



Wednesday, 09/30/2020

Once Again, the Healthy Victories Media Campaign Is a Winner!

The National Health Information (NHI) Awards recognized Nutrition Education and Obesity Prevention Branch's (NEOPB) "Healthy Victories" television commercial in Spanish titled "Estos Snacks Saludables te Cambiarán la Vida" (These Healthy Snacks Will Change Your Life).

The ads received a bronze award from the NHI awards panel of consumer health experts. The NHI award celebrates 27 years of honoring high-quality consumer health information. The NEOPB is honored to receive recognition for these ads that help improve the health and lives of Californians. Despite the stresses of everyday life, Californians have committed to celebrating healthy victories and to choosing healthy options such as eating more fruits and vegetables.

Back in May, the "Healthy Victories" advertising campaign won three awards for our water and nutrition-themed ads.

The award-winning advertisement can be seen here: <https://youtu.be/fn-IFoMzfm>



For more information, please contact Elias Muniz at elias.muniz@cdph.ca.gov.

CalFresh Healthy Living Training Resources

Check out the [training resources webpage](#) for the latest training information and calendar of scheduled events.

ToP Secrets of Implementation – Virtual Edition

October 13– 16, three hours per day
9am-12pm

Save the date! 2021 CalFresh Healthy Living Virtual Forum

March 8-11, 2021

Now live! CalFresh Healthy Living Building Blocks for Success

Ongoing

Breakthrough Messaging for CalFresh Healthy Living LIAs

Ongoing

Systems Approaches for Healthy Communities

Ongoing

Including People with Disabilities: Public Health Workforce Competencies

Ongoing

Online Civil Rights Training

Ongoing

A Taste of Success: Food Tasting and Recipe Demonstrations

Ongoing

Health and Disability 101 Training for Health Department Employees

Ongoing