

UC CalFresh Weekly Update

October 6, 2014



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UC CalFresh Website Updates

Updated Letters of Agreement for Participation

Updated Letters of Agreement for Participation (formerly referred to as MOU/LOA) for a School/School District and for an Agency have been uploaded to the UC CalFresh website. Please visit: <http://www.uccalfresh.org/administrative/document-templates> to download the updated versions.

Welcome New UC CalFresh Staff!

This new feature is to introduce and welcome new staff to UC CalFresh. If you have new staff, please send a short paragraph and photo to Lindsay Hamasaki at Hamasaki@caes.ucdavis.edu.



Upcoming Events & Deadlines



OCTOBER 2014

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Confirmation of Receipt of Items

E-mail notifications have been sent to each county providing the quantity of each item to be expected. Once your items have been delivered, please e-mail **Rolando Pinedo** at rgpinedo@ucdavis.edu to confirm receipt. Please remember that confirmation of receipt of items is **required** for accounting and auditing purposes.

10/1/14 Start of FFY 2015

10/7/14 CDPH NEOPB Web Store Front Training

The Nutrition Education and Obesity Prevention Branch (NEOPB) has completed the transition of their warehouse, fulfillment, and online ordering services to the Office of State Publishing. You are invited to participate in a training webinar focused on the new Web Store Front (WS). To register for the webinar, please visit: <https://student.gototraining.com/r/1668150815461155328>.

10/14/14 UC CalFresh Town Hall Webinar, 12:30-2:00 PM

The October UC CalFresh Town Hall Webinar has been scheduled for **Tuesday, October 14, 2014** from 12:30-2:00 PM. The topic of the Town Hall will be **"Overview & Implementation of SNAP-Ed Integrated 2015 Work Plan,"** presented by the UC CalFresh State Office.

ReadyTalk Information:

Webinar Link: <https://cc.readytalk.com/r/rlf5e5sgaw3e&eom>

Security Passcode: apple1

Access Code: 7544137

Dial-In Number: 1-866-740-1260

10/17/14 Q4 Reporting Tools Workbooks Due

FFY 2014 Q4 Reporting Tools Workbooks for UC CalFresh were returned on August 28th. The deadline for returning the Q4 Workbooks and documentation to the State Office is **Friday, October 17, 2014**. Please contact the UC CalFresh State Office if you have any questions related to your workbooks.

FFY 2014 UC CalFresh Annual Report Due Dates

For due dates related to the FFY 2014 Annual Report, please visit the UC CalFresh webpage: <http://www.uccalfresh.org/administrative/ffy-2014-call-for-annual-report>.

UC CalFresh Weekly Update: October 6, 2014

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cal fresh Nutrition Education

<http://www.uccalfresh.org>



UC CalFresh Success Stories

The State Office will begin sharing successes through this new feature in the Weekly Updates. Successes for FFY 2014 can be shared through the online data entry portal: <http://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=11480>

"Since the class I've learned how to include MyPlate while I'm making food for my family. I now look at the Nutrition Facts label, before I didn't. I would enjoy taking a similar class again."
—Plan, Shop, Save, Cook Participant, Tulare County

"I have learned how to prepare meals ahead of time and what leftovers really mean. I have also learned how to read the food label and to compare prices. I'm excited to use this information with my family. Thank you!"
—Plan, Shop, Save, Cook Participant, Fresno County



UC CalFresh in Action!

Share your UC CalFresh success stories with the State Office: <http://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=11480>

Smarter Lunchroom Movement

The UC CalFresh State Office would like to see how the Smarter Lunchroom Movement has been implemented in your county! Please share your success stories and photos with Lindsay Hamasaki via e-mail: Hamasaki@caes.ucdavis.edu.

UC CalFresh Nutrition Corners

The UC CalFresh State Office would like to see the creative ways your program and partners have used the Nutrition Corners in your county. Please send photos and a brief description to Lindsay Hamasaki at Hamasaki@caes.ucdavis.edu.



UC CalFresh, UC ANR and UC Davis in the News!

