

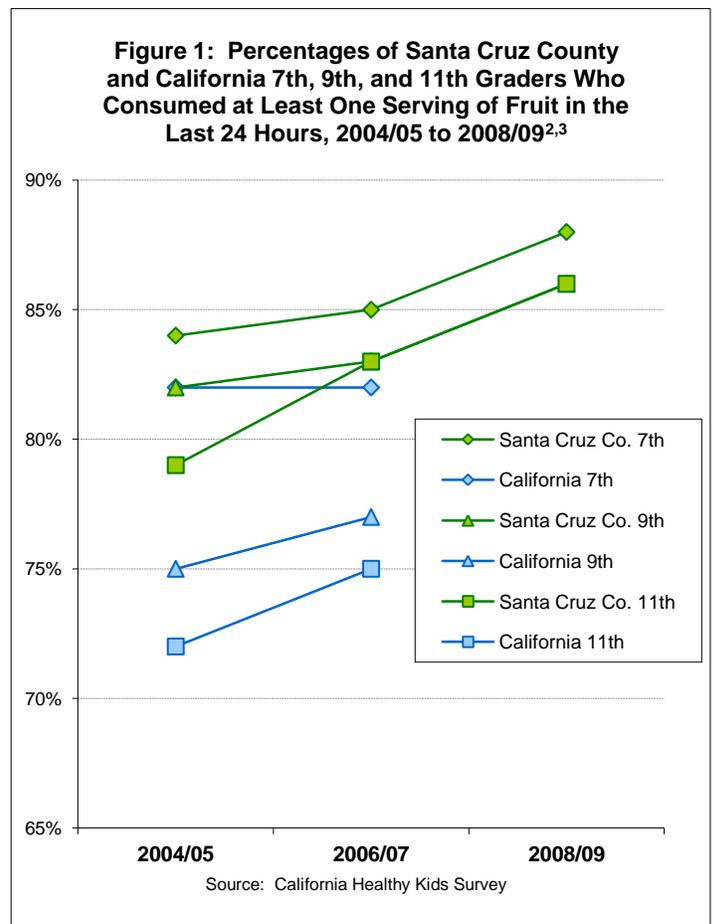
DIET AND EXERCISE

<p>Importance</p>	<p>Regular physical activity and eating a healthy diet are key to maintaining and improving one's health, and preventing and controlling chronic diseases. Both efforts substantially reduce the risk of dying from coronary heart disease, decrease the risk for stroke, colon cancer, diabetes, and high blood pressure, and help prevent overweight and obesity. Physical activity also contributes to healthy bones, muscles, and joints; reduces falls among older adults; helps to relieve the pain of arthritis; reduces anxiety and depression; and is associated with fewer hospitalizations, physician visits, and medications.</p>
<p>Healthy People 2020 Objectives</p>	<p><u>Nutrition:</u></p> <ul style="list-style-type: none"> - Increase the contribution of fruits to the diets of the population aged 2 years and older to 0.9 cups per 1,000 calories. - Increase the contribution of vegetables to the diets of the population aged 2 years and older to 1.1 cups per 1,000 calories. <p><u>Physical Activity:</u></p> <ul style="list-style-type: none"> - Increase the proportion of adolescents who meet current federal physical activity guidelines for aerobic physical activity of 60 minutes per day in the last seven days to 20.2%. - Increase the proportion of adults who engage in aerobic physical activity of at least moderate intensity for at least 150 minutes/week, or 75 minutes/week of vigorous intensity, or an equivalent combination to 49.7%

NUTRITION

A balanced diet is necessary for proper growth and development of children as well as for maintaining a healthy body and preventing chronic disease in everyone. According to the National Health and Nutrition Examination Survey (NHANES), 2001-2004, Americans consumed 0.5 cups of fruits per 1,000 calories consumed and 0.8 cups of vegetables per 1,000 calories consumed, which is lower than the Healthy People 2020 goals of 0.9 cup of fruit and 1.1 cups of vegetables per 1,000 calories consumed.¹ When asked in the California Healthy Kids Survey in the 2008-2009 school year, 86% to 88% of 7th, 9th, and 11th graders reported consuming at least one serving of fruits in the last 24 hours.^{2,3} 79%-86% of Santa Cruz County 7th, 9th, and 11th graders reported consuming at least one serving of vegetables.^{2,3} Consistently, a higher percentage of Santa Cruz County teens than California teens reported eating at least one serving of fruit or one serving of vegetables (see Figures 1 and 2).^{2,3}

