

**Santa Clara County**  
Communities Putting Prevention to Work

Obesity Prevention Grant  
\$3.6 million  
September 2010 - 2012

## Key Strategies

- Healthy and Safe Streets
  - Complete Streets
  - Let's Move! Campaign, Cities and Towns Initiative
- Sugar Sweetened Beverage Campaign
  - Expanded Reach of Sugar Savvy/Rethink Your Drink Media Campaign
  - Fee
- Organizational Wellness
  - Food & Beverage Policies - Public & Private Sector
- Access to Healthy Foods
  - EBT at Farmers' Markets & Community Supported Agriculture (CSA) Projects
  - County One E-Application

## Leverage & Linkages

### Healthy and Safe Streets

City Initiatives: Bike/pedestrian plans, Bike share programs, San Jose Downtown Bicycle Pilot Project, Safe Routes to School  
Local & Regional Coalitions: Traffic Safe Communities Network, Working Partnerships, Silicon Valley Bicycle Coalition, Greenbelt Alliance, The Health Trust, First 5 of Santa Clara County  
State & National Partners/Coalitions: California Convergence, Healthy Eating Active Living Campaign (HEAL), League of Cities, *Let's Move! Campaign, Cities and Towns Initiative*

### Sugar Sweetened Beverage Campaign

Local & Regional Partners/Coalitions: BANPAC, First 5 of Santa Clara County, Kaiser (regional and local)  
State and National Partners/Coalitions—California Convergence, CA Dept of Public Health, Network for a Healthy California

## Leverage & Linkages

### Organizational Wellness City Wellness Programs

Local & Regional Partners/Coalitions: First 5 of Santa Clara County, Kaiser (local), Healthy Silicon Valley Collaborative, Childhood Feeding Collaborative, Santa Clara County Breastfeeding Task Force  
State & National Partners: Network for a Healthy California, *Let's Move HealthierUS School Challenge*

### Access to Healthy Foods

City Initiatives: Farmers' markets, Community gardens, food stamps, WIC, 2<sup>nd</sup> Harvest Food Bank of Santa Clara & San Mateo Counties  
Local & Regional Coalitions: BANPAC, Black Infant Health Advisory Board, Children's Agenda, The Health Trust, Food System Collaborative, Healthy Silicon Valley Collaborative, Working Partnerships, Greenbelt Alliance, First Five, Kaiser, Safety Net Collaborative  
State & National Partners/Coalitions: California Convergence, Healthy Eating Active Living Campaign (HEAL), League of Cities, *Let's Move! Campaign, Cities and Towns Initiative*