



LCHAY

Lane Coalition for Healthy Active Youth

The current obesity epidemic is complex and has several contributing factors. Many of these factors are due to changes in our culture, social norms, environment, and public policies over the last quarter century. Such changes include the kinds of foods that are most available and affordable, transportation options (i.e.: ability to bike or walk safely or use mass transit), limited play and recreation spaces and media and marketing practices.

Local coalitions play a vital role in obesity *prevention* efforts by working across sectors to include schools, medical professionals, businesses, local governments, social services agencies, and others to identify areas of need, design and implement interventions and to advocate for policy change to improve opportunities for healthy eating and active living.

Mission

LCHAY's mission is to prevent childhood obesity and related diseases in Lane County.

Vision

Lane County is a community in which all youth lead healthy active lives fueled by nutritious food.

Goals:

COMMUNITY ENGAGEMENT

1. Raise awareness of causes and impacts of childhood obesity.
2. Increase understanding of the role policy and environment play in the obesity epidemic.
3. Provide information, training and support for community-wide participation in public health decision-making.

NUTRITION

1. Improve access to affordable, healthful foods.
2. Decrease consumption of non-nutritive foods high sugar, salt and fats ("junk" food).

PHYSICAL ACTIVITY

1. Increase daily physical activity among children and adolescents.

SCREEN TIME

1. Reduce the amount of time kids spend watching TV, video games, and the internet.
2. Restrict marketing of unhealthy products to youth.

LCHAY- Lane Coalition for Healthy Active Youth

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COMMUNITY ENGAGEMENT

Key Initiative:

- **“What the Health?!” Films & Forums Series-** Speakers, films, presentations and conversation about how media, place and policy impact health.

Other Activities:

- Regular updates to our website and Facebook page; distribution of e-newsletters, event announcements and action alerts.
- Speaking engagements, presentations and media outreach.
- Host conferences, roundtables and advocacy trainings.

NUTRITION

Key Initiative:

- **Healthy Corner Stores Program-** Expand and promote affordable healthy food options at convenience stores and small neighborhood grocers.

Other Activities:

- Farmer’s Markets:
 - a) Springfield Farmers’ Market: assessments & consumer surveying on how market changes eating habits; promotion & outreach.
 - b) Explore feasibility of creating a Farmer’s Market/Farm Stand at RiverBend hospital.
 - c) Support efforts to create a permanent, year round Farmer’s Market in Lane County.
- Sugar Sweetened Beverages (ssb):
 - a) Participate in projects and campaigns to reduce consumption of soda by youth.
 - b) Work with statewide partners on ssb-related policy.
- Support implementation of Oregon’s Chain Restaurant Menu Labeling law.

PHYSICAL ACTIVITY

Key Initiative:

- **Annual RiverBend 5k Run/Walk.** A timed, family-friendly 3.1 mile event with a focus on fun, fitness and “personal best performance”.

Other Activities:

- Eugene Safe Routes to School (SRTS) Team- input into program planning and development, promote SRTS events, advocate for policies that support SRTS goals.
- Update and improve LCHAY’s web-based Activity Guide; promote guide.

SCREEN TIME

Key Initiative

- **“Too Many Ads” Campaign.** A statewide effort- sponsored by Oregon Nutrition Council- to raise awareness of the influence media and marketing have on children’s health.

Other Activities:

- To be determined