Fresh, healthy school lunches focus of conference in Modesto

A Modesto conference packed in plenty of kids hoping for more fresh food in their cafeteria lunches and school administrators wishing to cut costs. Giving schools better access to local ag products was one of the goals of the Northern California Farm to School Conference hosted Friday by the University of California Cooperative Extension at its office on Cornucopia Way. "There are wonderful resources linking food services to ways to buy local produce. You can have it delivered to the school," said Joyce Bishop, a nutrition educator with UC Cooperative Extension's UC CalFresh. The conference's cafeteria-style lunch featured standard lean hamburgers, whole-wheat buns and two salad bars packed with toppings and fruit—standard fare from the Salida Union School District's award-winning food program. Workshops showed how to weave nutrition education into classroom studies, using health information to fulfill Common Core reading and writing tasks. Another speaker demonstrated how school gardens can provide hands-on ways to learn about nutrition and eating healthy. [Read full article.](#)



Articles & Research

USDA Announces up to \$31 Million to Empower People to Make Healthy Eating Choices

Agriculture Secretary Tom Vilsack announced USDA's National Institute of Food and Agriculture (NIFA) is making up to \$31.5 million in funding available to help participants in the Supplemental Nutrition Assistance Program (SNAP) more easily afford healthy foods like fruits and vegetables. Secretary Vilsack made the announcement with Virginia First Lady Dorothy McAuliffe in Richmond. "Too many struggling families do not have adequate access to nutritious food," said Agriculture Secretary Tom Vilsack. "Helping families purchase more fresh produce is clearly good for families' health, helps contribute to lower health costs for the country, and increases local food sales for family farmers. Public-private partnerships with non-profit organizations and other community groups are already proving to have great success across the country. These resources will allow partnerships like these to help even more families." The Food Insecurity Nutrition Incentive (FINI) program, a new Farm Bill program, brings together stakeholders from distinct parts of the food system and fosters understanding of how they might improve the nutrition and health status of SNAP households. Under FINI, applicants may propose relatively small pilot projects, multi-year community-based projects, or larger-scale multi-year projects. Funded projects will test community based strategies that could contribute to our understanding of how best to increase the purchase of fruits and vegetables by SNAP participants through incentives at the point of purchase, supported by effective and efficient benefit redemption technologies, that would inform future efforts. For additional information, please visit: <http://www.nifa.usda.gov/funding/cfp/cfp.html>. [Read full Press Release.](#)



Articles & Research (continued)

Federal food program puts food on the table, but dietary quality could be improved

A new American Cancer Society study suggests that participants in the Supplemental Nutrition Assistance Program (SNAP), previously known as the food stamp program, had lower dietary quality scores compared with income eligible non-participants. The authors say the findings emphasize the need to bolster programs aimed at enhancing the dietary quality of SNAP participants. The SNAP program aims to assist low-income individuals and households with the resources to obtain a nutritionally adequate diet. In 2013, approximately 47.6 million individuals, or about one in seven Americans, participated in the program. Although SNAP aims to help families “put food on the table” and prevent food insecurity, some studies have found that SNAP participation is also linked to increased likelihood of weight gain and obesity. The 2014 Farm Bill included several provisions aimed at facilitating and encouraging SNAP participants to eat healthier, including requiring SNAP retailers to carry foods from a range of food groups and more fresh foods and creating a pilot program to provide for grants to test the use of incentives to encourage fruit and vegetable purchases by SNAP participants. SNAP-Ed, the nutrition education companion to the SNAP program, has been revamped in recent years with the goal of promoting healthier food choices. For their study, published in the *Mayo Clinic Proceedings*, researchers led by Binh T. Nguyen, PhD, of the American Cancer Society, explored the diet quality of SNAP participants using data from a nationally representative sample of over 4,000 adult Americans from the National Health and Nutrition Examination Survey 2003-2010 (NHANES). Their analyses revealed that compared with low-income nonparticipants, SNAP participants had lower dietary quality scores overall and lower scores for fruits and vegetables, seafood and plant proteins, and had higher intake of empty calories. [Read full article.](#)

