

Community Setting: Parks & Recreation

Describe the barriers to healthy eating and physical activity in this setting. Identify the type of barrier (policy, environment, education, behavior, etc.)

Barriers to Physical Activity: Perceptions of parks as not being safe persist (environment, policy). These negative perceptions can discourage residents from visiting parks and participating in educational programs. Lack of awareness regarding parks programs and amenities (communication). Residents stated that they were unaware of some of the amenities and programs available. They also identified areas for capital improvement and enhanced maintenance that would make parks more user-friendly and attractive. Residents expressed lack of awareness and low motivation among community residents regarding engaging in physical activity. Residents desire robust and effective marketing and outreach efforts to engage residents and incentivize them to take advantage of existing fitness programs and park amenities. Peer-to-peer outreach recommended.

Healthy Eating: During community input settings, residents expressed a lack of awareness about nutrition programs, food preparation, and shopping. Vending machines at parks and senior centers offer a high percentage of unhealthy selections.

Leveraging Opportunities: Land and Water Conservation Grant Funds as well as Community Development Block Grant Funds have been identified as available sources of matching grant funds. DOPH Tobacco Program has worked with City of Riverside to enact a "smoke-free parks" policy at all park facilities, including posting signage of the policy.

City of Riverside has earned the following awards and designations: "Playful City USA", America's Promise Alliance's "100 Best Communities for Young People", multiple American Planning Association accolades, American Heart Association's "Fit-Friendly" Worksite Wellness Innovation award, various recognitions for marketing campaigns and media productions (including Seizing Our Destiny and GTV). Because of the priorities for health in the City of Riverside with staff and elected officials, as well as the inclusion of health in the City's General Plan 2025 Program (including a Parks System Master Plan), each of these strengths will enhance and support our efforts for Eastside HEAL Zone objectives throughout the CAP.

Parks Environmental Strategy for Eastside Safe Parks Enhancements

Goals Addressed	Expected Outcomes	Objectives	Activities	Lead and Partner Organizations
Increase physical activity.	Increased perception of safety to support utilization of recreation areas among community members around active living.	By December 2013, Riverside Police Department (RPD) and Riverside Parks, Recreation and Community Services will develop a work plan or MOU to re-tool existing programs and incorporate activities that will be attended by and supported by the Police Department at Patterson Park and Lincoln Park.	<ul style="list-style-type: none"> Increase police patrol or police presence near parks. Coordinate with Riverside Police Activities League (RPAL) to increase positive police presence and participation in programs at parks. Plan and organize robust National Night Out event to be hosted at Lincoln and/or Patterson parks. Encourage local organizations, child care providers, congregations and other community groups to utilize park space for events, activities walking clubs and recreation to complement safety measures and add to positive park presence and usage. 	Leads: Riverside Police Department (RPD) and Riverside Parks, Recreation and Community Services Key Partners: RCHF, Network for a Healthy California Additional Partners: Faith-based organizations, child care providers
1,500 households near Lincoln Park 1,200 households near Patterson Park (within 1/2 mile radius) 1,000 youth, 400 adults and 100 seniors				

EXHIBIT C: Riverside County Health Coalition - - Eastside HEAL Zone CAP - - Revision 3.0

March 2013

Parks Environmental Strategy #2: Capital Improvement Projects at Parks

Goals Addressed
Increase physical activity

Expected Outcomes
Increased utilization of park amenities, increased levels of physical activity

Target Population Groups
All Residents (approx. 17000)

Objective(s)	Activities	Lead and Partner Organizations
<p>By December 2015, incrementally complete the following capital improvement projects (as full funding is available) identified through community input process:</p> <ul style="list-style-type: none"> • Playground installation at Bobby Bonds (matching funds currently available from Land, Water & Conservation grant and Community Development Block grant). Anticipated installation Year 1 or 2. • Mile marker signage installed at Bordwell, Patterson, and Lincoln Parks. Anticipated installation year 1 or 2. • Outdoor fitness equipment at Lincoln and Patterson park (to encourage residents to engage in physical activity at the parks). Anticipated installation Year 2 or 3. • Active Adult Playground improvements at Bordwell Park (to encourage active adults and seniors to build muscle, reduce fat, improve coordination, speed, balance.) Anticipated installation Year 2 or 3. 	<ul style="list-style-type: none"> • Seek additional matching funds and grant opportunities for capital improvement projects. • Review options of equipment within budget, considering community input, maintenance, and projected lifespan of installations. • For each project identified, once complete funding is available, design and construct physical improvement. • Install signage and provide maintenance as needed. • Through Community Setting, promote new facilities and features to all residents. 	<p>Leads: Riverside Parks, Recreation and Community Services Key Partners: EHZ Collaborative Additional Partners:</p>

Parks Policy Strategy #1: Adopt Policy Requiring Eastside Youth Camps To Have Well Defined Health and Fitness Components Incorporated As Well As Utilization Of Lincoln and Patterson Park Through Scheduled Visits and Activities

Expected Outcomes
Improved access to healthy foods and beverages in community settings

Target Population Groups
Youth camp, senior programs, and other parks program participants

Objective(s)	Activities	Lead and Partner Organizations
<p>By March 2014, Youth Camps and Summer programs (Arts, Aquatics, Recreation Classes, etc.) offered by the Riverside Parks, Recreation and Community Services in the Eastside HEAL Zone will include health and fitness criteria as part of the regular curriculum.</p>	<ul style="list-style-type: none"> • Revise the curriculum of existing youth camp programs held at Bordwell and Bobby Bonds park to include scheduled outdoors activities and visits of Lincoln and Patterson park along with police participation (e.g. softball games, picnics, etc.) • Establish a Healthy Lifestyle component policy for all Riverside Parks, Recreation and Community Services sponsored activities and or events held within the HEAL Zone. For example: all Riverside Parks, Recreation and Community Services programs provide a fitness and or nutritional component. • Hold planning meetings with City staff and Commissioners. • Annual evaluation and adjustments as needed. 	<p>Lead: Riverside Parks, Recreation and Community Services Key Partners: Riverside Police Department (RPD) and EHZ Collaborative Additional Partners:</p>

EXHIBIT C: Riverside County Health Coalition - - Eastside HEAL Zone CAP - - Revision 3.0

March 2013

Parks Policy Strategy #22 Healthy Vending Machine Policy at Community Centers and Parks

Expected Outcomes	Improved access to healthy foods and beverages in community settings	Activities	Lead and Partner Organizations
<p>Target Population Groups</p> <p>All park patrons Estimated 6,000</p>	<p>Objective(s)</p> <p>By March 2014, establish a Healthy Vending Machine policy to ensure that vending machines that are located within Eastside HEAL Zone only offer low calorie/low sugar options.</p>	<p>Activities</p> <ul style="list-style-type: none"> • Research options available for establishing and implementing a Healthy Vending Machine policy. • Replace existing high calorie/high sugar content vending machine options with low calorie/low sugar options. (Explore possibility of providing incentive to current vendor to switch to healthy vending franchise.) • Consult with existing vendors and consider new vendors (as necessary, based on existing contracts) to discuss food and beverage options. • Ensure that vending machines at the community centers schools/pools provide 100% healthy food and meet SB 12 & SB 19 nutrition standards. • Supply vendors with nutritional guidelines outlining standards; secure healthy vending machine vendor if current vendor is not able to meet standards. 	<p>Lead and Partner Organizations</p> <p>Lead: Riverside Parks, Recreation and Community Services Key Partners: Riverside Police Department (RPD), Network for a Healthy California, RCHF and EHZ Collaborative Additional Partners:</p>
<p>Parks Promotional Strategy: Youth Council Development and Promotion of Revitalized Programs That Highlight Health and Fitness Components</p>			
<p>Expected Outcomes</p> <p>Increased awareness, knowledge, motivation, and utilization among community members around active living.</p>	<p>Objective(s)</p> <p>By December 2015, and throughout grant period via community setting, develop and distribute marketing materials to Eastside residents that highlight the new and improved youth camps, programs, and events offered at or near Lincoln and Patterson park.</p>	<p>Activities</p> <ul style="list-style-type: none"> • Through Community Setting, develop flyers and brochures in Spanish and English. • Distribute flyers and brochures. • Advertise programs in City's Quarterly Newsletter (note: exploring change to activity guide) • Distribute information through schools. • Through Community Setting, coordinate advertisement contest among youth to develop a best logo, video and/or poster aimed at achieving the three goals among Eastside Residents. Organize art show displaying all and inviting community members. • Establish relationships with school administrators of local Eastside schools to ensure support and promotion for the project. • Include healthy eating and active living component in all art, media and writing programs, as part of the Eastside HEAL Zone marketing strategy. • Set frequent meetings with Youth HEAL Zone Council to discuss innovative strategies to involve more youth. • Through Community Setting, conduct trainings to adolescents to become promoters of healthier lifestyles 	<p>Lead and Partner Organizations</p> <p>Leads: Riverside Parks, Recreation and Community Services Key Partners: EHZ Collaborative, RUSD, Network for a Healthy California, RCHF, Community Volunteers, Faith-Based Organizations Additional Partners: Riverside Police Department (RPD)</p>
<p>Target Population Groups</p> <p>All residents Estimated 17000</p>	<p>Objective(s)</p> <p>By November 2013, City of Riverside, Youth Opportunity Center will create a Youth HEAL Zone Council that would sustain the HEAL Zone education outreach campaign by recruiting volunteers from the Eastside community to become HEAL Zone champions.</p>	<p>Activities</p> <ul style="list-style-type: none"> • Through Community Setting, develop flyers and brochures in Spanish and English. • Distribute flyers and brochures. • Advertise programs in City's Quarterly Newsletter (note: exploring change to activity guide) • Distribute information through schools. • Through Community Setting, coordinate advertisement contest among youth to develop a best logo, video and/or poster aimed at achieving the three goals among Eastside Residents. Organize art show displaying all and inviting community members. • Establish relationships with school administrators of local Eastside schools to ensure support and promotion for the project. • Include healthy eating and active living component in all art, media and writing programs, as part of the Eastside HEAL Zone marketing strategy. • Set frequent meetings with Youth HEAL Zone Council to discuss innovative strategies to involve more youth. • Through Community Setting, conduct trainings to adolescents to become promoters of healthier lifestyles 	<p>Lead and Partner Organizations</p> <p>Leads: Riverside Parks, Recreation and Community Services Key Partners: EHZ Collaborative, RUSD, Network for a Healthy California, RCHF, Community Volunteers, Faith-Based Organizations Additional Partners: Riverside Police Department (RPD)</p>

Parks/Educational Strategy: Educate Residents About Importance Of Using Parks and Open Spaces For Exercise, Provide and Expand Healthy Programming and Education Activities with Support of Community Partners	By June 2014, Riverside Parks, Recreation and Community Services will develop a sustainable fitness/recreation program with scholarship offerings to increase opportunities for residents to participate.	<ul style="list-style-type: none"> among their peers. Youth Council will create a plan to outreach to youth utilizing social media. Create a multi-media class to create video production that can be viewed on City's cable channel. Utilize Photo voice to conduct youth community needs assessments. Survey and inform seniors about recreation/fitness program offerings. 	
Expected Outcomes	Increased awareness, knowledge, motivation, and utilization among community members around active living.		
Target Population Groups	<p>Objectives(s)</p> <p>By August 2014, RPD in conjunction with Riverside Parks, Recreation and Community Services will host a series of community events and gatherings at Lincoln park and Patterson park to reach out to and educate residents about the importance of utilizing their neighborhood parks and to encourage residents to form volunteer groups to take ownership of parks by organizing regular walking groups, etc.</p> <p>By August 2014, Riverside Parks, Recreation and Community Services will establish and implement "Fitness Groups" to utilize facilities that offer fitness/nutrition programs/classes to meet specific needs of community demographics - serving a variety of ages, abilities, cultures and both genders.</p>	<p>Activities</p> <ul style="list-style-type: none"> Plan "Walk with Police Area Commander" events. Educate residents about Fit, Fresh, and Fun initiative and how they can participate. Assist residents in forming walking groups and provide incentives. Refer Eastside residents to leadership trainings as part of the Community setting. Inventory and evaluate all programs. Riverside Parks, Recreation and Community Services and named partners will improve communication and coordination of program services. Coordinate with HEAL Zone partners and Riverside Parks, Recreation and Community Services staff to create a list of current fitness and nutrition programs offered within the Eastside Neighborhood as part of the Community setting. Based on community input, identify needs/wants and begin the process to implement recreation/fitness program opportunities. Research, apply for and secure resources (grants, donations, in-kind services/product, and sponsorship). Host community meetings to secure seniors and volunteers to be Lead Volunteers/Group Leaders. Establish a Senior Fitness Board to provide insight and assistance to the Volunteers, Riverside Parks, Recreation and Community Services and named partners. Develop possible workout schedule and fitness trainings that will encompass how to lead fitness activities, working with Lead Volunteer & named partners. Coordinate an Annual Senior Fitness Fair. 	<p>Lead and Partner Organizations</p> <p>Leads: Riverside Police Department (RPD) and Riverside Parks, Recreation and Community Services Key Partners: EH2 Collaborative, Network for a Healthy California Additional Partners: RCHF, Start RIGHT and Fit, Fresh, Fun Forum</p>
Residents who live within walking distance of Patterson and Lincoln Parks. 1,500 youth, 500 adults and 300 seniors			

Community Settings: Schools & After-School Programs
 PRK&L (Longfellow, Emerson, Taft, Castle View, Magnolia, Pachappa, Alcott) 7-8th (University) 9-12th (North, Lincoln)

Describe the barriers to healthy eating and physical activity in this setting:
Healthy Eating: Schools in the HEAL zone are surrounded by restaurants that sell and advertise high calorie food and beverage items (environment). HEAL zone students and their families do not have the knowledge and financial resources required to make eating healthier a way of life (education). Students in the HEAL zone have minimal knowledge of healthy eating and they also have few role models that live a healthy active lifestyle at home or school. Students do not take advantage of the healthy breakfast and lunch being served at school or during summer meals program (behavior).
Physical Activity: Teachers have a limited amount of time and playground equipment to incorporate physical education daily. Teachers need regular support to lead dynamic, active and vigorous fitness activities.

Leveraging Opportunities:
 Many RUSD school sites and HEARTS afterschool programs are currently utilizing "GameDay" materials to lead dynamic, interactive physical activity (including Longfellow, Emerson, Taft, and Pachappa). All RUSD school sites provide a salad bar option at their student cafeterias, in addition to the hot meal service. RUSD has been recognized nationally for their support of locally-grown foods, use of school garden produce, and integrating nutrition into the classroom through chefs, nutritionists, farmers and health-promoting organizations. Emerson Elementary has a school garden on campus that is maintained by several classrooms, and is open to the community. Produce gleaned from the garden is used in school meals, where students can reap the rewards of their labor. Teachers take advantage of the garden to teach science, math and other educational lessons as well as physical activity out of the classroom. Several of the HEARTS afterschool program leaders use the free Network for a Healthy California "PowerPlay" curriculum as well, which comes with the support of a nutrition educator and fitness specialist. School sites are eligible for smoothie demonstrations, recipe writing, a project in designing a healthy advertisement, or an outdoor field day of fun fitness stations. Many of the RUSD school sites also participate in the 100 mile club, a walking/jogging/running program before school, evenings and weekends throughout the city and county, which can provide another method of promotion, marketing and information sharing about HEAL Zone events. Students are rewarded for their achievements in fitness. There is a great opportunity to designate an Eastside location as an authorized 100 mile club site where families can meet to earn mileage while increasing the awareness of Eastside HEAL Zone locations and activities. RUSD is in the process of applying for the PEP Grant to purchase physical education equipment and nutrition curriculum for grades K-6 district-wide. This grant would allow them to establish a stronger foundation for health and fitness education. Many health organizations, non-profits and local university departments have volunteered their availability and interest in providing on-site physical activity and nutrition education classes/workshops upon request, through in-kind efforts, alternate grant funding and unpaid student internships.

Schools Environmental Strategy: increase the consumption and use of the breakfast, lunch and summer meals program

Goals/Addressed	Expected Outcomes	Target Population Groups	Objectives(S)	Activities	Lead and Partner Organizations																																											
<p>Increase consumption of healthy food and beverages Decreased calorie consumption</p>	<p>Improved access to healthy foods and beverages (e.g. affordability, availability and quality)</p>	<p>Preschool and School age children ages 3-11 (approx. 2500) and their families</p>	<p>By the end of each school year (May 2014, May 2015, May 2016), school breakfast and lunch participation for socioeconomically disadvantaged students will increase by 10% from the initial participation rate for each year.</p>	<p>• Coordinate with Nutrition Services to promote and expand the breakfast program so that all students have access to a healthy breakfast • Work with school administration to ensure support for the program • Work with teachers, school administrators and Nutrition Services to promote and encourage students to eat breakfast daily • Nutrition services will search for and apply for grants that support breakfast programs at school (example: The Wal-Mart Foundation grant that offers universal feeding of school breakfast for all students regardless of need)</p>	<p>Breakfast Rate</p> <table border="1"> <tr><td>School</td><td>Alcott</td><td>20%</td></tr> <tr><td></td><td>Castle View</td><td>24.4%</td></tr> <tr><td></td><td>Emerson</td><td>85.6%</td></tr> <tr><td></td><td>Longfellow</td><td>29.7%</td></tr> <tr><td></td><td>Magnolia</td><td>29.7%</td></tr> <tr><td></td><td>Pachappa</td><td>24.3%</td></tr> <tr><td></td><td>Taft</td><td>31.1%</td></tr> </table> <p>Lunch Rate</p> <table border="1"> <tr><td></td><td>Alcott</td><td>82.1%</td></tr> <tr><td></td><td>Castle View</td><td>57.4%</td></tr> <tr><td></td><td>Emerson</td><td>73.8%</td></tr> <tr><td></td><td>Longfellow</td><td>89.9%</td></tr> <tr><td></td><td>Magnolia</td><td>62.8%</td></tr> <tr><td></td><td>Pachappa</td><td>71.2%</td></tr> <tr><td></td><td>Taft</td><td>68.8%</td></tr> </table>	School	Alcott	20%		Castle View	24.4%		Emerson	85.6%		Longfellow	29.7%		Magnolia	29.7%		Pachappa	24.3%		Taft	31.1%		Alcott	82.1%		Castle View	57.4%		Emerson	73.8%		Longfellow	89.9%		Magnolia	62.8%		Pachappa	71.2%		Taft	68.8%	<p>Lead and Partner Organizations Lead: RUSD Nutrition Services Key Partners: RUSD School Administrators, Teachers, RUSD Communications Department, Riverside Parks, Recreation and Community Services Additional Partners: EHZ Collaborative</p>
School	Alcott	20%																																														
	Castle View	24.4%																																														
	Emerson	85.6%																																														
	Longfellow	29.7%																																														
	Magnolia	29.7%																																														
	Pachappa	24.3%																																														
	Taft	31.1%																																														
	Alcott	82.1%																																														
	Castle View	57.4%																																														
	Emerson	73.8%																																														
	Longfellow	89.9%																																														
	Magnolia	62.8%																																														
	Pachappa	71.2%																																														
	Taft	68.8%																																														

Schools Policy Strategy: Amend the existing school and district policy to improve the nutritional and physical activity ambience for students and staff.

Expected Outcomes	Improved school and district policies relating to healthy eating and active living	Activities	Lead and Partner Organizations
<p>Target Population Groups</p> <p>Students (approx. 3400) Staff (approx 100)</p>	<p>Objective(s)</p> <p>By June 2014, teachers and students will be aware of and adhere to new school and district policies in the HEAL Zone.</p>	<ul style="list-style-type: none"> Strengthen vending policy adherence to ensure that there are no vending machines at the elementary schools, all products in the vending machines at middle and high school are compliant with California Senate Bills 12 and 965 which strictly regulate the nutritional content of foods offered for sale and all food/beverages served to students meet federal and California nutrition guidelines. Identify opportunities to implement healthy fundraising with Parent-Teacher Organizations. Support qualified Nutrition Services staff to ensure that policies are adhered to and promoted through the district. Collaboration between Human Resources and Nutrition Services director to review and share wellness policy and state laws with stakeholders (students, staff and parents). Parents to participate as part of the Community setting. 	<p>Lead and Partner Organizations</p> <p>Lead: RUSD School Board, RUSD District Administrators Key Partners: RUSD Nutrition Services, School Administrators, Parent Teacher Organizations (PTO) Additional Partners: Network for a Healthy California, DOPH, California Project LEAN, RCHF</p>
<p>Schools Educational Strategy: Educate students about the importance of eating breakfast, lunch and staying physically active</p>			
<p>Expected Outcomes</p> <p>Increased awareness, knowledge, and motivation of healthy foods, beverages and physical activity</p>	<p>Objective(s)</p> <p>Beginning August 2013, all elementary teachers and students identified as part of the HEAL Zone will participate in a standards-based physical education program and increase the consumption of healthy foods and beverages.</p>	<p>Activities</p> <ul style="list-style-type: none"> Teachers will model healthy eating habits by periodically eating breakfast with students and salad bar for lunch. Teachers will use a standards based physical education program ("GameDay") to increase physical activity during the school day (Emerson, Longfellow, Pachappa, and Taft elementary schools currently use GameDay as their P.E. curriculum). The HEARTS Afterschool coordinator and staff will provide students with structured physical activities during the after school program (HEARTS also uses GameDay). HEARTS staff will receive training on use of GameDay and other physical fitness equipment. The HEARTS program will offer a daily nutritious snack during the program. The HEARTS program will provide nutrition education through the Children's Power Play curriculum provided by the Network for a Healthy California. Coordination will take place with the Riverside Parks Recreation and Community Services Department to promote the physical education programs that are offered after school or during the summer for students and parents 	<p>Lead and Partner Organizations</p> <p>Lead: RUSD School Administration, HEARTS Afterschool Program Coordinator, RUSD Preschool Coordinator Key Partners: RUSD Teachers & Preschool Teachers, RUSD Nutrition Services, Riverside Parks Recreation and Community Services Department Additional Partners: Network for a Healthy California, DOPH, UC Cooperative Extension</p>
<p>Target Population Groups</p> <p>Preschool and School age children ages 3-11 (approx. 2500) and their families</p>	<p>Objective(s)</p> <p>Beginning August 2013, all elementary teachers and students identified as part of the HEAL Zone will participate in a standards-based physical education program and increase the consumption of healthy foods and beverages.</p>	<p>Activities</p> <ul style="list-style-type: none"> Teachers will model healthy eating habits by periodically eating breakfast with students and salad bar for lunch. Teachers will use a standards based physical education program ("GameDay") to increase physical activity during the school day (Emerson, Longfellow, Pachappa, and Taft elementary schools currently use GameDay as their P.E. curriculum). The HEARTS Afterschool coordinator and staff will provide students with structured physical activities during the after school program (HEARTS also uses GameDay). HEARTS staff will receive training on use of GameDay and other physical fitness equipment. The HEARTS program will offer a daily nutritious snack during the program. The HEARTS program will provide nutrition education through the Children's Power Play curriculum provided by the Network for a Healthy California. Coordination will take place with the Riverside Parks Recreation and Community Services Department to promote the physical education programs that are offered after school or during the summer for students and parents 	<p>Lead and Partner Organizations</p> <p>Lead: RUSD School Administration, HEARTS Afterschool Program Coordinator, RUSD Preschool Coordinator Key Partners: RUSD Teachers & Preschool Teachers, RUSD Nutrition Services, Riverside Parks Recreation and Community Services Department Additional Partners: Network for a Healthy California, DOPH, UC Cooperative Extension</p>

Schools Promotional Strategy: Promote breakfast, lunch and Summer meals program to parents			
Expected Outcomes	Objectives	Activities	Lead and Partner Organizations
Adults (parents) 18+ years (Approx. 1500 families)	By June 2014, parents of children will be aware of the program and understand the importance of children eating breakfast and a well-balanced lunch.	<ul style="list-style-type: none"> Distribute educational material via monthly newsletters, auto-dialers, school websites and special events (Back to School Night, Open House, School Site Council, ELAC). Provide samples of the nutritious food being served during breakfast and lunch to parents during special events (Back to School Night, Open House, School Site Council, ELAC). Develop and post healthy cooking videos for parents to access on district and school websites. School Site Councils, English Learner Advisory Committees, PTAs and PTOs will discuss and distribute information on the breakfast and lunch programs available in the district. 	<p>Leads: RUSD Nutrition Services, RUSD School Administrators</p> <p>Key Partners: RUSD Communications Department, Parent Teacher Organizations, School Site Councils, English Learner Advisory Committees</p> <p>Additional Partners: Network for a Healthy California, DOPH</p>

(organized sports, zumba classes, swimming classes, etc).
 • Preschool programs will provide outdoor and indoor play opportunities daily during their programs, in conjunction with training for the NAP SACC Program in the Early Childhood setting.
 • To increase physical activity during recess, schools will paint or repaint the blacktop activities, such as four-square, dots, lines, maps, grids and hopscotch on the blacktop area for teachers to utilize for active learning.

