

LIVE HEALTHY
VIVIR SALUDABLE



VINELAND

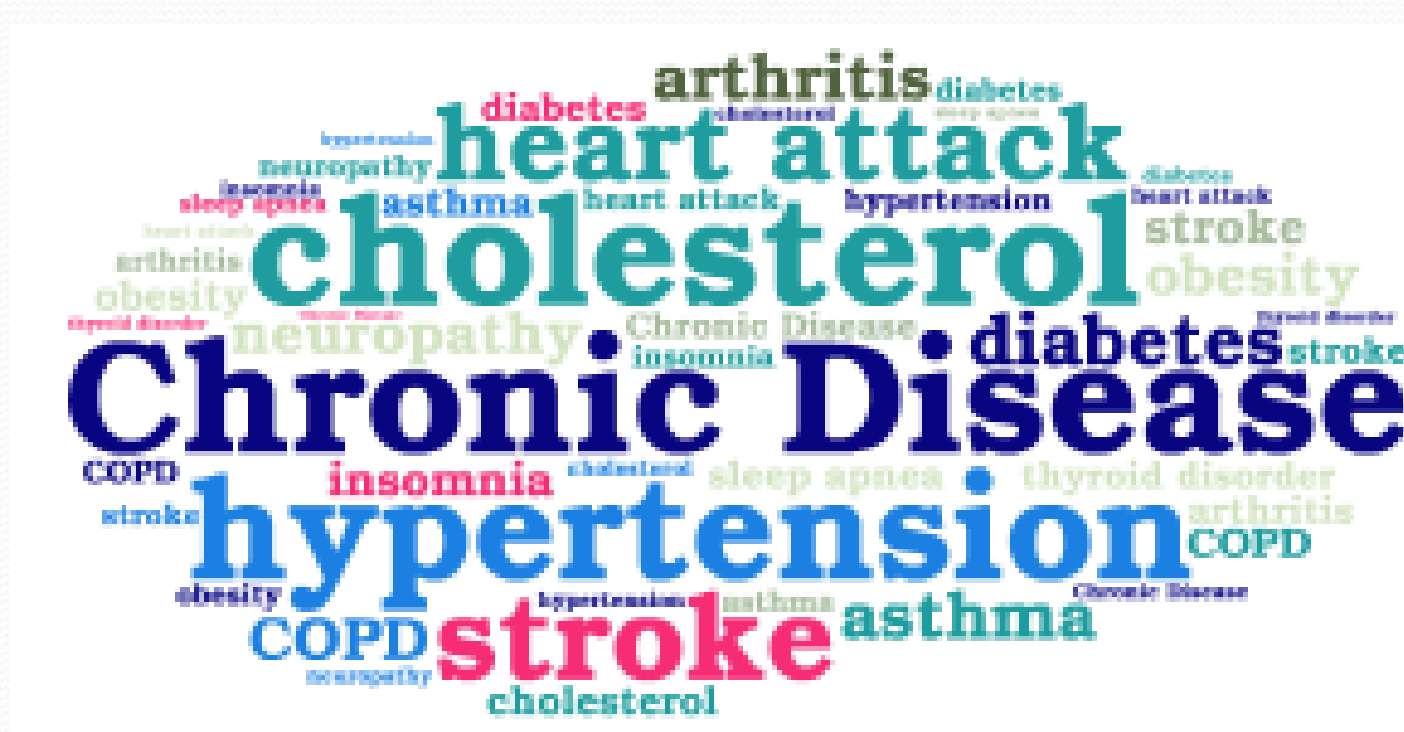
A New Era of Health

<http://youtu.be/is5W6GxAI3c>



Chronic Disease

Chronic Disease is a long-lasting condition that can be controlled but not cured.



