

## Key Facts Highlighting Barriers African American Adults Face to Achieving a Healthy Lifestyle, 2009

The *Network for a Healthy California (Network)* strives 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. The *Network* surveys randomly-selected adults by phone through the *California Dietary Practices Survey (CDPS)*<sup>1</sup> every two years. These key facts from the 2009 *CDPS* highlight information that partners need to promote programs that help African American adults overcome barriers to achieving a healthy lifestyle.

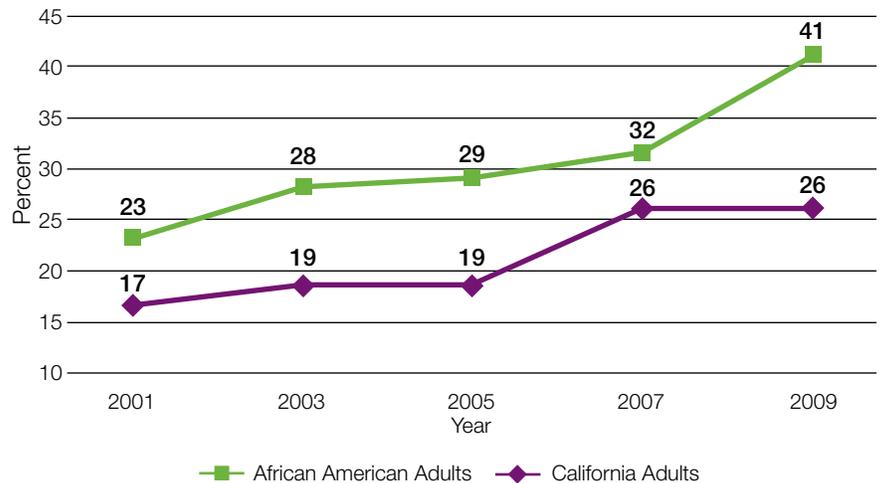


### fact 1

### Obesity is a serious problem in the African American community.

In 2009, 41 percent of California African Americans were obese, a 78 percent increase from 2001. During this 8-year time span, obesity among African Americans grew at a rate nearly 50 percent faster than the general California adult population. While data suggest some groups are showing plateaus in obesity rates, the increases among African Americans do not appear to be slowing.