Increased awareness, knowledge and motivation of healthy foods and beverages

Objectives

Activities

Lead and Partner Organizations

Community Setting: Early Childhood Licensed Home and Center-Based Child Care Providers, Children and their Families

Describe the barriers to healthy eating and physical activity in this setting. Identify the type of barrier (policy, environment, education, behavior, etc.)

Early childhood settings are often overlooked in terms of their nutrition and physical activity environments, yet many young children spend much of their time in these settings. Furthermore, as low paid, relatively unskilled workers, many child care providers are themselves victims of the same social determinants of poor health that face the families they serve. Recent reports indicate that more than 26% of children, between the ages of 2 and 5, are classified as either at risk for overweight or overweight. Since eating and physical activity behaviors and patterns are established early in childhood and tend to track into adulthood, early intervention could help prevent the problem of overweight in young children. Approximately 74% of all children ages three to six years are in some form of non-parental care and 56% are in a center-based child care program. These children may consume 50% to 100% of their Recommended Dietary Allowances while at a child care facility, which contributes a significant number of calories and essential nutrients to their diet. Only a limited number of research studies have been conducted on the role of child care settings in the development of healthy weight behaviors in young children.

Healthy Eating: Child care providers receive no formal training about the importance of good nutrition and age-appropriate physical activity for young children and have little or no resources to assist them in creating healthier environments and sharing this information with parents so that the home environment can reinforce healthy eating environments.

Physical Activity: Unlike school settings, child care providers lack comprehensive wellness policies promoting healthy eating and physical activity for young children (policy, environment, education, behavior). Additionally, parents are unaware of comprehensive criteria to assess child care environments related to healthy eating and physical activity when selecting a provider (policy, environment, education).

Leveraging Opportunities: Recognizing the importance of child care settings in helping our youngest children get off to a healthy start is critical. The strategies in the Early Childhood Education Setting will improve the nutrition and physical activity environment for children ages 0-5 within the child care setting leveraging the following programs:

- Nutrition and Physical Activity Self-Assessment for Child Care (NAP SACC) Program. The NAP SACC Program is a nationally recognized evidence-based program to assist child care facilities in improving their nutrition and physical activity environments, including wellness policies and practices, for the prevention of obesity in preschool age children. This is done through the use of a child care nutrition and physical activity self-assessment, goal setting, and technical support from local health professionals. The NAP SACC Program, funded by First 5 Riverside County Children and Families Commission, is a comprehensive intervention for child care settings serving children 2-5 years old (and the after-school aged children being cared for at the sites). When sites have developed and implemented all NAP SACC policies they are awarded NAP SACC certification and are designated as a NAP SACC Certified Child Care site. www.napsacc.org www.rivcc-nutrition.org/nap-sacc/
- Loving Support Breastfeeding-Friendly Child Care Program. The Loving Support Breastfeeding-Friendly Child Care Program, funded by First 5 Riverside County Children and Families Commission, is a policy based intervention for child care providers of infants 0-2 years of age to ensure they have the resources, education and necessary policies in place to support the mothers of the breastfed infants in their care ensuring the infants receive their mothers' milk. When sites have developed and implemented all breastfeeding support policies they are awarded Breastfeeding-Friendly certification and are designated as a Breastfeeding-Friendly Certified Child Care site. www.lovingupport.org/childcare

The County of Riverside Department of Public Health received 4-year funding to implement both programs county-wide. NAP SACC subcontracts with the Riverside County Child Care Consortium and the Early Childhood and Family Studies of the University of California Extension. Partners have agreed to make the Riverside Eastside a priority target area for NAP SACC and Breastfeeding-Friendly implementation.

LET'S MOVE Child Care: LET'S MOVE! Child Care is Michelle Obama's campaign providing resources to child care providers to help our youngest children get off to a healthy start. LET'S MOVE! Child Care is a blending of the two evidence-based programs the Nutrition and Physical Activity Self-Assessment for Child Care (NAP SACC) Program and the Loving Support Breastfeeding-Friendly Child Care Program.

Our Riverside County WIC and Loving Support Breastfeeding Programs provide nutrition education, community resources and referrals, peer-to-peer counseling, and healthy food vouchers to low-income residents. Over 4,000 Eastside families are provided with monthly personal nutrition counseling and breastfeeding support for pregnant mothers and parents raising children from ages 0-5. Our ability to provide outreach, referral and cross-promotion will greatly enhance the work of the early childhood strategy, be a key provider in the health care strategy, as well as supporting healthy food outlets and the healthy Rx program.

Early Childhood Environmental Strategy - Implementing LET-S/MOVE! Child Care (NAP SACC Program + Loving Support Breastfeeding-Friendly Child Care Program)

Goals Addressed	Expected Outcomes		
<p>Increase consumption of healthy food and beverages Decrease calorie consumption Increase physical activity</p>	<p>Child care settings will evaluate their own nutrition (including breastfeeding support) and physical activity environment. Barriers will be identified and addressed to make changes to support healthy weight in young children. Child care settings will promote healthy eating behaviors. Child care settings will promote active play through scheduled indoor/outdoor structured and unstructured active playtime and role modeling active lifestyles. Child care settings will provide resources to parents and families of the children in their care to promote healthy lifestyle behaviors at home.</p>	<p>Child care settings will evaluate their own nutrition (including breastfeeding support) and physical activity environment. Barriers will be identified and addressed to make changes to support healthy weight in young children. Child care settings will promote healthy eating behaviors. Child care settings will promote active play through scheduled indoor/outdoor structured and unstructured active playtime and role modeling active lifestyles. Child care settings will provide resources to parents and families of the children in their care to promote healthy lifestyle behaviors at home.</p>	<p>Lead and Partner Organizations</p> <p>Lead: Riverside County Child Care Consortium Key Partners: Riverside County DOPH Nutrition Services, NAP SACC Program, Loving Support Program and Network for a Healthy California; Early Childhood and Family Studies of the University of California Extension; Riverside County Office of Education; Riverside County Head Start</p> <p>Additional Partners: Natl Fuentes Centro de Ninos Child Care and Development Center; State Child and Adult Care Food Program (local representatives); Community Action Partnership; Riverside Unified School District Nutrition Services; Riverside Parks Recreation and Community Services Department</p>
<p>Family and center-based child care providers. Licensed = 15 child care provider sites with a minimum of 100 child care providers serving a minimum of 500 children. Unlicensed = a minimum of 150 child care provider sites with a minimum of 250 child care providers serving a minimum of 500 children.</p>	<p>Objectives YEARS 1 - 2: Implement healthy eating and physical activity for children in all licensed family and center-based child care settings in Riverside's Eastside. YEARS 2 - 3: Implement healthy eating and physical activity for children in unlicensed family child care settings in Riverside's Eastside. (Peer Mentoring) By December 2013, Licensed family and center-based child care providers will be assigned a NAP SACC Certified Consultant and/or a Loving Support Breastfeeding Consultant. Environmental assessments will be conducted at the child care facilities and goals will be set and action plans developed for the next 6 month period.</p>	<p>Activities NAP SACC Certified Consultants will provide on-going targeted technical assistance to develop and implement wellness policies: • Identification of and outreach to ALL child care providers to introduce NAP SACC Program. The Riverside County Child Care Consortium's California Department of Education's Child Care Initiative Project focusing on unlicensed child care settings will be instrumental in the identification and outreach. • Conduct a large coordinated outreach event 'Child Care Rally - Day in the Park' a nutrition and physical activity rally/resource fair day in the park for ALL child care providers of infants and families in the Eastside. • Conduct NAP SACC trainings for identified providers • Provide technical assistance on-site to ensure and enhance wellness policy implementation</p> <p>Loving Support Breastfeeding Consultants will provide on-going targeted technical assistance to develop and implement breastfeeding policies: • Identification of and outreach to ALL child care providers caring for infants to introduce the Breastfeeding-Friendly Certification Program. The Riverside County Child Care Consortium's California Department of Education's Child Care Initiative Project focusing on unlicensed child care settings will be instrumental in the identification and outreach. • Conduct a large coordinated outreach event 'Child Care Rally - Day in the Park' a nutrition and physical activity rally/resource fair day in the park for ALL child care providers of infants and families in the Eastside • Conduct on-site Breastfeeding-Friendly trainings for identified providers • Provide technical assistance on-site to ensure and enhance policy implementation</p>	<p>Lead and Partner Organizations Lead: Riverside County Child Care Consortium Key Partners: Riverside County DOPH Nutrition Services, NAP SACC Program, Loving Support Program and Network for a Healthy California; Early Childhood and Family Studies of the University of California Extension; Riverside County Office of Education; Riverside County Head Start</p> <p>Additional Partners: Natl Fuentes Centro de Ninos Child Care and Development Center; State Child and Adult Care Food Program (local representatives); Community Action Partnership; Riverside Unified School District Nutrition Services; Riverside Parks Recreation and Community Services Department</p>
	<p>By April 2014, The Riverside Child Care Consortium in partnership with all HEAL Zone partners, will host the large coordinated event 'Child Care Rally - Day in the Park' a nutrition and physical activity rally/resource fair day in the park at Bordwell Park, Stratton Community Center and Centro de Ninos Child Care and Development Center By December 2014, unlicensed family child care providers will be assigned a NAP SACC Certified Consultant and/or a Loving Support Breastfeeding Consultant. Environmental assessments will be conducted at the child care sites and goals will be set and action plans developed for the next 6 month period.</p>		

	<p>By December 2014, unlicensed family child care providers will be assigned a NAP SACC Certified and/or Breastfeeding-Friendly Certified Child Care Mentor.</p>	<p>Conduct outreach to identify ALL unlicensed child care providers in the Eastside including providers who are caring for children who are either other family members or neighbors or both. The Riverside County Child Care Consortium's California Department of Education's Child Care Initiative Project focusing on unlicensed child care settings will be instrumental in the identification and outreach.</p> <ul style="list-style-type: none"> • Conduct a large coordinated outreach event 'Child Care Rally - Day In the Park' a nutrition and physical activity rally/resource fair in the park for ALL child care providers and families in the Eastside. The purpose of the event will be five-fold: <ol style="list-style-type: none"> 1. Provide all the resources and linkages available for all sites/homes providing child care to children. 2. Introduce and kick-off the 'Let's Move! - Get Active' project and campaign for ALL child care providers and families. 3. Widely introduce and market the Wellness Passport Program. Wellness Passports will be distributed to families of children in child care to document their healthy behaviors. An incentive program will be designed to be used with the Wellness Passports. Reinforcement items will be include donations of coupons for free fruits and vegetables at the local corner stores and/or farmers market, crock pots, healthy and easy recipes cookbooks (including Soul food and Latino cookbooks) to increase physical activity at home like hula hoops, jump ropes, etc. 4. Provide families with resources to encourage and reinforce healthy behaviors at home and in the community. Activities will include healthy cooking activities with Chef Ryan from Riverside USD Nutrition Services and the Network for a Healthy California, physical activity events such as relay races, bean bag toss, basketball, hula hooping, etc. and physical activity tips for small and indoor spaces coordinated by Riverside Parks Recreation and Community Services Department staff and volunteers, and workshops by local farmers on how to purchase and use inexpensive locally-grown produce. 5. Introduce families to new infrastructural changes and services available in the local parks. <p>Pair (1:1) licensed child care providers who have attained NAP SACC and/or Breastfeeding-Friendly Certification with those who are unlicensed and disconnected. Establish mentor/mentee relationships among child care providers in the Eastside.</p>	
--	--	---	--

		<p>Provide Mentor Training to child care providers on the role of a mentor. Community Action Partnership through their Community Action Academy will provide the Mentor Training to the mentor child care sites.</p>	
<p>Early Childhood Policy Strategy: Child Care providers will implement Wellness Policies that promote breastfeeding, healthy eating and physical activity for children</p>			
<p>Expected Outcomes</p>	<p>Child Care providers attain NAP SACC (providers serving 2-5 year olds and the after-school aged children being cared for at the site) Program Certification and Breastfeeding-Friendly Program Certification (providers serving 0-2 year olds)</p>		
<p>Target Population Groups</p>	<p>Objective(s)</p>	<p>Activities</p>	<p>Lead and Partner Organizations</p>
<p>Family and center-based child care providers. Licensed = 15 child care provider sites with a minimum of 100 child care providers serving a minimum of 500 children Unlicensed = a minimum of 150 child care provider sites with a minimum of 250 child care providers serving a minimum of 500 children</p>	<p>By June 2014, Licensed family and center-based child care providers will work with their NAP SACC Certified Consultant and/or a Loving Support Breastfeeding Consultant to complete the 5 steps of program interventions for full implementation of wellness and breastfeeding support policies leading to NAP SACC and Breastfeeding-Friendly certification. The designation of NAP SACC Certified and/or Breastfeeding-Friendly Certified Child Care site can be utilized. By June 2015, unlicensed family child care providers will work with their NAP SACC Certified Consultant and/or a Loving Support Breastfeeding Consultant AND their assigned Mentors to complete the 5 steps of program interventions for full implementation of wellness and breastfeeding support policies leading to NAP SACC and/or Breastfeeding-Friendly certification. The designation of NAP SACC Certified and/or Breastfeeding-Friendly Certified Child Care site can be utilized. By December 2015, NAP SACC and/or Breastfeeding-Friendly certification recognitions will be awarded.</p>	<p>NAP SACC Certified Consultants will provide on-going targeted technical assistance: <ul style="list-style-type: none"> Conduct on-site NAP SACC trainings for providers Provide technical assistance on-site to ensure and enhance policy implementation Loving Support Breastfeeding Consultants will provide on-going targeted technical assistance: <ul style="list-style-type: none"> Conduct on-site Breastfeeding-Friendly trainings for infant providers Provide technical assistance on-site to ensure and enhance policy implementation Provide on-going Mentor trainings for Child Care Mentors.</p>	<p>Lead: Riverside County Child Care Consortium Key Partners: Riverside County Department of Public Health Nutrition Services NAP SACC Program, Loving Support Program and Network for a Healthy California; Early Childhood and Family Studies of the University of California Extension; Riverside County Office of Education; Riverside County Head Start; Additional Partners: Nati Fuentes Centro de Niños Child Care and Development Center; State Child and Adult Care Food Program (local representatives)</p>

Early Childhood Educational Strategy - Provide Child Care providers NAP SACC and Breastfeeding-Friendly training series required for certification, and provide families with breastfeeding information and educational information on nutrition and physical activity

Goals Addressed
 Increase consumption of healthy food and beverages.
 Decrease calorie consumption.
 Increase physical activity.

Expected Outcomes
 Child Care providers will complete all NAP SACC and/or Breastfeeding-Friendly Certification trainings necessary for certification. Families will receive information necessary to easily implement the child care wellness strategies at home and in their community.

Target Population Groups
 Family and center-based child care providers, children served and their families

Objectives
 By June 2014, licensed family and center-based child care providers will receive the NAP SACC and Breastfeeding-Friendly training series required for certification.
 By June 2014, Riverside County Child Care Consortium will provide access to an expanded Resource Lending Library (RLL) Van. The RLL will bring resources available for check-out directly to ALL child care settings to enhance their nutrition and physical activity programs.
 By June 2014, ALL child care providers will be offered the training and Toolkit 'Fruit, Vegetable and Physical Activity'.
 By June 2015, unlicensed family based child care providers will receive the NAP SACC and Breastfeeding-Friendly training series required for certification.
 By September 2015, ALL providers will receive as-needed follow-up training throughout the project to encourage and reinforce implementation of all wellness policies.
 By December 2013, Families will receive information and education on implementing healthy eating and active living in their daily lives throughout the HEAL Zone. Education will include cooking classes, food demos and food tastings. Families will be encouraged to attend 'Park Meet-Ups' which will be held regularly to introduce families to the parks, services and environmental changes in the parks such as walking mile markers, shadings, availability of water, etc.

Activities
 • The NAP SACC and Breastfeeding-Friendly trainings and follow-up trainings are conducted on an on-going basis in a variety of settings to meet the needs of the child care providers.
 • The Riverside County Child Care Consortium (RCCCC) will expand their current Resource Lending Library (RLL) van to offer ALL child care providers access to resources necessary to implement and enhance their nutrition and physical activity programs.
 • RCCC will conduct needs assessments and determine what resources are most needed. RCCC will purchase some items to expand the RLL van. RCCC will seek grant funding to assist small family-based child care providers in purchasing resources they need.
 • Network for a Healthy California staff will train and provide child care providers with a 'Fruit, Vegetable and Physical Activity' Toolbox
 • Information and education is offered throughout the HEAL Zone for families to access at convenient locations and at convenient times. Locations will include child care centers, Riverside Parks Recreation and Community Services Department facilities, WIC site, community centers, health care centers and churches.
 • Wellness Passports will be distributed to families of children in child care to document their healthy behaviors. An incentive program will be designed to be used with the Wellness Passports. Reinforcement items will be include donations of coupons for free fruits and vegetables at the local corner stores and/or farmers market, crock pots, healthy and easy recipes cookbooks and items to increase physical activity at home like hula hoops, jump ropes, etc.

Lead and Partner Organizations
Lead: Riverside County Child Care Consortium
Key Partners: Riverside County Department of Public Health Nutrition Services NAP SACC Program, Loving Support Program and Network for a Healthy California; Early Childhood and Family Studies of the University of California Extension; Riverside County Office of Education; Riverside County Head Start; WIC
Additional Partners: Nati Fuentes Centro de Niños Child Care and Development Center; State Child and Adult Care Food Program (local representatives), Riverside Parks Recreation and Community Services Department

	<p>By December 2013, Families will begin using their Wellness Passports to document their healthy behaviors.</p>		
<p>Early Childhood Promotional Strategy: Promote child care providers with healthy food and physical activity environments consistent with NAP SACC and Breastfeeding-Friendly to parents selecting a child care provider.</p>			
<p>Expected Outcomes</p>	<p>Parents will seek out NAP SACC Certified Child Care Providers when choosing a child care provider for their infants. Parents will seek out Breastfeeding-Friendly Certified Child Care providers when choosing a child care provider for their children.</p>		
<p>Target Population Groups</p>	<p>Parents of 2000 children 0-5 years old Parents of 2000 children 6-11 years old</p>	<p>Objectives</p> <p>By December 2013, Wide-spread promotion throughout the community regarding the importance of NAP SACC Certified Child Care Providers and Breastfeeding-Friendly Certified Child Care providers.</p> <p>By June 2014, Formal and public recognition for the providers that have become NAP SACC Certified Child Care providers and Breastfeeding-Friendly Certified Child Care providers.</p> <p>By June 2014, A listing of the certified child care providers will be posted on numerous websites including Riverside County Child Care Consortium, Riverside County Office of Education, Riverside County Department of Public Health's Loving Support Program, RivHero WIC Program, Network for a Healthy California, etc.</p>	<p>Activities</p> <ul style="list-style-type: none"> NAP SACC and Breastfeeding-Friendly signs will be designed and provided to child care sites that are in the process of attaining certification. Information regarding NAP SACC and Breastfeeding-Friendly status will be disseminated into the community and posted on the various websites including Riverside County Child Care Consortium, Riverside County Office of Education, Riverside County Department of Public Health's Loving Support Program, RivHero WIC Program, etc. Plaques will be developed for presentation and display to the child care centers who obtain NAP SACC and/or Breastfeeding-Friendly Certification. Vinyl window stickers will be developed for child care centers to place in their facilities that state they are a NAP SACC Certified Child Care provider and/or Breastfeeding-Friendly Certified Child Care provider. Listings of NAP SACC Certified Child Care Providers and Breastfeeding-Friendly Certified Child Care Providers will be developed and updated on a regular basis. Parents will be directed to the lists of NAP SACC Certified Child Care Providers and Breastfeeding-Friendly Certified Child Care providers when they are seeking child care providers for their children. Parents will be encouraged to ask their child care provider to participate in the NAP SACC Certified Child Care Providers and/or Breastfeeding-Friendly Certified Child Care providers.
		<p>Lead and Partner Organizations</p> <p>Lead: Riverside County Child Care Consortium Key Partners: Riverside County Department of Public Health Nutrition Services NAP SACC Program, Loving Support Program and Network for a Healthy California; Early Childhood and Family Studies of the University of California Extension; Riverside County Office of Education; Riverside County Head Start.</p> <p>Additional Partners: Nati Fuentes Centro de Niños Child Care and Development Center; State Child and Adult Care Food Program (local representatives)</p>	

Community Setting: Faith-Based

Describe the barriers to healthy eating and physical activity in this setting. Identify the type of barrier (policy, environment, education, behavior, etc.)
 There are several environmental challenges in the Eastside community including an overconcentration of fast food outlets, liquor stores, a lack of access to affordable fresh fruits and vegetables. Community safety is a barrier in engaging in physical activity in community settings as is the lack of knowledge of available, affordable physical activity options. The Eastside community has a rich history but also long standing challenges with racial tensions and demographic changes has increased these challenges. There is a need for community leaders to lead by example in cross cultural activities, conversations, and collaboration.

Healthy Eating: Overconcentration of fast food outlets
Physical Activity: Safety concerns, need for increased opportunities to exercise at no cost

Leveraging Opportunities: Healthy Heritage Movement (HHM) provides faith-based training and education for African American churches across Riverside on healthy behaviors by identifying churches, meeting with the Pastor, signing commitment, followed up with training, materials, and ongoing support and communication. HHM is a part of the Collaborative and will assist with connecting with African American churches and encouraging them to be a part of HHM faith-based program.

Start RIGHT Campaign and Challenge: Start RIGHT (Riverside is Getting Healthy Together) is a city wide campaign that began in the fall of 2012. The challenge is held annually and includes a neighborhood competition and monetary prizes for winners. Start RIGHT is scheduled to be launched this year at the annual Neighborhood Conference in October/November 2013. The Walk by Faith route can begin by September to then link to the Challenge for increased participation, support, and additional programs, activities, and incentives that the Campaign and Challenge provides.

Faith-based Environmental Strategy: Install "Walk by Faith" route map signage for route identification.

