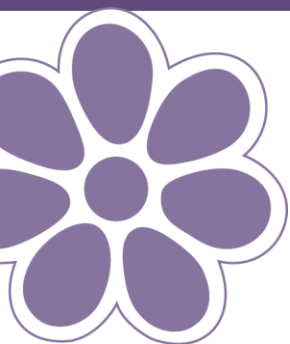


What does this phrase mean to you?





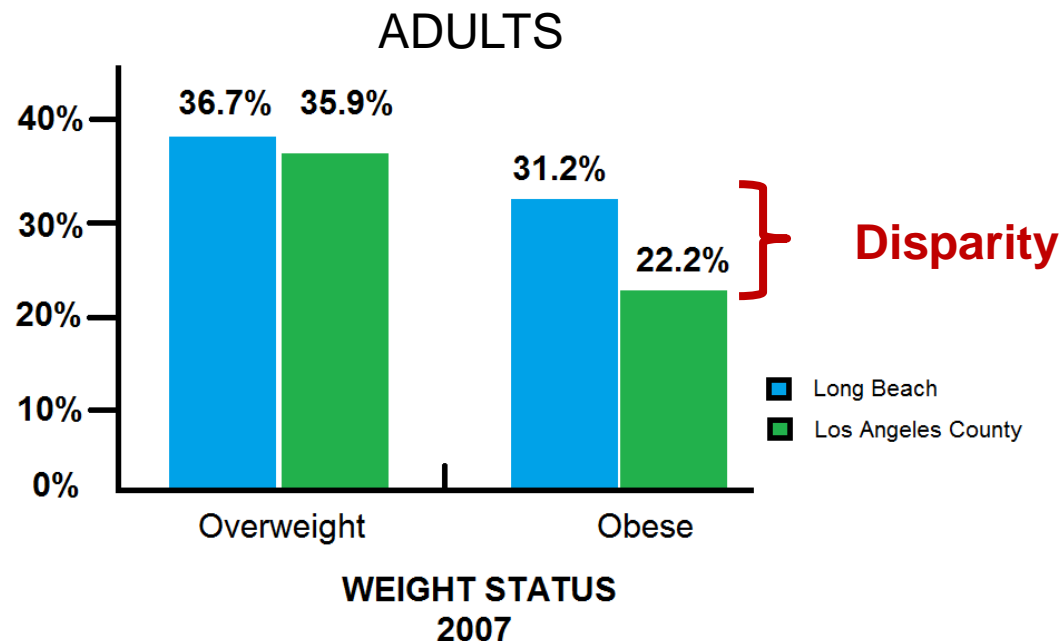
Healthy Eating
Active Living



Why the HEAL Zone?

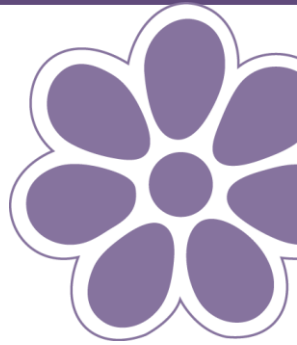
North Long Beach

Data from 2010: 40.7% Children = Obese

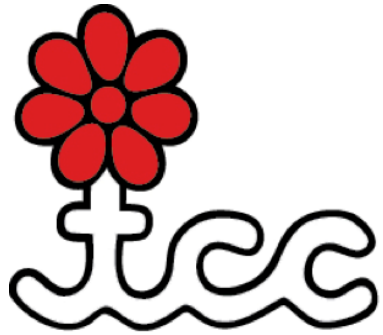


North Long Beach HEAL Zone

Partnering to Maximize Resources



- Californians for Justice
- City of Long Beach
- LB Community Action Partnership
- LB Unified School District
- The Children's Clinic

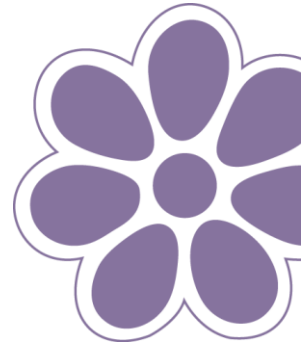


The Children's Clinic

"Serving Children & Their Families"

Celebrating 75 years of serving, caring and healing

www.thechildrensclinic.org



Our Mission

To provide quality integrated, innovative health care that will contribute to a healthy community, focusing on those in need and working with patients and the community as partners in their overall well being.



The Children's Clinic
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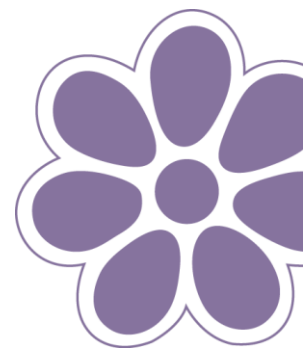
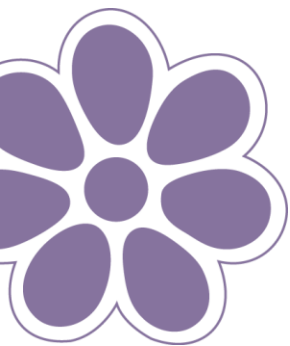
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Health Education and Outreach



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The Spectrum of Prevention

Influencing Policy & Legislation

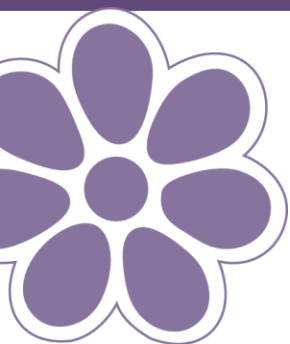
Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills



