

Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3)

Social Marketing Conference
January 23, 2008

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About CX3

- Alameda County CX3 was a collaboration between Public Health and Mandela MarketPlace in West Oakland
- Initiated in Spring 2006

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Alameda County's Strategy for Action Research

- Engage community youth and adults in every phase
- Select County neighborhoods where other Public Health activities were underway
- Allow community to "lead" process

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Phase 1– GIS Mapping

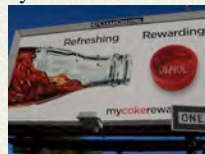
- Mapped the following in 3 neighborhoods (12 census tracts) in West Oakland:
 - Public transportation
 - Liquor stores
 - Schools around neighborhood
 - Providers of food:
 - Super, medium and small grocery stores
 - WIC only, flea and farmer markets
 - Restaurants and fast food establishments

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Phase 2 – Survey Neighborhood

- Food/Liquor stores
- Neighborhood Walkability
- Fast Food Outlets
- Outdoor Advertising w/in 1000 ft of schools

100 Surveys were completed



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Survey Neighborhood

- Findings
 - More food stores in area than expected
 - Fruits/vegetables were more available than expected
 - Almost 2 liquor stores to every food/eating outlet
 - Neighborhood walkability was dirty and unsafe
 - Outdoor advertisement of unhealthy foods was abundant

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Phase 3 – Plan of Action

- WYSE (West Oakland Youth Standing Empowered)
- Focus of Action Plan based on data review and time/resource constraints
 - #1: *Neighborhood Environment/Walkability*
 - Dirty and broken sidewalks
 - Too much trash/ no trash cans
 - Men who leer at girls



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Phase 3 – Plan of Action

Youth: Developing Plan of Action



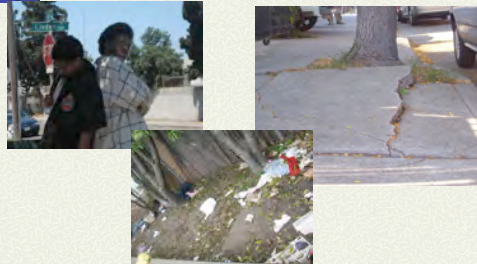
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Phase 3 – Plan of Action Neighborhood Walkability



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Neighborhood Walkability



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