#### Obesity Continues to Rise Among African Americans



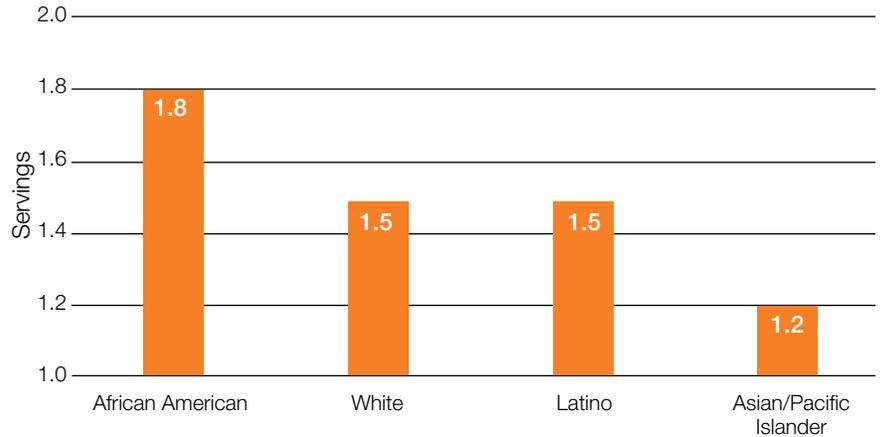
# fact 2

## Obesity is associated with consumption of high fat, salty, and sugary foods, including fast food.

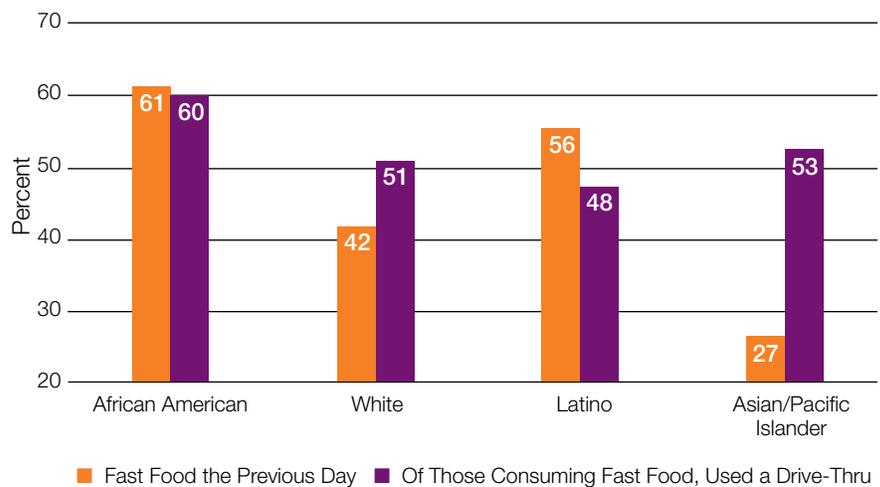
On average, African Americans report eating more high-calorie, low-nutrient foods than other race/ethnic groups. Forty-four percent of African American adults in California report having two or more servings of foods such as French fries, chips, pastries, and desserts each day.

High fat and sugary foods are often consumed out of the home, and in particular, come from fast food restaurants. Three out of five African Americans report eating fast food on the previous day, and almost one in five ate fast food three or more times in the last week, significantly more than other race/ethnic groups. The majority of African Americans visit the drive-thru window at their fast food visits.

**African Americans Report Eating More High Fat, Salty, and Sugary Foods Than Other Race/Ethnic Groups**



**African Americans Are More Likely to Consume Fast Food and Use the Drive-Thru**



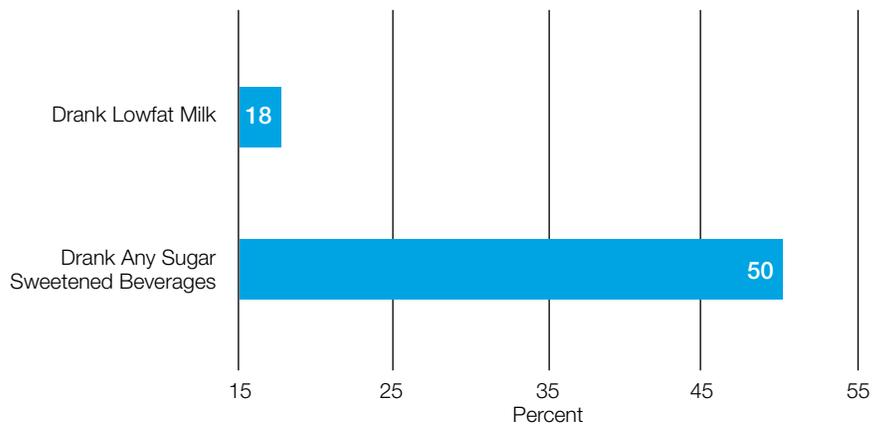


## fact 3

### Sugary beverages often replace healthy alternatives, like lowfat milk.

African Americans were nearly three times more likely to drink sugar sweetened beverages than lowfat milk. Eighteen percent of African American adults reported drinking lowfat milk on the previous day. In contrast, 50 percent reported drinking at least one sugar sweetened beverage.

