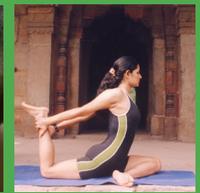


factsheet

Marin County Physical Activity Nutrition Wellness Collaborative



Marin County Physical Activity
Nutrition Wellness Collaborative



What is our vision? We imagine a community that draws people together to create an environment that strengthens the present and shapes a positive and healthy future by promoting life-long healthy choices.

Why was the Marin Collaborative created? Nearly 60% of all California adults and 25% of children under age 18 are overweight or obese nationwide. In Marin County, children fare even worse – more than one-third of children between the ages of 2-17 are overweight or obese. The consequences of the obesity epidemic are alarming, leading to chronic diseases such as diabetes, heart disease, stroke and some types of cancer. Nationally, poor diet and lack of physical activity could soon outstrip cigarette smoking as the top cause of preventable deaths.

What is our Mission? The mission of the Marin County Physical Activity Nutrition Wellness Collaborative (the Collaborative) is to increase the ability of all Marin residents, regardless of income, to eat healthy foods and be physically active. Collaborative members are working at a variety of levels-policy, system, organizational and environmental - to ensure that Marin, along with the Bay Area, becomes a model environment that fosters healthy behaviors.

How does the Collaborative help Marin County residents lead healthier lives? The Collaborative uses the collective knowledge, expertise and influence of its member organizations to achieve its mission in many ways:

- Building and strengthening partnerships and collaboration among its members and diverse communities within Marin;
- Supporting the development and implementation of food, nutrition and physical activity policies within Marin County schools, businesses and the community;
- Promoting innovative educational messages and opportunities that encourage healthier choices at every stage of life;
- Supporting the development and support of “best practice models” within the community that support healthy eating and physical activity.

Who are we?

The Marin County Physical Activity Nutrition Wellness Collaborative (the Collaborative) is a coalition of nearly 50 health-related organizations and dedicated individuals in Marin County committed to facilitating change at the environmental and policy level that supports better nutrition, physical activity and increased access to healthy foods. Collaborative members include the following organizations:

American Academy of Pediatrics, Marin Chapter
American Cancer Society
American Diabetes Association
Bacich Middle School
Bahia Vista Elementary School
Bayside Elementary School
Beyond Hunger
Big Brothers and Sisters of Marin
California Department of Education
Children’s Hospital Oakland Research Institute
County of Marin Health and Human Services:
Children’s Medical Services (CMS)
Children’s Health & Disabilities Program (CHDP)
Community Health and Prevention Services (CMS)
Cal Works
Food Stamp Program
Social Services
Women, Infants and Children (WIC) Program
County of Marin Information Systems
Dominican University of CA
Edna Maguire Elementary School
First Five of Marin County
Fitwize4 Kids
Healthy Marin Partnership (HMP)
Huckleberry Youth Program
Kaiser Permanente San Rafael Medical Center
Kent School District
Lagunitas School District
Las Gallinas Elementary School
Marin County Civil Grand Jury
Marin County HIV/AIDS Program
Marin County Juvenile Services/County Jail Food Service
Marin County Youth Commission
Marin on the Move (MOM)
Marin County Agricultural Land Trust (MALT)
Marin County Bicycle Coalition
Marin County Children and Weight Coalition

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What are some of the Collaborative's activities and accomplishments?

To achieve our mission, the Collaborative has created three primary areas of activity:

- **Food and Nutrition** – Ensuring access to nutritious foods for all residents, providing technical resources and support for promotion and education; to support residents in making healthy choices.
- **Physical Activity** – Providing technical resources and support to schools, parent groups and community organizations to expand the opportunity for all residents to increase their physical activity levels via improved school policies and safe places to walk and bike.
- **School and Community Wellness Policy** – Developing broad-based support among school personnel, students, parents, youth and community groups to ensure that schools and organizations have the resources and support needed to adopt policies and programs that promote healthy eating and physical activity.

Accomplishments:

- **Trainings**, Technical Resources, Local School Wellness Policies, Collaborative members are working with the Marin Office of Education in providing workshops and developing a School Wellness Toolkit to help school districts assess and improve school environments and to highlight the steps required to meet the Local Wellness Policy mandate for California school districts.
- **Supporting a Healthy Marin County** – The Collaborative is working with the Healthy Marin Partnership to realize the strategic plan laid out in “Pathways to Progress –Laying the Foundations for a Healthier Marin” and our shared vision of a community that offers access to healthy, affordable food, trails for walking and riding bicycles, safe walkways for pedestrians and parks where children can play. [For more information about the Healthy Marin Partnership, go to: www.healthymarin.org]
- **We are an active member** of the Bay Area Nutrition and Physical Activity Collaborative (BANPAC), composed of six Bay Area counties, Alameda, Contra Costa, Santa Clara, Marin, San Mateo and San Francisco, and represent Marin's perspective in our common vision of residents that are physically active, eat healthy foods and live in communities where policies and environments promote life-long health.



Marin County Community Clinic
Marin County Public Health Department
Marin County Office of Education
Marin Food Systems Project/EECOM
Marin Head Start/Early Head Start
Marin School Nurses Organization
North Bay Children's Center
Novato Community Hospital
Novato Healthy Food Coalition
Novato Unified School District
Ross Valley School District
Safe Routes to School
San Rafael School District
School Link Services
Sutter Health Program
Tamalpais Union High School District
The Body Positive – Eating Disorder Program
UC Cooperative Extension
YMCA of Marin County
Youth Leadership Institute (YLI)

How is the Collaborative facilitated?

The Marin County Department of Health's Nutrition Wellness Program facilitates the Collaborative and provides funding.

A Steering Committee comprised of representatives from local community organizations provides guidance, leadership and technical support to the Collaborative.



Supportive funding for education and promotion of nutrition and physical activity is also received from Kaiser Permanente, San Rafael and the U.S. Department of Agriculture (USDA) Food Stamp Program, an equal opportunity provider and employer, through the California Nutrition Network.

For information about the California Food Stamp Program, please call 1.800.952.5253.

How can you learn more?

The Collaborative welcomes your input, ideas and participation. For more information or to become involved in making Marin County a healthier place to live, please contact: Marin County Public Health Department, Nutrition Wellness Program; Linda Armstrong 415.473.7059.