

People's Produce Project

Communities Putting Prevention to Work is a program of the County of San Diego Health and Human Services Agency funded by the federal Centers for Disease Control and Prevention through the American Recovery and Reinvestment Act from March 19, 2010 to March 18, 2012. The goal of the grant is to reduce chronic disease through policy, environmental, and organizational changes that target three focus areas: healthy physical activity, healthy nutrition, and healthy school environments.

Focus Area: Healthy Nutrition

Background: Health disparities in most disease categories are high in Southeastern San Diego in comparison to the rest of San Diego County. This area also lacks access to healthy foods, which contributes to a higher incidence of obesity and chronic disease.

Outcome:

- Bring healthy foods to community residents, businesses, and schools in Southeastern San Diego.
- Develop and implement a community-driven, produce-growing, sales, and educational pilot project in Southeastern San Diego that can be replicated countywide.

Deliverables:

Farmers' Market

- Create a community/farmers' produce market model in Southeastern San Diego.

Community Garden

- Create a functional community garden located in Southeastern San Diego.

Healthy Cooking Workshops

- Conduct healthy cooking workshops for residents in Southeastern San Diego.

Contractor: University of California, San Diego (UCSD)

Subcontractors: Children Having Children, Inc.

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