



**KAISER
PERMANENTE®**

Southern California HEAL Zone Fact Sheet

The HEAL Zone Initiative

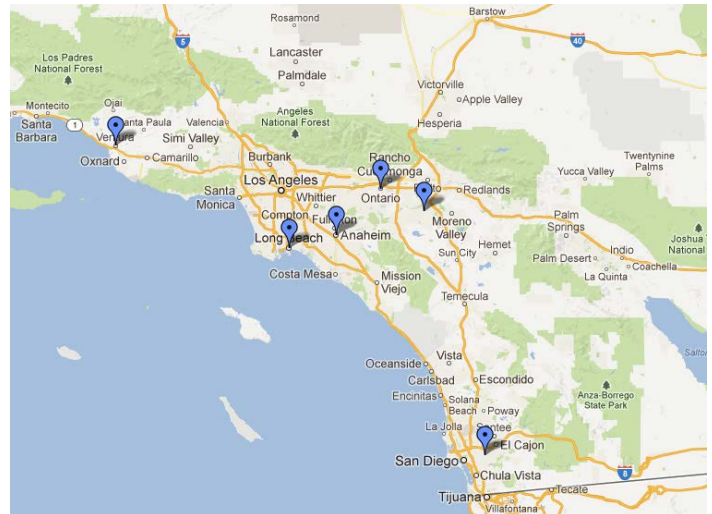
The HEAL (Healthy Eating Active Living) Zones initiative is designed to help combat obesity by making healthy choices accessible to more people in underserved communities across Southern California. The HEAL Zones are an extension of Kaiser Permanente's Healthy Eating Active Living (HEAL) program that began in 2004 to address obesity and other related health conditions.

In 2012, Kaiser Permanente Southern California funded six communities to develop community-based interventions to increase opportunities for engaging in healthy behaviors. Each site or HEAL Zone is a small community of 10,000 to 20,000 residents with high obesity rates and other health disparities.

Vision

The vision of HEAL Zones is for people to eat better and move more as part of daily life.

To make this vision a reality, the HEAL Zones bring together a robust coalition of partners including local public agencies, schools, community-based organizations, employers, local businesses, faith-based organizations, and health care providers including local Kaiser Permanente representatives. Coalitions engage and cultivate local residents to advocate for policy and environmental changes.



Every HEAL Zone site can receive \$1 million over the course of three years, in addition to technical and evaluation support, and active engagement from Kaiser Permanente's regional and local staff.

The HEAL Zone Initiative cross-site evaluation will promote program improvement, assessing impact, and sharing lessons learned internally within Kaiser Permanente and externally with the field of practitioners and evaluators.

Kaiser Permanente is the principal sponsor or co-funder of 40 community health initiatives in California, Colorado, Georgia, Ohio, the Pacific Northwest, and the Washington, D.C. area.

Sites participate in peer-to-peer HEAL learning community through in-person convenings, peer networking and group learning, teleconferences and webinars to increase their capacity to effectively implement place-based HEAL environmental and policy change.

For more information visit www.HealZones.org
www.kp.org/communitybenefit/sca

Southern California HEAL Zones and Partners

Anaheim, Orange County

- Alliance for a Healthy Orange County
- Anaheim City School District
- Anaheim Family YMCA
- Anaheim Unified High School District
- City of Anaheim
- Disneyland Resort
- Northgate Market
- Orange County Health Care Agency

Lemon Grove, San Diego County

- California Project LEAN
- City of Lemon Grove
- Community Health Improvement Partners
- Lemon Grove School District
- Network for a Healthy California
- The Patch (Lemon Grove Patch)
- WalkSanDiego
- YMCA Childcare Resource Service

North Long Beach, Los Angeles County

- Californians for Justice
- City of Long Beach
- Long Beach Community Action Partnership
- Long Beach Unified School District
- The Children's Clinic, Serving Children and their Families

Ontario, San Bernardino County

- City of Ontario
- Chaffey Joint Union High School District
- Kids Come First Community Health Center
- Loma Linda University
- Ontario-Montclair School District
- Pitzer College
- Reach Out
- YMCA

East Riverside in Riverside County

- City of Riverside
- Community Action Partnership
- Network for a Healthy California
- Riverside Unified School District
- Riverside Community Health Foundation
- Riverside County Child Care Consortium
- Riverside County Health Coalition
- Riverside County Public Health

West Ventura, Ventura County

- Central Coast Alliance for Sustainable Economy (CAUSE)
- City of Ventura
- First 5 Ventura
- Food Share
- Landon Pediatric Foundation
- Ventura Climate Care Options Organized Locally (VCCool)
- Ventura County Public Health
- Ventura Unified School District

“When residents mobilize and get involved in important community issues, we see a wonderful transformation. With each success, people become inspired to take on the next health challenge, and they do so more confidently and effectively. They prove that good health can help make anything possible”.

Common HEAL Strategies

Neighborhoods

- Parks, trails and other public spaces
- General Plan amendments
- Corner store conversion efforts
- Farmers markets and community gardens

Schools

- Cafeteria reforms
- PE standards, after school programs
- Joint Use Agreements
- Safe routes to school

Healthcare

- BMI as a vital sign
- Green and physical activity prescriptions

Other

- Worksite wellness programs
- Media and social marketing
- Resident and/or student advocates
- Promotoras

For more information visit www.HealZones.org
www.kp.org/communitybenefit/sca