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COMMUNITY AND NEIGHBORHOOD MARKET MAKE IMPROVEMENTS TOGETHER

Community Partnership for Families of San Joaquin/CUFF FRC
Promotes Healthy Choices

STOCKTON, CA (November 3, 2011) – One-third of adults and 17 percent of children in the United States are obese. The problem is growing and even more severe amongst low-income families, and while rising costs and affordability of wholesome food are part of the problem, there are other factors at work. Low income neighborhoods are typically challenged by lack of major grocery stores, transportation problems, and inadequate consumer education about nutrition and food choices.

At least one Stockton low-income neighborhood is taking steps to improve this situation. The Dorothy L. Jones Community and Health Center/CUFF FRC, a non-profit community service organization in South Stockton, is working with residents and local businesses to increase healthy food availability through neighborhood stores. During the past year, CUFF FRC, community residents, and M & M Market at 1804 E. 8th Street have partnered to enable the store to stock fresh fruits and vegetables, which is now set to begin on November 5.

The Dorothy L. Jones Community and Health Center/CUFF FRC receives funding from The California Endowment to participate in the Central California Regional Obesity Prevention Program (CCROPP). Program activities include resident education, neighborhood surveying and assessment, advocacy for policy change, and work with the community and neighborhood stores to develop an improvement plan focusing on marketing of healthy choices and establishing a healthy environment.

In conjunction with neighborhood residents, the store owner agreed to improve the appeal of the produce section. This included, but was not limited to, shelving replacement, baskets rather than boxes for produce, and increased marketing for the purchase of produce.

This CCROPP project in San Joaquin County plans to expand would like to develop partnerships with other stores in the area. It's a "win-win" situation. Those interested in knowing more about the project are encouraged to contact LaCresia Hawkins at (209) 444-5514.

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