African Americans  
Drink More Sugar  
Sweetened Beverages  
Than Lowfat Milk

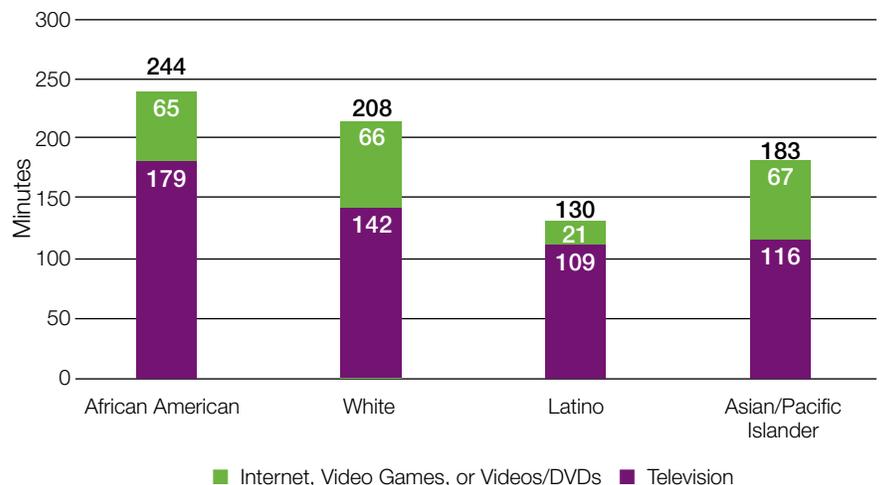




## fact 4 African Americans spend over four hours a day on screen time activities.

The *Dietary Guidelines for Americans 2010* recommend adults spend less time doing sedentary activities. African Americans report spending the most time watching television, using the Internet and playing video games compared to other race/ethnic groups. On average, African Americans report between a half hour and two hours more than other adults watching television, using the Internet, playing video games, or watching DVDs each day.

### African Americans Report the Most Screen Time



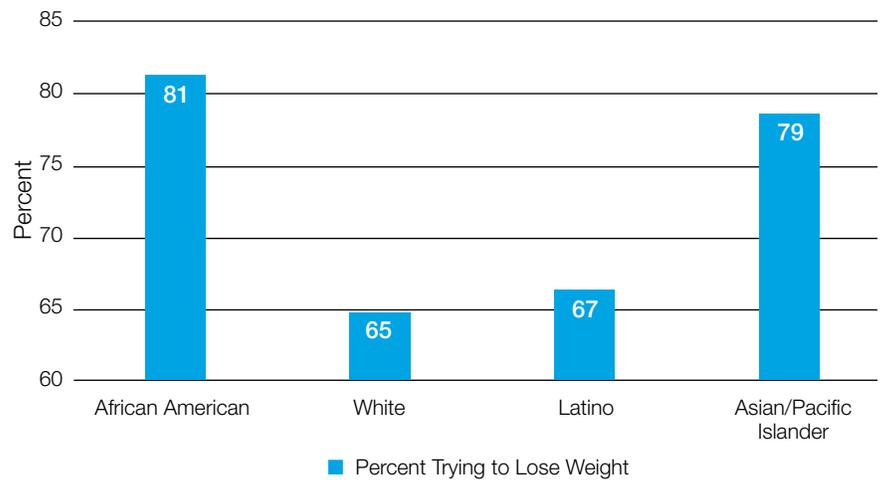
# fact 5

## African Americans are taking steps to improve their health.

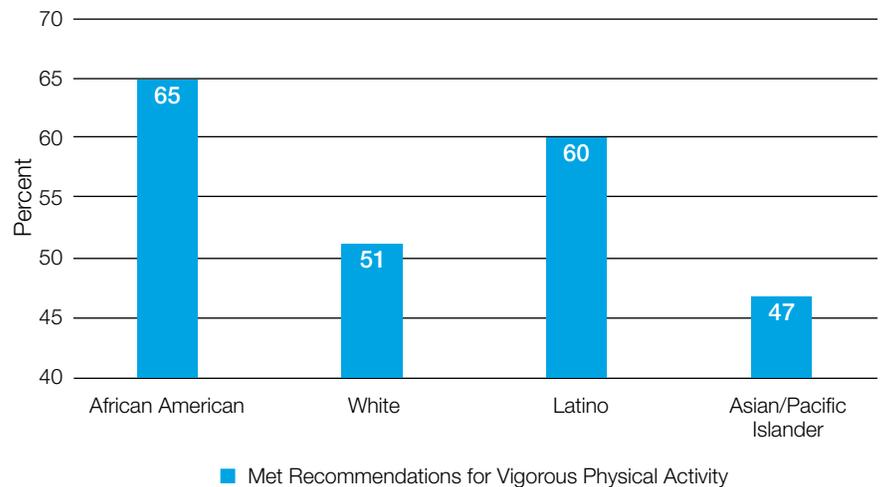
Four out of five African Americans in California report trying to lose weight. Nearly one-third cite exercise as their primary method, followed by 21 percent who say they are making dietary improvements.

