



Monument
Community
Partnership

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Concord's Monument Corridor Receives \$1 million grant to fight obesity
Kaiser investment funds effort to help make healthy choices more accessible to residents

CONCORD, Calif. – Monument Community Partnership (MCP) and Healthy and Active Before 5 have received a \$1 million, 3-year grant to promote healthy eating and active living in Concord's Monument Corridor thanks to Kaiser Permanente through its fund established at the East Bay Community Foundation,

The investment is part of Kaiser Permanente's new \$10 million HEAL (Healthy Eating Active Living) Zones initiative across Northern California. The HEAL Zones are designed to help make healthy choices accessible to more people in underserved communities — and in turn to prevent diseases such as diabetes and hypertension that often result from obesity.

"We are thrilled to receive this funding because it will help us build on our ongoing efforts to improve health in our community," said Bryan Balch, MCP Executive Director. "Kaiser's commitment comes with an increase in funding as well as their expertise and technical support. The funding allows MCP to partner with Healthy and Active Before 5 to improve the health and quality of life for community members of all ages in the Monument Corridor."

The Concord Monument Corridor HEAL project brings together a robust coalition of partners through MCP and Healthy and Active Before 5, including Contra Costa Health Services, First 5 Contra Costa, and Contra Costa Child Care Council. Jennifer Balogh, Project Manager for Healthy and Active Before 5, said the HEAL grant is a great opportunity to build on early successes and bring in new partners.

"Everyone has a part to play in obesity prevention. The goal of the grant is to work with folks living in the Monument Corridor community to eat better and move more, every day," Balogh said.

Obesity is a national epidemic. In California, half of all adults, one in every nine children, and one in three teens is obese or overweight. The local statistics are even more startling, said Dr. Diane Dooley, a pediatrician with Contra Costa Health Services. Overweight and obesity rates at most Monument Corridor elementary schools range from 36 to 61 percent, she said.

"We know childhood obesity is a critical issue. Kaiser's generous support will help us improve access to healthier choices in this community," Dr. Dooley said. "We anticipate seeing improvements in breastfeeding rates, increased physical activity, improved child care, better community nutritional environments and a more active neighborhood as a result of this project."

Where a person lives greatly affects their likelihood of obesity because it determines how easy it is to buy affordable, healthy food and have a safe place to be active. Low-income communities tend to have some of the highest obesity rates. Other communities receiving \$1 million HEAL grants are in San Francisco, Fresno, Modesto, Richmond, Santa Rosa, and South Sacramento.

For more information on the HEAL grant, visit: www.kp.org/newscenter or for HAB45, visit: <http://healthyandactivebefore5.org> and for MCP, visit: www.monumentcommunity.org