## HEALTHY EATING, ACTIVE LIVING

## The Lemon Grove HEAL Zone initiative priority areas:

- Provide free and low cost exercise and recreation opportunities, along with health focused activities for all members of the community
- Creating healthier food options in Lemon Grove, local schools & pre -schools
- Promoting and advocating for a safe community
- Support leadership development among Lemon Grove community members to advocate for healthier living.
- Support local youth in finding safe and fun places to meet and learn about healthy communities







## What is the LEMON GROVE HEAL Zone?

The Kaiser Permanente HEAL (Healthy Eating Active Living) Zone Initiative is designed to help combat obesity by making healthy choices accessible to more people in underserved communities across Southern California. The Lemon Grove HEAL Zone is facilitated through a 3-year Kaiser Permanente grant awarded to Community Health Improvement Partners (CHIP). More information can be found of the CHIP website: http://www.sdchip.org/initiatives/lemon-grove-heal-zone/

## How will this help the Lemon Grove Community?

These efforts will empower residents to lead healthier lives through environmental changes that are sustained by policies and enhanced by education and promotion. Please keep your eye out for upcoming workshops and forums. Our goals is to increase the opportunity for all community members to learn more about creating safe and healthy environments for families, children & youth, and seniors.

The Lemon Grove HEAL Zone's Resident Leadership Team is group of residents interested in learning more about the healthy eating, active living, community safety health advocacy, civic participation and leadership.

We meet the second Thursday of each month at First Baptist Church-Blaine Fellowship Hall (2910 Main Street at Central Avenue). Meetings are held from 5:30 p.m.-7:00 p.m.

For more information please contact Anita Lopez, Program Manger at (619) 942-2164 or email alopez@sdchip.org



Lemon Grove HEAL Zone page

Join us on Meet Up:



meetup HEAL in Lemon Grove

#### Our partners include:

















Local partners include:

- Spears Academy of Martial Arts
- Yoga Rascals
- Body by Discipline
- Lemon Grove Clergy Association

Core support for Lemon Grove HEAL Zone provided by:







Facilitated by Community Health Improvement Partners

## What is the Lemon Grove HEAL Zone?

The Lemon Grove HEAL Zone is a network of community partners working together to help make healthy choices the easy choices for Lemon Grove residents. Our goal is to help prevent diseases such as diabetes and hypertension that often result from being overweight or obese.

## Why do we need a HEAL Zone?

In Lemon Grove, 60% of our adults and 46% of our children are either overweight or obese.

## What will the HEAL Zone do?

The HEAL Zone is working from a Community Action Plan (CAP) that was created by Lemon Grove residents specifically for Lemon Grove residents. The CAP has many activities and strategies aimed at helping people eat better and move more by:

- 1. Decrease calorie consumption
- Increase consumption of healthy food and beverages such as fresh fruits and vegetables and drinking water
- 3. Increase physical activity

#### How does the HEAL Zone work?

The Lemon Grove HEAL Zone brings together community residents with a network of partner organizations, including:

- City of Lemon Grove
- Lemon Grove School District
- Community Health Improvement Partners
- Kaiser Permanente
- UCSD Center for Community Health

By working together, we can make lasting, positive changes in Lemon Grove's social and physical environments.

## How can you get involved?

We invite and welcome individuals, groups and organizations to join the Lemon Grove HEAL Zone and the fight against obesity.

Please email anelson@sdchip.org or call AngelesNelson at (619) 942-2126 for more information.

### **About HEAL**

Inspired by its mission to improve community health, Kaiser Permanente developed the HEAL program in 2004 to support healthy behaviors and reduce obesity through clinical practice and sustained community-level change. In 2005, the HEAL initiative grew to include place-based work, known as Community Health Initiatives (CHI). Today, six HEAL Zones are an extension of the HEAL program. Since the program began, Kaiser Permanente will have committed more than \$21 million to support HEAL efforts across Southern California.

#### Our message

The Lemon Grove HEAL Zone focuses on five daily behaviors that can improve health:

- 5 or more servings of fruits & vegetables
- 2 hours or less recreational screen time\*
- 1 hour or more of physical activity
- 0 sugary drinks, more water and low-fat milk

\*Keep TV/computer out of the bedroom. No screen time for children under age 2.









