



Crushing Out Tobacco in
San Joaquin County



San Joaquin County Public Health Services 2014 Quarter 3 — STOPP Newsletter

San Joaquin County Community Health Forum

Connecting the Community for a Healthier Tomorrow



STOPP Staff and booth at the Community Health Forum

On May 17, 2014 the Smoking and Tobacco Outreach Prevention Program (STOPP) participated in the San Joaquin County Community Health Forum, organized by the San Joaquin County Nutrition Education and Obesity Prevention (NEOP) program. The theme for the event was “Connecting the Community for a Healthier Tomorrow.” The forum celebrated and promoted healthy food, physical activity, and positive changes and choices for a healthier lifestyle.

The program focused on empowering participants to make positive changes and choices that create healthier environments for themselves, their families and our community. Event speaker motivated and empowered community members to make changes in their environments. Original Freedom Writer Manny Scott shared his personal journey that inspired participants to take action and make changes in their communities to improve their health and the health of their families. Michael Marks, also known as ‘Your Produce Man’ from Good-Day Sacramento, provided practical tips on ways to shop for, prepare and keep fruits and vegetables fresh. And celebrity chef Nikki Shaw concluded the day with a healthy cooking demonstration while giving advice on making healthy changes for the individual, family, and community.

During the event, STOPP provided information on the

Healthy Stores for a Healthy Community Campaign. As part of the *Healthy Stores for a Healthy Community Campaign*, STOPP is collaborating with NEOP and alcohol prevention partners to help improve the health of local, low-income families who are at a greater risk for obesity and other serious health problems like type-2 diabetes, heart disease, stroke and certain types of cancer. STOPP staff and volunteers also conducted public intercept surveys on how marketing practices influence consumption of unhealthy products. Since stores not only impact the economic well-being of neighborhoods, but also the physical health of the people who visit them, the public opinion surveys will be critical in helping to guide future STOPP activities.

The *Healthy Stores for a Healthy Community Campaign* also echoes the work of NEOP in encouraging people to make healthy changes in their homes, schools, and neighborhoods. By eating more fruits and vegetables, being more active, and speaking up in support of healthy changes in our neighborhoods (i.e. increasing the availability of fresh produce and reducing the amount of advertisements for tobacco and alcohol), we can all be Champions for Change.

Through the partnership with NEOP, STOPP staff aim to continue to help people learn how to create their own healthy environment within their community. Working together, we can encourage people to commit to making our community a healthier place.



NEOP Staff with Original Freedom Writer, Manny Scott