



## **What is the HEAL Initiative?**

Kaiser Permanente (KP) developed the Healthy Eating Active Living (HEAL) Initiative to address the growing obesity epidemic by enabling transformation in communities and generating lasting health improvement over time. The HEAL Zones initiative provides opportunities for community stakeholders to develop and implement environmental and policy strategies to create changes in healthy eating and physical activity in multiple community settings. HEAL is a multifaceted, community-centered, long-term approach with a focus on making community level changes encouraging the healthy choice as the easiest! Kaiser Permanente is proud to be a leader within a growing national movement to prevent obesity.

## **What is a HEAL Zone?**

A HEAL Zone is a small, clearly defined community of 10,000 to 20,000 residents, with high rates of obesity and other health disparities, and where there are community resources (e.g., parks, stores, schools) that can be targeted for change. The aim of creating "HEAL Zones" is to concentrate efforts within a defined geography so residents are exposed to multiple opportunities and messages that support daily healthy eating and active living.

## **Who will be involved?**

Community Health Improvement Partners (CHIP) is the lead agency for the HEAL Zones Initiative in San Diego. CHIP is a San Diego non-profit organization whose mission is to assess and address community priority health needs through collaboration. CHIP facilitates the San Diego County Childhood Obesity Initiative (COI), a public/private partnership focused on reducing and preventing obesity through education, advocacy, policy development and environmental change. Using the COI program model, CHIP will be working to engage community partners in Lemon Grove from all sectors—including city government, schools, healthcare, early childhood, community residents, faith institutions, service organizations, media, and business—to develop and implement strategies designed to create opportunities for healthy eating and active living in Lemon Grove.

## **What is the project timeline?**

The KP HEAL Zones Initiative in Lemon Grove began in January 2012 with a 9-month planning phase and followed with a 3-year implementation phase ending in September 2015. The planning phase involved development of a Steering Committee to guide and direct the project comprised of Lemon Grove stakeholders, agencies, organizations and community residents, and convened by CHIP. The Steering Committee developed project strategies and implementation plans and will remain in place after the planning phase to provide ongoing direction and support for the project.

## **How can I become involved?**

Getting involved is easy! HEAL Zone Working Groups meet in Lemon Grove monthly to discuss and plan the implementation of strategies in 4 HEAL categories: Active Living \* Healthy Eating \* Policies

\*Community Engagement. Visit our website [LGHealZone.org](http://LGHealZone.org) and "Like" us on  to stay connected.

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