

Healthy Food and Activity Opportunities In Every Neighborhood

The California Science Center
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www.preventioninstitute.org



What's Sold and Promoted



VS.



Industry
Group

Low-Wealth
Neighborhood

High-Wealth
Neighborhood

Supermarkets

7

27

Carry-out
eating places

26

24

Bars/Taverns

35

11

NEIGHBORHOOD FOOD WATCH



Does your local grocery store look like this one?

Would you like to eliminate these problems?

- ◆ *Foul odor*
- ◆ *Expired dates on products*
- ◆ *Dirty, unhygienic conditions*
- ◆ *Poor customer service*

Then we are the group for YOU!

Improve your local stores and make shopping in your neighborhood an experience you enjoy.

VIACOM



Childhood obesity. Don't take it lightly.

Funded by the U.S. Department of Agriculture's Food Stamp Program



**EAT FRUITS & VEGETABLES
AND BE ACTIVE**

Food Stamps can help. Call 1-888-328-3483 to see if you qualify.

4151

VIACOM



i'm lovin' it



my kinda shoppin' spree



Dollar Menu

Price and participation may vary.

4152

Carfax



NO
LEFT TURN
ON
RED
OR
TO
ALCOHOL
CONSUMPTION

“It is unreasonable to expect that people will change their behavior *easily* when so many forces in the social, cultural, and physical environment conspire against such change.”

Institute of Medicine

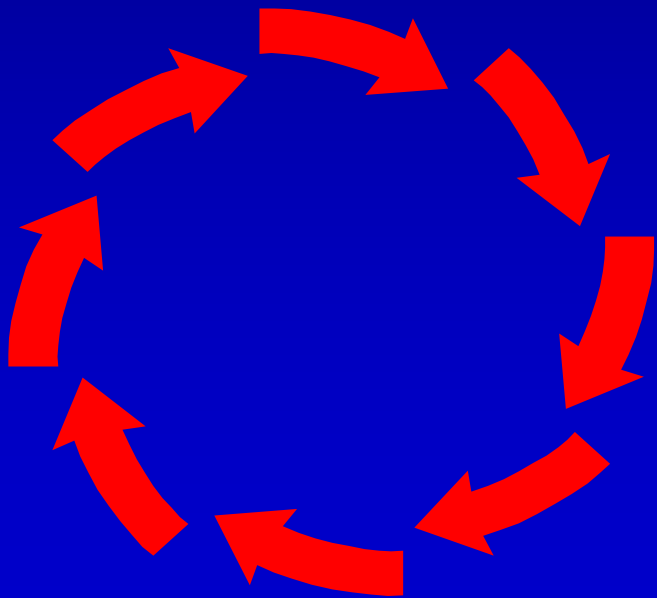
Improved Opportunities for Walking and Jogging

Boyle Heights, California

- ◆ A local coalition established a rubberized jogging path around the cemetery
- ◆ More than 1,000 people use the new path
- ◆ Nearness to walking paths appears to have a significant impact on physical activity for adults.



“If we do not change direction,
we are likely to end up
where we are headed.”



Chinese Proverb



CAMEL
Where
a man belongs.

ASSORT
\$2.25

Prevention Institute

Putting prevention
at the center of community well-being

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