

PATHWAYS TO PROGRESS 2008

Building on the Foundation for a Healthier Marin

2008 Community Needs Assessment and Plan

Healthy Marin Partnership Leadership Group

David Bradley
Chief Executive Officer
Marin General Hospital
Novato Community Hospital

Mary Jane Burke
Superintendent
Marin County Office of Education

Tallia Hart
Executive Director
San Rafael Chamber of Commerce

Anne Hosfeld
Chief Administrative Officer
Novato Community Hospital

Sharon Jackson
Member At-Large
Marin Healthcare District

Pat Kendall
Medical Group Administrator
Kaiser Permanente Medical Center

Larry Meredith, Ph.D.
Director
Marin County Department of Health and Human Services

Lourdes Martinez
Program Officer, Human Needs
Marin Community Foundation

Cynthia Murray
President & Chief Executive Officer
North Bay Leadership Council

Lorne Needle
Vice President, Community Investment
United Way of the Bay Area

Thomas Peters, Ph.D.
President & Chief Executive Officer
Marin Community Foundation

Ronald Smith
Regional Vice President
Hospital Council of Northern and Central California

Teri Vyeniolo Rockas
Staff to Healthy Marin Partnership
Marin General Hospital / Novato Community Hospital

Healthy Marin Partnership Needs Assessment Committee

Karina Arambula
Marin County Department of Health and Human Services

Linda Armstrong
Marin County Department of Health and Human Services

Catherine Condon Brent
Marin County Department of Health and Human Services

Robert Curry
Marin County Department of Health and Human Services

Elizabeth Emerson
Marin County Department of Health and Human Services

Rochelle Ereman
Marin County Department of Health and Human Services

Cio Hernandez
Marin County Department of Health and Human Services

Pat Kendall
Kaiser Permanente Medical Center

Andrea Michelsen
Kaiser Permanente Medical Center

Gary Najarian
Marin County Department of Health and Human Services

Teri Vyeniolo Rockas
Marin General Hospital / Novato Community Hospital

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Building on the Foundation for a Healthier Marin

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Executive Summary

Pathways to Progress 2008: Building on the Foundation for a Healthier Marin presents the progress of the four lifestyle indicators and their collaboratives—high-risk alcohol use, tobacco use, unhealthy food choices and physical inactivity—chosen by hundreds of Marin leaders. If addressed “upstream” and earlier in life with policies, programs and organizational practices, we may prevent or delay the occurrence of the leading causes of death in Marin from cancer, heart disease, stroke, as well as chronic illnesses like diabetes and respiratory illness.

High-Risk Alcohol Use

In Marin, high-risk alcohol use is a major concern, with the percent of binge drinking reported by 11th graders at approximately 16 times the Healthy People 2010 Goal. One-in-three 9th graders and more than half of 11th graders report they use alcohol. Patterns of drinking among Marin youth are changing – more young women report binge drinking than their male counterparts. More than three quarters of adults in Marin report using alcohol, and 18% report binge drinking. Given that research shows that adults are the primary source of alcohol for youth, and that adult modeling plays a significant role in establishing and supporting community values and norms, it is important to target all age groups when addressing high-risk alcohol use.

Tobacco Use

Remarkable progress has been made. Marin County has more than met the Healthy People 2010 Goal in reducing the rate of 9th graders and adults who smoke, and is exceedingly close to the goal for 11th graders. Work remains in eliminating the illegal sale of cigarettes to minors and increasing tobacco education in the health care setting.

Unhealthy Food Choices and Physical Inactivity

The rate of youth and adults who are overweight or at risk for being overweight in Marin is two and three times higher than the Healthy People 2010 Goal. While the rate of physical activity and the consumption of fruits and vegetables in Marin are close to the 2007 target, a greater challenge is ahead with the new and very ambitious Healthy People 2010 Goals.

Our Continued Commitment

The results of studying the lifestyle indicators dictate continued collaboration in prevention to reduce the incidence and delay the onset of the leading causes of death. There is energy and enthusiasm for the work ahead, including further identification of health disparities in affected populations. Marin can be encouraged by the 50-member strong community collaborative leveraging their work in nutrition and physical activity, the tremendous momentum of alcohol policy initiatives, the success of the tobacco champions toward the 2010 goals, and that the rate of heart disease in Marin is significantly lower than the state and national figures.

This important work will be strengthened as the partnership grows. The vision is that the Healthy Marin Partnership will one day embody the entire community. It will take this collective effort to meet the 2010 goals, reduce or delay the onset of the prevalent diseases in Marin, and disprove the U.S. Surgeon General, who predicts nationally that due to chronic illnesses related to poor eating habits and physical inactivity, this may be the “first generation of children whose life expectancies will be lower than those of their parents.”

The efforts of the collaboratives are comprehensive and coordinated, and go beyond the individual to a community focus. Each collaborative is committed to strengthening the community environment and culture wherein an individual, when faced with a personal decision, will make the healthier choice. This is our ongoing call to action . . . through community engagement and compassionate leadership, we will keep building on the foundation for a healthier Marin.

Parable of the River

Once upon a time there was a small village on the edge of a river. The people were happy and life in the village was good. One day a villager noticed a person floating down the river and quickly dove in to save him. The next day, the villager noticed two people being swept down river, so he quickly plunged into the water and pulled both struggling victims to safety.

The following day there were three people caught in the current. Not able to save them alone, the courageous bystander sought the help of other villagers. The next day even more people needed saving from the turbulent river, and even more villagers were called to join the rescue efforts. Soon the river was full of drowning people.

The villagers organized themselves quickly, setting up watchtowers and training rescue teams who could resist the swift waters. Yet each day the number of victims struggling against the river increased. The villagers worked efficiently, and together they saved many lives. While they felt they were doing a good job, they could not save all the victims.

Finally someone raised a question, asking “where are all these people coming from? We should go upstream to find out what’s causing these people to fall into the current in the first place!” The seeming logic of the community elders countered: “And if we go upstream who will perform the rescue operations? We need every villager here!”

“But don’t you see,” cried the one lone voice, “if we find out how they’re falling into the river we can stop the problem and no one will drown! By going upstream we can remove the cause!”

Clearly, we need to work together to rescue people who are caught in the river’s current. But we must also strive, as a community, to look upstream and focus on the reasons why people are falling into the river to begin with.

-Author Unknown



The Journey Begins

History of Healthy Marin Partnership

In 1995, with the passage of SB 697, the State of California mandated that not-for-profit hospitals conduct a community needs assessment every three years. Marin County leaders chose a collaborative process to meet the requirement, electing to join together to examine and report on the healthcare needs of Marin County. With the decision to follow a collaborative course, Healthy Marin Partnership was created, and our pathway—to focus as a community on the health of our community—was established.

Choosing a Direction

In 1996, the first needs assessment was released and brought attention to issues related to healthcare access and youth wellness. The report observed that lack of health insurance among children delays medical care, hinders utilization of available services and increases time out of school among those children. Those findings led to the development of the Children's Health Initiative, Marin's first community-focused health insurance enrollment and outreach effort.

Through 2001, we remained focused on the path of youth wellness and access to healthcare. During that period more than 500 children a year were enrolled in health insurance. Healthy Teens Marin was created, and Parent University and Peer Summit emerged as annual events that continue hosting hundreds of teens and parents at day-long conferences offering proactive information in a community environment.

A View Upstream

The 1999 and 2002 assessments were detailed reports on more than 100 quality-of-life indicators for Marin, which measured health in the broadest sense, and confirmed the most prevalent causes of death in Marin. Through 2003, we worked with community leaders to clarify the findings and chart the future direction of our collaborative efforts.

Recognizing the leading causes of death in Marin as cancer, heart related diseases, strokes and chronic conditions such as diabetes and respiratory illnesses, Marin determined that the focus for our future work would be in prevention, referred to as “moving upstream.” Our attention spotlighted the lifestyle issues related to alcohol abuse, tobacco use, unhealthy food choices and physical inactivity, all of which have been linked to the causation of the diseases that primarily affect Marin. To address the lifestyle issues, we chose to look beyond individual behaviors and broaden our efforts to include the social, cultural and physical environments in which individual decisions are made. Collaboratives and projects were launched, including Play Fair Marin and the Prevention Pavilion at the Marin County Fair, which united more than 50 organizations to impact the health and wellness of the community.

Laying the Foundation

In 2005, Healthy Marin Partnership published *Pathways to Progress: Laying the Foundation for a Healthier Marin*. Pathways to Progress focused on the key indicators of alcohol abuse, tobacco use, unhealthy food choices and physical inactivity. The assessment provided a plan to guide us into 2008—featuring a call to action to turn the curve, break the cycle, redefine social and cultural values and create an environment that

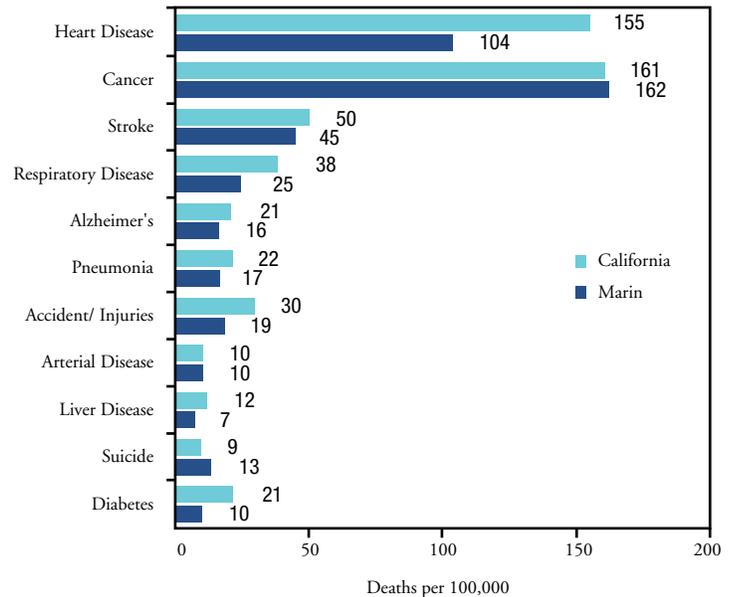
enables anyone, at any age, to make healthier choices. Coordinated and collaborative efforts were focused on engaging and mobilizing elected officials, media representatives, business and civic leaders, and community-based organizations to successfully move away from individual-focused prevention strategies. Attention broadened to include policy and community actions to affect these changes in values and social norms.

The Work Continues - 2008 Community Needs Assessment & Plan

With the publication of this, our fifth Community Needs Assessment and Plan, the Healthy Marin Partnership continues to lay the foundation to take action to create a healthier Marin by:

- Identifying and examining key behaviors that contribute to the leading causes of death in Marin, as shown in the graph to the right;
- Sharing an action plan for how Marin can continue affecting successful redefinition of social values;
- Recognizing the individual and community successes in Marin to date;
- Reinforcing and encouraging continued focus on upstream preventive efforts;
- Acknowledging current allies and soliciting new partners;
- Challenging community members and organizations to look more closely at culturally relevant practices, policies and decisions that can have an effect on the environment in which individual decisions are based.

Age-Adjusted Death Rates by Cause of Death, Marin County and California, 2004



Looking to the Future – 2011 and Beyond

The Healthy Marin Partnership is already looking ahead to the 2011 Community Needs Assessment and Plan. We anticipate that the next edition will not only include progress made on the indicators identified in 2008, but will also report on additional data to better understand health disparities that may exist in Marin County. The Healthy Marin Partnership will continue its focused work on nutrition, physical activity, tobacco and alcohol use over the next three years, making every effort to meet the Healthy People 2010 Goals—managed by the U.S. Department of Health and Human Services—that challenges individuals and communities to take steps to ensure good health.