Health Determinants



1. Social
2. Physical
3. Behavior
4. Health Services



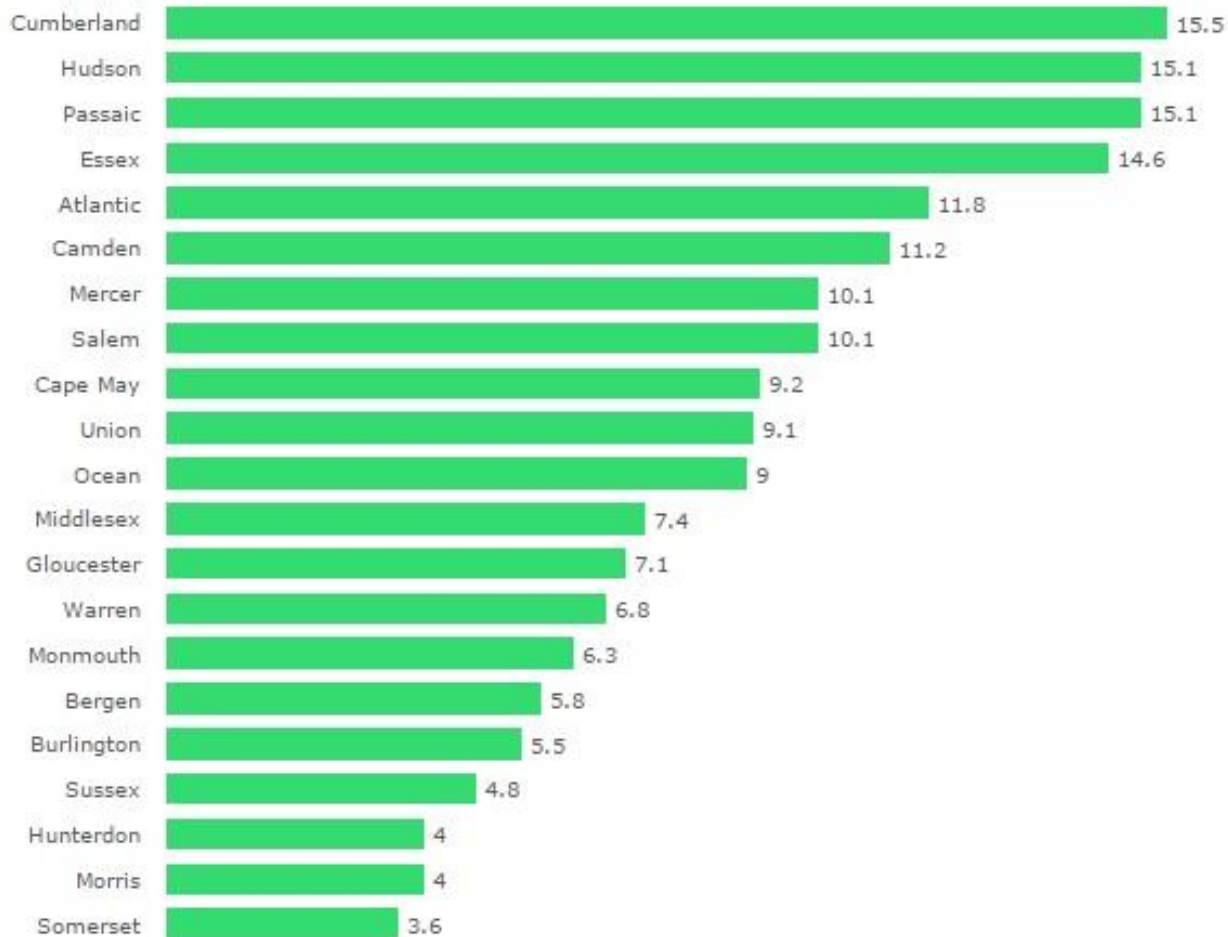
Vineland

Cumberland County ranks 21st in State Health Outcomes. Geographically, Vineland is the largest city in Cumberland County. It is home to almost 40% of all residents in the county.

