

Campaign/Program Success Stories



Bike Lanes Pave the Way to Safe Physical Activity

“With the bike lanes in place, it’s much safer for bicyclists to share the road with vehicles. In this case, getting what we wanted was just a matter of asking for it.”

Pastor Glovioell Rowland, PhD,
Pasadena
Church of God

PROBLEM

Lack of bike lanes in a low-income area of Pasadena made it unsafe for families to ride their bikes in their neighborhood.

SOLUTION

Establish bike lanes in Northwest Pasadena.

PARTNERS

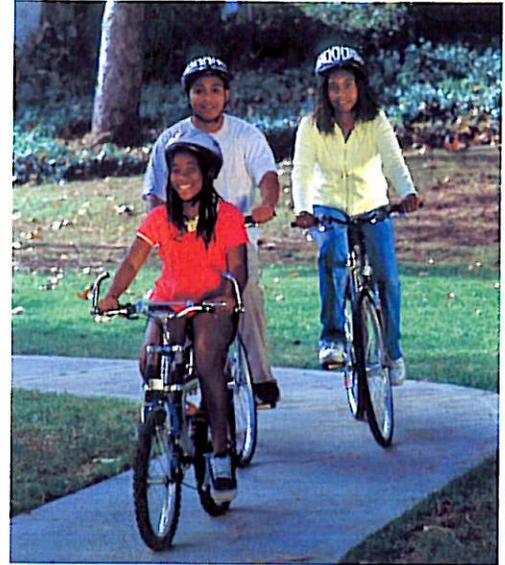
- *Network for a Healthy California—African American Campaign* at Pasadena Church of God
- City Officials

STEPS TOWARD CHANGE

A Pastor at Pasadena Church of God noticed that there were bike lanes on many major city streets in Pasadena, but there were no bike lanes in the low-income community of Northwest Pasadena.

The pastor met with the mayor and a local city council member. Both were enthusiastic about giving residents of Northwest Pasadena the same option as other residents to safely bike on the city streets for transportation and physical fitness. After reviewing the city’s general plan with the Planning and Transportation Divisions, they found that the low-income area had been designated to receive bike lanes, but the original plan had never been carried out.

Within two years, bike lanes were painted in the Northwest Pasadena neighborhood. Residents of Pasadena now have expanded bike lane routes to travel to school, work, and for family fun.



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Funding for this effort was provided by multiple partners.

Campaign/Program Success Stories



Caring Youth and Adults Put the Sparkle Back into San Diego's Diamond Neighborhood

“When people say, ‘nothing is going to change you might as well give up,’ don’t buy it. Stand up and make your voice heard. The Jacobs Center Developers listened and involved the community. Together we made our community better.”

Wendy Dorsey
Youth4rce

PROBLEM

A new shopping center called Market Creek Plaza was being constructed near the Diamond Neighborhood in San Diego. While Market Creek Plaza offered a new grocery store to community members, many of whom are low-income, there were no plans to install walkways that linked the store to the neighborhood. In addition, the residents saw that African American businesses were closing in the area and were being replaced by owners who lived outside the community and who were not employing local residents.



SOLUTION

Bring together a group of community members and social activists to advocate for the economic and health interests of the Diamond Neighborhood residents.

PARTNERS

- Jacobs Center Developers
- Diamond Neighborhood Residents
- Jacobs Foundation Neighborhood Advisory Team
- Youth4rce
- Urban Warriors
- *Network for a Healthy California—African American Campaign*

STEPS TOWARD CHANGE

Urban Warriors is a community-based group that began a movement to improve the Diamond Neighborhood. They saw problems that needed to be fixed to bring economic vitality and good health back to their community. Urban Warriors recruited a group of teenagers, who call themselves Youth4rce, to video interview community members about the food and physical activity resources that were needed in the community. The interviews were used to develop a plan of action. This plan included ways to improve access to fresh, low-cost, healthy foods and safe places for families to enjoy physical activity.

When Youth4rce and Urban Warriors learned that the Market Creek Plaza developer, Jacobs Center Developers, was holding meetings to get input from Diamond Neighborhood residents, they decided to attend and share their concerns and ideas for action. First, they lobbied for a grocery store that would hire residents from the community. Food 4 Less was selected as the area grocer and local residents now hold nearly 80 percent of the jobs at the store. Second, they suggested that safe pedestrian walkways be constructed for residents who arrive at the shopping center on foot. Third, they asked for space at the Joe and Vi Jacobs Community Center so that health organizations could offer health and wellness

Campaign/Program Success Stories

Caring Youth and Adults Put the Sparkle Back into San Diego's Diamond Neighborhood (Continued)

classes and cooking demonstrations. Their final request was for Market Creek Plaza to have more restaurants that offer healthy menu options.

