

CANFIT Connection

The Quarterly Newsletter of the California Adolescent Nutrition and Fitness Program

July 2005

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Preventing Obesity in the Hip-Hop Generation

CANFit has just completed the first in a series of national workshops in Washington D.C. in partnership with MEE (Motivational Educational Entertainment) Productions. Here is an excerpt from *Preventing Obesity in the Hip-Hop Generation*.

Obesity rates among African Americans are the highest in the nation at 26.9%. Latinos follow closely with obesity rates at 20.8%. These compare to the obesity rates for whites at 16.6%.

The food environment in communities of color directly impact these populations to contribute to these high obesity rates. For example, access to healthy, affordable foods can be limited. In addition, unhealthy foods are marketed directly at communities of color. Media images reinforce poor eating habits. Communities of color are also faced with the daily stress of living with racism. Economic development opportunities within their communities also include the prevalence of fast food franchises, donut shops, and

schools being financed by soda contracts.

The physical activity environments in these communities of color lack the availability of safe recreational facilities. Residents are typically not involved in land use decisions or have a voice in new development planning. Youth groups are often blocked from having group activities because of concerns with safety. The walkability of neighborhoods is also a concern, raising issues of safety, infrastructure obstacles, and the lack of services. There is often a lack of physical education in the schools due to the expense of team sports. This results in the absence of opportunities to learn life long physical activity skills. There needs to be advocacy for use of local school grounds after hours for physical activity such as family walking and biking clubs. (Cont. on Page 3)

SUMMER

Yummy Fresh Recipes

Summer is a great time for snacks, cookouts, or picnics using fresh fruits and vegetables. Here are two delicious recipes developed by 6th graders that we can all enjoy!

Fast and Easy Veggie Dip

1 small package Ranch salad dressing mix
1 1/2 cups nonfat sour cream
1/2 cup lowfat buttermilk
1 head cauliflower
1 bunch broccoli

Stir dressing mix, nonfat sour cream, and lowfat buttermilk together until smooth and well blended. Cut cauliflower and broccoli into small pieces (flowerets). Dip cauliflower and broccoli pieces into Ranch dip. Try dipping other vegetables, such as carrots, bell pepper slices and celery for variety.

Banana-Orange Smoothie

Servings: 2

1 very ripe medium banana, peeled
3/4 cup orange juice
1/2 cup lowfat vanilla yogurt
Break banana into small pieces and put in a blender container with orange juice and yogurt. Secure lid and blend until smooth.



Source for both recipes: Grizzly Gourmets: The Grizzly Gourmet Guidebook; Vista Verde Middle School/Monterey County Health Department Project U-Fit; 1996.

Did you know?



Apples are better at waking you up in the morning than coffee.

Bananas are part of the berry family since they have seeds within their fleshy pulp. They are America's number one fruit and naturally have no fat, cholesterol or sodium.

Strawberries are the only fruit with seeds on the outside.

Preventing Obesity in the Hip-Hop Generation (Cont. from Page 1)

How do you reach the hip-hop generation? One needs to develop credibility, trust, access, involvement, and value. A community can be mobilized through careful planning, effective recruitment techniques, community dialogues, events, collaborations, and services.

CANFit and MEE recommend working directly with youth to understand their arguments and develop counter arguments to living a healthier lifestyle.



Once the arguments and counter-arguments are clear, they can be used to develop an effective social marketing campaign with a community-based clinic, hospital, or youth sports league. CANFit's highly successful P.H.A.T. (Promoting Healthy Activities Together) used hip-hop as the focus of a campaign to stress the need to drink water, eat healthy, and get active. A basic physical activity and nutrition education campaign may be developed using storytelling, or a generational intervention could target the parents of tweens and teens tied to changing their community.

For more information on the location of these workshops see www.meeproductions.com/workshop/obesity.cfm or www.canfit.org.

2005-2006 Scholarship Recipients Named

CANFit is very pleased to announce the recipients of its 2005-2006 Nutrition, Physical Education, and Culinary Arts Scholarships.

Culinary Arts Scholarships:

Samantha Parker

Nutrition Consultant/Natural Chef
Bauman College, Berkeley

Melissa Villanueva

Nutrition Consultant/Natural Chef
Bauman College, Berkeley

Graduate Nutrition Scholarships:

Anjani Advani

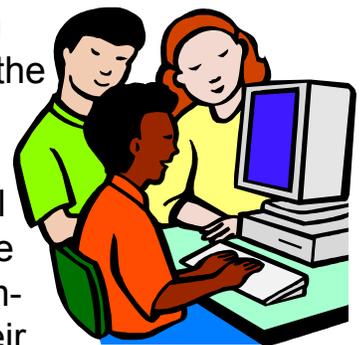
Master of Science in Nutritional Science
California State University, Los Angeles

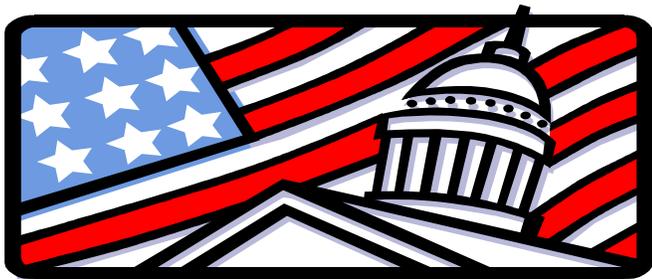
Carolina Maldonado

Masters of Science in Food and Nutritional Sciences
California State University, Fresno

Congratulations to these students!

Join us in wishing them success in the upcoming academic year. We hope that they will return to serve the youth of their communities upon their graduation.





Legislative Update

In our last newsletter, we highlighted several proposed bills which have all passed out of their original branch of government or committee. For the most current information on these and other legislation, see

www.publichealthadvocacy.org.

