



Central California
**REGIONAL OBESITY
PREVENTION PROGRAM**

Healthy Environments • Healthy Choices • Healthy People

Working together
to create healthy
neighborhoods
in Central California

Eating better and moving more.



This is a production of:

Fotonovelas



del Valle

Take one
it's

Free!

Join CCROPP!

Hi, I'm Geneva Islas and along with Natalie and Amelia we are going to present this fotonovela.



CCROPP is the Central California Regional Obesity Prevention Program. This program is designed to help our communities live healthier lives. Some of our community members can't easily buy healthy foods such as fresh fruits and vegetables. Likewise, our communities are designed in a way that sometimes makes it difficult and unsafe to be physically active. This project is focused on changing our environments to make it easier to eat healthy foods and be active.

CCROPP was created by the Central California Public Health Partnership and is coordinated by California State University, Fresno. CCROPP is funded by The California Endowment.

CCROPP is a partnership between Public Health Departments and community organizations in Fresno, Kern, Kings, Madera, Merced and Tulare counties. Together with community members they are working to create change. Join CCROPP efforts, be part of a movement to make our region healthier. As you read this fotonovela think about your neighborhood, your community, your child's school, or your workplace. Do you face any challenges to eating healthy and being active?

I'm Natalie Hernandez. Through this fotonovela we hope to share everyday, real life situations that happen to some members of our communities.



And I'm Amelia Peterson. Together we can make Central California a healthier place to live.



To learn more about CCROPP call
559.228.2140
or go to
www.CCROPP.org

Eating better and being active are key to preventing obesity and other chronic diseases. Our environments play an important role in supporting healthy eating and active living.



Look Gema, here comes Elvia and Blanca.



I know, you have to be careful not to trip and hurt yourself.

Look Elvia, the streets are in bad condition.



I'm glad they decided to take a walk.

There is so much water here!



I know, and what's worse is that it has been here for weeks.

This is also dangerous for children and it smells really bad.



Look at your own neighborhood and identify challenges to physical activity. Is your neighborhood walkable? Can you safely ride a bike? Read on to see other ways in which the environment impacts active living.



Look at this scene...
We need complete streets. Walking, biking and exercising should be easy.



Flooding is not the only problem. The asphalt is in bad condition, and there is a lot of trash.

With these conditions we could fall and hurt ourselves.

In the evening it gets dark and there are no lights.

It's just not safe to walk.

We should talk to our city council about this.



Sure but how do we bring this to their attention? We have never done that before.



It is important for community members to be active in making their environments healthy. We need community members like you to be involved.

Here we will meet Don José, Gema's father. He wants to play soccer with his grand kids.



Don José, there is no grass here.

I can see that Sergio, but where else can the kids play?



The park isn't safe.



How about the school?

Let's play grandpa.

The schoolyard is locked up. This is the only place we have.

Well, then I guess you are right. This is the only place we have.



Environments should support people in leading healthy lives. Exercise is a very important part of well-being.



In some neighborhoods, there are no sidewalks, green space or parks. Schoolyards are locked after school. So community members don't have any safe places for physical activity.



Be careful there is broken glass over there!



I think the air is coming out.

Oh no, it has a hole.



I'm sorry kids, the game is over.

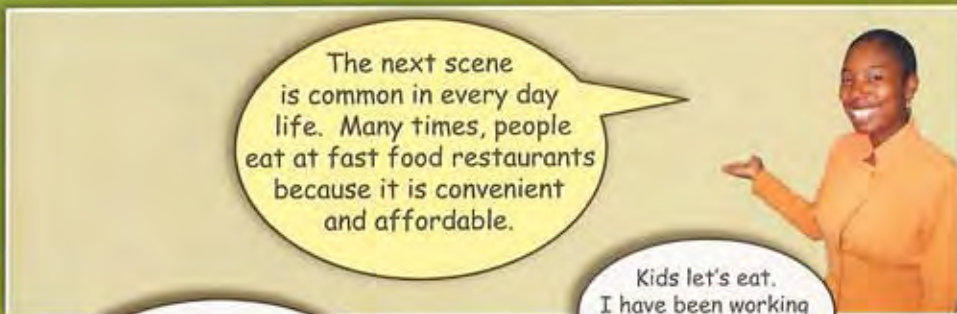
Noooo!



This is terrible. It's impossible for the children to play here.

But what can we do?

Everyone should have access to safe places to play and be active. Are there places to be active and play in your neighborhood?



The next scene is common in every day life. Many times, people eat at fast food restaurants because it is convenient and affordable.



Here you go, two double hamburgers and two chicken sandwiches, with French fries and large drinks.



Kids let's eat. I have been working all day and I am tired.

Mommy, I want my soda!

