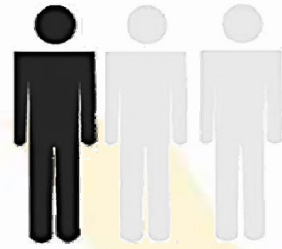


CX³

A Health Snapshot of Our Communities



The Impact of Obesity



1 in 3

5th, 7th & 9th graders in Marin are **overweight** or **obese**

LOST PRODUCTIVITY + OBESITY + OVERWEIGHT =

\$229M annual cost to **Marin**

Median Income

Marin City
\$37,857



Canal
\$32,108



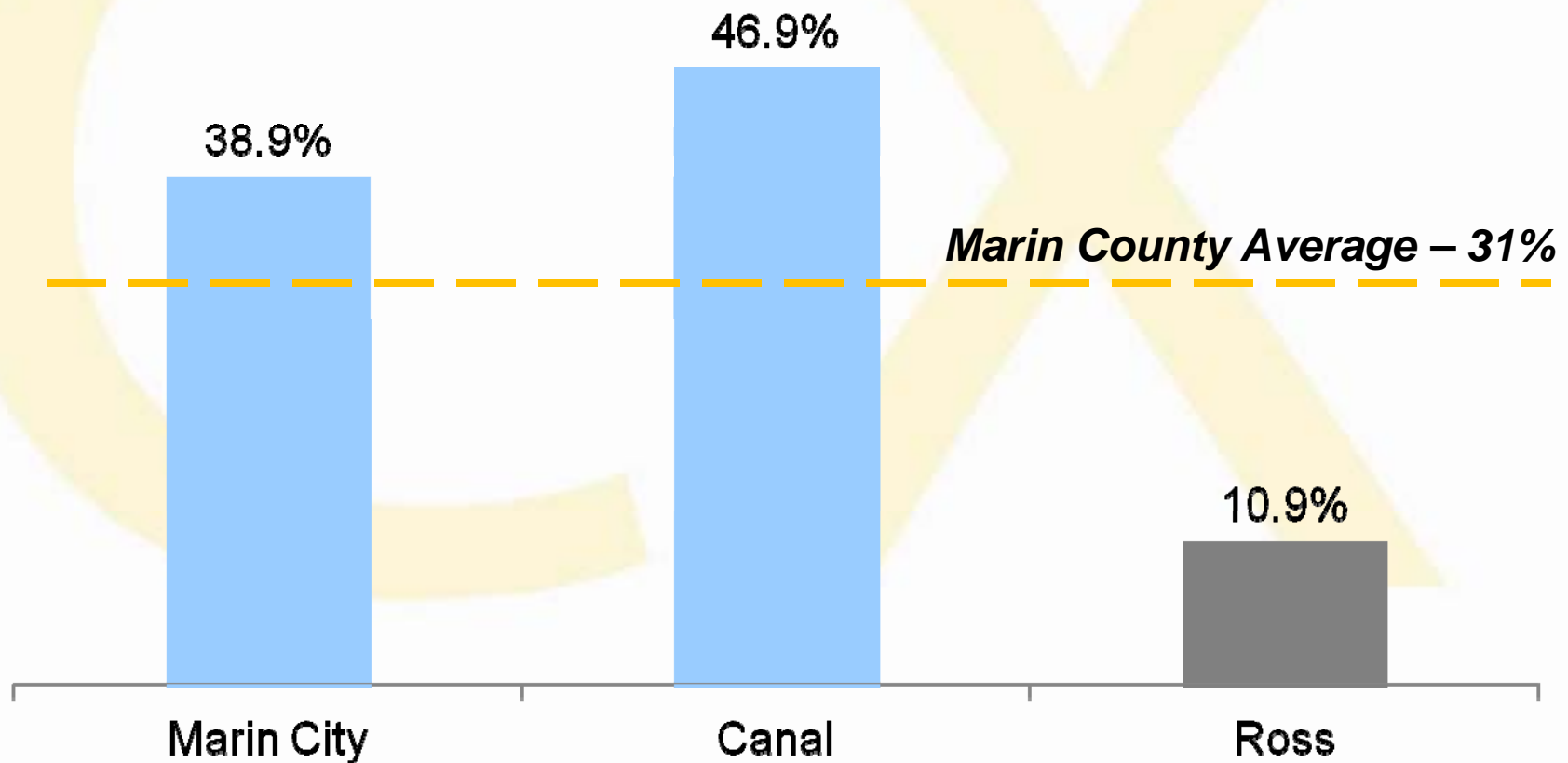
Ross
\$114,750



Children Overweight or at risk in Marin County

Where you live matters

Overweight/at risk 5th Grade by School District



Communities of Excellence



Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX³) takes a look at select low-income neighborhoods in Marin County to measure the nutrition environment and identify opportunities for improvement.

Mapping the Neighborhoods



The CX³ Teams collected and analyzed local data from July 1, 2013 to September 30, 2013 in three steps:

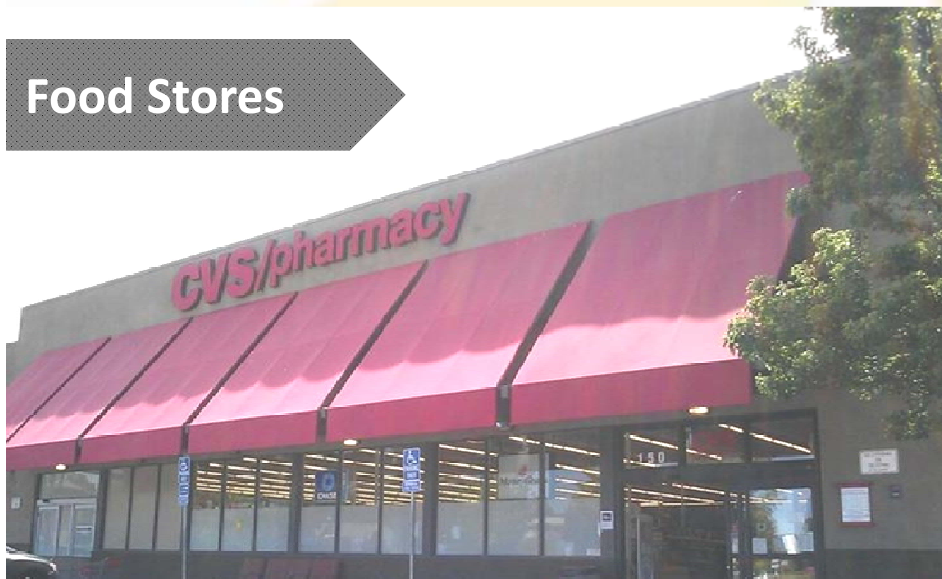
1. Geographic Information System

2. Field surveys of neighborhood food sources

3. Standardized scoring system developed by CX³

What We Looked At

Food Stores



Walkability and Safety



Fast Food Outlets



Parks, Schools, Health Foods and Emergency Food Outlets



What We Looked At

Food Stores



Walkability



Fast Food Outlets



Parks, Schools, Health Foods and Emergency Food Outlets



Criteria for Measuring Quality

- Access
- Price
- Availability
- Nutrition Information
- Exterior Advertising
- Interior Advertising & Promotions
- Walkability

Neighborhood Food Store Quality



- Access, availability, quality and promotion of nutritious foods are key measurements of a healthy environment
- Stores scoring 75 points or better (100 points possible) met “quality standards”
- Scores were awarded on a variety of factors

Fast Food Score

3

- The marketing of fast food takes a variety of forms and shapes the diet and expectations of a neighborhood
- Stores scoring 37/50 or better met “quality standards”
- Scores were awarded on a variety of factors

