

Chula Vista, California

Healthiest Cities & Counties Challenge Project

Project Overview



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Chula Vista, California

- American Public Health Association, Aetna Foundation and National Association of Counties award \$100,000 for Chula Vista Healthiest Cities & Counties Challenge Project.
- Project Focus is to increase access to healthy foods while simultaneously reducing obesity.
- Collaboration with the City of Chula Vista, UC San Diego Center for Community Health, San Diego County Childhood Obesity Initiative, Northgate Gonzalez Market and other community partners.

UC San Diego Center for Community Health

Transforming health and wellness in diverse communities by improving health equity.



San Diego County Childhood Obesity Initiative

We envision healthy eating and active living resulting in optimal health and wellness for all children and families in the San Diego region.



Northgate González Market



- Largest Hispanic grocery market chain in the United States
- 41 stores across Southern CA:
 - Often located in “food deserts”
 - Works closely with USDA, Local Health Departments, CalFresh, WIC, and others to create healthier communities
 - Commitment to community health, including their Viva la Salud Program

Program Partners

- ❖ Chula Vista Community Collaborative
- ❖ Chula Vista Elementary School District
- ❖ City of Chula Vista
- ❖ County of San Diego Health & Human Services Agency
- ❖ First 5 San Diego
- ❖ Global Action Research Center
- ❖ Mi Clínica/San Ysidro Health
- ❖ Northgate Gonzalez Market
- ❖ San Diego County Childhood Obesity Initiative
- ❖ San Diego County Promotores Coalition
- ❖ San Diego Hunger Coalition
- ❖ South Bay Community Services
- ❖ UC San Diego Sanford Institute for Compassion and Empathy
- ❖ University of California San Diego School of Medicine, Center for Community Health
- ❖ WE SUPPORT U
- ❖ YMCA of San Diego County

Key Initiatives



- Provide Chula Vista CalFresh participants with up to \$100 a month when they purchase fresh fruits and vegetables at the Chula Vista Northgate Gonzalez Market.
- Conduct a 10-week Chula Vista Resident Leadership Academy to engage community members in enhancing the health and well-being of Chula Vista community members.
- Provide ongoing support for policy, systems and environmental change in support of healthy eating and active living.

THANK YOU!

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COMMUNITY CARE



BY NORTHGATE MARKET

2019 COMMUNITY IMPACT

**Goal with VLS is to
be Recognized and
Trusted
Supermarket
Champion of
Health & Wellness
to the Communities
we Serve!**

855

Nutrition/ Health
Events



175+ Community
Partners



Over \$400,000 Grant Funds
through Partnerships



90 healthy cooking demos
by Chef Pablo



\$600,000 in FREE health
screenings at store level



2,735 Bilingual
Nutritional Tags



Cooking up Change
Six Year National Champions



50,000 water bottles
donated community events



\$30,000 awarded
to Dreamers



Our Commitment in over \$300,000 during Pandemic Supporting Food Insecurity

Over 80 Partner Efforts by Providing:

March – Ongoing

- In-Kind Product Donations
- Over 55,000 Bags of Northgate Tortillas
- Bulk Sales at Cost
- One of the First Retailers to Open Early Special Hour for Seniors
- Northgate Gift Cards & Vouchers
- Coupons for LA City Program
- Meals on Wheels for Seniors on Saturdays
- Boxed Lunch Meals for First Responders
- Lending of New Costa Mesa Store for Food Distribution Warehouse
- Refrigerated Trailers for Multiple Nonprofit Food Distribution Events
- In-Kind Donation of Canopies for Food Distribution Events
- Weeks worth of Groceries for Quarantined Families Partnership
- Back to School Free Backpack/School Supplies & Chromebooks Promo
- NGM own Food Distribution/Backpack in #45 South Gate for Back to School

September – December

- 2 Ways 2 Give Back 2 Your Community
- Free Covid-19 Testing at Vista, SD Store Parking Lot
- Free Onsite Breast Exams & Mammograms
- Free Flu Clinics
- Turkey Vouchers
- 3 Virtual 5K Races, Dia De Muertos Run, Tamale Run and Posada Run
- (Video) Virtual Dia De Los Muertos Store Tour for Elementary Students
- Virtual Diabetes Educational Cooking Class



Scan to Register!

Register at: <http://events.200.constantcontact.com/register/event?oid=na07ah8wvsn94f622c46&trk=spgylab>

NORTHGATE MARKET
BACKPACK & FOOD GIVEAWAY
FRI, AUG. 21
8 TO 10AM

The first 200 students to register will receive a backpack with school supplies.