The developer was receptive to all of the requests and asked that community residents from Urban Warriors join the Jacobs Foundation Neighborhood Advisory Team. Two residents joined and have been active members on the Advisory Team for some time. They have made sure that the types of businesses in Market Creek Plaza reflect the services the residents want and need. Discussions are ongoing between community residents and the Jacobs Center Developers on ways to build extended walkways, a park for family recreation, and identify space for cooking classes at the community center. With valuable community input, Market Creek Plaza continues to grow with services that make it easier to eat healthy foods, access health education services, and enjoy physical activity.



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Funding for this effort was provided by multiple partners.

Campaign/Program Success Stories



“I’m really pleased that our effort has been able to not only connect people with healthy food, but with a viable way to pay for it.”

Shené Bowie,
East Oakland Faith
Deliverance Center

A Farmers’ Market That’s Food Stamp Friendly

PROBLEM

Residents in East Oakland did not have a farmers’ market or grocery stores where they could buy affordable, quality fresh fruits and vegetables.

SOLUTION

The first and only farmers’ market in East Oakland was established along with a payment system that allows residents to redeem food stamps at the farmers’ markets.

PARTNERS

- East Oakland Faith Deliverance Center
- Alameda County Public Health Department
- Berkeley Ecology Center
- West Oakland Health Council
- California Women, Infants, and Children (WIC) Program
- Alameda County Area on Aging
- Inner-city Farmers’ Market Association
- *Network for a Healthy California—African American Campaign*



STEPS TOWARD CHANGE

Intent on establishing a farmers’ market, the East Oakland Faith Deliverance Center began to collaborate with local farmers, food banks, the Alameda County Public Health Department, social services, community clinics, and other community-based organizations in Alameda County. The partners shared information and completed steps to identify a host site for the farmers’ market that complied with city regulations, and they obtained certification for the market.

As a result of their efforts, a certified farmers’ market opened at the church parking lot of East Oakland Faith Deliverance Center in spring 2001. The partners worked together to match the market services with the types of resources community residents use, such as the WIC Farmers’ Market and Senior Farmers’ Market Nutrition Programs. They also developed an Inner-city Farmers’ Market Association to coordinate the activities of three farmers’ markets in the greater Oakland area. Each market accepts California Advantage, Electronic Benefits Transfer (EBT) cards so that local residents can use food stamp benefits to purchase food at the farmers’ markets.

A weekly certified farmers’ market is held at the East Oakland Faith Deliverance Center from April through November. The market serves members of the congregation and residents of the community and meets the needs of over 4,500 people each year. In addition to purchasing farm fresh produce at reasonable prices, community members enjoy nutrition education activities and physical activity demonstrations as part of their farmers’ market experience.

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Funding for this effort was provided by multiple partners.



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Campaign/Program Success Stories



“Growing a farmers’ market is something any community can do. It just takes a strong will and a lot of cooperation.”

Will Scott, President,
African American Farmers
of California

PROBLEM

Residents in Southwest Fresno had nowhere to buy affordable, quality fresh fruits and vegetables.

SOLUTION

Creation of the Golden West Side Farmers’ Market at the Cecil C. Hinton Community Center.

PARTNERS

- Community Health Advisory Team (CHAT)
- African American Farmers of California
- West Fresno Healthcare Coalition
- Cecil C. Hinton Community Center
- County Board of Supervisors
- City Parks and Recreation
- *Network for a Healthy California—African American Campaign*

STEPS TOWARD CHANGE

While administering a grant from Kaiser Permanente, the West Fresno Healthcare Coalition was asked to work with CHAT to assess community issues around poor nutrition and physical inactivity. They saw that there were no markets in the area selling affordable, quality fruits and vegetables. This is one of many factors that threatened the health of the community.

CHAT met over and over again to find a solution to the problem. A farmers’ market seemed like the answer. The group decided to bring their request to local farmers for support. When CHAT met with the president of the African American Farmers of California, he and his group got excited about bringing their fruits and vegetables into West Fresno. They were already selling at farmers’ markets in the Bay Area, Central Valley, and Los Angeles.

