

Regional Network for a Healthy California

Network for a Healthy California—Desert Sierra Region

Network for a Healthy California—African American Campaign

The purpose of the *Network for a Healthy California—African American Campaign* is to improve the health of the low-income African American community. The *Campaign* works with community residents to create environments where healthy eating and physical activity are socially supported and easy to do. The Campaign provides resources to help community health educators, churches and other health advocates teach low-income African Americans how to make healthier food choices, and engage in physical activity in order to reduce their risk of heart disease, cancer, stroke, and diabetes. The Campaign includes a retail component that fosters partnerships with neighborhood stores in order to help increase the consumption and purchase of fruits and vegetables among food stamp eligible Californians.

Network for a Healthy California—Latino Campaign

The purpose of the *Network for a Healthy California—Latino Campaign* is to empower low-income Latino adults and their families to consume the recommended amount of fruit and vegetables and enjoy physical activity every day. The Campaign also works with communities throughout California to create environments where these behaviors are socially supported and accessible. The nutrition and physical activity objectives are designed to reduce the risks of chronic diseases, especially cancer, heart disease, diabetes, and obesity.

The Campaign includes a retail component that fosters partnerships with neighborhood stores in order to help increase the consumption and purchase of fruits and vegetables among food stamp eligible Californians.

Network for a Healthy California—Children’s Power Play! Campaign

The purpose of the *Network for a Healthy California—Children’s Power Play! Campaign* is to motivate and empower California’s 9- to 11-year-old children to eat 3 to 5 cups of fruits and vegetables and get at least 60 minutes of physical activity every day. These objectives are designed to improve children’s short-term health and reduce their long-term risk of chronic diseases, especially cancer, heart disease, and obesity. Children and their families are provided with Power Play! messages using nutrition education activities at schools, community youth organizations, farmers markets, and supermarkets. Mediums, such as school food service and local media, are also utilized to disseminate the Power Play! message. Schools targeted for intervention must have 50 percent or greater of the students qualify for free or reduced meals.

Network for a Healthy California—Worksite Program

The purpose of the *Network for a Healthy California—Worksite Program* is to empower low-income workers to consume the recommended amount of fruits and vegetables and enjoy physical activity every day. The Worksite Program is designed to help employers develop and implement a culture of health. Worksites that qualify for the program must be located in census tracts where most residents are food stamp eligible.



The Desert Sierra Health Network (DSHN) is a leading force for healthy change and reducing health disparities within San Bernardino, Riverside, and Inyo counties. Members are united under a comprehensive strategic plan to mobilize underserved communities; helping them to improve nutrition and increase physical activity. DSHN is comprised of organizations that represent state, county, and city government, public health departments and programs, churches, non-profit health agencies, school districts and private sector businesses. Several subcommittees operate within DSHN: 1) Communication Committee; 2) Research Committee; 3) Worksite Wellness Committee; 4) Youth and Family Wellness Committee; 5) Mini Grant Committee. These committees enhance DSHN ability to provide effective outreach to the Network’s target population, which are low-income families especially at the workplace and at schools.

Visit Our Website
www.sbcounty.gov/eatwell

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The *Network for a Healthy California* is a public health initiative of the California Department of Public Health, Cancer Prevention and Nutrition Section, administered by the Public Health Institute.
www.networkforahealthycalifornia.net

San Bernardino County Department of Public Health, Nutrition Program operates as the lead agency for the Desert Sierra Region, which includes Inyo, Riverside and San Bernardino Counties.

