



eNewsletter

: June, 2010

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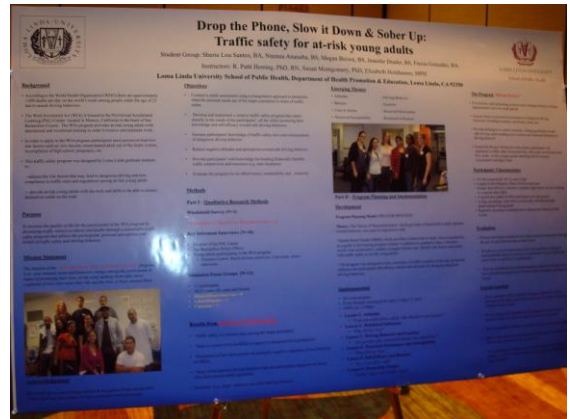
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Southern California Public Health Association's 2010 Annual Conference!

The SCPHA 2010 Annual Conference took place on April 22, 2010 at the Orange County Hyatt in Garden Grove, CA. This year's conference theme was *“Healthy People 2020: Developing Southern California’s Action Plans”* and over 150 attendees, speakers and volunteers enjoyed an exciting program including presentations from Keynote Speakers Dr. Jonathan Fielding, Dr. La Vonna Blair Lewis and Angelo Bellomo.

In addition to the Keynote presentations on Healthy People 2020, Health Equity and Environmental Health participants were able to select from a variety of breakout sessions as well as informative poster presentations that fit the themes of “Going Green”, “Promoting Healthy Lifestyles” and Improving Health Equity.” Denise BeCotte, Certified Kundalini Yoga Instructor, also treated attendees to a fun-filled physical activity break!

Congratulations to our Poster Contest Winners Sherie Lou Santos, Jennifer Drader, Megan Brown, Nnenna Ananaba, and Frecia Gonzalez, from Loma Linda University School of Public Health. All attendees were encouraged to vote for their favorite poster presentation and the award was given presented to the team from LLU for their work on “Drop the phone, slow it down, and sober up: Traffic safety for at-risk youth in San Bernardino, California.”

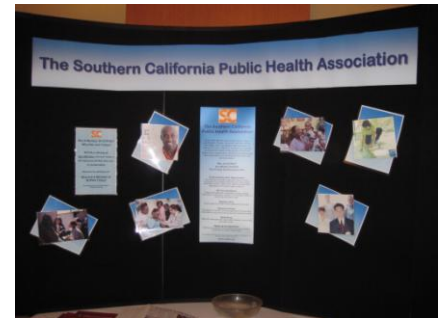


A very special “thank you” to all of our sponsors, exhibitors, presenters, volunteers and members of the SCPHA Governing Council for helping to make our 2010 Annual Conference such a success!

Lara Turnbull,
 2010 President, SCPHA

SCPHA Sections!

Looking for a way to become more involved with the Southern California Public Health Association? Become a part of one of our SCPHA Sections! As a member of a Section you can help to plan continuing education events, contribute to the SCPHA bi-monthly eNewsletter, and promote others in your profession to become members of SCPHA. We currently have an active Nursing Section and are recruiting leaders to start up our Environmental Health and Health Promotion/Education Sections. If you would like to join one of our existing sections, or would like to suggest a new one, please contact info@scpha.org.



Introducing *Best Bones Forever!* A fresh and fun bone health campaign for girls

The U.S. Department of Health and Human Services' Office on Women's Health (OWH) launched *Best Bones Forever!*, a national bone health campaign for girls ages 9-14. *Best Bones Forever!* focuses on friendship and fun—and encourages girls to “grow strong together, stay strong forever.” The campaign empowers girls and their BFFs (best friend forever) to build strong bones by choosing snacks and foods with calcium and vitamin D, and getting an hour of physical activity a day. With nine out of ten girls ages 9-14 not getting the right amount of calcium each day, our message about bone health has never been so important!

Best Bones Forever! is on the ground running! Skelegirls have been spotted at the U.S. Figure Skating Championships in Seattle, Washington, as well as the Varsity Cheerleading & Dance Championships in Orlando, Florida. *Best Bones Forever!* has also been at recent conferences such as AAHPERD, AAOS, and the Society for Pediatric Physician Assistants. *Best Bones Forever!* including our skelegirls will be present at several upcoming events: American Association for Pediatricians Conference in San Francisco, California; 2010 Girl Power Expo in Washington, D.C.; USA Junior Olympic Gymnastics Championship in Dallas, Texas. At all of the events, campaign materials are distributed and pictures are taken with our skelegirls!

You can order any of the free campaign materials such as journals, posters, magnets, temporary tattoos, and book covers. All of these materials and our *BBF!* Web site (www.bestbonesforever.gov) get girls excited about bone health with recipes, tips, and fun activities! Parents can get important bone health information from a brochure in both English and Spanish, and a Web site: www.bestbonesforever.gov/parents. If you are interested in ordering our free *Best Bones Forever!* materials, please contact Talia at owh@hagersharp.com.

