



HEALTHY
EATING
LIFESTYLE
PRINCIPLES

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HEALTHY EATING LIFESTYLE PRINCIPLES, Inc. (HELP)
Monterey County's Private/Public Partnership Agency
To Fight Obesity and Promote Healthier Communities

Our Partnership and its Goals:

Healthy Eating Lifestyle Principles, or HELP, was formed just over one year ago by an initiative of the Monterey County Office of Economic Development and the Monterey County Business Council to stimulate economic stability for one of Monterey County's major cluster of businesses, Agriculture. We exist to fight the obesity epidemic and increase consumption of fresh fruits and vegetables. In a short time, with the leadership of a broad-based coalition of community organizations and numerous standing committees, HELP has forged viable partnerships with government, education, nonprofit organizations, health care providers, sports agencies, and other business and launched a variety of successful community programs.

All of HELP's private/public partnership programs merge altruism with economic development with the goal of truly "Growing Healthy Communities" in every aspect of the word. We are an incorporated nonprofit organization, Chaired by Basil Mills of Mills Family Farms, currently working under the Grower-Shipper Association Foundation.

Our stated mission is to fight the obesity epidemic, and related diseases such as diabetes, in our county by promoting healthy eating, increased physical activity and positive lifestyles along with the increased consumption of FRESH fruits and vegetables in school meals.

Our goals include: Measurable reduction in obesity and related diseases; County-wide parity in nutrition/wellness policies adopted in public and private schools and agencies; Nutrition, physical activity and health education in all school curricula; Functional partnerships between Agriculture businesses and private/public schools and nonprofit organizations; Government advocacy for funding, food purchases, policies, regulations and requirements for publicly run institutions; Membership based clearing house for information, resources, referrals and partnerships.

Programs, Outcomes and How the Community Benefited/ List of Partners:

HELP has a variety of successful community, school and workplace wellness programs in place to reach our goals. All programs are funded by donations and grants and implemented with a range of strategic organizational partnerships to leverage resources and maximize economic benefits to the community and avoid duplication of services by regional organizations. .