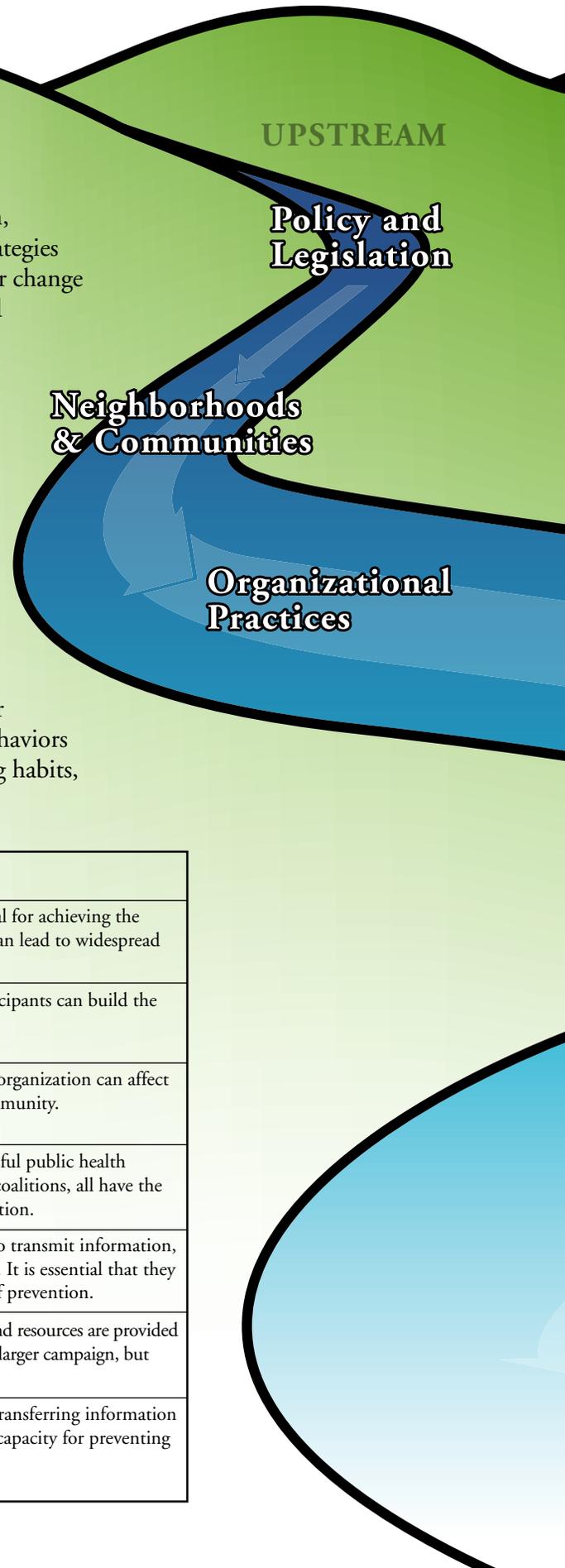
The good news is that our lifestyle challenges are the subject of local media stories and television ads, and are featured in many aspects of the public domain. The scary news is that Surgeon General Richard Carmona has predicted that due to chronic diseases related to poor eating habits and physical inactivity, this may be the first generation of children whose life expectancies will be lower than those of their parents (U.S. Department of Health and Human Services, 2004). This is a Call to Action to you—the Marin community—to mobilize our collective responsibility to alter this alarming prediction. Continuing our upstream work, we can positively impact the health of Marin by creating a social and physical environment that enables and promotes healthier choices.

How a Community Becomes Healthy

Prevention: The Foundation of a Healthy Community

Working Upstream

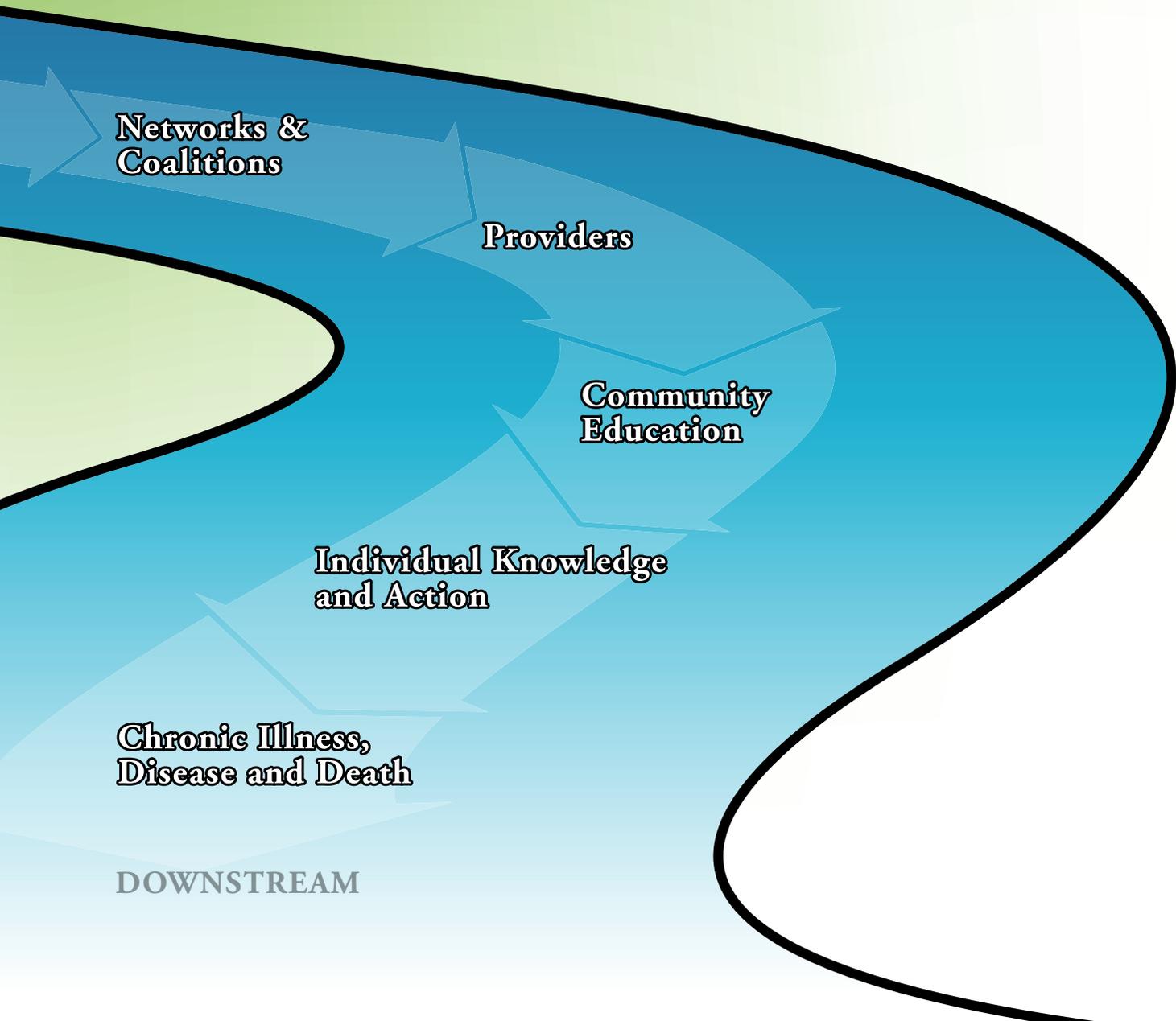
The Spectrum of Prevention, a fundamental model for prevention, acknowledges that a comprehensive effort employing multiple strategies and engaging widespread community participation is necessary for change to occur. By implementing “upstream” strategies that have a broad community impact—such as adopting policies that have positive public health consequences—we will be able to influence social norms and physical context so that individuals—when faced with a personal decision—will make the healthier choice. For example, by ensuring access to fresh fruits and vegetables in all communities or by offering healthy foods at meetings and community events, individuals are more likely to make healthier choices. In the case of tobacco, by adopting smoke-free laws, community norms begin to shift, which in turn, leads to reductions in smoking, and subsequent declines in lung cancer rates. It is clear that a multifaceted approach that changes the overall environment and moves beyond traditional reliance on individual strategies—such as passing out brochures or educational classes— is more effective in preventing unhealthy behaviors like high-risk drinking, smoking, physical inactivity or poor eating habits, particularly with children and youth.



Spectrum of Prevention	
Influencing Policies and Legislation	Changes in local, state and federal laws have the potential for achieving the broadest impact across a community. Effective policies can lead to widespread behavior change and ultimately change social norms.
Mobilizing Neighborhoods and Communities	Collaborative approaches that bring together many participants can build the critical mass necessary for an initiative's success.
Changing Organizational Practices	By changing its own internal regulations and norms, an organization can affect the health and safety of its members and the greater community.
Fostering Networks and Coalitions	Coalitions and expanded partnerships are vital in successful public health movements. From grassroots partners to governmental coalitions, all have the potential to develop a comprehensive strategy for prevention.
Educating Providers	Providers have influence within their fields of expertise to transmit information, skills, and motivation to patients, clients, and colleagues. It is essential that they receive education to improve their own understanding of prevention.
Promoting Community Education	One time events, such as health fairs, where information and resources are provided in a community setting, can be a valuable component of a larger campaign, but alone do not have a lasting impact.
Strengthen Individual Knowledge and Action	Strengthening individual knowledge and skills involves transferring information and know-how to increase an individual's resources and capacity for preventing disease.

The Healthy Marin Partnership recognizes that it is more effective to address health problems “upstream”, creating a community that supports healthy choices, rather than trying to change established behaviors “downstream” after years of behaviors that have led to chronic illnesses.

Tobacco use, poor diet, lack of exercise, and alcohol consumption underlie the top 10 leading causes of death in Marin. The Healthy Marin Partnership believes in a comprehensive and coordinated approach to prevention by creating an environment that will ultimately reduce the number of deaths from heart disease, cancer, stroke and respiratory illness and reduce health disparities in over-burdened communities.



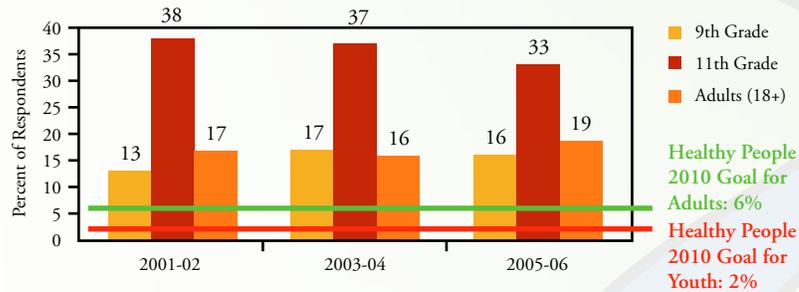
The Issue: High-Risk Alcohol Use

What is the Goal?

Reduce High-Risk Alcohol Use in Marin.

Youth and Adult Binge Drinking in Marin County

Percent of respondents who reported consuming 5 or more drinks (if male) or 4 or more drinks (if female) in one sitting during the past month

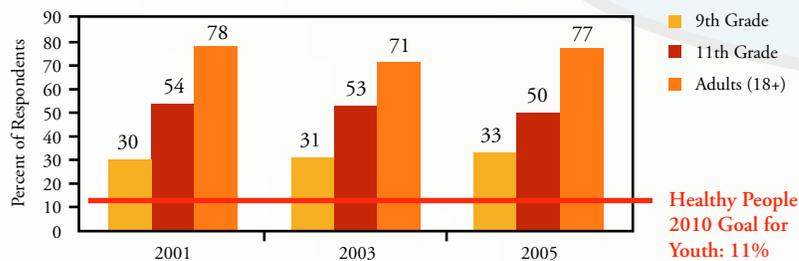


Source: CHKS (2001-2006); CHIS 2001, 2003 & 2005

What Individual Behaviors Contribute to High-Risk Alcohol Use?