White House Task Force Report on Childhood Obesity

The White House Task Force on Childhood Obesity has released its report to the President, *Solving the Problem of Childhood Obesity Within a Generation*. The report calls for returning to a childhood obesity rate of just 5 percent by 2030, which was the rate before childhood obesity first began to rise in the late 1970s.

Key recommendations recognize the need to upgrade nutritional standards for all foods served to children. The task force also prioritizes an increase in physical activity in schools, in after-school programs, and in opportunities for kids to be active outside of schools, such as encouraging biking and walking to school, using school and community facilities after the school day, and increasing access to safe parks and playgrounds. In total, the report presents a series of 70 specific recommendations, many of which can be implemented right away. Access or download a copy of the report here:

http://www.letsmove.gov/taskforce_childhoodobesityrpt.html.

Attention Students and Faculty - Reduced Membership Rates to join SCPHA!

The Southern California Public Health Association (SCPHA) has lowered membership rates for students to only **\$10.00!**

Not a member yet? Now is the perfect time to join and take advantage of the reduced rates and all that SCPHA has to offer.

Since 1927 SCPHA has served Imperial, Kern, Los Angeles, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, & Ventura Counties. SCPHA is organized exclusively to improve the health of the people of Southern California by collaborating, educating and advocating with organizations and individuals who share this common vision.

Becoming a member of SCPHA provides you with the following benefits:

- Continuing Education Opportunities! As a member you receive registration discounts and membership in an affiliate of the American Public Health Association (APHA). APHA is the national representative organization for the public health profession.
- Get The Latest News! Receive the association newsletter providing updated information on individuals, programs, and activities related to community and public health.
- Become Involved! Participate in a dynamic, growing organization through active involvement in local community issues with professional peers.
- Networking! Meet with individuals who have related interests in community and public health.
- Speak Up and Get Active! SCPHA is an active forum for political advocacy on critical community and public health issues

For more information or to join SCPHA please visit www.scpa.org

Save the Date: The American Public Health Association's 138th Annual Meeting and Exposition!

Please join your colleagues for the APHA Annual Meeting and Exposition taking place November 6-10, 2010 in at the Denver Colorado Convention Center. This year's theme is Social Justice: A Public Health Imperative. Attendees will have the opportunity to choose from more than 1,000 scientific sessions, 700 booths and explore all of the products, services and career options at the Public Health CareerMart. For more information, or to register, please visit www.apah.org/meetings

Meetings, Training and Continuing Education

June:

- **Hunger Action Day LA 2010.** Wednesday June, 2 from 4:00 – 6:00 pm at the Los Angeles City Hall South Lawn (1st and Temple). Rally, speakers and invited elected officials to discuss state and city budget issues impacting seniors, kids, disabled persons, and needy families. For more information please call: 213-388-8228.
- **Webinar:** The Convergence Partnership “Healthy People, Healthy Places” Series. Tuesdays, 11:00 am thru September 21, 2010. To learn more about this series or to register for the next webinar please visit www.kintera.org
- **Webinar: "Health Literacy in Action Realizing Effective Health Communication"**. Wednesday, June 23, 2010 Time: 12:00 - 1:30pm (EST) Register today to secure your spot. You can invite your whole team to attend at one low price. Each registration comes with access to the archived version of the program and materials until December 31, 2010. At the end of the webinar, you and your team will be able to ask questions of the faculty. Continuing education credits have been applied for nurses, case managers and disability management specialists. You may register online: www.dorlandhealth.com/Case-In-Point-Magazine/webinar-health-literacy.html To register by phone, contact Marketing Coordinator Saun Sayamongkhun at 301-354-1610. For additional questions send an email to saun@accessintel.com.

Save the Date – Upcoming Events

- **New Directions California: A Public Health and Safety Approach to Drug Policy.** July, 8 2010 9:30 am – 4:30 pm at the California Endowment, 1000 N. Alameda Street, Los Angeles. For more information please visit www.csam-asam.org or http://www.csam-asam.org/New_Directions_California.vp.html
- **18th Annual National Children and Youth Garden Symposium.** July 22-24, 2010 in Pasadena, CA. The three-day symposium will explore in-depth positive impact of gardens in the lives of children and youth. For more information, visit www.ahs.org
- **American Public Health Association Annual Meeting & Exposition. Social Justice: *Public Health Imperative*.** November 6-10, 2010 in Denver, Co. For more information please visit www.apha.org

Contribute an Article for Future Newsletter Editions or share information about public health related news and upcoming events in your area!

Would you like to submit an article or have information about public health related news and/or upcoming events included in future newsletters? To share information, please Email Lara Turnbull at lara.turnbull@longbeach.gov Please put “... for SCPHA newsletter” in the subject line.

If you want to be removed from the distribution list, notify mrangel@phfe.org