



# Champions for Change

Together “we” can be the change..

# Healthy Eating Active Living Collaborative

- A program of the Health Education Council (HEC)
- Funded in part by a grant from the *Network for a Healthy California*
- Serving 14 Counties of the Gold Country



# HEAL Collaborative

- **Mission:** To have an informed population that eats healthy foods and is physically active within communities that support healthy lifestyles.
- *Current Activities include:*
  - Improving access to healthy foods in low-income communities
  - promoting and integrating nutrition education
  - Sharing Resources to include the creation of a Regional Resource Directory



# Network for a Healthy California

- The *Network for a Healthy California-Gold Country Region* provides coordination and support for community based nutrition and physical activity education and program development to achieve the goals of the California Nutrition Network in the Gold Country Region



# Gold Country Region

- Alpine
- Amador
- Calaveras
- El Dorado
- Mono
- Placer
- \***Sacramento**
- San Joaquin
- Stanislaus
- Solano
- Sutter
- Tuolumne
- Yolo
- Yuba



# *Network for a Healthy California*

## *Champions for Change Campaign*



**We are moms.  
We are dads.**

**We are concerned parents.  
We are just like you.**



# Health Education Council

- **Mission:** “To promote healthy communities”

Current HEC program areas include:

- Community Food Security
- Nutrition
- Tobacco
- Breast Health



## Del Paso Heights Community Farmers' Market



- **The Del Paso Heights Community Farmers' Market** began business on July 9, 2005. The innovative market draws on the expertise of local residents in food production. The market is a partnership between the Health Education Council, Soil Born Farm Urban Agriculture Project, the City of Sacramento Department of Parks and Recreation, Mutual Assistance Network of Del Paso Heights and community residents.

- **Project FEED (Food Education Equity and Diversity)**

The Food Education Equity and Diversity Coalition's work is based in the Del Paso Heights neighborhood of Sacramento, CA. The coalition's mission is to support communities in providing for their own pathway to better health through sustained access to fresh, tasty foods.



**FOOD EDUCATION  
EQUITY DIVERSITY**

# HEC Nutrition Programs

## *Network for a Healthy California:*

- African American Campaign
- PowerPlay! Campaign
- California Latino Campaign
- Worksite Program
- California Project LEAN



African American  
5 a Day Campaign





- How can you get involved???

# Sacramento County Childhood Obesity Prevention Coalition

- In 2003, the Sacramento County Department of Health and Human Services Health Officer identified childhood obesity prevention as a public health priority.
- In response to this, the Maternal Child and Adolescent Health Program designated specific resources to fund staff to convene and support a community Coalition.
- The purpose of the Coalition was to propose strategies for addressing childhood obesity in Sacramento County.





# SCCOPC

## Childhood Obesity Prevention Plan

- Health Care Recommendations
- Environmental Recommendations
- Community Level Recommendations
- School-based Recommendations
- Pre-School/Childcare Recommendations



# HEALTH CARE RECOMMENDATIONS:

- Encourage, support and protect breast feeding as the foundation of healthy nutrition by promoting the evidence based research regarding the benefits of breastfeeding in reducing the obesity.
- Child and adolescent health care providers will receive trainings on assessments, guidelines and management practices associated with reducing risks of inadequate nutrition, lack of physical activity, and childhood obesity.
- Support Schools and other agencies on mandated and non-mandated wellness policies on healthy eating and active living.



# ENVIRONMENTAL RECOMMENDATIONS:

- Educate Sacramento County residents on the correlation between the “built environment”, access to physical activity and nutritious foods, and childhood obesity.
- Incorporate elements of the Smart Growth Initiative sponsored by the Local Government Commission into City and County land use planning processes.
- Fund infrastructure improvements on walking routes to schools.
- Assure all communities have access to safe, affordable recreation areas (both indoor and outdoor recreation areas).
- Decrease screen time (television, computers, video games) for children.
- Improve access to affordable, quality, nutritious foods in all communities.



# COMMUNITY LEVEL RECOMMENDATIONS:

- Promote high-quality, affordable healthy foods, accessible physical activity settings and programs, and health promotion education and resources to all residents of Sacramento.
- Host and support media events that promote healthy eating and physical activity



# SCHOOL-BASED RECOMMENDATIONS

- Improve and sustain access to healthy food, physical activity, and wellness education in the school setting.
- Promote the Healthy Kids Resource Center's clearinghouse of resources to assist in developing federally and state mandated local school wellness, physical education and health education policies.



- How can you get involved???

# Sacramento Hunger Coalition

*Community Services Planning Council (CSPC) created the **Sacramento Hunger Coalition** (formerly the *Sacramento Hunger Commission*) in 1989. Funded in large part by the City and County of Sacramento, the Commission is comprised of a small staff and diverse community members.*

- **Mission:** to reduce hunger and malnutrition by increasing food security and access to healthy and nutritious food in Sacramento County.



# Sacramento Hunger Coalition

## Hunger and Poverty in Sacramento County

- 170,000 residents live in poverty
- 68,000 children live in poverty
- 22,000 adults experience hunger
- 88,000 adults experience food insecurity
- 91,866 of those eligible do not receive food stamps



# Advocacy

- Sponsored the “Food Charter” that was ratified by the Sacramento City Council (April 2004)
- Supported AB 231 (Steinberg), the Food Stamp Improvement bill signed into law in 2003
- Participated in the annual statewide Hunger Action Day at the State Capitol



# Public Education

- ***Hunger Hits Home (2004)*** – A study of the needs and challenges of 338 clients of area soup kitchens, food closets, and federal food assistance programs
- Publication of a nutrition education manual and curriculum, and classes for low-income residents
- ***Breaking Barriers***, a Food Access Study of Del Paso Heights and North Sacramento
- Development of Hunger 101, an on-line interactive demonstration of being hungry and seeking food in the Sacramento Area



# Outreach

- An information campaign to increase utilization of Food Stamps by senior citizens
- An information campaign to increase participation in the Summer Lunch Program
- Publication of flyers informing residents of 19 neighborhoods about emergency food providers
- Development of an edible landscaping project and nutrition education curriculum in a low-income housing complex



# Sacramento Hunger Coalition

- The Sacramento Hunger Coalition's long-term plan includes:
  - • Impacting Public Policy
  - • Increasing Access to Healthy and Nutritious Foods
  - • Promoting Healthy Foods
  - • Increasing public awareness about Issues related to Hunger



- How can you get involved???

*“Be the Change  
you want to  
see in the World”*



Mahatma Gandhi Indian political and spiritual leader  
(1869 - 1948)



# Contact Information

## **HEAL Collaborative**

[www.healthedcouncil.org/gcnn/heal](http://www.healthedcouncil.org/gcnn/heal)

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## **Health Education Council**

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## **Sacramento County Childhood Obesity Prevention Coalition**

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## **Sacramento Hunger Coalition**

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