



**California Nutrition Network for Healthy, Active Families  
Social Marketing Conference 2005**  
*Cultivating Communities with Healthy Eating and Active Living*

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**Improving Healthy Eating and  
Active Living in California Cities**

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# **The Healthy Cities and Communities Model**

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- A Broad Definition of Health
- A Shared Vision
- Broad Community Participation
- Collaborative Partnerships
- Local Assets/Strengths and Resources
- Systems Change
- Measuring Progress



# **California Healthy Cities and Communities**

- Established in 1987
- Partnership between state government (DHS) and nonprofit organization (PHI)
- Over 70 cities and communities have participated to date
- Local assistance grants with technical assistance
- Funded by both Federal and State contracts, private grants and fees



# CHCC Goals

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1. Improve the health status of California residents
2. Expand the constituency for public health
3. Support and sustain local initiatives



## Why work with cities?

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- Level of government closest to the community
- Responsibility and resources for many health determinants
- Ability to rally broad constituencies based on civic pride/sense of place
- Ability to implement policies and environmental changes at the local level



# Municipal Departments with Nexus to Public Health

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- Community Services
- Parks and Recreation
- Public Safety
- Planning
- Redevelopment
- Public Works
- Councils, Boards and Commissions



## **California Healthy Cities and Communities and *California Nutrition Network for Healthy Active Families* Partnership**

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**Began in 1997**

### Goal

- Increase the capacity of municipal leaders and their partners to develop, implement and evaluate community-based nutrition and physical activity in low-income neighborhoods

### Funding

- USDA Food Stamp Nutrition Education Program



## Examples of Sustainable Community Improvement

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**City:** Escondido (San Diego County)  
**Focus:** Interim Land Use Policy  
**Lead Group:** Community Nutrition Council

### Community-based Approaches:

- Built on success of local food security program
- Broad-based council worked with diverse community partners
- Conversion of vacant land into community assets

### Results:

- Community Services Commission and Planning Department passed the Adopt-A-Lot policy - 1998



## Examples of Sustainable Community Improvement

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**City:** West Hollywood (Los Angeles County)  
**Focus:** Administrative Policies for Children's Health  
**Lead Group:** Inter-agency Children's Roundtable

### Community-based Approaches:

- Built on success of the Healthy West Hollywood Healthy Cities Program
- Nutrition/physical activity for low/fixed-income families
- Engaged community leaders of diverse age and ethnic groups
- Identified gardening opportunities in dense, urban space

### Results:

- School district approved curriculum to integrate nutrition education
- 500 students participate in gardening/yoga per year



## Examples of Sustainable Community Improvement

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**City:** Loma Linda (San Bernardino County)  
**Focus:** Food Security/Consumption of Fresh Produce  
**Lead Group:** North Central Neighborhood Committee

### Community-based Approaches:

- Built on momentum of community beautification projects
- Enhance livability for new immigrants and low-income residents
- Continuous resident improvement, engage through gardening activities

### Results:

- City Council passed interim land use policy – September 2003
- Increased healthy eating among homeless families



## Examples of Sustainable Community Improvement

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**City:** Duarte (Los Angeles County)  
**Focus:** City-wide Healthy Nutrition Policy  
**Lead Group:** Parks & Recreation Department/Teen Nutrition Council

### Community-based Approaches:

- Built on success of teen nutrition/physical activity program
- Focus on youth-led activities

### Results:

- City Council adopted food policy recommendation – November '02
- Increased participation in school breakfast/lunch program by 13%
- Renovated 1 mile section of public hiking trail



# Involving Local Officials in Nutrition/PA Activities

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## Lessons Learned

1. Learn how your city/county government is organized and appreciate current context.
2. Understand the roles of formal players and influentials.
3. Involve both elected and appointed officials in coalitions, task forces and special events.



# Involving Local Officials in Healthy Nutrition/PA Activities (cont.)

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## Lessons Learned

4. Utilize existing educational opportunities and communication channels.
5. Engage peers as spokespersons and allies.
6. Partner with key groups/associations which are respected.
7. Keep staff and elected officials well-informed.



# Involving Local Officials in Healthy Nutrition/PA Activities (cont.)

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## Lessons Learned

8. Prepare testimony for meetings of public bodies and respect time limits.
9. Remember to say thank you and celebrate success.
10. Get acquainted with newly elected or appointed officials.



# Center Publications - Selected List

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- **Fresh Ideas for Community Nutrition & Physical Activity**
- **Policy Ideas for Community Nutrition & Physical Activity: From Organizational Practices to Public Policies**
- **Community-Based Systems Change**
- **Cities As Partners in Community-Based Public Health**
- **Profiles of Participating California Healthy Cities & Communities**
- **Sustainability Toolkit: 10 Steps to Maintaining Your Community Improvements**



# Center for Civic Partnerships

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**For more information about the Center's programs, services and publications:**

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