



## Healthy Behaviors Conference

### Healthy Behaviors Conference Newsletter

Dear Friends,

The Healthy Behaviors Conference is about a month away! We are looking forward to seeing you at this event as we continue our efforts as professionals to end the childhood obesity epidemic.

Be sure to register by November 26, 2010 to secure your participation at this conference.

-Healthy Behaviors Conference Leadership Team

### **WELCOME & OPENING KEYNOTE- GORDON JACKSON & DELAINE EASTIN**

**Thursday, December 9, 2010  
8:45am-9:45am**



#### **GORDON JACKSON, ASSISTANT SUPERINTENDENT, CALIFORNIA DEPARTMENT OF EDUCATION**

Gordon is the Director of the Learning Support and Partnerships Division (LSPD). His Division coordinates funding processes and provides technical assistance for a wide array of programs, which include Healthy Start, After School Programs, School and Community Violence Prevention, Counseling Support Services, Tobacco Use Prevention, Foster Youth Services, Mental Health Services, Service Learning, educational options, and more.

Gordon completed his undergraduate studies at the California State University, Chico and completed his senior year at the Universite d'Aix-Marseille in Southern France. He returned to Chico to complete graduate studies and student teaching at the secondary level in Paradise, California. Gordon enjoyed ten years as a high school

English, French, ESL, speech and drama teacher and another ten years as a high school administrator. Gordon had the opportunity to open the then new Natomas High School in Sacramento in 1994, and he worked tirelessly to build a high school like none other with a clear focus on the well being and full engagement of its students. Gordon came to the Department in 1999 and served as the manager of the District and School Program Coordination Office, which provided technical assistance to schools and districts in NCLB's Program Improvement status, for

eight years.



### **DELAINE EASTIN, FORMER CALIFORNIA SUPERINTENDENT OF PUBLIC INSTRUCTION**

Delaine Eastin served as the California State Superintendent of Public Instruction (SPI) for eight years from 1995 to 2003, the first and only woman in history elected to that position. As an elected constitutional officer, Delaine managed more than 40% of the California budget and oversaw the education of 6.1 million children. Superintendent Eastin championed state standards and assessments aligned to standards, reduced class size in kindergarten through third grade, a strengthening of arts education and hands-on science, including gardens in school. She fought to rebuild California school libraries and to wire schools for technology. She was the architect of the innovative Net Days, copied nationally in more than 40 states and internationally in more than 40 countries. Delaine has been an

advocate for substantial increases in school construction funding, improved school nutrition, universal preschool, full-day mandatory kindergarten, better career and technical education and greater civic engagement of students. She advocated a longer school year and more safety nets for children who fall behind.

Prior to serving as the SPI, Delaine served 8 years in the California State Assembly and chaired the Assembly Education Committee. After retiring as SPI, Delaine was the Executive Director of the National Institute for School Leadership and then a Distinguished Visiting Professor of Educational Leadership at Mills College in Oakland, California. She now does consulting and speaking. She is an avid reader, gardener, cook, traveler and advocate for children. She serves on a number of boards that support the education and health of children from preschool to college. An elementary school in Union City is named after her. She has received numerous awards and state and national recognition for her contributions to education.

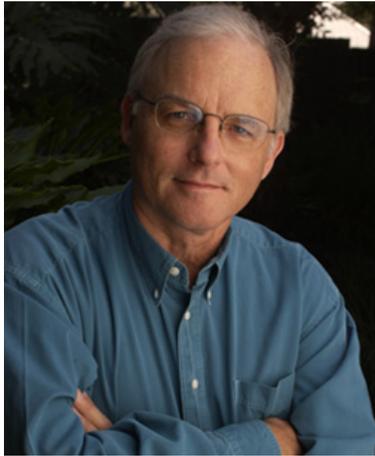
## **KEYNOTE- RICHARD LOUV**

**Thursday, December 9, 2010**

**12:00pm-1:00pm (book signing directly after keynote from 1:00pm-1:30pm)**

**Recipient of the 2008 Audubon Medal**

**Author of the National Best Seller, [Last Child In The Woods: Saving our Children from Nature Deficit Disorder](#)**



Richard Louv is a journalist and author of seven books about the connections between family, nature and community. His most recent book, *Last Child in the Woods: Saving Our Children From Nature-Deficit Disorder* (Algonquin), translated into 9 languages and published in 13 countries, has stimulated an international conversation about the relationship between children and nature.

Louv is also the chairman and co-founder of the [Children & Nature Network](#), an organization helping build the movement to connect today's children and future generations to the natural world. Louv coined the term Nature-Deficit Disorder™ which has become the defining phrase of this important issue.

