

SUMMER
2003

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CANFIT

Connection

The Newsletter of the California Adolescent Nutrition and Fitness Program

Marketing Soda To Children: Part 1 - Sodas

THIS ARTICLE IS THE FIRST IN A SERIES TAKING A HISTORICAL LOOK AT HOW JUNK FOOD PRODUCT MANUFACTURERS INCREASED PROFITS BY USING CHEAP SWEETENERS, INCREASING PORTION SIZES AND MARKETING TO CHILDREN IN SCHOOLS.

Technological advances have changed the way we consume corn in the U.S. In the late 1960's, Japanese scientists converted cornstarch into a liquid known as high fructose corn syrup (HFCS). With this, the federally subsidized corn industry was able to increase profits by processing surplus corn into HFCS and selling it to the soda industry and other food manufacturers. Because the syrup was cheaper than sugar, soda companies were able to increase portion sizes without sacrificing profits.

"Super-sized" soda portions inspired a perception of increased value, encouraged more soda drinking and weight gain. Dr. George A. Bray, an obesity researcher and professor of medicine at Louisiana State University Medical Center, points out that "the rise in HFCS consumption closely parallels the jump in obesity rates. Nothing else in the food supply does this... During the last 30 years, soft-drink consumption increased 287% in boys and 224% in girls."

Soda companies have cashed in on using subsidized HFCS as a cheap sweetener and used clever marketing tactics to establish brand loyalty with youth, and to quench their own thirst for more money. At a time when weight-related illnesses in children are on the rise, soda companies have targeted schools to sell their liquid candy to captive audiences of children.

(continued on pg. 2)

From the Executive Director

On June 11, 2003 at the National Press Club in Washington, D.C., I had the great honor of being awarded a 2003 Robert Wood Johnson Community Health Leadership Program Award for my work at CANFit. This national award is given each year to ten mid-career community health workers who are working "to improve effective community-based programs that are struggling to grow and respond to emerging challenges." A description that perfectly describes me and CANFit as we enter our 10th year of operation (and our organizational adolescence). Like many non-profits, we face budget uncertainties while we attempt to keep our foundation deeply rooted in the communities that we serve. The \$120,000 award of unrestricted funds is very much appreciated, and comes at just the right time.

In my acceptance speech I acknowledged and applauded all of the hard work and contributions of CANFit staff, grantees, Collaborative members, founding Administrative Board, consultants, and others that have made CANFit an organization that it is worthy of such an award. I also want to take this opportunity to recognize Daniela Boykin, Project Coordinator, who is leaving us after 3^{1/2} years. Daniela was CANFit's first non-administrative staff member, and integral to the success of the 100 Way, RFS and PHAT Projects. We will miss her, and wish her well as she pursues her personal and creative goals.

I hope to see many of you at our 10th Anniversary Event on October 9, 2003 at the Oakland Museum of California. After all, it is because of all of you that we have lots of reason to celebrate - so come join us for the party! Have a healthy and active summer.

(Marketing Soda to Children, cont.)

Schools in the U.S. have, over the past thirty years, taken on increasing responsibilities and at the same time been under pressure to find creative ways to use scarce resources. Over the past two decades corporations have dramatically increased marketing activities directed at children in schools. Today, almost every large corporation and trade association has some type of in-school marketing program. Marketing activities range from advertising on school buses, scoreboards, lunchrooms and even in the classroom through corporate sponsored "learning materials" as well as a TV news program (i.e. Channel One).

Considering the bombardment of the soda industry's marketing strategies and the pressure on schools to find funding for worthwhile activities, it's no surprise that resisting soda and junk food marketing in schools is hard. These are ways staff in youth-serving programs can resist this type of marketing and protect the health of youth:

- *Be a role model practicing positive eating and physical activity habits*
- *Teach youth about how to analyze food industry marketing strategies. (See www.canfit.org/html/newsletters.html and click on the link What Are You Really Paying For)*
- *Support organizational practices that encourage positive eating and physical activity habits*
- *Support the creation and implementation of legislation to stop the marketing of harmful products to children.*

Look for a follow-up article on marketing junk food to children in the next CANFit Connection newsletter.

Sources:

*Greg Critser, January, 2003. Fat Land: How Americans Became the Fattest People in the World.

*Los Angeles Times, March 24, 2003 pF-1. "Blaming it on corn syrup: Its increased use as a cheap sweetener is seen by some as responsible for soaring obesity." (Health) King, Patricia.

*www.schoolcommercialism.org

fun in the sun

Now that it's summer, youth have lots of free time on their hands. Instead of watching them stockpile calories in front of the TV, take them outdoors. There are a variety of low-cost activities available that are not only fun, but also an easy way to achieve the recommended 60 minutes of daily physical activity.

walking and hiking

No mode of transportation is cheaper than using your own two feet. Each community has a unique history and culture that can be discovered by simply going for a walk. Nature lovers can also explore California's diverse plants and geography.

swimming

Find some relief from the hot weather at a nearby pool, river, lake, or beach. Most are free or accessible for a nominal fee. Just be sure the water is safe for swimming before jumping in.

backpacking

Go for a mini-adventure with everything you need strapped to your back. This is a great way for youth to practice keeping busy without a TV or computer.

Contact your local Parks and Recreation Department for more information about activities in your area, and don't forget to pack sunscreen, healthy snacks, and plenty of water.

