

**“No epidemic has ever
been resolved by
paying attention to the
treatment of
the affected individual.”**

George W. Albee

VIACOM



Childhood obesity.
Don't take it lightly.



EAT FRUITS & VEGETABLES
AND BE ACTIVE

Funded by the U.S. Department of Agriculture's Food Stamp Program

Food Stamps can help. Call 1-888-328-3483 to see if you qualify.

4151

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i'm lovin' it



my kinda
shoppin'
spree

Dollar **M** Menu

Price and participation may vary.



4152





Reframing the nutrition & physical activity debate

*from simply a matter
of individual choice...*

***...to corporate
& government
responsibility***

“It is unreasonable to expect that people will change their behavior *easily* when so many forces in the social, cultural, and physical environment conspire against such change.”

Institute of Medicine

Poor nutrition and physical inactivity have created a public health crisis in California.

What can business and government leaders do about it?

Factors that influence eating and activity are shaped by the decisions of businesses and government—decisions that are beyond the control of individual parents or families. We can solve this public health crisis—but only if business and government leaders join us in promoting what works.

Squeezed by time and money, Californians have succumbed to a lifestyle marked by physical inactivity and filled with high fat, high-sugar foods that are more available, affordable and convenient than healthier options. Poor nutrition and inactivity are dooming Californians to serious health problems—including diabetes, heart disease, stroke and cancer. While everyone is affected by these health concerns, limited access to healthy eating and regular activity options affect a disproportionate number of communities of color and low-income neighborhoods.

The mounting costs and consequences of this public health crisis are needlessly borne by government, employers, the overwhelmed health care system, families and individuals.

Thwarting this crisis requires not only that parents and individuals make good choices about eating and activity, but also a major shift in approach for California's public and private sectors.

Today, Governor Schwarzenegger kicks off his Summit on Health, Nutrition and Obesity. There is no better time for our action plan to be used to inform the Governor, his administration, and civic and business leaders of the changes that are needed to stem the obesity crisis. Join us! Send in the coupon today.

Take Action for a Healthier California

- ▶ Eliminate the advertising of unhealthy foods and beverages to children.
- ▶ Establish grocery stores with produce and other fresh, healthy items in all low-income neighborhoods and communities of color.
- ▶ Adopt model worksite policies that include access to healthy food and physical activity and to breastfeeding accommodations.
- ▶ Provide health plan benefits that cover prevention and wellness activities, including counseling, education and access to weight-loss and physical activity programs.
- ▶ Support new mothers in breast-feeding and eliminate in-hospital marketing of artificial baby milk (formula) to new mothers.
- ▶ Ensure full and equitable access to all public facilities (community centers, schools, government buildings) that could house programs and services that increase the amount of daily physical activity for each community member.
- ▶ Adopt and implement "complete streets" policies and build trails to increase safety and convenience for people who walk, bicycle or use wheelchairs.
- ▶ Ensure that children are receiving quality physical education that meets minimum state standards for duration and frequency.
- ▶ Institute healthy food and beverage standards for all meals and snacks available in preschool, school and after-school programs.
- ▶ Implement farm-to-institution programs to make fresh, local and sustainably grown food available at schools, hospitals, worksites and other facilities.

[For a more detailed list of recommendations, go to www.eatbettermovebetter.org]

Strategic
Alliance
Promoting healthy
food and activity environments

Together, we can ensure a healthier future for California.



Yes! I/we endorse Taking Action for a Healthier California and encourage Strategic Alliance to promote it among state government, business and civic leaders.

Name _____
Organization _____
Street address _____
City/State/Zip code _____
Phone _____
Email _____

Send to: The Strategic Alliance, 265 29th Street, Oakland CA 94611

The Strategic Alliance is a coalition of organizations working to improve healthy eating and activity environments. We represent a range of sectors — from public health to healthcare, parks & recreation, transportation, physical activity and nutrition.