Youth and Adult Alcohol Use in Marin County

Percent of respondents that report using alcohol in the past month

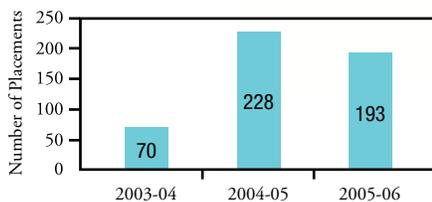


Source: CHKS (2001-2006); CHIS 2001, 2003 & 2005

What Factors in the Community Affect High-Risk Alcohol Use?

Local Media Coverage on Underage and Binge Drinking

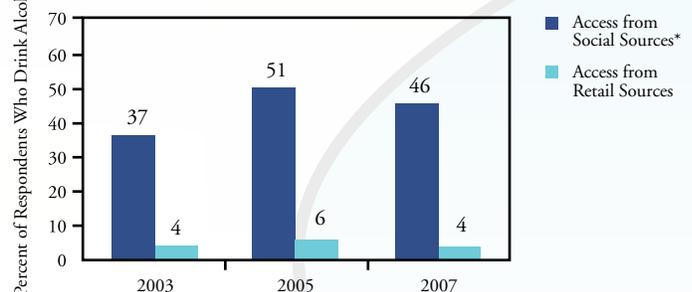
News articles and feature stories on Marin County underage and binge drinking prevention efforts*



* Media is one strategy that has been shown to have a positive effect on high risk alcohol use
Source: Media content analysis of Marin-related stories and articles

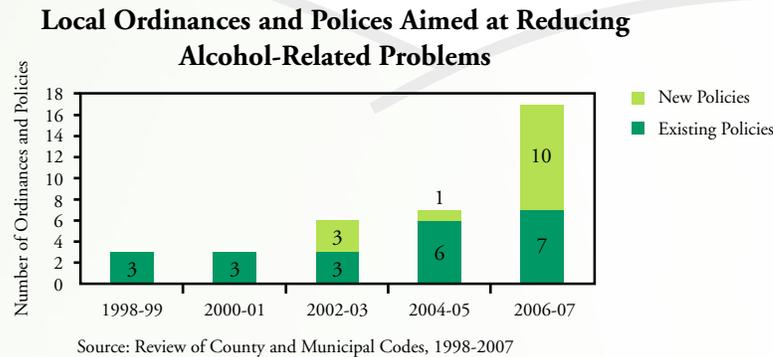
Youth Access to Alcohol in Marin County

Response to Question: If you drink alcohol, how do you most often get alcoholic beverages?



*Alcohol is obtained from someone else who either bought, provided it or stole it
Source: MYHAC-ACCESS, 2003, 2005 & 2007

What Local Policies Have Been Enacted to Impact High-Risk Alcohol Use?



What is the Goal? Reduce High-Risk Alcohol Use in Marin.

The Healthy People 2010* Goals for the Nation is to reduce youth alcohol use to no more than 11%. An additional Healthy People 2010 Goal is to reduce binge drinking to no more than 2% among youth and to no more than 6% among adults.

Why is High-Risk Alcohol Use a Problem?

High-risk alcohol use is a major factor in injuries, chronic diseases such as diabetes and liver disease, as well as in breast cancer. In addition, research has shown that drinking alcohol at a young age can have long-term effects on brain development and functioning. High-risk alcohol use is also associated with violence, traffic crashes, crime, loss of productivity, failure to thrive, suicide, depression, and communicable diseases—including sexually transmitted infections.

High-risk alcohol use can be defined as “drinking alcohol in a way that puts oneself or others in danger of experiencing problems.” Examples of high-risk alcohol use include:

- Drinking at a young age;
- Drinking during pregnancy;
- Drinking while on medication;
- Drinking while driving or riding a bike;
- Drinking with a family history of alcohol abuse or dependence; and
- Drinking in harmful patterns, including binge drinking (consuming five or more drinks for men, and four or more drinks for women in a two-hour period).

Source: Harding, F.M. Alcohol Problems Prevention/Intervention Programs: Guidelines for College Campuses. Albany, NY, 1989

*Healthy People 2010, managed by the Office of Prevention and Health Promotion, U.S. Department of Health and Human Services, challenges individuals and communities to take specific steps to ensure good health. Additional information is available at www.healthypeople.gov.

What is the Extent of High-Risk Alcohol Use in Marin?

Alcohol use and binge drinking among all age groups in Marin County is significantly higher than Healthy People 2010 goals and state averages. Specifically, in Marin:

- 9th grade students (33%) report drinking more than the state (25%) average;
- 9th grade students (16%) report binge drinking more than the state (12%) average;
- 11th grade students (50%) report drinking more than the state (39%) average;
- 11th grade students (33%) report binge drinking more than the state (23%) average; and
- Adults 18 years and over, including seniors, (77%) report drinking more than the state (60%) average.

Sources: CHKS, 2005; CSS, 2005; and CHIS, 2005

What are the Trends in High-Risk Alcohol Use in Marin?

Although higher than the state average, Marin County has seen a decrease in alcohol use and binge drinking among 11th graders since the 2005 Community Needs Assessment. However, it is concerning that patterns of alcohol use and binge drinking have not changed among 9th grade students.

Progress is Being Made: The decrease seen among 11th grade students may be attributed to a variety of factors including coordinated efforts within and among communities to create an environment that enables people to make healthier choices. Examples include:

- Adopting and enforcing alcohol prevention ordinances and policies;
- Increasing law enforcement activities around decreasing youth access to alcohol; and
- Increasing media attention and messages to reduce the glamorization of alcohol use and drawing attention to local efforts in order to mobilize communities to take action.

Challenges Still Exist: Access to alcohol from social sources, such as family members and friends, continues to be the primary source of alcohol for teens. Accordingly, prevention efforts are increasingly being focused on reducing adult provision of alcohol to teens through the adoption and enforcement of Social Host Accountability ordinances across the County.

Patterns of drinking among Marin youth are changing. Mirroring national trends, the California Healthy Kids Survey reveals that more young women in Marin report binge drinking than do their male counterparts (17% of 9th grade girls versus 13% of 9th grade boys; 34% of 11th grade girls versus 32% of 11th grade boys). Youth now also report that binge—rather than experimental—drinking is the predominant pattern of alcohol use. (Source: California Student Survey, Survey Brief 2, 2005-06)

What is the Story Behind the Problem?

The disproportionately high levels of alcohol consumption and binge drinking among all age groups in Marin can be attributed in part to the community values that make alcohol so widely available, accessible and acceptable. Individual factors, including stress, boredom and a lack of intervention and treatment services also influence high-risk alcohol use. The impact of high-risk alcohol use affects all communities in Marin and is not limited solely to those groups engaging in the behavior. Thus, it is important to track community indicators, such as policies and media coverage, to assess how or if values and attitudes are changing about this type of behavior. The following factors play a significant role in why alcohol consumption is higher among Marin youth, adults and older adults as compared to the state average:

- **Alcohol is Accessible and Available.** A majority of teenagers report that alcohol is easy to obtain from both social and retail sources, including from friends, family members and stores. Alcohol is also widely accessible to all Marin residents because of its widespread presence at social and community events and the County’s disproportionately high density of alcohol outlets. More specifically, in Marin there are 276.9 liquor outlets per 100,000 residents, compared to the California rate of 194.7 outlets per 100,000 residents. (Source: Alcoholic Beverage Control)
- **There is a Lack of Ordinances Restricting Alcohol Accessibility and Availability.** City and County ordinances and organizational policies are reflections of a community’s social norms. While there has been an increase in the number of Marin communities adopting Social Host Accountability ordinances since the 2005 Community Needs Assessment and Plan, six communities have yet to adopt such an ordinance that holds adults accountable for underage drinking parties. In addition, only one of the 11 Marin County jurisdictions has a local ordinance requiring a conditional use permit for any establishment applying to sell or serve alcohol. Another ordinance shown by research to reduce alcohol-related community problems—but has not yet been widely adopted in Marin County—is mandatory Responsible Beverage Service training for individuals selling or serving alcohol in restaurants, bars, stores and at community events.
- **There is a Saturation of Pro-Alcohol Marketing and Promotion Messages.** Marin residents are saturated with messages that glamorize and normalize alcohol. In addition to advertising in stores that sell alcohol, pro-alcohol messages are on television, in magazines, on the radio, and at local community events and festivals. While the presence of alcohol and alcohol marketing continues to be widespread across the County, Marin has reduced alcohol industry sponsorship at some local events, including the Marin County Fair and the Novato Art and Music Festival. Other community events have also played a leadership role by taking alcohol-related words out of their event titles, so we are now proud to have the Sausalito Art Festival, San Rafael Blues & Barbeque Festival, and San Anselmo Art & Design Festival. To build on the tremendous success of these efforts, organizations and communities across the County are encouraged to adopt similar policies and practices that reduce pro-alcohol marketing and promotion messages.
- **Many Adults Model High-Risk Alcohol Use.** Research shows that adults are the primary source of alcohol for young people. (Sources: MYHAC Access Survey, 2005; CHIS 2005). Adult modeling plays a significant role in establishing and supporting the social norms related to alcohol use. In particular, the actions and values of adults largely shape the environment in which young people grow up and interact. Sixty-eight (68%) percent of Marin teenagers report that they see family members use alcohol. Alarming, a significant proportion of adults in Marin also engage in high-risk alcohol use, including binge drinking (19%).

How Will We Meet Our Goal?

If a real and sustained difference is to be achieved in Marin relative to high-risk alcohol use, Marin's communities must mobilize and work together to impact social norms and values around alcohol consumption. Communities will need to advocate for, and support, policies that restrict youth access to alcohol and increase accountability for violations. Additionally, media coverage should focus stories on Marin County's underage and binge drinking prevention strategies. All of these efforts will help impact community values around alcohol consumption. Parents will need to model appropriate behavior related to alcohol consumption both by themselves and with their peers. Adults will need to acknowledge and support efforts that address high-risk alcohol use not only in youth, but also in adult and senior populations. A list of achievements since the 2005 Community Needs Assessment and Plan, as well as a series of recommended actions critical to successfully reducing high-risk alcohol use in Marin County are listed below.

