Healthy Active Long Beach

Presented by:
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Healthy Active Long Beach

- The Healthy Active Long Beach Project was developed in 2003 to address obesity and chronic disease rates in Long Beach.

- Healthy Active Long Beach is funded by the USDA’s CalFresh Program thru the Network for a Healthy California.

- A City-Wide project, with most activities taking place in Downtown, Central, West and North Long Beach.
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• Project Activities Include:

  – Fun with Food and Play!
    • Interactive, Free Nutrition Workshops and Healthy Cooking Demonstrations taught in English and Spanish throughout Long Beach.

  – Jr. Beach Runners Program!
    • A year-round nutrition and physical activity program for 4th-5th graders conducted at afterschool WRAP sites and LB Parks. (partnership with LB Parks & Recreation, ICES Education and RunRacing)
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• Project Activities Include:

  – ReTHINK your Drink!
    • A city-wide education and marketing campaign to increase awareness and promote drinking water while decreasing the consumption of sugar sweetened beverages.

  – Kids in the Kitchen!
    • Co-Sponsored by the Junior League of Long Beach, Kids in the Kitchen is an annual community event focusing on healthy cooking and eating, physical activity and community safety. (additional partners include LB Parks & Recreation, Chef Michael Poompan, CSULB Dietetics, and Miller Children’s Hospital)
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• Project Activities Include:

  – **Recess Breaks!**
    • Physical activity breaks and demonstrations led by Healthy Active Long Beach staff. Breaks include Hula Hoopin’, Yoga, Walk-n-Talk, Instant Recess and Bean Bag Cardio!

  – **Community Events and Health Fairs!**
    • Nutrition education, material distribution, cooking demonstrations and healthy food tasting at health fairs, farmers’ markets, community gardens and community events.
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• Project Activities Include:

  – CX3!
    • Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (cx3)

  – Walks the Talk!
    • Healthy Active Long Beach staff practice what they teach… marathons, bike tours, triathlons, community garden build days, charity walks, etc.
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• Partners:
  – LB Parks and Recreation!
  – Junior League of Long Beach!
  – ICES Education!
  – RunRacing!

• Other Key Partners Include:
  • The Children’s Clinic, LBUSD, LA Collaborative for Healthy Active Children, FIRST5/Best Start, The Growing Experience, The Peace Garden, and the Long Beach Alliance for Food and Fitness.
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Long Beach Department of Health and Human Services
Healthy Active Long Beach

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