

Healthy Living

...for life!

Alameda County Public Health Department

Engaging Parents and Children to Make Healthy Changes in Their Community



HEALTHY LIVING CHAMPIONS FOR CHANGE

Vision: An educated, organized and mobilized group of people that take action to ensure that the conditions exist in their community for people to eat better and be more active



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Healthy Living Councils:

In 2004, established in 4 elementary schools,
one middle school

4 senior centers/congregate meal sites

In 2009, has expanded to include 15 school-
centered and 5 senior center Healthy Living
Champions for Change groups



Year One: 2004-2005

Health Education Model

Year Two: 2005-2006

Transition to Community Capacity Building Model

Present: 2008-2009

Continued community engagement and capacity building to empower change



What Does It Mean to Build Community Capacity?

To actively nurture the assets, traits, resources, relationships and social structures that can strengthen a community towards its goals to improve its health and quality of life



How do we build community capacity?

Use community organizing and community building principles

- start where people are
- identify and build on strengths
- develop authentic partnerships
- facilitate high-level participation



Building Community Capacity in Alameda County: Healthy Living Champions for Change



Engaging the Community



Harvest of the Month Demonstration



Physical activity as the Icebreaker



Building Toward The Future

Healthy Living Council at Cesar Chavez organized a walking group three mornings a week.

Also arranged for personal safety training from Oakland Police Department.



Making Activity Fun at Franklin C4C





Healthy Living Council at Bella Vista Elementary School received training from Oakland Police Department and joined with their Neighborhood Crime Prevention Council to become traffic monitors and create a safer school environment for students.

Bella Vista Traffic Safety Patrol – 2007-08



Winners of the Northcutt Trophy, 2008



Parents at Fruitvale Elementary School received TB tests and have been trained by Food Services to volunteer as monitors to “Save the Salad Bar”!



Parent volunteers prepping for the salad bar at Brookfield Elementary School





HEALTHY LIVING CHAMPIONS FOR CHANGE IN SCHOOLS: CHALLENGES

- Annual recruitment
- Continuity of attendance
- Meeting health education needs while building community capacity
- Sustaining parent volunteers
- School year cycle



Healthy Living Champions for Change: Lessons Learned

- Involving the students encourages parent involvement
- Need to identify key volunteer leader(s)
- Volunteer acknowledgement and recognition is essential
- Create opportunities for parents to engage and re-engage throughout the year



Healthy Living Champions for Change: Looking Ahead

- Explore a student-parent C4C model
- Pilot using the Communities of Excellence (CX3) process with at least two C4Cs
- Continue identifying leaders and building capacity at current C4Cs



HEALTHY LIVING CHAMPIONS FOR CHANGE: BUILDING TOWARD THE FUTURE

“I am only one, but I am one. I cannot do everything, but I can do something. And I will not let what I cannot do interfere with what I can do.” ~Edward Everett Hale

“How wonderful it is that nobody need wait a single minute before starting to improve the world.”
~Anne Frank

