

Breast Cancer Awareness Month and The Susan G Komen Breast Cancer Foundation

By: Sandra Rose, Susan G. Komen Breast Cancer Foundation, Director of Programs and Grants

For more than 20 years, the Susan G. Komen Breast Cancer Foundation has been a global leader in the fight against breast cancer through its support of innovative research and community-based outreach programs. Working through a network of U.S. and international Affiliates and events like the Komen Race for the Cure®, the Komen Foundation is fighting to eradicate breast cancer as a life-threatening disease by funding research grants and supporting education, screening and treatment projects in communities around the world. Komen Orange County is the 8th largest affiliate in the world, and this year, celebrating the 15th Orange County Race for the Cure®.

The Komen Orange County Affiliate awarded more than \$1.1 million dollars in 2006 to support local breast health programs. It is the only organization in Orange



By: Pamela Walrod, Director of Community Relations, Placentia-Linda Hospital

The City of Yorba Linda Parks and Recreation Department, Placentia-Linda Hospital and the Yorba Linda-Placentia YMCA have created a new Teen Fitness Program. The partnership and new program comes in response to the

County that provides funding for diagnostic, treatment and critical care support services to underinsured or uninsured individuals who do not qualify for state or federal assistance programs.

Throughout the year, the Komen Orange County Affiliate works in conjunction with their grantees and other organizations to provide vital breast health education, services and resources.

Every year during the months of September and October, the Komen office becomes especially busy preparing for the annual Race for the Cure® and is involved in various activities promoting Breast Cancer Awareness month.

Events the Komen Orange County Affiliate is directly involved with or supporting during Breast Cancer Awareness Month:

October 4: Dinner Program “Breast Cancer Screening and Genetics Update in the Chinese American Community” – Hosted by the Asian American Senior Citizens Service Center (Komen Grantee)

October 10: Fit for the Cure at

Macy’s Laguna Hills

October 11: Fit for the Cure at Macy’s South Coast Plaza

October 12: Fit for the Cure at Macy’s Fashion Island

October 14: “Young Women’s Conference: A Day of Questions & Answers” – Hosted by Planned Parenthood of Orange and San Bernardino Counties (Komen Grantee)

October 21: “Multicultural Breast Self Exam Conference” – Hosted by the YWCA North Orange County (Komen Grantee)

October 25: “Legislative Advocacy Training” – Hosted by the Cancer Legal Resource Center (Komen Grantee)

October 26: Bloomingdale’s shopping benefit at Fashion Island

Throughout the year, the Komen Orange County Affiliate provides wigs and hair accessories to women undergoing chemotherapy at their Wig Bank; educational materials through their four



September/
October 2006

resource centers; and breast health education through their Speakers Bureau Program, all free of charge. For more details about the programs and events mentioned in this article, contact Ayesha Ghosh at (714) 957-9157 x 29 and visit the Komen Orange County Affiliate website.

Inside this issue:

September 2006 Calendar of Events	2
October 2006 Calendar of Events	3
School’s In, But Soda’s Out—CA Endowment	4
HASC and the Children & Families Commission: Breastfeeding Efforts	4
OCHNA Job Opening Announcement	5

Fighting Obesity in Teens - Yorba Linda Fitness Class

obesity epidemic that affects teenagers across the nation.

The program, open to middle-school youth, offers a six-week course giving teens tools they can use for the rest of their lives. By the end of the course, participants will have an increased understanding of nutrition, body mass index, weight maintenance and muscular and cardiovascular fitness.

Some of the exciting plans include guest speakers on topics such as self-esteem, motivation, the benefits of staying fit and visual nutrition education. Youth will also be able to practice making healthy snacks and participate in other activities including games, hiking, rock climbing and more.

This program is being funded through a grant provided by the Shinnyo-en Foundation of Yorba Linda.

The \$10 fee includes 12 meetings, a t-shirt, pedometer and heart rate card enabling teens to track their progress.

Teen Fitness – Session I
Mondays and Wednesdays
Nov. 6th – Dec. 13th
3:30 p.m. to 5:00 p.m.
Thomas Lasorda Jr. Field House
4701 Casa Loma Ave.
Yorba Linda, 92886
For more information call
714-961-7192

September 2006 Back-to-School Time!



