

PA NEN - Weekly Food & Nutrition News Nibbles



Week of May 7, 2012

IMPORTANT PA NEN LINKS

[NEWS NIBBLES-PAST ISSUES](#)



PA NEN News

Registration is open for Amanda Archibald's "Fast Food on A Skinny Budget" Summer Workshop!

This will be a one day culinary-nutrition workshop that focuses on preparing health-supportive dishes using a variety of convenient kitchen equipment, affordable familiar ingredients and basic cooking techniques. Space is limited to 16 people per site. Sites include Gettysburg, Bethlehem and Westmoreland. There are only 9 spots left for the Westmoreland workshop! For location, cost and other important information see this [site](#).

SNAC Vegetable Pamphlets

Are you attending any spring parties or family gatherings this season? Why not bring some vegetable dishes? Delicious, healthy good-eats. Find buying and selection tips for recipes, along with many other pointers [here!](#)

Update: PA NEN Social Marketing Committee's Family Meals Campaign

What is the Campaign?

The "Eat Together PA" campaign is well on its way to promoting family dinners, eating together and nutrition for the food stamp eligible populations. It will do so through a variety of social marketing venues (i.e. direct mailings, posters, a website, billboards and much more). This is a 2012 pilot project in Allegheny, Lancaster and Tioga counties.

Campaign Update:

- Our website for Eat Together PA is in the works; relevant tips, recipes and resources for family meals are being posted.
- Editing of the promotional materials is complete.
- Another evaluation draft has been created for approval. This survey will eventually gain feedback from the beginning of our Campaign.
- Future goals include completion of photography, final approval and continuous development of Campaign materials, initiation of the Campaign in 2012 and a collection of survey data from the participants. In 2013-2014, we hope to network with PA organizations to spread the Campaign's reach across Pennsylvania.

International and National News:

The [Center for Disease Control](#) predicts that [42% of Americans will be obese by 2030](#) adding billions of dollars of healthcare spending.

[There is a new approach to preventing obesity. One way is to focus on our food environment.](#)

[A dietitian teaches budget-friendly meals for the family!](#)

[Can parents tell if their toddler is overweight?](#)

[A diet book focuses on the fabulous flavors while losing weight.](#)

[An enzyme acts as the lattice-work interlocking different pieces of meat. Though this "meat glue" is recognized as safe by the Food and Drug Administration, some eaters are allergic to it.](#)

[From the garden to the kitchen, kids can help prepare a meal from scratch!](#)

[Keeping strict family food rules can help kids form a healthier relationship with food.](#)

[Check out the dilemma of serving school breakfast.](#)

[Here is the research behind the economics of obesity.](#)

[Why are Fewer Moms Applying for WIC?](#)

The [Advertising Council](#) has teamed with [Clear Channel Media and Entertainment](#) to run a new series of radio ads about childhood obesity on Clear Channel's 850 stations. Click [here](#) to learn more.

[The cooks in your family can lighten-up Hispanic flavors.](#)

[Genes and our food environment impact the weight of the nation.](#)

[Nestle](#) now hydrates families with water not sugary beverages through [this ad campaign](#).

[A Registered Dietitians tout the benefits of eating healthy for moms who breastfeed.](#)

Local:

Pennsylvania: Weight and food-related disease rankings are listed on [this website](#). Also, you can search how healthy your county ranks [here](#).

Resources:

The [USDA](#) published a [rule](#) specifying the certification process for schools to receive the six-cent for each reimbursable lunch served. State agencies will determine the procedures for compliance with new meal patterns and nutrition standards for schools to qualify for the money. View the USDA press release [here](#). A number of new [resources to help schools comply are available](#).

The [Pan-Americas Health Organization](#), a regional office of the [World Health Organization](#), printed a report with [recommendations on marketing foods and non-alcoholic beverages to children](#). But here is an article that specifies the [road blocks](#) these guidelines are facing. People believe that watching these ads ([especially on TV](#)) has proven to influence what our children eat.

Pay attention and you'll hear outcries of the term "food insecurity." What does that mean? Find out all you need to know at this [site](#) (especially if you like to see statistics and other data).

When beginning to exercise, some people need simple, practical options. What about climbing the staircase to their workspace? This [resource](#) reveals all the benefits to opening the stairs to the public.

[Feeding America](#) unveiled "[Map the Meal Gap 2012](#)," the second annual research study that provides estimates of food insecurity at the county and congressional district level. By understanding the population in need, communities can better identify strategies for reaching the people who most need food assistance.

Parents can develop a wellness policy that suits their local community. Begin by following [these steps](#).

Webinars:

NEW-The [National Alliance for Nutrition & Activity](#) is presenting webinar, "School Fundraising Can Be Healthy and Profitable," on May 23rd from 1:00-2:00 PM (EST). It will explore the idea of fundraising in schools, why healthy fundraising is important, and examples of profitable fundraising of nutritious foods. Space is limited. [Learn more](#) and register [here](#).

NEW-Michigan's "You're your Kids with Fruits and Veggies" social marketing campaign began in 2006 as part of the Supplemental Nutrition Assistance Program, Education Plan. Since the initiation, the campaign has included nutrition educators engaging audiences at community events, partnering with food banks with indirect education, and sharing the message through billboards and bus signs. This presentation will describe activities, tactics, successes and failures in order to encourage utilization of social marketing as an acceptable method for behavior change. The webinar is free for the [Society for](#)

[Nutrition Education and Behavior](#) members. [ASNNA](#) members are charged a discounted registration of \$10 and non-member attendees pay \$25. Webinar attendance earns 1 continuing education credit. Sign-up [here](#).

