

## Reversing Inequities through the Network

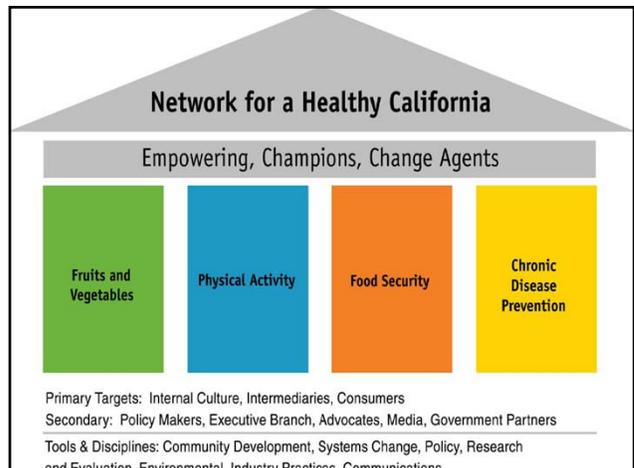


*Network for a Healthy California  
African American Campaign*

*Network for a Healthy  
California*

## Mission Statement

The mission of the *Network for a Healthy California (Network)* is to create innovative partnerships that empower low-income Californians to increase fruit and vegetable consumption, physical activity and food security with the goal of preventing obesity and other diet-related chronic diseases.



Individual Behavior Does Not Occur in a Vacuum  
 Multifaceted approaches are imperative to achieve sustained behavior change



**Regional Networks for a Healthy California**  
 Established January 2006



*Network for a Healthy  
 California African American  
 Campaign*



**THREATS to African  
 Americans Health**

California has an estimated 2.2 to 2.5 million African Americans (6.6% of the population), the largest population of Black or African Americans in the western U.S, and the 5th highest Black population in the United States.

## Question

What is the third leading cause of death for African Americans?

A: Stroke

Source: CDC, National Vital Statistics Report, v.53, November 2005

## Health Facts: Stroke

African American adults are 1.7 times as likely than their White adult counterparts to have a stroke.

African American males are 60% more likely to die from a stroke than their White adult counterparts.

Analysis from a CDC health interview survey reveals that African American stroke survivors were more likely to become disabled and have difficulty with activities of daily living than their non-Hispanic white counterparts.

Source: US Dept. of HHS, Office of Minority Health

## Food Facts

According to the California Dietary Practices Survey, 3 of every 5 African Americans probably had fast food yesterday and almost 1 in 5 ate fast food 3 or more times this past week

According to the California Dietary Practices Survey 50% of AA's reported drinking a sugar sweetened beverage yesterday?

### Question

According to the 2005 California Dietary Practices Survey (CDPS), how much television do African Americans watch each day?

A: 3.2 hours

### Question

What is the second leading cause of death among African Americans?

A: Cancer

### Health Facts: Cancer

In 2005, African American women were 10% less likely to have been diagnosed with breast cancer, however, they were 34% more likely to die from breast cancer, compared to non-Hispanic white women.

African American women are twice as likely to be diagnosed with stomach cancer, and they were 2.4 times as likely to die from stomach cancer, compared to non-Hispanic white women.

Source: US Dept. of HHS, Office of Minority Health

### Question

What is the number one leading cause of death for African Americans?

A: Coronary Heart Disease

## Health facts: CHD

Black women and men have much higher coronary heart disease (CHD) death rates in the 45–74 age group than women and men of other races. A higher percentage of black women (37.9%) than white women (19.4%) died before age 75 as a result of CHD, as did black men (61.5%) compared with white men (41.5%).

And, a higher percentage of black women (39%) died of stroke before age 75 compared with white women (17.3%) as did black men (60.7%) compared to white men (31.1%).

Source: CDC

## Question

What is the fourth leading cause of death for African Americans?

A: Diabetes

## Health Facts: Diabetes

- African American adults are twice as likely than non-Hispanic white adults to have been diagnosed with diabetes by a physician.
- In 2002, African American men were 2.1 times as likely to start treatment for end-stage renal disease related to diabetes, compared to non-Hispanic white men.
- In 2003, diabetic African Americans were 1.7 times as likely as diabetic Whites to be hospitalized.
- In 2005, African Americans were 2.2 times as likely as non-Hispanic Whites to die from diabetes.