School foods are the richest source of dairy products in children's diets

“Back to school” means back to school-provided lunches and breakfasts for many students. Intake data from the 2007-10 National Health and Nutrition Examination Survey (NHANES) reveal that school foods provide the highest dairy product density among all food sources in children's diets. For each 1,000 calories consumed by children age 2-19, school foods offer an average of 1.9 cups of dairy products, compared to 0.9 cups for foods from restaurants and fast food places. School foods are the only food source that meets the recommended amount of dairy products. Foods consumed by children at home contain 1.2 cups of dairy products for each 1,000 calories, higher than the 0.9 cups in food consumed by adults at home. For additional information, or to view additional charts from USDA, please visit: <http://www.ers.usda.gov/data-products/charts-of-note.aspx>.

Farm to School Programs Create New Opportunities for Farmers

This October, just like every other month during the school year, school menus will feature an array of products from local and regional farmers, ranchers, and fishermen. Kids of all ages will dig up lessons in school gardens, visit farms, harvest pumpkins, and don hair nets for tours of processing facilities. Science teachers—and English, math and social studies instructors, too—will use food and agriculture as a tool in their classrooms, so that lessons about the importance of healthy eating permeate the school learning environment. Strengthening local food systems is one of the four pillars of USDA's commitment to rural economic development, and Farm to School programs can play an important role. To support the expansion of Farm to School programs into more schools and expand opportunity for farmers and ranchers, USDA offers grants, training and technical assistance. Since the start of their Farm to School Grant Program in fiscal year 2013, for example, USDA has awarded grants to 139 projects spanning 46 states and the District of Columbia, serving more than 16,200 schools and 4.55 million students, nearly 43% of whom live in rural communities. For additional information on Farm to School, please visit: <http://www.fns.usda.gov/farmtoschool/farm-school>. [Read full article.](#)

Governor Brown Signs Legislation Requiring Healthy Options in State Vending Machines

Governor Edmund G. Brown Jr. signed legislation to ensure that healthy food and drink options are offered in all vending machines located on state property. “This legislation ensures that every state employee has access to healthy snacks and beverages in the workplace. Promoting the health and well-being of our dedicated workers will pay great dividends for the state by helping to reduce the cost and prevalence of diet-related disease,” said State Senator Holly Mitchell, author of Senate Bill 912 (SB 912). All of the latest data show that California is facing a public health crisis fueled by diet-related disease. Diabetes rates have increased over thirty percent in the past decade. Over two-thirds of Californians are overweight, significantly increasing their risk of heart disease, arthritis, asthma and some forms of cancer. This crisis is costly. Lost productivity and medical bills linked to obesity, overweight and physical inactivity are estimated to bleed Californians of at least \$52 billion annually, with employers and taxpayers bearing the brunt of these costs. In order to help turn the tide on these issues, SB 912 requires that one-third of all beverages served in state offices must be either water, milk, 100-percent juice or a low-calorie sports drink. Another one-third must be flavored milk, 50-percent juice, a low-calorie soft drink or a healthier option. The final third of beverages are permitted to be full-calorie soft drinks to provide customers with a wide range of product choices. In addition, at least 35 percent of all foods offered must follow established nutritional guidelines limiting fat, saturated fat and sugar content. For additional information, please visit: <http://publichealthadvocacy.org/resources/sb912/SB912resources.html>.

Walking is the superfood of fitness, experts say

For author and scientist Katy Bowman, walking is a biological imperative like eating. In her book, “Move Your DNA: Restore Your Health Through Natural Movement,” she suggests there are movement nutrients, just like dietary nutrients, that the body needs. “Walking is a superfood. It's the defining movement of a human,” said Bowman, a biomechanist based in Ventura, CA. “It's a lot easier to get movement than it is to get exercise.” Researchers say emerging evidence suggests that combined physical activity and inactivity may be more important for chronic disease than physical activity alone. “Actively sedentary is a new category of people who are fit for one hour but sitting around the rest of the day,” Bowman said. “You can't offset 10 hours of stillness with one hour of exercise.” Dr. Carol Ewing Garber, president of the American College of Sports Medicine (ACSM), notes that fitness-walking guidelines of 10,000 steps per day may be too much for many. “About 7,500 steps may be more accurate,” she said, adding that current ACSM recommendations call for at least 150 minutes of activity each week. [Read full article.](#)

