, Sodium 253mg, Dietary Fiber 2g

Does Your Kitchen Make the Grade?

Building on the popularity of its ABC restaurant grading system, the Los Angeles County Department of Health Services (DHS) invites County residents to display the coveted "A" placard in their home kitchens following completion of an inspection. A score of 90% or higher is required to receive the placard.



The "A" rating signifies that a restaurant or food market is performing at a high level with regard to food safety and sanitation standards established by state and local agencies. A recent study suggests that the grading system, administered by the

Office of Environmental Health and introduced in LA County in 1998, has contributed to a decrease in the number of reported food-borne illnesses and become a model for other jurisdictions nationwide.

"Residents now have an easy way to inspect the cleanliness of their kitchens and apply the same standards as a health inspector," says Jonathan Fielding, MD, MPH, Director of Public Health and Health Officer. "The "A" rating has become part of our local culture and it's also a unique and fun incentive to make food safety a priority at home."

Online Inspection

To receive a placard, residents must complete an online kitchen self-inspection questionnaire available at

<http://lapublichealth.org/eh>. Questions cover topics including food temperatures, food handling and handwashing. A score of 90% or higher is required to qualify for the "A" placard and only "A" rated placards are available.

Qualifying individuals who wish to receive an "A" placard can provide their name and address directly online, print the self-inspection results page and send it to: **Environmental Health (attention Consultation & Technical Services), 5050 Commerce Drive, Baldwin Park, CA 91706**. The placards are free of charge and delivery may take up to 6 weeks.

September is Food Safety Month, make it a goal to take the questionnaire and get your kitchen in tip top shape!

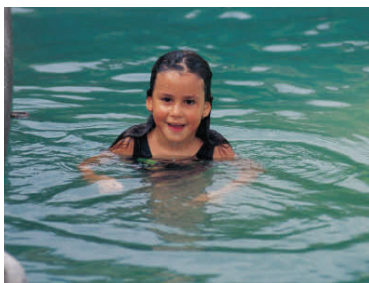
Operation Splash Makes Waves in LA County

Operation Splash is a public/private partnership between Kaiser Permanente and the City of Los Angeles Department of Recreation and Parks Aquatics Division. The goals of the City of Los Angeles blend well with the mission of Kaiser Permanente's Community Benefit Program, and the outcomes sought in the Community Health Initiative's Healthy Eating Active Living (HEAL) strategies.

HEAL seeks to measurably improve the health of communities by addressing neighborhood factors that help people to eat better and become more active. The HEAL effort focuses on:

- Environmental and social conditions having long-term effects on community health
- Partnerships with public health agencies, schools and community based organizations
- Definitions of health that reach beyond traditional notions of disease and illness
- Approaches that concentrate on defined geographic areas

Operation Splash was developed in



accordance with Kaiser Permanente's HEAL focus on reducing obesity in the community by increasing opportunities for safe physical activity. A financial commitment of \$1.2 million has been made to the City of Los Angeles Recreation and Parks Aquatic Division to support aquatic facilities and swim programs that will help improve access to swim lessons and pool activities in low-income areas. The program includes 41 LA City pools in three Kaiser Permanente service areas.

An event to officially kick off Operation Splash took place on June 23 at the

North Hollywood Pool.

Program components include:

Swim Lesson Scholarships—Children and their families will receive free registration for a series of 10 lessons. Participating children will receive necessary swim gear to participate, including swimsuits, towels, goggles and sunscreen. 1,800 lessons will be provided over the course of the summer.

Extended Summer Pool Season—

Selected locations will have its summer pool season extended for two weeks after Labor Day, September 5-17, 2006.

Capital Improvement Projects—

Pools at Northridge and Harvard Recreation Center, currently closed for construction, will be provided with water-slides by Operation Splash. Both pools are scheduled to reopen next summer

Family Fun Days— All cost associated with entry fees and rentals were waived at one pool in each council district on July 2. The City will staff aquatic games and Kaiser will provide donations for raffles and giveaways.

Citywide Culminating Events—

Junior Olympics type events will celebrate the culmination of Operation Splash. Events include diving at Venice on August 6, as well as other events at different locations throughout the city.

Venice (2490 Walgrove Ave.) and Westchester (9100 Lincoln Blvd.) are the two participating locations in SPA 5.

For more information, call Debby Roland, Department of Recreation and Parks, at 818 246 1699.

Office of Women's Health—Collaboration at it's Best !



The Plan....Collaborate!

The Board of Supervisors proclaims each May as Women's Health Month to focus awareness on women's health issues and the importance of prevention. The Office of Women's Health (OWH) takes this opportunity to collaborate with departments and clinics within the Department of Health Services, encouraging them to plan and organize activities during the month. For the first time, this past May we also reached out to other County departments, including the Office of Education, Public Libraries, the Probation department, and Human Resources as well as the L.A. County Secretarial Council and California State University, Los Angeles.