Now that the support of the local farmers was secured, the search began for a place to host the market. West Fresno Healthcare Coalition asked the supervisor of the Cecil C. Hinton Community Center if the center would support having a farmers’ market and he agreed. CHAT then met with other community leaders to firm up support and to educate the residents on how they will bring the farmers’ market to their community.

On March 15, 2006, the Golden West Farmers’ Market opened at Cecil C. Hinton Community Center. Affordable, quality fruits and vegetables are now available in a low-income area of West Fresno. The *Network for a Healthy California—African American Campaign* conducts monthly nutrition education workshops at the farmers’ market. Topics include the health benefits of eating fruits and vegetables, cancer prevention, nutrition, and diabetes.

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Campaign/Program Success Stories



A Grocery Store 10 Years in the Making

“The store has been a convenient place for all age groups to purchase food... we get new customers in the store every day.”

Amani Gazzali,
Gazzali's Grocery store

PROBLEM

Residents of East Oakland did not have a grocery store in their neighborhood for almost a decade, which made it difficult to buy and eat affordable, quality fresh fruits and vegetables.

SOLUTION

A partnership was formed to bring a new grocery store into the community.

PARTNERS

- The Gazzali Family
- East Oakland Diabetes Work Group, Alameda County Health Department
- *Network for a Healthy California—African American Campaign* at East Oakland Faith Deliverance Center



STEPS TOWARD CHANGE

The East Oakland Diabetes Work Group brought together community members and leaders to educate them about the health issues impacting East Oakland residents. The Work Group painted a grim picture about the health of the community. They talked about the high rates of chronic diseases; the large number of fast food restaurants; difficulties in encouraging residents to eat healthier when the community lacked places to buy healthy food; and city regulations that prevented the Gazzali family, a locally-owned grocery business, from obtaining licenses and permits to set up a grocery store in the area.

The Gazzali family joined forces with the Work Group to identify partners such as a city council member, county supervisor, and faith leaders who could aid in the process of bringing a grocery store to East Oakland. The partners worked together to secure the licenses, permits, and community buy-in for the store.

As part of the process, the Work Group gathered community input through surveys that showed residents' support for a neighborhood grocery store. The surveys addressed factors such as community health needs and consumer preferences for convenience, product variety, and competitive pricing. These factors were included to ensure that the store met the needs of the community members and had the best chance of being successful.

In 2004, the Gazzali family opened their new store in East Oakland—Gazzali's Supermarket. At the grand opening, they pledged to provide the community with quality, abundant, and affordable fresh fruits and vegetables all year round. The store is located in a convenient location and offers an even larger produce department than was originally planned. Food demonstrations that feature a variety of fruits and vegetables are conducted in the store. They have also placed signs throughout the store to educate customers about how to select, store, and prepare fruits and vegetables. The Gazzali family has done an excellent job at promoting healthy food choices to its customers and has built a loyal customer base over time.

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Funding for this effort was provided by multiple partners.



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Campaign/Program Success Stories



In working to create opportunities for residents, they saw the chance to address both nutrition and physical activity by offering an ongoing walking group that is linked with the sale of fresh fruits and vegetables.

A Movement Toward Health

PROBLEM

Low-income residents in San Bernardino had few safe options for outdoor physical activity and even fewer places to buy fresh fruits and vegetables.

SOLUTION

The short-term goal was to establish a police-monitored walking group at a local park and provide fruits and vegetables for sale immediately following the walks. The long-term goal was to develop a community garden that could strengthen ties between old and young community members, as well as contribute to the health and well-being of families.

PARTNERS

- California Gardens Neighborhood Cluster Association
- Vines for Life
- Police Lieutenant Diane Holmes
- Congressman Joe Baca
- Council Member Rikke Van Johnson
- New Hope Missionary Baptist Church
- *Network for a Healthy California—African American Campaign*

STEPS TOWARD CHANGE

California Gardens Neighborhood Cluster Association is a grassroots organization intent on beautifying San Bernardino and creating a safer, healthier community. The group began its efforts by identifying community needs for physical activity and good nutrition resources. They saw the chance to address both nutrition and physical activity by offering an ongoing walking group that is linked with the sale of fresh fruits and vegetables.

California Gardens Neighborhood Cluster Association got the ball rolling by contacting Reverend Vines. Through his organization, Vines for Life, Reverend Vines works with Hickman's Farm, a local produce supplier, to sell fruits and vegetables at churches and schools. He agreed to partner with California Gardens Neighborhood Cluster Association to work toward their goals. Together, they selected Anne Shirrells Park as a place where local residents could enjoy a structured group walk, and then buy fresh, low-cost fruits and vegetables at a small produce stand afterwards. Residents said it was not safe to walk in the park so California Gardens Neighborhood Cluster Association arranged for the police department to monitor the area when the walking group and produce stand were there.



