

## Summary of the Raising Healthy Active Kids Project

Building on the extensive planning activities conducted by the Sonoma County Family Activity and Nutrition Task Force, the Raising Healthy Active Kids program will have as its goal enhancing the knowledge, skills and resources of families of children ages 0-5, particularly those at highest risk, in order to provide Sonoma County children with appropriate, healthy food choices and adequate physical activity opportunities.

The strategy chosen to achieve this goal is the widespread dissemination of highly practical, culturally appropriate and effective nutrition and physical activity educational curriculum and resources directly to families at highest risk, and by providing training and focused support to the broad array of individuals who exert influence on young families, including child care workers, community health outreach workers, home visitors, promotores de salud or lay health workers, food bank volunteers, parents, and others. Through systematically providing training, mentoring and support to parents, and to individuals who interact with young families in all facets of their lives, the intent of the project is to bring consistent and effective information, tools and support to families faced with the challenge of bringing up healthy, active children in an environment which is not necessarily conducive to making healthy choices.

The focus of the project is to reach families in our community at greatest risk of childhood anemia and overweight. While all families are at risk and may benefit from increased availability of high quality educational materials related to anemia and child obesity prevention, project activities will target low income families in Sonoma County with a special focus on low income Latino families who appear to be at highest risk. By the end of the five years the project will have trained individuals from all parts of Sonoma County. Much of the focus, however, will be in those neighborhoods and communities with the greatest concentrations of high risk young families, including Southwest Santa Rosa, Boyes Hot Springs and the Graton/Windsor area.

The project has as its goal to reach a large number of young at risk families over the five years of the project. It is anticipated that between 150 and 250 individuals will participate in in-depth training over the course of the project and that these individuals in conjunction with project staff will serve a minimum of 3000 families.

The impact of the project will be to assist the community in moving toward reaching the Healthy People 2010 goals related to childhood obesity and anemia prevention. Individuals participating in training will increase their knowledge and skills in these areas, and become effective advocates and educators with young families. Young families educated through contact with promotores de salud, childcare staff, community health outreach workers, or project staff will increase their knowledge regarding anemia and childhood obesity prevention, and implement changes in their family's diet and physical activity practices designed to decrease risk of anemia and childhood obesity. Over the long term, this project, in conjunction with other community wide projects focused in these areas, will lead to decreased rates of childhood anemia and childhood obesity in Sonoma County's low income families.

The project timeline is March 1<sup>st</sup>, 2006 through Feb 28, 2011. While all of the members of FANTF will participate in this collaborative project, several of the organizations will take lead roles as partners in its implementation, including the St Joseph's Health System Community Health Clinics and Programs', Santa Rosa Junior College's department of Consumer and Family Studies, Community Action Partnership of Sonoma County , The Redwood Empire Food Bank , the Community Child Care Council of Sonoma County and Burbank Housing. Key members of the task force have agreed to serve on a planning committee to help review curriculum for the training.