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San Francisco Chronicle

FRIDAY, SEPTEMBER 16, 2005

415-777-1111 46¢ plus tax

Governor signs bills to trim obesity in schools

Toughest diet rules
in nation for students

By Lynda Gledhill

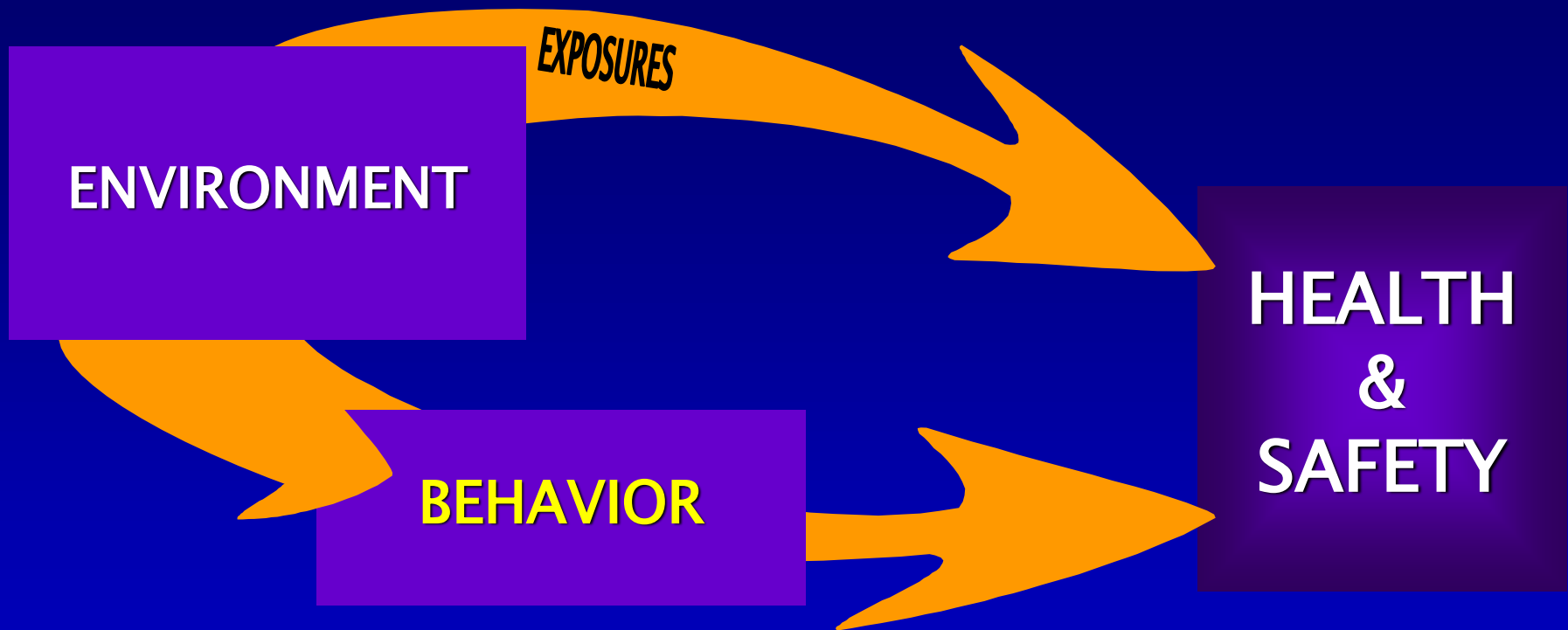
CHRONICLE SACRAMENTO BUREAU

SACRAMENTO — Gov. Arnold Schwarzenegger, kicking off a statewide campaign to reduce obesity, signed landmark legislation Thursday that will raise nutritional standards for food sold at California schools and ban the sale of sodas on all campuses by 2009.





