

Network for a Healthy California—Chinese Project

FACT SHEET



Project Partners (As of May 2009)

American Cancer Society
 American Heart Association
 APA Family Support Services
 Asian Family Support Center
 Asian Women's Resource Center
 Chinatown Beacon Center
 Chinatown Child Development Center
 Chinatown YMCA
 Chinese Community Health Resource Center
 Chinese Hospital
 City College of San Francisco—Consumer Education Department
 Commodore Stockton Child Development Center
 Community Youth Center
 Excelsior Family Connections
 Kai Ming Head Start
 Newcomers Health Program
 NICOS Chinese Health Coalition
 On-Lok Lifeways
 San Francisco Unified School District—Student Support Services Department
 Self Help for the Elderly
 University of California Cooperative Extension
 Women, Infant & Children Supplemental Nutrition Program
 Wu Yee Children's Services

Network for a Healthy California—Chinese Project is a project of Chinatown Public Health Center, San Francisco Department of Public Health, funded by the United States Department of Agriculture to empower the low-income* Chinese community in San Francisco to improve their nutritional and physical well-being in order to reduce the risk of obesity and other chronic diseases. Through community nutrition outreach, media outreach, local coalition building, policy setting and collaboration with community partners, three key objectives are addressed: 1) Promote daily intake of fruits and vegetables according to the latest Dietary Guidelines for Americans recommendations; 2) Promote daily physical activity for a minimum of 30-60 minutes (for adults and children, respectively); and 3) Encourage participation in federal food assistance programs for qualifying participants.

The Spectrum of Prevention model is utilized to impact the low-income* Chinese community in the following ways:

- ▶ **Empower Individual Consumers:** Culturally and linguistically appropriate lesson plans, nutrition education materials and exhibits are developed to target low-income* Chinese who may be at risk of chronic health problems due to the lack of knowledge on the importance of healthy eating and physical activity.
- ▶ **Educate Providers:** Community partners and youth workers are trained to promote an increase in daily intake of fruits and vegetables and physical activity.
- ▶ **Build Networks:** Local agencies are continually recruited to build an active coalition to develop a culturally appropriate community strategic plan and collaborate on different components of the project.
- ▶ **Outreach to the Community:** Participation in cultural and community events and collaboration with the Chinese media (radio, television, and newspapers) to create awareness and promote an increase in daily physical activity and intake of fruits and vegetables.
- ▶ **Set Organization-Wide Policy:** Technical assistance is provided to partner agencies as they develop and implement healthy eating policies and guidelines for agency-sponsored events for both clients and staff.

*Eligible for the Supplemental Nutrition Assistance Program, previously known as the Food Stamp Program.

For important nutrition information visit www.cachampionsforchange.net. For food stamp information, call 877-847-3663. Funded by the USDA Supplemental Nutrition Assistance Program, an equal opportunity provider and employer, and Chinatown Public Health Center, San Francisco Department of Public Health.



Accomplishments (2004-2009):

- Hosted over 50 community nutrition and physical activity workshops, reached over 2,800 Chinese adults in San Francisco.
- Reached over 2,400 San Francisco residents during annual Champions for Change community events and other outreach events.
- Conducted over 40 provider trainings on nutrition and physical activity topics.
- Presented project abstract at the American Dietetic Association annual meeting in 2007, attended by over 10,000 registered dietitians, nutrition science researchers, policy makers, health-care providers and industry leaders.
- Published over 80 Network-related press releases, healthy eating column articles, public service announcements and participated in media interviews, generating over 16 million media impressions.
- Developed and distributed over 2,300 bilingual English and Chinese nutrition education materials, including interactive brochures and posters.
- Developed bilingual “Healthy Chinese Cuisine: Using Fruits and Vegetables” cookbook, available both online and in print; over 26,000 visits have been made on the cookbook link placed on the California Department of Public Health webpage, and over 10,000 copies have been shared with the community.
- Impacted 50,000 individuals through local community partner agencies annually.

For inquiries, please contact:
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