



Connection

The Quarterly Newsletter of the California Adolescent Nutrition and Fitness Program

Fall 2000

CANFit Conference Gets Practical !

CANFit offered practical solutions to the childhood obesity epidemic on September 14, 2000 by hosting it's 2nd statewide conference, *From Practice to Policy...Recipes for Success* in Los Angeles.

Through inter-active, hands-on, skill building workshops and panel discussions, over 130 youth service providers learned how to influence policy and conduct nutrition and physical activity games and activities that appeal to adolescents from low-income, multi-ethnic communities.

Keynote speaker, Dr. Margo Wootan, Director of Nutrition Policy for the Center for Science in the Public Interest (CSPI), Washington, D.C. discussed the magnitude of youth-centered advertising and their common negative health messages (e.g. one popular cereal commercial states "now it's okay to have cookies for breakfast!"). During her presentation, Dr. Wootan, shared how to influence public policy to support healthy habits for youth.

Practical community level policy changes were discussed in a workshop track moderated by Dr. Harold Goldstein of the California Center for Public Health Advocacy. (A transcript of the policy session is available by request).

The conference also included a panel of five current CANFit grantees who offered valuable tips for working directly with youth and communities. Their keys to success included: involving youth in all aspects of planning and implementation; being flexible; learning from the unexpected; obtaining buy-in for projects from key persons; and tailoring efforts to the unique circumstances of each local multi-ethnic community.

For example, East County Community Health Services in Lakeside developed innovative nutrition and physical activity education "games shows" such as "Who wants to be a gazillionaire?" and "Nutrition Survivor," based on popular TV shows. The Survivor game follows a scavenger hunt format, with the highest points given to the first one to collect all their "nutrition needs." As points are earned during each activity, youth choose prizes of increasing value. Grantee Wendy Hileman stated, "offering incentives is crucial for the success of activities. Incentives can be donated or very low in cost, yet they must be appealing to youth, who may simply enjoy the novelty of getting a prize."

CANFit appreciates the wisdom and insight shared by all who participated in the conference, including grantee panelists Joseph Henry Cice, MPH, MSW, Lakeside; Garry Crummer, MD, UCSD, Indian Health Council, San Diego; Gloria Romero, YWCA of San Francisco; Janet Porter, MPH, Health Education Council, Sacramento; Kevin Williams, JD, MPH, Berkeley Youth Alternatives.

From the Executive Director

With holidays and other end of the year activities rapidly approaching, it's important to remind youth to PACE themselves.

- **Portion Control** -How much you add to your plate makes a big difference! It's okay to "taste" treats but avoid overdoing it. Keep serving sizes smaller.
- **Activity Daily** - do at least 60 minutes a day.
- **Choose foods wisely**, with attention to fats, sugar and nutrient content.
- **Enjoy what they do and eat** - being healthy is a lifelong project, if they don't enjoy it, they won't keep doing it.

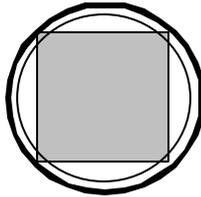
Arnell J. Hinkle, RD, MPH

Strength Training Offers Benefits to Adolescents

Recent studies have shown that a sound strength program can provide children with similar health benefits that adults enjoy - stronger muscles, protection against injury, stronger bones, and bodies that burn more fat. Despite popular myths, it will not stunt growth, break bones, or render muscles inflexible. Pediatricians have known for years that kids should be doing strength training, however there has not been a consensus on the safest, most constructive way for kids to lift weights, until now.

Strength training provides opportunities for young people of all different shapes, sizes, and abilities to participate and succeed.

Adapted from "Little Lifters" by Ken McAlpine, Spirit Magazine 2000.



Guidelines for Safe & Effective Strength Training



- Focus on improving performance and strengthening joints.
- Sessions should take no more than 30 minutes, including a 5 minute warm-up and 5 minute cool down.
- One or two workouts a week is plenty.
- Workouts should include 8 to 10 different exercises. One set of each exercise is enough.
- Less weight, more reps. Experts recommend 15 repetitions with a resistance that will allow them to perform at least 8 reps. Increase weight in increments of 1-3 lbs..
- Lifts should be slow and controlled, 2 or 3 seconds lifting the weight, then 2 or 3 seconds lowering it.
- Make sure youth drink water before, during, and after the workout.
- Keep workouts fun so they will stick with it. Try varying exercises and playing music.

No Equipment Required

Lower Body Exercises

Leg extensions, straight leg lifts, lunges, or squats

Upper Body Exercises

Wall Sits - back to the wall, sit with thighs parallel to floor. Hold for 30 seconds.

Chest press - put your palms together in front of your face. Press hands together as hard as you can for 10 seconds.

Dips - face away from desk or table with hands grasping the edge of the desk and feet slightly forward. Lower your body until your knees are slightly bent.

Wall or desk push-ups

Low/No Cost Equipment

- ★ Bicycle inner tubes or large rubber bands can be used for resistance training. (Your local bicycle shop may be willing to donate.)
- ★ Use as weights:
Gallon milk or water containers, water bottles filled with sand, canned goods, or books

Did You Know? According to the 1999 California Physical Fitness Test, 80% of California's 5th, 7th and 9th graders did not meet the minimum standards to be considered physically fit.