Goals/Addressed:
 Increased access to healthy foods and beverages
 Decreased calorie consumption
 Increased physical activity

Expected Outcomes:
 Improved physical activity among church members and community

Target Population Groups	Objectives	Activities	Lead and Partner Organizations
<p>Participating Churches Membership (approx. 1000)</p> <p>All Residents (17000)</p> <p>Committed Sites: Kansas Avenue SDA, Riverside Spanish SDA, Our Lady of Guadalupe, Praise Tabernacle CME, Iglesia de Dios de Riverside, Second Baptist Church</p>	<p>By September 2013, create a "Walk by Faith" route that encourages collaboration among Eastside faith organizations, allows for community participation in no cost physical activity, and highlights park setting improvements and community gardens.</p>	<ul style="list-style-type: none"> • Identify and recruit participating churches • Set a series of 3 meetings to develop route • Calculate distances between participating churches • Walk the route with workgroup members • Create map for distribution • Design signage utilizing logo developed by youth • Identify route participating churches • Work with City for planning purposes • Install signage 	<p>Lead: RCHF Key Partners: Kansas Avenue SDA, Riverside Spanish SDA, Our Lady of Guadalupe, Praise Tabernacle CME, Iglesia de Dios de Riverside, Second Baptist Church, City of Riverside Community Development</p> <p>Additional Partners: Healthy Heritage Movement, Riverside Faith Temple Ministries, Riverside Peacemakers Ministries, Templo Ebenezer, Rehoboth Apostolic Church</p>

Faith-based Policy Strategy: Establish healthy food policy for meetings and events

Expected Outcomes	Improved food environment at Eastside faith-based organizations/churches.	Activities	Lead and Partner Organizations
<p>Target Population Groups</p> <p>Participating Churches Membership (approx. 1000)</p> <p>Committed Sites: Kansas Avenue SDA, Riverside Spanish SDA, Our Lady of Guadalupe, Praise Tabernacle CME, Iglesia de Dios de Riverside, Second Baptist Church</p>	<p>Objective(s)</p> <p>By June 2014, Eastside churches will implement a healthy food and beverage policy for church meetings, events, or other church functions communicating consistent messages to congregation and community.</p>	<ul style="list-style-type: none"> Continue to outreach to Eastside faith-based organizations to increase participation Set-up two meetings with faith-based workgroup and review sample policies from Lets Move: Faith-based and Community Organizations tool and other samples. Identify faith-based organizations who will implement such policy or policies Recognize faith-based organizations who have implemented policies (as stated in Community Setting) 	<p>Lead and Partner Organizations</p> <p>Lead: RCHF</p> <p>Key Partners: Kansas Avenue SDA, Riverside Spanish SDA, Our Lady of Guadalupe, Praise Tabernacle CME, Iglesia de Dios de Riverside, Second Baptist Church, County of Riverside DOPH</p> <p>Additional Partners: Riverside Faith Temple Ministries, Riverside Peacemakers Ministries, Templo Ebenezer, Rehoboth Apostolic Church</p>
<p>Faith-based Educational Strategy: "Walk by Faith" Route Education Sessions and Activities</p>			
<p>Expected Outcomes</p> <p>Increased access to physical activity</p> <p>Increased knowledge of benefits of exercise</p>	<p>Objective(s)</p> <p>By November 2013, provide education sessions based on the "Walk by Faith" route with faith-based community members to educate on the benefits of physical activity and HEAL strategies, and how to create activities around Walk by Faith route.</p>	<p>Activities</p> <ul style="list-style-type: none"> Provide educational sessions at faith-based sites on the benefits of walking, safety, active living and building activities around the Walk by Faith Route such as starting a walking club. Demonstrate how to build activities around the Walk By Faith routes (such as walking clubs) among parishioners and nearby residents. 	<p>Lead and Partner Organizations</p> <p>Lead: RCHF</p> <p>Key Partners: Kansas Avenue SDA, Riverside Spanish SDA, Our Lady of Guadalupe, Praise Tabernacle CME, Iglesia de Dios de Riverside, Second Baptist Church, County of Riverside DOPH</p> <p>Additional Partners: Healthy Heritage Movement, Riverside Faith Temple Ministries, Riverside Peacemakers Ministries, Templo Ebenezer, Rehoboth Apostolic Church Start RIGHT</p>
<p>Target Population Groups</p> <p>Participating Churches Membership (approx. 1000)</p> <p>Committed Sites: Kansas Avenue SDA, Riverside Spanish SDA, Our Lady of Guadalupe, Praise Tabernacle CME, Iglesia de Dios de Riverside, Second Baptist Church</p>			

Faith-based Promotional Strategy: Distribute Walk by Faith Route Maps

Expected Outcomes	Increased opportunities and awareness for physical activity		
Target Population Groups	Objective(s)	Activities	Lead and Partner Organizations
<p>Participating Churches Membership (approx. 1000). All Residents (approx. 17000) Committed Sites: Kansas Avenue SDA, Riverside Spanish SDA, Our Lady of Guadalupe, Praise Tabernacle CME, Iglesia de Dios de Riverside, Second Baptist Church</p>	<p>By October 2013, increase awareness of Walk by Faith route and develop cross cultural collaboration between faith-based organizations on healthy eating living activities. By June 2015, an annual walking event will be coordinated among all participating churches.</p>	<ul style="list-style-type: none"> Distribute Walk by Faith route map in hard copy and online. Provide map route for Community Resource Maps to be used in HEAL Rx. Post route on EHZ website, City website, Start RIGHT website, and other partner websites. Promote through the church activities including walking clubs. Conduct an annual walking event where all participating churches participate and invite community. Purchase Walk by Faith shirts/hats or other incentive(s) for walking event. 	<p>Lead: RCHF Key Partners: Kansas Avenue SDA, Riverside Spanish SDA, Our Lady of Guadalupe, Praise Tabernacle CME, Iglesia de Dios de Riverside, Second Baptist Church, County of Riverside DOPH Additional Partners: La Prensa, The Voice, The Press Enterprise, Start RIGHT and Fit, Fresh, Fun Forum, Healthy Heritage Movement, Riverside Faith Temple Ministries, Riverside Peacemakers Ministries, Templo Ebenezer, Rehoboth Apostolic Church</p>

Describe the barriers to healthy eating and physical activity in this setting:

Healthy Eating and Physical Activity: There are many structural issues that challenge our Eastside residents to maintain a healthy weight, including the prevalence of an overconcentration of fast food outlets, liquor stores, a lack of access to affordable fresh fruits and vegetables, community safety, and a lack of physical activity (both in schools and in the community). Children are not being socialized properly in their diet and physical activities. Eating fast food and playing video games has become the norm. Although resources and community programs are available, additional challenges are due to the lack of knowledge and coordination for accessing these assets, including programs, education, and services. Eastside health care providers can play a key role in messaging a healthy lifestyle with residents. Imbedding into their practice a component for the measurement of BMI and recommendations for behavior change to help improve the health of their patients. The importance of a culturally sensitive provider will enhance the delivery of care to this diverse neighborhood – including nutrition recommendations, language appropriateness, and cultural practices.

Leveraging Opportunities: Three large community clinics providing care to Eastside residents (Borrego Community Health Foundation/Eastside Health Center, Riverside Neighborhood Health Center, and Community Health Systems, Inc.) are working to implement the Patient Centered Medical Home (PCMH) model of care coordination. The opportunity is ideal to leverage the HEAL Zone goals with PCMH goals of providing improved communication among patients, incorporating the advantages of the electronic medical records to prescribe, track test results, monitor performance, and provide community support information/resources to enhance the patient experience. Clinicians and staff will be able to better assist patients and their families in self-care management with information, tools and resources in their Eastside community.

Four area hospitals serving Eastside residents have been designated as Baby-Friendly Hospitals by Baby-Friendly USA (Riverside Community Hospital, Parkview Community Hospital Medical Center, Kaiser Permanente Riverside and Riverside County Regional Medical Center). The health, environmental and financial benefits of breastfeeding are well documented and support to breastfeeding mothers is critical following hospital discharge. The opportunity to engage health care providers and WIC staff in the support of extended breastfeeding will complement the early childhood and health care settings.

There are several organizations (government and nonprofit) that already provide extensive educational and recreational programs and services including but not limited to Riverside Community Health Foundation, Riverside Parks Recreation and Community Services Department, DOPH Nutrition Services, County Health Clinics and WIC. These programs will be inventoried and identified on a community map to promote increased utilization by residents. The inventory and map will be available to all healthcare providers and will be available as a tool for all the HEAL Zone collaborative partners to promote, along with the HEAL Rx program.

Additionally, Kaiser Permanente Community Benefit will leverage the Educational Theatre programs in the school setting (The Amazing Food Detective – Grades 4-5) to complement the efforts in the health care setting. The community clinic providers will have access to free health education materials (culturally sensitive, variety of literacy levels and languages) to support their practice.

Another partnership with KP is with the Riverside Parks Recreation and Community Services Department – for Operation Splash. This is a summer swim program that provides for access to free swim passes, swimming lessons, senior swim, and Jr. Life Guard training to low-income residents. The program is offered at Sippy Woodhead Pool at Bobby Bonds Park. As one of the larger pools in the City of Riverside, it attracts hundreds of children and families for free recreation swim during the hot summer months. This program also promotes the “Rethink Your Drink” campaign by encouraging water consumption.

Goals Addressed	<p>Increase consumption of healthy food and beverages. Decrease calorie consumption. Increase physical activity.</p>	
Expected Outcomes	<p>Improved coordination of health care provider referrals that connect residents with community programs Increase resident knowledge of available local community resources.</p>	
<p>Target Population Groups</p> <p>Eastside Health Care Providers: Borrego Community Health Foundation (Eastside Health Center), Riverside Neighborhood Health Center, Community Health Systems, Inc. (University Medical Clinic), DOPH WIC clinic staff and RUSD school staff. (approx. 50)</p> <p>Clinic Families (approx. 2500)</p> <p>WIC families (approx. 4000)</p>	<p>Objectives</p> <p>By March 2014, health care providers will use a HEAL prescription (HEAL Rx) to refer patients to resources for healthy eating and physical activity as part of their recommended treatment plan to improve health.</p> <p>By September 2014, providers will be able to recommend easily accessible (geographically convenient and affordable) physical activity programs and healthy eating resources to their patients with community resources inventory.</p> <p>Activities</p> <ul style="list-style-type: none"> Through activities of the Health Care Workgroup: Recruit additional private/independent health care providers Identify best opportunities for provider education Design prescription pad to be used for utilization to community resources. Incorporate community resources inventory map (created in Community Setting) Promote utilization by health care providers of HEAL Rx pads for physical activity, reduced screen time, increased fruit/vegetable consumption, reduced consumption of sugar sweetened beverages, extended breastfeeding and container gardening (fruits/vegetables). Develop low cost options for obtaining fresh fruits and vegetables at farmers markets and corner stores. 	<p>Lead and Partner Organizations</p> <p>Leads: DOPH, RCHF Key Partners: Borrego Community Health Foundation, Riverside Neighborhood Health Center, Riverside County Medical Association, Community Health Systems, Inc., WIC Additional Partners: City of Riverside Mayor's Office/Fit, Fresh, Fun Riverside (FFF), RCRMC, Kaiser Permanente - Riverside, RUSD, Hope to Health Clinics, Riverside Parks Recreation and Community Services Department</p>
<p>Expected Outcomes</p> <p>Target Population Groups</p> <p>Eastside health care providers: Borrego Community Health Foundation, Riverside Neighborhood Health Center, Community Health Systems, Inc., WIC Clinic Families (approx. 2500) WIC families (approx. 4000)</p>	<p>Objectives</p> <p>By September 2014, Electronic Health Records will be utilized to document and track BMI for patients. Physicians will provide a prescription.</p> <p>By September 2015, health care providers will provide information regarding the trending of results and reinforce health behaviors that support improved BMI.</p> <p>Activities</p> <ul style="list-style-type: none"> Identify participating health care providers. Provide training to health care providers on how to incorporate talking to patients about obesity risk and importance of eating healthy and regular physical activity within their practice. Providers will identify and track BMI and utilize trending capabilities in HER systems. 	<p>Lead and Partner Organizations</p> <p>Leads: Eastside HEAL Zone Health Care Workgroup, DOPH, Riverside County Medical Association Key Partners: Borrego Health, Riverside Neighborhood Health Center, Community Health Systems, Inc., WIC Additional Partners: Kaiser Permanente, RCRMC, Hope to Health Clinic</p>

Expected Outcomes	Increased knowledge among partners and community leaders of local community resources for healthy food access and active living. Increased community resident participation in local community resources.	
Target Population Groups	Objectives(s)	Lead and Partner Organizations
<p>Eastside health care providers, WIC clinic staff, promoters, school wellness staff, nonprofit and faith-based organizations.</p> <p>Clinic Families (approx. 2500)</p> <p>WIC families (approx. 4000)</p>	<p>By March 2014, health care providers and health educators will be able to direct patients to community resources for healthy activities, events, and EHZ recognized sites.</p>	<p>Activities</p> <ul style="list-style-type: none"> Inventory local referral sources – those who interact with residents and provide referrals including health care provider offices, school wellness personnel, WIC clinics, parks and recreation, promoters, outreach workers, and faith based organizations. Share community map and other HEAL resources to providers in order to encourage patients to access community resources, as part of the Community setting. Conduct outreach in the clinic with educational programs and materials that support healthy eating and active living. <p>Lead and Partner Organizations</p> <p>Leads: Eastside HEAL Zone Health Care Workgroup, RCHF Key Partners: Borrego Health, County of Riverside DOPH, Community Health Systems, Inc., Hope to Health Clinic, Riverside County Medical Association, WIC Additional Partners: Kaiser Permanente - Riverside</p>
<p>Expected Outcomes</p> <p>Improved community resident participation in healthy eating or active living programs that increase the awareness and community pride of the benefits of living in a HEAL Zone.</p>	<p>Objectives(s)</p> <p>By March 2015, encourage resident participation in healthy eating active living activities through available community resources, physician leaders, and knowledge of other HEAL strategies.</p>	<p>Activities</p> <ul style="list-style-type: none"> Develop a passport program for active participation in utilizing community resources for healthy eating and active living. Engage two local pediatricians to serve as mentors, role models, spokesperson on obesity, promoting HEAL strategies. One local clinic pediatrician and one Kaiser Permanente pediatrician. Promote continued breastfeeding for mothers after hospital discharge in the continuum of care – leveraged by the local Baby Friendly Hospitals – (Riverside Community Hospital, Parkview, Loma Linda, Riverside County Regional Medical Center (in progress), and Kaiser Permanente, Riverside), through referral to Loving Support Breastfeeding Helpline and the WIC clinics. Promote HEAL Rx at Eastside community events. <p>Lead and Partner Organizations</p> <p>Leads: Eastside HEAL Zone Health Care Workgroup, DOPH, RCHF Key Partners: Borrego Health, WIC, Riverside Neighborhood Health Center, Community Health Systems, Inc., Additional Partners: Riverside Parks Recreation and Community Services Department, Riverside USD, City of Riverside Mayor's Office/Fit, Fresh, Fun Riverside (FFFF), PRCSO, RCRMW, Hope to Health Clinic, Kaiser Permanente – Riverside, Network for a Healthy California</p>
<p>Target Population Groups</p> <p>Eastside health care providers, WIC clinic staff, promoters, school wellness staff, and nonprofit and faith-based organizations:</p> <p>Clinic Families (approx. 2500)</p> <p>WIC families (approx. 4000)</p>		

EXHIBIT D**PUBLICITY AND ATTRIBUTION REQUIREMENTS****PUBLICITY AND ATTRIBUTION REQUIREMENTS**

- A. CONTRACTOR shall include the following acknowledgment of the Riverside County Health Coalition and Kaiser Permanente funding in all materials produced for the purpose of public education and outreach related to COUNTY funded programs. These materials include but are not limited to the following: brochures, workbooks, flyers, circulars, posters, games, television, radio and print advertising, public service announcements and video news releases, calendar/event listings, presentations, telephone hold messages, outdoor advertising and vehicles. The wording of the attribution shall be one of the following:

"On behalf of the Riverside County Health Coalition, made possible by funding from Kaiser Permanente"

"Hecho posible a traves de fondos de Kaiser Permanente para Riverside County Health Coalition"

For events, conferences or programs with multiple funders, one of the following attributions shall be used:

"Funded in part by Kaiser Permanente on behalf of the Riverside County Health Coalition"

"Financiado en parte por Kaiser Permanente para Riverside County Health Coalition"

"Made possible by funding from Kaiser Permanente on behalf of the Riverside County Health Coalition"

"Hecho posible a través de fondos de Kaiser Permanente para Riverside County Health Coalition"

When space is limited (buttons, pencils, pens, etc.), attribution may be omitted. However, CONTRACTORS shall contact the COUNTY's grant manager to determine an appropriate method of providing attribution to the public regarding the funding source for such items.

- B. The approved Riverside County Health Coalition logo (graphic) shall be used on materials specific to the COUNTY funded program. CONTRACTOR shall use

the approved Riverside County Health Coalition logo (graphic) on public education and outreach materials in accordance with the graphics attribution standard as posted on the COUNTY public web site.

- C. CONTRACTOR shall provide the COUNTY grant manager a copy of all public information/relations products (such as flyers, newsletters, posters, etc.) as soon as possible but not later than fourteen (14) calendar days prior to submitting to print. News releases should be submitted as soon as possible but not later than seven (7) days before public release is scheduled.
- D. The COUNTY's grant manager shall provide guidance on procedures for logo usage and printed public relations material in accordance with the COUNTY policies. Policies will be available on the COUNTY public website.

EXHIBIT E BUDGET
EASTSIDE HEAL Zone
RIVERSIDE COUNTY CHILD CARE CONSORTIUM

	Year 2	Year 3	Year 4	Year 5	TOTAL
Period	4/01/13- 09/30/13	10/01/13- 09/30/14	10/1/14- 9/30/15	10/1/15- 3/31/16	
Personnel					\$ -
Fringe Benefits					\$ -
Total Personnel	\$ -	\$ -	\$ -	\$ -	\$ -
Program/Operating	\$ 2,500	\$ 5,000	\$ 5,000	\$ 2,500	\$ 15,000
Subcontractors					\$ -
Indirect					\$ -
TOTAL:	\$ 2,500	\$ 5,000	\$ 5,000	\$ 2,500	\$ 15,000

COUNTY OF RIVERSIDE
 DEPARTMENT OF PUBLIC HEALTH

to Riverside County Clerk of the Board, Stop 1010
 Post Office Box 1147, Riverside, Ca 92502-1147
 Thank you.

FOR COUNTY USE ONLY



DEPT/BRANCH DOPH/Nutrition Services		CONTRACT NO. 13-084		RFP NO. -----
FUND 10000	DEPARTMENT ID 4200101300	PROJECT-GRANT HS340073	PROGRAM -----	CLASS/LOCATION 6572-33217
CONTRACT AMOUNT \$87,005		PERIOD OF PERFORMANCE April 1, 2013 through March 31, 2016		
COUNTY CONTACT Gayle Hoxter, Branch Chief (951) 358-5306 - ghoxter@rivcocha.org				
CONTRACTOR REPRESENTATIVE Marcus Ridley (951) 788-7135 x.82005 - mridley@rusd.k12.ca.us				
PROGRAM NAME: <i>Eastside Healthy Eating Active Living (HEAL) Zone Initiative</i>				

This Agreement is made and entered into by and between the County of Riverside, a political subdivision of the State of California, through its Department of Public Health, hereinafter referred to as "COUNTY" or "RCDOPH", and Riverside Unified School District, hereinafter referred to as "CONTRACTOR".

WITNESSETH:

WHEREAS, the COUNTY has received funding from Kaiser Permanente to implement community engagement and leadership team facilitation during the Eastside Healthy Eating Active Living (HEAL) Zone Initiative; and

WHEREAS, the CONTRACTOR has the expertise, special knowledge, experience, and staff to provide such identified services and is willing to so provide.

NOW THEREFORE in consideration of the mutual promises, covenants and conditions hereinafter contained, the Parties hereto mutually agree as provided on pages 1 through 16, Exhibit A, Scope of Work, consisting of one (1) page(s), Exhibit B, Payment Provision, consisting of one (1) page, Exhibit C, consisting of thirty (30) page(s), Exhibit D, consisting of two (2) page(s), and Exhibit E, consisting of one (1) page(s), attached hereto and incorporated herein.

CONTRACTOR

Riverside Unified School District

By _____

Print Name _____

Date _____

COUNTY

By John J. Benoit
 John J. Benoit, Chairman

Date AUG 20 2013

ATTEST: Kecia Harper-Ihem, Clerk

By Kecia Harper-Ihem, Deputy
 AUG 20 2013

Date: _____

FORM APPROVED COUNTY COUNSEL

BY: Neal R. Kipnis DATE 08/20/13

AUG 20 2013 3-61

1 **1. DESCRIPTION OF SERVICES**

2 **1.1** CONTRACTOR shall provide all services as outlined and specified in Exhibit A,
3 SCOPE OF WORK, and Exhibit D, PUBLICITY AND ATTRIBUTION
4 REQUIREMENTS, attached hereto and by this reference incorporated herein.

5 **1.2** CONTRACTOR shall perform to the satisfaction of the COUNTY and in
6 conformance to and consistent with the highest standards of firms/professionals in
7 the same discipline in the State of California.

8 **1.3** CONTRACTOR affirms this is fully, apprised of all the work to be performed
9 under this Agreement; and the CONTRACTOR agrees it can properly perform
10 this work at the prices stated in Exhibit B, PAYMENT PROVISION.
11 CONTRACTOR is not to perform services or provide products outside of this
12 Agreement.

13 **1.4** Acceptance by the COUNTY of the CONTRACTOR'S performance under this
14 Agreement does not operate as a release of CONTRACTOR'S responsibility for
15 full compliance with the terms of this Agreement.
16

17 **2. PERIOD OF PERFORMANCE**

18 **2.1** This Agreement shall be effective on April 1, 2013 through March 31, 2016,
19 unless terminated as specified in Section 15, TERMINATION.
20

21 **3. COMPENSATION.**

22 **3.1** In consideration of services provided by CONTRACTOR pursuant to Exhibit A,
23 SCOPE OF WORK, attached hereto and incorporated herein, CONTRACTOR
24 shall be entitled to receive payment as specified in Exhibit B, PAYMENT
25 PROVISIONS, attached hereto and incorporated herein. Maximum payment to
26 CONTRACTOR shall not exceed eighty-seven thousand, five dollars (\$87,005),
27 including all expenses.
28

1 **3.2** COUNTY is not responsible for any fees or cost incurred above or beyond the
2 contracted amount, as stated above in Section 3, COMPENSATION, Paragraph
3 3.1, and shall have no obligation to purchase any specified amount of services.
4 Unless otherwise specifically stated in Exhibit B, PAYMENT PROVISIONS,
5 COUNTY shall not be responsible for payment of any of CONTRACTOR'S
6 expenses related to this Agreement.

7 **3.3** COUNTY requires written proof satisfactory to COUNTY of cost increases prior
8 to any approved price adjustment. A minimum of 30-day advance notice in
9 writing is required to be considered and approved by COUNTY. No retroactive
10 price adjustments will be considered. Any price increases must be stated in a
11 written amendment to this Agreement.

