CXB³  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

Marin City: 38.9%
Canal: 46.9%
Ross: 10.9%

Marin County Average – 31%

Source: California Fit gram
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.
The $\text{CX}^3$ 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 $\text{CX}^3$
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

• 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
Marin City
Individual Store Scores

0 small markets
0 grocery stores
2 convenience stores
0 met quality standards
Marin City
Key Neighborhood Findings

• **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?
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

- City Officials
- Schools
- HHS CX³ Team
- Transportation Authority
- Community Based Organizations
- Community Members
- Business/Retail
- Providers
- Churches