

Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX³)

Marin City



Presented by
County of Marin
Nutrition Wellness
Program
&
MCCSD



What is CX³? What does it do?

- Check for assets in the neighborhood that support a healthy lifestyle
 - Healthy and accessible food stores, supermarkets,
 - Safe places to exercise, walk, play
- Collect and measure
 - food quality,
 - availability and
 - affordability in the community
- Shine a light on the built environment



What Does CX³ Examine?

1. What does a “healthy community” look like?
2. How does our community measure up?
3. What do we need to change to make our neighborhood a healthy and safe place to be?



Partnerships

- Rocky Graham Park Development
- Reconstruction/renovation of the Community Center
- Renovation of the Sausalito/Marin City School District's Baseball Field
- Collaboration with the School District and CBOS towards integrated programs for youth and families
- Collaboration with the County of Marin CX³ program



Walking Hazards



Unhealthy Images for small children

Why CX³?

- Some communities are struggling because they are not given a fair chance to be healthy.
- Where we live, work, and play is one of the most important things that determines our health.

Health Disparities in America



- More than **one-third** of U.S. adults are obese
- Highest obesity rates are among **African American, Latino, and lower income households**



Marin County's Health Disparities

Ross

- Life expectancy: **88 years**
- **98%** completed high school and **80%** have a bachelor's degree or higher
- Income: **\$64,378**



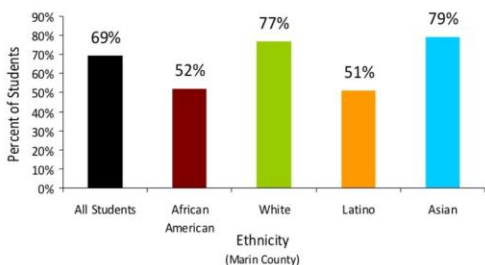
Marin City

- Life expectancy: **77.4 years**
- **90%** have completed high school and nearly **50%** have a bachelor's degree or higher
- Income: **\$41,572**



Marin County's Health Disparities

5th, 7th and 9th Grade Students Who Are A Healthy Weight Varies by Ethnicity



Source: California Department of Education, 2010-2011



Concrete Playground

We need a grocery store!



1. Mapping



SNAPSHOT OF MARIN CITY NEIGHBORHOODS

- 2509 Population (census tract 0604112900)
- 63% Percent of African Americans living in poverty (at or below 185% federal poverty level)
- 7 # of schools (k-8, preschools)
- 0 # of public parks
- 0 # of farmers markets
- 0 # of supermarkets/large grocery stores
- 4 # of fast food outlets near schools
- 2 # of other food sources (CVS and Dollar Tree)

2. Field Surveying – Spring



Current Shopping Option



Convenience Stores



- Availability of **healthy foods** in local stores
- What is the **quality, quantity** of the food?
- What types of **cues** or marketing messages are displayed?
- Are other sources of **healthy food** available (farmers' markets, food banks, community gardens)?
- Is the neighborhood **"walkable"** and **safe**?
- How many **fast food** outlets are located close to schools?

4-year cx³ Timeline

1. Mapping	Completed
2. Field Surveying	Spring 2013
3. Presenting Findings	Fall 2013
4. Addressing Priorities	Fall 2013 – Fall 2016



3. Presenting Findings



Fall 2013:

- Convene community members, retailers and providers to share field survey results
- Share community priorities



4. Addressing Priorities

2013-2016

Nutrition Education

- classes, workshops, cooking demos, grocery store tours



- posters, recipes, cookbook

- Train the Trainer classes



Cx3 Other Possible Outcomes...

- Community garden
- Farmers market
- Affordable grocery store???

Improved Healthy Options



May 2010
Pre-intervention

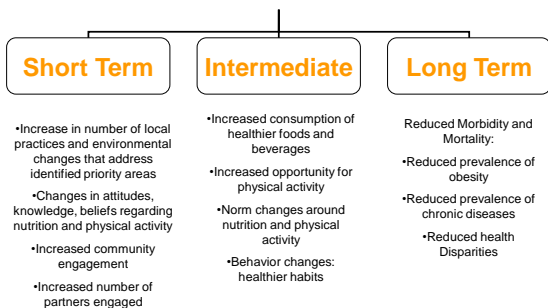
June 2011
(same store post-intervention)



Who makes CX³ a Success???



CX3 Outcomes



CX3

Questions?
Comments?