I know my kids should be eating healthier but there are no healthy options at this restaurant.



We should create environments where healthy food is easy to access. Fast food restaurants should sell healthier options. How easy is it for you to find healthy foods in your community?



We want environments where healthy decisions are the easy choice. Fresh fruits and vegetables should be easy to find.

Grandpa, can we go to the farmer's market today?



Those apples look delicious. Where did you get them?

There was a farmers market last weekend.



Sorry sweetheart. I would love to take you but they are only here once a month.



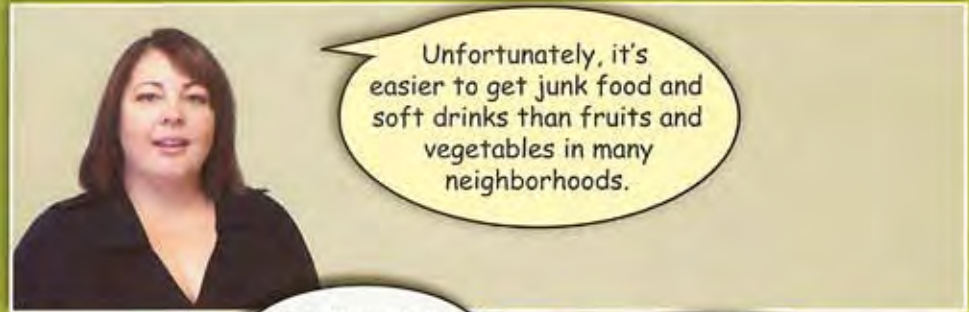
I can't believe it's so difficult to find healthy food in this area.

When I was younger, a man in a truck came everyday to sell fruits and vegetables in my neighborhood.

You may be surprised Dad, but it's easier to get a soda than an apple in this neighborhood.

Well we don't have a grocery store. All we have is a liquor store.

In order for people to eat healthy, there need to be places where healthy foods are sold.



Unfortunately, it's easier to get junk food and soft drinks than fruits and vegetables in many neighborhoods.



I told you dad, this store is full of sodas!

Good heavens!



There are also plenty of cookies, potato chips and candy.

Yes, I can see that.

With all this, how can anyone eat healthy?



It's not easy. That's why we really need a grocery store that sells fresh produce in our neighborhood.

Where do you get your fruits and vegetables? Are there supermarkets or farmers markets in your area?

There are many ways in which communities can work together to overcome some of the challenges mentioned already.



Community members can identify neighbors, friends and family members that are interested in working together to form a healthier community.



Gema, we were thinking about what you said the other day and we want to organize a neighborhood meeting.



What a great idea! You can count me in.



I can tell the neighbors in the next block.

I think that's great! Come inside so we can tell the other neighbors that are here.

You know, I heard about meetings where people get together to talk about things like this. They are called the Central California Regional Obesity Prevention Program.

And I will tell the other mothers at the school.



Great! We can have the meeting at my house.

We should talk to them.



Thank you all for coming. We are meeting today to share ideas about making our neighborhood a healthier place to live. Does anyone want to start?



Well, it would be great if the park was safe, then we could use it for exercising.



Yeah, we need a place where our children can go and play safely.



Safety is important. What are some other issues?



Get involved in making healthy changes in your environment. In the center page of this fotonovela you will find information for CCROPP partners in your county. Call us; we want to work with community members like you to create change.

Some communities have worked to make their neighborhoods safer by advocating for clean parks, better lighting and graffiti removal. Other communities have formed walking groups as a way to overcome safety issues. What would help you?



With everyone's ideas, we can create environments that support healthy living in Central California.



Safety is important but we also have to talk about access to healthier foods. We don't have a grocery store in this area.



That's a good point but what can we do about that?

A grocery store may take a long time to open.



You know, we could ask the city to give us more space for a community garden. That way we could grow our own fruits and vegetables.



Maybe we can get the farmer's market to be open more than just once a month.

These are great ideas. Let's create a list to take to the city council meeting next month.

Advocating for a grocery store, farmer's market or community garden are all ways to get healthy foods in your neighborhood. Some communities have also worked with convenience stores by advocating that healthier options be sold. What kinds of changes do you want to see in your neighborhood?

Our communities can be healthier if we work together. We want you to join us!



We now join the group at a meeting with the mayor.

We are glad to be meeting with members of our community. Hearing your concerns is very important to us. Who would like to start?



I will! Thank you for meeting with us. You know we don't have a grocery store. Can the city work with business developers to bring a grocery store to our community?

