

Welcome to the Network for a Healthy California--Gold Coast Website

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What is the the Network for a Healthy California?

The **Network for a Healthy California--Gold Coast** is one of eleven regions funded by the US Department of Agriculture (USDA), and the California Department of Public Health (CDPH) Cancer Prevention Nutrition Section (CPNS). Ventura County Public Health was awarded the grant from January 2005 through September 2007 to implement comprehensive activities to promote healthy eating and physical activity in the Gold Coast Region, which consists of San Luis Obispo, Santa Barbara and Ventura Counties.

What is the Purpose of the Network for a Healthy California?

The **Networks** in 11 regions together provide services to all California counties. The **Networks** are working to create environments to help low-income Californians eat healthy and get regular physical activity.

As is the case across California and our nation, obesity is a serious public health problem in our region. According to The Center for Public Health Advocacy, one quarter of Gold Coast children are overweight (24.7 - 25.2%)¹. According to the Paradox in Paradise report (Diringer and Gilman, 2006)², 12.2 percent of adolescents, aged 11-17 years are considered overweight in California. Out of six counties on California's central coast line of which three include the Gold Coast, 19.4% of Latino children are overweight, while White children in comparison are 8.2% overweight. Children under the poverty level are 23.7% overweight and children over 300% of FPL are 8.6% overweight.

The report also provides statistics for adults in the same region: Over half of adults (53.9%) are overweight or obese. Latinos have higher rates of overweight or obese (64.2%) compared to Whites (50.3%). Wealthier residents (52.4% of adults over 300% FPL and 50.8% for adults below FPL) and non-citizens (57.8%) have higher overweight rates.

Designed to cross over traditional political, geographic and organizational boundaries, the **Regional Networks** conduct activities in three major areas:

1. **Maximize Local Impact** - The **Regional Networks** provide training, coordination and communications support to all **Network**-funded projects and other stakeholders in the region.
2. **Mobilize Community Action** - Each region includes a Regional Collaborative – individuals, organizations, advocates, community leaders, businesses and others with expertise in nutrition, physical activity, hunger prevention/food security, and under-served communities. Hundreds of people and organizations, including Local Incentive Awardees, Special Projects, and Campaigns, belong to the 11 Regional Collaboratives. The **Regional Networks** provide administrative support to the Regional Collaboratives and facilitate nutrition education initiatives that make it easier for low-income Californians to adopt healthy eating and physical activity lifestyles in their communities.
3. **Reach Out with Campaigns and Programs** - The **Regional Networks** implement regional Gold Coast Campaigns that focus on special populations.

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- Empowers low-income Californians to consume the recommended amount of fruits and vegetables every day and enjoy physical activity every day. [Click here to view the USDA My Pyramid.](#)
- Facilitates behavior change by educating low-income consumers directly through multiple venues, enabling organizations and communities to create environments that support fruit and vegetable consumption and physical activity, and establishing policies that make fruits and vegetables and physical activity more accessible.
- Encourages participation in federal nutrition assistance programs among those who are eligible.
- Promotes fruit and vegetable consumption and physical activity in an effort to reduce the risk of chronic diseases, such as heart disease, cancer, hypertension, stroke, diabetes, and obesity.

Supporting Literature

1. <http://www.publichealthadvocacy.org/growingepidemic.html> The Growing Epidemic: Child Overweight Rates on the Rise in California Assembly Districts
2. <http://www.diringerasociates.com/PP/index.html> Paradox in Paradise: Hidden Health Inequities on California's Gold Coast

Updated Tuesday, May 20th, 2008

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