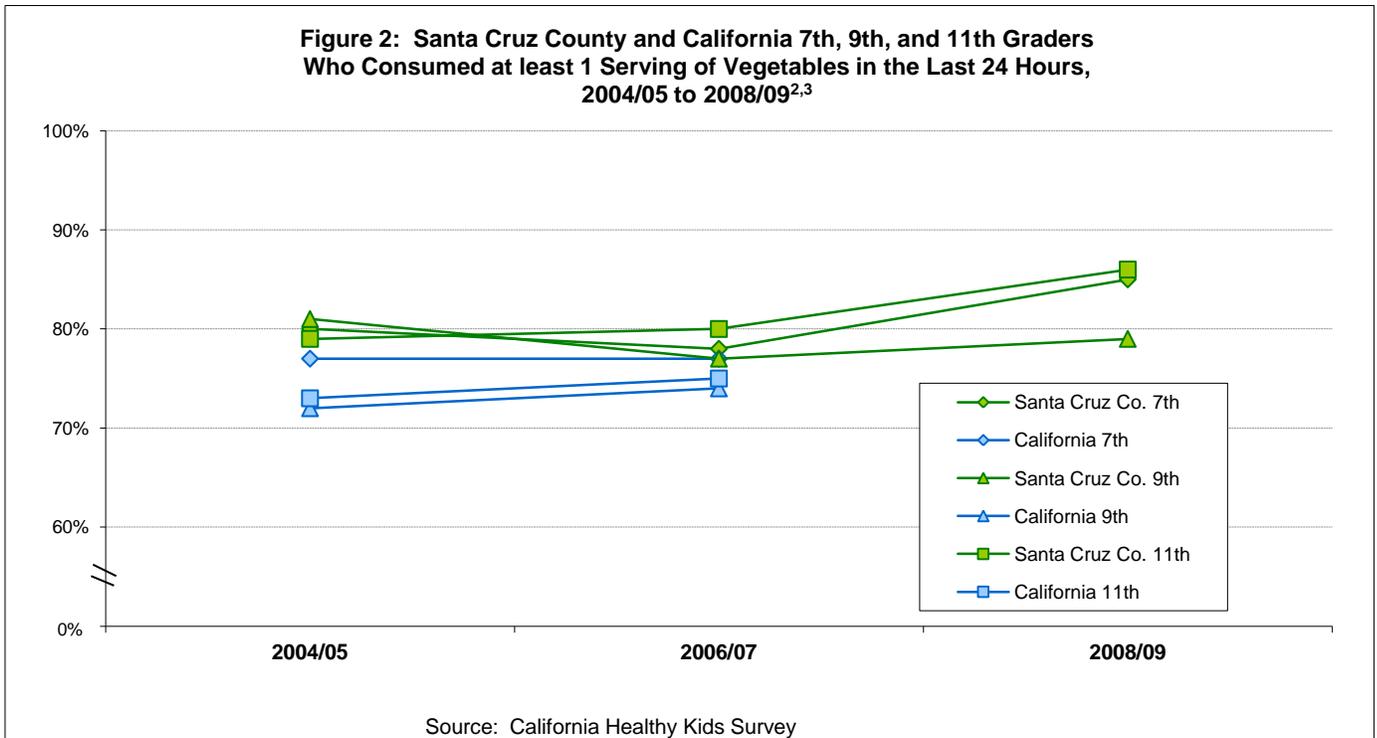
A separate survey, the California Health Interview Survey, focused on whether respondents consumed 5 servings of fruits and vegetables.⁴ Results from the 2005 survey showed that more Santa Cruz County adults (57.3%) than California adults (48.7%) ate the recommended 5 fruits and vegetables in the last 24 hours.⁴



In the 2009 survey, 56.8% of Santa Cruz County children (under 12) and 48.4% of California children ate the recommended 5 servings of fruits and vegetables; these numbers were not significantly different from one another (Figure 3).⁴