To learn more about Richard Louv, please visit his website

<http://richardlouv.com>

### SPECIAL CONFERENCE HOTEL RATE ENDS NOVEMBER 8

**Special Conference Rate- \$129**

Be sure to



reserve your hotel room at the Bahia Hotel by Monday, November 8, 2010 to take advantage of the special room rate of \$129 a night.

Click [here](#) to make your reservation.

### GAIN EXPOSURE FOR YOUR AGENCY

For less than the price of 2 registrations, you and a team member can exhibit at the Healthy Behaviors Conference!

This is a great opportunity to promote and market your agency to professionals on a national level to support their work in ending the cycle of childhood obesity.

Please click [here](#) for more information

### REGISTER TO ATTEND

Now is the time to register to take a step towards ending the childhood obesity epidemic.

**Standard Registration-** \$315 per person

For more detailed information on registration, please click [here](#).

CLICK HERE TO  
**REGISTER**

### LUNCH ENTERTAINMENT: LET'S MOVE WITH THE KIDTRIBE TROUPE Thursday, December 9, 2010

Featuring dynamic dance moves and an all-original song that's guaranteed to make you sweat, KidTribe's created a follow-along-to music video designed for kids in every school across the country to start each day moving and grooving. So get outta your seat and join the party!



on exhibiting at the Healthy Behaviors Conference.

## STAY AND PLAY IN SAN DIEGO

We are



pleased to offer special hotel rates 3 days prior to the conference, and 3 days after the conference.

Enjoy the 70 miles of beaches and sunny skies, in addition to countless attractions.

For a complete list of attractions and activities in San Diego, click [here](#).



## FAST FACTS

**Type 2 diabetes, once called "adult onset" diabetes, high blood pressure, and high cholesterol, once thought to be age-related, are now diagnosed in children and teens.**

(The President's Council on Physical Fitness and Sports)

**The resting heart rates of young adult smokers are two to three beats per minute faster than those of nonsmokers.** (Centers for Disease Control and Prevention)

**Adolescents who engage in moderate physical activity five or more times a week are more likely to achieve an 'A' in math and science than their peers.** (Team Up for Youth)

## HEALTH RELATED GRANTS

### State Farm Good Neighbor Service-Learning Grants

Application Deadline: November 9, 2010

State Farm is proud to team up with Youth Service America to offer grants of up to \$1,000 for youth-led service-learning initiatives in all 50 states and the District of Columbia, and in the Canadian provinces of Alberta, Ontario, and New Brunswick. Eligible programs will engage youth in service-learning, an effective teaching and learning strategy that promotes student learning, academic achievement, workplace readiness, and healthy communities.

State Farm Good Neighbor Service-Learning Grants encourage semester-long projects (following YSA's [Semester of Service](#) framework) that launch on Martin Luther King, Jr. Day of Service (January 17, 2011) and culminate on Global Youth Service Day (April 15-17, 2011).

For more information, click [here](#).

### Community Food Projects Competitive Grant Program (CFP)

Application Deadline: November 17, 2010

NIFA requests applications for the Community Food Projects Competitive Grants Program (CFPCGP) for fiscal year 2011 to support:

(1) the development of Community Food Projects with a one-time infusion of federal dollars to make such projects self-sustaining; and (2) Planning Projects to assess the food security needs and plan long-term solutions to help ensure food security in communities. NIFA anticipates that the amount available for support of this program in FY 2011 will be approximately \$5,000,000.

For more information, click [here](#).

### Winston Equipment Award Grant

**Application Deadline: December 3, 2010**

The School Nutrition Foundation (SNF) and Winston Industries are committed to school foodservice. Now in its fourth year, the Winston Industries Equipment Award Grant program will award equipment to one (1) school district in need of improving its school meal kitchen facilities through a competitive grant process.

For more information, click [here](#).

**Run for Good Grants-Saucony Run for Good Foundation**

Application Deadline: December 13, 2010 & June 13, 2011

The Saucony Run For Good Foundation knows that physically active kids are not only healthier but happier. Regular physical activity in childhood creates a foundation which can shape the whole person, encouraging smart choices and influencing a healthy lifestyle.

For more information, click [here](#).

**General Mills Champions for Healthy Kids Grant Program**

Application Deadline: December 15, 2010

The goal of the General Mills Champions grants is to encourage communities in the United States to improve the eating and physical activity patterns of young people, ages 2-20. Grants will be awarded to 501(c)(3) and 509(a) status not-for-profit organizations and agencies working with communities that demonstrate the greatest need and likelihood of sustainable impact on young people's nutrition and activity levels through innovative programs.

