



County-based Response to Children and Weight Issues

Contra Costa County as an example

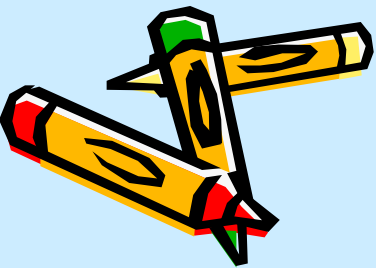


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Coalition for Child Physical Activity and Nutrition - CCPAN



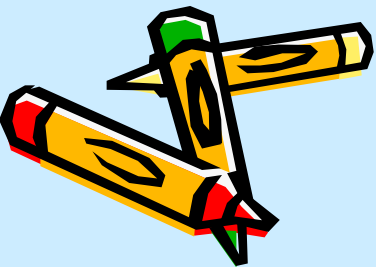
- County Statistics - Healthy People 2010
- Membership:
 - Publicly funded agencies
 - Private non-profit agencies



Needs Assessment



- Contributors were
 - Poor nutrition, ↑ TV viewing
 - ↑ fast food and peer pressure
- Needs:
 - Accessible activities
 - Nutrition education
 - Food policy in schools



Recommendations

- More accessible activities
- Consistent nutrition messages
- Increase skill building: cooking
- Improve food choices at schools
- Widespread activities - culturally appropriate
- Community campaign for healthy foods

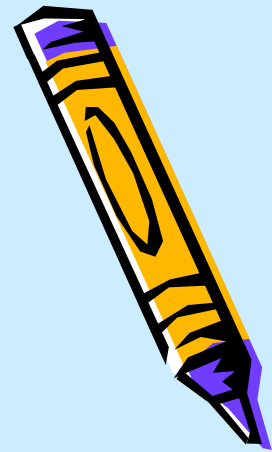


WIC Data inspires action

- Analyze WIC data
- Community resource assessment
- County Pediatrician



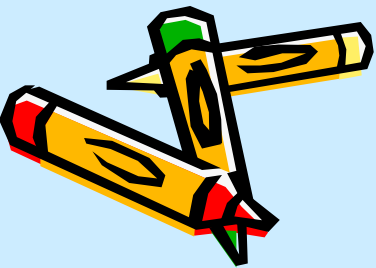
Strategic Planning Retreat



Vision, mission and objectives

Group resume

Strategies



Public Awareness Campaign



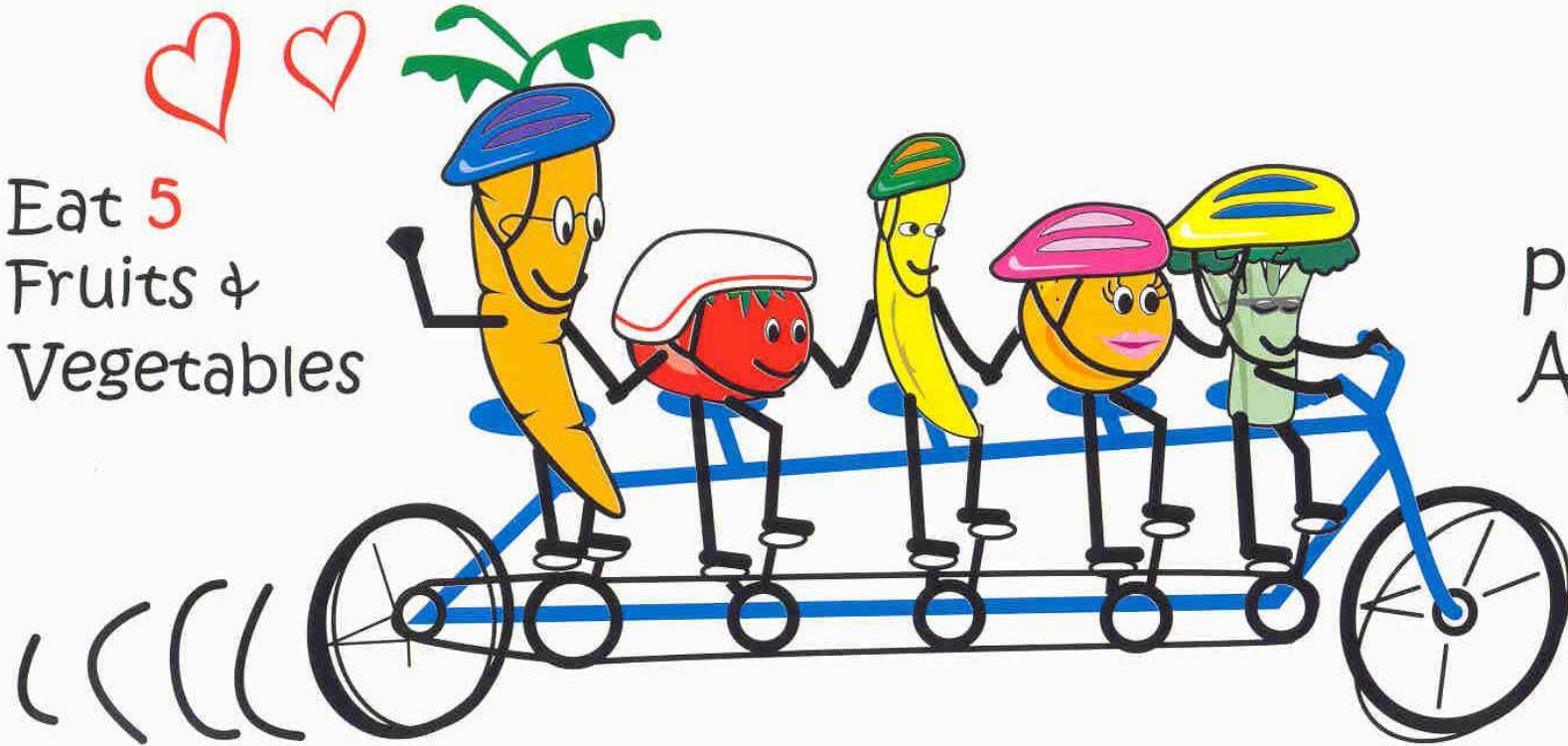
- Funding through FSNEP - State Health Dept.
- Preschool age group
- Prevention message



