

California 5 a Day Campaign:
Working Together

Key Messages:

- **Residents, neighborhood councils, health care providers, organizations, churches and community representatives must work together to create solutions for those things that make it difficult for Californians to eat more fruits and vegetables and be physically active in their communities.**
- **The *California 5 a Day Campaign* works to empower low-income Californians to consume the recommended amount of fruits and vegetables and enjoy physical activity every day to help reduce the risk of chronic diseases such as cancer, heart disease, type 2 diabetes, and obesity.**

What low-income families can do regarding access to fruits and vegetables in their community:

- Know that your neighborhood deserves to have markets where you and your family can find and purchase quality fruits and vegetables at reasonable prices.
- Believe that you, your family, and your neighbors can help make changes that support greater access to fruits and vegetables in your neighborhood.
- Talk to your family members, friends, and neighbors about the things in your neighborhood that make it hard to find and eat quality and affordable fruits and vegetables.
- Get a family or neighborhood group together and keep talking about the neighborhood problems and offer your solutions.

What low-income families can do regarding access to physical activity opportunities in their community:

- Know that your neighborhood deserves to be clean, safe, livable, and have places where you and your family can enjoy fun physical activities.
- Believe that you, your family, and your neighbors can help make changes that support more physical activity.
- Talk to your family members, friends, and neighbors about the things in your neighborhood that make it hard to engage in physical activity.
- Get a family or neighborhood group together and keep talking about the neighborhood problems and offer your solutions.

Parents can become role models at home by:

- Making fruits and vegetables readily available at home.
- Incorporating fruits and vegetables into all family meals.
- Participating in daily activities with their children.

Parents can ask schools to:

- Ensure their child's school offers fresh fruits and vegetables each day in the cafeteria.
- Make available only healthy snacks in the school vending machines.

Parents can advocate for more fruits and vegetables and physical activity opportunities in their community by:

- Talking to neighborhood leaders and city officials about the neighborhood problems, offer your solutions, and work to create a plan of action.
- Continuing to work with the neighborhood leaders and city officials until steps have been taken to make it easier for you, your family, and your neighbors to find and eat quality and affordable fruits and vegetables.
- Working with community leaders to establish farmers' markets, community gardens, and supermarkets in low-income neighborhoods.
- Working with local restaurants in low-income neighborhoods to offer more fruit and vegetable menu options.
- Working with employers to ensure fruits and vegetables and safe physical activity opportunities are available at work.
- Working with local churches and neighborhood groups to educate them on positive strategies that make it easy for residents to eat fruits and vegetables and be physically active.
- Working with city officials to ensure parks and recreational areas are safe, clean, and readily available.

Supporting Evidence:

- Consuming more fruits and vegetables and engaging in physical activity daily has preventive benefits such as reducing the risk of serious health problems.
- Fresh fruits and vegetables are often more expensive and harder to find in rural communities¹ and in the inner cities making it difficult for California's low-income communities to access healthy foods.²

Children:

- In California, 9- to 11-year-old children eat an average of 3.2 servings (about 1.6 cups) of fruits and vegetables on a typical day.³
- In California, nearly 40 percent of children assessed through the state's Fitness program were considered unfit. There were a higher percentage of unfit children among the Latino and African American populations.⁴

¹ Lucia L. Kaiser et. Al, Food Insecurity prominent among low-income California Latinos, California Agriculture, Volume 58, number 1, January-March, 2004.

² J. Kolodinsky, M. Cranwell, The Poor Pay More? Now they Don't Even have a Store to Choose From: Bringing a Supermarket Back to the City, Consumer Interests Annual, 46, 101-106.

³ California Department of Health Services. (2003). [2003 California Children's Healthy Eating and Exercise Practices Survey]. Unpublished data.

⁴ California Center for Public Health Advocacy. (2002, December). Overweight and unfit children in California assembly districts (Legislative District Policy Brief No. 1). Davis, CA: Author

- Inadequate nutrition and poor diet is a major cause of impaired cognitive development, is associated with poor educational performance among low-income children and also contributes to obesity and other diseases.⁵
- Obesity rates have doubled in children and tripled in adolescents over the last two decades⁶ and about half of overweight children or teens will be obese in adulthood.^{7,8}

Latino:

- Among California Latinos, obesity related diseases, such as diabetes, heart disease, stroke and certain types of cancer, account for 56 percent of all deaths.⁹
- California Latino adults, on average, consume slightly less than four servings of fruits and vegetables per day, with nearly one-third of Latinos eating two or fewer daily servings of fruits and vegetables.¹⁰
- In a statewide survey, Latino adults were less likely than adults overall to have engaged in any physical activity in the past 30 days; and, less than half met the recommended 30 minutes of moderate physical activity at least 5 days per week.¹¹
- Forty percent of California Latino adults are overweight and 29 percent are obese.¹²

