# Cultivating Health Equity in California's Central Valley

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Program Director

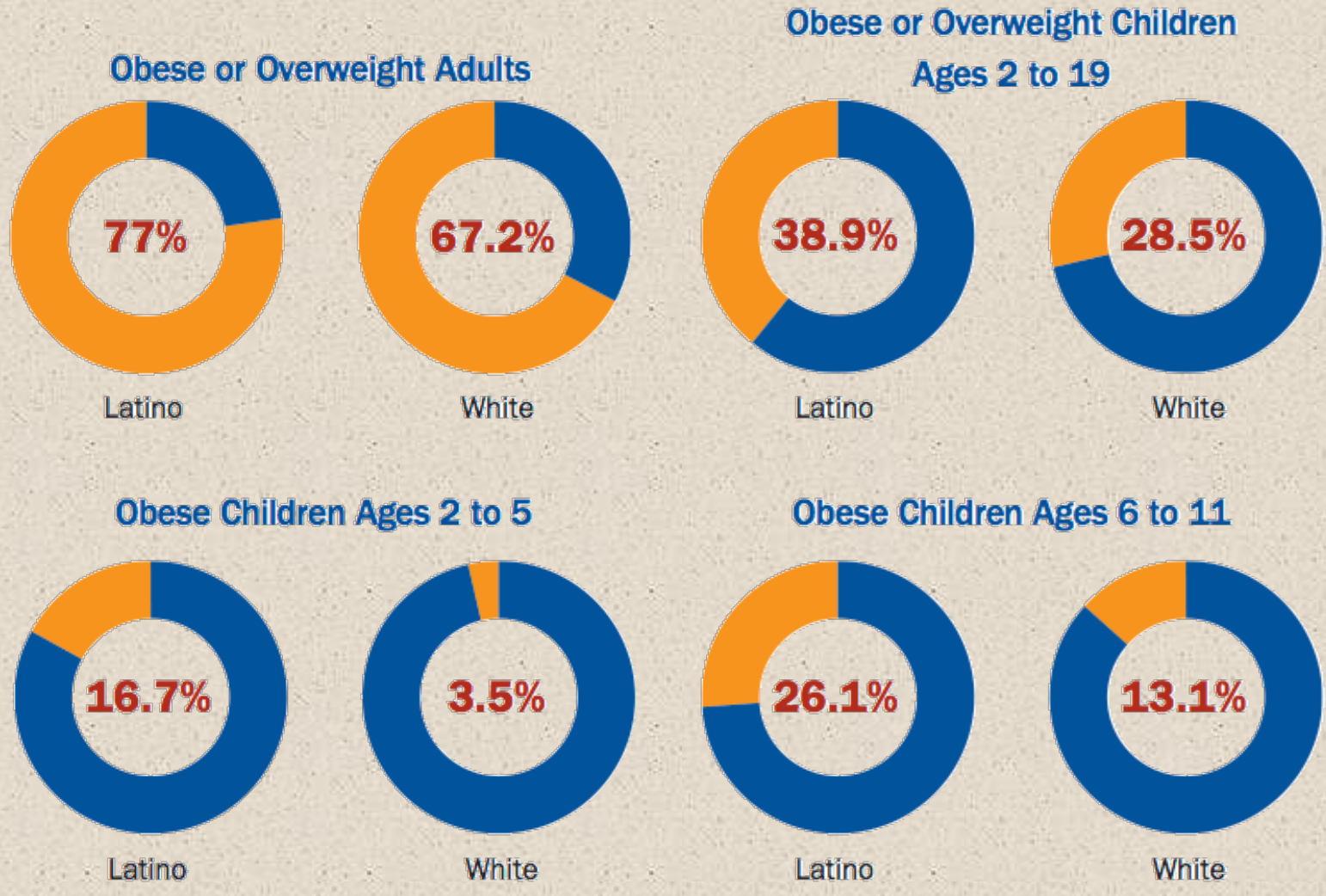
CULTIVA La SALUD
Cultivating Health Equity in California's Central Valley