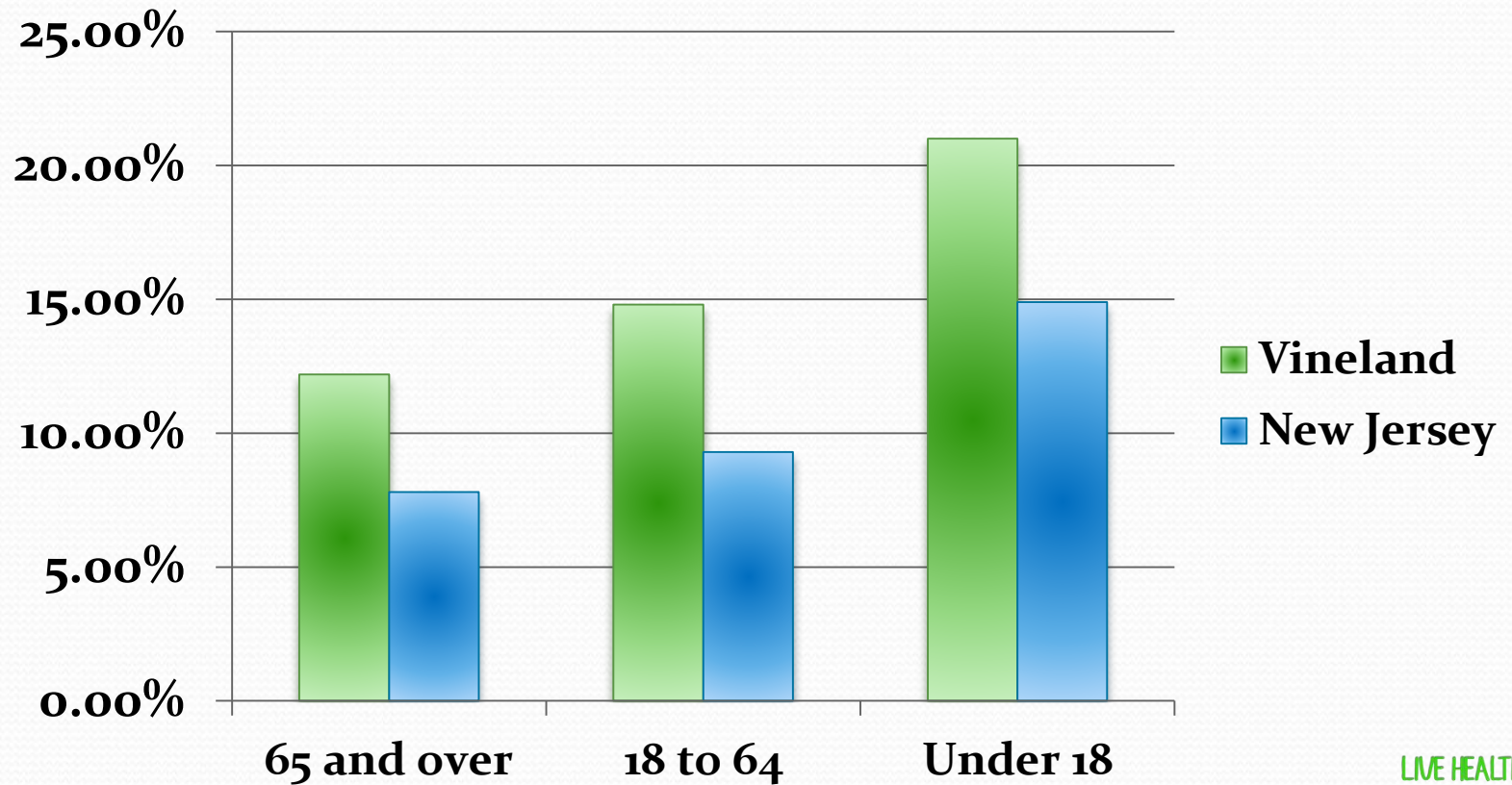
- a) Population—61,050
- b) Unemployment—10.6%
- c) Poverty Rate—16%
- d) Adult Obesity Rate—34%
- e) Childhood Obesity—43.6%
- f) Physical Inactivity
 - a) Adults—29%
 - b) Children—68% (60 minutes a day, 6-7 days a week)



Poverty



Poverty in Vineland

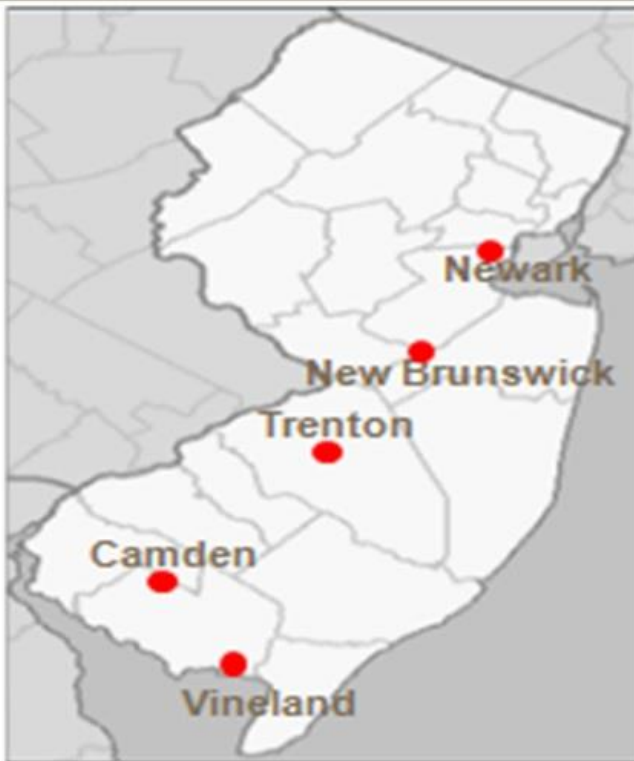


The Inception



Robert Wood Johnson Foundation

NJ Partnership for Healthy Kids



Six year campaign to mobilize state and local partners to implement environment and policy change strategies in the prevention of childhood obesity.

- Newark
- New Brunswick
- Trenton
- Camden
- Vineland



Live Healthy Vineland

A community health strategy focusing on retail food establishments, workplaces, and schools, to reduce chronic disease.