CHILD MUST BE PRESENT.

Each child must pre-register for their backpack.

Map: 45th Street, Vista, CA



September – December Programs benefiting our Communities



2 WAYS 2 GIVE Back 2 Our Community is a giving program that allows our customers to either purchase a pre-determined bag of groceries that will be donated to local food banks and/or donate their change (round up) or give a monetary donation at the register. The groceries and money raised will help out families in need through our local community food banks. Program dates are September 16th – October 6th.

Fundraiser Goal \$80,000!



FREE Health Screenings for September-December

A single image can save your life!

Mammogram Event

8:30am - 4:00 pm

<p>9/21/2020 Northgate Market Anaheim 720 W La Palma Ave, Anaheim, CA 92801</p>	<p>10/16/2020 Northgate Market Inglewood 10801 S Prairie Ave Inglewood, CA 90303</p>	<p>10/26/2020 Northgate Market San Diego 5403 University Ave San Diego CA 92105</p>
<p>9/29/2020 Northgate Market Los Angeles 944 Slauson Ave Los Angeles, Ca 90011</p>	<p>10/19/2020 Northgate Market Santa Ana 770 S Harbor Blvd, Santa Ana, CA 92704</p>	<p>11/9/2020 Northgate Market Riverside 10391 Magnolia Ave Riverside Ca 92505</p>
<p>10/5/2020 Northgate Market La Habra 1305 W Whittier Blvd La Habra, CA 90631</p>		

VIVA LA SALUD BY NORTHGATE MARKET

**For appointments
CALL 1-877-4AN-EXAM**

alinea MEDICAL IMAGING

alinea.com

FREE FLU SHOT CLINICS

<p>10/07/2020** 12:00pm-4:30pm 1150 E. Vista Way, Vista, CA 92084</p>	<p>10/11/2020** 7:30am-11:30am 5403 University Ave, San Diego, CA 92105</p>	<p>10/14/2020** 12:00pm-4:30pm 606 N. Escondido Blvd, Escondido, CA 92025</p>
<p>10/15/2020 9:30am-3:00pm 9101 E Telegraph Rd, Pico Rivera, CA 90660</p>	<p>10/18/2020** 7:30am-11:30am 1058 3rd Ave, Chula Vista, CA 91911</p>	<p>10/19/2020 8:00am-2:00pm 2030 E Lincoln Ave, Anaheim, CA 92806</p>
<p>10/20/2020 8:00am-2:00pm 944 E Slauson Ave, Los Angeles, CA 90011</p>	<p>10/21/2020** 12:00pm-4:30pm 1410 S. 43rd St, San Diego, CA 92113</p>	<p>10/22/2020 9:30am-3:00pm 770 S Harbor Blvd, Santa Ana, CA 92703</p>
<p>10/23/2020 8:00am-2:00pm 4700 Cherry Ave, Long Beach, CA 90807</p>	<p>10/25/2020** 7:30am-11:30am 1346 S. Mission Rd, Fallbrook, CA 92028</p>	<p>10/26/2020 8:00am-2:00pm 6991 Lincoln Ave, Buena Park, CA 90620</p>
<p>10/28/2020** 12:00pm-4:30pm 2909 Coronado Ave, San Diego, CA 92154</p>	<p>10/28/2020* 8:00am-4:00pm 10391 Magnolia Ave, Riverside, CA 92505</p>	<p>10/28/2020 9:30am-3:00pm 2323 W. Olympic Blvd, Los Angeles, CA 90006</p>

CHAMPIONS for HEALTH | PHYSICIANS IMPROVING HEALTH CHANGING LIVES

VIVA LA SALUD BY NORTHGATE MARKET

AltaMed | **MARQUE MEDICAL** | **CVS Health** | **aetna**

**FOR MORE INFORMATION PLEASE CONTACT
VIVALASALUD@NORTHGATEMARKET.COM**

EVERYONE QUALIFIES (18 AND UP, PREGNANT WOMEN TOO) TO RECEIVE A FREE FLU SHOT. PLEASE WEAR FACE MASK AT ALL TIME AND MAINTAIN SOCIALLY DISTANT.

*RIVERSIDE CLINICS WILL BE VACCINATING CHILDREN
**SAN DIEGO WILL BE VACCINATING CHILDREN AND ADULTS AGES 9 AND OLDER

During Pandemic Screenings for Mammograms has Decreased by 80%.





WE ARE IN THIS TOGETHER - ESTAMOS JUNTOS EN
ESTO

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