

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

The San Joaquin Valley faces alarming rates of obesity among all age groups, leading to equally alarming rates of childhood and adult diabetes, heart disease, high blood pressure and other obesity-related illnesses. A recent study by the Central Valley Health Policy Institute at California State University, Fresno, revealed that the percentage of overweight and obesity in the Valley is significantly higher than the statewide average: 65% of adults 18-64 versus 56.2% statewide, 63% versus 55.7% among seniors and 15.5% versus 14.2% among adolescents ages 12-17. 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 Fresno State. Funding for this initiative was made possible by The California Endowment.



It Takes a Community

CCROPP partners have formed community councils in each county, bringing together community members, schools, local government, health care providers and others to fight the obesity epidemic. School administrators, teachers and PTA Boards are partnering to ensure that only healthy foods, including fruits and vegetables, are offered at school. City officials are helping maintain parks, offer recreational programs and support community gardens. Neighborhoods and public officials are working together to make The Valley Region healthier.

Healthy Changes for the San Joaquin Valley

CCROPP advocates for new and improved policies throughout the Valley to make opportunities for healthy food and physical activity choices more available. Physical activity is not a real option if there are no safe places to play. Healthy eating won't happen if there are no places for people to buy healthy foods they can afford. CCROPP is working towards change in a variety of ways to help Valley community members lead healthier lives:

- Establishing farmers markets, community gardens and markets with fresh foods in low-income neighborhoods.
- Increasing physical activity and physical education in schools and after-school programs.
- Improving parks, sidewalks, and other opportunities for physical exercise, including walking trails and bicycle lanes.
- Supporting healthy food and physical activity policies in the workplace, including government, private enterprises, community organizations and gatherings.
- 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 – 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:

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Or visit our website at www.ccropp.org



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