



Alexandria Childhood Obesity Action Network (A-COAN)

Making the HEALTHY Choice the EASY Choice!



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Partnership for a Healthier Alexandria
Alexandria Childhood Obesity Action
Network

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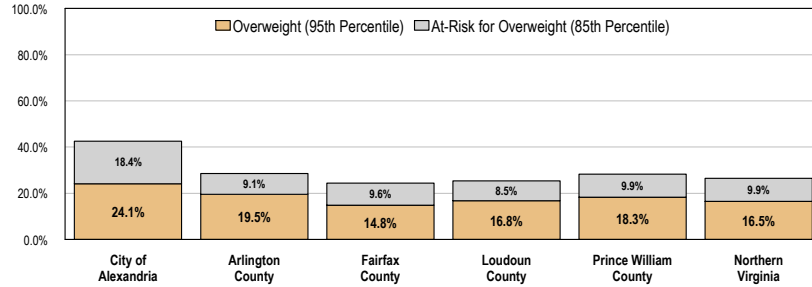


A-COAN Partners & Collaborators

The Honorable William D. Euille and Alexandria City Council ◦ Alexandria Health Department ◦ Department of Community & Human Services ◦ Alexandria Redevelopment Housing Authority ◦ Public Health Advisory Commission ◦ Congregational Health Partnership, Inova Health System ◦ Healthy Families, Inc ◦ Alexandria City Public Schools ◦ Wise Educational Services, LLC ◦ Alexandria Police Department ◦ Alexandria Neighborhood Health Services, Inc. ◦ Campagna Center ◦ Creative Play School ◦ George Washington University: Project ITAP ◦ Northern Virginia Community College ◦ Virginia Cooperative Extension ◦ Arlington/Alexandria Smart Beginnings ◦ Evening Star & The Neighborhood Restaurant Group ◦ Virginia Commerce Bank ◦ Reading Connection ◦ Northern Virginia Health Foundation ◦ Virginia Cooperative Extension & Master Gardeners ◦ Alexandria Healthy Green Foods Group ◦ Alexandria Pedestrian & Bicycle Program ◦ MRC Leverage Group, LLC ◦ Long & Foster Real Estate ◦ Dept. of Recreation, Parks & Cultural Activities ◦ Department of Planning & Zoning ◦ Congregational Health Resource, LLC ◦ DeCostas, Inc ◦ Healthy Families Alexandria ◦ Northern Virginia Health Foundation ◦ Dept of Planning & Zoning ◦ WIC ◦ Happy Home Child Learning Center ◦ Creative Play School ◦ Hopkins House ◦ Alive! Center for Child Development ◦ Grace Episcopal Preschool ◦ Child & Family Network Centers ◦ Agudas Achim Preschool ◦ Trinity Mops Preschool ◦ Happy Home Child Learning Center ◦ Creative Play School ◦ Hopkins House Preschool Academy ◦ Alive! Center for Child Development ◦ Old Town ACE Hardware ◦ Grace Episcopal Preschool ◦ La Leche League ◦ March of Dimes ◦ Alexandria Community Members ◦

Why are we focusing on obesity?

Prevalence of Overweight Among Children & Adolescents (By Region)

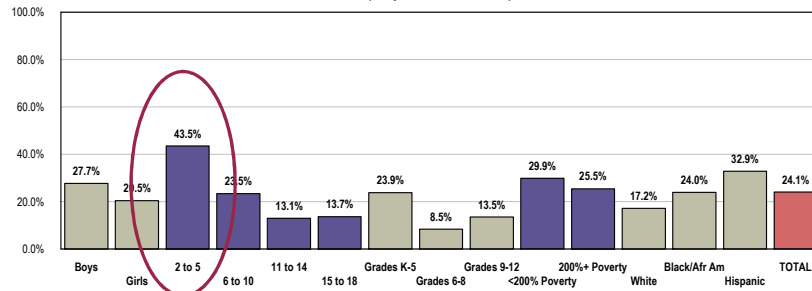


Sources: • 2007 PRC Child & Adolescent Obesity Survey. © Professional Research Consultants, 2007. [Item 87]
 Notes: • Reflect children and teens aged 2 to 18 years.
 • Based on heights and weights reported by parent respondents.
 • The definition of overweight for children and adolescents is having a body mass index (BMI), a ratio of weight to height (kilograms divided by meters squared), at or above the 95th percentile of U.S. growth charts for their gender and age.

Survey conducted in 2007 by Inova Health System

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Starting from birth...

- Ensuring the right to breastfeed in public
- We are encouraging businesses to adopt breastfeeding friendly policies
- Providing lactation training & support for service providers



Growing fruits and vegetables!



What's happening?

- 20 garden plots for public housing residents
- Children's garden
- Monthly cooking & nutrition classes
- Gardening education & support for residents

Reading about fruits and vegetables!

For the second year, children at ARHA's Ruby Tucker Family Center have been working in a children's garden and learning about fruits and vegetables.

Now, they are also reading about fruits, vegetables, and how to make their bodies and minds healthy.



Teaching kids about fruits and vegetables...



Color Me Healthy is a program developed for children ages four and five. It provides **fun, innovative, interactive** learning opportunities on **HEALTHY EATING** and **PHYSICAL ACTIVITY**.

Where are we piloting Color Me Healthy???

- 14 preschools
- 30 family day providers
- SCAN playgroups



SNAP at Farmers Markets

Starting May 1st!

Get More for Your Dollar!

**DOUBLE YOUR SNAP/EBT
AT THE 4 MILE RUN FARMERS MARKET!**



**4 Mile Run
FARMERS
ARTISANS
MARKET**

Fresh food for everyone! Come join us!

Location: 4109 Mt Vernon Ave, Alexandria
(in the Arlandria neighborhood)

When: Saturdays, 9am - 1pm; April - October
Bonus Dollars start May 1st!

Contact: Train at 215-514-4144
4mrun@arlandria.org

IT'S EASY! HERE'S HOW:

- Stop by the information tent
- Swipe your SNAP/EBT card
- Receive Market "Dollars" and BONUS "Dollars"
- Use Market & BONUS "Dollars" at the farm stand you choose.

*Your "Bonus Dollars" must be used on the same day you use your SNAP/EBT.

BUY FRESH BUY LOCAL SNAP

www.4mrunmarket.org

Where does your child play?

- Community-wide playground assessment
- Focus groups and "community conversations" with parents, childcare providers, and playground providers
- Photovoice - Pictures that show the best & worst of Alexandria playgrounds.

