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FOR IMMEDIATE RELEASE

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Project coordinator named for Regional Obesity Prevention Program

Fresno State alumna Genoveva Islas-Hooker is the new project coordinator for the Central California Regional Obesity Prevention Program.

Her appointment was announced by Dr. Benjamin Cuellar, dean of the College of Health and Human Services at California State University, Fresno.



The \$2.6 million program is a three-year initiative that will address the prevention of obesity in six Central California counties by initiating advocacy, policy and system changes to social and physical environments that will promote healthy nutrition and physical activity.

Islas-Hooker will be responsible for the planning, staffing, implementation and evaluation of the regional program. She will play a major role in leadership and in building collaborations among public health departments and broad-based community coalitions to address the increasing rates of obesity in the San Joaquin Valley.

Islas-Hooker, a Fresno State graduate, also holds a Master of Public Health from Loma Linda University and has more than 10 years of experience working in the health education field in both public and private sectors. She previously held appointments with the California Department of Health Services, Kern Health Systems, Blue Cross of California, the Kern County Department of Public Health and the Darin M. Camarena Health Center.

The Central California Regional Obesity Prevention Program is a joint initiative with the Central California Public Health Partnership and California State University, Fresno, funded by a grant from The California Endowment.

The Central California Public Health Partnership is a regional partnership that includes county health departments in the six San Joaquin Valley counties (Fresno, Kern, Kings, Madera, Merced, and Tulare) and the College of Health and Human Services at Fresno State.

For more information, contact Brandie Campbell at: 559.278.7940.