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City of Rancho Cucamonga One of 41 Sites Selected for National Program to Fight Childhood Obesity

City of Rancho Cucamonga Healthy RC Kids Partnership Receives Robert Wood Johnson Foundation Major Grant to Combat Childhood Obesity

FOR IMMEDIATE RELEASE

January 12, 2010

Rancho Cucamonga, California – The City of Rancho Cucamonga has been awarded a \$360,000 grant from the Robert Wood Johnson Foundation (RWJF) to improve opportunities for physical activity and access to affordable healthy foods for children and families throughout the city. Based on a rigorous selection process that drew more than 500 proposals from across the country, Rancho Cucamonga is one of 41 sites selected for the RWJF *Healthy Kids, Healthy Communities* initiative.

Rancho Cucamonga's health indicators mirror its home county of San Bernardino, the fourth most obese county in the United States, where three out of every four school children do not meet fitness standards. Through the Healthy RC Kids Partnership, the City of Rancho Cucamonga will work to change community systems to make the healthy choice, the easy

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choice by developing common and complementary policies across the major youth-serving institutions in the community and significantly improving opportunities for active living and healthy eating for children and families. The Healthy RC Kids Partnership is committed to increasing walking and bicycling opportunities for youth throughout the community. Beyond that, it will push to increase healthy food options in schools and child-care settings, forge joint-use agreements to make school facilities available outside of school hours and explore opportunities to develop community gardens and farmers' markets. Leaders aim to attract fresh food outlets and modify zoning regulations to allow “edible front yards.”

“We have a vision for Rancho Cucamonga as a community where children encounter healthy messages and healthy choices that are easy to access as they go about their daily activities,” said James Troyer, Planning Director for the City and Project Director for the Healthy RC Kids Partnership. “While our target is the entire community, we are placing special emphasis on the southwest area of our community with the highest risk population and fewest resources.”

“To reverse this epidemic, communities are going to have to rally around their kids and provide the opportunities they need to be healthy,” said Risa Lavizzo-Mourey, M.D., M.B.A., president and CEO of the Robert Wood Johnson Foundation. “Through this project, the City of Rancho Cucamonga and the Healthy RC Kids Partnership are doing what it takes to make sure children lead better lives.”

Healthy RC Kids has the backing of partners such as the San Bernardino County Healthy Communities Program, San Antonio Community Hospital, Inland Empire United Way, Rancho Cucamonga Family YMCA, Northtown Housing Development Corporation and the Cucamonga, Central, Etiwanda and Chaffey School Districts.

Healthy Kids, Healthy Communities is a \$33 million national program and RWJF’s largest single investment to date in community-based solutions to childhood obesity. With nine Leading Sites chosen in late 2008, the program now spans 50 communities from Seattle to Puerto Rico. All are targeting improvements in local policies and their community environments—changes that research indicates could help children eat healthier and be more active, and thereby prevent obesity. Healthy Kids, Healthy Communities is a cornerstone of RWJF’s \$500 million commitment to reverse the country’s childhood obesity epidemic by 2015.

The 40 other cities and regions just announced as Healthy Kids, Healthy Communities sites are:

Benton County, OR; Boone and Newton Counties, AR; Buffalo, NY; Caguas, PR; Charleston, WV; Chattanooga, TN; Cook County, GA; Cuba, NM; Denver, CO; Desoto, Marshall and Tate Counties, MS; El Paso, TX; Fitchburg, MA; Flint, MI; Grant County, NM; Greenville, SC; Hamilton County, OH; Houghton County, MI; Houston, TX; Jackson, MS; Jacksonville, FL; Jefferson County, AL; Kane County, IL; Kansas City, MO; Kingston, NY; Knox County, TN; Lake Worth, Greenacres and Palm Springs, FL; Milledgeville, GA; Milwaukee, WI; Moore and Montgomery Counties, NC; Portland/Multnomah County, OR; Nash and Edgecombe Counties, NC; New Orleans, LA; Omaha, NE; Philadelphia, PA; Phoenix, AZ; Rochester, NY; San Antonio, TX; San Felipe Pueblo, NM; Spartanburg County, SC; Watsonville and Pajaro Valley, CA.

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All were selected because of strong vision, partnership and a commitment to make lasting change in their communities. The new program grants will continue through June 2013.

Visit www.healthykidshealthycommunities.org to learn more about these communities' work and plans.

About the City of Rancho Cucamonga – Healthy RC - The City of Rancho Cucamonga launched *Healthy RC*, a multi-year effort that inspires a lifestyle that embraces a healthy Mind, Body, and Earth, through lifelong learning and enrichment, active and healthy living and environmental sustainability. *Healthy RC* is based on the World Health Organization's principles, including broad participation, collaborative partnerships, policies plans and programs to promote health and foster greater equity, and ongoing monitoring and feedback to ensure quality and appropriateness. For more information about the City of Rancho Cucamonga or the Healthy RC Program, visit www.cityofrc.us or www.healthycrc.info.

About Healthy Kids, Healthy Communities - *Healthy Kids, Healthy Communities*, a national program of the Robert Wood Johnson Foundation (RWJF), advances community-based solutions that will help reverse the childhood obesity epidemic. It focuses on changing policies and environments to support active living and healthy eating among children and families. The program places special emphasis on reaching children who are at highest risk for obesity on the basis of income, race/ethnicity and geographic location. It will support RWJF's efforts to reverse the childhood obesity epidemic in the United States by 2015.

The Healthy Kids, Healthy Communities national program office is housed at Active Living By Design, part of the North Carolina Institute for Public Health at the Gillings School of Global Public Health at the University of North Carolina in Chapel Hill. Established in 2001 as an RWJF national program, Active Living By Design now serves funders and partnerships across the country that are fostering community-led change to build a culture of active living and healthy eating.

About the Robert Wood Johnson Foundation - The Robert Wood Johnson Foundation focuses on the pressing health and health care issues facing our country. As the nation's largest philanthropy devoted exclusively to improving the health and health care of all Americans, the Foundation works with a diverse group of organizations and individuals to identify solutions and achieve comprehensive, meaningful and timely change. For more than 35 years, the Foundation has brought experience, commitment, and a rigorous, balanced approach to the problems that affect the health and health care of those it serves. When it comes to helping Americans lead healthier lives and get the care they need, the Foundation expects to make a difference in your lifetime. For more information, visit www.rwjf.org.

For More Information – For additional information on the City of Rancho Cucamonga Healthy RC Program, please contact Erika Lewis-Huntley at (909) 477-2700, extension 2008, email HealthyRC@cityofrc.us, or visit www.HealthyRC.info.

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