12 **3.4** COUNTY obligation for payment of this Agreement beyond the current fiscal
13 year end is contingent upon and limited by the availability of COUNTY funding
14 from which payment can be made. No legal liability on the part of the COUNTY
15 shall rise for payment beyond June 30 of each calendar year unless funds are
16 made available for such payment. In the event such funds are not forthcoming for
17 any reason, COUNTY shall immediately notify CONTRACTOR in writing; and
18 this Agreement shall be deemed terminated and have no force and effect.
19

20
21 **4. HOLD HARMLESS/INDEMNIFICATION.**

22 **4.1** CONTRACTOR shall indemnify and hold harmless the County of Riverside, its
23 Agencies, Districts, Special Districts and Departments, their respective directors,
24 officers, Board of Supervisors, elected and appointed officials, employees, agents
25 and representatives from any liability, claim, damage or action whatsoever, based
26 or asserted upon any act or omission of CONTRACTOR, its officers, employees,
27 subcontractors, agents or representatives arising out of or in any way relating to
28 this Agreement, including but not limited to property damage, bodily injury, or

1 death. CONTRACTOR shall defend, at its sole cost and expense, including but
2 not limited to attorney fees, cost of investigation, defense and settlements or
3 awards, the County of Riverside, its Agencies, Districts, Special Districts and
4 Departments, their respective directors, officers, Board of Supervisors, elected
5 and appointed officials, employees, agents and representatives in any such action
6 or claim. With respect to any action or claim subject to indemnification herein by
7 CONTRACTOR, CONTRACTOR shall, at their sole cost, have the right to use
8 counsel of its own choice and shall have the right to adjust, settle, or compromise
9 any such action or claim without the prior consent of COUNTY; provided,
10 however, that any such adjustment, settlement or compromise in no manner
11 whatsoever limits or circumscribes CONTRACTOR'S indemnification of
12 COUNTY. CONTRACTOR'S obligation hereunder shall be satisfied when
13 CONTRACTOR has provided to COUNTY the appropriate form of dismissal (or
14 similar document) relieving COUNTY from any liability for the action or claim
15 involved.

16 **4.2** The specified insurance limits required in this Agreement shall in no way limit or
17 Circumscribe, CONTRACTOR'S obligations to indemnify and hold harmless,
18 COUNTY.

19 **4.3** In the event there is conflict between this clause and California Civil Code
20 Section 2782, this clause shall be interpreted to comply with Civil Code 2782.
21 Such interpretation shall not relieve the CONTRACTOR from indemnifying the
22 COUNTY to the fullest extent allowed by law.

23
24 **5. INDEPENDENT CONTRACTOR.**

25 **5.1** The CONTRACTOR is, for the purpose relating to this Agreement, an
26 independent CONTRACTOR and shall not be deemed an employee of the
27 COUNTY. It is expressly understood and agreed that the CONTRACTOR
28 (including its employees, agents and subcontractors) shall in no event be entitled

1 to any benefits to which COUNTY employees are entitled, including but not
 2 limited overtime, any retirement benefits, worker's compensation benefits, and
 3 injury leave or other leave benefits. There shall be no employer-employee
 4 relationship between the parties; and CONTRACTOR shall hold COUNTY
 5 harmless from any and all claims that parties; and CONTRACTOR shall hold
 6 COUNTY harmless from any and all claims that may be made against COUNTY
 7 based upon any contention by a third party that an employer-employee
 8 relationship exists by reason of this Agreement. It is further understood and
 9 agreed by the parties that CONTRACTOR in the performance of this Agreement.

10 **5.2** It is further understood and agreed by the parties hereto that CONTRACTOR in
 11 the performance of this Agreement is subject to the control or direction of
 12 COUNTY merely as to the result to be accomplished by the services hereunder
 13 agree to render and perform and not as to the means and methods for
 14 accomplishing the results.

15 **6. LIABILITY INSURANCE** Without limiting or diminishing the CONTRACTOR'S
 16 obligation to indemnify or hold the COUNTY harmless, CONTRACTOR shall procure
 17 and maintain or cause to be maintained, at its sole cost and expense, the following
 18 insurance coverage's during the term of this Agreement:

19 **6.1 Workers' Compensation:**

20 If the CONTRACTOR has employees as defined by the State of California, the
 21 CONTRACTOR shall maintain statutory Workers' Compensation Insurance
 22 (Coverage A) as prescribed by the laws of the State of California. Policy shall
 23 include Employers' Liability (Coverage B) including Occupational Disease with
 24 limits not less than one million dollars \$1,000,000 per person per accident. The
 25 policy shall be endorsed to waive subrogation in favor of The County of
 26 Riverside, and, if applicable, to provide a Borrowed Servant/Alternate Employer
 27 Endorsement.

28 **6.2 Commercial General Liability:**

Commercial General Liability insurance coverage, including but not limited to,

1 premises liability, contractual liability, products and completed operations
2 liability, personal and advertising injury covering claims which may arise from or
3 out of CONTRACTOR'S performance of its obligations hereunder. Policy shall
4 name all Agencies, Districts, Special Districts, and Departments of the COUNTY
5 of Riverside, their respective directors, officers, Board of Supervisors, employees,
6 elected or appointed officials, agents or representatives as Additional Insured's.
7 Policy's limit of liability shall not be less than one million dollars \$1,000,000 per
8 occurrence combined single limit. If such insurance contains a general aggregate
9 limit, it shall apply separately to this agreement or be no less than two (2) times
10 the occurrence limit.

11 **6.3 Vehicle Liability:**

12 If vehicles or mobile equipment are used in the performance of the obligations
13 under this Agreement, then CONTRACTOR shall maintain liability insurance for
14 all owned, non-owned or hired vehicles so used in an amount not less than one
15 million dollars \$1,000,000 per occurrence combined single limit. If such
16 insurance contains a general aggregate limit, it shall apply separately to this
17 agreement or be no less than two (2) times the occurrence limit. Policy shall name
18 the County of Riverside, its Agencies, Districts, Special Districts, and
19 Departments, their respective directors, officers, Board of Supervisors,
20 employees, elected or appointed officials, agents or representatives as Additional
21 Insured's.

22 **6.4 Professional Liability Insurance**

23 CONTRACTOR shall maintain Professional Liability Insurance providing
24 coverage for the CONTRACTOR'S performance of work included within this
25 Agreement, with a limit of liability of not less than one million dollars \$1,000,000
26 per occurrence and two million dollars \$2,000,000 annual aggregate. If
27 CONTRACTOR'S Professional Liability insurance is written on a claim made
28 basis rather than an occurrence basis, such insurance shall continue through the

1 term of this Agreement and CONTRACTOR shall purchase at his sole expense
2 either 1) an Extended Reporting Endorsement (also known as Tail Coverage); or
3 2) Prior Dates Coverage from new insurer with a retroactive date back to the date
4 of, or prior to, the inception of this Agreement; or 3) demonstrate through
5 Certificates of Insurance that CONTRACTOR has Maintained continuous
6 coverage with the same original insurer. Coverage provided under items; 1), 2),
7 or 3) will continue for a period of five (5) years beyond the termination of this
8 Agreement.

9 **6.5 General Insurance Provisions - All lines:**

10 **6.5.1** Any insurance carrier providing insurance coverage hereunder shall be
11 admitted to the State of California and have an A M BEST rating of not
12 less than A: VIII (A:8) unless such requirements are waived, in writing, by
13 the County Risk Manager. If the County's Risk Manager waives a
14 requirement for a particular insurer such waiver is only valid for that
15 specific insurer and only for one policy term.

16 **6.5.2** The CONTRACTOR must declare its insurance self-insured retentions. If
17 such self-insured retentions exceed five hundred, thousand \$500,000 per
18 occurrence such retentions shall have the prior written consent of the
19 County Risk Manager before the commencement of operations under this
20 Agreement. Upon notification of self insured retention unacceptable to
21 the COUNTY, and at the election of the Country's Risk Manager,
22 CONTRACTOR'S carriers shall either; 1) reduce or eliminate such self-
23 insured retention as respects this Agreement with the COUNTY, or 2)
24 procure a bond which guarantees payment of losses and related
25 investigations, claims administration, and defense costs and expenses.

26 **6.5.3** CONTRACTOR shall cause CONTRACTOR'S insurance carrier(s) to
27 furnish the County of Riverside with either 1) a properly executed original
28 Certificate(s) of Insurance and certified original copies of Endorsements

1 effecting coverage as required herein, or 2) if requested to do so orally
2 or in writing by the County Risk Manager, provide original Certified
3 copies of policies including all Endorsements and all attachments thereto,
4 showing such insurance is in full force and effect. Further, said
5 Certificate(s) and policies of insurance shall contain the covenant of the
6 insurance carrier(s) that thirty (30) days written notice shall be given to the
7 County of Riverside prior to any material modification, cancellation,
8 expiration or reduction in coverage of such insurance. In the event of a
9 material modification, cancellation, expiration, or reduction in coverage,
10 this Agreement shall terminate forthwith, unless the County of Riverside
11 receives, prior to such effective date, another properly executed original
12 Certificate of Insurance and original copies of endorsements or certified
13 original policies, including all endorsements and attachments thereto
14 evidencing coverage's set forth herein and the insurance required herein is
15 in full force and effect. *CONTRACTOR shall not commence operations*
16 *until the COUNTY has been furnished original Certificate (s) of Insurance*
17 *and certified original copies of endorsement or policy of insurance*
18 *including all endorsements and any and all other attachments as required*
19 *in this Section. An individual authorized by the insurance carrier to do so*
20 *on its behalf shall sign the original endorsements for each policy and the*
21 *Certificate of Insurance.*

22 **6.5.4** It is understood and agreed to by the parties hereto and the insurance
23 company(s), that the Certificate(s) of insurance and policies shall so
24 covenant and shall be construed as primary insurance, and the COUNTY'S
25 insurance and/or deductibles and/or self-insured retention's or self-insured
26 programs shall not be construed as contributory.

27 **6.5.5** The COUNTY'S Reserved Rights –Insurance. If, during the term of this
28 Agreement or any extension thereof, there is a material change in the

1
2 scope of services; or, there is a material change in the equipment to be
3 used in the performance of the scope of work (such as the use of aircraft or
4 watercraft) the COUNTY reserves the right to adjust the type of insurance
5 required herein, if; in the COUNTY Risk Manager's reasonable judgment
6 the amount or type of insurance carried by the CONTRACTOR has
7 become inadequate

8 **6.5.6** CONTRACTOR shall pass down the insurance obligations contained
9 herein to all tiers of subcontractors working under this Agreement.

10 **6.5.7** The insurance requirements contained in this Agreement may be met with
11 a program(s) of self-insurance acceptable to the COUNTY.

12
13 **7. LICENSE.**

14 **7.1** CONTRACTOR shall, through the term of this Agreement, maintain all licenses
15 necessary for the provision of the services hereunder and required by the laws and
16 regulations of the United States, the State of California, County of Riverside, and
17 all other governmental agencies. CONTRACTOR shall notify COUNTY
18 immediately, in writing, of inability to obtain or maintain such license. Said
19 inability shall be cause for termination of this Agreement.

20 **7.2** CONTRACTOR shall ensure that CONTRACTOR'S employees, agents and
21 other CONTRACTOR'S performing services under the terms of this Agreement
22 are in compliance with all relative licensing requirements. CONTRACTOR
23 hereby agrees to notify COUNTY immediately, in writing, of inability of
24 CONTRACTOR or any of CONTRACTOR'S employees, agents and other
25 CONTRACTOR'S, to obtain or maintain such license(s). Said inability shall be
26 cause for termination of this Agreement.

27 **7.3** A copy of each such license, permit, approval, waiver, exemption, registration,
28 accreditation, and certificate shall be provided to COUNTY.

1 **8. RECORDS AND DOCUMENTS.**

2 **8.1** CONTRACTOR shall make available, upon written request by any duly authorized
3 Federal, State or COUNTY agency, a copy of this Agreement and such books,
4 documents and records as are necessary to certify the nature and extent of the
5 CONTRACTOR'S costs related to this Agreement. All such books, documents and
6 records shall be maintained by CONTRACTOR for at least five years following
7 termination of this Agreement and be available for audit by the COUNTY.

8 CONTRACTOR shall provide to the COUNTY reports and information related to
9 this Agreement.
10

11 **9. EDD REPORTING REQUIREMENTS**

12 In order to comply with child support enforcement requirements of the State of
13 California, the County of Riverside may be required to submit a Report of Independent
14 CONTRACTOR(s) form **DE 542** to the Employment Development Department. The
15 selected CONTRACTOR agrees to furnish the required CONTRACTOR data and
16 certifications to the County of Riverside within 10 days of notification of award of
17 contract when required by the EDD. It is expressly understood that this data will be
18 transmitted to governmental agencies charged with the establishment and enforcement of
19 child support orders and for no other purposes and will be held confidential by those
20 agencies. Failure of the CONTRACTOR to timely submit the data and/or certificates
21 required may result in contract being awarded to another CONTRACTOR. In the event a
22 contract has been issued, failure of the CONTRACTOR to comply with all federal and
23 state reporting requirements for child support enforcement or to comply with all lawfully
24 served Wage and Earnings Assignments Orders and Notices of Assignment shall
25 constitute a material breach of contract. Failure to cure such breach within 60 calendar
26 days of notice from the County shall constitute grounds for termination of the contract.

27 If you have any questions concerning this reporting requirement, please call (916) 657-
28 0529. You may also contact your local Employment Tax Customer Service Office listed
in your telephone directory in the State Government section under "Employment
Development Department," or you may access their Internet site at www.edd.ca.gov.

1 **10. OSHA REGULATIONS**

2 **10.1** CONTRACTOR hereby certifies awareness of the Occupational Safety and
3 Health Administration (OSHA) standards and codes as set forth by the U.S.
4 Department of Labor, and the derivative Cal/OSHA standards, laws and
5 regulations relating thereto, and verifies that all performance under this
6 Agreement shall be in compliance therewith.

7 **11. CONFIDENTIALITY**

8 **11.1** CONTRACTOR shall not use for personal gain or make other improper use of
9 privileged or confidential information which is acquired in connection with this
10 Agreement. The term "privileged or confidential information" includes but is not
11 limited to: unpublished or sensitive technological or scientific information;
12 medical, personnel, or security records; anticipated material requirements or
13 pricing/purchasing actions; COUNTY information or data which is not subject to
14 public disclosure; COUNTY operational procedures; and knowledge of selection
15 of contractors, subcontractors or suppliers in advance of official announcement.

16 **11.2** CONTRACTOR shall protect from unauthorized disclosure names and other
17 identifying information concerning persons receiving services pursuant to this
18 Agreement, except for general statistical information not identifying any person.
19 CONTRACTOR shall not use such information for any purpose other than
20 carrying out the CONTRACTOR'S obligations under this Agreement. The
21 CONTRACTOR shall promptly transmit to the COUNTY all third party requests
22 for disclosure of such information. The CONTRACTOR shall not disclose,
23 except as otherwise specifically permitted by this Agreement or authorized in
24 advance in writing by the COUNTY, any such information to anyone other than
25 the COUNTY. For purposes of this paragraph, identity shall include, but not be
26 limited to name, identifying number, symbol, or other identifying particular
27 assigned to the individual, such as finger or voice print or a photograph.
28

1 **12. CONDUCT OF CONTRACTOR**

2 **12.1** CONTRACTOR covenants that it presently has no interest, including, but not
3 limited to, other projects or contracts, and shall not acquire any such interest,
4 direct or indirect, which would conflict in any manner or degree with
5 CONTRACTOR'S performance under this Agreement. CONTRACTOR agrees
6 to inform the COUNTY of all the CONTRACTOR'S interests, if any, which are
7 or may be perceived as incompatible with the COUNTY'S interest

8 **12.2** CONTRACTOR shall not, under circumstances which could be interpreted as an
9 attempt to influence the recipient in the conduct of his duties, accept any gratuity
10 or special favor from individuals or firms with whom the CONTRACTOR is
11 doing business or proposing to do business, in accomplishing the work under this
12 Agreement.

13 **12.3** CONTRACTOR or its employees shall not offer gifts, gratuity, favors, and
14 entertainment directly or indirectly to COUNTY employees.
15

16 **13. INSPECTION OF SERVICE; QUALITY CONTROL/ASSURANCE**

17 **13.1** All performances (which includes services, workmanship, materials, supplies and
18 equipment furnished or utilized in the performance of this Agreement) shall be
19 subject to inspection and test by the COUNTY or other regulatory agencies at all
20 times. CONTRACTOR shall provide adequate cooperation to any inspector or
21 other COUNTY representative to permit him/her to determine the
22 CONTRACTOR'S conformity with the terms of this Agreement. If any services
23 performed or products provided by CONTRACTOR are not in conformance with
24 the terms of this Agreement, the COUNTY shall have the right to require the
25 CONTRACTOR to perform the services or provide the products in conformance
26 with the terms of the Agreement at no additional cost to the COUNTY. When
27 the services to be performed or the products to be provided are of such nature that
28 the difference cannot be corrected, the COUNTY shall have the right to 1) require

1 the CONTRACTOR immediately to take all necessary steps to ensure future
2 performance in conformity with the terms of the Agreement; and/or 2) reduce the
3 Agreement price to reflect the reduced value of the services performed or
4 products provided. COUNTY may also terminate this Agreement for default and
5 charge to CONTRACTOR any costs incurred by the COUNTY because of the
6 CONTRACTOR'S failure to perform.

7 **13.2** CONTRACTOR shall establish adequate procedures for self-monitoring and
8 quality control and assurance to ensure proper performance under this Agreement;
9 and shall permit a COUNTY representative or other regulatory official to monitor,
10 assess or evaluate CONTRACTOR'S performance under this Agreement at any
11 time upon reasonable notice to CONTRACTOR.

12
13 **14. DISPUTES**

14 **14.1** The parties shall attempt to resolve any disputes amicably the working level. If
15 that is not successful, the dispute shall be referred to the senior management of
16 the parties. Any dispute relating to this Agreement which is not resolved by the
17 parties shall be decided by the COUNTY'S Purchasing Department's
18 Compliance Contract Officer shall be the final and conclusive unless determined
19 by a court of competent jurisdiction to have been fraudulent, capricious, arbitrary,
20 or so grossly erroneous as necessarily to imply bad faith. CONTRACTOR shall
21 proceed diligently with the performance of this Agreement pending the resolution
22 of a dispute.

23 **14.2** Prior to the filing of any legal action related to this Agreement, the parties shall be
24 obligated to attend a mediation session in Riverside County before a neutral third
25 party mediator. A second mediation session shall be required if the first session is
26 not successful. The parties shall share the cost of the mediations.

1 **15. TERMINATION.**

2 **15.1** COUNTY may terminate this Agreement without cause upon 30 days written
3 notice served upon the CONTRACTOR stating the extent and effective date of
4 termination.

5 **15.2** COUNTY may, upon five (5) days written notice, terminate this agreement for
6 CONTRACTOR'S default, if CONTRACTOR refuses or fails to comply with the
7 terms of this Agreement or fails to make progress so as to endanger performance
8 and does not immediately cure such failure. In the event of such termination, the
9 COUNTY may proceed with the work in any manner deemed proper by
10 COUNTY.

11 **15.3** After receipt of the notice of termination, CONTRACTOR shall:

12 **15.3.1** Stop all work under this Agreement on the date specified in the notice of
13 termination;

14 **15.3.2** Transfer to COUNTY and deliver in the manner as directed by
15 COUNTY any materials, reports or other products which, if the
16 Agreement had been completed or continued, would have been required
17 to be furnished to COUNTY.

18 **15.4** After termination, COUNTY shall make payment for CONTRACTOR'S
19 performed up to the date of termination in accordance with this Agreement and at
20 the rates set forth in Exhibit B, Payment Provision.

21 **15.5** CONTRACTOR'S rights under this Agreement shall terminate (except for fees
22 accrued prior to the date of termination) upon dishonesty or a willful or material
23 breach of this Agreement by CONTRACTOR; or in the event CONTRACTOR'S
24 unwillingness or inability for any reasons whatsoever to perform the terms of this
25 Agreement. In such event, CONTRACTOR shall not be entitled to any further
26 compensation under this Agreement.

27 **15.6** The rights and remedies of COUNTY provided in this section shall not be
28 exclusive and are in addition to any other rights and remedies provided by law or
under this Agreement.

1 **16. FORCE MAJEURE**

2 **16.1** Neither Party shall, be liable nor deemed to be in default for any delay or failure
3 in performance under this Agreement or other interruption of service or
4 employment deemed resulting, directly or indirectly, from acts of God.

5
6 **17. NONDISCRIMINATION AND ELIGIBILITY**

7 **17.1** CONTRACTOR shall not discriminate in the provision of services, allocation of
8 benefits, accommodation in facilities, or employment of personnel, on the basis of
9 ethnic group identification, race, color, creed, ancestry, religion, national origin,
10 physical handicap, medical condition, or sex in the performance of this
11 Agreement; and, to the extent they shall be found to be applicable hereto, shall
12 comply with the provisions of California Fair Employment and Housing Act
13 (Gov. Code 12900 et. Seq.), the Federal Civil Rights Act of 1964 (P.L. 88-352),
14 the Americans with Disabilities Act of 1990 (42 U.S.C. §1210 et. Seq.) and all
 other applicable laws or regulations.

15 **18. CONFLICT OF INTEREST**

16 **18.1** CONTRACTOR and CONTRACTOR'S employees shall have no interest, and
17 shall not acquire any interest, direct or indirect, which will conflict in any manner
18 or degree with the performance of services required under this Agreement.

19 **19. ALTERATION**

20 **19.1** No alteration or variation of the terms of this Agreement shall be valid unless
21 made in writing and signed by the parties hereto, and no oral understanding or
22 agreement not incorporated herein, shall be binding on any of the parties hereto.

23 **19.2** Only the County Board of Supervisors or the County Purchasing Agent may
24 authorize any alteration or revision of this Agreement. The parties expressly
25 recognize that COUNTY personnel are without authorization to either change or
26 waive any requirements of this Agreement.
27
28

1 **19.3** This Agreement including any attachments or exhibits, constitutes the entire
2 Agreement of the parties with respect to its subject matter and supersedes all prior
3 and contemporaneous representations, proposals, discussions and
4 communications, whether oral or in writing. This Agreement may be changed or
5 modified only by a written amendment signed by authorized representatives of
6 both parties.

7
8 **20. ASSIGNMENT/SUBCONTRACTORS**

9 **20.1** CONTRACTOR may not delegate or assign any interest in this Agreement,
10 whether by operation of law or otherwise, without the prior written consent of
11 COUNTY. Any attempt to delegate or assign any interest herein shall be deemed
12 void and of not force or effect.

13 **20.2** No contract shall be made by the CONTRACTOR with any other party for
14 furnishing any of the work or service under this Agreement without the prior
15 written approval of the COUNTY; but this provision shall not require the
16 approval of contracts of employment between the CONTRACTOR and personnel
17 assigned under this Agreement, or for parties named in the proposal and agreed to
18 under this Agreement.

19
20 **21. ADMINISTRATION.** The COUNTY Purchasing Agent, or designee, shall administer
21 this Agreement on behalf of the COUNTY. The Purchasing Department is to serve as the
22 liaison with CONTRACTOR in connection with this Agreement.

23
24 **22. WAIVER.**

25 Any waiver by COUNTY of any breach of any one or more of the terms of this
26 Agreement shall not be construed to be a waiver of any subsequent or other breach of the
27 same or of any other term thereof. Failure on the part of the COUNTY to require exact,
28

1 full and complete compliance with any terms of this Agreement shall not be construed as
2 in any manner changing the terms hereof or stopping COUNTY from enforcement
3 hereof.