Facilitated by Community Health Improvement Partners

## ¿Que es Lemon Grove HEAL Zone?

El proyecto Lemon Grove HEAL Zone es una red de aliados comunitarios que colaboran para ayudar a que las opciones saludables sean opciones al alcance de sus residentes. Nuestro objetivo es ayudar a prevenir enfermedades como la diabetes y la hipertensión que, con frecuencia, son consecuencia del sobrepeso o la obesidad.

La visión del proyecto HEAL Zone es que las personas coman más saludablemente y que hagan más actividad física en su vida diaria

¿Porque necesitamos Heal Zone?

60% de los adultos y 46% de nuestros niños en Lemon Grove tienen exceso de peso.

### ¿Que hace Heal Zone?

Cada HEAL Zone del Sur de California se enfocará en tres objetivos específicos:

- Reducir la cantidad de calorías que se consumen
- Aumentar el consumo de alimentos y bebidas saludables
- 3. Aumentar la actividad física

## ¿Como funciona Heal Zone?

El proyecto HEAL Zones ha convocado una coalición ganadora conformada por aliados locales que incluye:

- Dependencias y entidades de gobierno
- Escuelas
- Organizaciones comunitarias,
- Empleadores
- Empresas
- Iglesias
- Proveedores de cuidados de salud
- Representantes de Kaiser Permanente

Podemos hacer cambios permanentes y positivos en Lemon Grove trabajando juntos.

## ¿Como participa usted?

Invitamos a las personas, grupos, y organizaciones de Lemon Grove para que juntos luchamos contra la obesidad.

Encuéntrenos en www.LGHEALZone.org y

facebook.com/LemonGroveHEALZone

#### Acerca de Heal Zone

La iniciativa HEAL Zones fue creada para ayudar a combatir la obesidad y ofrecer opciones saludables a más personas en comunidades marginadas del Sur de California. El acrónimo HEAL significa "sanar" y el nombre completo en inglés es *Healthy Eating Active Living*, o Alimentación Saludable y Vida Activa. El proyecto HEAL Zones es una extensión del programa HEAL de Kaiser Permanente que, en 2004, comenzó a abordar el problema de la obesidad y otros problemas de salud relacionados con la obesidad.

### Nuestro mensaje

Hay cuatro hábitos saludables que Lemon Grove Heal Zone quiere promover para mejorar la salud de las personas en la comunidad.

- 5 porciones de frutas y verduras al día
- 2 horas o menos de computadora y televisión al día.\*
- 1 hora o más de actividad física todos los días
- 0 bebidas azucaradas. Tome agua y leche baja en grasa.

\*Se debe evitar que los niños menores de dos años vean television.













## MEDIA ADVISORY

March 15, 2017

Contact: Jim Ellis, Lemon Grove HEAL Zone Media Specialist

(858) 518-5826 / JimEllis1103@Yahoo.com

## YMCA, Lemon Grove HEAL Zone and San Diego Padre's Friar Join Forces to Support National Healthy Kids Day

**WHO:** Racquel Vasquez, Mayor, City of Lemon Grove

Mebrahtom "Meb" Keflezighi, US Olympian, 2014 Boston Marathon Winner

San Diego Padre's Friar and Pad Squad

Local Sports Heroes, Elected Officials, Community leaders, Kaiser Permanente officials, Healthy Food Vendors, and an estimated 400 local children and residents

WHAT: Celebrated by YMCA since xxx, the National "Healthy Kids Day" attracts 1.2 million

participants nationwide. A local celebration in Lemon Grove will bring together community leaders, the mayor, a Boston Marathon winner and a frolicking and fun Friar mascot to promote health and wellness for all children and to kick off the summer right. Physical activity demonstrations will be presented by Spears

Taekwondo Academy, Body by Discipline, Yoga Rascals, and local dance groups. A Public Health Heroes Award Ceremony will recognize YMCA Wellness Champions

and HEAL Zone Resident Leaders.

