



# Central California REGIONAL OBESITY PREVENTION PROGRAM

Healthy Environments • Healthy Choices • Healthy People

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

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 outdoors. We all need to work together to assure that families have access to healthy choices.

## Obesity and Health

Fresno County faces alarming rates of obesity among all ages, leading to equally alarming rates of childhood and adult diabetes, heart disease, high blood pressure and other obesity-related illnesses. According to the 2007 California Health Interview Survey data, the percentage of overweight and obesity is significantly higher than the statewide average: 63.3% adults 18-64 versus 57.2% statewide and 66.2% versus 56.3% among seniors. From 2007 to 2008, the childhood obesity rate was 35.1% for Fresno County, compared to 31.2% statewide (California Department of Education). 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 and behavioral change. Although behavior is important, the influence that food and physical activity environments have on health 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 community councils 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.



## It Takes a Community

CCROPP partners have formed community councils to help address environmental challenges to healthy eating and physical activity. In Fresno County, the Get Fit Fresno County Policy Council grew out

of a unique collaboration with the Fresno County Department of Public Health, Fresno Metro Ministry, schools, health care providers, community members and others who came together to create healthier communities. Join us as we collaborate with others to work with school administrators, teachers and PTA Boards to ensure that only healthy foods are offered at school; encourage city officials to create and maintain parks and offer recreational programs in low-income neighborhoods; establish neighborhood farmers' markets and community gardens; and work with public officials to make neighborhoods more walkable and bikable. Together, we can create a healthy environment in every Fresno County neighborhood.

## Healthy Changes for Fresno

CCROPP is working to make healthy choices available through policy advocacy and systems change. Physical activity will not happen if there are no safe places to play. Healthy eating will not happen if there are no places for people to buy healthy foods they can afford. That's why the Get Fit Fresno County Policy Council is working towards:

- Establishing farmers' markets, community gardens and markets with fresh foods in low-income neighborhoods.
- Increasing physical activity and physical education in Fresno schools and after-school programs.
- Creating or improving parks, sidewalks, and other opportunities for physical exercise throughout Metropolitan Southeast Fresno, including walking trails and bicycle lanes.
- Supporting healthy food, physical activity and breastfeeding policies in the work-place, including government, private enterprises, community organizations and congregations.
- Promoting "smart growth" strategies to help create healthier communities.
- Developing a physician/allied health professional program to bring doctors to the community as environmental change advocates.



## Join us!

Creating communities that support healthy eating and active living will help everyone in the Valley – children and adults – avoid chronic diseases, feel better, and live longer. With your help, we can find solutions we need and bring about healthy changes for our communities.

## Get involved!

Contact the Central California Regional Obesity Prevention Program at:

Fresno Metro Ministry 559-485-1416

Fresno County Department of Public Health 559-445-3276

You can also contact us at our regional office to join our region-wide efforts:

1625 East Shaw Avenue, Suite 106,

Fresno, CA 93710-8106

559-228-2140

Or visit our website at [www.ccropp.org](http://www.ccropp.org)



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