In support of their efforts to overcome obesity, two out of three African Americans report meeting the recommendation for 75 minutes of vigorous physical activity per week, significantly more than most other race/ethnic groups.

### African Americans Are Trying to Lose Weight



### More African Americans Report Meeting Recommendations for Vigorous Physical Activity



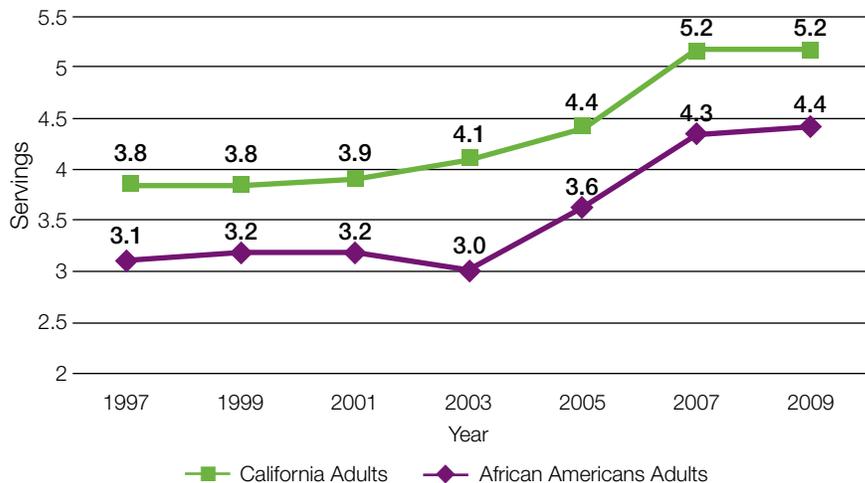


# fact 6

## African Americans' reported fruit and vegetable consumption has improved significantly.

Since the launch of the *Network* in 1998, African Americans have significantly improved fruit and vegetable consumption, increasing by 1.3 daily servings, a 42 percent rise. However, African Americans are still the lowest consumers among the four race/ethnic groups and lag behind the total California adult population by 0.8 of a serving. The *Dietary Guidelines for Americans 2010* recommend making half your plate fruits and vegetables.

African Americans Made Great Strides in Fruit and Vegetable Consumption but Still Lag