DIET AND EXERCISE

Figure 2: Santa Cruz County and California 7th, 9th, and 11th Graders Who Consumed at least 1 Serving of Vegetables in the Last 24 Hours, 2004/05 to 2008/09^{2,3}



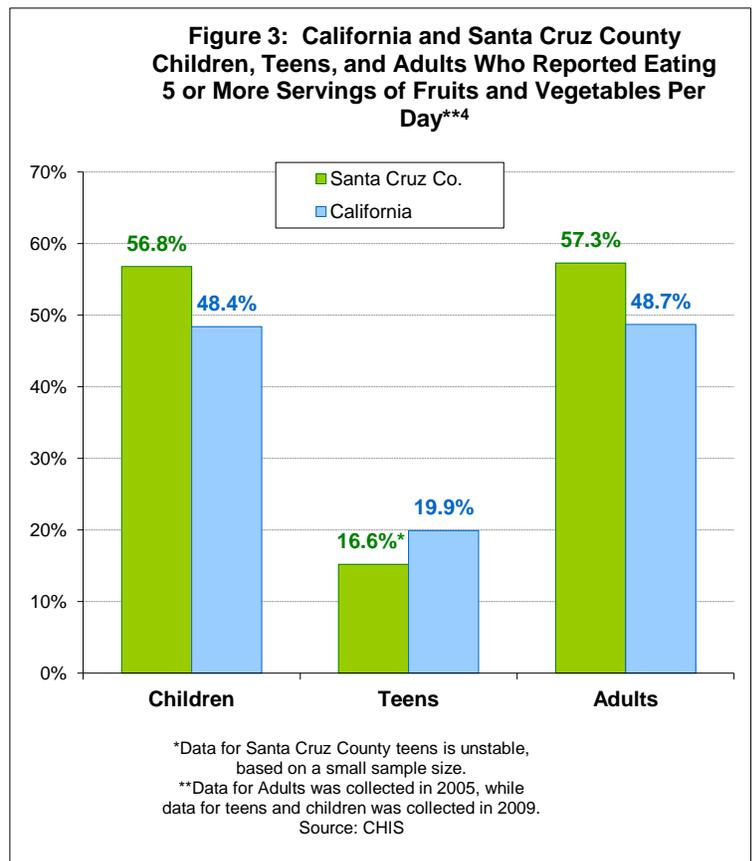
Nutrition Program

The County of Santa Cruz Health Services Agency Public Health Department (PH) and the Human Services Department (HSD) have partnered to reach out to communities within the county to provide coordinated nutrition education messages across USDA nutrition assistance programs, to reach SNAP (CalFresh) population at the local level and implement community-level nutrition interventions.

With a goal to empower communities to work together to improve their neighborhoods to become healthier places to live, work, and play, the nutrition program began in April of 2012 with neighborhood assessment of the population health (such as prevalence of obesity) and the built environment, such as unhealthy vs. healthy food sources (see Figure 5).⁵

The PH/HSD partnership intervention sites include but are not limited to social services, faith/churches, community-based organizations, community events, community youth organizations, parks and recreation centers, WIC sites, public/community health centers, food banks, and low-resource schools.

Figure 3: California and Santa Cruz County Children, Teens, and Adults Who Reported Eating 5 or More Servings of Fruits and Vegetables Per Day^{4}**



DIET AND EXERCISE

The Public Health Department and community partners promote healthy communities by providing nutrition education classes to empower consumers, encouraging community participation in determining how to obtain the community's nutrition needs, provide community education events, promote healthy communities utilizing local media, and provide trainings and workshops to leaders in the community.

Using Healthy Food Options strategies, the primary educational methods emphasize childhood obesity prevention, chronic disease and obesity prevention, and dietary quality and healthier eating practices based on the 2010 Dietary Guidelines for Americans.