	Accomplishments in 2004–2007	Recommendations for 2008–2011
Influencing Policy and Legislation	<ul style="list-style-type: none"> ✓ The City of Novato amended their Conditional Use Permit ordinance for off-sale alcohol outlets. ✓ The Marin County Board of Supervisors passed an ordinance prohibiting alcohol sponsorship at the Marin County Fair. ✓ The Fairfax Festival passed a policy establishing Responsible Beverage Service (RBS) protocols for volunteer servers. • The Marin County Board of Supervisors passed a resolution encouraging aggressive compliance checks and shoulder tap operations in the unincorporated areas of Marin. ✓ Social Host Accountability ordinances were passed or augmented by four Marin jurisdictions [County of Marin, Fairfax, Novato and San Rafael]. ✓ The Novato Art and Music Festival removed alcohol sponsorship from the main stage of their festival. • Local school districts, boards and foundations are reviewing their policies on alcohol in sponsorship and promotion of alcohol at school activities and parent fundraising events. 	<ul style="list-style-type: none"> • Passage of the Social Host Accountability ordinance in the remaining local municipalities. • Passage of retail policies (e.g. Conditional Use Permits and Deemed Approved ordinances) in at least three municipalities. • Passage of alcohol sponsorship and promotion bans in at least five local fairs or festivals. • Passage of school district policies on alcohol industry sponsorship at school activities and fundraising events.
Mobilizing Neighborhoods and Communities	<ul style="list-style-type: none"> ✓ Twenty-seven community partners were convened as the Alcohol and Other Drug (AOD) Prevention Collaborative. • Convened a Community Roundtable with more than a dozen community event/festival organizers to encourage review of alcohol-related policies. ✓ Play Fair grew to 12 community partners and secured Title and Dining Tent sponsorships at the Marin County Fair. 	<ul style="list-style-type: none"> • Evolve the Marin AOD Prevention Collaborative into a coalition. • A majority of municipalities will have a local task force and plan that will address underage drinking. • The Prevention Pavilion and Play Fair will merge and expand sponsorship to the youth stage at the Marin County Fair. • Collect additional data to identify high-risk and related indicators among demographic populations.
Changing Organizational Practices	<ul style="list-style-type: none"> • Six enforcement agencies collaborated to conduct 466 compliance check operations, reducing the youth access to alcohol failure rate from 13% to 4.5%. ✓ Conducted Responsible Beverage Service (RBS) trainings for “problem” establishments identified in the Place of Last Drink Survey. Representatives from 27 (48.2%) of the establishments attended RBS training. ✓ Conducted 11 RBS special event training sessions for 168 special event servers from 15 organizations. • Community organizations, including San Rafael Chamber of Commerce, The Marin Youth Center (MYC), Sausalito Art Festival and San Anselmo Art & Design Festival, de-emphasized alcohol at fundraising events by changing the event name and eliminating alcohol sponsorship. 	<ul style="list-style-type: none"> • Incorporate underage drinking work, including conducting compliance check operations, into local law enforcement agency priorities. • Increase the number of problem establishments attending RBS training to 100% by partnering with the California Department of Alcoholic Beverage Control, local law enforcement and community providers.

✓ Recommendation made in 2005 Community Needs Assessment & Plan that was achieved.

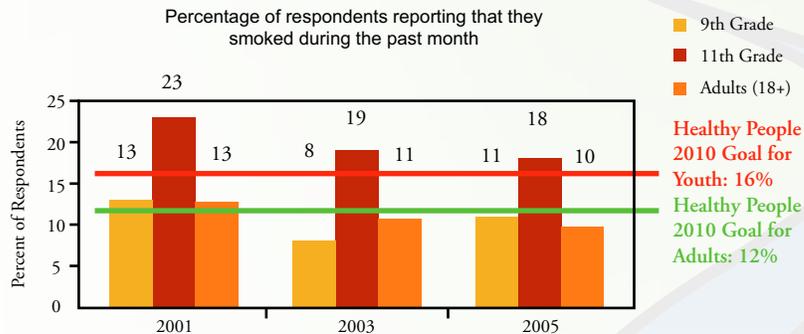
	Accomplishments in 2004–2007	Recommendations for 2008–2011
Fostering Networks and Coalitions	<ul style="list-style-type: none"> ✓ Expanded the AOD Prevention Collaborative to 27 partners. ✓ School/Law Enforcement Partnership provided bilingual programs and trainings for students, schools and Marin communities. • County of Marin received a \$1.1 million five-year grant focused on reducing binge drinking in the Tamalpais Union High School District. ✓ Marin County School Nurses Organization supported school nurses across Marin County in providing alcohol prevention programs. 	<ul style="list-style-type: none"> • Support and educate local coalitions and collaborative groups to develop and implement culturally relevant local plans to address high-risk alcohol use.
Educating Providers	<ul style="list-style-type: none"> • Marin County Office of Education sponsored multiple trainings for educators and prevention providers on alcohol and violence prevention, and media literacy. • Marin County Office of Education provided media literacy grants to schools and community providers. 	<ul style="list-style-type: none"> • Train a cadre of diverse individuals and organizations in advanced strategies of community organizing and policy advocacy.
Promoting Community Education	<ul style="list-style-type: none"> ✓ Promoted bilingual and culturally relevant outreach on alcohol awareness at the Marin County Fair and at Bi-national Health Fairs throughout the County. • Provided interactive information to more than 4,000 older adults at the Marin County Senior Fair. • Administered a youth-developed alcohol and other drug access survey to 1,400 high school students in 2007 and 3,000 high school students in 2005 to inform prevention efforts. ✓ Launched media and outreach campaigns to reduce disproportionately high rates of alcohol and binge drinking among the adult population 60 years and older. • Administered a bilingual survey at Parent University to 1,100 parents of middle and high school students on prevention efforts. • Performed Educational Theater at elementary and middle schools inspiring communities to make informed decisions and build stronger neighborhoods. ✓ Secured over 1,000 paid and earned media placements aimed at parents and the role of adults in underage and binge drinking. • Play Fair reached approximately 700 individuals annually through direct outreach in the Prevention Pavilion at the Marin County Fair. 	<ul style="list-style-type: none"> • Incorporate important alcohol-related questions into existing surveys, such as the California Healthy Kids Survey. • Offer and expand culturally relevant outreach and education to Marin's older adult population. • Conduct at least two media campaigns aimed at educating parents on exposure to alcohol, social norms, community trends, strategies and other issues related to alcohol consumption among youth. • Expand outreach efforts aimed at reducing disproportionately high rates of alcohol use and binge drinking among the adult population 60 years and older. • Continue alcohol prevention- related outreach to Marin residents through media, forums and presentations.
Strengthen Individual Knowledge and Action	<ul style="list-style-type: none"> ✓ Trained more than 400 adults and youth in prevention strategies. ✓ Youth and adult advocates conducted bilingual and culturally relevant alcohol prevention-related community forums in Sausalito, San Rafael, Fairfax, Novato and unincorporated areas of Marin to more than 1,500 parents and youth. • Marin County Office of Education sponsored bilingual trainings and community forums for parents and teens on alcohol-related issues. • Healthy Teens Marin sponsored Parent University and Peer Summit, offering bilingual and culturally pertinent information on alcohol-related issues. 	<ul style="list-style-type: none"> • Provide print and web-based information on teens, alcohol and the law to engage at least 300 parents and concerned adults to advocate for community approaches to reduce underage and binge drinking.

✓ Recommendation made in 2005 Community Needs Assessment & Plan that was achieved.

The Issue: Tobacco Use

What is the Goal? A Tobacco-Free Marin.

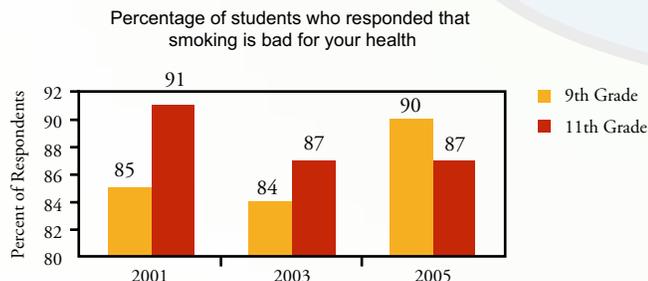
Youth and Adult Smoking in Marin County



Source: CHKS (2001-2006); CHIS 2001, 2003 & 2005

What Individual Behaviors Contribute to Tobacco Use?

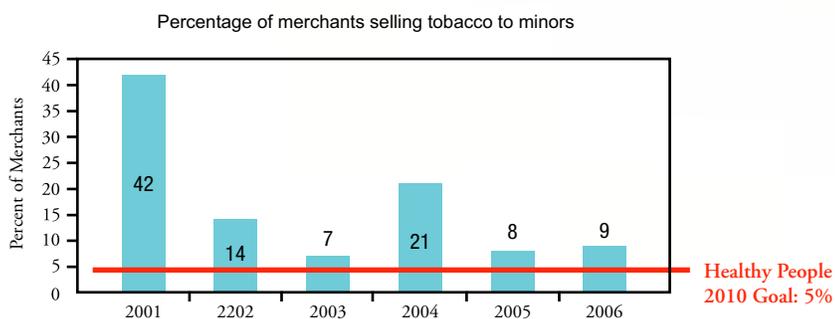
Beliefs about Smoking and Health Among Youth in Marin County



Source: CHKS (2001-2006)

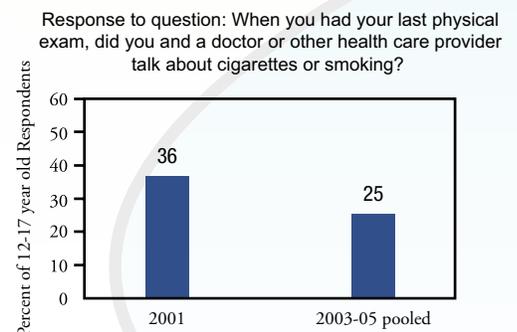
What Factors in the Community Contribute to Tobacco Use?

Illegal Sales of Cigarettes to Minors in Marin County



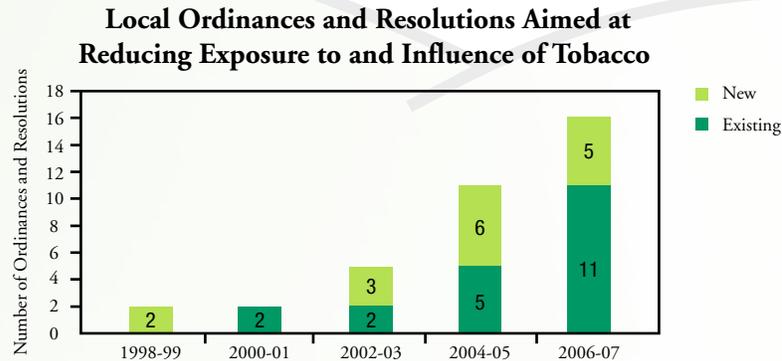
Source: Marin County Sheriff's Department

Tobacco Education in a Healthcare Setting for Youth in Marin County



Source: CHIS 2001, 2003 & 2005

What Local Policies Have Been Enacted to Impact Tobacco Use?



Source: Review of County Municipal Codes, 1998-2007

What is the Goal? A Tobacco-Free Marin.

The Healthy People 2010 Goals for the Nation is to reduce youth tobacco use to no more than 16% and to no more than 12% among adults.

Why is Tobacco Use a Problem?

Tobacco use contributes to chronic and life-threatening diseases, such as cancer, coronary heart disease, bronchitis, emphysema and asthma. In addition, based on a review of 20 years of research and scientific evidence, the United States Surgeon General declared that, “there is no risk-free level of exposure to secondhand smoke. It is a serious health hazard that can lead to disease and premature death in children and non-smoking adults.” The California Air Resources Board has further determined that secondhand smoke is a toxic air contaminant, finding that exposure to secondhand smoke has serious health effects including:

- Low-birth-weight babies;
- Sudden Infant Death Syndrome (SIDS);
- Increased respiratory infections and asthma in children and adults;
- Lung, sinus and breast cancer;
- Heart disease; and
- Death.

What is the Extent of Tobacco Use in Marin?

Tobacco use in Marin County in all age groups remains lower than national averages. Smoking prevalence among adults (10%) and 9th grade students (11%) is well below the Healthy People 2010 Goals of 12% and 16%, respectively. However, smoking prevalence among 11th grade students (18%) continues to exceed the Healthy People 2010 Goal (16%).

What are the Trends in Tobacco Use in Marin?

Tobacco use appears to be declining among all age groups in Marin County. More specifically, in Marin between 2001 and 2005:

- Tobacco use declined among Marin 9th grade students from 13% to 11%;
- Tobacco use declined among Marin 11th grade students from 23% to 18%; and
- Tobacco use declined among Marin adults from 13% to 10%.