**WHEN:** 10 a.m. to 2 p.m., Saturday, April 29, 2017

(Official Awards Presentation to take place at 11:15 a.m.)

WHERE: Lemon Grove Recreation Center, 3131 School Lane, Lemon Grove, CA 91945

WHY: STATS? Childhood obesity rates among youth in Lemon Grove continue to be some

of the highest in San Diego County, with national averages also rising. Because of this trend, Kaiser Permanente invested \$1 million to a HEALZone (Healthy Eating Active Living) initiative. The Lemon Grove HEALZone partners with YMCA to take a day to celebrate healthy activities, habits and behaviors for the sake of healthy children.

Note to reporters: One-on-one interviews with the mayor and other notable participants available at the event. Spanish speaker available for interview upon request.





# THE Lemon Grove H.E.A.L. ZONE & YMCA JOIN FORCES TO CELEBRATE NATIONAL HEALTHY KIDS DAY

Community-based organizations Collaborate to Promote Health and Wellness for All Children in Lemon Grove and Surrounding Areas

Saturday, April 29, 2017 (11am-1130am) 115-

\*\*\*\*APPEARANCE ONLY: Mebrahtom "Meb" Keflezighi, United States Olympian / 2014 Winner – Boston Marathon

<u>Anita M. Lopez (Event Emcee)</u>: Good morning everyone, and welcome to *National* Healthy Kids Day – Lemon Grove!

My name is Anita Lopez, and I represent Community Health Improvement Partners (CHIP), and we serve as the Coordinating Agency for the Lemon Grove Healthy Eating Active Living Zone Project funded by Kaiser Permanente. The HEAL Zone Project is a comprehensive, community-wide effort to make healthy choices more accessible to more people in Lemon Grove, and we also aim enhance the built environment to support physical activity opportunities in Lemon Grove -- where obesity rates are high -- and can lead to chronic conditions such as diabetes and hypertension.

Today, we are here to celebrate *National* Healthy Kids Day in Lemon Grove in recognition of one of our community's greatest assets — our children. Through our work with the Lemon Grove HEAL Zone, our aspiration is to (ultimately) leave a *legacy of health* for our youth (and families) for generations to come in this community.

For today's press conference event, our plan for the next 30 minutes is to give Awards, to some of our community's Unsung Heroes that have taken *action* to improve health and wellness in our community. We will also hear from our City's Mayor and several community partners who will voice their support for positive community change in Lemon Grove, healthy food access, and more PA opportunities, leading to a healthier Lemon Grove. Today's event (overall) will go until 2pm, so everyone will have the opportunity to access the healthy food vendors that are with us today, and engage in physical activity opportunities (led by Yoga Rascals, Body by Discipline, and Spears Taekwondo Academy) at our Joint Use field behind the Lemon Grove Rec Center, which is (plug: Open Every Saturday from dawn to dusk).

Without any further adieu, let's hear from our new Mayor of Lemon Grove, The Honorable Racquel Vasquez ...

Racquel: Greetings fellow citizens of Lemon Grove. Thank you for coming out to support this event.

In June 2011, the City of Lemon Grove made the decision to officially close its Recreation Department for cost savings (\$576,000 annually), which resulted in cuts to youth sports activities and adult programs. Physical activity opportunities for local community residents have been extremely limited since the time of this decision, and (unfortunately) childhood obesity rates among youth in Lemon Grove continue to be some of the highest in the County.





Now that I am Mayor of this City, one of my priorities is to seek partnerships that will restore the availability of quality physical activity opportunities in Lemon Grove, and I am hopeful that my staff and I can explore new opportunities with nationally recognized organizations like the YMCA and Kaiser Permanente, to brainstorm ways to make our City whole again in this regard.

Under my leadership of the City, fiscal accountability will remain #1, but I also want to publicly acknowledge that improving the quality of life of children, youth and families in Lemon Grove is also fundamental and paramount to the success of our City. So, I'm hoping that with the success of this event, that this only brings us closer collaboratively in reaching our collective goals of a healthier Lemon Grove.

Thank you - and enjoy today's events.