Physical Activity Resources

Building Opportunities For Leisure Time (BOLT)

Manual, A physical activity manual for after school care providers that focuses on the development of motor skills, movement knowledge, and social and personal skills. SPARK Program, 1-800-SPARK 73.

Youth Strength and Conditioning, by Matt Brzycki (Spalding Sports Library, \$12.95)

Bodies In Motion: <http://library.thinkquest.org/12153>

Balance Fitness on the Net: www.balance.net

SPORTIME Physical Education, Recreation & Athletics supplies and equipment. www.sporttime.com, Phone orders: 800-283-5700

SPRI Xertube Products - low-cost, physical activity equipment (e.g., tubes, bands). 1-800-222-7774

What's Happening at CANFit...

- Inner-City Struggle in Los Angeles, a current CANFit grantee, is planning an after-school nutrition and fitness program for Hollenbeck Middle School students in Boyle Heights. The planning process includes surveying 400 students. Assistant Coordinator of Youth Programs, Elizabeth Ornelas states, "We're getting lots of positive feedback from youth; we can't wait to get started with the after-school program!"
- The all new Building Opportunities for Leisure Time (BOLT) Manual is ready! The after-school physical activity program manual developed especially for 10-14 year old multi-ethnic youth is the final product of a CANFit partnership grant with the Sports, Play, and Active Recreation for Kids (SPARK) program of San Diego State University. For more info contact SPARK 1-800-SPARK 73 or go on-line (www.foundation.sdsu.edu/projects/spark).
- CANFit's first Melida Manjarrez Distinguished Community Service Award was presented posthumously to Melida at the recent CANFit conference. Melida was a UC Cooperative Extension nutritionist and CANFit Collaborative member. The award recognizes an outstanding individual or organization for their culturally-appropriate and exemplary contribution to improving nutrition and physical activity for California's low-income, multi-ethnic youth. Contact CANFit for a nomination form for the 2001 award.
- Recipes for Success Workshops are in demand. The 4 hour "hands-on" workshop teaches how to plan fun, educational and culturally-appropriate nutrition and fitness activities. A participant from the October 10, 2000 Eureka workshop stated, "Well organized, interactive and fun; very informative!" Call CANFit to schedule a workshop.
- Linda Mach has joined the CANFit staff as Administrative Assistant. Linda graduates from UC Berkeley in December with a major in Social Welfare, and minors in Business and Education. Her interests include exercising, listening to music, and traveling. Linda states, "I look forward to being a part of the great CANFit trainings and conferences the staff here have been raving about."

CANFit's Latino 1% Milk Social Marketing Campaign

"Adelante Con Leche Semi-Descremada 1%," a major bilingual (Spanish/English) social marketing campaign aimed to motivate Latino youth and their care givers in East Los Angeles to switch from drinking whole or 2% milk to skim or 1% milk, was launched April 18th, 2000.

The April/May wave resulted in a 200% market share increase for 1% milk and a decrease of 275% for whole milk, according to data from local independent grocers in East Los Angeles.

Success can be attributed to the campaign's comprehensive community outreach program implemented by Mariela Communications under CANFit's direction. The program includes: utilizing paid Hispanic radio, print advertisements and television; 1% milk taste testing at local supermarkets, health clinics, and middle and elementary schools; and hosting interactive booths at major local community events, such as Cinco de Mayo celebrations.

The campaign is sponsored by CANFit in association with the California Osteoporosis and Education Program and the Center for Science in the Public Interest.

Congratulations to the 2000 CANFit Scholarship Awardees !

Vani Alva	Loma Linda U.
Jose Campos	Reedley College
Sophia Cheung	U. of Cal Berkeley
Henry Delu, Jr.	U. of Cal Berkeley
Felicia Hernandez	Cal State U. Chico
Prisca Ho	San Francisco State U.
Marisa Lucero	San Francisco State U.
Corlean Pitre	UCLA Extension Culinary Arts
Elizabeth Quintana	San Diego State U.
Alison Vartic	Napa Valley Cooking School
Joy Viray	Cal Poly State U. Pomona

CANFit Calendar & Deadlines

- "Recipes for Success" Nutrition and Physical Activity Workshops:

11/14/00, 7:45-12:00, Camarillo, CA

11/15/00, 8:15-12:30, San Bernardino, CA
(Call CANFit to register.)

- 2/6-8/00 CANFit Grantee Orientation and Training, location TBD

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CaTEENS Survey Released 9/26/00

The California Teen Eating, Exercise and Nutrition Survey, the first comprehensive statewide study to sample the eating, exercise and body weight of California's two million teens, paints a bleak picture of adolescent health - 1/3 of whom are at-risk or already overweight, with a major portion turning to candy, soda, chips and fried snacks over fruits and vegetables.

Use findings to support your funding requests for adolescent nutrition and physical activity projects. For a copy of the full report or press kit contact the Public Health Institute 510-644-8200, 2001 Addison St., 2nd Floor, Berkeley, CA 94704, or Brown & Miller Communications 1-800-710-9333.



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

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To submit an article or announcement, or to be added/removed from the newsletter mailing list...

Contact Us at...

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