- Sept 8 All month long YWCA and ENCOREplus offers free clinical breast exams and mammograms to women age 40 and over. Clinics are conducted throughout North Orange County. Visit the YWCA North Orange County Website, or call (714) 871-4488 for a complete schedule.
- Sept 10 Y-ME National Breast Cancer Association is sponsoring an old-fashioned road rally to raise money. The event is at Mason Park (Irvine) from 1- 6:30. Registration is \$25 for adults,

- \$15 for children under 12, and free for children under 4. Visit their website for information.
- Sept. 13 Every week Memorial Care Medical Centers host informational classes on a variety of health-related topics. Visit their website for a complete calendar.
- Sept. 16 & 17 Two-Day walk throughout Los Angeles and Long Beach. Proceeds will benefit breast cancer treatment and

- research. Visit the Avon Walk website for information.
- Sept. 19 The PADRE Foundation & CHOC offer health-information classes every week in Orange. Call (714) 532-8330 or visit the PADRE website for information.
- Sept. 24 Susan G. Komen Race for the Cure is the largest series of 5K runs and walks in the world. See the article on Page 1 for more information or visit their website.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8 YWCA Free Breast Cancer Screening Events- All Month	9
10 Y-ME Road Rally for Life!	11	12	13 Your Cholesterol	14	15	16 Avon Walk for Breast Cancer
17 Avon Two-Day Event	18	19 Nutrition Class-PADRE Foundation	20	21	22	 Autumn Begins
24 Komen's Race for the Cure	25	26	27	28	29	30

Click on Calendar events for more information

October 2006

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Lupus Race For Life	2	3	4 Seniors Fitness Class	5	6	7
8 Walk to Cure Diabetes	9	10	11	12	13	14 Young Women's Health Conference
15	16	17	18	19	20	21
22 Walk to Cure Diabetes	23	24	25	26	27	28
29	30 Wally Joyner Golf Classic	31 Happy Halloween				

Click on Calendar events for more information

October 2006 Breast Cancer Awareness Month

- ◆ Oct. 1 Lupus International and local law enforcement host 5K run/walk at La Mirada Regional Park. Register online or call (949) 833-2121.
- ◆ Oct. 4 Placentia-Linda YMCA hosts Seniors fitness classes: Mondays, Wednesdays and Fridays. Cost is \$25 per month. Visit their website to reserve spot.
- ◆ Oct. 8 & 22 the Orange County Chapter of the Juvenile Diabetes Research Foundation is holding two walks to raise money for

diabetes research. Oct. 8 - Fullerton. Oct 22 - Irvine. Visit their website or call (949) 553-0363 for more information.

- ◆ Oct. 14 first-ever Planned Parenthood (Orange County/San Bernardino) Young Women's Health Conference to be held at Chapman University. Also participating: Girl's, Inc., Human Options, the Susan G. Komen Foundation of Orange County and Orange County Healthcare Agency. Visit the PPOSBC website for information



- ◆ Oct. 30 Wally Joyner and up to 35 of his former baseball teammates tee off at the Newport Beach County Club. The fifth annual Wally Joyner and Friends Golf Classic will benefit Miller Children's Hospital in Long Beach. There will also be an auction of celebrity/sports memorabilia and an awards dinner. Visit the Miller Children's website for information.

School's In, but Soda's Out

By: Kathleen Bishop, Media Relations Assistant, The California Endowment

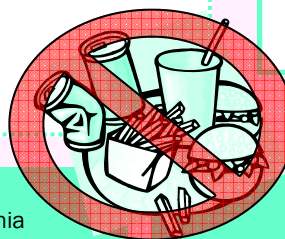
With childhood obesity rates on the rise, lawmakers, educators and health advocates are looking for ways to make school environments healthier. To that end, California passed SB 12, which sets nutrition standards for all "competitive" foods – anything not included in the school meal program – such as food and drinks from vending machines or school stores. The new law will go into effect on all public school campuses in July 2007.

Before the state took on the issue, some school districts in California led the movement toward healthier school environments

and implemented nutrition policies on their own. The California Endowment and the Robert Wood Johnson Foundation funded case studies of six of these districts to show how schools can fight obesity and study what others might face when adopting SB 12 standards. The results are documented in the final report, *Improving School Food Environments Through District-Level Policies*.

The report examines foods sold in these districts and notes the opinions of community stakeholders about the standards.

George Flores, senior program officer at The California Endowment, said school policies that promote healthy eating are crucial in the fight against childhood obesity.



"Behaviors don't change in isolation," he said. "For good advice about healthy

eating from parents or doctors to stick, you need to have a supportive environment that makes healthier choices the easier choices."