African-American:

- Heart disease and cancer combined account for over half (51 percent) of deaths among African Americans in California¹³ and for nearly half (48 percent) of all deaths among African Americans nationally.¹⁴
- African American adults, on average, consume only 3 servings of fruits and vegetables a day and 44 percent of African American adults eat 2 or fewer servings of fruits and vegetables a day.¹⁵
- More than half of African Americans reported that they did not participate in the recommended levels of physical activity (30 minutes of moderate or vigorous physical activity, 5 days a week).¹⁶
- In total, 69 percent of African Americans in California are overweight or obese.¹⁷

⁵ Center on Hunger, Poverty and Nutrition Policy. (1998). Statement on the link between nutrition and cognitive development in children 1998 (4th edition). Medford, Mass: Tufts University, School of Nutrition.

⁶ Ogden C., Flegal K., Carroll M., & Johnson C. (2002). Prevalence and trends in overweight among U.S. children and adolescents, 1999-2000. *Journal of the American Medical Association*, 288, 1728-1732.

⁷ Whitaker, R.C., Wright, J.A., Pepe, M.S., Seidel, K.D., & Dietz, W.H. (1997). Predicting obesity in young adulthood from childhood and parental obesity. *The New England Journal of Medicine*, 337, 869-873.

⁸ Dietz, W.H. (1998). Childhood weight affects adult morbidity and mortality. *The Journal of Nutrition*, 128, 411S- 414S.

⁹ Ten Leading Causes of Death-Hispanic-California, 2002. State of California, Department of Health Services, Death Records, May 2004.

¹⁰ California Department of Health Services. California Dietary Practices Survey: Preliminary, unpublished 2001 data.

¹¹ California 2003 data – California Behavioral Risk Factor Surveillance System, National Centers for Chronic Prevention & Health Promotion.

¹² California 2003 data – California Behavioral Risk Factor Surveillance System, National Centers for Chronic Prevention & Health Promotion.

¹³ California Health Interview Survey—Ask CHIS 2003. Retrieved June 9, 2005, from <http://www.chis.ucla.edu>

¹⁴ Anderson R, Smith B. (2005). National Vital Statistics Reports: Deaths: Leading Causes for 2002. . Retrieved June 9, 2005, from http://www.cdc.gov/nchs/data/nvsr/nvsr53/nvsr53_17.pdf

¹⁵ California Dietary Practices Survey: 2003 [Data file]. Sacramento, CA: Cancer Prevention and Nutrition Section, California Department of Health Services.

¹⁶ California Dietary Practices Survey: 2001 [Data file]. Sacramento, CA: Cancer Prevention and Nutrition Section, California Department of Health Services.

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Key Messages - *Physicians for Healthy Communities*

**Equipped Communities:
Easy Steps to Advocate for Healthy Eating and Physical Activity in Your Community**

1) Bring together a group

- Gather 5 to 10 people who are interested in advocating for healthy eating and physical activity in your community
- Think of including friends, family members, neighbors or co-workers

2) Determine what you want to advocate for in your community

- Choose one thing in your community that could increase fruit and vegetable consumption and one thing that could increase physical activity.

(a) Examples of things you can advocate for to increase fruit and vegetable consumption:

- (1) Request that fast food restaurants in your community serve more fruits and vegetables at affordable prices.
- (2) Request the establishment of a farmer's market in your community
- (3) Request that a community garden be placed in your neighborhood so that you and your neighbors can grow your own fruits and vegetables

(b) Examples of things you can advocate for in your community to increase physical activity:

- (1) Work with local law enforcement to have a safe walking zone in your community
- (2) Request that the Department of Transportation construct bicycle lanes in your community so that you and your neighbors will be able to ride your bicycles safely
- (3) Work with your local schools to provide after-hours and weekend access to recreation facilities, gyms, and/or soccer fields
- (4) Work with the Department of Parks and Recreation to upgrade walking paths in your community park

3) Work with your group to create a clear and concise problem statement for your healthy eating and physical activity issues. Once your group has developed the problem statement, make sure all group members agree with that statement.

- Examples of problem statements include:
 - (a) The fast food restaurants in our neighborhood do not serve fruits and vegetables at reasonable prices

¹⁷ California Behavioral Risk Factor Survey: 2004 [Data file]. Sacramento, CA: Survey Research Group, Cancer Surveillance Section, California Department of Health Services.