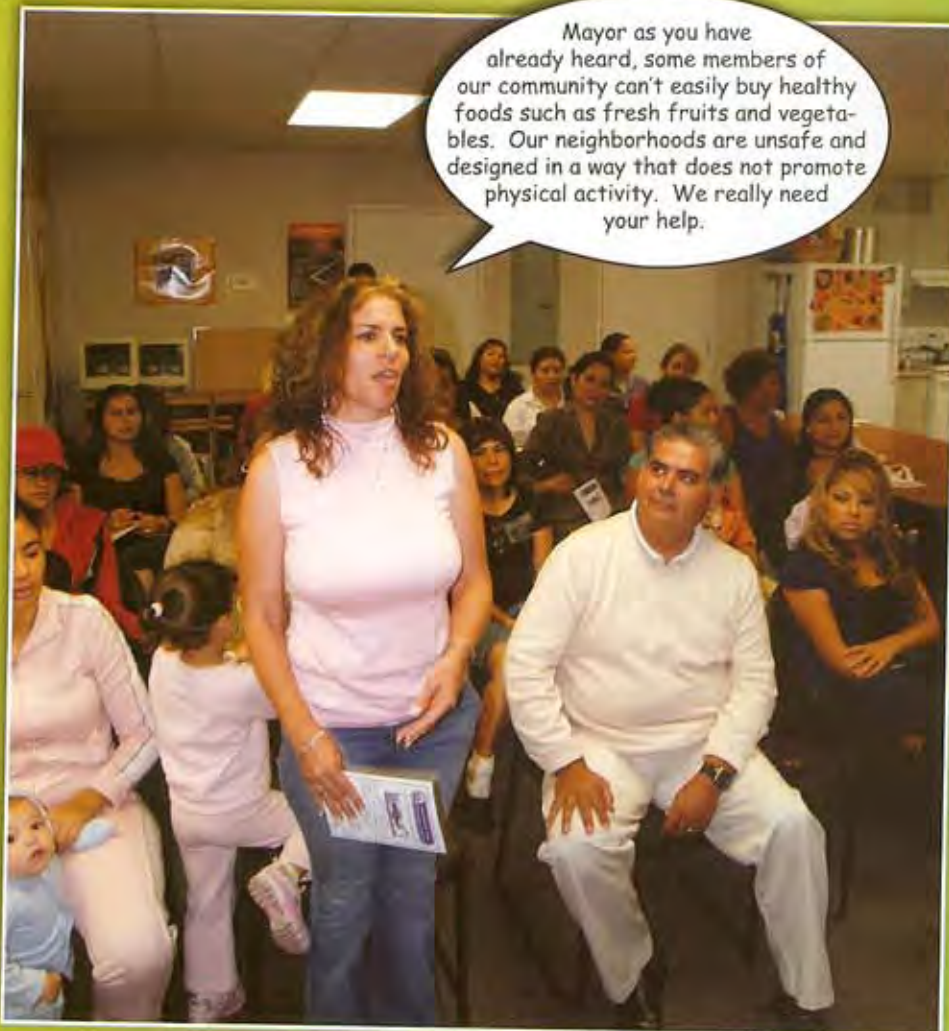


We also need access to safe places to play and exercise. Our park isn't safe. Could we get better lighting so that we can feel safe there at night?

All communities in Central California deserve access to healthy foods and safe places to exercise.



As you can see this community is already advocating for change. The first step is to bring issues to the attention of city leaders.



Mayor as you have already heard, some members of our community can't easily buy healthy foods such as fresh fruits and vegetables. Our neighborhoods are unsafe and designed in a way that does not promote physical activity. We really need your help.

Communities must address barriers to healthy eating and active living. It will take months, maybe years, to get all the changes you would like to see. Stay involved. Making a healthy community takes a while, but it's worth it.

This story is based on a real life group of community members in Bakersfield, California. They have worked together with their city leaders to improve the conditions of their neighborhood. The people in this fotonovela are from the Greenfield Walking Group. They get together every day to walk and exercise in their park. They continue to have community meetings to discuss how they can further improve their community. We thank them for their participation in this fotonovela and congratulate them on their commitment to creating a healthier community.



Wow, we have really come a long way. We've cleaned up our park and formed a walking group. We even have aerobics.

That's right, and the group is growing.



Up, down, one, two, three.. Good job!! Together we can make a difference!

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The Central California Regional Obesity Prevention Program is the Central California Public Health Partnership's initiative to create environments that support healthy eating and active living in the San Joaquin Valley. The program is administered by the Central California Center for Health and Human Services and is housed under the College of Health and Human Services at California State University, Fresno.

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PROGRAMA DE PREVENCIÓN
DE LA OBESIDAD EN LA REGIÓN
Central de California

Ambientes Saludables • Opciones Saludables • Gente Saludable

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¿Qué está haciendo usted para hacer su comunidad más saludable?