(Sources: CHKS, 2001-02; 2005-06; CHIS, 2001 & 2005)

Progress is Being Made: This decrease may be attributed to a variety of factors including coordinated efforts within and among communities to create an environment that enables people to make healthier choices. Examples include:

- Adopting and enforcing tobacco prevention ordinances and policies that reduce secondhand smoke exposure in outdoor areas and multi-unit housing complexes; and
- Reducing youth exposure and access to tobacco through policy, media and enforcement efforts.

Challenges Still Exist: Despite the reduction in tobacco use among all age groups in Marin between 2001 and 2005, tobacco use and related problems continue to exist. Marin County is also behind the rest of California in adopting ordinances that require a license to sell tobacco, similar to an alcohol license. This type of ordinance—already adopted by one community in Marin— has been shown to reduce the illegal sales of tobacco to minors. This is possible because retailers that continue selling to minors risk losing their license to sell tobacco.

What is the Story Behind the Problem?

The use of tobacco in Marin can be attributed in part to its accessibility, as well as to the tobacco industry marketing and promotion practices that influence people to smoke. The following factors play a significant role in explaining why Marin youth and adults use tobacco:

- **Tobacco is Accessible and Available.** A majority of teenagers report that tobacco is easy to obtain from a variety of sources including gas stations, convenience stores and other establishments that sell tobacco. While the rate of illegal sales to minors—which is a good measure of youth access to tobacco—has declined in recent years due to the ongoing implementation of compliance checks by local law enforcement, nine (9%) percent of establishments in Marin County visited failed the checks by selling tobacco to minors.

- **There are a Lack of Ordinances and Policies Restricting Tobacco Access, Promotion and Exposure to Secondhand Smoke.** Municipal ordinances and institutional policies are reflections of a community’s values and social norms. It is important to track community indicators, such as policies and local ordinances, to assess how, or if, values and attitudes about tobacco use and secondhand smoke are changing within a community. While there has been an increase in the number of Marin communities adopting ordinances that restrict smoking in outdoor areas, including dining areas and entranceways, there are still seven communities that can adopt this type of ordinance to protect residents from secondhand smoke exposure. To further reduce secondhand smoke exposure, Marin communities can also consider adopting policies that require half of apartments to be smoke-free—a policy that is supported by 73% of California residents. (Source: California Tobacco Control Section) Presently, one of the 11 Marin County jurisdictions has a local ordinance requiring a license to sell tobacco—a strategy that has been shown to reduce youth access.
- **There is a Saturation of Tobacco Marketing and Promotion Messages.** While Marin and California have made significant progress to reduce tobacco industry sponsorship and advertising on billboards, at community events and on television, pro-tobacco messages still widely exist in youth-oriented movies and magazines. Smoking by actors in movies, which is considered by tobacco control advocates to be a significant influence in youth and young adult smoking, has increased by more than 80% in recent years. While several communities including Novato, Fairfax and the County have adopted Smoke-Free Movies Resolutions, which include calling for an “R” rating for movies that contain smoking—unless the movie is biographical in nature—the glamorization of tobacco use continues to persist in movies.
- **There is a Lack of Widespread Implementation of Best Practices to Identify and Refer Current Smokers to Cessation Services.** Research indicates that an essential step to addressing tobacco use and dependence is the routine practice of screening for and referring an individual to appropriate cessation services. Although cessation services and resources exist for individuals interested in quitting smoking, only 25% of Marin youth reported that their physician had talked about tobacco during their last exam. (Source: CHIS, 2003 & 2005) Presently in Marin County, Kaiser Permanente’s goal is to ask every patient about their smoking status in an effort to identify and refer them to appropriate and available resources. The goal is measured in their Member Patient Satisfaction survey.

How Will We Meet Our Goal?

If a real and sustained difference is to be achieved in Marin relative to tobacco use and exposure to secondhand smoke, Marin must mobilize and work together to impact the community norms and values around tobacco use, which are reflective in the easy access to tobacco, the limited policies regulating secondhand smoke exposure and youth access, and its continued glamorization in movies and other media outlets. Communities will need to advocate for and support policies that impact access to tobacco and limit exposure to secondhand smoke. Additionally, communities should advocate for best practices to help current smokers quit. All of these efforts will help impact social norms and values around tobacco use and secondhand smoke. A list of achievements since the 2005 Community Needs Assessment and Plan and a series of recommended actions critical to successfully reducing tobacco use and secondhand smoke exposure in Marin County are listed below.

	Accomplishments in 2004–2007	Recommendations for 2008–2011
Influencing Policy and Legislation	<ul style="list-style-type: none"> ✓ Implemented the County outdoor smoke-free ordinance in February 2007. • Marin County Fair became the first Smoke-Free Fair in the United States. • Adopted resolutions in the County, Fairfax and Novato calling for an “R” rating for films with smoking depicted in non-historical settings. • Marin County Office of Education and local school districts adopted Board policies restricting the use of tobacco products on school sites and in district-owned vehicles. 	<ul style="list-style-type: none"> • Adopt voluntary smoke-free housing policies restricting smoking in a portion of individual units (including balconies and patios) in at least 10 local multi-unit housing facilities. • Adopt two ordinances (secondhand outdoor smoking policy and a mandatory licensing law for all retail tobacco outlets) in at least four jurisdictions, as proposed by the Smoke-Free Marin Coalition. • Expand Smoke-Free Marin Coalition efforts to support and assist in enacting state-wide legislation. • Adopt resolutions in two jurisdictions calling for “R” rating for films with smoking depicted in non-historical settings.
Mobilizing Neighborhoods and Communities	<ul style="list-style-type: none"> ✓ Smoke-Free Marin Coalition members provided support to local legislators, testimony at public hearings and responses to local reporters for news articles. • Convened a Community Roundtable with more than a dozen community event/festival organizers to encourage review of tobacco-related policies. 	<ul style="list-style-type: none"> • Continue collaborative efforts of the Smoke-Free Marin Coalition in enacting the proposed ordinances. • Support multi-unit housing collaborative efforts to address voluntary non-smoking policies.
Changing Organizational Practices	<ul style="list-style-type: none"> • Collaborated to begin a cessation program for mental health clients and publish a County cessation resource list for mental health consumers. • Promoted, implemented and enforced worksite policies in organizations throughout Marin County. 	<ul style="list-style-type: none"> • Seek funding to address tobacco cessation in mental health programs that will ensure “quitter-friendly” environments for their consumers.
Fostering Networks and Coalitions	<ul style="list-style-type: none"> ✓ Smoke-Free Marin Coalition mobilized to address smoking and health issues that affect all Marin residents, including secondhand smoke exposure and tobacco retailer licensing. • School/Law Enforcement Partnership provided bilingual programs and trainings for students, schools and Marin communities. 	<ul style="list-style-type: none"> • Increase cultural competency among organizations belonging to the Smoke-Free Marin Coalition by reviewing and revising their agency bylaws and mission statements as necessary to promote cultural diversity and competence.

✓ Recommendation made in 2005 Community Needs Assessment & Plan that was achieved.

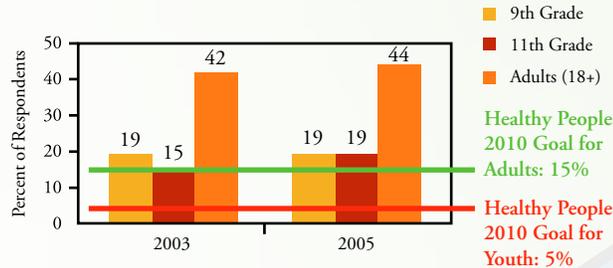
	Accomplishments in 2004–2007	Recommendations for 2008–2011
Educating Providers	<ul style="list-style-type: none"> • Provided bilingual materials and training to youth and adult advocates, educators and Fair outreach workers. ✓ Marin County Office of Education trained educators on media literacy and tobacco education. • Marin County School Nurses Organization supported school nurses across Marin County in providing tobacco education and resource information. 	<ul style="list-style-type: none"> • Provide materials and training on countering pro-tobacco influences to community-based organizations, including substance abuse agencies and local clinics to garner support for outdoor smoking and licensing policies. • Train healthcare providers to ask all patients of their smoking status and refer or provide them with appropriate resources.
Promoting Community Education	<ul style="list-style-type: none"> ✓ Provided bilingual and culturally relevant tobacco awareness and smoking cessation outreach at the Marin County Fair and at local Bi-national Health events. • Published 11 media articles on local tobacco control efforts dealing with smoking in movies, sales to minors and new outdoor smoking policies. ✓ Marin County Office of Education received a three-year Tobacco Use Prevention Education grant to provide tobacco-related education services and convene bilingual events Countywide. • Performed Educational Theater at elementary and middle schools inspiring communities to make informed decisions and build stronger communities. 	<ul style="list-style-type: none"> • Provide bilingual tobacco education awareness at the Prevention Pavilion at the Marin County Fair, Marin County Senior Information Fair and Binational Health fairs. • Continue to offer and expand culturally relevant outreach and education to Marin's older adult population. • Work with the media to highlight special projects that focus on secondhand smoke exposure. • Pursue additional data collection efforts to identify high-risk indicators among demographic populations.
Strengthen Individual Knowledge and Action	<ul style="list-style-type: none"> ✓ Conducted bilingual youth and adult cessation workshops for providers, school personnel, college students and community members. ✓ Educated merchants and their staff on youth access to tobacco. ✓ Distributed educational materials, training, and technical assistance to more than 640 businesses and individuals. • Healthy Teens Marin continued sponsoring Parent University and Peer Summit, offering bilingual and culturally relevant information on tobacco and related issues. • Marin County Office of Education sponsored a series of bilingual trainings and community forums for parents and teens related to tobacco related issues. 	<ul style="list-style-type: none"> • Train between 200 – 450 apartment managers, business owners and local individuals about the risks of second-hand smoke exposure in order to obtain their support to adopt voluntary policies.

✓ Recommendation made in 2005 Community Needs Assessment & Plan that was achieved.

The Issue: Unhealthy Food Choices and Physical Inactivity

What is the Goal? Reduce Overweight and Obesity in Marin.

Youth and Adults Overweight or At Risk of Being Overweight in Marin County

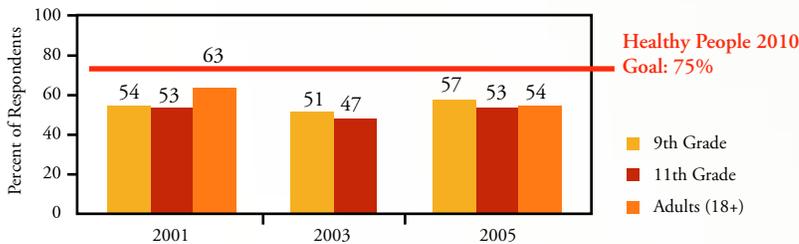


Source: CHKS 2003 & 2005; CHIS 2003 & 2005

What Individual Behaviors Contribute to Overweight and Obesity?

