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CONTACT for this Release:
Krista Dommer,
Office Phone: (209) 468-3571
Email: kdommer@sjcphs.org

Marisela Pineda, MPH
Coordinator of Health Promotion &
Chronic Disease Prevention Programs

San Joaquin County Latino Families Are Encouraged to Make Healthy Food Choices!

*Network for a Healthy California Helps Parents
Combat Obesity by Sharing Tips for Healthy Twists on Traditional Foods*

STOCKTON, CA (September 17, 2013) – *Network for a Healthy California (Network)* and the San Joaquin County Public Health Services *Network* program are observing Latino Health Awareness Month during September to encourage Latino families to live healthier, more active lives.

“We are encouraging Latino families to take a stand against obesity by breaking the cycle of unhealthy eating,” said Marisela Pineda, Health Education Program Coordinator at Public Health Services. In the last decade, obesity has doubled among Latino children and now nearly half of Latino children ages 9 to 11 are overweight or obese.

The San Joaquin County *Network* program partners with community-based and faith-based organizations to educate individuals and families on how to break the cycle of unhealthy eating habits by discovering healthy twists on traditional foods, sharing tips and resources, and joining the movement for healthy change.

Children whose parents are overweight or obese are at higher risk for becoming obese themselves. In fact, four in five obese youth with an obese parent will become obese adults. Studies show that having a normal weight reduces the risk of developing Type 2 diabetes by almost 70 percent.

Latino parents can commit to making their family’s health a priority and begin making changes. Even small changes can quickly add up to make big differences. “Breaking the cycle of unhealthy eating doesn’t mean completely giving up the traditional foods we love,” said Pineda. “By making simple changes, such as adding more fruits and vegetables to traditional dishes, parents can begin to turn the tide on obesity in the Latino community.”

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For more information, tips, and free resources like healthy Latino recipes, visit www.NotMyKids.net. Additional information including a current list of local Farmers' Markets can be found by logging on to the San Joaquin County Public Health Services *Network* program webpage at http://www.sjcphs.org/healthed/health_education_community_resources.aspx or you can call the local program at 209-468-8637.

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Attachment: San Joaquin County Farmers' Market List in Spanish/ English