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and
equity | Institute
at the center of community well-being





A PRACTITIONER'S GUIDE FOR



ADVANCING HEALTH EQUITY



Community Strategies for Preventing Chronic Disease



National Center for Chronic Disease Prevention and Health Promotion
Division of Community Health

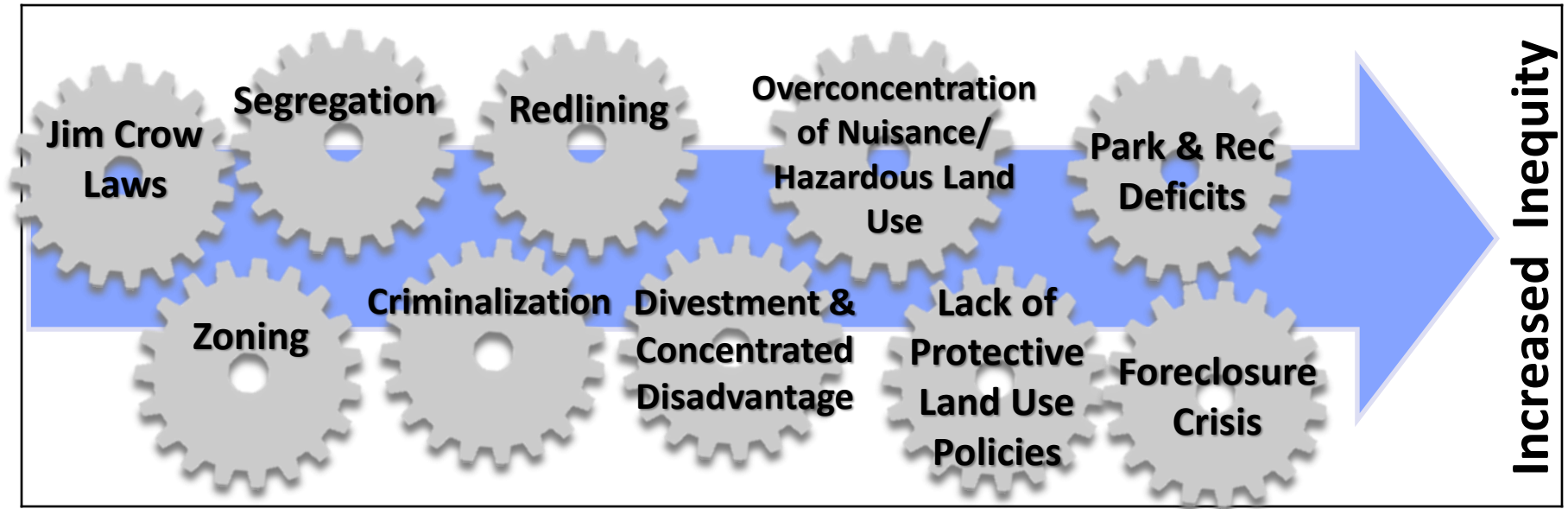
Source: Centers for Disease Control and Prevention

**COUNTERING THE PRODUCTION OF
HEALTH INEQUITIES**

**A Framework of Emerging
Systems to Achieve an
Equitable Culture of Health**

*Extended
Summary
August 2016*

The Production of Inequities



Sample Policies, Practices, and Procedures that Produce Inequities

Strategic Opportunities to Create a Healthy, Equitable Land Use System in Los Angeles



About the HEALU Network: The Healthy, Equitable, Active Land Use Network (HEALU Network) was formed to promote policies and practices in Los Angeles' land use system that support health and social equity. The HEALU Network represents broad topical expertise—active transportation, parks and open space, affordable housing, environmental law, public health, and more—and varying approaches, from grassroots organizing to community development to strategic policy advocacy, across Los Angeles' diverse landscape. We are joined by a shared belief that healthy, equitable land use can be intentionally produced through strategic multi-sector action. Together, we are committed to building a healthier, more equitable land use system in Los Angeles.

This brief was prepared by Prevention Institute on behalf of the Healthy, Equitable, Active Land Use Network (HEALU Network) and represents a broad vision for achieving health equity through land use.

For a full list of HEALU Network partners and to learn more please visit www.preventioninstitute.org.





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