

State Level Goals

Plan, implement, and evaluate a coordinated statewide nutrition education and obesity program that improves the likelihood that all low-income Californians will establish healthy eating habits and physically active lifestyles.

State Level Objectives

Objective 1: Consumption and Access to Healthy Foods

- By September 30, 2015, increase consumption of healthy foods as described in the Dietary Guidelines for Americans 2010.
- By September 2015, for CalFresh eligible individuals, increase fruit and vegetable consumption above baseline, respectively, among adults by 10%, teen by 10%, and children by 10%.

Objective 2: Consumption and Access to Healthy Beverages and Reduce Consumption of Unhealthy Beverages

- By September 30, 2015, increase consumption of low/fat/nonfat milk and water above baseline among adults by 5%, teens by 7%, and children by 5%.

Objective 3: Physical Activity and Sedentary Behavior

- By September 30, 2015, increase physical activity above baseline among adults by 5%, teens by 5%, and children by 5%.

Objective 4: Environmental Supports for Nutrition Education and/or Physical Activity

- By September 30, 2015, at least 50 percent of local jurisdictions will report successful implementation of one (or more) place-based nutrition and/or physical activity standard(s) or environmental support(s) to nutrition education and/or physical activity.

Objective 5: Food Resource Management/ Food Security

- By September 30, 2015, at least 25 percent of adults will report an improvement above baseline in food resource management skills such as meal planning, comparing prices, or using a shopping list.
- By September 30, 2015, at least 25 percent above baseline of adults and seniors will report that they do not run out of food by the end of the month.