Source: US Dept. of HHS, Office of Minority Health

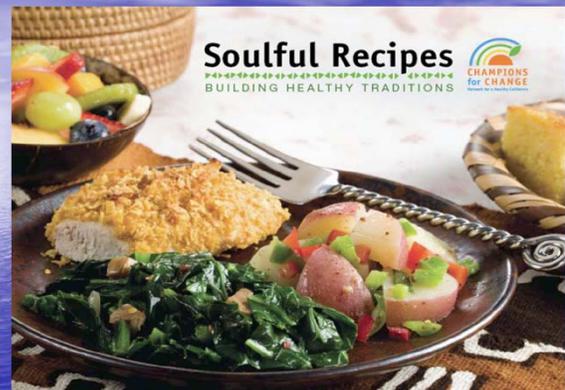
**STRENGTHS:**  
*Network for a Healthy  
California—African  
American Campaign*

## Toolbox for Community Educators



## Community Events

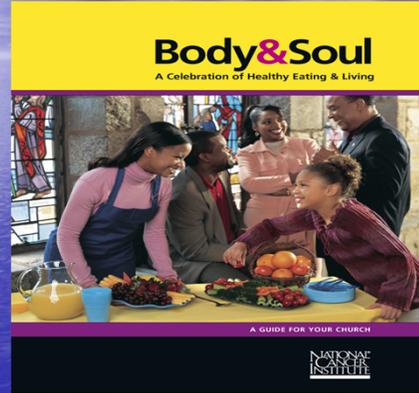
- The *Campaign* conducts skill building and consumer empowerment activities at community festivals, health fairs and expos throughout the year.
- Festival activities include:
  - Prize wheel
  - Food demonstrations/sampling
  - Physical activity demonstrations
  - Promotional material distribution



## Retail Program

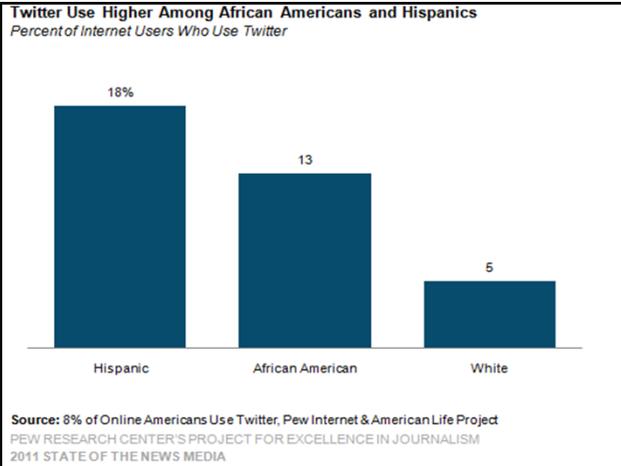
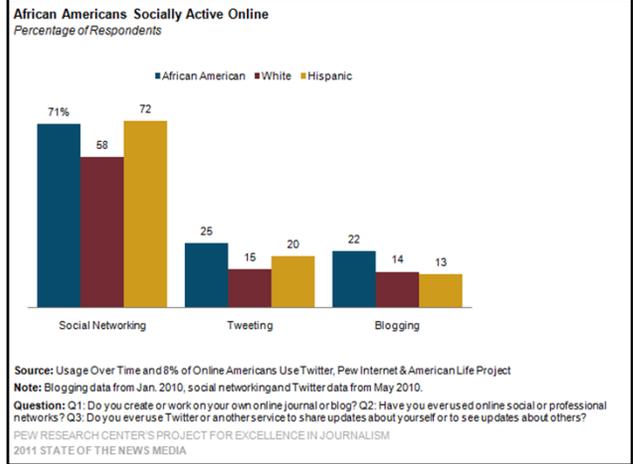
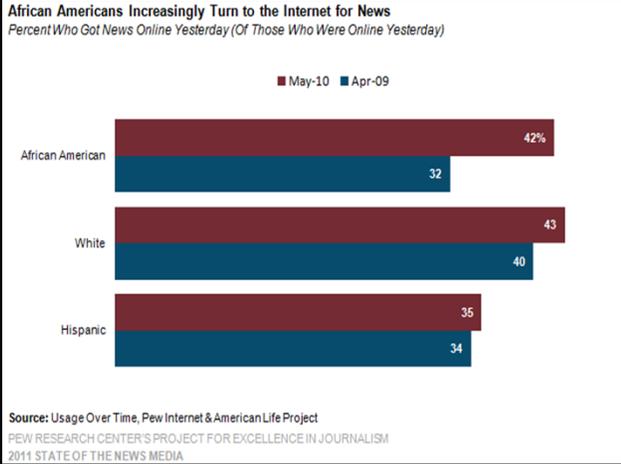


## Faith Based Channels



## WEAKNESSES: The *Campaign's* Challenges

## Social Media & Networking



Beauty Salons  
&  
Beauty Supply Stores