What happened...

To our pleasant surprise, directors and senior managers were very interested in what we had to offer. In total, 37 departments showed interest in increasing awareness of women's health issues through presentations, articles for newsletters, and free advertisement of their events on our website. This is what happened:

Educational materials: Numerous health clinics we contacted were excited when they discovered we provided free educational materials. This excitement increased when they learned we had educational material in 7 different languages. A typical response: "Anything you have on women's health issues will be great for our patients, and it's fantastic you have the languages we

need. I oversee 4 clinics and I've been out of material for a while."

The OWH provides educational materials on women's health issues in English, Spanish, Korean, Vietnamese, Armenia, Mandarin and Cantonese.

Articles on women's health issues:



Eleven departments requested articles for newsletters for staff, patients, and outreach activities. Articles were tailored to the type of audience, for example, clinical staff received articles with a medical slant while non-clinical staff received articles in plain language.

Articles were also sent to two DHS newsletters: *Connections*, a monthly newsletter to all DHS employees, hospital and administrative staff, and *The Public's Health*, a monthly newsletter distributed to 33,000 physicians, nurses and other medical professionals in Los Angeles County. The article in *The Public's Health* newsletter fueled a wonderful response—both the Director of the Los Angeles Promotora Network and the Project Manager of the Rescatando Salud Immunization Program requested the article and screening guidelines in Spanish so they could train the Promotoras who could then educate the communities they work and live in.

Additionally, OWH collaborated with Supervisor Burke's office in writing an article on cervical cancer for "The Senti-

nel," a predominately African American newspaper.

Speakers on women's health issues: Twelve departments requested speakers from our active Speakers Bureau who gave presentations on a wide range of topics such as Menopause, Healthy Lifestyle, Women and Heart Disease, Diet and Nutrition, Aging, STDs and Breast and Cervical Health.

Feedback from the presentations has been very positive. The speakers were such a success that several departments suggested having the project year round. Two of the departments have already requested speakers for future sessions. One department liked the idea so much, they asked the Office of Women's Health for speakers on men's health! So, our original month long project is now a year round project. Collaboration works!

The Future

We will continue to work with County departments to promote women's health issues by encouraging the utilization of our Speakers Bureau, and offering articles and multi-lingual women's health education materials, all a part of our *Prevention Matters!* campaign. Because prevention really does matter.

Anyone interested in collaborating with us, please contact Dr. Susan Nyanzi at the Office of Women's Health at (626)-569-3825 or email: snyanzi@ladhs.org.

Also visit our website where women's health education materials are available for downloading: preventionmatters.org

Prevention Matters

Mar Vista Family Center

[from *Mar Vista*, Page 3]

COMMUNITY

With 12 years in operation the Partnership Education in Public Schools (PEPS) program continues to provide weekly workshops for parents and teachers in the elementary schools. PEPS at Braddock Drive and Stoner Avenue Elementary Schools helps parents learn how they can improve the quality of their child's education and to build an engaged parent volunteer team that functions in partnership

with teachers and administrators. PEPS provides opportunities for parents to contribute to schools through volunteer projects in collaboration with teachers and school administrators. These projects include Read Across