Campaign/Program Success Stories

A Movement Toward Health (Continued)

“I look forward to training community residents, particularly youth, in the creation and maintenance of a community garden.”

Reverend Vine,
Vines for Life

On March 2, 2006, 16 local residents enjoyed their first walk together at Anne Shirrels Park and were able to purchase delicious fruits and vegetables at the small produce stand. The group walk and produce sale have been going strong since the March 2nd kick off.

The success of this effort has prompted further action. Reverend Vines has expanded his produce business. He now sells produce on Saturdays from 11:00am to 3:00pm at New Hope Missionary Baptist Church, which is located in the community. He also provides a pre-ordering program for fruits and vegetables. Families can sign up for this service and pick up quality produce at three church sites, a park, and the local health department.

In support of this effort, the *Network for a Healthy California—African American Campaign* hosted a community forum to encourage more residents to be involved in creating communities that encourage healthy eating and physical activity. The forum gave the California Gardens Neighborhood Cluster Association an opportunity to share their success in establishing the walking group and small produce stand. With their short-term goals accomplished, the California Gardens Neighborhood Cluster Association also announced their goal to develop a community garden. Learning about the success of the walking group and the community's continued need for more places to get fresh fruits and vegetables and enjoy physical activity inspired council member Rikke Van Johnson to take action. He made a commitment at the forum to locate and secure a plot of land where residents could establish and maintain their own community garden. After the forum, the council member and California Gardens Neighborhood Cluster Association identified potential sites for the community garden and plans are underway to move the next phase of this project forward.



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For consumer information, visit us at www.cachampionsforchange.net.

Funding for this effort was provided by multiple partners.

Campaign/Program Success Stories



“The community action aroused immediate attention from the Council member’s office and elevated the issue to high priority status in just one month.”

James Harris, Southwest Neighborhood Council

A Safe Route to Healthy Food

PROBLEM

In the Westmont neighborhood of Los Angeles, there is an unsafe street crossing to Jesse Owens Park—the location of a Healthy Parks Healthy People program. The park offers many free services—computer classes, after school tutoring, aerobics, tennis clinics, swimming lessons, fitness fairs, and has a full-service kitchen facility.

SOLUTION

Establish a pedestrian crosswalk at Century Boulevard and St. Andrews Place.

PARTNERS

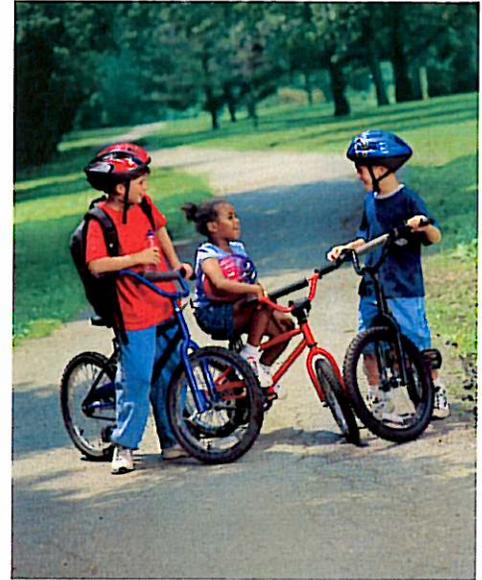
- Westmont Residents
- Southwest Neighborhood Council
- Los Angeles City Council Member
- Los Angeles Department of Parks and Recreation
- *Network for a Healthy California—African American Campaign*

STEPS TOWARD CHANGE

Residents came together at meetings of the Southwest Neighborhood Council and talked about the dangerous road crossing. They expressed a strong willingness to participate in the Healthy Parks Healthy People program if only a crosswalk was installed to create safe passage to the park. As a result of the community discussion, the Southwest Neighborhood Council reached out to community leaders including a minister, health officer for Service Planning Area 6, the Los Angeles mayor, a Los Angeles County Board Supervisor, and a council member.

As a catalyst for change, 200 neighborhood residents delivered pledge cards to the council member expressing their commitment to participate in the nutrition education and physical activity programs at Jesse Owens Park if safe passage to the park was provided. A forum was held to discuss community concerns and the issue is now at the forefront of the city council’s agenda.

Residents hope that a pedestrian crosswalk will be installed, making it safe for them to walk to the park. If installed, this action could spur stronger community participation in programs that will increase healthy eating and physical activity among local residents.