Youth and Adult Fruit and Vegetable Consumption in Marin County

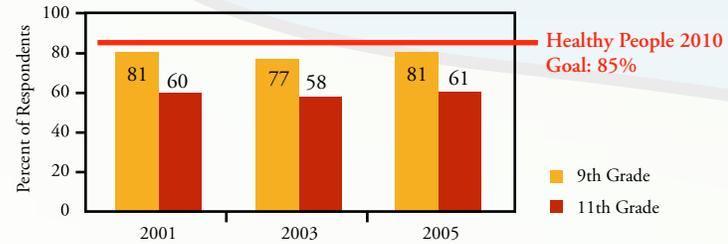
Percentage of youth and adults reporting eating five or more servings of fruit and vegetables



Source: CHKS (2001-2006); CHIS 2001 & 2005
*Adult Data for 2003 not available

Physical Activity Among Youth in Marin County

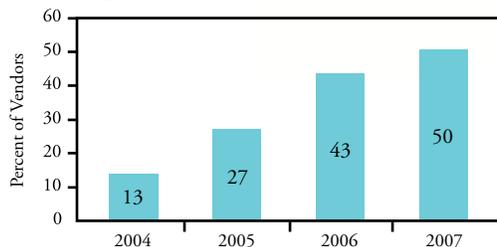
Percentage of youth who report exercising for at least 20 minutes on at least three of the past seven days



Source: CHKS (2001-2006)

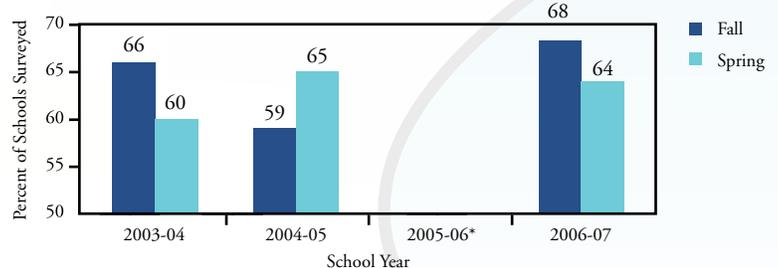
What Factors in the Community Affect Healthy Food Choices and Physical Activity?

Food Vendors Offering Healthy Menu Options at the Marin County Fair



Source: Marin County Physical Activity NutritionWellness Collaborative

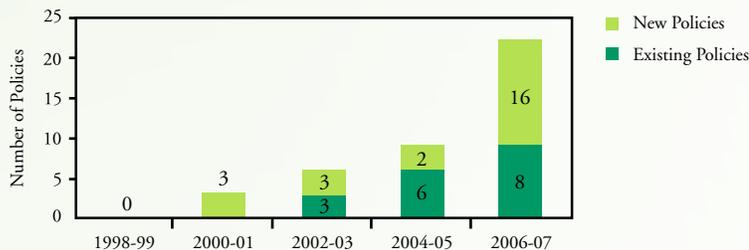
Schools With ≥ 20% of Students Biking or Walking to School



*Survey was not conducted in the 2005-06 School Year
Source: Safe Routes to Schools, Marin County Bicycle Coalition

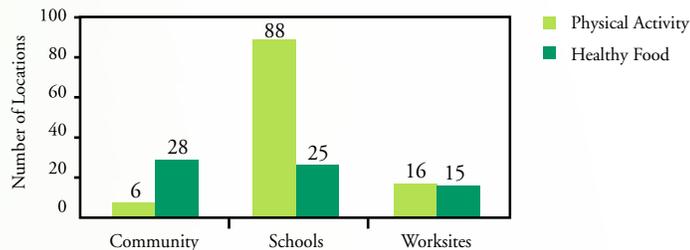
What Local Policies Have Been Enacted to Impact Healthy Food Choices and Physical Activity?

Nutrition and Physical Activity Policies Adopted in Marin County



Source: Marin County Physical Activity Nutrition Wellness Collaborative

Locations Providing Access to Healthy Foods and Physical Activity in Marin



Note: This chart shows baseline counts in 2007 and does not reflect a comprehensive list
Source: Marin County Physical Activity Nutrition Wellness Collaborative

What is the Goal? Reduce Overweight and Obesity in Marin.

The Healthy People 2010 Goals for the Nation is that no more than 15% of adults or 5% of youth are overweight or obese. Additionally, Healthy People 2010 Goals are for 75% of youth and adults to consume 7-9 servings of fruits and vegetables daily, and for 85% of youth to exercise at least 60 minutes most days of the week.

Why are Unhealthy Food Choices and Physical Inactivity a Problem?

In addition to contributing to obesity, unhealthy food choices and physical inactivity lead to heart disease, strokes, breast, kidney and colon cancers, as well as lead to chronic conditions such as diabetes, osteoporosis and hypertension. In youth, unhealthy food choices and physical inactivity not only interfere with cognitive development, but also are associated with low energy and productivity, failure to learn in school, increased school absenteeism, low self-esteem, and poor health and fitness.

What is the Extent of Unhealthy Food Choices and Physical Inactivity in Marin?

Fruit and vegetable consumption and physical activity levels remain well below Healthy People 2010 Goals in all age groups.

- In 2005, only 57% of 9th grade students reported eating 5 servings of fruits and vegetables daily;
- In 2005, only 53% of 11th grade students reported eating 5 servings of fruits and vegetables daily;
- In 2005, only 54% of adults 18 and over reported eating 5 servings of fruits and vegetables daily; and
- Approximately 80% of 9th grade students and 60% of 11th grade students have consistently reported exercising for 20 minutes three times per week.

Sources: CHKS, 2005; CHIS, 2005

Overweight and obesity among all age groups in Marin exceed the Healthy People 2010 Goals. Specifically, in Marin:

- More 9th and 11th grade students (15%) are overweight or at risk of being overweight than the Healthy People 2010 Goal of 5%.
- More adults 18 years and over (44%) are overweight or obese than the Healthy People 2010 Goal of 15%.

Sources: CHKS, 2005; CHIS, 2005

What are the Trends in Unhealthy Food Choices and Physical Inactivity in Marin?

Physical activity levels, healthy food choices and obesity rates have not changed in Marin since we began tracking these issues.

Progress is Being Made: Marin County has mobilized around the issues of nutrition and physical activity, which has yielded a significant amount of progress in the policy, community and individual arenas. The coordinated efforts within and among communities to create an environment that enable people to make healthier choices include:

- Adopting school and worksite wellness policies that encourage and support healthy foods, safe routes to schools and work, and physical activity;
- Implementing social marketing campaigns to heighten awareness about healthy eating and physical activity;
- Developing and supporting coalitions that advocate for policies and practices that improve access to healthy food and physical activity; and
- Increasing the number of locations throughout Marin schools, worksites and in the community that provide access to healthy foods and physical activity.

It will be important to track changes in these community policies and practices and assess their impact on access to healthy foods and opportunities for physical activity. In 2007 alone, there were more than 100 locations providing access to physical activity and more than 68 locations providing access to healthy food. We can see evidence of shifting social norms and attitudes at community events like the Marin County Fair where the number of vendors offering healthy food has progressively increased, and in school programs like Safe Routes to School that work to increase the number of children walking and biking to school.

Challenges Still Exist: While the community has mobilized around the issues of unhealthy food and physical inactivity, the percentage of children who report eating five or more servings of fruits and vegetables

daily and who report exercising for at least 20 minutes on three of the past seven days has remained fairly stable over time. Given that the Healthy People 2010 Goals have raised the bar requiring 75% of youth and adults to consume 7-9 servings of fruit and vegetables and 85% of youth to exercise at least 60 minutes most days, we have an enormous challenge in front of us. The prevalence of overweight and obesity has also remained stable for 9th grade students, but has increased among 11th grade students and adults since 2003. As we have learned from other public health issues, meaningful change takes long-term and sustained action.

What is the Story Behind the Problem?

The high levels of overweight and obesity among all age groups in Marin may be attributed to a variety of factors including a lack of early education, limited access to healthy foods and physical activity, as well as to the saturation of marketing and promotion messages around high-calorie, low-nutrient foods. The following factors play a significant role in why overweight and obesity are higher among Marin youth and adults than the Healthy People 2010 Goals:

- **There is Limited Access to Healthy, Affordable and Quality Foods.** While some progress has been made to improve access to healthy foods, many lower income and isolated neighborhoods in Marin do not have full service grocers with affordable, healthy foods. In addition, unhealthy food choices remain prevalent at many celebrations, meetings and community events.
- **The Community Infrastructure is not Designed for Non-Motorized Transportation.** The community infrastructure does not consistently support travel habits that include walking or biking to daily destinations, such as stores, schools and worksites. While many employers have recently adopted worksite wellness programs, there is a lack of widespread employer-sponsored programs that promote opportunities for alternative methods of transportation.
- **There are a Lack of Ordinances and Policies Promoting Access to Healthy Food and Physical Activity.** In Marin County, there has not been a widespread adoption of policies encouraging walking or biking as everyday transportation. Although incorporated into many school wellness policies, this approach has only recently been developed for neighborhoods and the community, and in 2007 was included in the revised County Wide Plan. Adoption of more worksite wellness programs would assist in redefining organizational beliefs and practices. Creating an environment where employers partner with employees to impact health will increase productivity and service to their clients. Supportive policies such as incentives, healthy and affordable cafeteria offerings, on-site fitness facilities, bike racks and showers would help realize the goals of worksite wellness.
- **There is a Saturation of Marketing and Promotion Messages around Junk Food.** There are presently no policies in Marin that guide the overall marketing of junk food to children. More than 90% of the food advertised on children's television shows is high in sugar and low in nutrition.

How Will We Meet Our Goal?

If a real and sustained difference is to be achieved in Marin relative to overweight and obesity, Marin’s communities must mobilize and work together to impact the conditions and values around unhealthy food choices and physical inactivity. Communities will need to advocate for and support policies and programs that impact early education, access to healthy, affordable and quality foods and opportunities for physical activity. All of these efforts will help change social norms and values and create communities where healthier food choices are made and increased physical activity attained. A list of achievements since the 2005 Community Needs Assessment and Plan as well as a series of recommended actions that will be critical to successfully reducing overweight and obesity in Marin County are below.

	Accomplishments in 2004–2007	Recommendations for 2008–2011
Influencing Policy and Legislation	<ul style="list-style-type: none"> ✓ Developed school nutrition wellness policies that encourage and support healthy food choices, safe routes to schools and physical activity in 18 school districts in Marin. ✓ Supported and educated the community around legislative changes (Section 204-School Reauthorization Act; SB 12; SB 965) that support the availability of healthy food and improve opportunities for physical activity. ✓ Established School Nutrition Advisory Councils in 17 school districts for elementary, middle and high schools to offer healthy food options for students. • Adopted breastfeeding policies in thirteen employee worksites. 	<ul style="list-style-type: none"> • Develop at least 25 culturally relevant policies for community organizations in order to encourage healthy food choices and physical activity. • Develop protocol and “map” for informing communities and supporting legislative changes that encourage healthy food choices and physical activity in specific focus areas. • Support and sustain Marin School Nutrition Advisory Councils in all school districts for implementation and monitoring of school wellness policies. • Support adoption of legislation requiring peer-driven youth nutrition education programs in schools and community-based organizations.
Mobilizing Neighborhoods and Communities	<ul style="list-style-type: none"> ✓ Developed a social marketing plan and media campaign to heighten awareness about healthy eating and physical activity. • Mobilized high school students to develop and encourage adoption of youth-friendly and nutritious school menus. ✓ Developed a strategic plan and community indicators in coordination with six other Bay Area counties, as well as the California Department of Health and Human Services. ✓ Expanded the Marin Physical Activity Nutrition Wellness Collaborative to include more than 50 community based organizations. • Examined barriers to transportation and issues related to pedestrian safety for older adults. • Grassroots Leadership Network received a multi-year “Building Healthy Communities” grant from The California Endowment. • Convened a Community Roundtable with more than a dozen community event/festival organizers to encourage review of nutrition and physical activity policies. 	<ul style="list-style-type: none"> • Enhance Social Marketing campaign using new venues and expanding to low income population. • Develop Communities of Excellence (CX3) model in Marin and establish benchmarks, track community indicators, and report improvements. • Support communities across Marin to identify and address local issues that affect cultural, social, and age-related barriers and values related to healthy food and physical activity. • Support and encourage youth participation in School District Councils and the Collaborative, as well as low income and senior population representation. • Sponsor an annual conference around the importance of eating healthy and being physically active, and participate in Built Environment conference planning and presentations. • Support and adopt policies recommended by the “Building Health Communities” grant. • Create a permanent and sustainable Farmer’s Market in Marin County.

