

Nutrition Wellness Program

Marin County Department of Health and Human Services

Community Health & Prevention Services

IMAGINE...

- A community in which life long healthy choices are promoted at every stage of life, children that have strong, healthy bodies and do well in school;
- A community in which healthy food is affordable and easily accessible to every resident;
- A community in which there are plenty of safe bike paths, walking areas and recreation centers for everyone;

The Marin County Department of Health and Human Services' Nutrition Wellness Program is working to make these dreams a reality. Our mission is to promote healthy eating and physical activity in a community where the environment and policies promote life-long health. We particularly reach out to schools, agencies and organizations working with food stamp eligible population by providing training and technical support as well as information to help county residents lead healthier lives.

The Nutrition Wellness Program uses the "Spectrum of Prevention" social marketing model by targeting programs on a variety of levels – individual, interpersonal, organizational, community and policy – to encourage broad changes in the health and well being of our county's residents. Here are some of our projects:

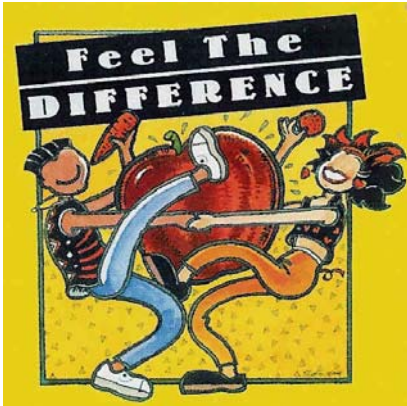
Strengthening Individual Knowledge and Skills

Nutrition Wellness Education-Providing Reliable Classes and Resources- Practical nutrition/physical activity information, tips and cost-effective seasonal recipes are included via Network for a Healthy California's Harvest of the Month newsletters, classes held monthly, and information on local events to combat obesity and promote healthy lifestyles. These can be accessed via the County of Marin Health & Human Services' Nutrition Wellness Program's website. www.co.marin.ca.us/nutritionwellness

Promoting Community Education

Social Marketing Campaigns:

Champions for Change – a campaign developed by the Network for a Healthy California, in order to provide community outreach-targeting low income families. Via our Community Outreach project, we are able to identify people in the community-especially moms and dads making a difference in their family, neighborhoods and community around eating healthy and being active. We learn and are continually inspired by their stories of overcoming obstacles in their lives in order to develop and maintain a healthy lifestyle.



***Eat Healthy!
Be Active!***

HEALTHY HABITS FOR EVERYBODY

**Feast on Fruits
& Vegetables**

**Move it! Improve it!
Be Active**

**Supercharge Your Day!
Eat Breakfast**

**Be Fiber Fit! Eat Beans
& Whole Grains**

**Lighten Up on Sugar,
Salt & Fat**

**Quench Your Thirst
with Water**

**Power Up - Follow
the Food Pyramid**

A Nutrition Campaign by the County of Marin
Dept. of Health & Human Services.
Sponsored by the California
Dept. of Health Services
& funded by the U.S. Dept. Of Agriculture.
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Feel the Difference! *Eat Healthy! Be Active!*

This campaign, with materials in English and Spanish, focuses on encouraging community members to adopt 7 healthy habits. A major component of the campaign is an interactive exhibit that offers games and activities to encourage children to have fun while learning about nutrition and physical activity.

Eat A Rainbow of Fruits & Vegetables! A campaign targeting the First Five and early childhood population. The campaign encourages young children to taste seasonal fruits and vegetables they might not be familiar with. The program also teaches parents how to establish healthy eating habits early in life and pack a healthy lunch.

Community Events

Our public health commitment to the community includes participation in a variety of Marin County activities, including the 4-H and student-oriented Marin Farm Day, the Marin County Fair, Bi-National Month, Parent University, Peer Summit and others.

Educating Providers and Fostering Networks and Coalitions

The Nutrition Wellness Program is providing ongoing assistance and training to teachers and students in Marin County schools targeting those serving free/reduced cost meals by integrating nutrition and physical activity education using garden-based venues, healthy eating/cooking practices and incorporating these into mandated class curriculum.

Project “Train the Trainer”

In partnership with Marin Office of Education, Marin Youth Leadership Institute, Bay Area Community Resources-MYC -Teen Center, Huckleberry Youth and others, we have canvassed over 1,100 students to learn more about their eating and physical activity habits and provided relevant screenings, speakers and discussions around sound nutrition and fitness habits.