<u>Anita</u>: Thank you Madam Mayor for your thoughtful remarks and participation in today's event. Next, let's hear from one of our collaborative partners and a representative of the YMCA locally, Ms. Kim Woodworth.

### Kim:

Wow – today's event looks wonderful – what a great day for children, youth and families of Lemon Grove.

Lemon Grove is a special place for our organization, not only because of today's event, but because we have been partners with the Lemon Grove HEAL Zone since it formally began in January 2012. In the last 5 years we have worked diligently with childcare providers through our Wellness Champion's program to ensure that preschools grow up in nurturing, healthy and positive environments, which yields a direct, positive impact on children of Lemon Grove.

To date, the YMCA Childcare Resource Services program has graduated <u>24</u> Wellness Champions from our program, to create safe, healthy environments for our preschoolers in Lemon Grove, and we have also facilitated <u>21</u> "garden builds" at the childcare sites that we work with in Lemon Grove, so kids learn now to grow food. I think you will agree that these are very positive outcomes that will contribute to health positive environments for our kids is Lemon Grove.

In future years, we hope to expand the number of childcare sites in Lemon Grove that participate in our program, and enhance these childcare sites we work with in Lemon Grove, to include food security assessment capacity and supportive environments for breastfeeding mothers.

We've done a lot, but there's always more work to accomplish. As the Mayor said, today is a nice beginning to fruitful and growing partnership. We are definitely open to participating in meetings with the City, School District and others, to address the gaps in services that exist in this target community.

Thank you very much, and please enjoy your day.

<u>Anita</u>: Thank you Kim – we appreciate your partnership and your kind words. Our next speaker is Lindsey Masukawa-Wright of Kaiser Permanente San Diego Medical Center.





Lindsey: Thank you Anita, wow - what a great event.

Kaiser Permanente San Diego Medical Center is a proud supporter of the Lemon Grove HEAL Zone effort. We believe in prevention and wellness and whole communities, and that is primary reason why we support the comprehensive, community-wide efforts of the Lemon Grove HEAL Zone in reducing childhood obesity and related chronic illnesses and disease.

We want children in Lemon Grove to THRIVE and experience optimal health and a good quality of life. A legacy of health is what we want all people in Lemon Grove to experience, especially our kids. Therefore, we fully support the great work of HEAL Zone with its 5-year extension of the Joint use Agreement right here behind the Lemon Grove Rec Center, and with its installation of exercise equipment at Lemon Grove Park, and construction of formalized walkways in Berry Street Park, just to name a few example.

I agree that this event is a great day for Lemon Grove with all the partners working together – by working together we can achieve more.

Have a wonderful day.

<u>Anita</u>: Thank you Lindsey for your kind words and support. Now, our final event speaker is Elijah Gordon. Elijah is a Lemon Grove Resident Leadership Program graduate from 2013, and since that time, he has been a consistent advocate for increasing physical activity opportunities for youth in Lemon Grove.

<u>Elijah</u>: In 2013, I participated with my Mom in the Resident Leadership Academy program, and during the program I learned about how our environments affect our health – the impact of those environments can be good or bad. And here in Lemon Grove, with having recreation services available to the residents of this community, it's just been sad for my family and I to seek recreation opportunities outside of the City, because they don't exist here in Lemon Grove since 2011. My parents even wanted to make a change, and for over a year in 2013 participated in the City's Recreation Focus Group – I was very proud of them for being a part of the process to push the City to re-establish recreation services in this community. Nevertheless, while that was a good exercise for them to participate in years back, there has still been no formal action taken to increase the availability of these services in the community.

Yet, in still, I know these things take time, but I'm hoping things change for the better soon. Having the YMCA here in town working with the City seems ideal to me (smile), but I'm just a kid — seems like a natural fit though. Ha ha has (Laughing, chuckling). In any case, no matter what it takes, I'm hopeful partners will figure out a way to make recreation services available again in the City of Lemon Grove.

Anita: Thank you Elijah. Great job! You are our future. I tell you that young man is on fire, and I predict one day that he'll run for City Council of Lemon Grove. (Smile) Okay -- last but not least, now the Awards ...