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For consumer information, visit us at www.cachampionsforchange.net.

Funding for this effort was provided by multiple partners.

Campaign/Program Success Stories

Celebrating the First Farmers' Market in Parlier

“It’s fun to come to the farmers’ market! We get fruits and vegetables and play with the kids at the park. What a great way to spend a Saturday afternoon! “

*Yolanda Maldonado
Community Resident*

PROBLEM

A lack of farmers' markets in rural areas of the Central Valley reduced the availability of fresh, affordable fruits and vegetables to local residents.

SOLUTION

Form a partnership to establish a farmers' market in the rural Central Valley community of Parlier.

PARTNERS

- Chamber of Commerce in Parlier
- City of Parlier
- Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)
- Senior Center in Parlier
- Local farmers
- *Network for a Healthy California—Latino Campaign, Central Valley Region*
- *Network for a Healthy California—Children's Power Play! Campaign, Central Valley Region*

STEPS TOWARD CHANGE

In 2004, the *Network for a Healthy California—Latino Campaign, Central Valley Region (Latino Campaign)* and local residents identified the need for greater access to affordable, quality, fresh fruits and vegetables. They determined that this need could be fulfilled by establishing farmers' markets in rural areas of the Central Valley, and they chose the city of Parlier as their first location.

The *Latino Campaign* and local residents partnered with the Chamber of Commerce in Parlier. The Chamber of Commerce obtained non-profit status to operate the farmers' market, and they identified a manager that could supervise the farmers' market operation. The Department of Parks and Recreation granted authority to the City of Parlier to manage the park and help secure the farmers' market location.

In addition, the partners collaborated with the WIC Program and Senior Center in Parlier. Both agencies supported the establishment of a farmers' market in their community and demonstrated their commitment through the distribution of fruit and vegetable coupons. Participants at local WIC offices and the Senior Center received these coupons that could be used at the farmers' market location.

In 2005, the Grand Opening of the Parlier Farmers' Market took place and the Mayor of Parlier, Armando Lopez, conducted the ribbon cutting ceremony. This event involved city officials, many community-based organizations, and local farmers. Two radio stations broadcasted live from the location. To make this event more fun and attractive, a carnival ride entertained the community.



Campaign/Program Success Stories

Celebrating the First Farmers' Market in Parlier (Continued)

“Parlier’s businesses and community partners are committed to the families who live here. Parlier celebrates the third annual farmers’ market opening. Families now can look forward to enjoying physical activity while shopping for healthy foods!”

*Israel Lara
Chamber President*



October 2007

The Parlier Farmers' Market is a real community success story, and it has inspired other communities to improve the availability of affordable, quality, fresh fruits and vegetables. In fact, two rural areas in the Central Valley followed the Parlier Farmers' Market example. In 2006, the Madera Farmers' Market opened and, in 2007, the Woodlake Farmers' Market began selling fresh fruits and vegetable to its residents.

For partner information, visit www.networkforahealthycalifornia.net or contact Eustolia Zamora-Bonilla, *Network for a Healthy California—Latino Campaign*, at ezamora@ucdavis.edu.

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Funding for this effort was provided by multiple partners.

Campaign/Program Success Stories

National City takes Steps towards a Healthier Community

“Walking gives me the opportunity to enjoy the people who are part of my walking community and enables me to meet people and/or talk to my neighbors.”

*Ana Maria Garcia
Community Member*

PROBLEM

There were limited pedestrian walkways that enabled National City residents to safely walk throughout the community and access community resources, like grocery stores, on foot.

SOLUTION

Partner with National City Latino community members to implement a walkability assessment, and present the findings and recommendations for the city's improvement to the City Planner and Mayor.

PARTNERS

- Nick Inzunza, Mayor, National City
- Rudy Lopez, National City Neighborhood Council
- Rosalie Zarate, National City Councilmember
- Adolfo Gonzalez, Chief, National City Police Department
- Salvador Gil, Code Enforcement Officer (Building and Safety)
- Leslie Deese, Director of Community Services
- Walk San Diego
- Por La Vida Health Program
- National City Latino Community Members
- *Network for a Healthy California—Latino Campaign, San Diego Region*

STEPS TOWARD CHANGE

On Monday, June 6, 2005, 15 National City residents and the partners listed above conducted a walkability assessment to determine the safety risks and barriers faced by residents as they walk throughout the community. Some of the safety risks that were identified included lack of pedestrian lighting that caused residents to feel unsafe walking at night; poorly maintained landscaping that blocked the sidewalks; uneven and broken sidewalks; crossing signals that did not provide pedestrians with enough time to cross the street; trash and litter; and obvious signs of drug use (e.g., used needles) along the sidewalk and in the parks.