4 **23. JURISDICTION/VENUE**

5 This Agreement shall be governed by, and construed in accordance with, the laws of the
6 State of California. CONTRACTOR agrees and consents to the exclusive jurisdiction of
7 the courts of the State of California for all purposes regarding this Agreement and further
8 agrees and consents that venue of any action brought hereunder shall be exclusively in
9 the County of Riverside, California.

10 **24. SEVERABILITY**

11 If any provision in this Agreement is held by a court of competent jurisdiction to be
12 invalid, void or unenforceable, the remaining provisions will nevertheless continue in full
13 force without being impaired or invalidated in any way.

14 **25. CAPTIONS AND PARAGRAPH HEADINGS.**

15 Captions and paragraph headings used in this Agreement are for convenience only and
16 are not a part of this Agreement and shall not be used in construing this Agreement.

17 **26. NOTICES.**

18 All correspondence and notices required or contemplated by this Agreement shall be
19 delivered to the respective parties at the addresses set forth below and are deemed
20 submitted one day after their deposit in the United States mail, postage prepaid:

21
22 **COUNTY:**

23 Riverside County Department of Public Health
24 Procurement and Contracts Division
4065 County Circle Drive
Riverside, CA 92503

25 **CONTRACTOR:**

26 Riverside Unified School District
27 3380 14th Street
Riverside, CA 92501

28 or to such other address(es) as the parties may hereafter designate.

// /// ////

Exhibit A

Scope of Work

Riverside Unified School District Eastside HEAL Zone Initiative

Activity	Period of Performance
The following activities will be performed on behalf of RCDOPH and the Riverside County Health Coalition in support of the Healthy Riverside County Initiative.	
1. Attend and participate on the Riverside County Health Coalition and Eastside HEAL Zone Initiative Leadership Team. This includes attending scheduled meetings and actively participating on sub-committees.	April 1, 2013 – March 31, 2016
2. Support increasing membership to ensure broad representation on the Coalition so it becomes more robustly representative of partners in the Eastside community and help orient new members.	April 1, 2013 – March 31, 2016
3. Provide 6 month progress reports to grant manager.	July 1 st and January 1 st of each year
4. Implement the strategies and activities as delineated in the approved (by Kaiser Permanente Community Benefit-grant funder) Community Action Plan (EXHIBIT C).	April 1, 2013 – March 31, 2016

EXHIBIT B**PAYMENT PROVISIONS****Riverside Unified School District****PAYMENT SCHEDULE:**

CONTRACTOR shall be paid every six months as stated.

1. Payment shall be made by the County of Riverside on a six month basis after submitting six month progress reports to include status on each of the identified duties, along with an invoice on a six month basis.
2. Invoices shall be forwarded for review and approval to:
County of Riverside Department of Public Health
Fiscal Accounts Payable
PO BOX 7849
Riverside, CA 92513
3. Reimbursement as is consistent with the County of Riverside policy shall be paid 30 days after invoice submission.
4. Final payment will be withheld pending completion of all project responsibilities and receipt of all monthly and final report.

MAXIMUM COMPENSATION payable under the terms of this Agreement shall not exceed eighty-seven thousand, five dollars (\$87,005); including all expenses based on Exhibit E, BUDGET, attached herein.

Describe the barriers to healthy eating and physical activity in this setting. Identify the type of barrier (policy, environment, education, behavior, etc.)

There are several environmental challenges in the Eastside community including an overconcentration of fast food outlets, liquor stores, a lack of access to affordable fresh fruits and vegetables. Community safety is a barrier in engaging in physical activity in community settings as is the lack of knowledge of available, affordable physical activity options. Community residents do not possess the knowledge in how environmental factors impact their health. They are unaware of their potential and the key role they can play in creating healthier neighborhoods and lack the skills to advocate with policy and decision makers for these changes.

Healthy Eating: Overconcentration of fast food outlets and liquor stores and lack of access to affordable healthy foods.

Physical Activity: Lack of safety or perception of unsafe community areas for play and exercise; lack of knowledge of available community resources.

Leveraging Opportunities:

Riverside Community Health Foundation (RCHF) has several youth development programs established at the area high schools, including providing state mandated education component: every 9th grader in Riverside Unified School District. RCHF's programs include: Project TRUST, Peer to Peer Program, Teen Advocates, and the Annual Young Men's Conference. Youth can be recruited through these various outlets for the youth council. The Multicultural Class at JW North High School meets daily and focuses on the strength of diversity through exploration and community presentations, activities, and projects. These projects provide interactive activities to explore diversity, create understanding of cultures and diversity, and improve race relations among youth.

DOPH's Network for a Healthy California and Loving Support Breastfeeding Program both identify, train and support resident leaders as part of their peer counseling initiatives. Our community champions can effectively communicate their personal stories and advocate for a healthier community. Network for a Healthy California provides free media relations trainings to all identified "Champions" which includes residents, youth, leaders, business owners, teachers, city staff, physicians, and other involved community partners. Network for a Healthy California has funding to provide resident engagement workshops to discuss results of the "Communities of Excellence" CX3 research project in the Eastside community (2013) and prepare residents and community leaders (in partnership with the HEAL Zone project) to design a plan and take action towards improving the health food and physical activity environment in the Eastside neighborhood. Many residents and HEAL partners have participated in conducting community surveys for CX3.

Riverside Police Department Neighborhood Watch: Riverside Police Department Neighborhood Watch program involves neighbors getting to know each other and working together in a program of mutual assistance. Citizens are trained to recognize and report suspicious activities, as well as utilize crime prevention techniques like home security and Operation Identification to enhance safety. They also have a Citizens Academy that provides community members with an inside look at how the department runs its day-to-day operations. The 8-10 week course is designed to give citizens an overview of the department's function and operational methods. It provides insight as to how police personnel perform their duties. The goal is to educate citizens and encourage them to participate in a police-community partnership, promote open lines of communication, and develop lasting relationships in programs such as Neighborhood Watch, Traffic Safety, and Crime Free Housing. The Citizen Academy also promotes community volunteerism. Participants are encouraged to get involved in community partnership and volunteer programs. City volunteer programs provide a diverse selection of work opportunities.

City of Riverside Office of Historic Preservation, Neighborhood & Urban Design developed a Leadership Academy. The City will contract to establish a new Eastside program used to build a connection to specific Riverside City neighborhoods and local government as well as basic leadership skill development. This training is conducted currently in English. The City will contract to provide one in the Eastside to facilitate community resident participation.

Riverside Community Health Foundation has an extensive history of working in the Eastside community, and in 2012 began the Eastside Community Health Resident Group. Their mission is to serve as an advisory committee to the Eastside Health Center and unite, create leadership, and health awareness in the Eastside community through collaboration, and access to community health resources. The group meets monthly and will be recruited into the various strategies for HEAL. Established relationships from Riverside Community Health Foundation with English Learner Advisory Committees at both Longfellow and Emerson Elementary Schools, along with the parent group at Longfellow Elementary will be invited and recruited to participate in resident activities/strategies.

Riverside Community Health Foundation's Promotoras will assist with recruitment of residents for the activities/strategies through the various programs and classes held and led by the Promotoras in the Eastside such as Nutrition, Heart Health, Rethink Your Drink, Tai Chi, Zumba Fitness, Shape of Yoga, and diabetes prevention and management classes among others. Network for a Healthy California and DOPH programs have provided their educational and program support to the Eastside residents, schools and community organizations, including large events, nutrition education through the WIC and Loving Support Breastfeeding Programs, injury prevention services and safe routes to school activities (including Walk to School Day), and has worked with the City of Riverside to establish their existing "smoke-free parks" policy as well as small businesses to promote smoke-free workplaces and retail establishments. Junior Assistance League of Riverside also provides substantial in-kind services to the Eastside community in supporting healthy eating and physical activity through special events and education, including "fitRiverside" family fitness activities promoted through local RUSD schools.

The Start RIGHT Campaign began out of the Fit, Fresh, Fun Riverside initiative from the City of Riverside Mayor's Office in 2012. The project has been transitioned to Riverside Community Health Foundation to continue. As part of this project there is a Fit, Fresh, Fun Forum of partners providing physical activity and nutrition, as well as a website with centralized information of community resources to Live RIGHT, Eat RIGHT, and Move RIGHT, including fitness and nutrition providers, and, farmers markets. We have a list of local resources and contact information.

Community Engagement Strategy	Target Population Groups	Objective(s)	Activities	Lead and Partner Organizations
Goals/Addressed		Increase consumption of healthy foods and beverages Decrease calorie consumption Increase physical activity		
Intervent Outcomes		Increased access to healthy foods and beverages Increased access to physical activity Increased community resident engagement and ownership Increased awareness, knowledge, skills, motivation and utilization among community youth around healthy eating and active living		
Neighborhood Group Residents (approx. 45) Youth Council (approx. 40)	By June 2014, the City of Riverside, Youth Opportunity Center will create a Youth HEAL Zone Council that will sustain the HEAL Zone marketing campaign, and education and outreach efforts by recruiting youth volunteers from the Eastside community to be HEAL Zone champions. By October 2014, establish new neighborhood groups and re-establish neighborhood watch groups to provide community engagement and implement applicable HEAL strategies, advocate for environmental and policy changes, and organize residents around healthy eating and active living activities.	Youth Council Identify youth for youth council through existing networks including CLP Food Justice Project at Lincoln, North Multicultural Council, and RCHF Peer to Peer program. Set biweekly meetings with Youth HEAL Zone Council to discuss innovative strategies to involve more youth. Conduct monthly trainings to youth to become promoters of healthy lifestyles among their peers. Create a social media plan to outreach to other youth Work with Riverside USD Strategic Communications to produce videos on healthy/foods and active lifestyles. Post videos on City website, EHZ website, partner website and You Tube. Provide presentations to City Council on activities and healthy eating active living from a youth perspective.	Lead: City of Riverside YOC, Riverside Police Department and RCHF Key Partners: Child Leader Project, RUSD, City of Riverside Office of Neighborhoods, City Council Ward 2 Additional Partners: Faith Based Work Group, UCR, Network for a Healthy California, EHZ Collaborative	
	Neighborhood Groups Strengthen the development of neighborhood groups in partnership with the Office of Neighborhoods Re-establish and strengthen work with the Riverside Police Department and Neighborhood Watch groups Identify existing groups in the Eastside area Identify potential new group formation through Leadership Development and Advocacy Program participants/graduates Provide ongoing support and communication with neighborhood groups			

Target Population Groups	Objective(s)	Activities	Lead and Partner Organizations
<p>Parents (approx. 500)</p>	<p>Increased parent involvement in local policy change Improved school and district policies relating to healthy eating and active living</p>	<p>• Parents invited to participate through District opportunities provided (meetings, forums, surveys, etc.) to strengthen vending policy adherence, school nutrition, and wellness policies. • Parents provide input to healthy food options and opportunities for physical activity during the school day. • Parents promote the wellness policies and encourage other parents to continue healthy habits at home.</p>	<p>Lead: RUSD Key Partners: PTOs, ELAC, Network for a Healthy California, DOPH</p>
<p>Expanded Outcomes</p>	<p>Increased access to healthy foods and beverages Increased access to physical activity Increased civic engagement and advocacy through increased knowledge and skills Understand and propose actionable solutions to the social and environmental obstacles to community health and development using data analysis and community research Improve or create new policies supporting healthy eating and active living Increased knowledge of local resources for healthy foods and physical activity</p>	<p>Leadership Development and Advocacy Program Part 1: • Establish planning group with key partners • Gather existing tools for community resources available • Develop tools to identify additional community resources • Implement mapping days with residents • Conduct 2, two-hour sessions with residents • Provide information to residents on current efforts such as Fit, Fresh, Fun Riverside and Start RIGHT, to include Parks and Recreation, and RCHF • Input information to create map • Produce map with healthy food access locations and physical activity areas • Make maps available in hard copy and online as part of the Health Care setting. • Distribute to community residents, non-profits, faith-based, parks and city facilities, and health care providers (to be used within HEAL Rx program), and post on EHZ website, City Website, and other partner websites. Resident Leadership and Advocacy Program Part 2: Food Justice Youth Training</p>	<p>Lead: RCHF Key Partners: City of Riverside Office of Neighborhoods, Riverside Parks, Recreation and Community Services, Child Leaders Project, County of Riverside DOPH, Additional Partners: RUSD Communications, The California Endowment, Lincoln High School, North High School, Ward 2 City Councilmember, Network for a Healthy California, UCR, Start RIGHT, Fit Fresh, Fun Riverside, Schools, Faith Based Work Group, Health Care Providers, EH2 Collaborative</p>
<p>Target Population Groups</p> <p>Part 1: All residents (approx. 25 for map work) Part 2 and 3: Potential Resident Leaders (approx. 30-40) Part 4: High School Youth (15 in year 1) (40 in years 2 and 3) Part 5: Residents (approx. 30) City Council members & meeting attendees (approx. 100) with 17000 reach</p>	<p>By September 2013, develop a community resource map, together with residents, that identifies areas for no cost and low cost recreation activities and access to healthy foods. The community map will be utilized within the HEAL Rx program as well as widespread distribution in the community and among partners (Part 1) By April 2013, implement community youth training in food justice strategies addressing health disparities that directly impacts youth behavior and perception, as well as increase their capacity to engage in addressing the health issues of the neighborhood. This two-month leadership program occurs on- and off-campus over seven one-on-one sessions (5 half-day and 2 full-day programs) with young adult mentors from the Riverside community. Approximately 15-20 high school students in Lincoln's Advancement Via Individual Determination course will be</p>	<p>Leadership Development and Advocacy Program Part 1: • Establish planning group with key partners • Gather existing tools for community resources available • Develop tools to identify additional community resources • Implement mapping days with residents • Conduct 2, two-hour sessions with residents • Provide information to residents on current efforts such as Fit, Fresh, Fun Riverside and Start RIGHT, to include Parks and Recreation, and RCHF • Input information to create map • Produce map with healthy food access locations and physical activity areas • Make maps available in hard copy and online as part of the Health Care setting. • Distribute to community residents, non-profits, faith-based, parks and city facilities, and health care providers (to be used within HEAL Rx program), and post on EHZ website, City Website, and other partner websites. Resident Leadership and Advocacy Program Part 2: Food Justice Youth Training</p>	<p>Lead: RCHF Key Partners: City of Riverside Office of Neighborhoods, Riverside Parks, Recreation and Community Services, Child Leaders Project, County of Riverside DOPH, Additional Partners: RUSD Communications, The California Endowment, Lincoln High School, North High School, Ward 2 City Councilmember, Network for a Healthy California, UCR, Start RIGHT, Fit Fresh, Fun Riverside, Schools, Faith Based Work Group, Health Care Providers, EH2 Collaborative</p>

	<p>allowed to participate in Year 1, funded by RCHF.</p> <p>In years 2 and 3 the program will be expanded to North High School targeting 20 students at each school (Part 2)</p> <p>By October 2013, begin implementation of an 8 week Resident Leadership and Advocacy Program annually to increase resident and youth engagement, participation, and leadership in changing the environment and increasing access to healthy foods and beverages and physical activity through leadership development, increased skills and knowledge, and motivation (Part 3 and 4)</p> <p>By March 2014, Resident Leadership and Advocacy Program graduates will choose 3 community improvement/advocacy projects related to HEAL strategies and goals using resident feedback, and other community assessments (Part 5)</p>	<ul style="list-style-type: none"> • Explore concepts of leadership and how it shows up in our community. Students will walk around the campus and practice observation skills. Students will make the connection between our environment and community and how they influence one another in an effort to demonstrate mutual interdependence and engage our senses and other ways of experiencing. Connection to environment, food and family will also take place through dialogue. • Students will take field trip to the UCR community garden and interview staff and students from the UCR regarding their role as student leaders in creating a garden with direct action and student organizing. Participants will discuss the garden's relationship to food security and food access for community members. A walk through the garden and an overview of the preliminary garden design map with overlays of sector analysis, zoning and energy flows will take place, alongside some work in the field. • Students will take a hiking trip up Box Springs Mountain. This will be a practice in the role of fun exercise and physical activity as a key component to health and well-being and sets the stage for a conversation about mapping and urban planning/environments. Discussion topics and questions will engage students in observing the micro and macro patterns of Eastside and Riverside. Students will be asked provocative questions that connect environmental health with urban communities: Where are the trees concentrated in the city? Where are the buildings? What patterns do you see in landscapes and how are they tied to socioeconomic? What happens to the environment near railroad tracks and industry? • Participants will engage in community mapping of Eastside in the area immediately around their campus. Students will be placed in small groups with mentors to local areas and begin mapping the food resources and environment. They will observe social, economic, cultural and environmental factors, noticing different patterns over time and space within their community. Students will review local food resources for design, access and affordability. Participants will bring their findings together in map and data analysis. • Participants will take a leadership role in the Garden Earth Day Event. They will be in a leadership role as they facilitate a group project of measuring out a garden plot, turning soil, adding compost, arranging, planting and mulching a whole garden bed with provided plants. They will also assist in other ongoing projects like weeding, trash clean up and mulch spreading. • Upon reflection of their experiences and findings thus far, student participants will take a trip to City Hall to present 	
--	--	--	--

		<p>their findings to local officials-- either in a private meeting or a City Council meeting. This is an important experience that cultivates literacy in civic engagement-- how do we communicate our idea in a ten-minute presentation? How do we make a case for change that moves people, and how do we compel our leaders to action using data we've collected?</p> <ul style="list-style-type: none"> • In a closing celebration, student participants will invite friends, family and community members for a review and reflection on our time and work. Students will create an action plan to apply what they learned during the program with open dialogue for student and faculty feedback. <p>Resident Leadership and Advocacy Program Part 3:</p> <ul style="list-style-type: none"> • Translate the Leadership Academy program materials to Spanish, by July 2013 • Set the dates for the training and promote the Leadership Development and Advocacy Program • Recruit residents to participate • Implement the City of Riverside Neighborhood Partnership Leadership Academy Program annually in the community (English and Spanish) to include: City Hall 101, Leadership Styles, Goal Setting, Managing Conflict, Personality Styles, Meeting Management, Team Building. • Include an overview of HEAL Zone strategies. <p>Resident Leadership and Advocacy Program Part 4:</p> <ul style="list-style-type: none"> • Implement Advocating for Change (from the California Endowment) training (English and Spanish) to Leadership Development and Advocacy Program participants: • Understanding How to Impact Health Policies including topics of: Introduction to health policy advocacy, Advocacy steps to make change happen, and Advocacy places where decisions are made. • Persuading Decision Makers to Act for Better Health including topics of: Advocacy, Persuasion and change, Who are the health policy decision makers?, Identifying decision makers for your issue, persuasion points, What decision makers respond to?, Meeting with decision makers, Advocacy styles and Tips/Traps. <p>Leadership Development and Advocacy Program Part 5: Advocacy Projects</p> <ul style="list-style-type: none"> • Review prospective leadership training tools and service providers to determine best fit. • Resident Leadership graduates will review the information on community assessments and feedback and select 3 advocacy projects to implement. • Implementation of the projects, with support of EH2 	
--	--	---	--

		<p>Members and Network for a Healthy California.</p> <ul style="list-style-type: none"> Report findings/results to the Eastside HEAL Zone Collaborative, City Council, residents, other stakeholders. Prepare resident leaders to advocate for healthy changes and mentor other residents in sharing their voice and perspective. 	
<p>Targeted Outcomes</p>	<p>Increased access to healthy foods and beverages Decreased access to physical activity Decreased calorie consumption Increased communication among neighborhood groups</p>		
<p>Target Population Group(s)</p>	<p>Objective(s)</p>	<p>Activities</p>	<p>Lead and Partner Organizations</p>
<p>All Residents (approx. 17500)</p>	<p>By December 2013, create community awareness of HEAL goals and strategies, as well as promoting healthy eating and active living activities and participation.</p> <p>By August 2014, create community recognition awards and activities to publicly acknowledge community leadership.</p>	<p>Marketing across all settings</p> <ul style="list-style-type: none"> Develop EHZ logo through RUSD art contest focusing on HEAL goals Organize art exhibit displaying all entries and invite community members Select winner, recognize artist publicly, monetary award. Utilize new logo for all promotional/marketing materials, incentives and other items. Encourage community participation at events and activities such as Walk/Ride with the Mayor, Operation Splash, Rethink Your Drink Campaign, Start RIGHT neighborhood challenge, Start RIGHT personal challenges Establish criteria for community "HEAL Zone Certified" window placards for businesses, corner stores, faith-based organizations, city facilities, child care centers, homes, etc. Purchase incentives for all settings including pedometers, workout towels, stickers for kids, bumper stickers, T-shirts, banners, fliers, postcards, bookmarks, posters. Maintain EHZ website with information on upcoming events and activities. Riverside County Health Coalition website will be posting all EHZ information, activities and documents. This website will be maintained by DOPH and will add information from the Start RIGHT campaign. <p>Recognition across all settings</p> <ul style="list-style-type: none"> Create list of recognition areas and places for recognition Identify type of awards to be given Recognize resident leadership in existing newsletters (City Councilmember Ward 2) and Office of Neighborhoods, Neighborhood Conference, social media outlets, EHZ website, community events, Commission and City Council meetings, school assemblies and RUSD Board meetings. 	<p>Lead: RCHF Key Partners: RUSD Strategic Communications, City of Riverside Office of Neighborhoods, City Council Ward 2, EHZ Leadership Team, DOPH, Riverside County Health Coalition Additional Partners: Start RIGHT, La Prensa, The Voice, The Press Enterprise, EHZ Collaborative</p>

Describe the barriers to healthy eating and physical activity in this setting:

Healthy Eating: Fast food is rampant in the Eastside, specifically near UCR and North High School, with at least 36 fast foods within ½ mile walk of campus (environment). Small stores lack the awareness, knowledge and support to provide more healthy foods. A farmers market is not currently established in the Eastside neighborhood, though strong resident interest exists. Area residents are not educated on healthy food selection, purchasing, and preparation (behavioral). Emergency food sites lack materials to support healthy food preparation, and often provide unhealthy options due to high-demand or lack of understanding of low-income nutritional needs.

Leveraging Opportunities: Network for a Healthy California has selected the Eastside neighborhood for one of their "Communities of Excellence" (CX3) projects, which includes surveying existing stores, markets, emergency food, mobile food and fast food locations for healthy options, pricing, food quality and marketing tactics. It also includes safety, walkability and marketing around parks, schools and stores. DOPH staff will be working with these entities to improve the findings of the survey, and work with community residents in empowerment initiatives to make healthy changes in their community. Significant support will be provided to the Eastside community, key partners, schools, childcare providers, faith-based organizations, businesses and city & county staff to enhance health initiatives, programs, events and policies through the Network for a Healthy California programs, resources, materials and promotional activities.

Riverside County WIC Program and DPSS CalFresh Programs generate millions of dollars in consumer food purchases to the Eastside each year. Our goal is to capitalize on the potential revenue through both programs, as well as the potential for WIC and Senior Farmers Market coupons to support local businesses and increase the demand for healthy food selection at stores and farmers markets. DOPH Tobacco Program has potential to outreach to small businesses in support of smoke-free worksites, businesses and assist in reduction of tobacco advertising, marketing and sales to minors.

