

CANFIT Connection

The Quarterly Newsletter of the California Adolescent Nutrition and Fitness Program

Harry Potter Movie = Sales at the Box Office + Vending Machines

Box office sales reached record proportions with the Warner Brothers release of "Harry Potter and the Sorcerer's Stone", a movie based on the bestselling children's book series. But box office sales aren't the only thing expected to increase as Coca-Cola retailers use clever marketing strategies to get in on the action.

Everything has a price tag

It's been reported that Coca-Cola paid a whopping \$150 million for permission to include Harry Potter-related images on packaging of their products. Although Harry Potter himself will never be seen drinking a Coke, health experts and education specialists are upset by the implied association between the beloved, literary hero and a nutritiously worthless soft drink. Amongst those most upset by the deal is Michael Jacobson, the Executive Director of the Center For Science in the Public Interest who launched an email campaign to urge Harry Potter author J.K. Rowling to "kill the deal with Coca-Cola" to help protect children's health. "From now on when people say 'Harry Potter,' a lot of kids are not going to think about a book or movie, they're going to think about Coca-Cola," Jacobson said. The bottom line is that books adored by children are being used to sell more junk food!



Consequences for soft drink drinkers

According to the Save Harry Potter web site, there are many serious health consequences in children that have been tied to increased soda intake. Soft drinks have been linked to increased bone fractures, dental carries and behavioral issues secondary to their high caffeine content. Recent scientific evidence has shown that soft drinks have even helped fuel the obesity epidemic. Consuming an extra soft drink a day gives a child a 60% greater chance of becoming obese (Lancet, 2001). Calories from liquids – like soft drinks – don't seem to register as food in the same way that calories from solid foods do. That means that consuming soft drinks with your meal instead of water or another calorie-free beverage could really make a difference to your weight. On average, the typical 12-ounce soft drink contains 150 calories and 10 teaspoons of refined sugars.

What can your program do

- ✓ Eliminate soda from your program and inform both parents and youth of your new "No Tolerance For Soda" policy. (See inside newsletter for an alternative drink recipe.)
- ✓ Put up a soda display at your program that depicts how much sugar actually is in soda and the negative health consequences of soda consumption. (See inside this newsletter for display ideas.)
- ✓ Visit the Save Harry Potter web site at www.saveharry.com for information on how to write letters deploring the use of Harry Potter to sell junk food.
- ✓ Join forces with parents and students to get rid of soft drink sales in your school district. Visit the Center For Commercial-Free Education website for suggestions on how you can make a difference (www.commercialfree.org).

Repeat offenders

Both Coca-Cola and Pepsi have been underfire for targeting schools with controversial, exclusive soda contracts. (According to the Center For Commercial-Free Public Education, about 240 schools in 31 states now have exclusive agreements with soda companies.) After receiving much community opposition, Coca-Cola announced earlier this year that they would scale back their aggressive marketing strategies in schools. It appears as if they have traded one exploitative practice for another.

WINTER 2002

From the Executive Director

Times of uncertainty are difficult for both children and adults: not knowing what will happen next in the world, if you will be laid off from your job, if that plane flying overhead is going to veer. It all makes for a lot of stress. Children pick up on it. People look to familiar comforts to get through these stressful times...friends, family, comfort foods. Don't forget the role of daily physical activity as a great stress-reducer. Also remember that you are many times more likely to die of a nutrition-related chronic disease than from anthrax - so now is not the time to put aside healthy eating and activity habits. Have a Happy Holiday Season, and do your part to make the world a more joyous and peaceful place!

Arnell J. Hinkle, RD, MPH

Celebration of Culture

Kwanzaa is an African American cultural holiday traditionally celebrated from December 26 through January 1. Each of the seven days of Kwanzaa is focused on Nguzo Saba, or the seven principles.

- Umoja (Unity)
- Kujichagulia (Self-determination)
- Ujima (Collective work and responsibility)
- Ujumaa (Cooperative economics)
- Nia (Purpose)
- Imani (Faith)
- Kuumba (Creativity)



The name of the holiday is derived from the Swahili phrase, “matunda ya kwanzaa,” which means “first fruits”. By identifying the holiday with the harvest celebrations practiced in various cultures in Africa, Kwanzaa seeks to enforce a connectedness to African cultural identity and an embracing of African-American history, culture, and community. December 31 is marked by a lavish feast, the Kwanzaa Karamu, which draws on the cuisines of the Caribbean, Africa, South America...wherever Africans were taken. In addition to tasting traditional foods like sweet potato pie, benne cakes, and stew, the Karamu is an opportunity for cultural expression, unity, music, dance, and remembering.

(See the 2002 Multi Cultural calendar insert for additional holidays and celebrations.)

Do you know how much sugar is in your favorite drink?

Measure out the different amounts of sugar found in these popular drinks to get your youth thinking about the consequences of drinking too much soda and sugary fruit drinks.

Drink	Teaspoons of Sugar
Minute Maid Orange Soda (1 can)	12
Coca-Cola (1 can)	10
Kern's Nectar Drinks (1 can)	11.5
Snapple (16 oz)	13
Mountain Dew (20 oz)	19
Fruitopia (20 oz)	17.5
7-11 Big Gulp (44 oz)	36



To burn off the calories from drinking 3 cans of Coca-Cola (468 calories), the average 130 lb person would have to walk at a pace of 3.5 mph (17 min/mile) for 1 hour and 52 minutes!

If you buy a \$1.00 can of Coca-Cola every day for a year, you will spend \$365 and consume 3,650 teaspoons or 40 lbs of sugar.