Workshops were conducted with community members to identify the most important pedestrian safety and access barriers in the surrounding neighborhood. The community members then made recommendations on how to improve the walkability of their neighborhood. These recommendations were provided to the city planning department for consideration.



Campaign/Program Success Stories

National City takes Steps towards a Healthier Community (Continued)

The National City Planning Department considered the assessment recommendations and agreed to include them in the "Specific Area Plan" for the neighborhood. Participating community members worked closely with the Environmental Health Coalition, St. Anthony's Organizing Ministry, city engineers, and other groups to spread the word about the importance of safe walking routes.

As a follow up, the community members participated in a public workshop organized by EDAW, National City's planning consultant. This second workshop helped guide the development of a long-range plan for the neighborhood of National City. At this meeting, the community provided the city and the planning team with information regarding neighborhood issues, priorities, and its vision for the city. The city and the planning team then developed a series of draft principles and ideas for the future re-development of the neighborhood.

These efforts produced outstanding results. The residents of National City now enjoy improved pedestrian lighting along the streets. Overgrown landscaping has been trimmed and removed, and uneven and broken sidewalks have been repaired. In addition, the trash and litter is cleaned up on a regular basis and the signs of drug use along the sidewalks and nearby park have been removed. These changes have allowed the residents of National City to walk more freely throughout their community and enjoy their local resources, like nearby grocery stores and parks.



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Funding for this effort was provided by multiple partners.

Campaign/Program Success Stories

Parlier Drainage Canal Blossoms into a Recreation Area

“These improvements have made Parlier a safer, healthier place to live.”

Armando Lopez
Mayor, City of Parlier

PROBLEM

A lack of safe routes and a pedestrian hazard hindered Parlier residents from walking throughout their community.

SOLUTION

Improve the ability of Parlier residents to walk in their community by filling an open drainage canal and turning it into a skate park for community recreation.



PARTNERS

- U-Save Market
- Mothers and families from Parlier
- Armando Lopez, Mayor of Parlier
- Ishmael Solis, Chief of the Parlier Police Department
- Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)
- U.C. Cooperative Extension, Fresno
- *Network for a Healthy California—Latino Campaign, Central Valley Region*
- *Network for a Healthy California—Children's Power Play! Campaign, Central Valley Region*

STEPS TOWARD CHANGE

In June 2005, 10 Parlier mothers involved in the WIC program were taught how to use a walkability survey from the *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators* (www.cachampionsforchange.net). The walkability survey shows how easy or difficult it is to walk throughout a community. The mothers walked in a Parlier neighborhood, filled out the survey, and realized that there were multiple problems that made it difficult for them to easily walk in their community. The problems that they discovered were so big that they decided to take further action by conducting the survey again with local policy makers.

Accompanied by their families and escorted by Parlier Mayor, Armando Lopez; Parlier Chief of Police, Ishmael Solis; and Parlier Farmers' Market Manager, Joe Vasquez; the mothers lead the group on a well traveled path to the neighborhood grocery store. During their 1-hour walk to the U-Save Market, they completed the walkability survey. The survey showed that there was an open drainage canal, broken sidewalks, lack of crosswalks, speeding vehicles, un-kept and cluttered lots, missing STOP signs, and overgrown shrubbery that made it difficult for drivers to see pedestrian crossings.

The mothers and local policy makers reviewed the list of problems and agreed to focus first on fixing the open drainage canal. They brought this issue to the Parlier City Planning Department and other city officials. The city officials promptly responded by filling half of the canal. They then went one step further by building a skate park on top of the filled canal. The skate park provides hours of fun physical activity for local families. Plans are now underway to complete the revitalization project and eventually fill the rest of the canal. The projected time of completion is early 2009.

Campaign/Program Success Stories

Parlier Drainage Canal Blossoms into a Recreation Area (Continued)

As further commitment by the City of Parlier to improve the walking conditions of the community, the City has repaired broken sidewalks, installed crosswalks and speed bumps, and removed shrubbery that blocks the views of drivers. The City also installed surveillance cameras to help monitor activities around the skate park. These changes have allowed the residents of Parlier to walk more freely throughout their community and enjoy their local resources, including nearby grocery stores and the skate park.



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