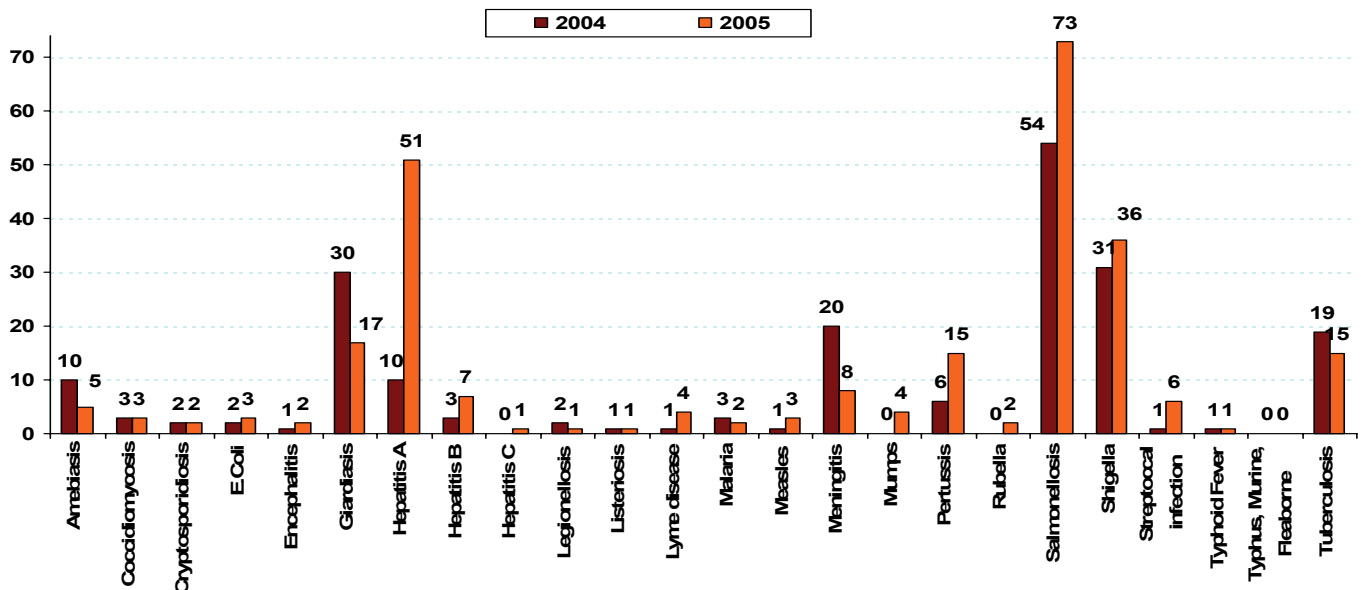
America, and Cinco De Mayo.

This year almost 200 hundred parents, teachers and administrators participated in PEPS from Braddock and Stoner Elementary. PEPS parents volunteered well over 2,000 hours in preparing standard

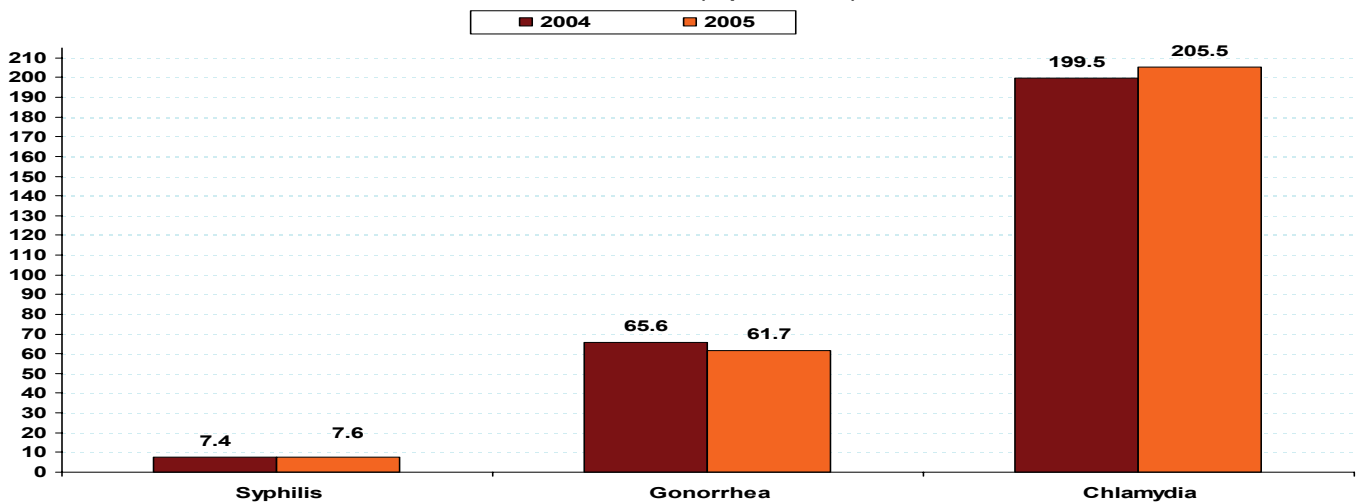
curriculum materials for teachers at the two schools. "Through PEPS I've come to realize that the contributions from parent volunteers are not always purely academic, but come in the form of social and moral support", says Ms. Nuño, a teacher at Stoner. "Children who have parents active in the class, in whatever capacity, are better adjusted and more inspired to learn".

For more information about Mar Vista Family Center visit their website at www.marvistafc.org or call 310 390 9607.

**Acute Communicable Disease Diseases (Provisional)
West Service Planning Area (SPA 5)
7/1/2004-12/31/2004– 7/1/2005-12/31/2005**



**Sexually Transmitted Disease Rates * (*Cases per 100,000 Persons)
West Service Planning Area (SPA 5)
2004 and 2005 ** (** provisional)**



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The **SPA 5 CHRONICLE** is published three times a year by the West Service Planning Area. You are welcome to make copies of this newsletter.

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WEST SPA

Chronicle 5

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