<u>Anita</u>: Every sectors contribution to improving health in this community is important, and our collaborative efforts to improve health, safety and quality of life (with the City, School District, Community Based organizations, and others) are moving along quite well.





Today (however, as I stated at the beginning of this press event), we want to formally recognize our community's <u>Unsung Heroes</u> who make a significant contribution to the HEAL Zone's success in Lemon Grove. Once again, they are our community's Childcare Providers (or what we call — Wellness Champions). These childcare providers work tirelessly to preserve and protect the health of our children in Lemon Grove, and represent local businesses that provide a healthy, nurturing environments for our children through providing good nutrition and quality PA opportunities for our preschoolers. The contributions of our Wellness Champion childcare providers creates a unique and strong foundation for preschoolers to move forward in leading a healthy and active lives in the future, ... academically, emotionally, and physically — Mind, Body and Spirit.

At this time, I like to call up the following Wellness Champion childcare providers who are here today, to accept this Award as a group.

Pictures, Pictures

Thank you Wellness Champions for all that you do ...

Today, we would also like to formally acknowledge the members of the Lemon Grove HEAL Zone's Systems Leadership Team and Resident Leadership Teams, which provide a solid foundation for advancing the goals of the HEAL Zone in Lemon Grove. The Teams are a significant part of the core infrastructure in place advancing the HEAL Zone's initiatives in Lemon Grove. The Leadership Teams that we have in place serve as the "engines" of our community-wide effort, and we applaud consistency and commitment to the advancement of HEAL efforts in Lemon Grove, in promoting healthy eating and activity in this wonderful community.

I'd like to call up members of the Lemon Grove HEAL Zone Systems Leadership Team and Resident Leadership Teams, to accept the following Award, as a group.

**Pictures, Pictures** 

<u>Anita</u>: Okay, thank you everyone that formally concludes our press conference event, and now the fun begins with all the activities we have planned for you – please enjoy the food vendors and healthy snacks that are available to you. Have a wonderful day Lemon Grove!

# Lemon Greve HEALZONE



## WEDNESDAY, MARCH 29, 2017 AT 5:30PM AT THE LEMON GROVE LIBRARY

## "HEALTHY ADVENTURES WITH DRINKS AND VEGGIES"

## **Nutrition Workshop**

Learn how to identify the amount of sugar in popular sugar sweetened beverages and how to make healthy beverage choices. There will be an interactive activity where parents and their children can learn fun ways and recipes to try new fruits and vegetables.

In partnership with:











# Healthy Family Dinner

Supervised physical activities for the kids

Prizes and giveaways

Recipe Books for your children

Healthy smoothie preparation and tasting

## **LEMON GROVE LIBRARY**

3001 School Ln. Lemon Grove, CA 91945 (619) 463-9819

Please RSVP with Angeles Nelson at anelson@sdchip.org Phone: (619) 942-2164 Cell: (619) 884-3541

# Lemon Greve HEALZONE



## MIERCOLES 29 DE MARZO, 2017 A LAS 5:30PM EN LA BIBLIOTECA DE LEMON GROVE "AVENTURAS SALUDABLES CON BEBIDAS Y VERDURAS"

## Taller de Nutrición

Aprenda como identificar la cantidad de azúcar en bebidas dulces populares y cómo seleccionar opciones saludables. Habrá una actividad interactiva en la cual los niños y los papás aprenderán métodos divertidos y recetas para probar nuevas frutas y verduras

En colaboración con:











# Cena saludable familiar

Actividades físicas y juegos para los niños

**Premios y regalos** 

Recetarios para que sus niños aprendan a cocinar

Preparación y degustación de batidos saludables (smoothies)

## **LEMON GROVE LIBRARY**

3001 School Ln. Lemon Grove, CA 91945 (619) 463-9819

Favor de RSVP con Angeles Nelson anelson@sdchip.org Teléfono: (619) 942-2164 Cell: (619) 884-3541



#### FOR IMMEDIATE RELEASE

CONTACT: Melanie Briones ~ 858-609-7976 ~ mbriones@sdchip.org

## LEMON GROVE HEAL ZONE PARTNERS WITH "YOGA RASCALS" TO OFFER CHILDREN'S YOGA CLASSES

**Lemon Grove, CA** – Yoga, a physical discipline known to bring calm and peace to participants, is making its way into the classroom. Yoga Rascals, a children's yoga company based in La Mesa, has partnered with Lemon Grove School District's Extended Day Program to teach yoga to elementary school students during their afterschool care. Classes begin April 26 at San Altos Elementary.

