



## About the

# Network for a Healthy California Local Incentive Awardee Program

The *Network for a Healthy California* assists local public entities to enhance their nutrition education programs and promotion of physical activity through an ongoing Local Incentive Awardee Program. This local assistance program supports nutrition education/physical activity promotion that targets Food Stamp-eligible and similar low-income consumers throughout the state. Principle funding for LIA Programs is made possible by in-kind contributions from the state and local governments that qualify for Federal Financial Participation dollars from the U.S. Department of Agriculture's Food Stamp Program.

### Families of African American Ancestry Manifesting Our Excellence (FAME) Program

The FAME Program aims to prevent childhood obesity in low income African Americans in the county of San Bernardino by promoting fruits and vegetables and physical activity messages. FAME brings nutrition education, dance, music, art, and history to African American children and their families, although it is open to youth from all ethnicities and backgrounds. FAME provides opportunities to participate in performance art and to engage in healthful eating and physical activity through two program elements:

- Culturally appropriate nutrition education
- Promotion of ethnic dance for physical activity

### Nutrition Fraud Awareness Program

The Nutrition Fraud Awareness Program (NFAP) strives to increase awareness and provide credible information about nutrition health fraud. Nutrition products and services promoted in health food stores, television infomercials, or on the Internet are not proven safe or effective before reaching consumers. These products are often scams, and can cause serious health problems.

Promotion of false nutrition information harms society by spreading nutrition myths and confusing the public about food and nutrition. NFAP aims to reduce harm caused by untrustworthy nutrition products and services within San Bernardino County. A few of NFAP activities include:

- Providing a Registered Dietitian to answer questions and provide literature to consumers
- Community presentations
- Maintaining the Nutrition Resource Guide, a handout that helps consumers find credible nutrition information

### Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX<sup>3</sup>)

*Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX<sup>3</sup>)* is a community planning model that involves taking an in-depth look at communities in relation to a variety of obesity prevention benchmarks known as community indicators and assets. Because lower income communities and groups are disproportionately affected by less healthy environments, CX<sup>3</sup> focuses on neighborhoods where people eligible for food stamps and similar low-income populations live, work, recreate, socialize, go to school and shop for food. At the heart of the CX<sup>3</sup> concept is that people can change their communities to become healthier places to live.

### County Nutrition Action Plan (C-NAP)

The purpose of the San Bernardino County C-NAP group is to facilitate coordination among federally funded nutrition assistance programs by developing implementing, and evaluating an action plan. A key component of the action plan is cross promotion of services, so that consumers are aware of nutrition assistance services available to them. Additionally, the plan includes promoting the health benefits of fruits and vegetables. Member organizations include:

- Network for a Health California-Desert Sierra Region
- Women, Infants and Children Supplemental Nutrition Program
- Transitional Assistance Department -- Food Stamps
- Department of Aging and Adult Services -- Senior Nutrition
- Preschool Services Department -- Head Start & State Preschools
- School District Food Service providers

