



Healthy Behaviors Conference

Healthy Behaviors Conference Newsletter

Dear Friends,

President Obama calls childhood obesity, "one of the most urgent health issues that we face in this country." The Healthy Behaviors Conference will provide you with the latest research, resources, and tools needed to tackle the childhood obesity epidemic.

Take part in hands-on, interactive and researched based workshops to strengthen your efforts and dedication to prevent and reduce the prevalence of childhood obesity.

We look forward to you joining us December 8-10, 2010 in San Diego, California.

-Healthy Behaviors Conference Leadership Team

WELCOME & OPENING KEYNOTE- RICHARD LOUV

Thursday, December 9, 2010
12:00pm-1:00pm

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.

In 2008, he was awarded the Audubon Medal, presented by the National Audubon Society. Prior recipients have included Rachel Carson, E. O. Wilson and President Jimmy Carter. Louv is also the recipient of the Cox Award for 2007, Clemson University's highest honor, for "sustained achievement in public service" and has been a Clemson visiting professor. Among other awards, Louv is the recipient of the 2008 San Diego Zoological Society Conservation Medal, the 2008 George B. Rabb Conservation Medal from the Chicago Zoological Society, and the 2009 International Making Cities Livable Jane Jacobs Award. He was recently named Honorary Co-chairman, with Canadian artist Robert Bateman, of Canada's national Children and Nature Alliance.

Louv has written for The New York Times, The Washington Post, The Times of London, and other major publications. He has appeared on many national TV shows, including NBC's Today Show and Nightly News, CBS Evening News, ABC's Good Morning America, and NPR's Morning Edition, Fresh Air, and Talk of the Nation. Between 1984 and 2007 he was a columnist for The San Diego Union-Tribune and has been a columnist and member of the editorial advisory board for Parents magazine. Louv served as an advisor both to the Ford Foundation's Leadership for a Changing World award program and to the National Scientific Council on the Developing Child. He is on the board of directors of ecoAmerica and a member of the Citistates Group. He has appeared before the Domestic Policy Council in the White House as well as at major governmental and professional conferences, nationally and internationally. He is working on his eighth book, about the restorative power of nature. He is married to Kathy Frederick Louv and the father of two young men, Jason, 28 and Matthew, 22. He would rather fish than write.

To learn more about Richard Louv, please visit his website, <http://richardlouv.com>

OLIVEWOOD GARDENS AND LEARNING CENTER SITE VISIT



**Thursday, December 9, 2010
1:30pm-5:15pm**

MEET & GREET AND BOOKING SIGNING WITH RICHARD LOUV

**Thursday, December 9, 2010
1:00pm-1:30pm**

\$55 per person (includes transportation, light snack, and workshop)

Come participate in this hands-on, experiential learning workshop. Participants will be given a tour of the 1/2 acre urban garden and facilities and learn the rich story and community connection to Olivewood Gardens.

Take part in a hands-on cooking class and gardening experience!

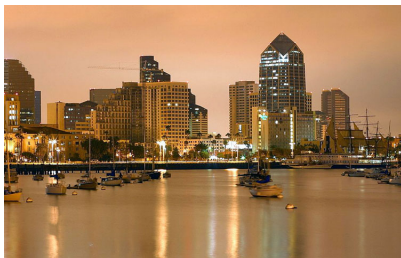
You do not want to miss this special opportunity to participate in this unique learning environment.

Please wear comfortable shoes and clothing.

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

STAY AND PLAY IN SAN DIEGO

We are pleased to offer special hotel rates 3 days prior to the



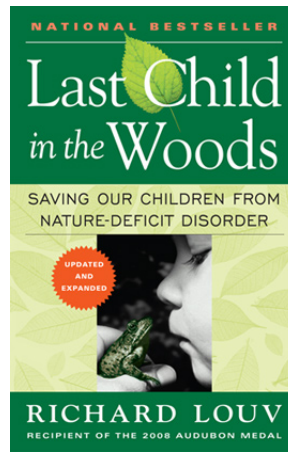
conference, and 3 days after the conference.

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](#).

HOTEL ACCOMODATIONS

Special Conference Rate- \$129



Last Child in the Woods is the first book to bring together a new and growing body of research indicating that direct exposure to nature is essential for healthy childhood development and for the physical and emotional health of children and adults. More than just raising an alarm, Louv offers practical solutions and simple ways to heal the broken bond-and many are right in our own

backyard.

Conference attendees are able to purchase books in advance at a discounted rate when registering for the Healthy Behaviors Conference.

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](#).



WORKSHOPS ANNOUNCED

We are pleased to announce the workshops for the 2010 Healthy Behaviors Conference.

Workshops include...

"Arts, Gardening, Worms, and More"

"Outside the Lens-Picture it Healthy"

"How to Parnter with your Local Hospital"

For a complete list of workshop sessions, please click [here](#).

Reserve your room today. The deadline to reserve your room at the conference rate is November 8, 2010.



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

EXHIBIT AT THE HEALTHY BEHAVIORS CONFERENCE

Exhibiting at the Healthy Behaviors Conference is a great opportunity to share with professionals the products and services available to support their work in ending the cycle of childhood obesity.

Please click [here](#) for more information on exhibiting at the Healthy Behaviors Conference.



FAST FACTS

Fast food outlets spend \$3 billion in television ads targeted to children. (Fast Food Nation)

As a nation, we spend \$119 billion annually on obesity-related health costs. (Action for Healthy Kids)

1 in 3 American kids and teens are overweight or obese, nearly triple the rate in 1963. (American Heart Association)

The American Heart Association recommends keeping total fat intake to less than 35% of total calories. (20 grams per day based on a 2,000 calorie diet.)

HEALTH RELATED GRANTS

Play with Your Produce Healthy Challenge

Application Deadline: October 30, 2010

The Play with Your Produce Classroom Challenge is open to grades K-6th and challenges them to create a classroom activity focused on healthy eating using fresh fruits or vegetables. We challenge teachers to have fun, be creative, and teach kids the benefits of healthy eating with more fruits and vegetables.

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](#).

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

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

Banana-Pear Caterpillar Recipe



Ingredients

1 lettuce leaf
1 medium banana, peeled
1/2 medium red pear, cut into 1/4-inch slices
2 raisins

Directions

Place lettuce on a salad plate; top with the banana. Cut 1/ inch V-shaped slices halfway through the banana, spacing cuts 1 inch apart. Place a pear slice, peel sideup, in each cut. For eyes, gently press raisins into one end of banana. Serve immediately.

Healthy House Recipe



Ingredients

- 5 pieces Rice Chex
- 1 slice American cheese
- 1 celery stick
- 1 slice whole wheat bread, crust removed
- 1 tablespoon peanut butter
- 1 thin slice deli turkey
- 1 raisin

Directions

Spread bread with peanut butter. For door, cut turkey into a 1-1/2-inch x 1-1/4-inch rectangle; position on bread. Add raisin for doorknob and cereal for windows. Cut the cheese slice in half diagonally; place one piece above bread for roof (save remaining piece for another use). Add celery stick for chimney.

Recipes provided by Taste of Home. For a complete list of snack recipes for kids, 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.



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

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