- (b) The grocery store(s) in our neighborhood do not sell quality fruits and vegetables at reasonable prices
 - (c) There is not a farmer's market in our neighborhood
 - (d) There is not a community garden in our neighborhood
- Examples of physical activity problem statements include:
 - (a) Our neighborhood does not have safe areas where we can walk with our family members and friends
 - (b) Our neighborhood does not have bicycle lanes, which makes it unsafe for us to ride our bicycles
 - (c) Our local schools do not provide after-hours and weekend access to recreation facilities, gyms and/or soccer fields
 - (d) The walking path in our neighborhood park is unsafe and difficult to walk on because it is littered with trash
- 4) **Work with your group to list the steps** that will be taken to solve the healthy eating and physical activity problems in your community.
- Once the group has completed the steps, make sure all group members agree with the solutions
- 5) **Bring other people into your group** who can solve the healthy eating and physical activity problems and help advocate for your solutions.
- Think of enlisting the help of community leaders, local business owners, and local government agencies
- 6) **Let appropriate decision makers know** about the healthy eating and physical activity problems that your group would like to solve. Make sure you clearly communicate your problem statements and steps needed to solve the problems
- Using the example advocacy topics and problem statements listed in part 3, here are examples of decision-makers for the issue:
 - (1) Fast food restaurant owners, California Restaurant Association, and city and/or county officials
 - (2) Grocery store owners, local distributors and wholesalers of fruits and vegetables, local farmers, and city and/or city officials
 - (3) City and or/county officials, local farmers and farmer organizations and representatives of the California Department of Food and Agriculture
 - (4) Representatives of the Department of Parks and Recreation and the University of California Cooperative Extension

- Using the example advocacy topics and problem statements listed in part 3, here are some examples of decision-makers for the physical activity issue:
 - (1) Local law enforcement and city and/or county officials
 - (2) Representative of the Department of Transportation
 - (3) School principals and the District Superintendent
 - (4) Representatives of the Department of Parks and Recreation

CMA Foundation Physicians for Healthy Communities Speaker's Bureau Advocacy Talking Points adapted from "5 a Day and Physical Activity for Community Education"

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Key Messages - *Physicians for Healthy Communities*

Healthy Eating Talking Points

Overview:

- Poor diet, physical inactivity, overweight and obesity are top public health problems, quality of life problems and economic problems throughout the United States and in California.
 - Obesity rates have doubled in children and tripled in adolescents over the last two decades, with one in seven young people now obese and one in three now overweight.
 - An estimated 65 percent of U.S. adults are either overweight (33 percent) or obese (32 percent).
 - Physical inactivity and unhealthy eating contribute to obesity and a number of chronic diseases, including cardiovascular disease, hypertension, type 2 diabetes and certain cancers. In addition, the prolonged illness and disability associated with many chronic diseases decrease the quality of life for millions of Americans.
 - Inadequate nutrition and poor diet is a major cause of impaired cognitive development, is associated with poor educational performance among low-income children and also contributes to obesity and other diseases.
- Adults and children are encouraged to energize and mobilize those around them to pursue a healthy lifestyle with more fruits and vegetables and increased physical activity. They are encouraged to:
 - Energize individually with fruits, vegetables and physical activity.
 - Mobilize as a community by encouraging environmental changes—make local civic leaders, community and business leaders, and policymakers aware that the entire community benefits from access to affordable, high quality fruits and vegetables and safe opportunities for physical activity.

Healthy Food, Healthy Kids:

- Most children don't eat enough fruits and vegetables or get the amount of physical activity they need every day.
 - In California, 9 to 11-year-old children eat an average of 3.2 servings (about 1.6 cups) of fruits and vegetables on a typical day
- Eating fruits and vegetables and being active can help children:
 - Grow and develop
 - Have more energy to learn and play
 - Have higher self esteem
 - Stay at a healthy weight
 - Reduce the risk of serious health problems later in life
- Parents and caregivers can help children eat more fruits and vegetables and be more active by utilizing some of the following ideas:
 - Include fruits and vegetables in meals and snacks.
 - Keep fruits and vegetables at home in easy to reach places.
 - Ask children to help prepare fruits and vegetables.
 - Have children eat school meals. Find out if your child qualifies for free or reduced-price meals by contacting the school.
 - Learn more about the Food Stamp Program by calling 1-800-952-5253. This program can help pay for healthy foods like fruits and vegetables.
 - Be active with children every day. Walks are a great way to be active together.
 - Limit the amount of time children spend watching television and playing video games.
 - Help children discover physical activities they enjoy.
 - Be a good role model—let children see you enjoying fruits and vegetables and physical activity.
 - Visit the www.mypyramid.gov website with children to learn more about eating a healthy diet and being physically active.

Benefits of Eating at Least 5 Servings of Vegetables and Fruits Every Day:

- Helps in maintaining a healthy body weight.
- Helps promote healthy looking skin.
- Good for your immune system—fewer colds and reduced risk of getting the flu.
- Helps lower blood pressure.
- Fruits and vegetables are a good source of energy.
- Fruits and vegetables give you fuel for physical activity.
- Fruits and vegetables taste and smell great, and make great snacks.
- Most fruits and vegetables are available year-round and are easy to enjoy.
- Healthy foods look good on you! Fruits and vegetables contain vitamins good for clear skin, shiny hair and bright eyes. They are low in calories, which helps in obtaining a trim body.