✓ Recommendation made in 2005 Community Needs Assessment & Plan that was achieved.

	Accomplishments in 2004–2007	Recommendations for 2008–2011
Changing Organizational Practices	<ul style="list-style-type: none"> ✓ Developed policy prototypes and toolkits for employees, worksites and schools for healthy food and physical activity, including vending, cafeteria and employee wellness programs. • Conducted Health Advocacy Health Literacy needs assessment for the Latino population of Marin. • Developed policies to designate and promote County Open Space lands and National Park trails as access areas for increased physical activity. • Adopted and implemented “Healthy Meeting” and “Healthy Celebration” policies in worksites and schools. • Implemented employer sponsored wellness plans to maintain optimum employee health, including “Biggest Challenge” weight loss/life-style challenges. • Implemented Farm to Fork, the first program in the nation that delivers local food directly from farms to schools, hospitals, restaurants and other organizations. 	<ul style="list-style-type: none"> • Promote development of food and physical activity policies in at least 25 Marin organizations and/or worksites. • Assist schools in implementation and monitoring of policies developed in the 18 school districts. • Adopt strategies identified by the Health Advocacy Health Literacy needs assessment related to increasing health literacy among the Latino population of Marin.
Fostering Networks and Coalitions	<ul style="list-style-type: none"> • Supported at least four coalitions and task forces around community/school gardens, food security, school wellness, and physical activity, safe routes to schools and non-motorized transportation. • Created a collaborative to coordinate and sponsor the Healthy Aging Symposium. • Created a collaborative to develop a system of sustained nutritional gardens and supportive curriculum in schools, and in childcare, community and senior centers. ✓ Organized task forces to address barriers that encourage walking and biking as alternate means of transportation. • Marin County School Nurses Organization supported school nurses across Marin County in providing nutrition awareness programs. • Marin Breastfeeding Coalition received a grant to attend a breastfeeding conference and launch a public awareness campaign. 	<ul style="list-style-type: none"> • Support growth and sustainability of Marin Physical Activity Nutrition Wellness Collaborative and Steering Committee by participation in Collaborative activities. • Develop collaborative to streamline programs and services that impact older adults around nutrition and physical activity. • Increase the number of locations that provide affordable, accessible and nutritious foods. • Increase the number of locations with safe, accessible pedestrian and bicycle infrastructure. • Identify new and existing partners to create sustained coalitions and task forces and develop working relationships and frameworks for achieving overlapping goals.
Educating Providers	<ul style="list-style-type: none"> ✓ Trained more than 60 teachers, health educators, public health and school nurses, school district staff, students, community and organization staff and administrators. • Updated Food & Nutrition Fact Sheets were distributed to providers and organizations serving older adults in Marin. • Provided bilingual nutrition programs to early childhood education professionals. • Provided training and resources to help Marin County school districts’ efforts relative to Wellness Implementation Plans. • Provided an educational forum on breastfeeding for service providers. 	<ul style="list-style-type: none"> • Sponsor at least one annual educational workshop each for parents, youth and/or professionals. • Develop program to measure nutrition risk scores of home-bound older adults receiving home-delivered meals.

✓ Recommendation made in 2005 Community Needs Assessment & Plan that was achieved.

	<p align="center">Accomplishments in 2004–2007</p>	<p align="center">Recommendations for 2008–2011</p>
<p>Promoting Community Education</p>	<ul style="list-style-type: none"> • Provided bilingual and culturally relevant outreach on nutrition and physical activities at the Marin County Fair and at local Bi-national Health events. • First 5 California’s “Hands On Health” van traveled to West Marin and Marin City providing comprehensive and culturally relevant information on nutrition and physical activity. • Provided information and health screenings to more than 4,000 older adults in Marin County at the Senior Fair. • Sponsored the First Annual Marin County Impact of Built Environment on Health conference. • Assured supportive nutritional services for older adults through expanded home meal deliveries, availability of congregate meals and supplemental grocery deliveries. • Expanded the marketing and media campaign of “Feel the Difference! Eat Healthy! Be Active!” The “Eat a Rainbow of Fruits and Vegetables” campaign was implemented for the 0-5 preschool population. • Published multiple articles via numerous newsletters to various at-risk populations, including Marin’s older adult population. ✓ Developed websites providing physical activity and nutritional choices for Marin residents, including MarinOnTheMove.org, Marin County Nutrition Wellness Program, Marin County Non-Motorized Transportation Project, and Safe Routes to School. • Developed and distributed more than 6,000 postcards, posters, handouts, and recipes promoting eating healthy and being physically active at community events and at worksite locations. • Supported creation of additional farmers markets and farm stands in communities with limited access to fresh fruits and vegetables. • Educational Theater was held in elementary and middle schools inspiring communities to make informed decisions and build stronger neighborhoods. • Organized and supported “Bike to School Days” and “Bike to Work Month” in schools and communities throughout Marin. • Sponsored annual Farm Day, which promotes agricultural resources in elementary schools. 	<ul style="list-style-type: none"> • Promote county-wide marketing and media campaigns on topics such as breastfeeding, nutrition and physical activity. • Develop a Marin Physical Activity/Nutrition Wellness Collaborative web site. • Develop a county wide plan to link community programs providing information around eating healthy and being physically active. • Continue to offer and expand culturally relevant outreach and education to Marin’s older adult population. • Continue efforts around eating healthy and being physically active at the annual Marin County Fair. • Develop an education plan and tool kit and provide at least one training per year for Physicians and Nurses. • Support creation of farmers markets and farm stands in communities in Marin, especially in underserved neighborhoods. • Develop website around health aspects of improving the built environment. • Pursue additional data collection efforts to identify high-risk indicators among demographic populations. • Construct an Educational Barn adjacent to a permanent and sustainable Farmer’s Market.

✓ Recommendation made in 2005 Community Needs Assessment & Plan that was achieved.

	<p align="center">Accomplishments in 2004–2007</p>	<p align="center">Recommendations for 2008–2011</p>
<p>Strengthen Individual Knowledge and Action</p>	<ul style="list-style-type: none"> • Implemented Nutrition/PE education goals for K-12. • Provided information and training to at least 10,000 young people, parents, school staff members, community providers, and others on how to eat healthy and stay physically active. • Developed three new physical activity-nutrition wellness newsletters in English and Spanish. • Promoted the quality of life of older adults in non-English speaking communities by providing health assessments and outreach efforts. • Promoted and supported school and community programs that teach and mentor youth on healthy eating, nutrition education and physical activity. • Sponsored Parent University and Peer Summit, offering bilingual and culturally pertinent information on nutrition and related issues. • Developed physical activity and nutrition education programs that were provided cost-free to employers and staff throughout Marin County. • Provided classes and workshops on critical thinking of transportation issues, bicycle safety, traffic skills and encouraging bicycling as alternate means of transportation. 	<ul style="list-style-type: none"> • Provide information and training to at least 12,000 young people, parents, school staff, community providers and others on how to eat healthy and be physically active. • Develop and deliver parent education plans to 500 individuals annually through presentations and outreach efforts.

✓ Recommendation made in 2005 Community Needs Assessment & Plan that was achieved.

Gauging the Health of Our Community

A Snapshot in Time

In writing this report, we have highlighted much of the progress and successes experienced to date. We acknowledge that this report reflects a point in time. Between the printing and reading of this report, more progress will have been made and more partners added to our growing list. For example, several cities are revisiting the Social Host ordinance in the first quarter of 2008. Please accept our sincerest appreciation for the continued commitment to this work.

Highlighting Related Work

While this report focuses on the underlying contributors to the leading causes of death, there are additional priority issues affecting health that are of particular concern in Marin County, including breast cancer, health access, housing and transportation.

- **Breast Cancer:** Breast cancer is the most frequently diagnosed cancer among Marin County women. Breast cancer rates in Marin have consistently been 20% higher than the rates in the U.S. and 15% higher than California women. Marin also has one of the highest breast cancer death rates in California, and has not achieved the Healthy People 2010 objectives for reducing death rates due to female breast cancer. A multi-faceted effort to address this crucial public health issue has been launched in Marin, championing extensive outreach, education, screening, early diagnosis, and research into the prevention of breast cancer. In 2006, The Marin Women's Study was launched. This collaborative effort, led by the County of Marin Department of Health and Human Services, in partnership with the Buck Institute for Age Research, Kaiser Permanente San Rafael Medical Center, Marin General Hospital, Novato Community Hospital, UC San Francisco, and Zero Breast Cancer, will help answer questions about how breast cancer is influenced by lifestyle and biologic factors.
- **Health Access:** Access to health care is one of the leading determinants of health. In Marin, approximately 3-6% of children and 8-10% of adults are uninsured, and even more are under-insured. The goal of the Marin Children's Health Initiative is to improve health access for all of Marin's low income children and youth by finding the uninsured, enrolling them, linking them to services, increasing retention, and providing funding to insure those not eligible for publicly-funded health insurance.



The Children's Health Initiative is a collaborative of the County of Marin, First 5 Marin Children and Families Commission, Marin Community Foundation, Healthy Marin Partnership, the Latino Council, Coastal Health Alliance, the Marin Community Clinic and the Marin County Office of Education. The committee was formally approved by the Board of Supervisors in May 2004.

By 2007, more than 12,000 low-income children were insured through a combination of Medi-Cal, Healthy Families, CalKids and Kaiser's Child Health Plan program. While the collaborative is strong, renewal of federal dollars for Healthy Families and sustained funding for CalKids is at risk. Together these two insurance programs insure 4,000 low-income children in Marin.

- **Housing and Transportation:** The County's 2005 and 2007 community surveys identified traffic congestion as the biggest problem facing Marin. Plans are underway to address this issue by providing a greater range of transportation choices. Increasing bike paths, sidewalks and high-quality transit systems is critical to addressing the transportation issue. The County of Marin's goal is to have 20% of trips within the County be made by walking or bicycling by 2020. This will also improve our air quality, reduce our carbon footprint, encourage active living, lessen commuter stress, and ease the frustration of residents driving within our own community.

The high cost of housing continues to be a key issue for those living and desiring to live in Marin. In some of our larger organizations, the percentage of employees who commute is more than 60%. Two strategies being implemented to address this issue are the development of mixed-use housing and support for programs for first-time homebuyers.

As a result of the disparity between housing costs and salaries, many of our first-responders live in neighboring counties—placing Marin at risk during emergencies or disasters. In addition, hospital and other medically-related professionals commute long distances. Traffic congestion and the high cost of housing pose obstacles to attracting and retaining our valued employees. Consequently, Marin businesses are challenged to be the employers of choice.

The Work Ahead

While much has been accomplished, more work remains. Our prevention efforts will need to continually focus upstream to have meaningful impact on the health of individuals downstream. One key responsibility of Healthy Marin Partnership is that of convener. After the completion of the 2005 Community Needs Assessment and Plan, the Healthy Marin Partnership assembled its first group of community leaders who coordinate large events like fairs, festivals and celebrations. The event organizers shared strategies that would positively impact health—such as providing Responsible Beverage Service training for volunteers selling or serving alcohol, and offering healthy food options and a smoke-free environment for attendees. The Healthy Marin Partnership will continue its role of convening other groups who will influence our community health into 2011 and beyond.

Who Are Some of Our Current Partners?

