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San Diego Nutrition Network

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The Six Campaigns

Power Play!



Latino Campaign



African American Campaign



Worksite Campaign



Retail Campaign



Physical Activity

About Network for a Healthy California

San Diego Network for a Healthy California

The Division of Community Pediatrics at the University of California, San Diego is the lead agency for the Network for a Healthy California in the San Diego and Imperial County Region. This program strives to promote good health and reduce the population risk of cancer and other serious chronic diseases.

The Network for a Healthy California statewide nutrition initiative is a public and private partnership led by the California Department of Health Services, in cooperation with the national program (National Cancer Institute and Produce for Better Health Foundation) and over 200 organizational partners in California. Cosponsors include the California Department of Education, American Cancer Society, and California Department of Food and Agriculture, along with California and USDA marketing commissions.

Mission Statement of the Network for a Healthy California

To conduct a statewide public health campaign that increases the consumption of fruits and vegetables to a minimum of 5 servings a day, as part of a healthy lifestyle, in an effort to reduce the risk of chronic disease among Californians. A secondary aim is to increase physical activity to 30 and 60 minutes a day for adults and children, respectively.

Target Audience of the Regional Campaign

Primary: San Diego and Imperial counties' children, adolescents, and adults.

Secondary: Intermediaries who can effectively facilitate communication of the Network for a Healthy California messages (retailers, community leaders, partners, health providers, nutritionists, government agencies, educational outlets).

[Funded by the U.S. Department of Agriculture Food Stamp Program, an equal opportunity provider and employer through the California Nutrition Network. For more information about the California Food Stamp Program, please call 1-800-952-5253.](#)

[The Food Stamp Program provides nutrition assistance to people with low income. It can help you buy nutritious food for a better diet. To find out more, contact your local food stamp office.](#)

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