

Media Advisory



FOR RELEASE:
<http://www.dph.sf.ca.us/chn/HlthCtrs/Chinatown.htm>

IMMEDIATE

DATE: October 4th, 2005
CONTACT: Catherine Wong
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Chinatown Public Health Center, San Francisco Department of Public Health

Invites you to a press conference & luncheon to
Introduce the **San Francisco Chinese 5 a Day Project** and Celebrate the Publication of the *“Healthy Chinese Cuisine Using Fruits & Vegetables”* Cookbook

WHAT: The **San Francisco Chinese 5 a Day Project** is the first *California Nutrition Network* (CNN) project in California targeting the low income Chinese population to promote fruit and vegetable intakes, and physically active lifestyles, to combat the obesity epidemic. The *Healthy Chinese Cuisine Using Fruits & Vegetables* cookbook, developed by the San Francisco Chinese 5 a Day Project, is a 50-page, bilingual Chinese/English educational flipchart-cookbook featuring:

- The Dietary Guidelines for Americans 2005
- Tips on increasing fruit and vegetable intake
- Tips on increasing physical activity
- Healthy innovative Chinese cooking using fruits and vegetables
- Funded by the USDA Food Stamp Program through the *California Nutrition Network* and the San Francisco Department of Public Health

WHEN: Tuesday, October 4th, 2005, 10:00 am to 1:00 pm

WHERE: Four Seas Restaurant, 731 Grant Avenue, San Francisco

WHO:

- **Martin Yan, Host of Yan Can Cook**
- Dr. Leland Yee, Speaker Pro Tempore, California State Assembly
- Aaron Peskin, Board President, San Francisco Board of Supervisors
- Allen Ng, Western Regional Administrator of Food & Nutrition Service, USDA
- Maria LeClair, Nutrition Director, San Francisco Department of Public Health
- Catherine Wong, Nutrition Manager, Chinatown Public Health Center
- John Lazar, Greater Bay Area & Redwood Empire Region Vice President, American Cancer Society
- Dr. Ho Tran, President & CEO, Asian Pacific Islander Health Forum

WHY:

Research data shows that:

- 1) More than half of all Californian adults are overweight or obese. According to the 2004 California Behavior Risk Factor Survey, over 40% of Asian American males and 30% of females are overweight.
- 2) One-third of Californian kids, ages 9 to 11 years, are overweight or at risk of becoming obese. They are increasingly suffering from nutrition-related illnesses that normally occur in adulthood, diseases such as obesity, Type 2 diabetes, and hypertension.
- 3) The San Francisco Health Plan BMI data analysis (1999-2001) indicates an average of 28% of the Asian children in San Francisco are overweight, and 35% of Asian boys ages 6 to 11 years are overweight.
- 4) These health crises are preventable. Improving dietary practices and increasing physical activity are the major strategies for preventing overweight, some cancers, heart disease, Type 2 diabetes and obesity.

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An Effort to Promote Fruit & Vegetable Intake and Physical Activity to
The Low-income Chinese Community in San Francisco

Event Program

- Mayor’s Proclamation
- Introducing the San Francisco Chinese 5 a Day Project & the publication of the newly released cookbook *Healthy Chinese Cuisine Using Fruits & Vegetables*
- Viewing of 60-second bilingual (Cantonese, Mandarin, with English subtitle) PSA video *Eat Your Colors Everyday to Lower Your Cancer Risk*
- Presenting the Chinese 5 a Day Partnership Network, comprised of more than 20 partner agencies that serve the low income Chinese community, which is committed to promoting the messages of increasing fruit and vegetable intake and physical activity for better health.
- Client Testimony
- **Special Presentation:** *Working to Health – Intensify Flavors with Asian Fruits & Vegetables* – Celebrity Chef Martin Yan
- Children’s Lion Troop (Asian Women’s Resource Center)
- Activity Break
- Luncheon featuring selected recipes from the cookbook
- Remarks from Dr. Ho Tran, President & CEO of Asian Pacific Islander Health Forum

RSVP or Contact for further information:

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Funded by: USDA’s Food Stamp Program, through the *California Nutrition Network*, the Chinatown Public Health Center and the San Francisco Department of Public Health. The Food Stamp Program provides nutrition assistance for people with low income.