



California Department of Public Health Nutrition Education and Obesity Prevention Branch Fact Sheet

MISSION

The mission of the California Department of Public Health's (CDPH) Nutrition Education and Obesity Prevention Branch (NEOP) is to foster collaborative partnerships that engage Californians, especially low-income families, to create environments that encourage healthy eating and physical activity and thus reduce obesity and chronic diseases and improve overall health.

NEOP PROGRAMS AT A GLANCE

California Obesity Prevention Program (COPP)

COPP is responsible for implementing the California Obesity Prevention Plan (Obesity Plan). The Obesity Plan is a call to action for stakeholders from all the identified sectors—State, Local, and Tribal Governments; Employers; Health Care; Families; Community Organizations; Schools; Child Care; Food and Beverage Industry; and Entertainment and Professional Sports—to work together to improve the health of all Californians. In addition, the Plan emphasizes addressing the Center for Disease Control and Prevention's (CDC) six identified target areas: increasing fruit and vegetable consumption, physical activity, and breastfeeding, while decreasing consumption of energy dense foods, sugar sweetened beverages, and television viewing (screen time). The Obesity Plan serves as CDPH's foundation document for obesity prevention efforts in the state.

Network for a Healthy California -SNAP-Ed

The Supplemental Nutrition Assistance Program (SNAP) Education (SNAP-Ed) Program, known in this state as the *Network for a Healthy California (Network)*, creates innovative partnerships to empower low-income Californians to increase fruit and vegetable consumption, physical activity, and food security with the goal of preventing obesity and other related chronic diseases. The *Network* has grown since 1997 to be the largest and most diverse nutrition and physical activity initiative in the country. The passage of the federal Healthy, Hunger-Free Kids (HHFK) Act of 2010 provides an opportunity to transition the SNAP-Ed into a nutrition education and obesity prevention program and allowed community and public health approaches to improve obesity rates.

California Project LEAN is the brand name for a conglomeration of programs that advance nutrition and physical activity policy in schools and communities in order to prevent obesity and its associated chronic diseases. Efforts center around youth and parent empowerment approaches, policy and environmental change strategies, and community-based solutions that improve nutrition and physical activity environments.

School Health Connections (SHC)

SHC seeks to improve student health and academic achievement by providing professional development, technical assistance, communications, educational and policy resources, and participation in collaborative efforts with partners to support integration of state-of-the-art health measures within school districts and their affiliated school sites. These health elements include health education; physical education; nutrition services; health services; a healthy school environment; family and community involvement; staff health promotion; and counseling, psychological, and social services.

CalFresh Promotion Program

The *Network* partners with the California Department of Social Services to fund community-based outreach partners in 51 counties to educate low-income Californians about the Supplemental Nutrition Assistance Program (SNAP), formerly known as Food Stamps and in California now called CalFresh, to increase program enrollment and retention to help eliminate food insecurity and hunger in the state.

PARTNERS

NEOP programs work across all sectors - government, schools, community, worksites, health care - and partner with business, private non-profit and public organizations and agencies at the community, state, and national levels to advance efforts to make active living and healthy eating the easy choice in California's communities, schools and work places.

FOUNDATIONAL DOCUMENTS

- California Obesity Prevention Plan (COPP) (2010)
- Nutrition Education and Obesity Prevention Three-Year Implementation Plan (2011)
- Health In ALL Policies (HiAP) Report (2012)
- Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation. Institutes of Medicine - (2012)
- U.S. Department of Agriculture, Food and Nutrition Service, Supplemental Nutrition Assistance Program Education Guidance

WEBSITES

- www.networkforahealthycalifornia.net
- www.cachampionsforchange.net
- www.CaliforniaProjectLEAN.org
- <http://www.cdph.ca.gov/programs/COPP/Pages/default.aspx>
- <http://cdph.ca.gov/schoolhealth>

CONTACT US

California Department of Public Health Nutrition Education and Obesity Prevention (NEOP) Branch
Phone: 916-449-5403