

Partner Agencies

Neighborhood House of North Richmond—Lead Agency
Kaiser Permanente—Funder
ArtsChange
Brookside Community Health Center
Contra Costa Health Services North Richmond Center for Health
Chevron Corporation
City of San Pablo
Community Housing Development Corporation of North Richmond
Community Wellness & Prevention Program
Concilio Latino
Contra Costa College
Contra Costa County Office of Education
Contra Costa Health Services
Eco Village
Greater Richmond Interfaith Program
Harder & Company Community Research
Office of Mayor Gayle McLaughlin, City of Richmond
Office of State Senator Tom Torlakson
Office of Supervisor John Gioia, Contra Costa Board of Supervisors
Opportunity West
Planned Parenthood: Shasta-Diablo
RAND Corporation
Richmond Chamber of Commerce
Rosie the Riveter/Home Front NHP
Watershed Project
Weigh of Life
West Contra Costa Transportation Advisory Committee
West Contra Costa Unified School District
YMCA of the East Bay



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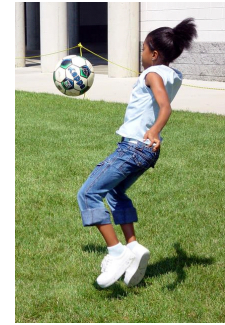
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Healthy Eating, Active Living*

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West County HEAL Project

Healthy Eating, Active Living



*Working to improve
community health in
the West County area*



Healthy Eating, Active Living

Tel: (510) 229-5000

About Us



We're working for more exercise options and safer neighborhoods.

The West County HEAL Project is a policy change-focused program that aims to improve the health and quality of life for the residents of our three target areas: Richmond, North Richmond, and San Pablo, California.

Through a 5-year \$1.5-million dollar grant from Kaiser Permanente, the West County HEAL Project - one of three pilot community health programs in Northern California - is working to create communities where healthy choices are easy, healthy food is accessible, and the street and parks are safe for outdoor exercising such as jogging and bicycling. Specifically, the project aims to reverse chronic obesity and diabetes trends, especially within African-American and Latino populations.

Through a collaboration with over two dozen local non-profits, corporations, and government offices, the project focuses on the conditions of four sectors: the workplace, schools, the community, and healthcare in order to create a clean, healthy, active environment for the residents of West County.

Workplace

We are working to implement healthy food policies at various workplaces in our target area, by ensuring there are healthy options in vending machines and creating workplaces that encourage employees to be active during the day by exercising or taking walks during breaks or lunchtime.

We aim to develop a coalition of small fresh food outlets to address shared vendor needs, such as bulk purchasing, marketing, small business management practices, and providing health information in multiple languages.

It's not just the inside of the workplace we hope to change but also the trip to work. We are working to create policy changes that provide healthier commuting options by walking, biking, or using mass transit for example.

Schools

Aside from merely educating and working to engage teachers in adopting healthy classroom food practices, we have a number of policy-change and standards goals we are looking to implement such as SB 12 and SB965 (the new state nutrition standards for food and beverages sold or served on school campuses) and increased physical activity standards for elementary and middle school students,



Our community's children deserve healthy choices in the school cafeteria.

both during school and at after-school programs.

Community

In probably the most over-arching of the four sectors, the community sector will create "oases of connectivity" -



We're working with local businesses to increase their inventory of healthy foods

areas in the community that support healthy eating and active living with consistent messages and a conducive physical environment. To ensure this goal, the

West County HEAL Project will promote the stability and expansion of *mercados* (corner stores selling fresh produce that reflects neighborhood cultures), establish safe walking routes to encourage residents to be more physically active, encourage residents to take leadership roles in policy and advocacy activities to make their neighborhoods healthier, and help revise the local "General Plans," which are cities' blueprints for future development, to ensure that these urban environments include healthy food and opportunities for physical activity.

Healthcare

The healthcare sector will work largely to promote the use of breastfeeding in new mothers by encouraging all area healthcare providers to offer breastfeeding counseling and improving the continuity of breastfeeding messages and support services by establishing new hospital-clinic partnerships in order to increase breastfeeding information and services for African-American and Latino patients.

The sector will also work to develop a speakers' bureau of local health professionals available to promote policies that support healthy eating and active living.