



Design: targets both places and people utilizing environmental strategies, supported by policy and reinforced by aligned/ coordinated education and promotion

Vision: That people will eat better and move more as part of their daily life.

Goals:

1. Increase healthy food and beverage consumption
2. Decrease calorie consumption
3. Increase physical activity

PHASE 1

- Awarded in January 2012 to the Riverside County Health Coalition
- Administered by Riverside University Health Systems – Public Health
- Coordinated by Riverside Community Health Foundation
- **Implementation Period:** April 1, 2013 – March 31, 2016
- **Partners:** City and County government, Nonprofits, Faith-Based, Education, Clinics, Residents
- Across Seven (7) Settings



COMMUNITY

Lead: Riverside Community
Health Foundation

- Graduated the first City of Riverside Leadership Academy Spanish-speaking class
- Annual Eastside HEAL Zone team at the Great American Clean up
- First class of Resident Leadership Academy graduates (22) in January 2015
- Second class of Resident Leadership Academy graduates (19) in April 2016



PARKS

Lead: City of Riverside Parks, Recreation
& Community Services

- Healthy Food and Beverage Policies and Healthy Vending Machines
- Playground at Bobby Bonds Park
- Annual Senior Fitness Fair & Expo at Bordwell Park
- Eastside HEAL Zone Youth Council
- Outdoor Fixed Fitness Stations at Lincoln and Bordwell Parks
- Fitness Center at Johnny Sotelo Youth Opportunity Center



FAITH

Lead: Riverside Community Health Foundation

- Faith-Based Workgroup established
- Annual Walk by Faith event
- Healthy Food and Beverage Policies
- Permanent Signage



SCHOOLS

Lead: Riverside Unified School District – Longfellow Elementary

- Breakfast in the Classroom at Longfellow Elementary
- “Student Celebrations and Class Parties” Policy
- After school programs small snack to “super snack”
- Game Day equipment for Longfellow, Pachappa, Taft, Emerson, Alcott, Castle View and Magnolia



EARLY CHILDHOOD

Lead: Riverside County Child Care Consortium



- Nati Fuentes Centro De Niños became Nutrition and Physical Activity Self-Assessment for Child Care certified
- Home providers (2) NAP- SACC certified
- Annual Fun Zone at Eastside Community Health Fair
- Annual Conference for Early Childhood providers



HEALTHY FOODS

Lead: City of Riverside Community and Economic Development & Riverside University Health Systems – Public Health

- New Refrigerated Produce Case for La Tapatia and La Michoacana
- Mural painted at La Tapatia and La Michoacana
- New flooring installed at La Tapatia
- Al Centro Produce Stand at Bobby Bonds
- Weekly Harvest produce bag, a Community Supported Agriculture program
- Hired RLA graduate to work with Al Centro and Weekly Harvest programs
- New Community Garden at Community Settlement Association



HEALTH CARE

Lead: Kaiser Permanente, Riverside

- Eastside clinics implemented HEAL Rx program
- Vouchers distributed for the purchase of produce in Eastside



La Michoacana
4110 Victoria Ave, Riverside, CA 92507

La Tapatia Market
2009 University Ave, Riverside, CA 92507

Mobile Fresh Bus – two locations
University Community Health Center or
Eastside Health Center
Schedule link: Facebook: FSA Mobile Fresh
For more information, call Joey Romero (951) 317-7770

Al Centro Mini Produce Stand
Bobby Bonds Park, Saturdays 9:30 am – 12:30 pm

Spend \$3 and use this voucher to get an extra \$3 towards fruits and vegetables. EBT accepted. Expires 6/30/2016.

This voucher may be used to purchase fresh fruits and vegetables at La Michoacana, La Tapatia Market, Al Centro and Mobile Fresh Bus. It may not be redeemed for cash. Please safeguard your voucher. It is not redeemable if lost or stolen. The bearer is responsible for its loss or theft. B



R_x Patient Name: _____

Prescription For Healthier Living

☐ Eat _____ fruits and vegetables each day.
☐ Reduce screen time to _____ minutes per day.
☐ Get _____ minutes of physical activity each day.
☐ Reduce number of sugared drinks to _____ per day.

Patient or Parent/Guardian Signature _____ Date _____

Provider Signature _____ Date _____

Ideas For Healthier Living

5 - Eat at least 5 fruits and vegetables every day.
2 - Limit screen time (for example, TV, video games, computer) to 2 hours or less per day.
1 - Get 1 hour or more of physical activity every day.
0 - Drink fewer sugar-sweetened drinks. Try water and low fat milk instead.

NEXT STEPS

- Phase 2:** April 1, 2016 – March 31, 2019
- Grant Amount:** \$1 Million
- Added Population Health Goal:** Improve, prevention, treatment, and management of obesity and its related conditions
- Focus areas:**
 - Food security related to federal food programs
 - Community safety
 - Community capacity building and community engagement for sustainability
 - Community to Clinic integration

“Transformation into an environment where healthy eating and active living is not only possible, but collectively internalized”