Our County Nutrition Action Plan (CNAP) has an established relationship with school districts, WIC, DPSS, Agriculture Commission, UC Cooperative Extension, FIND Food Bank, Child Care Sites, Network for a Healthy California and other USDA-funded partners. Our regular meetings consist of sharing best-practices, celebrating successes in meal programs, and facilitating partnerships to multiply efforts and avoid duplication. CNAP partners are greatly experienced in procurement, education and promotion and have acquired knowledge to provide mentorship, strategizing and improvisation of food system processes that can be extended to the HEAL Zone Healthy Food Outlet sites.

Community Action Partnership of Riverside County has expertise in utilities assistance, weatherization, and energy star appliance programs that can support small businesses in increasing their profit margins by reducing costs. They also provide training for residents and business owners on becoming self-sufficient through management of resources and finances, including tax preparation services and classes.

City of Riverside has historically been a strong supporter in boosting healthy food access, nutrition education and physical activity promotion. Their existing partnerships via the Riverside Parks Recreation and Community Services Department includes Riverside USD through the summer meals program, Kaiser's Operation Splash to finance free swim lessons, Network for a Healthy California's "Rethink Your Drink" campaign and nutrition classes, and Riverside Community Health Foundation's nutrition and fitness classes. The City of Riverside Planning and Neighborhoods Division has made progress in pursuing healthy food access, and has prioritized an established farmers market in the Eastside, as well as providing support to small businesses for facility improvements that reflect the specific plan for the Eastside neighborhood (including Marketplace and University Avenue). City of Riverside Housing Department is making significant improvements to low-income housing and rental properties in the Eastside, especially surrounding Patterson Park, and is engaged in supporting health through housing initiatives and promoting HEAL Zone opportunities throughout rental complexes.

Goals /Addressed	Increase consumption of healthy food and beverages Decrease calorie consumption		
Target Population Groups	Small stores take pride in offering and promoting healthy foods		
Target Population Groups	Challenges	Activities	Lead and Partner Organizations
<p>Small Market Owners (2 sites: potential sites include La Tapatia, La Playita, El Michoacan, E&J Market, Tony's Market, New Market, Olympic Market, and New India Sweets and Spices) Residents surrounding small markets (approx. 5000)</p>	<p>By September 2014, work with corner stores to increase healthy food promotion, proper produce storage and handling, marketing and signage. By September 2015, integrate improvements to shelving, facade improvements, refrigeration, weatherization, and/or other interior improvements to support consumers in making healthy choices.</p>	<ul style="list-style-type: none"> Identify eligible small stores, based on community feedback and CX3 results. Enter partnership agreement to provide education, training, support for small stores in implementing changes to signage, food displays, pricing, and nutrition information. Consult with retail/marketing experts and college interns to provide business-proven tactics in purchasing, display, handling and sales of fresh foods. Provide "Rethink Your Drink", WIC and EBT signage as appropriate to encourage use of food programs to purchase healthy foods. Facilitate relationships between produce vendors and small stores for local, fresh produce procurement. Involve youth/residents in store clean-up, adoption, and mural projects. Support small stores with graffiti removal and enforcement of littering and littering regulations. Provide support from DOPH Tobacco Program to reduce advertisement of tobacco products and educate store owners in preventing tobacco sales to minors. In exchange for healthy food efforts, provide funding by application process for energy efficient produce refrigeration, shelving and other fixtures to support healthy food sales. Seek funding for external facade improvements through necessary channels, based on property ownership and city planning requirements, such as paint, signage, bike racks, outdoor produce displays, etc. Provide support for store owner to launch a healthy food store grand opening, including media coverage. Recognize small store owners for their sustained efforts as part of the Community setting. Seek funding for additional store conversions as implementation progresses. 	<p>Leads: Network for Healthy California Key Partners: Community Action Partnership, RCHF, Chambers of Commerce, EHZ Collaborative Additional Partners: RUSD, Child Leader Project, UCR, Changelab Solutions, Riverside County DPSS, DOPH Tobacco Program</p>

Expected Outcomes	Objectives	Activities	Lead and Partner Organizations
<p>Residents and Local Workers (approx. 5000)</p>	<p>Establish a farmers market in a convenient, resident-preferred location.</p>	<ul style="list-style-type: none"> Working with City Council, City of Riverside Planning and Neighborhoods, and residents, determine optimal site and schedule for an Eastside farmers market. Discuss management options. Seek out funding sources or contributions for market management. Negotiate insurance, liability, permits and fees per City and County regulations. Designate market manager to begin contacting local produce vendors. Farmers market will be designed to be "smoke-free" with provided technical assistance from the Tobacco Program. As vendors are identified, provide technical assistance for completion of applications to accept WIC and EBT. Delineate on-going technical consultation for market manager to troubleshoot issues concerning promotion, attendance, vendor relations and other problems that arise, as needed. Identify marketing tie-ins related to Eastside HEAL Zone marketing strategy. 	<p>Leads: City of Riverside Planning and Neighborhoods Key Partners: Network for Healthy California, DOPH, Community Action Partnership, Riverside County Agricultural Commission, UCR Cooperative Extension, Riverside Parks Recreation and Community Services Department, Riverside City Council, DOPH Tobacco Program Additional Partners: RCHF, Chambers of Commerce, EHZ Collaborative, Riverside County DPSS, Child Leader Project, Start RIGHT and Fit, Fresh, Fun Forum</p>
<p>Expected Outcomes</p>	<p>Increased access to locally-grown produce and increased physical activity through gardens. Improved knowledge of self-sustaining food production. Gains in resident pride and ownership in community.</p>	<p>Activities</p> <ul style="list-style-type: none"> Coordinate identification of potential sites for community gardens, including city property, non-profit locations, private land, and school sites. Seek funding to procure sites, if not available through donation. Determine ownership, utilities, liability and insurance requirements for each property to establish shared use agreements. Identify garden "parent" to take responsibility for proper use, maintenance, and access to garden, and serve as main communicator between EHZ and residents. Coordinate student/youth/senior/resident work days to prepare areas for gardens, using residents engaged in Community, Parks and Faith-Based Setting. Seek additional funding for garden materials, raised beds, 	<p>Lead and Partner Organizations</p> <p>Leads: City of Riverside Planning and Neighborhoods, including other necessary City departments Key Partners: Network for Healthy California, Faith-based Organizations, EHZ Collaborative, UCR, Riverside Parks Recreation and Community Services Department, Community Settlement Association, Child Leader Project</p>
<p>Target Population Groups</p> <p>Residents, Community Garden Land Owners (approx. 200)</p>	<p>Objectives(s)</p> <p>By December 2013, establish relationships with land owners to propose community gardens within the Eastside neighborhood. By June 2014, open community garden(s) with education, promotion, and marketing components.</p>	<p>Activities</p> <ul style="list-style-type: none"> Coordinate identification of potential sites for community gardens, including city property, non-profit locations, private land, and school sites. Seek funding to procure sites, if not available through donation. Determine ownership, utilities, liability and insurance requirements for each property to establish shared use agreements. Identify garden "parent" to take responsibility for proper use, maintenance, and access to garden, and serve as main communicator between EHZ and residents. Coordinate student/youth/senior/resident work days to prepare areas for gardens, using residents engaged in Community, Parks and Faith-Based Setting. Seek additional funding for garden materials, raised beds, 	<p>Lead and Partner Organizations</p> <p>Leads: City of Riverside Planning and Neighborhoods, including other necessary City departments Key Partners: Network for Healthy California, Faith-based Organizations, EHZ Collaborative, UCR, Riverside Parks Recreation and Community Services Department, Community Settlement Association, Child Leader Project</p>

		<ul style="list-style-type: none"> plumbing and other landscaping equipment required. Provide permanent signage, including rules, expectations, hours, and contact information for plot space. Promote garden openings, including media, through EHZ partners, in conjunction with the Eastside HEAL Zone marketing strategies. 	
<p>Expected Outcomes</p>	<p>Objectives</p> <p>Increased number of vendors, stores, restaurants, government entities and farmers markets offering locally grown produce, and/or increasing healthy food options available.</p>	<p>Activities</p> <ul style="list-style-type: none"> Look for partnerships to reduce costs to farmers & vendors who purchase local (utility cost rebates/incentives) Develop a local Food Systems Alliance that will include all goals related to food systems & align stake holders. Amend elements in the city's General Plan as needed to ensure support and coordination with a newly created stand-alone health element linking city policy on land use and design with positive impacts on public health and wellbeing. Approach food sales locations (restaurants, government facilities, employers, small markets, other businesses) to consider local food sources and increasing healthy food options available. Provide support for food sales locations in accessing locally-grown foods, ordering, meal planning, and other technical assistance to support their efforts in using more local and/or healthy foods. 	<p>Lead and Partner Organizations</p> <p>Leads: Riverside County Health Coalition and RUSD Key Partners: UCR, City of Riverside Planning and Neighborhoods, Network for Healthy California, Faith-based Organizations, EHZ Collaborative</p> <p>Additional Partners: WIC Chambers of Commerce, WIC Collaborative</p>
<p>Expected Outcomes</p>	<p>Objectives</p> <p>Increased resident awareness of healthy food sites, accepted programs and requirements for participation.</p>	<p>Activities</p> <ul style="list-style-type: none"> Add locations to EHZ partner websites. As part of the Community Setting, design a map to assist in locating healthy food sources throughout neighborhood. As part of the Community Setting, recognize achievement in resident engagement, increase of access, and acknowledge success of business/gardens in sustained organizational practices and policy adoption. Include healthy vending machine locations as they are updated through policy, contract and vendor relationships are bridged. Healthy food sites will be included in the Healthy RX Prescription objective in the Health Care setting, linking residents to affordable produce and other healthy foods. 	<p>Lead and Partner Organizations</p> <p>Leads: DOPH, RCHF Key Partners: Network for a Healthy California, DOPH, Faith-based Organizations, EHZ Collaborative, City of Riverside Planning and Neighborhoods, UCR Additional Partners: WIC, Start RIGHT and Fit, Fresh, Fun Forum</p>
<p>Target Population Groups</p> <p>All Residents (approx. 17000)</p>	<p>Objectives</p> <p>By December 2014, expand usage of locally-grown produce at business and government locations, with a target of 5 sites making improvements in current food sources and variety.</p>	<p>Activities</p> <ul style="list-style-type: none"> Look for partnerships to reduce costs to farmers & vendors who purchase local (utility cost rebates/incentives) Develop a local Food Systems Alliance that will include all goals related to food systems & align stake holders. Amend elements in the city's General Plan as needed to ensure support and coordination with a newly created stand-alone health element linking city policy on land use and design with positive impacts on public health and wellbeing. Approach food sales locations (restaurants, government facilities, employers, small markets, other businesses) to consider local food sources and increasing healthy food options available. Provide support for food sales locations in accessing locally-grown foods, ordering, meal planning, and other technical assistance to support their efforts in using more local and/or healthy foods. 	<p>Lead and Partner Organizations</p> <p>Leads: Riverside County Health Coalition and RUSD Key Partners: UCR, City of Riverside Planning and Neighborhoods, Network for Healthy California, Faith-based Organizations, EHZ Collaborative</p> <p>Additional Partners: WIC Chambers of Commerce, WIC Collaborative</p>

Target Population Groups	Objectives	Activities	Lead and Partner Organizations
<p>Residents, Store Owners, Farmers Markets Vendors, Community Gardens, Emergency Food Sites (approx. 10-15 sites)</p>	<p>Operators of Healthy Food Outlets will achieve skills to provide healthy foods and sustain environmental and promotional strategies through education, mentorship and policy adoption.</p> <p>Beginning October 2013, Healthy Food Outlets will gain experience in building business, marketing and industry skills to support their healthy foods options.</p> <p>By September 2015, most residents will gain awareness and knowledge of healthy food locations, importance of a healthy diet, and expand their ability to purchase and prepare healthy foods.</p>	<ul style="list-style-type: none"> • Organize internships and on-site trainings for small markets, farmers markets and gardens in appropriate expertise areas for sustained sales and success in healthy foods promotion. • Facilitate "adoption" of outlets by community members, EHZ partners and industry experts to provide ongoing technical assistance and feedback. • Through Community Setting, provide resident education pieces, including recipes, healthy shopping lists, Rethink Your Drink messages, and nutrition information/signage at point of purchase/distribution/garden. • GTV special for cable access with healthy food recipe ideas and usage of park facilities and recreation programs. • Resident education at CSA drop-off locations and local organizations. • Resident education on health benefits and sustainable economy of farm-to-table efforts. 	<p>Leads: Network for a Healthy California Key Partners: UCR, RCHF, City of Riverside Planning and Neighborhoods, RUSD, Chambers of Commerce, Riverside Parks Recreation and Community Services Department, WIC, Start RIGHT and Fit, Fresh, Fun Forum</p>

<p>Describe the barriers to healthy eating and physical activity in this setting. Identify the type of barrier (policy, environment, education, behavior, etc.)</p> <p>Barriers to Physical Activity: Perceptions of parks as not being safe persist (environment policy). These negative perceptions can discourage residents from visiting parks and participating in educational programs. Lack of awareness regarding parks programs and amenities (communication). Residents stated that they were unaware of some of the amenities and programs available. They also identified areas for capital improvement and enhanced maintenance that would make parks more user-friendly and attractive. Residents expressed lack of awareness and low motivation among community residents regarding engaging in physical activity. Residents desire robust and effective marketing and outreach efforts to engage residents and incentivize them to take advantage of existing fitness programs and park amenities. Peer-to-peer outreach recommended.</p> <p>Healthy Eating: During community input settings, residents expressed a lack of awareness about nutrition programs, food preparation, and shopping. Vending machines at parks and senior centers offer a high percentage of unhealthy selections.</p> <p>Leveraging Opportunities: Land and Water Conservation Grant Funds as well as Community Development Block Grant Funds have been identified as available sources of matching grant funds. DOPH Tobacco Program has worked with City of Riverside to enact a "smoke-free parks" policy at all park facilities, including posting signage of the policy.</p> <p>City of Riverside has earned the following awards and designations: "Playful City USA", America's Promise Alliance's "100 Best Communities for Young People", multiple American Planning Association accolades, American Heart Association's "Fit-Friendly" Worksite Wellness Innovation award, various recognitions for marketing campaigns and media productions (including Seizing Our Destiny and GTV). Because of the priorities for health in the City of Riverside with staff and elected officials, as well as the inclusion of health in the City's General Plan 2025 Program (including a Parks System Master Plan), each of these strengths will enhance and support our efforts for Eastside HEAL Zone objectives throughout the CAP.</p>	<p>Goals/Addresses</p> <p>Increase physical activity</p>	<p>Expected Outcomes</p> <p>Increased perception of safety to support utilization of recreation areas among community members around active living.</p>	<p>Target Population Groups</p> <p>1,500 households near Lincoln Park 1,200 households near Patterson Park (within ½ mile radius) 1,000 youth, 400 adults and 100 seniors</p>	<p>Objectives</p> <p>By December 2013, Riverside Police Department (RPD) and Riverside Parks, Recreation and Community Services will develop a work plan or MOU to re-tool existing programs and incorporate activities that will be attended by and supported by the Police Department at Patterson Park and Lincoln Park.</p>	<p>Activities</p> <ul style="list-style-type: none"> • Increase police patrol or police presence near parks. • Coordinate with Riverside Police Activities League (RPAL) to increase positive police presence and participation in programs at parks. • Plan and organize robust National Night Out event to be hosted at Lincoln and/or Patterson parks. • Encourage local organizations, child care providers, congregations and other community groups to utilize park space for events, activities walking clubs and recreation to complement safety measures and add to positive park presence and usage. 	<p>Lead and Partner Organizations</p> <p>Leads: Riverside Police Department (RPD) and Riverside Parks, Recreation and Community Services Key Partners: RCHF, Network for a Healthy California Additional Partners: Faith-based organizations, child care providers</p>
--	---	--	--	--	---	--

Parks, Recreation and Capital Improvement Projects at Parks			
Goals Addressed			
Increase physical activity			
Expected Outcome			
Increased utilization of park amenities, increased levels of physical activity			
Target Population Groups			
Objectives	Activities	Lead and Partner Organizations	Target Population Groups
<p>All Residents (approx. 17000)</p> <p>By December 2015, incrementally complete the following capital improvement projects (as full funding is available) identified through community input process:</p> <ul style="list-style-type: none"> Playground installation at Bobby Bonds (matching funds currently available from Land, Water & Conservation grant and Community Development Block grant). Anticipated installation Year 1 or 2. Mile marker signage installed at Bordwell, Patterson, and Lincoln Parks. Anticipated installation year 1 or 2. Outdoor fitness equipment at Lincoln and Patterson park (to encourage residents to engage in physical activity at the parks). Anticipated installation Year 2 or 3. Active Adult Playground Improvements at Bordwell Park (to encourage active adults and seniors to build muscle, reduce fat, improve coordination, speed, balance.) Anticipated installation Year 2 or 3. 	<ul style="list-style-type: none"> Seek additional matching funds and grant opportunities for capital improvement projects. Review options of equipment within budget, considering community input, maintenance, and projected lifespan of installations. For each project identified, once complete funding is available, design and construct physical improvement. Install signage and provide maintenance as needed. Through Community Setting, promote new facilities and features to all residents. 	<p>Leads: Riverside Parks, Recreation and Community Services</p> <p>Key Partners: EHZ Collaborative</p> <p>Additional Partners:</p>	<p>YOUTH POPULATION GROUPS</p> <p>Young camp, senior programs, and other parks program participants</p> <p>EASTSIDE POPULATION GROUPS</p> <p>Eastside Parks Summer Camp & Drop-in Recreation enrollment estimated at 275 participants per session. (10 sessions per summer)</p> <p>2500 youth, 500 adults and 200 seniors</p>
<p>Improved access to healthy foods and beverages in community settings</p>	<ul style="list-style-type: none"> Revise the curriculum of existing youth camp programs held at Bordwell and Bobby Bonds park to include scheduled outdoors activities and visits of Lincoln and Patterson park along with police participation (e.g. softball games, picnics, etc.) Establish a Healthy Lifestyle component policy for all Riverside Parks, Recreation and Community Services sponsored activities and or events held within the HEAL Zone. For example: all Riverside Parks, Recreation and Community Services programs provide a fitness and or nutritional component. Hold planning meetings with City staff and Commissioners. Annual evaluation and adjustments as needed. 	<p>Lead and Partner Organizations</p> <p>Lead: Riverside Parks, Recreation and Community Services</p> <p>Key Partners: Riverside Police Department (RPD) and EHZ Collaborative</p> <p>Additional Partners:</p>	<p>Target Population Groups</p> <p>YOUTH POPULATION GROUPS</p> <p>Young camp, senior programs, and other parks program participants</p> <p>EASTSIDE POPULATION GROUPS</p> <p>Eastside Parks Summer Camp & Drop-in Recreation enrollment estimated at 275 participants per session. (10 sessions per summer)</p> <p>2500 youth, 500 adults and 200 seniors</p>

Part 1: Policy Strategy #2: Healthy Vending Machine Policy at Community Centers and Parks

Expected Outcomes: Improved access to healthy foods and beverages in community settings

Target Population Groups:

Objectives:

Activities:

Lead and Partner Organizations:

All park patrons
Estimated 6,000

By March 2014, establish a Healthy Vending Machine policy to ensure that vending machines that are located within Eastside HEAL Zone only offer low calorie/low sugar options.

- Research options available for establishing and implementing a Healthy Vending Machine policy.
- Replace existing high calorie/high sugar content vending machine options with low calorie/low sugar options. (Explore possibility of providing incentive to current vendor to switch to healthy vending franchise.)
- Consult with existing vendors and consider new vendors (as necessary, based on existing contracts) to discuss food and beverage options.
- Ensure that vending machines at the community centers schools/pools provide 100% healthy food and meet SB 12 & SB 19 nutrition standards.
- Supply vendors with nutritional guidelines outlining standards; secure healthy vending machine vendor if current vendor is not able to meet standards.

Lead: Riverside Parks, Recreation and Community Services
Key Partners: Riverside Police Department (RPD), Network for a Healthy California, RCHF and EHZ Collaborative
Additional Partners:

Part 2: Community Strategy: Youth Council Development and Promotion of Recreational Programs that Highlight Health and Fitness Components

Expected Outcomes: Increased awareness, knowledge, motivation, and utilization among community members around active living.

Target Population Groups:

Objectives:

Activities:

Lead and Partner Organizations:

All residents
Estimated 17000

By December 2015, and throughout grant period via community setting, develop and distribute marketing materials to Eastside residents that highlight the new and improved youth camps, programs, and events offered at or near Lincoln and Patterson park.

- Through Community Setting, develop flyers and brochures in Spanish and English.
- Distribute flyers and brochures.
- Advertise programs in City's Quarterly Newsletter (note: exploring change to activity guide)
- Distribute information through schools.
- Through Community Setting, coordinate advertisement contest among youth to develop a best logo, video and/or poster aimed at achieving the three goals among Eastside Residents. Organize art show displaying all and inviting community members.
- Establish relationships with school administrators of local Eastside schools to ensure support and promotion for the project.
- Include healthy eating and active living component in all art, media and writing programs, as part of the Eastside HEAL Zone marketing strategy.
- Set frequent meetings with Youth HEAL Zone Council to discuss innovative strategies to involve more youth.
- Through Community Setting, conduct trainings to adolescents to become promoters of healthier lifestyles

Leads: Riverside Parks, Recreation and Community Services
Key Partners: EHZ Collaborative, RUSD, Network for a Healthy California, RCHF, Community Volunteers, Faith-Based Organizations
Additional Partners: Riverside Police Department (RPD)

Target Population Groups	Objectives	Activities	Lead and Partner Organizations
<p>Residents who live within walking distance of Patterson and Lincoln Parks. 1,500 youth, 500 adults and 300 seniors</p>	<p>Increased awareness, knowledge, motivation, and utilization among community members around active living.</p> <p>By August 2014, RPD in conjunction with Riverside Parks, Recreation and Community Services will host a series of community events and gatherings at Lincoln park and Patterson park to reach out to and educate residents about the importance of utilizing their neighborhood parks and to encourage residents to form volunteer groups to take ownership of parks by organizing regular walking groups, etc.</p> <p>By August 2014, Riverside Parks, Recreation and Community Services will establish and implement "Fitness Groups" to utilize facilities that offer fitness/nutrition programs/classes to meet specific needs of community demographics - serving a variety of ages, abilities, cultures and both genders.</p>	<ul style="list-style-type: none"> • Plan "Walk with Police Area Commander" events. • Educate residents about Fit, Fresh, and Fun Initiative and how they can participate. • Assist residents in forming walking groups and provide incentives. • Refer Eastside residents to leadership trainings as part of the Community setting. • Inventory and evaluate all programs. • Riverside Parks, Recreation and Community Services and named partners will improve communication and coordination of program services. • Coordinate with HEAL Zone partners and Riverside Parks, Recreation and Community Services staff to create a list of current fitness and nutrition programs offered within the Eastside Neighborhood as part of the Community setting. • Based on community input, identify needs/wants and begin the process to implement recreation/fitness program opportunities. • Research, apply for and secure resources (grants, donations, in-kind services/product, and sponsorship). • Host community meetings to secure seniors and volunteers to be Lead Volunteers/Group Leaders. • Establish a Senior Fitness Board to provide insight and assistance to the Volunteers, Riverside Parks, Recreation and Community Services and named partners. • Develop possible workout schedule and fitness trainings that will encompass how to lead fitness activities, working with Lead Volunteer & named partners. • Coordinate an Annual Senior Fitness Fair. 	<p>Leads: Riverside Police Department (RPD) and Riverside Parks, Recreation and Community Services Key Partners: EHZ Collaborative: Network for a Healthy California Additional Partners: RCHF, Start RIGHT and Fit, Fresh, Fun Forum</p>

Describe the barriers to healthy eating and physical activity in this setting:
Healthy Eating: Schools in the HEAL zone are surrounded by restaurants that sell and advertise high calorie food and beverage items (environment). HEAL zone students and their families do not have the knowledge and financial resources required to make eating healthier a way of life (education). Students in the HEAL zone have minimal knowledge of healthy eating and they also have few role models that live a healthy active lifestyle at home or school. Students do not take advantage of the healthy breakfast and lunch being served at school or during summer meals program (behavior).
Physical Activity: Teachers have a limited amount of time and playground equipment to incorporate physical education daily. Teachers need regular support to lead dynamic, active and vigorous fitness activities.