PHYSICAL ACTIVITY

Regular physical activity reduces the risk of dying from coronary heart disease and of developing high blood pressure, colon cancer, and diabetes, helps maintain healthy bones, muscles and joints, helps control weight, can help reduce blood pressure in some people with hypertension, reduces symptoms of anxiety and depression, and fosters improvements in mood and feelings of well-being.⁶ While vigorous activity is recommended for a healthy cardiovascular system, an inactive person can benefit from even a small increase of physical activity.⁶

Despite the proven benefits of physical activity, more than 50% of American adults do not get enough physical activity to attain health benefits.⁷ Additionally, 25.4% of American adults had no leisure-time physical activity in 2008, slightly more than California, where 23.5% of adults had no leisure-time physical activity.⁸ Nationally, in 2010, 47.1% of adults engaged in aerobic physical activity of at least moderate intensity for at least 150 minutes/week, or 75 minutes/week of vigorous intensity, or an equivalent combination.⁹

Between 2000 and 2007, the proportion of Santa Cruz County adults who participated in 30 minutes of moderate activity five or more days per week increased from 33% to 50%, which is higher than U.S. adults but slightly less than California adults at 53% (Figure 6).^{3, 10}

Figure 4: Nutrition Program focus area in Watsonville. Map developed by the County of Santa Cruz using CX³ (5)



Figure 5: Healthy Food Sources vs. Unhealthy Food Sources in a Nutrition Program Focus Area in Watsonville⁵

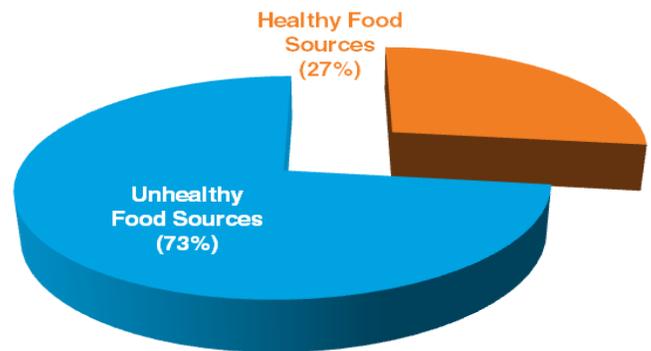
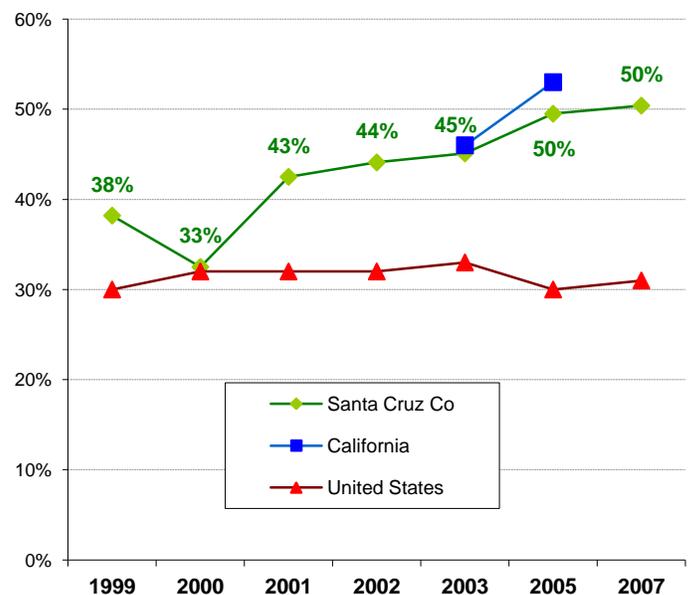


Figure 6: Adults Participating in 30 Minutes of Moderate Activity Five or More Days per Week^{3,10}

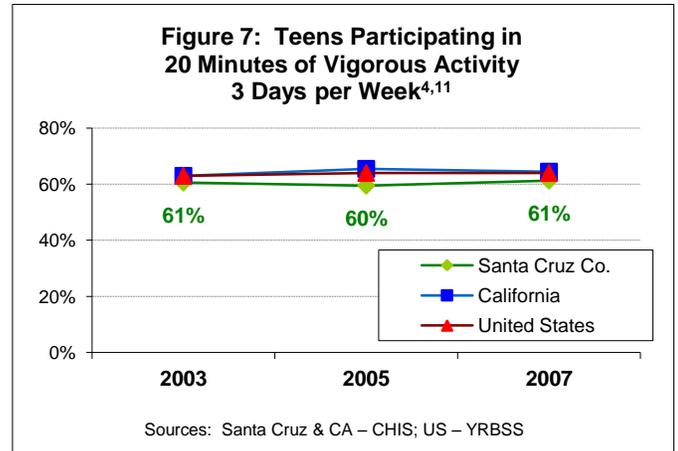


Sources: Santa Cruz Co. – CAP Year 14; CA & US – BRFSS

DIET AND EXERCISE

Additionally, income level is positively related to physical activity.¹² In 2011, of Santa Cruz County adults reporting an income level of \$65,000 or more, 94.3% reported engaging in a physical activity such as brisk walking or gardening for a combined total of 30 minutes or more, while only 86.2% of adults reporting an income of \$34,999 or less reported engaging in similar activities.³