Yoga Rascals made alliances with the school district through the Community Health Improvement Partners (CHIP) Lemon Grove HEAL Zone, a 3-year project funded by a \$1-million grant from Kaiser Permanente to promote healthy living in the community. HEAL Zone Sr. Project Manager Melanie Briones said she met with Yoga Rascals founder Sünje O'Clancy to discuss her interest in partnering so students could increase their physical activity.

Yoga Rascals, whose motto is "Living Healthy and Happy," provides very active classes that spark children's imagination with a yoga story. Regarding a poem that combines movements with fun rhymes about eating fruit, 8-year-old Ethan exclaimed, "The best part about yoga was when we were picking the fruit, especially when we rolled on our back as tangerines."

Said O'Clancy, "Students are having lots of fun while learning the poses, as well as experiencing the calming and relaxing effects of yoga. Sharing the joy of yoga and seeing the smiles on the students' faces has been extremely rewarding for all of us."

The students also like to point out their favorite poses: being upside down in Candle Pose, known as shoulder-stand in an adult yoga class, proves an all time favorite, along with Dog Pose, Cat, Mouse, Snake, and Sun Salutations. "I liked it when we pretended we went on an adventure," said kindergartener Alissa. Said Nicholas, "I liked it when we went on an airplane!"

Site leader Jessica Dukerschein, who questioned how some of her students would react to the program, acknowledged the students are excited about the classes and make sure to tell their parents.

Yoga Rascals is dedicated to enhancing children's lives through yoga by creating a nurturing and fun environment that supports their development and learning so they may realize their fullest potential. Yoga Rascals offers yoga classes for children of all ages in San Diego County including yoga for preschoolers, in school and after school yoga classes, yoga assemblies, yoga at libraries, and family yoga.

To learn more, visit <a href="www.yogarascals.com">www.healzones.org</a> //<a href="https://www.facebook.com/LemonGroveHEALZone">https://www.facebook.com/LemonGroveHEALZone</a>

Name Lemon Grove HEAL Zone (619) 942-2164 ~ E-mail

## **HEADLINE (ONE LINE ONLY)**

Subhead: More Detail As Needed, One Line Only

**Lemon Grove, CA:** Your announcement starts here, and should lead with a strong first paragraph that clarifies what you are announcing, where, and its relevance to your industry. Don't bury the lede: doing so makes it harder on reporters to find the information they need most, so get right to it in the first paragraph.

The second paragraph is the best spot for quotes, but choose your quotes carefully. No reporter likes reading from a sea of people saying the same boring thing. Leverage quotes to build the importance of your story but also to shape your core messages. Whenever and wherever possible, include quotes from customers or partners who will benefit from the news, and avoid extreme exaggeration.

In the third paragraph it's often tempting to add fluff that doesn't need to be there. It's also often extremely tempting to bleed over to a second page by bolstering the third paragraph with company history, lore, and supporting expert opinions. Keep in mind that the goal of the release is to provide clear, concise context on the story—you can always including more detail or links to additional testimonials in your pitch emails or on your blog. Some additional words of wisdom:

- Nobody likes long blocks of content, so use bullets to your advantage to break up the text
- Use language people can actually understand. If you had to use thesaurus.com to find it. delete it
- During your final edit, be honest with yourself on whether or not you are truly focused on what is newsworthy about this announcement. If not, revise accordingly.

###



About Lemon Grove HEAL Zone: In collaboration with Community Health Improvement Partners (CHIP); and Kaiser Permanente, the Lemon Grove HEAL Zone holds the vision where "people eat better and move more as a part of daily life." Goals include increase healthy food and beverage consumption, decrease calorie consumption and in increase in physical activity. www.HealZones.org