Drinking too many sugary drinks can cause weight gain and cavities.

Tips From The Trenches

Bribery will get you everywhere

CANFit grantee, American Indian Public Charter School in Oakland raffles off coupons for school supplies and books to students who bring in healthy lunches.

Supply and demand

CANFit grantee, East County Community Health Services in San Diego increased youth interest and participation in organized nutrition activities by limiting the number of youth allowed to participate.

Give a gift that keeps on giving



Take special care when choosing gifts for the youth in your life. Show them that you care about their health and well being by giving a gift that will help them eat healthy and stay active.

- ★ A gift certificate to a healthy restaurant, yogurt shop or juice bar.
- ★ Passes to a skating rink or rock climbing facility
- ★ A radio with headphones for walking
- ★ Exercise accessories - clothes, shoes, water bottle, socks, head band
- ★ Exercise equipment - jump ropes, dumbbells, balls, tennis racket,
- ★ An active video game like Playstation's Dance Dance Revolution

What's Happening at CANFit...

- This year's recipient of CANFit's Melida Manjarrez Distinguished Community Service Award, **Senator Martha Escutia** was honored at a reception on December 9, 2001 in Berkeley. Senator Escutia was recognized for her work in spear-heading the passage of SB 19, which sets nutrition standards for California's public schools. Because of her commitment to children's health, all of California's youth will benefit from improved nutrition at school. Congratulations to Senator Escutia!
- CANFit is developing a nutrition and physical activity education campaign targeting **African American 10-14 year olds in the Bay Area**. The campaign will include the production of a hip hop dance video with original music. Bay Area youth are invited to participate. Contact Daniela Boykin at (510) 644-1533 for more information by February 1, 2002.
- CANFit staff are available to conduct a fun and **interactive workshop** on adolescent nutrition and physical activity. We are trying to schedule workshops in the San Diego area during February or March. If you are interested in attending or helping CANFit promote such a workshop please let us know.
- A total of \$10,000 is available for undergraduate and graduate **scholarships** for African American, American Indian/Alaska Native, Asian/Pacific Islander or Latino/Hispanic students expressing financial need to study nutrition, physical education, or culinary arts in the state of California. Call (800) 200-3131 or visit www.canfit.org for application requirements and instructions.

State Youth Advisory Council

California Project LEAN has a new teen website at www.caprojectlean.org and is looking for teen advocates to start a state Youth Advisory Council of volunteer website analysts. Contact Elaine McFadden at emcfadden@ph.co.san-bernardino.ca.us.

Meeting Calendar & Deadlines



January 10-12, 2002

California School-Age Consortium
Middle School Conference, San Francisco
To register call 415-957-9775

February 14, 2002

Love Your Body: Promoting Positive Body Image and Preventing Eating Disorders in Children, Adolescents, and Young Adults, UC Berkeley
For more info call 510-643-0156

February 26 & 27, 2002

CANFit Grantee Training

March 7-10, 2002

California League of Middle School Conference, San Francisco
For more info call 800-326-1880 or visit clms.net

March 31, 2002

CANFit Academic Scholarship Application
Deadline

Snack Idea

Roasted Soy Nuts

Roasted soy nuts have 50% less fat than peanuts and provide a fair amount of fiber, a little zinc, calcium, magnesium, and iron.



You can make them from scratch by soaking dried soybeans overnight in plenty of water; drain and rinse. Spread them on a nonstick cookie sheet and bake at 300 to 350 F. for about an hour (stirring softly), or until lightly brown and crisp.

Hot Spiced Cider

(2 servings)
1 small orange (any variety)
2 cups apple juice or cider, unsweetened
3 whole cloves
1 cinnamon stick (or ground cinnamon)

Cut unpeeled orange into 6 segments. Combine with apple juice, cloves, and cinnamon. Place over medium-high heat and boil. Reduce heat and simmer for 15 minutes. Pour mixture through a sieve (to remove spices and orange wedges) into mugs.

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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 of California's low-income, American Indian, Latino, Asian/Pacific-Islander, and African-American adolescents 10-14 years of age).

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Boost your program's cold and flu immunity

With the cold and flu season here, its not uncommon to find yourself surrounded by lots of coughing, sneezing, and sniffing youth and staff. Here are some ways your program can decrease infection risk.



1. Make your snacks count. Serve lots of fruits and vegetables rich in vitamin, minerals, and fiber. Especially vitamin C and A. Now in season: tangerines, tangelos, kiwi, grapefruit, broccoli, sweet peppers, spinach, carrots, and squash.
2. Stay hydrated. Serve 100% fruit juice with added vitamin C and no added sugar. 100% juices high in vitamin C: Tropicana Pure Premium Orange or Ruby Red Orange, Minute Maid Premium Orange, Dole Pine-Orange Banana, Libby's Juicy Juice.
3. Keep hands clean. Make sure youth and staff are in the habit of washing their hands frequently, especially after sneezing or coughing and always before eating.
4. Stay Active. People who exercise on a regular basis often report having less sickness than their sedentary counterparts. Play an organized game or sport every day.

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

Contact Us at...

CANFit
2140 Shattuck Ave., Ste. 610,
Berkeley, CA 94704
510-644-1533, fax 510-644-1535
info@canfit.org www.canfit.org

Staff Contributors

Arnell J. Hinkle, RD, MPH, CHES
Executive Director

Daniela N. Boykin, RD
Project Coordinator

Blythe Henderson, MPH
Program Associate

Joseph Wu
Program Specialist I

Leena Kamat & Julie Chang
Administrative Assistants