Training your brain to prefer healthy foods

It may be possible to train the brain to prefer healthy low-calorie foods over unhealthy higher-calorie foods, according to new research by scientists at the Jean Mayer USDA Human Nutrition Research Center on Aging (USDA NHRCA) at Tufts University and at Massachusetts General Hospital. Published online in the journal *Nutrition & Diabetes*, a brain scan study in adult men and women suggest that it is possible to reverse the addictive power of unhealthy food while also increasing preference for healthy foods. Scientists have suspected that, once unhealthy food addiction circuits are established, they may be hard or impossible to reverse, subjecting people who have gained weight to a lifetime of unhealthy food cravings and temptation. To find out whether the brain can be re-trained to support healthy food choices, Roberts and colleagues studied the reward system in over thirteen overweight and obese men and women, eight of whom were participants in a new weight loss program designed by Tufts University researchers and five who were in a control group and were not enrolled in the program. Both groups underwent magnetic resonance imaging (MRI) brain scans at the beginning and end of a six-month period. Among those who participated in the weight loss program, the brain scans revealed changes in areas of the brain reward center associated with learning and addiction. After six months, this area had increased sensitivity to healthy, lower-calorie foods, indicating an increased reward and enjoyment of healthier food cues. The area also showed decreased sensitivity to the unhealthy higher-calorie foods. [Read full article.](#)

Americans snack differently than other nations

The snack is nibbling away at how the world eats, drinks and lives. While Americans snack a bit differently from the rest of the world, the simple snack now permeates the globe as it increasingly replaces breakfast, lunch and dinner in households from Houston to Hanoi. That's the conclusion of an exhaustive study due out Monday by consumer research giant Nielsen. It's *Nielsen Global Survey of Snacking* polled online more than 30,000 consumers in 60 countries between mid-February and mid-March of 2014. Snacking, the study estimates, has evolved into a \$374 billion global industry—and is growing about 2% annually, which is a considerable amount in a shaky, global economy. “Snacking connects consumers globally,” says James Russo, senior vice president at Nielsen. Consider: 91% of consumers polled say they snack at least once a day. And 21% are snacking three to four times daily—the majority being women. But snacking is no longer just about satisfying a sweet tooth or hunger pang between meals, but increasingly about substituting them for the meals themselves. Some 45% of consumers, globally, say they use snacks as meal replacements. Roughly 52% say they sometimes replace breakfast with a snack; 43% replace lunch with a snack and 40% replace dinner with one. [Read full article.](#)

Articles & Research (continued)

Continued Support for Local Food

Strong local food systems are one of U.S. Department of Agriculture (USDA) Secretary Vilsack's four key pillars to revitalize rural economies. Secretary Vilsack announced the award of over \$52 million to support local and regional food systems and the organic industry through five USDA grant programs. Most of the grants were authorized through the 2014 Farm Bill. As part of that announcement, the Agricultural Marketing Service (AMS) awarded over \$27 million in competitive grants to expand marketing through the new Farmers Market and Local Food Marketing Promotion Program, as well as over \$1 million in matching grants through the Federal-State Marketing Improvement Program (FSMIP). For years, AMS has led USDA efforts to support local and regional food systems by awarding grants that give farmers and ranchers around the country tools to reach consumers, strengthen ties between urban and rural communities and help meet the growing demand for locally and regionally produced food. The FMPP and LFPP grants combine local food, creative ideas and new partnerships with an emphasis on improving food access and economic growth in communities around the country. For example, Promotores Unidas para Educacion Nacional de Tecnologias Sostenibles (PUENTES) in Stockton, CA, will build equity through sustainable technology in order to foster social entrepreneurship, education, and motivation in at-risk communities. They will use their \$62,277 grant to add a farm stand and fund an advertising campaign that will expand the appeal and capacity of the Stockton Harvest Community Supported Agriculture program.