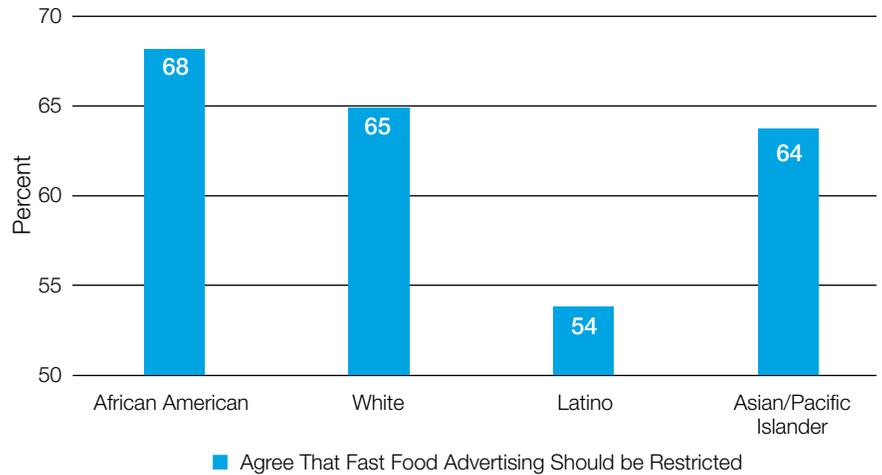


# fact 7

## African Americans support restrictions on advertising to children.

African American adults are the most likely to support the restriction of fast food advertising to their children. More than two-thirds support this type of policy regulation.

African Americans Support Advertising Restrictions on Fast Food

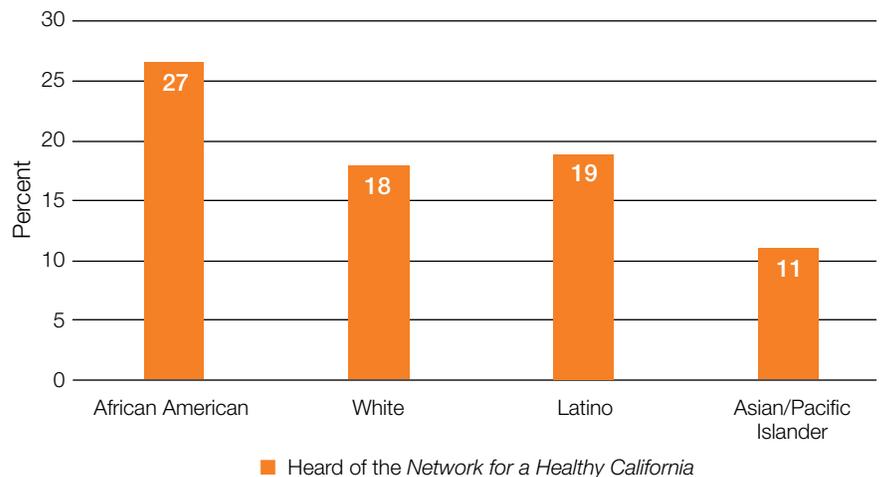


# fact 8

## African Americans report hearing of the *Network for a Healthy California*.

Over one-quarter of African Americans have heard of the *Network for a Healthy California: Champions for Change*, suggesting the *Network* is especially successful providing relevant information to them.

More African Americans Heard of the *Network for a Healthy California*





The *Network for a Healthy California—African American Campaign* (*Campaign*), is funded by the United States Department of Agriculture's (USDA) Supplemental Nutrition Assistance Program (SNAP), known in California as CalFresh. The *Campaign* is designed to improve the health of the low-income African American community by providing education about healthy eating and physical activity. Through the work of three (3) Faith Projects and six (6) *Regional Networks*, the *Campaign* uses multiple venues to facilitate behavior change where low-income Californians live, shop, work, worship, and play.

## Data Source

<sup>1</sup> California Department of Public Health, *Network for a Healthy California*, Research and Evaluation Unit, 1997-2009 California Dietary Practices Survey (CDPS).

Background and documentation for CDPS is available at:  
[www.cdph.ca.gov/programs/cpns/Documents/Network-REU-CDPS-Background.pdf](http://www.cdph.ca.gov/programs/cpns/Documents/Network-REU-CDPS-Background.pdf)

## Data Description

Comparisons are made between four racial/ethnic groups of adults: White, Latino, African American, and Asian/Pacific Islander. Where available, the trends presented here correspond to the year preceding the launch of the *Network* in 1998. Only statistically significant differences are reported ( $p < .05$ ), unless indicated otherwise.



This material was produced by the California Department of Public Health's *Network for a Healthy California* with funding from USDA SNAP, known in California as CalFresh (formerly Food Stamps). These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious foods for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit [www.cachampionsforchange.net](http://www.cachampionsforchange.net).