

Health Education Council FACT SHEET

The Health Education Council (HEC) is dedicated to providing access, education, advocacy, and training to empower individuals towards a healthy life. HEC pursues its mission through health education/promotion programs and partnerships with organizations that serve at risk populations; particularly the underserved and minority communities. Our emphasis is on expanding volunteer involvement in underserved communities, facilitating empowerment and effecting sustainable change.



Each of HEC's programs is an innovative and visionary response to the needs of a diverse population.

Nutrition Programs

In the Grow - The mission of the Health Education Council's In the Grow program is to prevent childhood and adult obesity by increasing access to fruits and vegetables, educating preschool families about healthy lifestyles, and providing nutrition and physical activity resources to preschool educators. We accomplish this mission by conducting parent workshops, community farm stands, teacher trainings, and providing resources to partners like Head Start, Folsom Cordova Unified School District, First 5 Sacramento, and CAPC.

Network for a Healthy California-Gold Country Region - The *Network for a Healthy California* provides coordination and support for community based nutrition and physical activity education and program development to achieve the goals of the *Network* in Alpine, Amador, Calaveras, El Dorado, Mono, Placer, Sacramento, San Joaquin, Solano, Stanislaus, Sutter, Tuolumne, Yolo, and Yuba counties. The *Network* includes these targeted campaigns:

- o **Children's Power Play! Campaign** - a public health initiative for children encouraging 9-11 year olds to consume the recommended amount of fruits, vegetables and physical activity.
- o **Latino Campaign** - a public health initiative designed to improve the health of low income Latino adults and their families by offering education, tools and training for advocacy that empower Latinos and their families to consume the recommended amounts of fruits and vegetables and physical activity.
- o **African American Campaign** - designed to improve the health of low-income African Americans by offering education, tools and training for advocacy that empower African Americans and their families to consume the recommended amounts of fruits and vegetables and physical activity.
- o **Worksite Program** - A public health initiative to promote healthy worksites that support fruit and vegetable consumption and physical activity for their employees.
- o **Healthy Eating Active Living Collaborative** - a collaboration of agencies working toward similar goals in the Gold Country region. The vision of the collaborative is that the Gold Country Region has an informed population that eats healthy foods and is physically active within communities that support healthy lifestyles.
- o **Retail Program** - partners with California Supermarkets, small chains, and independent grocery store to increase the purchase and consumption for fruits and vegetables among low-income families. Working with the Retail Program may help stores reduce the risk of chronic diseases such as obesity, type 2 diabetes, heart disease, and cancer in our communities.

Community Food Security Programs

FEED (Food Education Equity and Diversity) Coalition - a food security project that established the first community-based farmers market in the low-income neighborhood of Del Paso Heights in Sacramento, California. The FEED Coalition is currently supporting 3 projects in the Del Paso Heights neighborhood:

- o **Del Paso Heights Community Farmers' Market** - brings food production and distribution to the local community. Local growers produce culturally appropriate and affordable vegetables and fruits in and immediately around the Del Paso Heights/Strawberry Manor neighborhoods. Market Goals are to provide an economic opportunity for the growers and access to healthy foods for the community, improving the health of individuals and community.



PROMOTING HEALTHY COMMUNITIES.
HEALTHEDCOUNCIL.ORG

Stone Soup Community Gardens - a multi site community garden project in the Del Paso Heights neighborhood of Sacramento, California that allows community members, many of who are Hmong immigrants, a place to grow native vegetables and herbs.

Eat From the Garden- This free program focuses on youth empowerment to make healthier decisions in their lives by helping them draw the connections between the food system and human health. Youth from local high and middle schools go through a series of nutrition education lessons starting with a garden practical which allows youth to learn how to identify, harvest, clean, prepare, and cook seasonal vegetables that they collectively gather and turn into a delicious meal inside the kitchen.

Tobacco Prevention Programs

National African American Tobacco Education Network (NAATEN) - a national network of stakeholder organizations that have an interest in establishing or augmenting tobacco prevention and control activities within their organizations, as well as, the African American community.

Break Free Alliance - a program funded by the Centers for Disease Control, the goal of the Break Free Alliance is to engage key organizations serving low SES populations in tobacco control efforts and to assist them with resource development and assessments, technical assistance, capacity building, and evaluation to prevent and reduce tobacco use in low-income communities

Tobacco Cessation for High Risk Youth and Young Adults - This three year project from 2005-2008 was aimed at reducing the tobacco-use prevalence rates among at-risk youth and young adults in Sacramento County. Two major activities of the project were to provide no cost tobacco cessation services to workforce development and juvenile facilities and to ensure these services become institutionalized.

Other Prevention Programs

Fighting Against Steroids - The Efrain Anthony Marrero Foundation (TEAM), a non-profit corporation and a program under the Health Education Council, was formed in 2005 in memory of Efrain Anthony Marrero. Efrain took his life on 26 Sept 2004, three weeks after he stopped using steroids.

Addressing Disparities in Asthma - Conduct culturally and linguistically appropriate education sessions for African American churches committed to expanding their health ministries to address high asthma rates in the community.