[Read full blog article.](#)

A single doorknob can contaminate up to 60 percent of people in a building in 4 hours

Viruses can spread from a single doorknob to 40 to 60 percent of surfaces and people in a building in just a few hours, according to a new study. Researchers put a tracer virus on one or two surfaces in a building (for example a doorknob or push plate) at the beginning of the day. And after two to four hours, the virus could be detected on a majority of commonly touched surfaces such as light switches, coffee pot handles, phones and computers. "We actually put a virus on a push plate in an office building of 80 people, had three entrances, and within four hours it ended up on over half the people's hands, and it ended up on over half the surfaces that people touched in that building," said University of Arizona researcher Charles Gerba, who presented the study at the 54th Interscience Conference on Antimicrobial Agents and Chemotherapy. The alarming speed which the virus goes from a surface to the hands of anyone—workers and visitors in office buildings, schools, hotels and hospitals—serves as an important reminder to wash hands and disinfect surfaces frequently. [Read full article.](#)



Education & Resources

For additional resources, please visit the UC CalFresh website: <http://www.uccalfresh.com/resources>



The Easy Way to Find Local Food—USDA Launches New Local Food Directories

What a great time of year to visit your local farmers market! From root crops such as beets, carrots and radishes to salad greens like Swiss chard, lettuce and spinach—farmers markets are full of fresh ingredients that you can use in your favorite fall recipes. The USDA Agricultural Marketing Service maintains the USDA's National Farmers Market Directory, where you can search for local markets and discover where to get your squashes, pumpkins, pears and apples. There are over 8,200 farmers markets listed with their locations, operating hours and other details, providing a simple and easy way for consumers and producers around the country to find each other. Local and regional food systems, including farmers markets, are one of USDA's four key pillars to revitalize rural economies and improve access to fresh, healthy food for millions of Americans. AMS is thrilled to now have all four USDA Local Food Directories available online. These valuable online tools give potential customers, business partners and community planners easy, one-stop access to the most current information about sources of local foods.

- * **USDA's National Community-Supported Agriculture (CSA) Enterprise Directory:** A CSA is a farm or network of multiple farms that offer consumers regular deliveries of locally-grown farm products during harvest season on a subscription or membership basis.
- * **USDA's National Food Hub Directory:** A Food Hub is a business that actively manages that aggregation, distribution, and marketing of food products to multiple buyers from multiple producers, to strengthen the ability of these producers to satisfy local and regional wholesale, retail and institutional demand.
- * **USDA's National On-Farm Market Directory:** An On-Farm Market is a farm market managed by a single farm operator that sells agricultural products directly to consumers from a location on their farm property or on property adjacent to that farm.
- * **USDA's National Farmers Market Directory:** Farmers markets feature two or more farm vendors selling agricultural products directly to customers at a common, recurrent physical location.

These free online directories include locations, directions, operating times, and product offerings. The data are collected through voluntary self-reporting by listed businesses and are searchable by zip code, product mix, and other criteria. [Read full blog article.](#)

Resources from the CDPH NEOPB SNAP-Ed Stakeholders' Meeting

The California Department of Public Health (CDPH), Nutrition Education and Obesity Prevention Branch (NEOPB) held a SNAP-Ed Stakeholders' Meeting on Tuesday, September 23, 2014 from 9:30 AM-12:30 PM in Sacramento, CA. The purpose of the meeting was to solicit and receive input from statewide SNAP-Ed stakeholders and to provide a foundational framework on the direction and transitional changes of the CDPH SNAP-Ed program. There were nearly 70 stakeholders participating onsite, and over 130 stakeholders participating through the webinar feature. As a reminder, NEOPB has created a dedicated webpage and email inbox for stakeholders. The webpage has been updated to include the meeting presentation and will be continually updated with pertinent SNAP-Ed resources, information, and communications, including posting summary notes and recommendations from the first meeting within 2-3 weeks. The next quarterly meeting is scheduled for Monday, January 5, 2015. Meeting and registration details will be posted on the stakeholders' webpage. For additional information, and to download a copy of the agenda and presentation, please visit: <http://www.cdph.ca.gov/programs/cpns/Pages/EngagementandResource.aspx>.