The target audience must be youth between the ages of 2 and 18. Proposals must have at least one nutrition objective and at least one physical activity objective. A registered dietitian or dietetic technician must either be directly involved or serve as an advisor to the program. Applicants must be nonprofit organizations with 501(c)(3) or 509(a) status. Local organizations that work with youth are encouraged to apply. These may include park districts, health departments, government agencies, Native American tribes, municipal organizations, churches, schools, Boys & Girls clubs, etc.

For more information, click [here](#).

**Proposals Invited for NFL Youth Football Fund Grassroots Program**

Application Deadline: December 15th, 2010 (emails will not be accepted-all applications must be mailed)

The NFL Youth Football Fund Grassroots Program is a partnership of the National Football League Youth Football Fund and the Local Initiatives Support Corporation to help nonprofit, neighborhood-based organizations improve the quality, safety, and accessibility of local football fields. The program seeks to redress the shortage of clean, safe, and accessible football fields in low- and moderate-income neighborhoods. In order to be eligible for a grant, projects must be sponsored by nonprofit community-based 501(c)(3) organizations or middle or high schools. In addition, all organizations applying for funds must be located specifically and exclusively within NFL target markets and serve low- to moderate-income areas within those markets. A total of \$2.5 million is available through this Request for Proposals. There are several levels of support from General Field Support grants to Field Surface Grants to some smaller grants available to help with resurfacing of a community, middle school, or high school football field utilizing natural grass/ sod surfaces. Funds from the program may not be used to maintain field surfaces, as all grant funds must be used for capital expenditures.

For more information, click [here](#).

### **The Big Help Grant Program**

Application Deadline: December 31, 2010

Throughout 2010, Nickelodeon will award \$1 million in grants to schools and community organizations enabling kids around the country to achieve the goal of a million acts of help. The Big Help Grant Program will support projects that inspire kids to take care of the environment, lead active, healthy lives, engage in community service, or improve their educational experience.

For more information, click [here](#).

### **Athletics and Wellness Support Grants**

Application Deadline: Rolling Quarterly Reviews.

Finish Line, an athletic retailer specializing in brand name footwear, apparel and accessories, supports athletic and wellness programs located in communities where their stores are located. The foundation funds projects registered as 501 (c) (3) organizations; have a primary focus on assisting children and young adults 18 and under; concentrate on athletics or wellness; and benefit communities in which Finish Line stores are located.

For more information, click [here](#).

For a more detailed list of grant opportunities, please click [here](#) to visit the BOOST Collaborative website.

## **KID FRIENDLY HEALTHY RECIPES**

### **Rainbow Coleslaw**



#### **Ingredients**

- 2 cups thinly sliced red cabbage
- 2 cups thinly sliced green cabbage
- 1/2 cup chopped yellow or red bell pepper
- 1/2 cup shredded carrots
- 1/3 cup chopped red onion
- 1/2 cup fat free mayonnaise
- 1 tablespoon red wine vinegar
- 1/4 teaspoon celery seed (optional)
- 1/2 cup lowfat cheddar cheese, cut into bite-size cubes

#### **Directions**

In a large bowl, combine all the vegetables.  
In a small bowl, mix mayonnaise, vinegar, and celery seed (if desired) to make a dressing.  
Pour the dressing over the vegetable mixture and toss until well coated.

Toss salad with cheese and serve chilled.

### **Black Bean and Corn Pitas**



### Ingredients

1 (15oz) can low-sodium black beans  
 1 cup frozen corn, thawed  
 1 cup fresh or no salt added canned tomatoes  
 1 avocado, chopped  
 1 clove garlic, finely chopped  
 1 teaspoon chopped fresh parsley  
 1/8 teaspoon cayenne pepper  
 2 teaspoons lemon juice  
 1/2 teaspoon chili powder

2 medium whole wheat pita pockets  
 1/3 cup shredded part-skim mozzarella cheese

### Directions

Drain and rinse beans. In a medium bowl, combine beans, corn, tomatoes, avocado, and garlic. Add parsley, cayenne pepper, lemon juice, and chili powder.

Cut pita bread in half to form 4 pockets, and spoon equal amounts of filling into each half. Top with cheese and serve.

*Recipes provided by Network for a Healthy California. For a complete list of recipes click [here](#).*

We look forward to seeing you December 8-10, 2010 in San Diego, California. Stay updated by visiting our website, [www.healthybehaviorsconference.org](http://www.healthybehaviorsconference.org).



County of San Diego, Parks & Recreation  
 County of San Diego, Public Health Services  
 Network for a Healthy California- San Diego and Imperial Region  
 Orange Unified School District  
 Positive Adventures

Sweetwater School District

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