The report notes that children's easy access to unhealthy foods at school, as well as in their communities, has contributed to climbing rates of childhood overweight and obesity. It also makes recommendations for future research to gauge the effect of school food policies over time.

The full report is available at The California Endowment website.

Celebrating World Breastfeeding Month: HASC and the Children and Families Commission

By: Carissa Thompson-Snow B.S. Vista Member, Breastfeeding Project Coordinator, HASC

A countywide effort is underway to educate new parents and hospital staff about the benefits and cultural perceptions of breastfeeding. As part of the Bridges for Newborns program, the Hospital Association of Southern California (HASC) is supporting Orange County hospitals that want to promote breastfeeding. Support of these activities is an example of how the Breastfeeding Initiative, formed by HASC and the Children and Families Commission of Orange County, partners with hospitals and other healthcare providers to support breastfeeding.

During World Breastfeeding Month (WBM)

in August, HASC provided hospitals with educational materials including pins, resource guides and posters. All 10 of the Bridges hospitals took part in celebrating WBM, creatively utilizing the materials to educate staff and parents about breastfeeding. T-shirts displaying the phrase "Babies were born to be breastfed", in English and Spanish, were given to new mothers that attempted to breastfeed. Lego models displaying the nutritional differences between breast milk and formula were a popular educational tool for both staff and patients.

Another effort of the Breastfeeding Initiative includes increasing the availability of breastfeeding classes and support groups for families in community-based locations (e.g., Family Resource Centers).

HASC is also working with several hospitals to educate select nurses about cultural differences in perceptions and expectations of breastfeeding. Board Certified Lactation Consultants have trained 88 hospital staff and other commission-grantee staff who

work with new mothers. Twenty hospital staff members, and other direct-care providers, have continued their breastfeeding education and become certified Lactation Educators; 20 more will become certified this fall.

Breastfeeding Resource Directories are available to Orange County residents, hospital staff and patients. The directories include "myth buster" information about breastfeeding perceptions that are held by different ethnic groups.

HASC will continue its collaborative efforts with the Bridges network of providers to educate and train staff. Supporting and educating Orange County families about breastfeeding is an effort that does not end when World Breastfeeding Month is over.

For more information, contact:
Amy Starr, Program Director, HASC
(714) 750-0788
astarr@hasc.org



Stone Soup Gazette

Staff

Pamela Austin, MSW—CEO
Amy Wheeler—Technical Writer
Adriana Alexander—Newsletter Editor
Tahereh Zamansani, MPH—Research Analyst

2024 North Broadway, Suite 100
Santa Ana, CA 92706
Phone: 714-547-3631
Fax: 714-547-3629
E-mail: staff@ochna.org

The *Stone Soup Gazette* is the Orange County Health Needs Assessment (OCHNA) Newsletter that attempts to bring all health partners together, in much the same way as the stone soup did in the folktale. The Gazette provides an opportunity for members to learn about current health events happening in Orange County and to publicize their own sponsored events. If you have an article to contribute please email us at staff@ochna.org for more information.



WE'RE ON THE WEB!

WWW.OCHNA.ORG

OCHNA Now Hiring Full-Time Office Administrator

OCHNA is now hiring for the position of office administrator.

This person will be in charge of the following:

Office Functional Management

- Type drafts and finished documents of a variety of materials
- Assemble materials or reports for distribution
- Create, organize and maintain files
- Maintain meeting and schedule calendar for all staff
- Be the basic administrator for website and email hosting provider
- Regularly clean, organize and maintain business files
- Maintain & update all training manuals for various staff positions
- Maintain office space, supplies and general equipment.

General Accounting

- Manage accounts receivable and payable documents. Process and code invoices for payment; monitor and report spending levels
- Monthly reconciliation of bank statements in QuickBooks

Executive Meetings Management

- Coordinate logistics for off-site and on-site meetings
- Board packets, meeting arrangements, and minutes
- Prepare management and staff meeting agendas

Required qualifications :

- A minimum of three years experience supporting senior management staff, preferably in a non-profit; BA preferred.
- Advanced skills in Microsoft Office Professional, including Excel, Outlook and PowerPoint and QuickBooks 6.0
- Excellent writing, proofreading

and editing skills a must; Desk Top publishing and graphics knowledge preferred (Publisher, PageMaker, PDF documents)

- Ability to communicate verbally and in writing in an effective, gracious and professional manner
- Ability to work both independently and as a team member

To apply for this position, please send your resume, cover letter and a short writing sample to staff@ochna.org

Click here for the complete job description or visit our website.

