

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

Canal



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?



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.



4-year CX³ Timeline

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



Marin County's Health Disparities

Ross

- Life expectancy: **88 years**
- **9 out of 10** have completed high school and **4 out of 5** have a bachelor's degree or higher
- Income: **\$64,378**



Canal Area

- Life expectancy: **80.5 years**
- Over half lack a high school diploma and **1 out of 5** have a bachelor's degree or higher
- Income: **\$21,000**



1. Mapping of Canal



- 10,820** Population
- 57.3%** Latinos living in poverty (at or below 185% federal poverty level)
 - 1** Schools
 - 1** parks, and playgrounds
 - None** farmers markets
 - 3** supermarkets/large grocery stores (Mi Pueblo, Smart & Final, Mi Tierra)
- abundance** small *unhealthy* markets
 - 6** fast food outlets near schools/parks

2. Field Surveying – Spring

- Availability of **healthy foods** in local stores
- What is the **quality** of the food?
- Types of **marketing messages**
- 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?

Changes in Exterior Advertisement



May 2010
Pre-intervention advertising included alcohol images



June 2011
Post intervention excluded alcohol and focused on food

3. Presenting Findings

Fall 2013:

- Convening of community members and providers to share findings of field surveys
- Share survey of Community Priorities



Improved Healthy Options



May 2010
Pre-Intervention

June 2011
(same store post-intervention)



4. Addressing Gaps

Fall 2013

- Devise a plan with community members, retailers and providers to address gaps

2013-2016

- Implement plan to address gaps

Improved Healthy Options

June 2011
(same store post-intervention)



CX³ Supportive Services

- Social Marketing
- Nutrition Education
- Nutrition Promotion



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