Leveraging Opportunities:
 Many RUSD school sites and HEARTS afterschool programs are currently utilizing "GameDay" materials to lead dynamic, interactive physical activity (including Longfellow, Emerson, Taft, and Pachappa). All RUSD school sites provide a salad bar option at their student cafeterias, in addition to the hot meal service. RUSD has been recognized nationally for their support of locally-grown foods, use of school garden produce, and integrating nutrition into the classroom through chefs, nutritionists, farmers and health-promoting organizations. Emerson Elementary has a school garden on campus that is maintained by several classrooms, and is open to the community. Produce gleaned from the garden is used in school meals, where students can reap the rewards of their labor. Teachers take advantage of the garden to teach science, math and other educational lessons as well as physical activity out of the classroom. Several of the HEARTS afterschool program leaders use the free Network for a Healthy California "PowerPlay" curriculum as well, which comes with the support of a nutrition educator and fitness specialist. School sites are eligible for smoothie demonstrations, recipe writing, a project in designing a healthy advertisement, or an outdoor field day of fun fitness stations. Many of the RUSD school sites also participate in the 100 mile club, a walking/jogging/running program before school, evenings and weekends throughout the city and county, which can provide another method of promotion, marketing and information sharing about HEAL Zone events. Students are rewarded for their achievements in fitness. There is a great opportunity to designate an Eastside location as an authorized 100 mile club site where families can meet to earn mileage while increasing the awareness of Eastside HEAL Zone locations and activities. RUSD is in the process of applying for the PEP Grant to purchase physical education equipment and nutrition curriculum for grades K-6 district-wide. This grant would allow them to establish a stronger foundation for health and fitness education. Many health organizations, non-profits and local university departments have volunteered their availability and interest in providing on-site physical activity and nutrition education classes/workshops upon request, through in-kind efforts, alternate grant funding and unpaid student internships.

Goals/Outcomes:
 Increase consumption of healthy food and beverages
 Decreased calorie consumption

Expected Outcomes:
 Improved access to healthy foods and beverages (e.g. affordability, availability and quality)

Target Population Groups	Objective(s)	Activities	Lead and Partner Organizations																								
Preschool and School age children ages 3-11 (approx. 2500) and their families	By the end of each school year (May 2014, May 2015, May 2016), school breakfast and lunch participation for socioeconomically disadvantaged students will increase by 10% from the initial participation rate for each year.	<ul style="list-style-type: none"> Coordinate with Nutrition Services to promote and expand the breakfast program so that all students have access to a healthy breakfast Work with school administration to ensure support for the program Work with teachers, school administrators and Nutrition Services to promote and encourage students to eat breakfast daily Nutrition services will search for and apply for grants that support breakfast programs at school (example: The Wal-Mart Foundation grant that offers universal feeding of school breakfast for all students regardless of need) 	<p>Lead: RUSD Nutrition Services Key Partners: RUSD School Administrators, Teachers, RUSD Communications Department, Riverside Parks, Recreation and Community Services Additional Partners: EH2 Collaborative</p>																								
	<table border="1"> <thead> <tr> <th>School</th> <th>Breakfast Rate</th> <th>Lunch Rate</th> </tr> </thead> <tbody> <tr> <td>Alcott</td> <td>20%</td> <td>82.1%</td> </tr> <tr> <td>Castle View</td> <td>24.4%</td> <td>57.4%</td> </tr> <tr> <td>Emerson</td> <td>85.6%</td> <td>73.8%</td> </tr> <tr> <td>Longfellow</td> <td>29.7%</td> <td>89.9%</td> </tr> <tr> <td>Magnolia</td> <td>29.7%</td> <td>62.8%</td> </tr> <tr> <td>Pachappa</td> <td>24.3%</td> <td>71.2%</td> </tr> <tr> <td>Taft</td> <td>31.1%</td> <td>68.8%</td> </tr> </tbody> </table>	School	Breakfast Rate	Lunch Rate	Alcott	20%	82.1%	Castle View	24.4%	57.4%	Emerson	85.6%	73.8%	Longfellow	29.7%	89.9%	Magnolia	29.7%	62.8%	Pachappa	24.3%	71.2%	Taft	31.1%	68.8%		
School	Breakfast Rate	Lunch Rate																									
Alcott	20%	82.1%																									
Castle View	24.4%	57.4%																									
Emerson	85.6%	73.8%																									
Longfellow	29.7%	89.9%																									
Magnolia	29.7%	62.8%																									
Pachappa	24.3%	71.2%																									
Taft	31.1%	68.8%																									

Expected Outcomes	Target Population Groups	Objectives	Activities	Target Population Groups	Objectives	Activities	Lead and Partner Organizations
<p>Students (approx. 3400) Staff (approx 100)</p>	<p>Improved school and district policies relating to healthy eating and active living</p>	<p>By June 2014, teachers and students will be aware of and adhere to new school and district policies in the HEAL Zone.</p>	<p>Strengthen vending policy adherence to ensure that there are no vending machines at the elementary schools, all school products in the vending machines at middle and high school are compliant with California Senate Bills 12 and 965 which strictly regulate the nutritional content of foods offered for sale and all food/beverages served to students meet federal and California nutrition guidelines. Identify opportunities to implement healthy fundraising with Parent-Teacher Organizations. Support qualified Nutrition Services staff to ensure that policies are adhered to and promoted through the district. Collaboration between Human Resources and Nutrition Services director to review and share wellness policy and state laws with stakeholders (students, staff and parents). Parents to participate as part of the Community setting.</p>	<p>Preschool and School age children ages 3-11 (approx. 2500) and their families</p>	<p>Increased awareness, knowledge, and motivation of healthy foods, beverages and physical activity</p>	<p>Teachers will model healthy eating habits by periodically eating breakfast with students and salad bar for lunch. Teachers will use a standards based physical education program ("GameDay") to increase physical activity during the school day (Emerson, Longfellow, Pachappa, and Taft elementary schools currently use GameDay as their P.E. curriculum). The HEARTS Afterschool coordinator and staff will provide students with structured physical activities during the after school program (HEARTS also uses GameDay). HEARTS staff will receive training on use of GameDay and other physical fitness equipment. The HEARTS program will offer a daily nutritious snack during the program. The HEARTS program will provide nutrition education through the Children's Power Play curriculum provided by the Network for a Healthy California. Coordination will take place with the Riverside Parks Recreation and Community Services Department to promote the physical education programs that are offered after school or during the summer for students and parents</p>	<p>Lead: RUSD School Administration, HEARTS Afterschool Program Coordinator, RUSD Preschool Coordinator Key Partners: RUSD Teachers & Preschool Teachers, RUSD Nutrition Services, Riverside Parks Recreation and Community Services Department Additional Partners: Network for a Healthy California, DOPH, UC Cooperative Extension</p>

Target Population Groups	Objectives	Activities	Lead and Partner Organizations
<p>Adults (parents) 18+ years (Approx: 1500 families)</p>	<p>Increased awareness, knowledge and motivation of healthy foods and beverages</p> <p>By June 2014, parents of children will be aware of the program and understand the importance of children eating breakfast and a well-balanced lunch.</p>	<p>(organized sports, zumba classes, swimming classes, etc).</p> <ul style="list-style-type: none"> Preschool programs will provide outdoor and indoor play opportunities daily during their programs, in conjunction with training for the NAP SACC Program in the Early Childhood setting. To increase physical activity during recess, schools will paint or repaint the blacktop activities, such as four-square, dots, lines, maps, grids and hopscotch on the blacktop area for teachers to utilize for active learning. <ul style="list-style-type: none"> Distribute educational material via monthly newsletters, auto-dialers, school websites and special events (Back to School Night, Open House, School Site Council, ELAC). Provide samples of the nutritious food being served during breakfast and lunch to parents during special events (Back to School Night, Open House, School Site Council, ELAC). Develop and post healthy cooking videos for parents to access on district and school websites. School Site Councils, English Learner Advisory Committees, PTAs and PTOs will discuss and distribute information on the breakfast and lunch programs available in the district. 	<p>Leads: RUSD Nutrition Services, RUSD School Administrators</p> <p>Key Partners: RUSD Communications Department, Parent Teacher Organizations, School Site Councils, English Learner Advisory Committees</p> <p>Additional Partners: Network for a Healthy California, DOPH</p>

Community Setting: Early Childhood -licensed home and center-based child care providers, children and their families**Describe the barriers to healthy eating and physical activity in this setting. Identify the type of barrier (policy, environment, education, behavior, etc.)**

Early childhood settings are often overlooked in terms of their nutrition and physical activity environments, yet many young children spend much of their time in these settings. Furthermore, as low paid, relatively unskilled workers, many child care providers are themselves victims of the same social determinants of poor health that face the families they serve. Recent reports indicate that more than 26% of children, between the ages of 2 and 5, are classified as either at risk for overweight or overweight. Since eating and physical activity behaviors and patterns are established early in childhood and tend to track into adulthood, early intervention could help prevent the problem of overweight in young children. Approximately 74% of all children ages three to six years are in some form of non-parental care and 56% are in a center-based child care program. These children may consume 50% to 100% of their Recommended Dietary Allowances while at a child care facility, which contributes a significant number of calories and essential nutrients to their diet. Only a limited number of research studies have been conducted on the role of child care settings in the development of healthy weight behaviors in young children.

Healthy Eating: Child care providers receive no formal training about the importance of good nutrition and age-appropriate physical activity for young children and have little or no resources to assist them in creating healthier environments and sharing this information with parents so that the home environment can reinforce healthy eating environments.

Physical Activity: Unlike school settings, child care providers lack comprehensive wellness policies promoting healthy eating and physical activity for young children (policy, environment, education, behavior). Additionally, parents are unaware of comprehensive criteria to assess child care environments related to healthy eating and physical activity when selecting a provider (policy, environment, education).

Leveraging Opportunities: Recognizing the importance of child care settings in helping our youngest children get off to a healthy start is critical. The strategies in the Early Childhood Education Setting will improve the nutrition and physical activity environment for children ages 0-5 within the child care setting leveraging the following programs:

- **Nutrition and Physical Activity Self-Assessment for Child Care (NAP SACC) Program.** The NAP SACC Program is a nationally recognized evidence-based program to assist child care facilities in improving their nutrition and physical activity environments, including wellness policies and practices, for the prevention of obesity in preschool age children. This is done through the use of a child care nutrition and physical activity self-assessment, goal setting, and technical support from local health professionals. The NAP SACC Program, funded by First 5 Riverside County Children and Families Commission, is a comprehensive intervention for child care settings serving children 2-5 years old (and the after-school aged children being cared for at the sites). When sites have developed and implemented all NAP SACC policies they are awarded NAP SACC certification and are designated as a NAP SACC Certified Child Care site. www.napsacc.org www.fivco-nutrition.org/nap-sacc/
- **Loving Support Breastfeeding-Friendly Child Care Program.** The Loving Support Breastfeeding-Friendly Child Care Program, funded by First 5 Riverside County Children and Families Commission, is a policy based intervention for child care providers of infants 0-2 years of age to ensure they have the resources, education and necessary policies in place to support the mothers of the breastfed infants in their care ensuring the infants receive their mothers' milk. When sites have developed and implemented all breastfeeding support policies they are awarded Breastfeeding-Friendly certification and are designated as a Breastfeeding-Friendly Certified Child Care site. www.lovingssupport.org/childcare

The County of Riverside Department of Public Health received 4-year funding to implement both programs county-wide. NAP SACC subcontracts with the Riverside County Child Care Consortium and the Early Childhood and Family Studies of the University of California Extension. Partners have agreed to make the Riverside Eastside a priority target area for NAP SACC and Breastfeeding-Friendly implementation.

LET'S MOVE Child Care: LET'S MOVE! Child Care! is Michelle Obama's campaign providing resources to child care providers to help our youngest children get off to a healthy start. LET'S MOVE! Child Care is a blending of the two evidence-based programs the Nutrition and Physical Activity Self-Assessment for Child Care (NAP SACC) Program and the Loving Support Breastfeeding-Friendly Child Care Program.

Our Riverside County WIC and Loving Support Breastfeeding Programs provide nutrition education, community resources and referrals, peer-to-peer counseling, and healthy food vouchers to low-income residents. Over 4,000 Eastside families are provided with monthly personal nutrition counseling and breastfeeding support for pregnant mothers and parents raising children from ages 0-5. Our ability to provide outreach, referral and cross-promotion will greatly enhance the work of the early childhood strategy, be a key provider in the health care strategy, as well as supporting healthy food outlets and the healthy Rx program.

<p>Early Childhood Environmental Strategy: Implement LET'S MOVE! Child Care (NAP SACC Program + Loving Support Breastfeeding-Friendly Child Care Program)</p>			
<p>Goals/Addresses: Increase consumption of healthy food and beverages Decrease calorie consumption Increase physical activity</p>			
<p>Expected Outcomes: Child care settings will evaluate their own nutrition (including breastfeeding support) and physical activity environment. Barriers will be identified and addressed to make changes to support healthy weight in young children. Child care settings will promote healthy eating by serving appropriate foods (including breast milk for breastfed babies) and role modeling healthy eating behaviors. Child care settings will promote active play through scheduled indoor/outdoor structured and unstructured active playtime and role modeling active lifestyles. Child care settings will provide resources to parents and families of the children in their care to promote healthy lifestyle behaviors at home.</p>			
<p>Target Population Groups: Family and center-based child care providers. Licensed = 15 child care provider sites with a minimum of 100 child care providers serving a minimum of 500 children Unlicensed = a minimum of 150 child care provider sites with a minimum of 250 child care providers serving a minimum of 500 children</p>		<p>Objectives: YEARS 1 - 2: Implement healthy eating and physical activity for children in all licensed family and center-based child care settings in Riverside's Eastside. YEARS 2 - 3: Implement healthy eating and physical activity for children in unlicensed family child care settings in Riverside's Eastside. (Peer Mentoring) By December 2013, Licensed family and center-based child care providers will be assigned a NAP SACC Certified Consultant and/or a Loving Support Breastfeeding Consultant. Environmental assessments will be conducted at the child care facilities and goals will be set and action plans developed for the next 6 month period. By April 2014, The Riverside Child Care Consortium in partnership with all HEAL Zone partners, will host the large coordinated event 'Child Care Rally - Day in the Park' a nutrition and physical activity rally/resource fair day in the park at Bordwell Park, Stratton Community Center and Centro de Ninos Child Care and Development Center By December 2014, unlicensed family child care providers will be assigned a NAP SACC Certified Consultant and/or a Loving Support Breastfeeding Consultant. Environmental assessments will be conducted at the child care sites and goals will be set and action plans developed for the next 6 month period.</p>	
<p>Activities: NAP SACC Certified Consultants will provide on-going targeted technical assistance to develop and implement wellness policies: <ul style="list-style-type: none"> • Identification of and outreach to ALL child care providers to introduce NAP SACC Program. The Riverside County Child Care Consortium's California Department of Education's Child Care Initiative Project focusing on unlicensed child care settings will be instrumental in the identification and outreach. • Conduct a large coordinated outreach event 'Child Care Rally - Day in the Park' a nutrition and physical activity rally/resource fair day in the park for ALL child care providers of infants and families in the Eastside. • Conduct NAP SACC trainings for identified providers • Provide technical assistance on-site to ensure and enhance wellness policy implementation Loving Support Breastfeeding Consultants will provide on-going targeted technical assistance to develop and implement breastfeeding policies: <ul style="list-style-type: none"> • Identification of and outreach to ALL child care providers caring for infants to introduce the Breastfeeding-Friendly Certification Program. The Riverside County Child Care Consortium's California Department of Education's Child Care Initiative Project focusing on unlicensed child care settings will be instrumental in the identification and outreach. • Conduct a large coordinated outreach event 'Child Care Rally - Day in the Park' a nutrition and physical activity rally/resource fair day in the park for ALL child care providers of infants and families in the Eastside • Conduct on-site Breastfeeding-Friendly trainings for identified providers • Provide technical assistance on-site to ensure and enhance policy implementation </p>		<p>Lead and Partner Organizations: Lead: Riverside County Child Care Consortium Key Partners: Riverside County DOPH Nutrition Services NAP SACC Program, Loving Support Program and Network for a Healthy California; Early Childhood and Family Studies of the University of California Extension; Riverside County Office of Education; Riverside County Head Start Additional Partners: Natl Fuentes Centro de Ninos Child Care and Development Center; State Child and Adult Care Food Program (local representatives); Community Action Partnership; Riverside Unified School District Nutrition Services; Riverside Parks Recreation and Community Services Department</p>	

<p>By December 2014, unlicensed family child care providers will be assigned a NAP SACC Certified and/or Breastfeeding-Friendly Certified Child Care Mentor.</p>	
<p>Conduct outreach to identify ALL unlicensed child care providers in the Eastside including providers who are caring for children who are either other family members or neighbors or both. The Riverside County Child Care Consortium's California Department of Education's Child Care Initiative Project focusing on unlicensed child care settings will be instrumental in the identification and outreach.</p> <ul style="list-style-type: none"> • Conduct a large coordinated outreach event 'Child Care Rally - Day in the Park' a nutrition and physical activity rally/resource fair in the park for ALL child care providers and families in the Eastside. The purpose of the event will be five-fold: <ol style="list-style-type: none"> 1. Provide all the resources and linkages available for all sites/homes providing child care to children. 2. Introduce and kick-off the 'Let's Move! - Get Active' project and campaign for ALL child care providers and families. 3. Widely introduce and market the Wellness Passport Program. Wellness Passports will be distributed to families of children in child care to document their healthy behaviors. An incentive program will be designed to be used with the Wellness Passports. Reinforcement items will be include donations of coupons for free fruits and vegetables at the local corner stores and/or farmers market, crock pots, healthy and easy recipes cookbooks (including Soul food and Latino cookbooks) to increase physical activity at home like hula hoops, jump ropes, etc. 4. Provide families with resources to encourage and reinforce healthy behaviors at home and in the community. Activities will include healthy cooking activities with Chef Ryan from Riverside USD Nutrition Services and the Network for a Healthy California, physical activity events such as relay races, bean bag toss, basketball, hula hooping, etc. and physical activity tips for small and indoor spaces coordinated by Riverside Parks Recreation and Community Services Department staff and volunteers, and workshops by local farmers on how to purchase and use inexpensive locally-grown produce. 5. Introduce families to new infrastructural changes and services available in the local parks. <p>Pair (1:1) licensed child care providers who have attained NAP SACC and/or Breastfeeding-Friendly Certification with those who are unlicensed and disconnected. Establish mentor/mentee relationships among child care providers in the Eastside.</p>	

		Provide Mentor Training to child care providers on the role of a mentor. Community Action Partnership through their Community Action Academy will provide the Mentor Training to the mentor child care sites.	
<p>Early Childhood Policy Strategy: Child Care providers will implement Wellness Policies that promote breastfeeding, healthy eating and physical activity for children</p>			
<p>Expected Outcomes Child Care providers attain NAP SACC (providers serving 2-5 year olds and the after-school aged children being cared for at the site) Program Certification and Breastfeeding-Friendly Program Certification (providers serving 0-2 year olds)</p>			
<p>Target Population Groups (Objectives)</p>			
<p>Family and center-based child care providers. Licensed = 15 child care provider sites with a minimum of 100 child care providers serving a minimum of 500 children Unlicensed = a minimum of 150 child care provider sites with a minimum of 250 child care providers serving a minimum of 500 children</p>	<p>By June 2014, Licensed family and center-based child care providers will work with their NAP SACC Certified Consultant and/or a Loving Support Breastfeeding Consultant to complete the 5 steps of program interventions for full implementation of wellness and breastfeeding support policies leading to NAP SACC and Breastfeeding-Friendly certification. The designation of NAP SACC Certified and/or Breastfeeding-Friendly Certified Child Care site can be utilized. By June 2015, unlicensed family child care providers will work with their NAP SACC Certified Consultant and/or a Loving Support Breastfeeding Consultant AND their assigned Mentors to complete the 5 steps of program interventions for full implementation of wellness and breastfeeding support policies leading to NAP SACC and/or Breastfeeding-Friendly certification. The designation of NAP SACC Certified and/or Breastfeeding-Friendly Certified Child Care site can be utilized. By December 2015, NAP SACC and/or Breastfeeding-Friendly certification recognitions will be awarded.</p>	<p>NAP SACC Certified Consultants will provide on-going targeted technical assistance: • Conduct on-site NAP SACC trainings for providers • Provide technical assistance on-site to ensure and enhance policy implementation Loving Support Breastfeeding Consultants will provide on-going targeted technical assistance: • Conduct on-site Breastfeeding-Friendly trainings for infant providers • Provide technical assistance on-site to ensure and enhance policy implementation Provide on-going Mentor trainings for Child Care Mentors.</p>	<p>Lead and Partner Organizations Lead: Riverside County Child Care Consortium Key Partners: Riverside County Department of Public Health Nutrition Services NAP SACC Program, Loving Support Program and Network for a Healthy California; Early Childhood and Family Studies of the University of California Extension; Riverside County Office of Education; Riverside County Head Start; Additional Partners: Natl Fuentes Centro de Ninos Child Care and Development Center; State Child and Adult Care Food Program (local representatives)</p>

Goals Addressed	Expected Outcomes	Objectives	Lead and Partner Organizations
<p>Increase consumption of healthy food and beverages. Decrease calorie consumption. Increase physical activity.</p>	<p>Child Care providers will complete all NAP SACC and/or Breastfeeding-Friendly Certification trainings necessary for certification. Families will receive information necessary to easily implement the child care wellness strategies at home and in their community.</p>	<p>The NAP SACC and Breastfeeding-Friendly training series required for certification, and provide information on nutrition and physical activity.</p>	
<p>Family and center-based child care providers, children served and their families</p>	<p>By June 2014, licensed family and center-based child care providers will receive the NAP SACC and Breastfeeding-Friendly training series required for certification.</p>	<p>The Riverside County Child Care Consortium (RCCC) will expand their current Resource Lending Library (RLL) van to offer ALL child care providers access to resources necessary to implement and enhance their nutrition and physical activity programs. RCCC will conduct needs assessments and determine what resources are most needed. RCCC will purchase some items to expand the RLL van. RCCC will seek grant funding to assist small family-based child care providers in purchasing resources they need.</p>	<p>Lead: Riverside County Child Care Consortium Key Partners: Riverside County Department of Public Health Nutrition Services NAP SACC Program, Loving Support Program and Network for a Healthy California; Early Childhood and Family Studies of the University of California Extension; Riverside County Office of Education; Riverside County Head Start; WIC</p>
<p>Licensed = 15 child care provider sites with a minimum of 100 child care providers serving a minimum of 500 children</p>	<p>By June 2014, ALL child care providers will be offered the training and 'Toolkit Fruit, Vegetable and Physical Activity'.</p>	<p>Network for a Healthy California staff will train and provide child care providers with a 'Fruit, Vegetable and Physical Activity Toolbox'</p>	<p>Additional Partners: Nati Fuentes Centro de Niños Child Care and Development Center; State Child and Adult Care Food Program (local representatives), Riverside Parks Recreation and Community Services Department</p>
<p>Unlicensed = a minimum of 150 child care provider sites with a minimum of 250 child care providers serving a minimum of 500 children</p>	<p>By June 2015, unlicensed family based child care providers will receive the NAP SACC and Breastfeeding-Friendly training series required for certification.</p>	<p>Information and education is offered throughout the HEAL Zone for families to access at convenient locations and at convenient times. Locations will include child care centers, Riverside Parks Recreation and Community Services Department facilities, WIC site, community centers, health care centers and churches.</p>	
<p>Family Members of the 1000 children 0-11 in child care settings</p>	<p>By December 2013, Families will receive information and education on implementing healthy eating and active living in their daily lives throughout the HEAL Zone. Education will include cooking classes, food demos and food tastings. Families will be encouraged to attend 'Park Meet-Ups' which will be held regularly to introduce families to the parks, services and environmental changes in the parks such as walking mile markers, shadings, availability of water, etc.</p>	<p>Wellness Passports will be distributed to families of children in child care to document their healthy behaviors. An incentive program will be designed to be used with the Wellness Passports. Reinforcement items will be include donations of coupons for free fruits and vegetables at the local corner stores and/or farmers market, crock pots, healthy and easy recipes cookbooks and items to increase physical activity at home like hula hoops, jump ropes, etc.</p>	