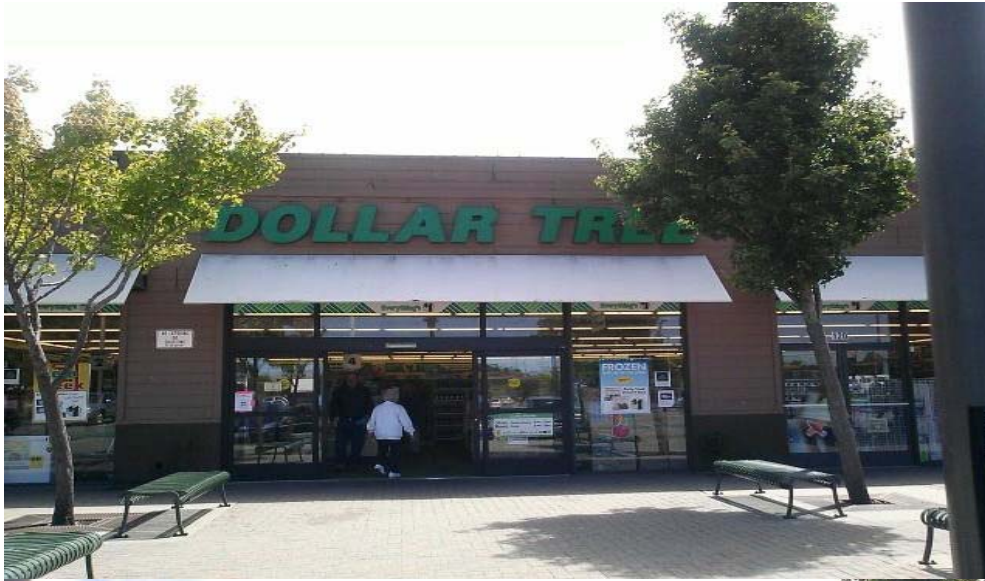




SNAPSHOT OF MARIN CITY

Marin City

Individual Store Scores



0 small markets

0 grocery stores

2 convenience stores

0 met quality standards

Marin City

Key Neighborhood Findings

3



- ***A FOOD DESERT***
 - No Grocery Store
 - No Farmer's Market
 - No Public Community Garden
 - No Public Park
- Characterized by **NO** access to affordable, healthy foods
- Dominated by stores with **packaged**, unhealthy foods

Marin City

Strategies for Moving Forward



- Create a Healthy Food Access Coalition
- Establish a Healthy, Affordable Grocery Store
- Work with MCCSD, County Government, the Sheriff's Department and others to improve neighborhood safety
- Continue and Expand CX3 Nutrition Education/Physical Activity Classes
- Develop Chronic Disease Management/Obesity Prevention Programs
- Create Community Gardens

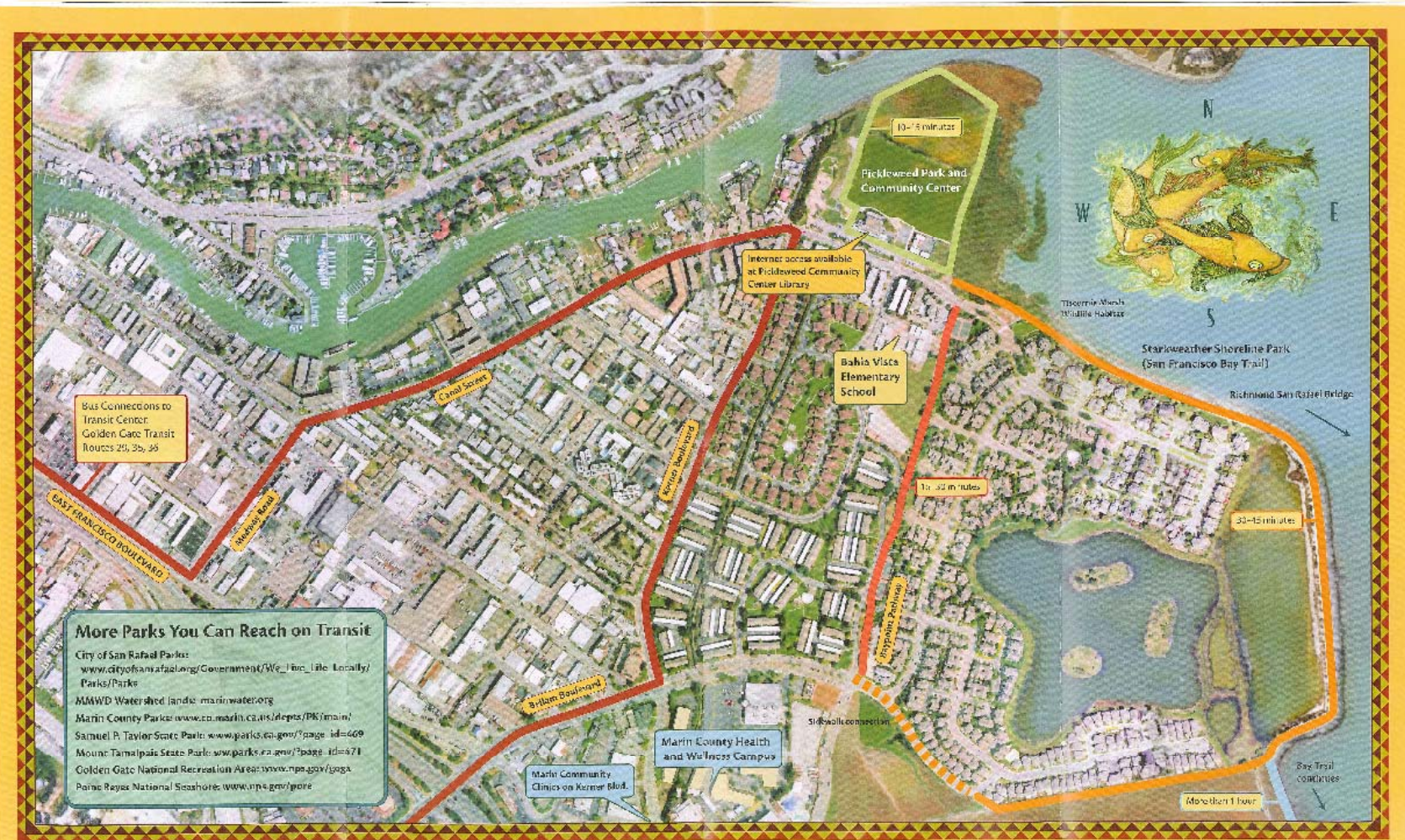
Marin Food Policy Council Opportunities for Support in Marin City