How to Build Community

(Adapted from Syracuse Cultural Workers Community)

Turn off your TV * Leave your house * Look up when you're walking * Help a lost dog * Take children to the park * Support neighborhood schools * Fix it even if you didn't break it * Have pot lucks * Garden together * Pick up litter * Dance in the street * Put up a swing * Help carry something heavy * Organize a block party * Bake extra and share * Open your shades * Know that no one is silent though many are not heard - work to change this*



What's Happening at CANFit...

Awards Ahoy!

Arnell Hinkle, CANFit Executive Director, has been chosen from among 274 candidates to be one of the 2003 Robert Wood Johnson Community Health Leaders! For more information on this prestigious award, visit the "news" section of our website (www.canfit.org/html/news.html).

Get P.H.A.T.

The much anticipated P.H.A.T. Multi-media package is now available! See the insert in this newsletter for ordering information.

10 Years and Counting

On October 9, CANFit will celebrate its' 10th anniversary at the Oakland Museum of California. Keep an eye on our website (www.canfit.org) for details as they develop, and be sure to save the date!

Staff: You Win Some, You Lose Some

CANFit welcomes Renee Simpson as our new Office Manager., replacing Leena Kamat, who is off to law school at UC Davis. We bid farewell and congratulations to Julie Chang, former administrative assistant, who graduated from UC Berkeley with a degree in Legal Studies. Also, we will miss Daniela Boykin, our Project Coordinator, who will be leaving in July to pursue other interests.

Support CANFit!

Would you like to help us empower our youth and communities? Your donation is tax-deductible. Checks can be made to Tides/CANFit. You are also welcome to support our newsletter, by contributing a story or idea, or suggest resources for our web site.

Name:
Address:
City, State, Zip:
Phone:
Fax:
Amount Donated:

Thank you!

Meeting Calendar & Deadlines



July 9 - Fatter and Less Fit: Whose Fault is it?

(Public Policies for Healthy Eating and Physical Activity Environments in Communities of Color)
CANFit/CPEHN Policy Convening will take place at: LA Care, 555 West Fifth St., 29th floor, Los Angeles, CA, 90013. To register call (213) 694-1250

Aug. 6-7 - From People to Policy: Inspiring Healthy Change - Social Marketing Conference, Sacramento. Register by calling (916) 739-0645 or email registration@matsonian.com

Aug. 15 - CANFit Proposal Deadline

Oct. 9 - CANFit 10th Anniversary Event at Oakland Museum of California

SNACK TIME: TOMATO SALAD!

(Recipe from *Quick & Healthy Cambodian Cuisine* developed by CANFit Grantee, Families in Good Health)

Tomato Salad

Servings: 4

1/2 cup peanuts, roasted and coarsely ground
1 pound plum tomato, sliced 1/4" thick
1/2 English cucumber, thinly sliced
1/2 cup fresh mint leaves
1/2 cup fresh basil leaves



Mix all ingredients in a large bowl. Nutritional information per serving: 131 cal, 9 g fat, 0 mg cholesterol, 3 g protein, 9 g total carbohydrate, 16 mg sodium, 420 mg potassium.

Dressing for Salad

Servings: 8

1/2 cup sugar
1 clove garlic, finely chopped
1/2 cup fish sauce
2 cups lime juice
1/4 cup water



In a saucepan, bring water to a boil. Add the sugar, stirring to dissolve. Set aside and allow to cool, then stir in garlic and remaining ingredients.

Nutritional information per serving: 100 cal, 2 g fat, 2 mg cholesterol, 1 g protein, 22 g total carbohydrate, 1 mg sodium, 88 mg potassium.

CANFIT

CALIFORNIA ADOLESCENT NUTRITION AND FITNESS

2140 SHATTUCK AVE, SUITE 610, BERKELEY, CALIFORNIA 94704

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CANFit is a non-profit 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/Pacific-Islander, and African-American adolescents 10-14 years of age.

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Break the fast!

Starting the day on an empty stomach can make you cranky, tired, or restless. You need breakfast for energy. Eat!



Try these "on-the-go" snacks for breakfast:

Dry cereal * Pretzels * Fruit *
Bagel * Crackers * Nuts

Staff Directory

- Arnell J. Hinkle, MPH, RD, CHES
Executive Director; ahinkle@canfit.org; ext. 12
- Daniela N. Boykin, RD
Project Coordinator; dboykin@canfit.org; ext. 14
- Blythe Henderson, MPH
Program Associate; blythe@canfit.org; ext. 11
- Eddy Jara, MPH, RD
Health Educator; eddy@canfit.org; ext. 15
- Renee Simpson, BA, BS
Office Manager; rsimpson@canfit.org; ext. 10

Some Ways to Add Fruits & Veggies to Your Meals

(From the Produce for Better Health Foundation)

- Serve waffles or pancakes topped with sliced bananas, strawberries, peaches, or other fruit; try sweet potato pancakes and waffles.
- Serve raw spinach leaves in addition to lettuce for burgers and sandwiches.
- Offer bean dip, hummus, or salsa with baked chips.
- Chop berries or tropical fruits, mix with fresh basil and balsamic vinegar, spread on toasted baguettes.
- Make a lasagna with eggplant, zucchini, and roasted red peppers.
- Add assorted cut-up vegetables to a homemade macaroni and cheese dish.
- Dip long-stem strawberries in white and dark chocolate.

For more info or to join our mailing list:

www.canfit.org

CANFit Program
2140 Shattuck Ave., Ste. 610, Berkeley,
CA 94704
(510) 644-1533, fax (510) 644-1535