

Healthy Eating Lifestyle Principles, Inc. (HELP)

Monterey County's Private/Public
Partnership Agency

“Growing Healthy Communities”



Mission

- To promote Healthy Eating, Increased Physical Activity and Positive Lifestyle Practices among Youth and Adults to overcome the Obesity Epidemic and Increase Consumption of Fresh Fruits and Vegetables.



Our Goals

- Countywide Parity in Nutrition/Wellness Policies for Public and Private Schools and Agencies.
- Nutrition, Physical Activity and Health Education in all School Curricula.
- Measurable Reduction of Obesity and Related Diseases.
- Establish Functional Partnerships Between Agriculture Companies and Private/Public Schools and Agencies.
- Membership Based Clearing House for Sharing Information, Resources and Creating Partnerships.
- Government Advocacy for Funding, Food Purchases, Policies, Regulations and Requirements.



Our 2005 Programs

- Nutrition/Wellness School Policy Parity Program
- Choose Your Life –Countywide Workplace Wellness Program
- Valley of the World Agri-cultures Festival- Celebration of Workers/ Unity thru Diversity.
- 2nd Annual Growing Healthy Communities Summit- Wellness Councils: Working Together
- Get A Life- PSA Multi- Campaign
- HELP/PBH Fruit and Veggie Vending Machines



Wellness Policy Parity Program

- Federal Government has mandated Schools must have Wellness Policies in place by June 30,2006.
- Unfunded mandate: Schools are faced with budget and program cuts and staffing shortfalls.
- Each District is in a different stage of development around this effort.
- Schools need HELP.....



How can HELP help?

- FREE services to participating districts
- Unified wellness policy template and programs
- External human resources to guide the process.
- Formation of District Wellness Councils (15)
- Provide links to other service providers
- Conduit to regional Agriculture Industry support
- Potential 503 (c) 3 partners for grants/funding
- Catalogue of programs, resources for after school programs



HELP's Partners

- Wellness Template/School Councils-Alisal Union School District/5 A Day Program, Boys & Girls Clubs, Central Coast YMCA, Monterey County Health Department, Monterey County Office of Education, National Steinbeck Center, CSUMB Farm to School Partnership, Monterey County Health Consortium
- After School Programs-Big Sur Marathon's Just Run Program, Salinas SAMBA Soccer, CSUMB Farm to School Partnership/Gardens, First T Golf (pending)



Who is paying ?

- Program support has been provided by:
 - Salinas Valley Memorial Health Care System/Children's Miracle Network
 - Community Hospital of the Monterey Peninsula
 - American Heart Association
 - Association of regional Rotary Clubs



Who supports this parity program?

- Monterey County Superintendent of Schools, Bill Barr
- 15 Monterey County School Superintendents/Districts
- San Benito and Santa Cruz County Districts
- State Superintendent of Schools, Jack O'Connell
- California County Superintendents Educational Services Association (CCSESA)
- Congressman Sam Farr
- Produce For Better Health Foundation
- Senator Jeff Denham-Chair, Senate Ag Committee
- Senator Abel Maldonado- SB 281-HELP Amendment
- Assembly Member Simon Salinas
- HELP Monterey County Ag Industry Advisory Council



Steps Toward Wellness

Phase One/Year One

1. Hold Regional Info Summit for Potential Private/Public Partners
2. Form Project Steering Committee
3. Secure support of County Superintendent
4. Present program to all County Superintendents
5. Meet individual Superintendents and their appointed Wellness Council Chair
6. Present HELP program to school boards, teachers and parent organizations
7. Hold Council Chair training session to develop shared objectives and scope of work
8. Help form and co-chair individual Wellness Councils
9. Present Obesity and Nutrition Issues and Mandate to Wellness Councils
10. Form County-wide Wellness Council Leadership Group- Challenges/Best Practices
11. Hold County-wide Wellness Council Membership Summit
12. Identify HELP partners to provide programs and secure new funding from companies and government sources
13. Adopt Wellness Policies and identify food service and programmatic needs
14. Work with Ag Companies to “adopt” a school/sponsor programs



What will success look like?

- Private/public partnerships= Identification of new revenue streams and services for schools
- Unity = Economy of scale/Bundling of school food purchasing power/ potential for reduced food costs
- Increased sale of fruits and veggies = economic development for regional agriculture industry



How to get there: Choose Your Life

- Healthier food in vending machines
- Healthier food for school fundraisers
- Healthier food in school meals
- Increased nutrition, agriculture and physical education programs
- Programs to empower children as individuals

Our number one goal....

HEALTHIER, SMARTER , HAPPIER KIDS

