

Network for a Healthy California—African American Campaign **ADVISORY COUNCIL MEMBER AGREEMENT**

NETWORK FOR A HEALTHY CALIFORNIA—AFRICAN AMERICAN CAMPAIGN

The African American community is disproportionately affected by obesity, type 2 diabetes, heart disease, stroke, and certain types of cancer. The *Network for a Healthy California—African American Campaign (Campaign)* was created by the California Department of Public Health to invigorate and engage the African American community in developing programs and strategies for improving this health crisis. The *Campaign* empowers low-income African American adult women, ages 18-54, and their families to eat the recommended amounts of fruits and vegetables and get the recommended levels of physical activity every day. In order to facilitate behavior change, the *Campaign* uses multiple venues and interventions to reach African Americans where they live, work, shop, play, and worship. The *Campaign's* activities are implemented by Faith and *Regional Network* projects in six regions of California: Gold Country (Sacramento, San Joaquin, Solano counties), Bay Area (San Francisco, Oakland, Alameda, San Mateo, Contra Costa Santa Clara counties) Fresno (Fresno, Kern counties), San Diego, Desert Sierra (San Bernardino, Riverside counties), and Los Angeles. Faith Projects operating in two of the *Campaign's* six regions in the state receive funding to implement the National Cancer Institute/American Cancer Society's Body and Soul program. This program provides a framework for successfully influencing nutrition and physical activity behaviors among African Americans in church settings. The Faith Projects promote the *Network's* fruit, vegetable and physical activity messages through nutrition and physical activity education classes, Sister Circles, church-wide events, health fairs, media, and community partnerships. In addition to faith outreach efforts, the *Campaign* has six *Regional Network* projects that promote the *Campaign's* messages through primarily, non-faith-based settings such as, media, community clinics, large community festivals, and neighborhood grocery stores. They also collaborate with community youth organizations, and other public/private/non-profit partners that reach low-income African American families.

ADVISORY COUNCIL

The *African American Campaign's* Advisory Council (Advisory Council) is a membership of concerned California residents, community leaders, educators, ministers, registered dietitians, nurses, doctors, and advocates. The Advisory Council was established in 1998 to address poor dietary habits that are associated with high rates of preventable, chronic diseases among African Americans.

ROLES AND RESPONSIBILITIES OF ADVISORY COUNCIL PARTNERS:

- Advise on the overall operation, coordination and effectiveness of the *African American Campaign*.
- Attend at least one (1) meeting of the Advisory Council per year.
- Represent the Advisory Council at professional meetings, community activities, and other events that support the Advisory Council's mission.
- Advocate for the mission, goals, and objectives of the Advisory Council to decision-makers.
- Communicate information between the Advisory Council and the African American community.
- Recommend the participation of new members, agencies, companies, colleagues, and other stakeholders in the Advisory Council.
- Allow for use of the organization name in support of press activities (appropriate authority signatures will need to be obtained).

CONTACT INFORMATION:

Organization/Agency:

Representative's name:
Last First MI

Title:

Mailing Address:
City County Zip code

Telephone:
() ()
Phone Fax

E-mail Address:

COMMUNITY/PROFESSIONAL ORGANIZATION DESCRIPTION:

WORKGROUP AREA OF INTEREST:

- Research**
 Marketing & Media
 Policy/Advocacy
Community Action
 Planning
 Advisory Council Executive Committee

I understand the purpose and mission of the *Network for a Healthy California—African American* Advisory Council and pledge to support it by adhering to the above stated roles and responsibilities. I also understand that I may serve as a partner of the Advisory Council for three years. At the end of my term, I will be required to submit a request to be reinstated for another 3 years. As a partner, I am expected to expand the awareness about the Advisory Council's mission and contribute to the Advisory Council's efforts to build a healthy African American community.

Signature

Date

Please be sure to email, fax, or mail your completed Member Agreement to:

Asbury Jones, Marketing Manager I
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