



## SIERRA CASCADE COLLABORATIVE FOR HEALTH AND MOVEMENT PROMOTION

Butte • Colusa • Glenn • Lassen • Modoc • Nevada • Plumas • Shasta • Sierra • Siskiyou • Tehama • Trinity

### **OUR MISSION:**

The mission of the Sierra Cascade Collaborative for Health and Movement Promotion (SC-CHAMP) is to educate, empower and advocate for healthier food choices and increased physical activity for Californians and their environment, primarily Supplemental Nutrition Assistance Program (SNAP) eligible individuals and families.

### **OUR VISION:**

SC-CHAMP's vision is that all Californians, but particularly SNAP eligible individuals and families, in our twelve county region will live in environments that provide education and access to fruits and vegetables as well as physical activity and will have the opportunity to make informed, healthy lifestyle choices.

### **COLLABORATIVE OBJECTIVES:**

- Identify action-oriented, non-traditional partnerships concerned with access to fruits and vegetables and physical activity focused primarily on SNAP eligible populations.
- Build community partnerships to educate and advance scientifically sound and culturally relevant messages and activities aimed at educating and increasing fruit and vegetable consumption and increasing physical activity primarily with the SNAP eligible populations.
- Educate and encourage schools, medical providers, community, faith and business leaders to make healthy changes in our region.
- ? Create media attention that not only highlights barriers associated in making healthier food choices and increasing physical activity, but also educate and advocate for individuals to adopt these healthy lifestyle behaviors.

### **THE MEMBERS OF SC-CHAMP AND WHAT WE DO:**

SC-CHAMP uses the collective expertise and influence of over 250 community partners to facilitate lifestyle changes that shape nutrition and physical activity behaviors throughout our twelve county region. The nutrition education initiatives of SC-CHAMP, which promote healthy communities in both school and community settings are focused on the following areas:

*Rethink Your Drink, Encouraging Healthy Drink Choices*

*Marketing of Foods in Schools, Encouraging Students to Make Healthy Choices*

*Empowering Students to Encourage Healthy Choices for Sports Fundraising & Concession Stand Sales at Sporting Events.*



Fact Sheet



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### Member Organizations

American Cancer Society  
Butte County Department of Education  
Butte County Public Health  
Butte County Head Start  
California State University, Chico  
Center for Nutrition and Activity  
Promotion  
Regional Certified Farmers' Markets  
Chico Unified School District  
Colusa County Office of Education  
Del Norte Clinics  
Enloe Hospital  
Family Resource Center  
Feather River Hospital  
Glenn County Department of Child and  
Family Services  
Glenn County HRA  
Gridley Unified School District  
Healthy Shasta  
Indian Valley Resource Center  
Lassen Foundation  
McConnell Foundation  
*Network for a Healthy California—  
Children's Power Play! Campaign*  
*Network for a Healthy California—  
Sierra Cascade Region*  
Nevada County Public Health  
OPT for Fit Kids  
Oroville Hospital  
Oroville Union High School District  
Project LEAN  
ProPacific Fresh Inc.  
Regional Food Banks  
Saint Elizabeth's Hospital  
Sierra Cascade Nutrition and Activity  
Consortium  
Shasta Community Health Center  
Shasta County Office of Education  
Shasta County Public Health  
Siskiyou County Office of Education  
Tehama County Office of Education  
Valley Oak Children Services  
UC Cooperative Extension Offices  
WIC Regional Offices

### WHY WAS SC-CHAMP CREATED?

Recent studies indicate 60% of adults are overweight or obese and 44% of children and adolescents under the age of 18 are at risk for overweight or are overweight in the Sierra Cascade Region. Californians of all ages face a health crisis of unparalleled proportions rooted in social, environmental and societal causes. Despite numerous food assistance programs, about 6 million predominantly low-income children and adults statewide are hungry or live on the edge of hunger.

In the Sierra Cascade Region, residents don't eat the daily recommended servings of fruits and vegetables while only 32.3% of the population engages in vigorous exercise at least three days per week. Because eating more fruits and vegetables and being physically active each day is proven to reduce the risk for being overweight and obese and from developing chronic disease such as heart disease, diabetes, and some types of cancer, it is key to actively promote healthy lifestyles for the health outcome of our region's population. SC-CHAMP strives to address the barriers to healthy living at the local level to increase the health of our region, especially among low-income populations who are disproportionately affected by overweight, obesity and related chronic disease.

### HOW CAN YOU LEARN MORE ABOUT SC-CHAMP?

Log onto our webpage at [www.scnutrition.org](http://www.scnutrition.org) to find out more information about the collaborative, get an up-to-date calendar of monthly nutrition and physical activity events throughout the region, contact information, and relevant resources to support healthy lifestyles in your community.

For more information contact Patty Mannel at the Regional Office at 530-345-2483 ext. 215.

The collaborative is comprised of individuals, groups, and organizations interested in improving the health of folks living in our 12 county region. Organizations such as the American Cancer Society, CSU, Chico, Enloe Hospital, McConnell Foundation, Network for a Healthy California, UCCE, etc. have graciously sponsored Collaborative events.