- Support establishment of Healthy Retail Store
- Support establishment of a Community Garden
- Support Community Engagement Process
- Help bring funders to the table to support market analysis

The Canal

How Does Our Community Compare?



More Parks You Can Reach on Transit
City of San Rafael Parks: www.cityofsanrafael.org/Government/We_Live_Life_Locally/Parks/Parks
MAMWD Watershed lands: marinwater.org
Marin County Parks: www.co.marin.ca.us/depts/PK/main/
Samuel P. Taylor State Park: www.parks.ca.gov/?page_id=609
Mount Tamalpais State Park: www.parks.ca.gov/?page_id=671
Golden Gate National Recreation Area: www.nps.gov/goga
Point Reyes National Seashore: www.nps.gov/pore

PASEOS del CANAL Community Trails

SAFETY TIPS: Wear reflective clothing • Walk with friends and family • Bring an in and healthy snacks like nuts and fruit • Let someone know where you are going • Bring a cell phone or a whistle • Carry a flare • Use sunscreen • Use poles for extra support on the trail • Carry rain gear for rain • Use caution around steep slopes • Carry a first aid kit • Carry a map • Carry a compass • Carry a whistle • Carry a flare • Use caution around steep slopes • Carry a first aid kit • Carry a map • Carry a compass • Carry a whistle • Carry a flare • Use caution around steep slopes • Carry a first aid kit • Carry a map • Carry a compass • Carry a whistle • Carry a flare

The Canal

Key Neighborhood Findings



- Dominated by stores with packaged, unhealthy food
- High concentration of fast food places
- Streets lacking visible or marked crossing lanes and cluttered by debris
- Feeling of lack of neighborhood safety
- Lack of health promoting signage
- No farmer's market

The Canal

Strategies for Moving Forward

- Work with local grocery and convenience stores to improve their offerings
- Work with schools and CBOs to adopt food and beverage policies
- Work with transportation and public works officials to improve road safety
- Establish a farmer's market



Marin Food Policy Council

Opportunities for Support in the Canal

- Support establishment of a farmer's market
- Leverage relationships with transportation and police department to address community safety concerns
- Support retail store offering of healthy options
- Work with SF/Marin Food Bank to address food insecurity and quality of food programs



Creating a Healthier Neighborhood- Everyone Has a Role to Play

