NLB Before The HEAL ZONE

• 37% of Long Beach adults are classified as overweight.
• Minimal Community Engagement
• A solid Community Empowerment Strategy was needed
Community Empowerment Model

1. Community Organizing
2. Leadership Development
3. Emphasize “3 Pronged Approach” to Healthy Living
Community Organizing

- Started with only 5 neighborhood association
- Identified HEALTH as a central organizing issue
Leadership Development

- Established a District Captain program
- Worked with schools to develop youth and parent groups
- Established new neighborhood associations
Jordan High School AIMS Program

Collaborate with Jordan High School AIMS Program to create a healthier campus

Accomplishments:

• HEAL messaging displayed throughout campus
• Students advocating for hydration stations on campus
• Students forming a Wellness Club on campus
LB Teen Leadership Program

- Approximately 20 teens meet weekly in the summer to determine how to create a healthier N. Long Beach
3-Pronged Approach
#1. Increase healthy food and beverage consumption
#2. Increase physical activity
#3. Improve the prevention, treatment, and management of obesity and its related conditions
Where we are today?

• Currently we have 12 active associations:
  – Houghton Park
  – Grant
  – DeForest Park
  – Hamilton
  – Starr King
  – Longwood
  – Coolidge Triangle
  – College Square
  – Ramona Park
  – Collins
  – Andy Street
  – St. Francis
Where we are today?

• Leading the city of Long Beach in Urban Agriculture

• 4 active and vibrant Community Gardens for our residents

• Developing an Urban Agriculture Council to manage our gardens
Crop Swap

North Long Beach Crop Swappers
First Saturday of every month
Visit us on Facebook
Community Victory Garden
“Lessons Learned”