- Ambassadors of Hope & Opportunity Project
- American Cancer Society
- American Chapter of Pediatrics, Marin Chapter
- American Heart Association
- American Lung Association
- Apple Family Works
- Asian Advocacy Project of Community Action Marin
- Babcock Foundation
- Bahia Vista School Garden
- Bay Area Community Resources
- Beyond Hunger
- Boesch & Associates
- Buck Institute for Age Research
- California Department of Alcoholic Beverage Control
- Canal Alliance
- Canal Community Gardens & Trails Collaborative
- Canal Welcome Center
- Canyon Manor
- Cardiology Associates of Marin
- Catholic Charities
- Center for Volunteer and Nonprofit Leadership
- Center Point, Inc.
- Childhood Health & Disability Prevention Program
- Childhood Lead Poisoning Prevention Program
- Childhood Matters
- Children's Health Initiative Coalition
- Children's Oral Health Project
- City of Fairfax
- City of Novato
- City of San Rafael
- Coastal Health Alliance
- College of Marin
- Community Action Marin
- Community Violence Solutions
- Davidson Middle School
- Department of Health & Human Services
- Dominican University
- Easter Seals Northern California
- Elephant Pharmacy
- Environmental Educational Council of Marin/Marin Food Systems Project
- Fairfax Festival
- Family Service Agency
- First 5 Children & Families Commission
- Future Leaders for Peace
- Garden of Eatin'
- Generation Chef Youth & Community Cooking School
- Gibson & Associates
- Grassroots Leadership Network of Marin
- Healthy Teens Marin
- Helen Vine Detox Center
- Helplink/2-1-1 Universal Telephone Line
- Homeward Bound of Marin
- Hospital Council of Northern & Central California
- Huckleberry Youth Programs
- Intel Clubhouse
- Kaiser Permanente Medical Center - San Rafael
- Klaas Kids Foundation
- Labor Day At The Lake
- Latino Council of Marin
- Legal Aid of Marin
- Marin Academy
- Marin Abused Women's Services (MAWS)
- Marin Agricultural Land Trust (MALT)
- Marin AIDS Project
- Marin Breastfeeding Coalition
- Marin Center for Sustainable Agriculture
- Marin City Network
- Marin Community Clinic
- Marin Community Foundation
- Marin Conservation Corp
- Marin County Alcohol and Other Drug Prevention Collaborative
- Marin County Apartment Association
- Marin County Bicycle Coalition
- Marin County Board of Supervisors
- Marin County Childcare Commission
- Marin County Civil Grand Jury, 2004-05
- Marin County Community Health & Prevention
- Marin County Dental Services
- Marin County Department of Cultural & Visitors Services
- Marin County Department of Health & Human Services
- Marin County Department of Parks & Open Space
- Marin County District Attorney
- Marin County Division of Aging
- Marin County Drinking Driver Program
- Marin County Fair
- Marin County Farmers Market
- Marin County Physical Activity Nutrition Wellness Collaborative
- Marin County Office of Education
- Marin County Pharmacy Association
- Marin County Probation Department
- Marin County Public Defender
- Marin County Women's Health Services
- Marin County School Linked Services Initiative
- Marin County Sheriff's Department
- Marin Drinking Driver Program
- Marin General Hospital

- Marin Head Start
- Marin Healthcare District
- Marin Independent Journal
- Marin Institute
- Marin Interfaith Council
- Marin Law Enforcement Communities
- Marin Link
- Marin Literacy Program
- Marin Municipal Water District
- Marin Organic
- Marin Promotores Initiative
- Marin Rowing Association
- Marin School Food Service Directors
- Marin School Nurses Organization
- Marin Services for Women
- Marin Treatment Center
- Marin Youth Center (The MYC)
- Marin Youth Health Advisory Commission
- MarinOnTheMove.Org
- Maternal and Child Health
- Meals on Wheels
- Mill Valley Police Department
- MK Associates
- Next Generation
- North Bay Children's Center
- North Bay Leadership Council
- Novato Art & Music Festival
- Novato Chamber of Commerce
- Novato Community Garden
- Novato Community Hospital
- Novato Human Needs Center
- Novato Police Department
- Novato Teen Center
- Novato Teen Wellness Center
- Novato Unified School District
- Novato Youth Center
- Novato Youth Diabetes Collaborative
- Novato Youth Wellness Collaborative
- Nuestros Niños
- Ohloff Outpatient Programs
- Omax Pi Puppet Theater
- O'Rorke, Inc.
- Pacific Sun
- Parent Service Project
- Parents Place
- Pharmacy Council of Tobacco Dependency
- Planet Health
- Planned Parenthood of the Golden Gate
- Play Fair Marin
- Pt. Reyes National Seashore
- Public Health Nurses
- Redwood High School
- Rivers & Trails Conservation Assistance Program
- Safe Cosmetics Campaign
- Safe Routes to School
- San Anselmo Art & Design Festival
- San Anselmo Police Department
- San Geronimo Valley Cultural Center
- San Marin High School
- San Rafael Chamber of Commerce
- San Rafael Fire Department
- San Rafael High School
- San Rafael Unified School District
- Sausalito Art Festival
- School Law Enforcement Partnership
- Sinaloa Middle School
- Sir Francis Drake High School
- Slide Ranch
- Smoke-Free Marin Coalition
- Spectrum
- St. Francis Sports Medicine Clinic
- Sustainable Marin
- Tamalpais High School District
- Teens for Safe Cosmetics
- Terra Linda High School
- Twin Cities Police Department
- United Market
- United States Department of Transportation, Federal Highway Administration
- United Way of the Bay Area
- University of California Center for Tobacco Control Research & Education
- University of San Francisco
- West End Neighbors Against Cigarettes Cheaper
- Whistlestop
- Women's Health Services
- Women's Infants and Childrens Services
- YMCA - Youth Court
- YMCA of Marin
- Youth Leadership Institute
- Zero Breast Cancer

Since release of the 2005 Community Needs Assessment and Plan, the Healthy Marin Partnership has more than 100 new community partners. Our goal for 2011 is to increase by fifty percent the number of partners, bringing the total to 275. Please help us reach our goal-become a partner. Contact the Healthy Marin Partnership at 415-492-4786.

Working Collaboratively to Impact Health

Where Can You Get More Information Or Find Out How to Get Involved?

If you are interested in getting involved or finding out more about the “upstream” work being done in Marin County, contact:

Marin Alcohol and Other Drug Prevention Collaborative

Marin County Department of Health & Human Services
Division of Alcohol, Drug & Tobacco Programs
Telephone: 415.499.4230
Website: www.co.marin.ca.us/prevention
E-mail: gnajarian@co.marin.ca.us

Smoke-Free Marin Coalition

Marin County Department of Health & Human Services
Division of Alcohol, Drug & Tobacco Programs
Telephone: 415.499.3020
Website: www.co.marin.ca.us/prevention
E-mail: eemerson@co.marin.ca.us

Marin Physical Activity Nutrition Wellness Collaborative

Marin County Department of Health & Human Services
Community Health & Prevention Services
Telephone: 415.499.7059
Website: www.co.marin.ca.us/depts/HH/Main/nwp/nutritionwellness
E-mail: larmstrong@co.marin.ca.us

Acknowledgements

We would like to acknowledge the pioneers in our community who keep us focused upstream on the health of our future including:

- The Marin County Board of Supervisors for their guidance and leadership.
- The cities of Fairfax, Novato and San Rafael, and the County of Marin for their insights in adopting and enforcing new and compelling policies that support healthier communities.
- Dr. Larry Meredith and Marin County Department of Health & Human Services staff members, Karina Arambula, Linda Armstrong, Catherine Condon Brent, Robert Curry, Elizabeth Emerson, Rochelle Ereman, Cio Hernandez and Gary Najarian, who lead us on this upstream journey.
- Healthy Marin Partnership leaders and partners for their vision, guidance and dedication to the future of Marin. Special acknowledgement to Teri Vyeniello-Rockas as lead staff to Healthy Marin Partnership, for maintaining the momentum to produce our 2008 Community Needs Assessment and Plan, and Jojo for his endearing inspiration.
- In addition we greatly appreciate the professional assistance of Steven Gutierrez, Courtney Stutts and Kathy Evans for their expertise in design, editing and printing.

Information from this Report may be reprinted with the following credit:

Pathways to Progress 2008: Building on the Foundation for a Healthier Marin
2008 Community Needs Assessment and Plan

Self Test on Creating a Healthy Community

Consider how the information in this report can be applied and answer “Yes” to the statements that will help create an environment for people to make a healthier choice.

Yes No

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | 1. Acknowledging accomplishments of students with 100% homework completion at an elementary school, the school principal leads the students on a “ <i>Discover Our Neighborhood</i> ” hike rather than hosting the previously popular Pizza and Ice Cream party. |
| <input type="checkbox"/> | <input type="checkbox"/> | 2. A parent fundraiser supporting Safe & Sober Grad Night is held, inviting parents to join together for Beer & Bratwurst at an Oktoberfest Celebration. The invitation shows a beer stein next to the school’s mascot. |
| <input type="checkbox"/> | <input type="checkbox"/> | 3. The town council has adopted an ordinance prohibiting smoking at city sponsored outdoor events, as well as in its parks and all city vehicles. |
| <input type="checkbox"/> | <input type="checkbox"/> | 4. A leading business adopts a Healthy Meeting policy, which includes guidelines for snacks, meals, beverages, and stretch breaks. |
| <input type="checkbox"/> | <input type="checkbox"/> | 5. A fair adopts a policy where attendees over age 21 are given wrist bracelets. The policy requires vendors to check bracelets with each alcohol purchase and restricts the number of drinks that can be purchased at any one time. |
| <input type="checkbox"/> | <input type="checkbox"/> | 6. A new housing development is planned to support low-income and older adults. City officials and developers forget to include requirements for walkable sidewalks, covered bus stops, and easy access to bike and pedestrian trails that lead to nearby schools and community services. |
| <input type="checkbox"/> | <input type="checkbox"/> | 7. A popular teen magazine shows a cool, thin, fashionable girl smoking with her friends. |
| <input type="checkbox"/> | <input type="checkbox"/> | 8. School administrators support creation of a student-led task force that would develop a healthy and student-friendly school menu. |

-
- Self Test Answers:**
1. Yes: This redefines social values related to acknowledging and celebrating successes, and gives students an opportunity to have fun with the principal (which is great role modeling). It also promotes physical activity and does not reward with high-calorie food.
 2. No: While Safe & Sober Grad Night events provide healthy environments for youth celebrations, fundraisers that market alcohol consumption send mixed messages to youth and inaccurately depict community values. Why advertise alcohol in any plans for community-based fundraising activities?
 3. Yes: Such municipal ordinances and organizational policies create environments that enable people to make healthier choices, reduce secondhand smoke exposure and establish positive community values related to tobacco use.
 4. Yes: This redefines organizational beliefs and practices, creates an environment where employees and employers partner to impact the health of a worksite and encourages individuals to think critically about healthy eating habits.
 5. Yes: Responsible Beverage Service policies reduce youth access to alcohol as well as excessive alcohol use by adults, and heighten community attitudes and vendor practices related to alcohol.
 6. No: New housing plans and community infrastructure should consider travel habits that support physical activity and encourage methods of non-motorized transportation. It’s good practice and policy for both residents and the environment!
 7. No: Tobacco industry marketing and promotion practices that glamorize or normalize tobacco are significant influences on youth smoking habits.
 8. Yes: By mobilizing and supporting a youth-led task force to design a school’s food program, youth leadership is fostered, educational opportunities expanded, and a program designed to accurately reflect youth values regarding eating habits is more likely to be created. Such efforts will help change expectations related to healthier food choices.



Healthy Marin Partnership

Working Together to Create a Healthier Community

P.O. Box 8010

San Rafael, CA 94912

www.HealthyMarinPartnership.org

Phone: 415.492.4786

Pathways to Progress 2008: Building on the Foundation for a Healthier Marin
is a sponsored project of Marin Link.

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