



Unless the dual epidemics of childhood obesity and diabetes are curbed, today's children could be the first in modern history to have a shorter life expectancy than their parents. What will it take to reverse these epidemics? Simply telling people to "eat better and exercise more" is not enough, particularly in poor and working class communities where there are more fast food outlets than grocery stores, where children get little or no physical education, and where there are few safe parks in which to play.

Reversing the obesity and diabetes epidemics will require significant changes in public policy to make healthy food and physical activity options available and affordable to every California family. Individual donors, family foundations and donor advisors can play a vital role by supporting organizations like the California Center for Public Health Advocacy (CCPHA).

Since its inception in 1999, CCPHA has been leading groundbreaking efforts to stem these epidemics by ensuring that all Californians -- particularly California's children -- have access to healthy foods and opportunities to be physically active.

- CCPHA led the successful 6-year campaign to ban soda and junk food sales on school campuses.
- CCPHA helped get \$40 million in ongoing state funds for physical education.
- CCPHA is leading efforts to improve access to healthy foods in low-income communities.
- CCPHA initiated a statewide campaign last year to make nutrition information available on chain restaurant menus and fast food menu boards.
- CCPHA is developing strategies to give California the long-term funding necessary to address obesity in a comprehensive way.

CCPHA's strategies are multifaceted and they work. They sponsor groundbreaking legislation; they conduct research that is appealing to the media (regularly getting front-page coverage) and extremely powerful to legislators; they train and organize local grassroots advocates; they develop strategic partnerships inside and outside of government; and they get votes from legislators on issues that matter.

CCPHA's budget is \$1.8 million per year. Additional funding will allow them to train and support even more advocates in the most impacted communities, broaden their ability to promote healthy eating and physical activity, counteract the negative impact of junk food marketing, and continue leading the nation in establishing bold and innovative policies aimed at turning around the obesity and diabetes epidemics.

For more information about the California Center for Public Health Advocacy, visit their web site at www.publichealthadvocacy or call their Executive Director, Dr. Harold Goldstein, at (530) 297-6000.