



COMPLETE PARK SYSTEMS



Healthy Eating Active Living Cities Campaign

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Director

www.healcitiescampaign.org





**Promote the establishment
of public health policy at
both the state and local
levels**

Because health doesn't just happen

Soda / Junk Food Out of Schools

Physical Education Funding

Menu Labeling in Chain Restaurants

California FreshWorks Fund

Water in Schools

Human Right to Safe Drinking Water

Soda & Other Sugary Drinks

And MORE...



- 174 HEAL Cities
- 300 plus policies
- Reaching 30% of Californians
- 13 million people



NEEDS, PROBLEMS AND OPPORTUNITIES



- Most locally elected officials fail to link the role of built environment to smart equitable development, environmental justice, and health problems
- A lack of willingness of local government agencies to engage the communities in planning, and insufficient civic engagement of community stakeholders often make it difficult for residents to get involved and influence local land use policy decisions

NEEDS, PROBLEMS AND OPPORTUNITIES



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- Low-income populations and communities of color in urban settings participate less in daily physical activity than the general population. Many underserved neighborhoods –low-income communities, and communities of color do not have:
 - Sidewalks
 - Crosswalks
 - Streetlights
 - Parks, or recreational facilities
 - Unsafe to walk, bicycle or children to play outside



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NEEDS, PROBLEMS AND OPPORTUNITIES

- Sedentary lifestyles are linked to obesity, heart disease, and Type 2 Diabetes -- in California, 34% of adolescents and 55% of adults are overweight -- 18% of all Californians being diabetic or pre-diabetic



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NEEDS, PROBLEMS AND OPPORTUNITIES

- One in three children born after 2000—and nearly half of Latino and African American children—will go on to develop Type 2 diabetes in their lifetime



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NEEDS, PROBLEMS AND OPPORTUNITIES

- Obesity is behind of approximately 100,000–400,000 deaths in the United States per year and accounts for 6% to 12% of national health care expenditures in the United States

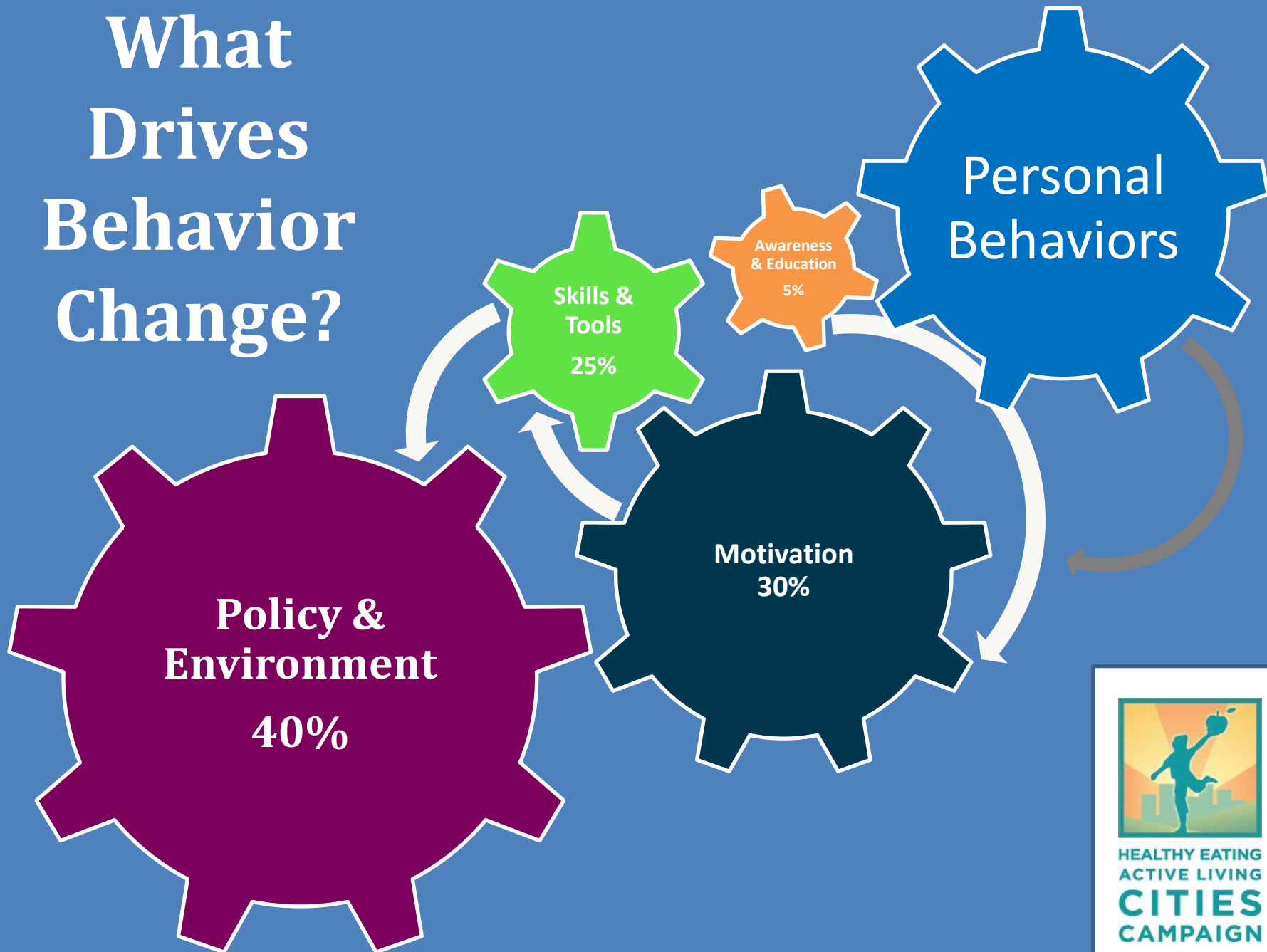
NEEDS, PROBLEMS AND OPPORTUNITIES



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- Parks, community gardens, playing fields, riverfront shorelines, and wildlife refuges offer opportunities for physical activity, social engagement, and mental relief
- They provide a potent strategy for the treatment and prevention of weight-gain, obesity, type-2 diabetes, and various chronic health problems.

What Drives Behavior Change?



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NEEDS, PROBLEMS AND OPPORTUNITIES

- Many local policy-makers need guidance on why, and how to work most effectively with low-income and minority populations in their cities to address growing chronic health problems, social injustice, political disenfranchisement, and simply their right to have access to being physically active in safe, clean, accessible, and inviting parks and open space



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The objective of the CPS project is to advance the role of parks, recreation and community services in the eyes of the local policy makers to establish parks as centers for community health, smart growth, equitable development, and environmental justice

Fully funded, functional, sustainable facilitator of conjoined services

- Serves the diverse social, physical, and mental health of individuals within the community
- Reaches across socio economic levels and cultural backgrounds
- Addresses social justice and health disparities of specifically low-income and minority populations
- It measures community needs, adapts services to fulfill gaps and build on strengths
- Guides the development of park infrastructure, services and financing
- Promotes health and well-being, diversity, public safety, public transportation, a sense of pride and ownership

QUESTIONS

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It takes a village to raise a child!