How We Will Do It

1. Increase access to physical activity;
2. Increase access to healthy foods and beverages; and
3. Increase clinical and community linkages

Schools



NEW JERSEY
Safe Routes to School

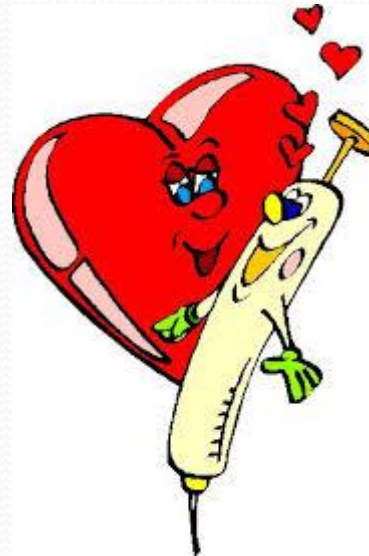
ALLIANCE FOR A
**HEALTHIER
GENERATION**



Healthy Schools Program



Worksites



Healthy Food Network



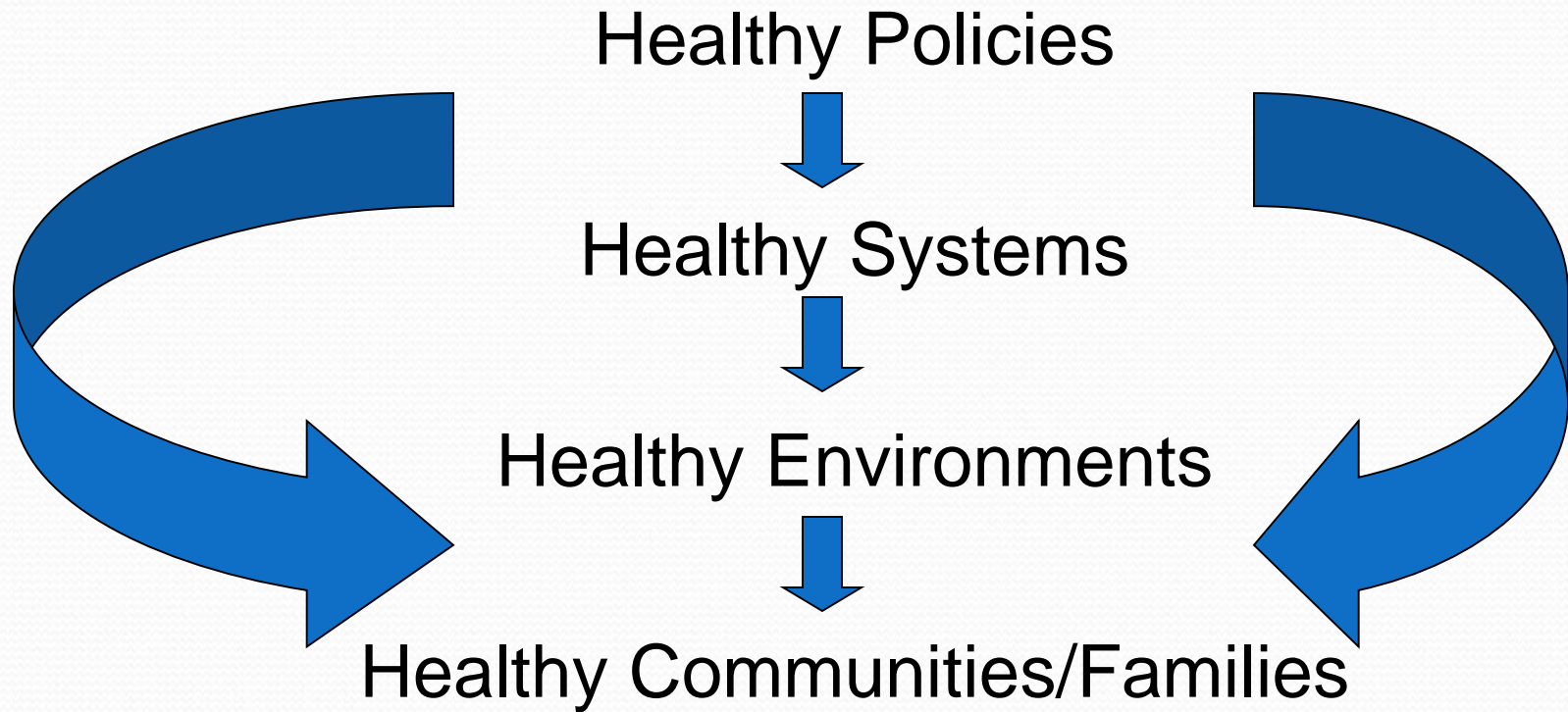
Clinical Linkages

- Community-clinical linkages are the connections between community resources and resources that provide clinical care.

Strong Families/Madres Fuertes, Familias Fuertes



Value Based – Community Change



A place to work, live, play and raise a family!

THANK
YOU!