Join the SPARK Challenge for a Chance to Win a \$25,000 SPARK Package, September 29-October 31, 2014

In celebration of the SPARK 25th Anniversary, we're excited to team up with **Let's Move! Active Schools** and the **President's Challenge**, the premier program of the President's Council on Fitness, Sports, and Nutrition, to host the SPARK 25-Day Physical Activity Challenge this fall! The goal of the SPARK Challenge is to promote daily physical activity—at least 60 minutes of physical activity a day, at least 5 days a week! Follow these three easy steps to join the SPARK Challenge:

1. **Sign Up Your School.** Complete the sign up form on the SPARK website.
2. **Join Let's Move! Active Schools.** Make sure to mention that you heard about LMAS from SPARK!
3. **Recruit Your Students.** Students track their physical activity using the tracking logs provided. At the end of the SPARK Challenge, teachers report back to SPARK on the number of students who participated and successfully completed the SPARK Challenge.



Make sure to sign up prior to September 29th to participate! The grand prize is a \$25,000 SPARK Package (including teacher training, curriculum, and PE equipment). 2nd & 3rd place prizes include \$2,500 SPARK gift certificates (to purchase curriculum or equipment). Share your experience on Twitter, Facebook and Instagram using hashtag **#SPARKchallenge** and score extra points to help your school win the Grand Prize! For additional information, please visit: <http://www.sparkpe.org/25-day-physical-activity-challenge/25-day-challenge-details/>.

Education & Resources (continued)

Walk to School Day is October 8th!

International Walk to School Day is an annual event celebrated on October 8, 2014, with over 1,200 California schools planned to participate this year. Many schools choose to extend this event into week or month-long activities throughout October. With just 13% of children walking and biking to school, compared to 48% thirty years ago, along with California childhood obesity rates at 38%, Walk to School programs aim to increase the number of children safely walking and biking to school. To register a Walk to School event, in order to be counted and included in a nationwide database, visit www.walkbiketoschool.org. Visit California's Walk to School Headquarters' website at www.caactivecommunities.org/w2s.

NCCOR Connect & Explore Webinar Series: Insights into Landmark Calorie Declines in the U.S. Food Marketplace, October 9, 2014, 11:00 AM PST

In an unprecedented review of the U.S. food system, researchers have, for the first time, used big data to track the number of foods and beverages consumed and purchased by Americans. The assessment, conducted by the University of North Carolina (UNC) researchers, was part of an evaluation of the Healthy Weight Commitment foundation's (HWCF) pledge to remove 1 trillion calories from the marketplace by 2012, and 1.5 trillion by 2015. The evaluation found that 16 food industry leaders cut 6.4 trillion calories from the U.S. food market over five years (2007-2012). In the latest edition of Connect & Explore, the National Collaborative on Childhood Obesity Research (NCCOR) will dive deep into the study's landmark findings and methods and examine how UNC researchers built such an innovative and thorough picture of the U.S. food system. The event is free, but attendance is limited. For additional information, or to register for the webinar, please visit: <https://www.eventbrite.com/e/nccor-connect-and-explore-webinar-tickets-12856862221>.

8th Biennial Childhood Obesity Conference Registration Opens October 15, 2014!

Early Bird conference registration is set to open October 15, 2014 and will run until December 31, 2014. Save \$50.00 off the regular registration rate if you act fast and register during the Early Bird period (Early Bird Rate: \$325.00; Regular Conference Rate: \$375.00). In addition to an Early Bird discounted rate, for the first time in conference history, a student discounted rate will be available (Student Early Bird Rate: \$260.00; Student Regular Rate: \$300.00). More details on how to apply for the student rate will be coming soon when the registration website becomes available on October 15, 2014. Lodging is available now; for additional information about the conference host location and to make your room reservations, please visit: <http://childhoodobesity2015.com/index.cfm?pid=889>.



