



Baldwin Park: *People on the Move* **A Collaborative of the 57th Assembly Grassroots Team**

The HEAC Initiative concentrates on improving the nutrition and physical activity environments in five areas of a community: the neighborhood, after-school programs, health care, schools, and media and marketing. *People on the Move*—the Baldwin Park HEAC project—is pursuing the following policy changes in each of these areas:

NEIGHBORHOOD

Nutrition

- Assess, prioritize, adopt and implement a policy that will increase access (or reduce barriers) to healthy food being available in Baldwin Park

Physical Activity

- Contribute to the city's Park Master Plan design process to promote a healthy parks plan
- Identify potential new policies through community assessments that address barriers to physical activity in Baldwin Park neighborhoods
- Develop a strategy to promote policies that improve physical activity infrastructures in Baldwin Park outside of parks

AFTER-SCHOOL

Nutrition

- Adopt nutrition guidelines for after-school programs run by BPUSD and incorporate these guidelines into the BPUSD Wellness Policy
- Expand the City of Baldwin Park's Healthy Policy Yields Healthy Minds (HPYHM) nutrition standards policy (mirroring statewide nutrition standards) to city-run after-school programs, Kaiser Permanente's children's after-school programs, and children's sports leagues
- Adopt nutrition guidelines for after-school programs that use city facilities and are identified as priority programs by the HEAC teen component entitled *Healthy Teens on the Move*

Physical Activity

- Adopt physical activity guidelines for after-school programs run by the BPUSD and incorporate guidelines into the BPUSD Wellness Policy; Ensure specific policy language of 10 minutes of physical activity for every 50 minutes of instruction time is incorporated into 2007 District-Wide Wellness policy
- Develop and implement a plan to improve the physical activity environment, such as implementing physical activity breaks and acquiring physical activity equipment, in city-based after-school programs, Kaiser Permanente's children's after-school programs and other after-school programs identified by youth

HEALTH CARE

- Work in partnership with other organizations to address public policy issues and raise awareness about obesity in children and youth
- Engage health care providers with a broad range of community leaders (such as Promotoras) around obesity and diabetes prevention strategies in their communities
- Ensure health care providers are emphasizing prevention of pediatric overweight and obesity in their clinical interactions by assessing risk factors, using key prevention messages and making appropriate referrals to community programs
- Improve the environment of health care facilities to promote healthy eating and physical activity for employees and clients

SCHOOL

Nutrition

- Implement and enforce the a la carte food and beverage standards defined in SB 19 and SB 677 districtwide, in grades K-12 during the school day
- Implement and enforce the SB 12 and SB 965 a la carte food and beverage standards districtwide, grades K-12, and apply the same standards to fundraisers, incentives, rewards, and celebrations

Physical Activity

- Provide all K-12 students with the mandated number of minutes of physical education (students in grades K-6 should receive 200 minutes in ten days and students in grades 7-12 should receive 400 minutes in ten days)

- Ensure that all K-12 physical education instruction focuses on the delivery of the California Department of Education Physical Education Content Standards to ensure students are more physically active during the school day

MEDIA AND MARKETING

Nutrition

- Work with *Healthy Teens on the Move*, residents, and policymakers to limit, decrease, and, where possible, eliminate advertising and marketing of unhealthy foods in neighborhoods

Past Policy Success

The work underway in Baldwin Park builds on past policy successes. In 2003, the 57th District Grassroots Team (in affiliation with the California Center for Public Health Advocacy) helped convince the city council to adopt a city requirement mandating that healthy snacks and foods be offered in municipal facilities where teens congregate. The policy, which passed unanimously, mirrors the healthy school snack and beverage standards set by SB 19 (Escutia, 2001). As a result of the team's work with the Baldwin Park Unified School District (BPUSD), in September 2005, the BPUSD joined in the effort to improve the nutrition environments in Baldwin Park and expanded the implementation of SB19 and SB 677 (Ortiz, 2003) to grades K-12, agreeing to sell to students during the school day only snacks and beverages that meet the new nutritional standards.

The work of the 57th Grassroots Team also led to the design of a model healthy teen center. The facility, which opened in 2003, includes opportunities for healthy eating, healthy cooking, and physical activity, both through the building's structure and its youth programs. An indoor rock-climbing wall, a healthy-cooking kitchen, and an adjacent skate park are among the many nutrition and physical activity opportunities at the center.