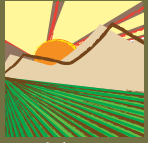


Working together, we can create healthier communities in the San Joaquin Valley.



Central California
**REGIONAL OBESITY
PREVENTION PROGRAM**

Healthy Environments • Healthy Choices • Healthy People

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The Central California Regional Obesity Prevention Program (CCROPP) is dedicated to creating environments that support healthy eating and active living. In many of our communities, people can't easily buy healthy food such as fresh fruits and vegetables. Likewise, many neighborhoods are designed in ways that make it difficult and unsafe to be physically active. We all need to work together to assure that everyone in the Valley has access to healthy foods and safe places to be active. Healthy environments provide healthy choices and promote healthy people.

Obesity and Chronic Disease

The San Joaquin Valley faces alarming rates of obesity among all age groups, leading to equally alarming rates of diabetes, heart disease, high blood pressure and other chronic diseases closely associated with obesity. One in three children and one in four teens in the Valley are overweight or obese. Compared to the statewide average, the percentage of overweight and obesity for adults and seniors in the Valley is significantly higher: 67.9% of adults aged 18-64 in the Valley are overweight or obese versus 58.9% of adults in the same age group statewide. Similarly, 72.2% of seniors in the Valley are overweight or obese versus 62.1% of seniors statewide. According to the U.S. Surgeon General's office, obesity is now the fastest growing cause of illness and death in America today.

Changing Policies, Changing Lives

Historically, obesity has been addressed through interventions that focus on individual education and behavior change. Although education is important, the influence that food and physical activity environments have on behavior is often overlooked. CCROPP is committed to addressing childhood and adult obesity through place-based policy change that supports healthy eating and active living throughout the Valley. This unique, comprehensive approach is being carried out by partnerships between public health departments, community-based organizations and grassroots community members in Fresno, Kern, Kings, Madera, Merced, San Joaquin, Stanislaus and Tulare counties. The program was developed by the Central California Public Health Partnership and is administered through California State University, Fresno. Funding for this initiative was made possible by The California Endowment and Robert Wood Johnson Foundation.



More...

It Takes a Community

Changing the tide of obesity will require a multi-sectoral response from families, school officials, health care and public health practitioners, parks and recreation, planning and development, economic development, farmers and growers, communities and community-based organizations, food and physical activity advocates, philanthropists, the media and policymakers at the local, state, and national levels.

CCROPP's history of developing promising interventions and strategies that benefit the most in need, is helping to create a culture of healthier communities across the San Joaquin Valley. Through CCROPP's efforts, schools and communities are working together to help ensure that only healthy foods and beverages, are offered at school. City officials and planners are helping to improve community designs and increase park and recreational amenities. Neighbors are joining to advocate for healthier communities. Working together we can create change.

Healthy Changes for the San Joaquin Valley

Preventing obesity requires that we make healthy eating and physical activity easy for everyone. Being more physically active is not an option if there are no safe places for activity. Eating healthier won't happen if healthy foods are not available or affordable. CCROPP is working towards healthier communities and we are helping in a variety of ways:

- **Establishing farmers markets**, community gardens and school farm stands in low-income neighborhoods.
- **Supporting small convenience stores** in their conversion to healthy stores.
- **Limiting access to unhealthy beverages** in schools and communities.
- **Promoting universal school breakfast.**
- **Working with school officials to open school gates** after hours and on weekends for community use and safe, active play.
- **Increasing physical activity and physical education** in schools and after-school programs.
- **Improving park and other community amenities** such as sidewalks, walking trails and bicycle lanes.
- **Promoting "smart growth" strategies** to help create healthier communities.
- **Encouraging physical activity and healthy eating opportunities** in communities through various media outlets.
- **AND MUCH MORE!**

Join us!

Creating communities that support healthy eating and active living will help everyone in the Valley stay healthy and live longer. Get involved, together we can create a healthier Valley.

Contact the **Central California Regional Obesity Prevention Program** at:
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