

Network for a Healthy California— Los Angeles Region

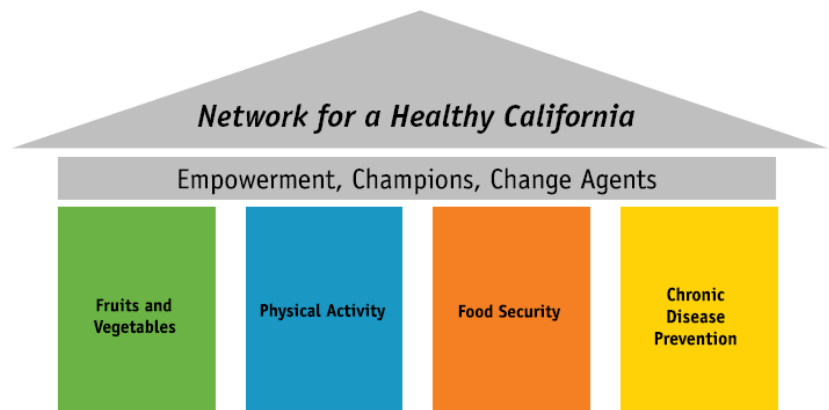
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 Phone: 213-351-7875 • Fax: 213-351-2793 • Website: <http://championsforchange.lacounty.gov>

Mission

The mission of the *Network for a Healthy California* is to create innovative partnerships that empower low-income Californians to increase fruit and vegetable consumption, physical activity, and food security with the goal of preventing obesity and other diet-related chronic diseases.

The 4 Pillars:

Our pillars represent the four essential goals of the *Network*



Statistics – Los Angeles County:

- Los Angeles is battling an obesity epidemic with over half of adults either overweight or obese (58.1%).¹ Sedentary lifestyles are more prevalent, and only 37.6% of children ages 6-17 years and 53.2% of adults obtain the recommended amount of physical activity each week.¹
- Revised dietary guidelines call for eating more than 5 servings of fruits and vegetables daily.² Despite this, in Los Angeles County only 15.1% of adults consume 5+ servings of fruits/vegetables a day, and only 36% of adults rate the quality of fresh fruits and vegetables where they shop as high.¹
- Food insecurity (a term used to describe families or individuals who do not have access to a regular, constant food supply³) affects 28% (740,000) low income adults in Los Angeles County.⁴ Also, federally funded food assistance programs are underutilized; only 56% of those eligible for food stamps in Los Angeles are enrolled.⁴

Over ►

1) *Key Indicators of Health by Service Planning Area*. (2009, June). Los Angeles County Department of Public Health. Web site: <http://www.lapublichealth.org/docs/KIHRReport.2009.FINAL.pdf>
 2) *Dietary Guidelines for Americans, 2005. 6th Edition*, (2005, January). U.S. Department of Health and Human Services and U.S. Department of Agriculture. Website: <http://www.health.gov/DietaryGuidelines/>
 3) *Understanding Hunger*, (2007). Hunger Task Force. Website: http://www.hungertaskforce.org/understanding_hunger/understanding_hunger/
 4) *Los Angeles County Nutrition Profile*. (2008, April). California Food Policy Advocates. Web site: <http://www.cfpa.net/2008%20County%20Profiles/los%20angeles.pdf>

Campaigns and Programs:

Children's *PowerPlay!* Campaign



An educational resource dedicated to 9-11 year old children to teach healthy eating and exercise behaviors. Activities are available to schools (4th and 5th graders) and after school (9, 10, 11 year olds) programs.

Coordinator: Ben Melendrez
(323) 260-3388 • bmelendrez@ucdavis.edu

African American Campaign



Improve the health of the low-income African American community by providing education, advocacy, and policy development about healthy eating and physical activity.

Coordinator: Ebone Fuller
(213) 351-7863 • efuller@ph.lacounty.gov

Latino Campaign



Empower low-income Latino families to consume recommended amounts of fruits and vegetables and enjoy physical activity to reduce risk of chronic disease.

Coordinator: Alejandrina Orozco
(323) 260-3829 • orozco@ucdavis.edu

Retail Program



Build partnerships between retail stores and community based organizations to increase consumption of fruits and vegetables among food stamp eligible Angelenos.

Coordinator: Lourdes Acosta
(213) 351-7850 • mlacosta@ph.lacounty.gov

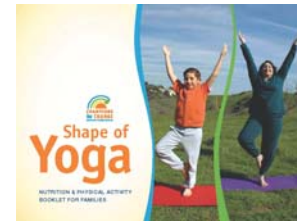
Worksite Program



Help employers develop and implement a workplace culture to support healthy eating and physical activity among workers.

Coordinator: Sonia Carrillo
(213) 351-7819 • ebush@ph.lacounty.gov

Physical Activity



Integrate physical activity into all *Network* funded nutrition education efforts and programs.

Coordinator: Carly Marino
(213) 351-7821 • camarino@ph.lacounty.gov

Los Angeles Collaborative for Healthy Active Children

The Los Angeles Collaborative for Healthy Active Children is a dynamic partnership of over 150 organizations in the Los Angeles area dedicated to improving the health of children and families in Los Angeles County. The Collaborative strives to promote healthy eating, physical activity and communities that promote healthy lifestyles. With quarterly meetings and various trainings throughout the year, the Collaborative mobilizes diverse interests including low-income consumers, government agencies, non-profit and charitable organizations, advocates, community leaders, businesses, social service offices, and others with expertise in nutrition and physical activity who work directly or indirectly with children and families in Los Angeles. Members of the Collaborative also coordinate, implement and evaluate countywide campaigns and initiatives that increase access and availability of fruits and vegetables, safe physical activity and food security.

If you would like to join our growing collaborative, please visit the website: www.lacollaborative.org

Coordinator: Erika Martinez
(213) 427-4442