October 24th is Food Day!

October 24th is Food Day. Thousands gather to organize events all around the country to celebrate and enjoy real food and push for improved food policies. This is a day to resolve and make changes in our own diets and to take action to solve food-related problems in our communities at the local, state and national levels. This year's focus will include three main themes: food justice (food access, farm and food service workers, hunger & obesity), food education, and the relationship between food and health. For additional information about this year's Food Day initiative and how you can participate in or host your own event, visit: <http://www.foodday.org>, email foodday@cspinet.org, or call 202-777-8392.

Free Webinar: Promoting HEALTH Instead of SIZE in Children: Teaching Kids to Connect With and Care For, Not Compare Their Bodies, October 29, 2014, 10:00 AM PST

Whether it's the "thin ideal" for appearance, a "normal" BMI for health, or the "perfect" weight for athletics, kids today learn at ever younger ages that they should compare their bodies to narrow standards that are not right for many of them. Instead of inspiring good self-care, the resulting body objectification and dissatisfaction, internalized weight stigma, worry about weight and drive to lose it lead to poorer eating and fitness habits, diminished health, and weight gain (not loss) over time. The more kids feel anxious and bad about their bodies, the less likely they are to engage in health-enhancing behaviors. Given the harmful effect of conventional, weight-focused approaches to health and wellness, it is critical that adults begin to address the topic of weight more effectively. This webinar will introduce The Model for Healthy Body Image and Weight, a universal, evidence-based model for use in any venue, with any age student, with confidence. This model promotes the attitudes, intentions, motivation, and behaviors needed for positive body image and wholesome lifestyle habits for all, regardless of size, in today's challenging environment. To register for the webinar, please visit: <http://gowoa.me/i/vWQ>.

Obama Administration Announces Competition to Designate Next Round of Promise Zones, Deadline: November 21, 2014, 5:00 PM EST

The Obama Administration invites a new round of eligible applicants to apply for a Promise Zone designation. All communities can apply that meet the eligibility criteria, and demonstrate high need, a strong local commitment and a compelling strategy. In his 2013 State of the Union address, President Obama announced that he would designate 20 Promise Zones nationwide: urban, rural, and tribal communities where the Administration would partner with local leaders to create jobs, increase economic activity, improve educational opportunities, and reduce violent crime. On January 9, 2014, the first urban, rural and tribal Promise Zones were announced in a ceremony at the White House. They are located in: San Antonio, Los Angeles, Philadelphia, Southeastern Kentucky, and the Choctaw Nation of Oklahoma. The U.S. Department of Housing and Urban Development (HUD) intends to designate six urban communities and USDA intends to designate at least one rural and at least one tribal community. Submit completed applications via www.Max.Gov. Resources are available on the HUD website: <http://www.hud.gov/promisezones>. [Read full Press Release.](#)



We want to hear from you!

The UC CalFresh State Office would love to hear from you! Please e-mail Lindsay Hamasaki at Hamasaki@caes.ucdavis.edu to share your comments on the new format of the Weekly Update, stories, photos, or other items you would like to see featured in future Weekly Updates.

The UC CalFresh Weekly Updates are sent by the UC CalFresh State Office on behalf of David Ginsburg, Director of the UC CalFresh Nutrition Education Program. Electronic versions of the Weekly Updates are also posted on the UC CalFresh website: <http://www.uccalfresh.com/weekly-updates>.

The University of California CalFresh Nutrition Education Program (UC CalFresh) is funded through a joint agreement among the U.S. Department of Agriculture/Food & Nutrition Service (USDA/FNS), the California Department of Social Services (CDSS) CalFresh Branch, and the University of California Cooperative Extension (UCCE). This material was produced by the University of California CalFresh Nutrition Education Program with funding from USDA SNAP, known in California as CalFresh (formerly Food Stamps). These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious foods for better health. For CalFresh information, call 1-877-847-3663.