

Greenfield Walking Group Fact Sheet

The Greenfield Walking Group serves as the Kern County Obesity Task Force for the Central California Regional Obesity Prevention Program funded by the California Endowment. This group of residents has been actively creating environmental and policy change for healthier communities while inspiring others on a local, regional, state, national and international level. To learn more about the group go to the following links.

The group is currently working with local youth to have a new playground installed in the park with the help of Kaiser Permanente and Game Time. This you tube video was submitted for a book called “Mom Stories” which will feature the walking group and will be distributed nationally for one million readers by the Dell Foundation and the Alliance for a Healthier Generation. <http://www.youtube.com/watch?v=94QILL02k6c>

The Prevention Institute and the Robert Wood Johnson Foundation choose the Greenfield Walking Group as the only snapshot in the state of California to highlight in their recent publication of “Mapping the Movement for Healthy Food and Activity Environments in the United States”.

http://www.preventioninstitute.org/documents/NPA_RWJMAPKernCo_080808.pdf

The group was covered in the Los Angeles Times for their partnership with local officials to make Stiern Park a safer place for families to be physically active.

<http://www.latimes.com/features/health/la-me-obese5-2008aug05,0,5306163.story>

The Greenfield Walking Group stars in a Fotonovela that is distributed in eight counties throughout the Valley for 20,000 readers.

English version <http://www.csufresno.edu/ccchhs/documents/publications/english.pdf>

Spanish version <http://www.csufresno.edu/ccchhs/documents/publications/espanol.pdf>

The group was recently featured on Univision’s international morning television show “Despierta America”.

<http://www.univision.com/content/videoplayer.jhtml?cid=1699540>

The Greenfield Walking Group partnered with the Bakersfield Chamber of Commerce and their leadership program to raise \$10,000 and recruit 100 volunteers to build a walking path in Stiern Park. See page 9

http://www.bakersfieldchamber.org/images/documents/7971_6643.PDF

Funders are invited to attend an awards dinner Thursday, March 5 at the Petroleum Club in Bakersfield where the Greenfield Walking Group will receive a regional leadership award by the Kern Council of Governments. See page 4

<http://www.kerncog.org/newsletters/Winter%202009%20Quarterly.pdf>

The Greenfield Walking Group serves as a model of how residents can lead the way in creating healthy communities that are powerful and sustainable. For more information contact Jennifer Lopez, Kern County Community Lead 661-205-3743 jelopez@kern.org