Physical activity is a key factor for children and adolescents to maintain a healthy weight and develop healthy habits that will help prevent chronic disease as they become adults. An HP 2020 goal is to increase the proportion of adolescents who meet current federal physical activity guidelines for aerobic physical activity of 60 minutes per day in the last seven days to 20.2%. In 2009, 15.2% of California teens reported at least 60 minutes of physical activity 7 days a week, excluding PE. Santa Cruz County data was unstable due to small sample size.⁴



The proportion of Santa Cruz County teens who participate in at least three days of vigorous intensity physical activity is consistently near 60%, while California and U.S. teens improved slightly to 65% and 64% in 2007 (see Figure 7).^{4,11}

<p>Primary Prevention Activities</p>	<p>The Santa Cruz County Public Health Department is a partner in the Go For Health Collaborative, a local childhood obesity prevention coalition focusing on the Pajaro Valley.</p> <p>Nutrition and Fitness Collaborative of the Central Coast, a regional coalition, focuses on reducing childhood obesity, increasing physical activity levels, and increasing access to affordable, nutritious food.</p>	
<p>Helpful Websites</p>	<p>Go For Health Collaborative</p>	<p>http://www.unitedwaysc.org/go-health</p>
<p>Sources</p>	<p>(1) National Health and Nutrition Examination Survey (NHANES), CDC, NCHS via Healthy People 2020. http://www.healthypeople.gov/2020/topicsobjectives2020/objectiveslist.aspx?topicid=29#146172.</p> <p>(2) California Healthy Kids Survey Report 2004-2005 & 2005-2006 & 2008-2009, Santa Cruz County Technical Report Module A: Core. Accessed 27 November 2012. http://www.wested.org/cs/chks/print/docs/chks_home.html.</p> <p>(3) Applied Survey Research. <i>Community Assessment Project Report: Years 13-16. 2007-2010.</i> http://www.appliedsurveyresearch.org/projects/cap.html.</p> <p>(4) California Health Interview Survey 2001, 2003, 2005, 2007, 2009. Accessed October 2012. http://www.chis.ucla.edu/.</p> <p>(5) County of Santa Cruz, Health Services Agency. Unpublished data utilizing CX3 and GIS software. 2012.</p> <p>(6) US Department of Health and Human Services (HHS), Office of Disease Prevention and Health Promotion. 2008 Physical activity guidelines for Americans. Washington: HHS; 2008.</p> <p>(7) "Prevalence of Physical Activity, Including Lifestyle Activities Among Adults — United States, 2000-2001." <i>MMWR</i> 52(32):764–769, August 15, 2003.</p> <p>(8) "2001-2008 State Physical Activity Statistics," Division of Nutrition, Physical Activity and Obesity, CDC. Last update 2 Feb 2010. Accessed 27 November 2012. http://apps.nccd.cdc.gov/PASurveillance/StateSumV.asp.</p> <p>(9) NHIS (CDC, NCHS) via Healthy People 2020. http://www.healthindicators.gov/Indicators/Adultaerobic150minweekmoderateor75minutesweekvigorousphysicalactivity_1319/Profile/Data.</p> <p>(10) Behavioral Risk Factor Surveillance system (BRFSS), CDC, NCCDP. http://wonder.cdc.gov/data2010/.</p> <p>(11) Youth Risk Behavioral Surveillance System (YRBSS), CDC, NCCDP, via Healthy People 2010. Accessed April-May 2010. http://wonder.cdc.gov/data2010/.</p> <p>(12) Centers for Disease Control and Prevention. "Physical Activity for Everyone." Accessed 23 April 2010. http://www.cdc.gov/physicalactivity/everyone/guidelines/children.html.</p>	