BUD LIGHT
BUD LIGHT
BUD LIGHT
WELCOME

CBS
GIVE MORE SABOR
TO YOUR LIFE
Dr Pepper
Est.1885
03248G

LEASE

# Obesity, Overweight & Latinos




http://stateofobesity.org/disparities/latinos/

Table 3: Overweight and Obesity by Age Group, San Joaquin Valley and California, 2001 and 2009

| County | Ages 12-17 | | Ages 18-64 | | Ages 65+ | |
|---|---|---|---|---|---|---|
| | 2001 | 2009 | 2001 | 2009 | 2001 | 2009 |
| Fresno | 14.1% | 24.7% | 65.0% | 64.8% | 55.3% | 71.1% |
| Kern | 7.7%* | 6.5%* | 61.4% | 65.2% | 50.8% | 67.6% |
| Kings | 16.3% | 17.7%* | 63.5% | 77.9% | 58.0% | 85.8% |
| Madera | 11.5%* | 27.1%* | 66.1% | 68.4% | 58.6% | 74.7% |
| Merced | 18.2%* | 17.1%* | 67.4% | 64.8% | 67.2% | 77.4% |
| San Joaquin | 17.9% | 15.0%* | 66.9% | 68.1% | 62.3% | 72.0% |
| Stanislaus | 12.9%* | 17.0%* | 62.8% | 72.4% | 53.4% | 77.7% |
| Tulare | 7.6%* | 20.7%* | 71.0% | 72.2% | 56.1% | 67.0% |
| San Joaquin Valley | 12.8% | 17.2% | 65.1% | 67.9% | 56.5% | 72.2 % |
| California | 12.2% | 13.3% | 55.0% | 58.9% | 54.3% | 62.1 % |
| Healthy People 2010 Objective | 5.0% | 5.0% | 15.0% | 15.0% | 15.0% | 15.0% |

Source: UCLA Center for Health Policy Research, 2003; 2009

* *Statistically unstable*

# Coalition & Partners

**Cultiva La Salud Coalition**

| **Fresno County** | **Kern County** | **Stanislaus County** | **Evaluation** |
|---|---|---|---|
| SE Fresno | SE Bakersfield | Ceres | |
| Orange Cove | Arvin | Turlock | |
| Public Health Institute | Delores Huerta Foundation | Ceres Partnership for Healthy Children | Samuel Center for Public Health Research and Evaluation |

# Healthy Food Access & Latinos

**Latino communities often have less access to healthy affordable foods.**

- Latino neighborhoods have one-third as many supermarkets as non-Latino ones.
- *Bodegas* offer limited or expensive selections of low-fat dairy or meat products.

**Access to supermarkets in Latino communities is linked to lower obesity rates.**

http://salud-america.org/sites/salud-america/files/Better-Food-in-the-Neighborhood-Issue-Brief.pdf

# Active Places & Latinos

**Latino youth in underserved communities have limited access to active spaces.**

•In a national survey, fewer Latino (70%) than White (82.5%) respondents described their neighborhoods as having safe places for children to play.

**Shared use agreements—formal contracts between entities that outline terms and conditions for sharing public spaces for physical activity—have helped increase access to active spaces in some Latino communities.**

http://salud-america.org/sites/salud-america/files/Better-Food-in-the-Neighborhood-Issue-Brief.pdf

# Cultiva La Salud

**Increase Access to healthy food and beverage options**

- Increase policies promoting healthy food and beverage retail
- Dis-incentivize unhealthy food and beverage retail
- Increase schools with local food procurement policies

**Increase number of people with improved access to physical activity opportunities**

- Joint-use agreements
- Policies promoting walking and biking with communities
- Safe routes to school

CALIFORNIA
STRAWBERRIES

Únete al
Reto
la Vida es más Dulce
con menos bebidas azucaradas.
vidamasdulce.org
Programa de Prevención de la Obesidad en la Región Central de California
Ambientes Saludables • Opciones Saludables • Gente Saludable
Unete a nuestro movimiento para crear comunidades saludables. Para obtener más información acerca del Programa de Prevención de la Obesidad en la Región Central de California:
Visita nuestro sitio Web: www.ccropp.org
Danos un Me Gusta en Facebook: www.facebook.com/RegionalCCROPP
Síguenos en Twitter: https://twitter.com/CCROPP_REGIONAL

I ♥ Walking
Walking is fun!
Save Fuel
Walk 2 School
DADDY
#1
ALL-STAR

I'M NOT
ANTISOCIAL
I'M
ANTI-STUPID

We keep it moving every day!
We're cooking healthier meals.

# For more information…

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