



# Children & Youth Programs 2013-2014

SNAP-Ed Nutrition Education & Obesity Prevention (NEOP)



## Overview

Public Health Institute (PHI) partners with the California Department of Public Health to implement the SNAP-Ed Nutrition Education & Obesity Prevention program, the largest & most diverse nutrition & physical activity initiative in the country. Since 1997, PHI has played an integral part in leading and supporting the department's efforts to improve the nutrition & physical activity of low-income youth across the state, with the goal of preventing obesity & other chronic-related diseases.

In 2013 under the direction of the Children & Youth Programs Manager, the Children & Youth Team developed & engaged in several projects to support Local Health Departments (LHDs) which will continue in 2014 and specifically;

- Provided training & technical assistance to **31 LHDs** around school, after school & youth engagement support.
- Created a model & programs to support a **"Healthy Youth Continuum"** that would allow for LHDs to envision how best to support the health of low-income youth in their communities from providing education opportunities to creating sustainable health career pathways.

## Power Play! Campaign Expansion & Integration (K to Elementary)

In order to make health educational materials more applicable for LHDs to use/promote, our Children & Youth Team:

- Aligned all 5 of the Power Play! Curriculum pieces with the new **Common-Core Standards**.
- Modified & extended lessons for 4<sup>th</sup>-5<sup>th</sup> grade Power Play! Curriculum to be used for 3<sup>rd</sup> & 6<sup>th</sup> grade educators.
- Combined Harvest of the Month & Power Play! materials through the development of age-appropriate workbooks to create a seamless transition of curriculum & activities for educators teaching Pre-K to 6<sup>th</sup> grade.
- In 2014, we will be offering media messages for Power Up Your Summer around empowering kids to combat the summer "slump" and the importance of accessing and eating healthy summer meals.

## Youth Engagement Initiative (Middle to High School)

In 2013, our team worked with **43 youth teams with 400+ youth across the state** using a Youth-Led Participatory Action Research (YPAR) framework which builds leadership & strengthens youth voice for addressing nutrition education & physical activity issues while leading to authentic & meaningful partnership between youth & adults.

- Our team hosted Regional Youth Engagement Trainings with 6 Local Health Departments in San Joaquin, Sacramento, Alameda County, San Bernardino, Kern, & Riverside.
- In 2014, we will be working to support **67 youth teams covering 28 Local Health Departments (LHDs)** & their subcontractors.
- In 2014, we are forming statewide **"Champion Youth"** councils to engage low-income youth & youth-serving agencies as peer-to-peer leaders in nutrition, physical activity & obesity prevention.

## Innovative Youth-Related Projects


The Children & Youth Team partnered on innovative projects with the following nonprofit organizations/agencies:

- **Alameda County Office of Education (ACOE)** - Pilot testing a Health Career Pathways Project connecting older high school youth to internship experience in preventative health-related careers (i.e. health educator, public health professional) that can be emulated & shared with LHDs next year.
- **Berkeley Media Studies Group (BMSG)** - Providing strategic communications support to move youth & youth-serving partners from an individual behavior lens to a policy, systems & environmental approach.
- **Center for Collaborative Solutions (CCS)** - Promoting after school program & policy work statewide & creating a comprehensive After School Guide that will be shared with LHDs & their partners.
- **Institute for Sustainable Educational, Economic & Environmental Design (I-SEED)** - Supporting our statewide "Champion Youth" councils & peer-to-peer Regional Youth Forums where low-income youth across the state will gather & share best practices around their nutrition & physical activity related policy, systems & environmental change Y-PAR projects.

## Partnerships & Committees


The Children & Youth Team is currently participating and providing leadership on several local, regional, statewide and national workgroups and committees. Here is a list of our affiliated groups:

- Boys and Girls Club of San Francisco Health Advisory Board
- California Action for Health Kids Statewide Network
- California Afterschool Network (administered by UC Davis, CRESS Center)
- California Convergence (administered by PHI)
- California School-Based Health Alliance – Youth Advisory Committee
- California Summer Meal Coalition Task Force
- Healthy Behaviors Initiative After School Statewide Steering Committee (administered by CCS)
- Local School Wellness Policy Collaborative (administered by CDE)
- National Alliance for Nutrition & Activity - NANA Coalition (administered by CSPI)
- National Food Marketing to Kids Workgroup (administered by CSPI)
- Oakland Unified School District Wellness Council Steering Committee
- Older Youth Committee (administered by CAN)
- Strategic Alliance (administered by Prevention Institute)
- Team California for Healthy Afterschool (TCHAS) (administered by CDE)
- The California Endowment's Statewide Youth & Media, Boys & Men of Color & Building Healthy Communities Workgroups
- USDA Statewide Expanding Summer Meals Task Force
- W.K. Kellogg Foundation National Food & Community Youth Advisory Committee

## Children & Youth Programs

### FANOut 4/9/14



Presented by:  
Susan Vitulli, Public Health Institute  
*Nutrition Education & Obesity Prevention Branch  
California Department of Public Health*

## Engaging Youth through NEOP





## Future Vision for Engaging Youth

*"Healthy Youth Continuum Model"*

**Learn/Live → Promote/Practice → Action**







*"Health Education" "Community Engagement" "Leadership"*

## Contact Information

*Children's Power Play! Campaign*  
[www.networkforahealthycalifornia.net/powerplay](http://www.networkforahealthycalifornia.net/powerplay)

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