Early Childhood and School-based Nutrition Education

The Nutrition Wellness Program provides ongoing nutrition consultation to school districts throughout Marin County. Program nutritionists are also teaching students healthy cooking practices, hosting student-based “train the trainer” programs, promoting healthy food choices and demonstrating how to incorporate school gardens into nutrition education and physical activity by supporting Nutrition Education/Garden Coordinators.

- **Bahia Vista Elementary School Project**

The Nutrition Wellness Program has provided funding for Nutrition Education/Garden Coordinators to help support garden and classroom teaching activities which integrate nutrition/physical activity education into other mandated curriculum. It also assures teaching staff that current nutrition and physical activity competencies and health standards are met. School wellness policies have been developed by Bahia Vista’s Nutrition Advisory Council to support school health and fitness and to help change the “social norms” and environment.

- **San Pedro Elementary School Project:**

The Nutrition Wellness Program has provided funding for a Nutrition Education/Garden Coordinator at San Pedro to help establish the foundation of sound nutrition and physical activity competencies and health standards into the education using both classroom and garden/taste testing curriculum.

- **Novato Unified School District Project:**

The Nutrition Wellness Program has provided support to NUSD for the development of a unique nutrition education project which integrates nutrition and physical activity education into a standards-based classroom instruction for 24 K-5th grade teachers reaching approximately 1300 students in three elementary schools serving free and reduced meal program. The project’s goal is to also “connect the dots” between the nutrition education in the classroom and the food service program, utilizing Harvest of the Month educational materials and newsletters as well as highlighting fresh products from local farmers and Marin Organic.

- **North Bay Children’s Center Project:**

The Nutrition Wellness Program has provided funding to support a best practice model for early childhood providers developed by North Bay Children’s Center. The Center’s model, under the leadership of a Master Gardener, Public Health Nutritionist and Nutrition Educator, works with collaborative partners, such as Marin Head Start and other child care providers, in developing a Nutrition Education program that integrates the garden, with eating healthy and being physical active. It teaches children at a very early age about the environment, the delights of eating fresh from the garden as well as how to be active and playful.

- **Bay Area Community Resources-MYC Teen Center:**

The Nutrition Wellness Program has provided funding to support a Nutrition/Physical Activity Education Program, providing curriculum, social marketing and culinary integration to after-school teens coming to the Teen Center. The mission is to provide youth from food stamp eligible families not only good life skills but potential job skills. The program also teaches After School Coordinators about the importance of eating healthy and being physically active so that they can take what they have learned to elementary schools serving food stamp eligible population.

- **San Geronimo Valley Community Collaborative:**

The Nutrition Wellness Program has provided funding to support the Collaborative in providing education and promoting the importance of eating healthy and being active on a limited income in the programs targeting Food Bank and Food Pantry clients in West Marin.

Mobilizing Neighborhoods and Communities and Influencing Policies, Practices and Legislation

- **Marin (Physical Activity/ Nutrition) Wellness Collaborative**

The Nutrition Wellness Program founded and facilitates this community-wide collaborative of more than 50 community programs, 70% of which serve low income populations, agencies and individuals. Along with Healthy Marin Partnership, we are working with community partners to “change the norm” in improving our community health environment. We do this by promoting healthy lifestyles, building and strengthening partnerships among members and supporting the development and implementation of food, nutrition and physical activity access and practices within Marin County. The Healthy Marin Partnership’s *Pathways to Progress* plan for building a healthier Marin is the blueprint for accomplishing the goals stated. A Leadership Council representing various community organizations help to formulate and implement a strategic plan for increasing access to information, promotion of and access to healthy, affordable foods and physical activity. The Nutrition Wellness Program helps to facilitate the process of community input in the development, updating and monitoring of its community wide strategic plan, *Pathways to Progress*, in order to also help prevent obesity and chronic disease.

- **School Wellness Project working with Marin Office of Education:**

In partnership with the Marin County Office of Education, and the Marin Wellness Collaborative, technical support and education is offered to help assess and help enhance school environments where policies and practices promote the health and well being of our county’s students.

If you’d like to know more, log on to www.co.marin.ca.us/nutritionwellness

Phone 415/473-6489; or e-mail larmstrong@co.marin.ca.us

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Funded in part by the US Department of Agriculture Food Stamp Program, an equal opportunity provider and employer, through the Network for a Healthy California. For information about the California Food Stamp Program, please call 415.473.3470.



Catch the Wellness Spirit!
Marin Wellness Collaborative