School Food Bills: **SB 12 (Escutia)** which requires SB 19 standards for foods on public school K-12 campuses; **SB 965 (Escutia)** which removes soda from high schools; **AB 569 (Garcia)** which requires all food and beverage vendors at schools to provide nutritional labeling; **AB 1385 (Laird)** which sets up a program for the direct certification of low-income children into federal school meal programs; and **SB 281 (Maldonado)** which establishes a two-year pilot program for fruits and vegetables in at least 25 schools.

Physical Activity Bills: **SB 523 (Torlakson)** which uses state highway funds for bicycle related purposes; **SB 559 (Torlakson)** which requires districts to assure that students are active in PE; and **SB 638 (Torlakson)** which provides voluntary guidelines for physical activity programs.

Nutrition Education Bills: **AB 334 (Chan)** which allocates funds for school gardens; and **AB 689 (Nava)** which requires the incorporation of nutrition and physical activity into core curriculum subjects.

Medical Management Bills: **SB 454 (Ortiz)** which requires Medical to adopt policies and programs for counseling on nutrition, physical activity, and federal food programs.

Funding Bills: **SB 564 (Torlakson)** which establishes a tobacco tax to fund obesity, diabetes, nutrition, and physical activity programs for childhood obesity prevention.

From the Executive Director

I've had mixed emotions about the USDA's recent release of a revised Food Guide Pyramid. I never believed that there was anything intrinsically wrong with the old Food Guide Pyramid. In my opinion, one of the main reasons that people don't eat according to the recommendations is that they don't have ready access to the healthier foods recommended, but are instead led, through aggressive marketing and product placement, to consume the heavily processed and high fat/sugar foods at the top of the pyramid. The new Food Guide Pyramid does nothing to change that basic inconsistency between our national nutrition policy (or lack of policy) and food availability.

However, if you have internet access, check it out at www.mypyramid.gov and see for yourself. There are a lot of cool "gee whiz" bells and whistles on the new web site. You can download posters, and tip sheets, and customize recommendations based on age, gender, height, weight. There is also, finally, an acknowledgment of the important role that daily physical activity plays in health. You can even track your diet and activity levels and see how you meet the recommendations. Of course, this only works if you have ready internet access and are not part of an ethnic youth culture that consumes Hot Cheetos, tortas, \$1 Chinese food specials, and tapioca pearl drinks and does capoeira and Tae Kwon Do for fun. Anyway, check out www.mypyramid.gov for yourself, and let us know what you think. *Annell J. Hinkle*



Mark Your Calendar



August 11-12, 2005: California Nutrition Network for Healthy, Active Families Social Marketing Conference, Sacramento. California Nutrition Network hosts this conference which will focus on the innovative strategies that influence healthy eating and physical activity in low-income communities throughout California. Speakers will highlight ways in which communities are taking charge of their “obesogenic” environments and have made progress in improving the healthy eating and active living landscape. Those attending the conference will leave with bright ideas, fresh approaches, and tools to create real change in their neighborhoods. See <http://5aday.webregpro.com/index.html>.

November 5-9, 2005: American Public Health Association’s 133rd Annual Meeting & Exposition, New Orleans. This year’s theme, Evidence-Based Policy and Practice explores the processes of systematically finding, appraising, and using scientific research as the basis for developing sound practice. Register online at www.apha.org/meetings.

November 18-19, 2005: Healthy Schools, Healthy People X, Sacramento. This conference will cover multiple issues including childhood obesity, physical activity, health, and academic success. Registration information available at 916-443-0218 or Stephanie@rdlent.com.

Keep Active!

Blindfolded Horse Race (Nigeria): At least twelve people are needed to play this game, but the number must be even since it is played in pairs. The activity level is high and the competition level is low. Any large area will work for this game, and blindfolds, cones and a whistle will be needed.

Create two or more cone courses depending on the number of pairs playing the game. Pair the players so that there is a larger and a smaller player in each pair. Divide the players into equal teams of four to six players. Blindfold one member of each pair; this is the “horse.” The smaller member of the pair leads the “horse” through directions or rides piggyback. The rider guides the horse through a cone course with prearranged nonverbal commands, such as tapping the shoulders, turning the shoulders, or squeezing the knees. Run as a footrace for time or as a relay race.

If possible, pair more athletic or physically fit children with more non-active youth so that they can combine their skills. Even though one partner may not be as coordinated, they can feel like a strong part of the team for their mental efforts. Reward strategy and team work. This is also an activity that can develop trust. You may time the races if you desire. Make sure to congratulate every participant for completing the task and recognize effort. Point out the good things that each group did, like having unique non-verbal communication. (From *Multicultural Games*, L. Barbarash)



CANFIT

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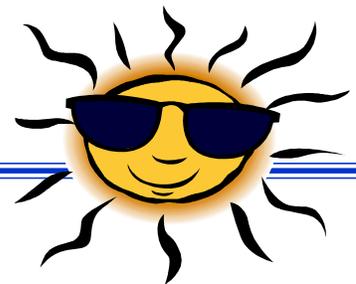
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Invest in CANFit!

I would like to invest in CANFit's work to improve the lives of our youth and their futures!

Name:

Address:

City / State / Zip:

Phone:

Email:

Enclosed is my tax-deductible donation of \$ _____ made payable to CANFit/
Tides Center.

Contact me about volunteer work with CANFit.

I have this suggestion for CANFit:

Thank you for your support!

CANFit is a nonprofit organization that engages communities and builds their capacity to improve the nutrition and physical activity status of California's low-income American Indian, Latino, Asian American, Pacific Islander, and African American adolescents 10-14 years of age.

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