

Poor nutrition and physical inactivity have created a public health crisis in California.

What can business and government leaders do about it?

Factors that influence eating and activity are shaped by the decisions of businesses and government—decisions that are beyond the control of individual parents or families. We can solve this public health crisis—but only if business and government leaders join us in promoting what works.

Squeezed by time and money, Californians have succumbed to a lifestyle marked by physical inactivity and filled with high fat, high-sugar foods that are more available, affordable and convenient than healthier options. Poor nutrition and inactivity are dooming Californians to serious health problems—including diabetes, heart disease, stroke and cancer. While everyone is affected by these health concerns, limited access to healthy eating and regular activity options affect a disproportionate number of communities of color and low-income neighborhoods.

The mounting costs and consequences of this public health crisis are needlessly borne by government, employers, the overwhelmed health care system, families and individuals.

Thwarting this crisis requires not only that parents and individuals make good choices about eating and activity, but also a major shift in approach for California's public and private sectors.

Today, Governor Schwarzenegger kicks off his Summit on Health, Nutrition and Obesity. There is no better time for our action plan to be used to inform the Governor, his administration, and civic and business leaders of the changes that are needed to stem the obesity crisis. Join us! Send in the coupon today.

Take Action for a Healthier California

- ▶ Eliminate the advertising of unhealthy foods and beverages to children.
- ▶ Establish grocery stores with produce and other fresh, healthy items in all low-income neighborhoods and communities of color.
- ▶ Adopt model worksite policies that include access to healthy food and physical activity and to breastfeeding accommodations.
- ▶ Provide health plan benefits that cover prevention and wellness activities, including counseling, education and access to weight-loss and physical activity programs.
- ▶ Support new mothers in breast-feeding and eliminate in-hospital marketing of artificial baby milk (formula) to new mothers.
- ▶ Ensure full and equitable access to all public facilities (community centers, schools, government buildings) that could house programs and services that increase the amount of daily physical activity for each community member.
- ▶ Adopt and implement "complete streets" policies and build trails to increase safety and convenience for people who walk, bicycle or use wheelchairs.
- ▶ Ensure that children are receiving quality physical education that meets minimum state standards for duration and frequency.
- ▶ Institute healthy food and beverage standards for all meals and snacks available in preschool, school and after-school programs.
- ▶ Implement farm-to-institution programs to make fresh, local and sustainably grown food available at schools, hospitals, worksites and other facilities.

[For a more detailed list of recommendations, go to www.eatbettermovemore.org]

Strategic Alliance
Promoting healthy food and activity environments

Together, we can ensure a healthier future for California.



Yes! I/We endorse Taking Action for a Healthier California and encourage Strategic Alliance to promote it among state government, business and civic leaders.

Name _____

Organization _____

Street address _____

City, State, Zip code _____

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E-mail _____

Send to: The Strategic Alliance, 265 29th Street, Oakland CA 94611