



# Healthy Eating Active Living HEAL Zones

## What are HEAL Zones?

Inspired by its mission to improve community health, Kaiser Permanente (KP) developed the Healthy Eating Active Living (HEAL) program in 2004 to support healthy behaviors and reduce obesity through clinical practice and sustained community-level change. In 2005, the HEAL initiative grew to include place-based work, known as Community Health Initiatives (CHI), or HEAL-CHI.

Today, four HEAL Zones continue and are building on the successes of HEAL-CHI. Since 2004, Kaiser Permanente has invested more than \$19 million to support HEAL Zone efforts across Northern California.

### How do HEAL Zones work?

HEAL Zones bring together robust coalitions and networks of community partners including local public agencies, schools and school districts, community based organizations, employers, local businesses, faith-based organizations, and health care providers, including local KP representatives.

HEAL Zones partner organizations work together to make healthy choices the easy choice for local residents.

### Why are HEAL Zones needed?

- One in every nine California children, one in three teens, and over half of adults are already overweight or obese.
- More than 30 percent of low-income California children and teens are overweight or obese.
- Poor diet, inactivity, and obesity contribute to the risk of heart disease, type 2 diabetes, high blood pressure, stroke, arthritis-related disabilities, depression, sleep disorders, and some cancers.
- Many neighborhoods lack access to fresh fruits and vegetables, and safe places to play.

### Where are the HEAL Zones?

- Bayview district in San Francisco
- Monument neighborhood in Concord
- Santa Rosa
- South Sacramento

### What will HEAL Zones do?

The goal of HEAL Zones is to help prevent diseases such as diabetes and hypertension that often result from being overweight or obese.

Each HEAL Zone works from a Community Action Plan (CAP) that is created by its local residents. The CAP contains several different activities and strategies aimed at helping people eat better and move more by focusing on:

- Increasing fresh fruits & vegetables consumption
- Decreasing sugar-sweetened beverage consumption
- Increasing physical activity in community settings, such as in parks & public spaces, and safe routes for walking and biking
- Increasing physical activity in schools

### How can I get involved?

Individuals, groups and organizations can join their local HEAL Zone and the fight against obesity. For contact information about the HEAL Zone in your community, call Kathryn Boyle at (510) 625-6378 or send an email to [kathryn.f.boyle@kp.org](mailto:kathryn.f.boyle@kp.org).

By working together, we can make lasting, positive changes in the HEAL Zones' social and physical environments.