Easy Ways to Add Vegetables and Fruit to Your Diet:

- Fill half of your plate with vegetables first, then add the other foods.
- Have cut-up raw vegetables and low-fat dip for an afternoon snack. You can cut them yourself or buy the pre-packaged ones. Broccoli, carrots and cauliflower are nutritious choices.
- Keep a basket with ripening fruit on the kitchen table or counter for easy picking and as a reminder to eat more fruits and vegetables.
- Include a mixed green salad or a vegetable soup with your lunch or dinner.

CMA Foundation's Physicians for Healthy Communities Speaker's Bureau 5 a Day Talking Points adapted from:

- *National 5 a Day: "Energize and Mobilize—Eat Fruits, Vegetables, and Be Active" March 2005. National 5 a Day Month 2005—Key Message Points for State Coordinators.*
- *California Children's 5 a Day—Power Play! Campaign: Community Youth Organization Idea & Resource Kit*
- *Arizona Nutrition Network 5 a Day The Color Way Talking Points*

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Key Messages - *Physicians for Healthy Communities*

Physical Activity Talking Points

Overview:

- The 2005 dietary guidelines for Americans recommends that children get at least 60 minutes of physical activity daily—but most kids aren't getting the exercise they need.
- The percentage of overweight children aged 6 to 19 has approximately tripled over the past 30 years.
 - Research shows that overweight children are at increased risk of becoming overweight adults.ⁱ
 - In California, nearly 40 percent of children assessed through the state's Fitnessgram were considered unfit. There were a higher percentage of unfit children among the Latino and African American populations.ⁱⁱ

Benefits of Physical Activity:

- Getting regular physical activity is important for overall health and fitness and helps control body weight. Physical activity recommendations include:
 - Be physically active for at least 30 minutes most days of the week.
 - Increasing the intensity or the amount of time that you are physically active can have even greater health benefits and may be needed to control body weight. About 60 minutes a day may be needed to prevent weight gain.
 - Children and teenagers should be physically active for 60 minutes every day.
- Physical activity has many health benefits. When you enjoy doing moderate-intensity physical activity on a regular basis, you benefit by:
 - Reducing your risk of coronary heart disease, stroke and high blood pressure.
 - Lowering your risk of type 2 diabetes.
 - Helping achieve and maintain a healthy body weight.
 - Reducing feelings of depression and anxiety.
 - Promoting psychological well-being and reducing feelings of stress.
 - Helping build and maintain healthy bones, muscles and joints.
- Potential youth-specific benefits include:
 - Weight and blood pressure control.
 - Bone, muscle and joint health and maintenance.
 - Reduction in the risk of type 2 diabetes.
 - Improved psychological welfare.
 - Better academic performance, superior motor fitness and a more positive attitude toward school as compared to their counterparts who do not participate in daily physical education.ⁱⁱⁱ

Benefits of Walking and Biking to School:

- Two recent studies have found that walking to school is associated with overall physical activity throughout the day^{iv}
- It takes about five to ten minutes for children to walk a quarter of a mile or bike an entire mile.
 - Walking or biking to and from school is an easy way for children to get some of the daily physical activity they need.

CMA Foundation Physicians for Healthy Communities Speaker's Bureau Physical Activity Talking Points adapted from:

- *iwalk2005: International Walk to School talking points*
- *California 5 a Day: Health Benefits of Physical Activity*
- *California Children's 5 a Day—Power Play! Campaign*

ⁱ Centers for Disease Control and Prevention. The Importance of Regular Physical Activity for Children. Accessed 9/16/05 at http://www.cdc.gov/nccdphp/dnpa/kidswalk/health_benefits.htm.

ⁱⁱ California Center for Public Health Advocacy, December 2002. Overweight and unfit children in California assembly districts (Legislative District Policy Brief No. 1). Davis, CA.

ⁱⁱⁱ California Department of Education. A study of the relationship between physical fitness and academic achievement in California using 2004 test results. Accessed 9/16/05 at <http://www.cde.ca.gov/ta/tg/pf/documents/2004pftresults.doc>.; U.S. Department of Health and Human Services (2001). The Surgeon General's Call to Action to Prevent and Decrease Overweight and Obesity. Rockville, MD: U.S. Department of Health and Human Services, Public Health Service, Office of the Surgeon General.

^{iv} Alexander et al., The broader impact of walking to school among adolescents. *BMJonline*. Accessed 9/16/05 at bmj.bmjournals.com. ; Cooper et al., Commuting to school: Are children who walk more physically active? *Am J Prev Med* 2003; 24(4).