



Creating a Healthier Community

Reflections on Policies for Sustained Community Transformation

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HEAL Spring Learning Community 2014
April 23, 2014

EFFECTIVE COMMUNITY ENGAGEMENT

- Be clear about the purpose and goals of community engagement & the community to be engaged
 - What are the parameters of funding and determine whether funding supports community engagement
- Learn about the community:
 - Who do residents identify as the decision makers, allies and opponents?



How We Meet Our Advocates

- Community events
 - Health fairs
 - City council meetings
 - Community forums
 - Concerts in the park
- Introduction by partner organizations
 - Preschool and childcare organizations
 - Other CBO's (Community Based Organizations)
 - Community Leaders

What We Do With Our Advocates

- Train Advocates – *Change Starts With Me*
 - Understand levels of advocacy
 - Knowledge of civic structure
 - Speak on behalf of an issue
 - Leadership skills
- Engage Advocates
 - Testify at city council meetings
 - Perform community audits
 - Speak to other community residents
 - Meet with policy makers

Effective Community Engagement

- Commit to long term involvement



Corner Store Marketing Audit

- In order to understand the retail landscape in Baldwin Park, youth and residents equipped with disposable cameras and paper surveys, mapped out corner stores and found 17 of them within a two mile radius of schools
- Community Members assessed:
 - Marketing aspects (signage, product placement, cash register)
 - Store products (types, quantity and quality)



Community Driven Data Approaches

Community data allowed residents to use photographs and other evaluation tools to assess the conditions and problems "from the eye of the community" to define for themselves what works and needs to be changed.

- Testimonials
- Walkability Assessments
- Crime and Safety Park Audits
- School Campus Marketing Audits
- Vending Machine Audits
- Corner Store Marketing Audits
- Photovoice
- Resident and youth focus groups



Prioritizing Issues: Searching For Healthy Food

Lessons learned:

- Community members and youth want to see change in their retail environments
- Business owners do not have the resources or support in business management to determine customer needs and innovative marketing strategies
- Resource such as healthy floor guidelines, WIC and business incentive loans were not know by the owners or participants



Program features:

- Customized visits with corner store owners
- Store owner interviews
- Customer surveys
 - Customer needs
 - Store conditions



Effective Community Engagement through the Healthy Selections Campaign in Baldwin Park



Healthy Selection Campaign At-a-glance

- PHASE 1: Increase healthy marketing, product placement and resources for healthy retail to stores
- PHASE 2: "Healthy Selection" City Recognition Campaign
- PHASE 3: Partial to complete corner store conversions and policy development with support from a consultant and community members



Healthy Selection Accomplishments



Converting Corner Stores, Markets & Big Box Stores

Smart & Final



Give Power and Decision Making to the Community



Effective Community Engagement Led To Long Term Opportunities For Growth

- o Advocates are trained to assess issues at hand.
- o Parents and Teens present updates on community efforts and priorities to elected officials at a local and state levels



FINAL THOUGHT

“It takes a village to raise a child”



CALIFORNIA CENTER FOR PUBLIC HEALTH ADVOCACY



For More Information, Contact:

California Center for Public Health Advocacy
Office: (626) 962-5900
www.publichealthadvocacy.org



**People on the Move:
Connection to a Larger Vision**



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graph TD; A((State and Local Policy Platform)) --- B((Partnership Building)); A --- C((Community Mobilization)); A --- D((Research)); A --- E((State & Local Data)); A --- F((Expert panel Advice)); A --- G((Media Advocacy)); A --- H((Policy Maker Education));
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