A webinar called, "Understanding Consumer Behaviors from Mindset to Meal" will be held on June 20th from 2:00-3:00 PM (EST). It will focus on innovative initiatives that strive to improve American's eating and physical activity habits. For members of the [Society for Nutrition Education and Behavior](#) the webinar is free. Non-member attendees must pay \$25. One continuing education credit will be awarded for Registered Dietitians and Dietetic Technicians. Register at [this site](#).

A webinar called, "The Way We Eat: Looking Beyond Nutrients to Help Clients Build Better Diets," is going to be held on May 14th at 2:00 PM (EST). To register, the [Society for Nutrition Education and Behavior](#) will charge \$25 for non-members, while it is free for the first 200 [SNEB members](#). The webinar will focus on the impact of our changing food environment, especially over the past 50 years. See how food environment, culture, social economic status and other factors that influence our health. [Register today!](#)

Though it's not a mandatory requirement, more and more restaurants are labeling their menus with the calories in each food item. According to a federal menu labeling law, restaurants with more than 20 locations across the US should label the calorie values. Nevertheless, the Food and Drug Administration ([FDA](#)) has not finalized this mandate, so this webinar will update you on the status of this process. On May 16, 2012 at 3:30 PM (EST), listen in. Register [here](#).

On May 16th at 2:00 PM (EST), a webinar called, "Consumer Food Trends: Do Consumers Practice What Nutritionists Preach?" will focus on the behaviors that drive shoppers to buy certain foods. What is the disconnect from the [2010 Dietary Guidelines](#) and consumer food purchases? What are simple behavioral changes that might influence their choices? Continuing Education credits for DTRs and RDs are available. Register [here](#).

Events:

A four-part HBO series, "[The Weight of the Nation](#)," will promote healthier habits and lifestyles for the nation. This program starts by documenting individuals' and families' struggles with obesity—from socioeconomic disparities to evolutionary biology's role. The series will debut on Monday, May 14th from 9:10 PM-10:25 PM (EST).

Do you know any kids in Philadelphia and surrounding areas? Might they like hiking, biking, swimming or running? [Triyouthalon](#) was organized to bring families together to enjoy exercising, eating healthy and supporting each other. Three or four duathlons and triathlons are held

throughout the year for participants of various ages. Their next event for kids age 15 and older will be held on May 19th, 2012 at Pennypack Park.

Grants and Opportunities:

NEW-The [Robert Wood Johnson Foundation](#) is calling for proposals from their "New Connections Grants Through Healthy Eating Research" money. This grant supports research of new investigators representing populations historically underrepresented—the [SNAP](#) eligible population or racial and ethnic minority communities—in childhood obesity prevention research, awards will be granted to two applicants through the [Healthy Eating Research Program](#). 12- to 18-month grants will provide up to \$100,000 in funding. Application deadline is May 22, 2012 at 3:00 PM (EST). Click [here](#) for more details and how to apply.

The USDA released a Request for Applications for the Farm to School Grant Program. The RFA is posted on [grants.gov](#) and the USDA [Farm to School website](#). Two kinds of grants are available: (1) a Planning grant is intended primarily for K-12 school food authorities who participate in the [National School Lunch](#) or [Breakfast Programs](#) that are beginning Farm to School. (2) an Implementation grant is geared towards advancing already existing Farm to School initiatives. K-12 school food authorities, state and local agencies, Indian tribal organizations, agricultural producers or groups of agricultural producers and non-profit entities working in partnership with school districts, may apply for implementation grants. Applications are due June 15, 2012 and awards are expected to be made in October 2012. Two webinars will be offered to inform applicants about this grant opportunity. The first will be on Tuesday, May 15th at 1:00 PM (EST) for Implementation grants and on Thursday, May 17th at 1:00 PM (EST) for Planning grants information. Visit the USDA [Farm to School website](#) for more details.

Application deadline extended for the Action for [Healthy Kids its School Grants for Healthy Kids](#) in the 2012-2013 school year. Schools will be awarded \$1,000 to \$5,000 with further contributions from Action for Healthy Kids in the form of people, programs, and school nutrition expertise. Participating schools must take part in the [National School Lunch](#) or [Breakfast Program](#). Over 50% of their student population must be eligible for free and reduced school meals. Sign up [here](#) to attend a webinar. to learn more about the available grant opportunities for 2012-2013. Applications are due on, May 18th. If you are applying in Pennsylvania, email Ralph Godbolt (rgodbolt@actionforhealthykids.org) or contact him at this number: 484-80-8492 for more information.

The USDA is looking for people willing to promote farmers markets, produce stands and other farm-to-consumer marketing efforts. Through their Farmers Market Promotion Program grant, the hope is to spread the word about fresh, affordable, healthy food choices available to all Americans, especially those with limited food access. Grants will be accepted through www.grants.gov and are due on May 21, 2012. Information on applying for the grant is available online at this [site](#).

Look to the [USDA blog](#) or [press release](#) for more information and direct contact people.

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Funded by the PA Department of Public Welfare (DPW) through the PA NUTRITION EDUCATION TRACKS, an entity of The Pennsylvania State University's College of Health and Human Development, as part of USDA's Supplemental Nutrition Assistance Program (SNAP).