	<p>By December 2013, Families will begin using their Wellness Passports to document their healthy behaviors.</p>		
<p>Early Childhood Promotional Strategy Promote child care providers with healthy food and physical activity environments consistent with NAP SACC and Breastfeeding-Friendly to parents selecting a child care provider.</p>	<p>Parents will seek out NAP SACC Certified Child Care Providers when choosing a child care provider for their children.</p>	<p>Parents will seek out Breastfeeding-Friendly Certified Child Care providers when choosing a child care provider for their infants.</p>	
<p>Target Population Groups</p> <p>Parents of 2000 children 0-5 years old Parents of 2000 children 6-11 years old</p>	<p>Objectives</p> <p>By December 2013, Wide-spread promotion throughout the community regarding the importance of NAP SACC Certified Child Care Providers and Breastfeeding-Friendly Certified Child Care providers.</p> <p>By June 2014, Formal and public recognition for the providers that have become NAP SACC Certified Child Care providers and Breastfeeding-Friendly Certified Child Care providers.</p> <p>By June 2014, A listing of the certified child care providers will be posted on numerous websites including Riverside County Child Care Consortium, Riverside County Office of Education, Riverside County Department of Public Health's Loving Support Program, RivHero WIC Program, Network for a Healthy California, etc.</p>	<p>Activities</p> <ul style="list-style-type: none"> NAP SACC and Breastfeeding-Friendly signs will be designed and provided to child care sites that are in the process of attaining certification. Information regarding NAP SACC and Breastfeeding-Friendly status will be disseminated into the community and posted on the various websites including Riverside County Child Care Consortium, Riverside County Office of Education, Riverside County Department of Public Health's Loving Support Program, RivHero WIC Program, etc. Plaques will be developed for presentation and display to the child care centers who obtain NAP SACC and/or Breastfeeding-Friendly Certification. Vinyl window stickers will be developed for child care centers to place in their facilities that state they are a NAP SACC Certified Child Care provider and/or Breastfeeding-Friendly Certified Child Care provider. Listings of NAP SACC Certified Child Care Providers and Breastfeeding-Friendly Certified Child Care Providers will be developed and updated on a regular basis. Parents will be directed to the lists of NAP SACC Certified Child Care Providers and Breastfeeding-Friendly Certified Child Care providers when they are seeking child care providers for their children. Parents will be encouraged to ask their child care provider to participate in the NAP SACC Certified Child Care Providers and/or Breastfeeding-Friendly Certified Child Care providers. 	<p>Lead and Partner Organizations</p> <p>Lead: Riverside County Child Care Consortium Key Partners: Riverside County Department of Public Health Nutrition Services NAP SACC Program, Loving Support Program and Network for a Healthy California; Early Childhood and Family Studies of the University of California Extension; Riverside County Office of Education; Riverside County Head Start;</p> <p>Additional Partners: Nati Fuentes Centro de Niños Child Care and Development Center; State Child and Adult Care Food Program (local representatives)</p>

<p>Describe the barriers to healthy eating and physical activity in this setting. Identify the type of barrier (policy, environment, education, behavior, etc.)</p> <p>There are several environmental challenges in the Eastside community including an overconcentration of fast food outlets, liquor stores, a lack of access to affordable fresh fruits and vegetables. Community safety is a barrier in engaging in physical activity in community settings as is the lack of knowledge of available, affordable physical activity options. The Eastside community has a rich history but also long standing challenges with racial tensions and demographic changes has increased these challenges. There is a need for community leaders to lead by example in cross cultural activities, conversations, and collaboration.</p> <p>Healthy Eating: Overconcentration of fast food outlets Physical Activity: Safety concerns, need for increased opportunities to exercise at no cost</p> <p>Leveraging Opportunities: Healthy Heritage Movement (HHM) provides faith-based training and education for African American churches across Riverside on healthy behaviors by identifying churches, meeting with the Pastor, signing commitment, followed up with training, materials, and ongoing support and communication. HHM is a part of the Collaborative and will assist with connecting with African American churches and encouraging them to be a part of HHM faith-based program.</p> <p>Start RIGHT Campaign and Challenge: Start RIGHT (Riverside is Getting Healthy Together) is a city wide campaign that began in the fall of 2012. The challenge is held annually and includes a neighborhood competition and monetary prizes for winners. Start RIGHT is scheduled to be launched this year at the annual Neighborhood Conference in October/November 2013. The Walk by Faith route can begin by September to then link to the Challenge for increased participation, support, and additional programs, activities, and incentives that the Campaign and Challenge provides.</p>	<p>Goals/Outcomes:</p> <p>Increased access to healthy foods and beverages Decreased calorie consumption Increased physical activity</p>	<p>Target Population/Groups:</p> <p>Improved physical activity among church members and community</p>	<p>Lead and Partner Organizations:</p> <p>Lead: RCHF Key Partners: Kansas Avenue SDA, Riverside Spanish SDA, Our Lady of Guadalupe, Praise Tabernacle CME, Iglesia de Dios de Riverside, Second Baptist Church, City of Riverside Community Development Additional Partners: Healthy Heritage Movement, Riverside Faith Temple Ministries, Riverside Peacemakers Ministries, Templo Ebenezer, Rehoboth Apostolic Church</p>
<p>Participant: 9 Churches Membership (approx. 1000) All Residents (17000) Committed Sites: Kansas Avenue SDA, Riverside Spanish SDA, Our Lady of Guadalupe, Praise Tabernacle CME, Iglesia de Dios de Riverside, Second Baptist Church</p>	<p>Objectives:</p> <p>By September 2013, create a "Walk by Faith" route that encourages collaboration among Eastside faith organizations, allows for community participation in no cost physical activity, and highlights park setting improvements and community gardens.</p>	<p>Activities:</p> <ul style="list-style-type: none"> • Identify and recruit participating churches • Set a series of 3 meetings to develop route • Calculate distances between participating churches • Walk the route with workgroup members • Create map for distribution • Design signage utilizing logo developed by youth • Identify route participating churches • Work with City for planning purposes • Install signage 	

Expanded Outcomes	Objectives	Activities	Lead and Partner Organizations
<p>Participating Churches Membership (approx. 1000)</p> <p>Committed Sites: Kansas Avenue SDA, Riverside Spanish SDA, Our Lady of Guadalupe, Praise Tabernacle CME, Iglesia de Dios de Riverside, Second Baptist Church</p>	<p>By June 2014, Eastside churches will implement a healthy food and beverage policy for church meetings, events, or other church functions communicating consistent messages to congregation and community.</p>	<ul style="list-style-type: none"> Continue to outreach to Eastside faith-based organizations to increase participation Set-up two meetings with faith-based workgroup and review sample policies from Lets Move: Faith-based and Community Organizations tool and other samples. Identify faith-based organizations who will implement such policy or policies Recognize faith-based organizations who have implemented policies (as stated in Community Setting) 	<p>Lead: RCHF</p> <p>Key Partners: Kansas Avenue SDA, Riverside Spanish SDA, Our Lady of Guadalupe, Praise Tabernacle CME, Iglesia de Dios de Riverside, Second Baptist Church, County of Riverside DOPH</p> <p>Additional Partners: Riverside Faith Temple Ministries, Riverside Peacemakers Ministries, Templo Ebenezer, Rehoboth Apostolic Church</p>
<p>Expanded Outcomes</p> <p>Target Population Groups</p> <p>Participating Churches Membership (approx. 1000)</p> <p>Committed Sites: Kansas Avenue SDA, Riverside Spanish SDA, Our Lady of Guadalupe, Praise Tabernacle CME, Iglesia de Dios de Riverside, Second Baptist Church</p>	<p>Increased access to physical activity</p> <p>Increased knowledge of benefits of exercise</p>	<p>Activities</p> <ul style="list-style-type: none"> Provide educational sessions at faith-based sites on the benefits of walking, safety, active living and building activities around the Walk by Faith Route such as starting a walking club. Demonstrate how to build activities around the Walk By Faith routes (such as walking clubs) among parishioners and nearby residents. 	<p>Lead and Partner Organizations</p> <p>Lead: RCHF</p> <p>Key Partners: Kansas Avenue SDA, Riverside Spanish SDA, Our Lady of Guadalupe, Praise Tabernacle CME, Iglesia de Dios de Riverside, Second Baptist Church, County of Riverside DOPH</p> <p>Additional Partners: Healthy Heritage Movement, Riverside Faith Temple Ministries, Riverside Peacemakers Ministries, Templo Ebenezer, Rehoboth Apostolic Church Start RIGHT</p>

Target Population Groups	Objectives	Activities	Lead and Partner Organizations
<p>Participating Churches Membership (approx. 1000)</p> <p>All Residents (approx. 17000)</p> <p>Committed Sites: Kansas Avenue SDA, Riverside Spanish SDA, Our Lady of Guadalupe, Praise Tabernacle CME, Iglesia de Dios de Riverside, Second Baptist Church</p>	<p>Increased opportunities and awareness for physical activity</p> <p>By October 2013, increase awareness of Walk by Faith route and develop cross cultural collaboration between faith-based organizations on healthy eating active living activities.</p> <p>By June 2015, an annual walking event will be coordinated among all participating churches.</p>	<ul style="list-style-type: none"> • Distribute Walk by Faith route map in hard copy and online. • Provide map route for Community Resource Maps to be used in HEAL Rx. • Post route on EHZ website, City website, Start RIGHT website, and other partner websites. • Promote through the church activities including walking clubs. • Conduct an annual walking event where all participating churches participate and invite community. • Purchase Walk by Faith shirts/hats or other incentive(s) for walking event. 	<p>Lead: RCHF</p> <p>Key Partners: Kansas Avenue SDA, Riverside Spanish SDA, Our Lady of Guadalupe, Praise Tabernacle CME, Iglesia de Dios de Riverside, Second Baptist Church, County of Riverside DOPH</p> <p>Additional Partners: La Prensa, The Voice, The Press Enterprise, Start RIGHT and Fit, Fresh, Fun Forum, Healthy Heritage Movement, Riverside Faith Temple Ministries, Riverside Peacemakers Ministries, Templo Ebenezer, Rehoboth Apostolic Church</p>

Describe the barriers to healthy eating and physical activity in this setting:

Healthy Eating and Physical Activity: There are many structural issues that challenge our Eastside residents to maintain a healthy weight, including the prevalence of an overconcentration of fast food outlets, liquor stores, a lack of access to affordable fresh fruits and vegetables, community safety, and a lack of physical activity (both in schools and in the community). Children are not being socialized properly in their diet and physical activities. Eating fast food and playing video games has become the norm. Although resources and community programs are available, additional challenges are due to the lack of knowledge and coordination for accessing these assets, including programs, education, and services. Eastside health care providers can play a key role in messaging a healthy lifestyle with residents. Imbedding into their practice a component for the measurement of BMI and recommendations for behavior change to help improve the health of their patients. The importance of a culturally sensitive provider will enhance the delivery of care to this diverse neighborhood – including nutrition recommendations, language appropriateness, and cultural practices.

Leveraging Opportunities: Three large community clinics providing care to Eastside residents (Borrego Community Health Foundation/Eastside Health Center, Riverside Neighborhood Health Center, and Community Health Systems, Inc.) are working to implement the Patient Centered Medical Home (PCMH) model of care coordination. The opportunity is ideal to leverage the HEAL Zone goals with PCMH goals of providing improved communication among patients, incorporating the advantages of the electronic medical records to prescribe, track test results, monitor performance, and provide community support information/resources to enhance the patient experience. Clinicians and staff will be able to better assist patients and their families in self-care management with information, tools and resources in their Eastside community.

Four area hospitals serving Eastside residents have been designated as Baby-Friendly Hospitals by Baby-Friendly USA (Riverside Community Hospital, Parkview Community Hospital Medical Center, Kaiser Permanente Riverside and Riverside County Regional Medical Center). The health, environmental and financial benefits of breastfeeding are well documented and support to breastfeeding mothers is critical following hospital discharge. The opportunity to engage health care providers and WIC staff in the support of extended breastfeeding will complement the early childhood and health care settings.

There are several organizations (government and nonprofit) that already provide extensive educational and recreational programs and services including but not limited to Riverside Community Health Foundation, Riverside Parks Recreation and Community Services Department, DOPH Nutrition Services, County Health Clinics and WIC. These programs will be inventoried and identified on a community map to promote increased utilization by residents. The inventory and map will be available to all healthcare providers and will be available as a tool for all the HEAL Zone collaborative partners to promote, along with the HEAL Rx program.

Additionally, Kaiser Permanente Community Benefit will leverage the Educational Theatre programs in the school setting (The Amazing Food Detective – Grades 4-5) to compliment the efforts in the health care setting. The community clinic providers will have access to free health education materials (culturally sensitive, variety of literacy levels and languages) to support their practice.

Another partnership with KP is with the Riverside Parks Recreation and Community Services Department – for Operation Splash. This is a summer swim program that provides for access to free swim passes, swimming lessons, senior swim, and Jr. Life Guard training to low-income residents. The program is offered at Sippy Woodhead Pool at Bobby Bonds Park. As one of the larger pools in the City of Riverside, it attracts hundreds of children and families for free recreation swim during the hot summer months. This program also promotes the “Rethink Your Drink” campaign by encouraging water consumption.

Goal/Addressed	Target Populations	Objectives	Lead and Partner Organizations
<p>• Increase consumption of healthy food and beverages. • Decrease calorie consumption. • Increase physical activity.</p>	<p>Target Populations: Eastside Health Care Providers: Borrego Community Health Foundation (Eastside Health Center), Riverside Neighborhood Health Center, Community Health Systems, Inc. (University Medical Clinic); DOPH WIC clinic staff and RUSD school staff. (approx. 50) Clinic Families (approx. 2500) WIC families (approx. 4000)</p>	<p>By March 2014, health care providers will use a HEAL prescription (HEAL Rx) to refer patients to resources for healthy eating and physical activity as part of their recommended treatment plan to improve health. By September 2014, providers will be able to recommend easily accessible (geographically convenient and affordable) physical activity programs and healthy eating resources to their patients with community resources inventory.</p>	<p>Lead and Partner Organizations: Leads: DOPH, RCHF Key Partners: Borrego Community Health Foundation, Riverside Neighborhood Health Center, Riverside County Medical Association, Community Health Systems, Inc., WIC Additional Partners: City of Riverside Mayor's Office/Fit, Fresh, Fun Riverside (FFF), RCRMC, Kaiser Permanente - Riverside, RUSD, Hope to Health Clinics, Riverside Parks Recreation and Community Services Department</p>
<p>Target Populations: Eastside health care providers: Borrego Community Health Foundation, Riverside Neighborhood Health Center, Community Health Systems, Inc., WIC Clinic Families (approx. 2500) WIC families (approx. 4000)</p>	<p>Objectives: Patient/parents will improve their understanding of health consequences (positive and negative) related to BMI results.</p>	<p>Activities: Through activities of the Health Care Workgroup: • Recruit additional private/independent health care providers • Identify best opportunities for provider education • Design prescription pad to be used for utilization to community resources. • Incorporate community resources inventory map (created in Community Setting) • Promote utilization by health care providers of HEAL Rx pads for physical activity, reduced screen time, increased fruit/vegetable consumption, reduced consumption of sugar sweetened beverages, extended breastfeeding and container gardening (fruits/vegetables). • Develop low cost options for obtaining fresh fruits and vegetables at farmers markets and corner stores.</p>	<p>Lead and Partner Organizations: Leads: Eastside HEAL Zone Health Care workgroup, DOPH, Riverside County Medical Association Key Partners: Borrego Health, Riverside Neighborhood Health Center, Community Health Systems, Inc., WIC Additional Partners: Kaiser Permanente, RCRMC, Hope to Health Clinic</p>

Expected Outcomes	Increased knowledge among partners and community leaders of local community resources for healthy food access and active living. Increased community resident participation in local community resources.		Lead and Partner Organizations
Target Population Groups	Objectives	Activities	
<p>Eastside health care providers, WIC clinic staff, promotores, school wellness staff, nonprofit and faith-based organizations.</p> <p>Clinic Families (approx. 2500)</p> <p>WIC families (approx. 4000)</p>	<p>By March 2014, health care providers and health educators will be able to direct patients to community resources for healthy activities, events, and EH2 recognized sites.</p>	<ul style="list-style-type: none"> Inventory local referral sources – those who interact with residents and provide referrals including health care provider offices, school wellness personnel, WIC clinics, parks and recreation, promotores, outreach workers, and faith based organizations. Share community map and other HEAL resources to providers in order to encourage patients to access community resources, as part of the Community setting. Conduct outreach in the clinic with educational programs and materials that support healthy eating and active living. 	<p>Leads: Eastside HEAL Zone Health Care Workgroup, RCHF</p> <p>Key Partners: Borrego Health, County of Riverside DOPH, Community Health Systems, Inc., Hope to Health Clinic, Riverside County Medical Association, WIC</p> <p>Additional Partners: Kaiser Permanente - Riverside</p>
<p>Expected Outcomes</p> <p>Improved community resident participation in healthy eating or active living programs that increase the awareness and community pride of the benefits of living in a HEAL Zone.</p>			
Target Population Groups	Objectives	Activities	Lead and Partner Organizations
<p>Eastside health care providers, WIC clinic staff, promotores, school wellness staff, and nonprofit and faith-based organizations.</p> <p>Clinic Families (approx. 2500)</p> <p>WIC families (approx. 4000)</p>	<p>By March 2015, encourage resident participation in healthy eating active living activities through available community resources, physician leaders, and knowledge of other HEAL strategies.</p>	<ul style="list-style-type: none"> Develop a passport program for active participation in utilizing community resources for healthy eating and active living. Engage two local pediatricians to serve as mentors, role models, spokesperson on obesity, promoting HEAL strategies. One local clinic pediatrician and one Kaiser Permanente pediatrician. Promote continued breastfeeding for mothers after hospital discharge in the continuum of care – leveraged by the local Baby Friendly Hospitals – (Riverside Community Hospital, Parkview, Loma Linda, Riverside County Regional Medical Center (in progress), and Kaiser Permanente, Riverside), through referral to Loving Support Breastfeeding Helpline and the WIC clinics. Promote HEAL Rx at Eastside community events. 	<p>Leads: Eastside HEAL Zone Health Care Workgroup, DOPH, RCHF</p> <p>Key Partners: Borrego Health, WIC, Riverside Neighborhood Health Center, Community Health Systems, Inc.,</p> <p>Additional Partners: Riverside Parks Recreation and Community Services Department, Riverside USD, City of Riverside Mayor's Office/Fit, Fresh, Fun Riverside (FFF), PRCSD, RCRMC, Hope to Health Clinic, Kaiser Permanente – Riverside, Network for a Healthy California</p>

EXHIBIT D**PUBLICITY AND ATTRIBUTION REQUIREMENTS****PUBLICITY AND ATTRIBUTION REQUIREMENTS**

- A. CONTRACTOR shall include the following acknowledgment of the Riverside County Health Coalition and Kaiser Permanente funding in all materials produced for the purpose of public education and outreach related to COUNTY funded programs. These materials include but are not limited to the following: brochures, workbooks, flyers, circulars, posters, games, television, radio and print advertising, public service announcements and video news releases, calendar/event listings, presentations, telephone hold messages, outdoor advertising and vehicles. The wording of the attribution shall be one of the following:

"On behalf of the Riverside County Health Coalition, made possible by funding from Kaiser Permanente"

"Hecho posible a traves de fondos de Kaiser Permanente para Riverside County Health Coalition"

For events, conferences or programs with multiple funders, one of the following attributions shall be used:

"Funded in part by Kaiser Permanente on behalf of the Riverside County Health Coalition"

"Financiado en parte por Kaiser Permanente para Riverside County Health Coalition "

"Made possible by funding from Kaiser Permanente on behalf of the Riverside County Health Coalition"

"Hecho posible a través de fondos de Kaiser Permanente para Riverside County Health Coalition"

When space is limited (buttons, pencils, pens, etc.), attribution may be omitted. However, CONTRACTORS shall contact the COUNTY's grant manager to determine an appropriate method of providing attribution to the public regarding the funding source for such items.

- B. The approved Riverside County Health Coalition logo (graphic) shall be used on materials specific to the COUNTY funded program. CONTRACTOR shall use

the approved Riverside County Health Coalition logo (graphic) on public education and outreach materials in accordance with the graphics attribution standard as posted on the COUNTY public web site.

- C. CONTRACTOR shall provide the COUNTY grant manager a copy of all public information/reasons products (such as flyers, newsletters, posters, etc.) as soon as possible but not later than fourteen (14) calendar days prior to submitting to print. News releases should be submitted as soon as possible but not later than seven (7) days before public release is scheduled.
- D. The COUNTY's grant manager shall provide guidance on procedures for logo usage and printed public relations material in accordance with the COUNTY policies. Policies will be available on the COUNTY public website.

EXHIBIT E BUDGET

EASTSIDE HEAL Zone

RIVERSIDE UNIFIED SCHOOL DISTRICT

	Year 2	Year 3	Year 4	TOTAL
Period	4/01/13- 09/30/13	10/01/13- 09/30/14	10/1/14- 9/30/15	
Personnel	\$ 800	\$ 800	\$ 800	\$ 2,400
Fringe Benefits	\$ 176	\$ 176	\$ 176	\$ 528
Total Personnel	<u>\$ 976</u>	<u>\$ 976</u>	<u>\$ 976</u>	<u>\$ 2,928</u>
Program/Operating	<u>\$ 27,729</u>	<u>\$ 27,220</u>	<u>\$ 25,461</u>	<u>\$ 80,410</u>
Subcontractors	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>
Indirect	<u>\$ 1,263</u>	<u>\$ 1,241</u>	<u>\$ 1,163</u>	<u>\$ 3,667</u>
TOTAL:	<u><u>\$ 29,968</u></u>	<u><u>\$ 29,437</u></u>	<u><u>\$ 27,600</u></u>	<u><u>\$ 87,005</u></u>