Strengthening Individual Knowledge & Skills

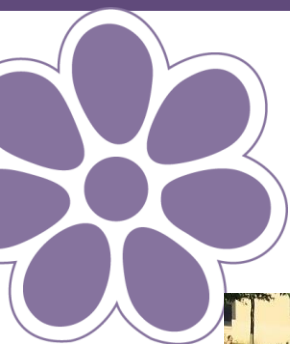


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The Spectrum of Prevention

Influencing Policy & Legislation
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Fostering Coalitions & Networks
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Promoting Community Education
Strengthening Individual Knowledge & Skills



Promoting Community Education

Health Fairs, Parent Groups, Schools, Faith Based Orgs, Stores



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The Spectrum of Prevention

Influencing Policy & Legislation

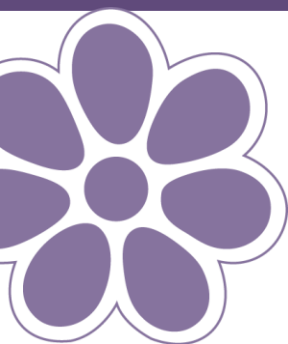
Changing Organizational Practices

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Educating Providers



The Children's Clinic
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Healthy Eating. Active Living.



Name: _____ Age: _____

Phone: _____ Date: _____

This Prescription will help you manage your weight and improve your daily life.

HEALTHY EATING:

Eat REAL food (not packaged)

- ☐ Add a rainbow of fruits and vegetables to each meal
- ☐ Limit the amount of fast food and junk food
- ☐ Eat smaller portions
- ☐ Drink water instead of sugared beverages

ACTIVE LIVING

Exercise: ☐ 30 min ☐ 60 min ☐ Other ____min/week

Notes:



MD Signature: _____

Number of Refills: Unlimited

The Spectrum of Prevention

Influencing Policy & Legislation
Changing Organizational Practices
Fostering Coalitions & Networks
Educating Providers
Promoting Community Education
Strengthening Individual Knowledge & Skills



Fostering Coalitions & Networks

Schools, Stores, CBOs, FBOs, Restaurants, City...

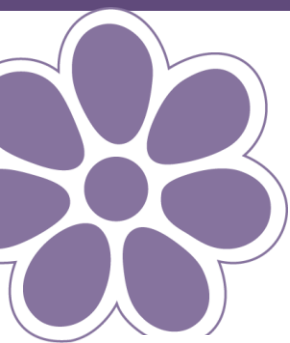


Educating Providers

Promoting Community Education

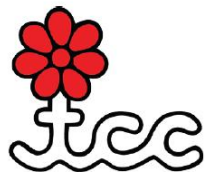
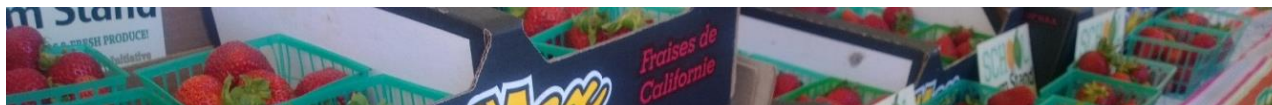
Strengthening Individual Knowledge & Skills

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Changing Organizational Practices

Being Innovative to maximize Impact!



The Children's Clinic
"Serving Children & Their Families"

HEALTHY LIFESTYLES RX PROGRAM

Spend \$5, Get \$5 FREE

We'll match your fresh fruit & veggie purchase

Gasta \$5, Recibe \$5 GRATIS

Iguallaremos su compra de fruta y verdura fresca



HEALTHY LIFESTYLES Rx PROGRAM

MRN: _____

Date Issued: _____

Number of Family Members: _____

0001

See back for participating vendors // *Vea el reverso para vendedores participantes*



The Spectrum of Prevention

Influencing Policy & Legislation
Changing Organizational Practices
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Educating Providers
Promoting Community Education
Strengthening Individual Knowledge & Skills

Influencing Policy & Legislation



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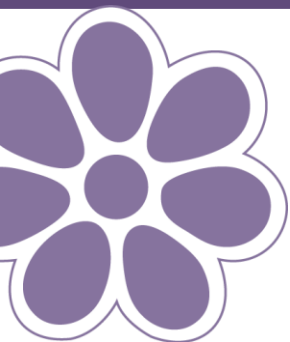
Celebrating 75 years of serving, caring and healing



KAISER PERMANENTE®

The Spectrum of Prevention

Influencing Policy & Legislation
Changing Organizational Practices
Fostering Coalitions & Networks
Educating Providers
Promoting Community Education
Strengthening Individual Knowledge & Skills



Health Education and Outreach

Contact the HEO Department:
(562) 933-0511



The Children's Clinic
"Serving Children & Their Families"

Lily Martínez, MPH, CHES, IBCLC
Director of Health Education & Outreach

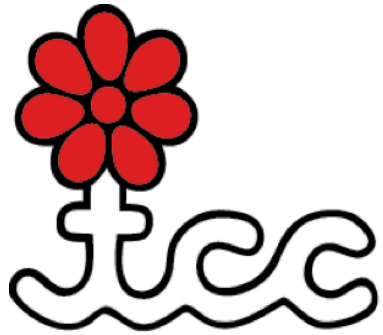
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lmartinez@thechildrensclinic.org



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