Have Fun and Be Healthy



Eat 5
Fruits &
Vegetables



Enjoy
Physical
Activity

Every Day



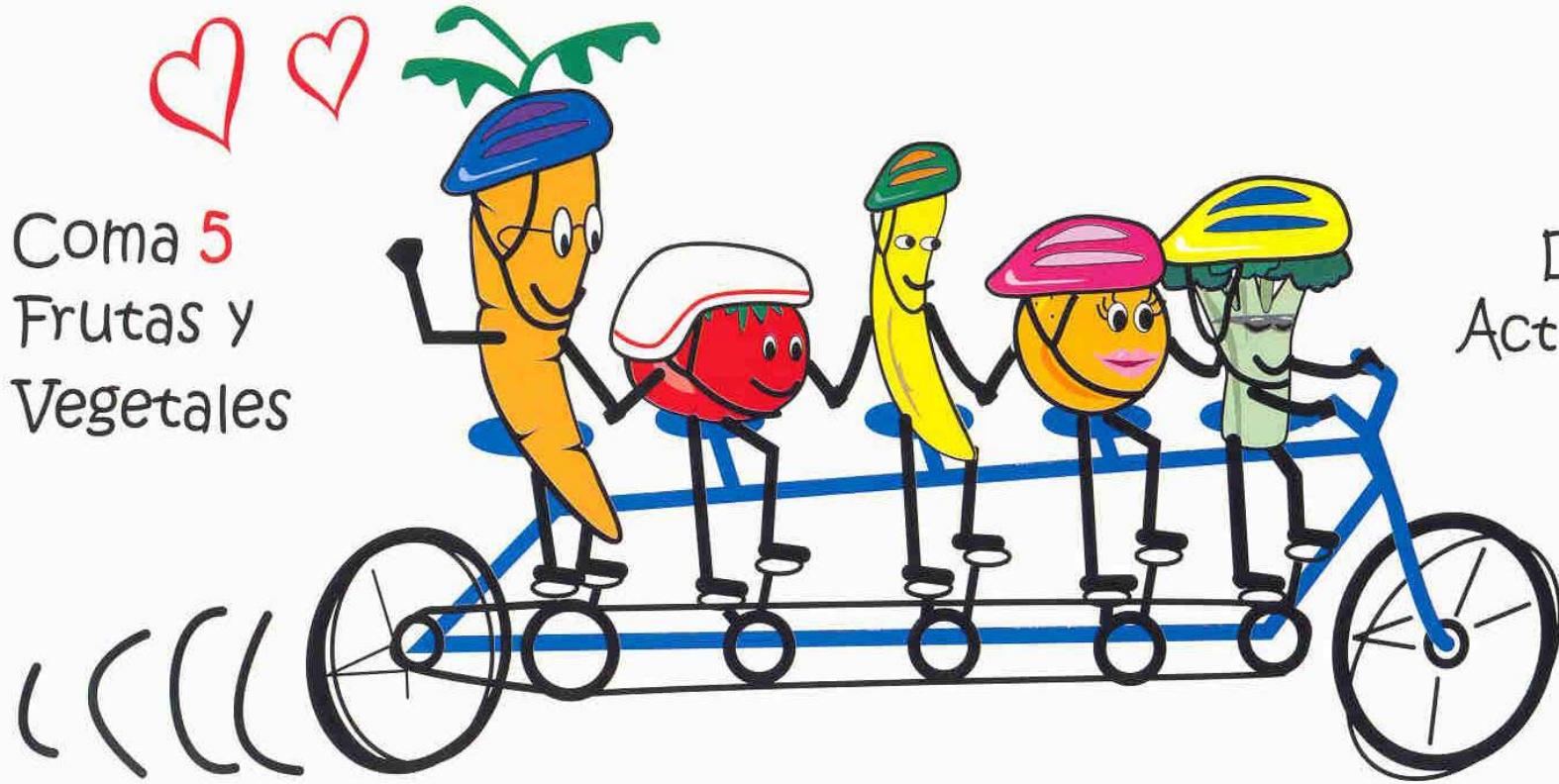
For more nutrition information, call 1-800-696-9644

A message from the California Department of Health Services funded by the U.S. Department of Agriculture.
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Es Divertido Ser Saludable



Coma 5
Frutas y
Vegetales



Disfrute
Actividades
Físicas

Todos Los Días



Para más información acerca de nutrición, llame 1-800-696-9644

Un mensaje del Departamento de Servicios de Salud de California auspiciado por el Departamento de Agricultura de Los Estados Unidos.
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