



Network for a Healthy California— Sierra Cascade Region

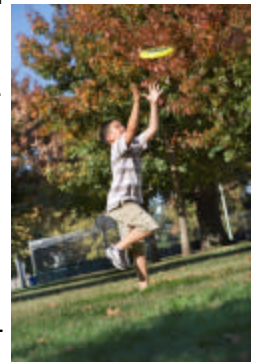
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BACKGROUND:

Californians of all ages face a health crisis on unparalleled proportions. Despite numerous food assistance programs in California, more than 2.9 million low-income adults were food insecure in 2003. Highest levels of food insecurity in the region were found in Shasta county at 41% of low-income adults and the lowest in Butte county at 24.4% compared to the state with 33.9%. At the same time, due to numerous individual, community and economic factors, inactivity and poor diets contribute to overweight and obesity with nearly 2/3 of adults in Northern Sierra counties in 2007 that are overweight or obese (59.8% BMI >25). Twenty-four percent of teens in Northern Sierra counties are overweight or at risk for overweight and 11.8% of children are reported as overweight of youth ages 6-19 has tripled since 1980.

Obesity and hunger can co-exist in the same families and individuals with an average BMI of 28 among low-income women who were food insecure in California in 2003. Despite programs promoting the benefits of a healthy diet and physical activity, 57% of Californians in 2007 were overweight or obese based on self-reported weight and height. The well-publicized benefits of physical activity in preventing or reducing the severity of disease, about 19 percent of adults in California, more than 4.7 million people, were obese in 2001.



OUR MISSION:

The mission of the *Network* is to increase innovative partnerships building a strong consortium of stakeholders in the Sierra Cascade Region, so that large numbers of low-income Californians receive nutrition education services and supports to adopt healthy eating and physical activity habits as part of a healthy lifestyle.

Objectives:

- Building action-oriented, non-traditional partnerships with stakeholders concerned with low-income population's access to fruits and vegetables, physical activity and obesity prevention.
- Educating communities and advance issues aimed at increasing fruits and vegetables consumption and increasing physical activity of low-income populations in their own community.
- Developing regionalized communication strategies creating media attention that keeps these issues before the public, community leaders and decision makers.



The program goals of the *Network for a Healthy California—Sierra Cascade Region* include:

- Increasing the consumption of fruits and vegetable.
- Increasing daily physical activity to a minimum of 30 minutes for adults and a minimum of 60 minutes for children.
- Increasing food security, including full participation in Federal nutrition assistance programs by eligible persons.
- Work with USDA and other partners toward preventing obesity and other diet—and physical activity-related chronic diseases.

To reach these goals, the *Network* coordinates and implements the *Network for a Healthy California—Children's Power Play! Campaign*; *Network for a Healthy California—Retail Program*; Mini-Grant opportunities; media events and educational presentations. The *Network* coordinates efforts with local food stamp offices, local incentive award (LIA) programs, school districts, charitable organizations, decision makers, businesses, community leaders, as well as, those with expertise in nutrition and physical activity with the vision of greatly enhancing the region's collective resources and potential impact.

Find out more.....Log onto www.scnutrition.org