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WHO WE ARE AND WHAT DO WE DO

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The California Center for Public Health Advocacy (CCPHA) is a nonpartisan nonprofit organization that raises awareness about critical public health issues and mobilizes communities to promote the establishment of effective state and local health policies. CCPHA was established in 1999 by California's two public health associations – [SCPCHA](#) and [CPHA-N](#). Click here for CCPHA's [2007 Annual Report](#).

CCPHA uses tools of public health — epidemiological research, grassroots organizing, public and policy maker education, and partnership building — to design policy solutions that address critical public health challenges facing California.

We focus on issues of critical concern. Our work has primarily addressed the growing epidemic of childhood obesity by advocating for state and local public policies that promote healthy eating and physical activity. We currently focus on three main policy strategies: (1) physical education in public schools, (2) expanding access to healthy food in communities, and (3) assuring implementation of school nutrition standards.

We analyze and publicize important health information. CCPHA develops [Policy Reports](#) to provide policy makers and the general public with a picture of major public health problems affecting their communities. [Designed for Disease](#) (2008) describes the strong and direct association between unhealthy retail food environments in California and obesity and diabetes rates. [Searching for Healthy Food](#) (2007) describes the California retail food environment as one in which unhealthy food is more available than healthy food. [Dropping the Ball](#) (2006) describes the failure of many California schools to meet minimum physical education mandates. [The Growing Epidemic](#) (2005) describes increases in the prevalence of overweight children in California assembly districts between 2001 and 2004. Previous studies described [childhood overweight and fitness levels](#) (2002) and [diabetes death rates](#) (2004) in California legislative districts. Potential Impact of Menu Labeling of Fast Food in California (2008) describes how menu labeling could help most California adults avert over two pounds of weight gain per year.

We support community advocates in promoting local policy reforms. Since 1999, we have mobilized teams of community residents in legislative districts in Los Angeles County to educate policy makers about the growing epidemic of childhood obesity. We helped spearhead the successful campaign that resulted in the Los Angeles Unified School District banning the sale of unhealthy foods and beverages on school campuses. We currently lead The California Endowment's [Healthy Eating and Active Communities Initiative in Baldwin Park](#), CA and we provide policy advocacy training throughout the state.

We keep advocates informed about state legislation. CCPHA [tracks](#) major bills in the state legislature addressing nutrition and physical activity. We provide legislative updates to members of our [Statewide Advocacy Network](#)—a growing network of people interested in improving both nutrition and physical activity environments in California.

We sponsor and support legislation. CCPHA's legislative efforts focus primarily on instituting policy reforms to curtail the state's epidemic of childhood obesity. From 2000 to 2005, we helped lead the successful statewide effort to [limit soda and junk food sales in public schools K-12](#). From 2007-2008, we helped lead the effort that made California the first state in the nation to require menu labeling at chain restaurants. Our current legislative efforts focus on supporting innovative efforts to promote the availability of fruits, vegetables, and other healthy foods in low-income areas, improving the quality of physical education in elementary and middle schools, and ensuring implementation of school nutrition standards.

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