



NEW JERSEY PARTNERSHIP FOR HEALTHY KIDS- TRENTON

NEW JERSEY PARTNERSHIP FOR HEALTHY KIDS

Part of the New Jersey
Partnership for Healthy Kids Five
Cities Project - funded by the
Robert Wood Johnson
Foundation:

*Camden, New Brunswick,
Vineland, Newark and Trenton*



Challenges in our Communities Identified

New Jersey Childhood Obesity Survey, Rutgers Center for State Health Policy, 2010.

funded by the Robert Wood Johnson Foundation (RWJF)

- ✓ School BMI
- ✓ Food Behaviors
- ✓ Food Environment
- ✓ Physical Activity Behaviors
- ✓ Physical Activity Environment



TRENTON, NJ

- Population: 84,900
- Area: 7.65 square miles
- Demographics: White- 14%, Black 52%, Hispanic 34%
- At or Below Poverty Level: 31.4%
- No Motor Vehicle Access: 24.7%
- Nearly 1 in 2 children overweight or obese
 - 49% vs. 21% nationally



FOOD DESERT

- A low-income area in which many residents cannot easily get to stores that sell affordable, healthful foods

POLICIES PASSED

Breakfast Expansion

District Wellness



SUCCESS

Because you too can own this face of pure accomplishment.

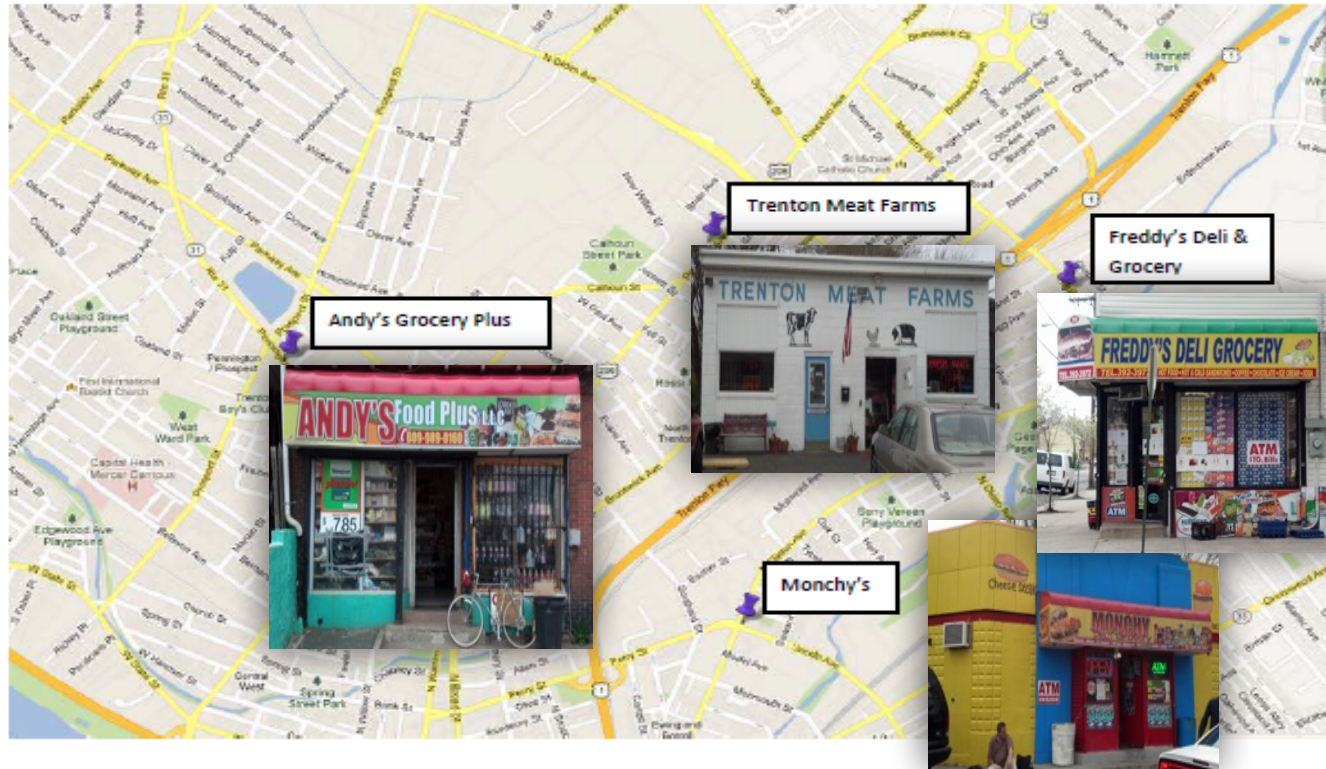
ADVOCATE WELLNESS IN SCHOOLS



ACCESS TO HEALTHY FOOD— TRENTON



New Jersey Partnership for Healthy Kids-Trenton Healthy Corner Stores



Andy's Grocery Plus
512 Pennington Avenue

Trenton Meat Farms
1335 Princeton Avenue

Monchy's
200 North Clinton Avenue

Freddy's Deli & Grocery
227 Mulberry Street

Greenwood Ave. Farmers Market- Trenton, NJ



SERVICES AVAILABLE

- Health Services
 - 471 patients served
- Food samples and cooking demos
- Physical Activity classes
- SNAP, WIC, FMNP, and Senior Vouchers accepted
 - Dollar for dollar matching programs:
Greenwood Green and Good Food Bucks
- DJ
- Over 4,000 visitors



COORDINATED FOOD PANTRIES



- Mercer Street Friends Food Bank
- Nearly 30 pantries in Mercer County
- Research and Data

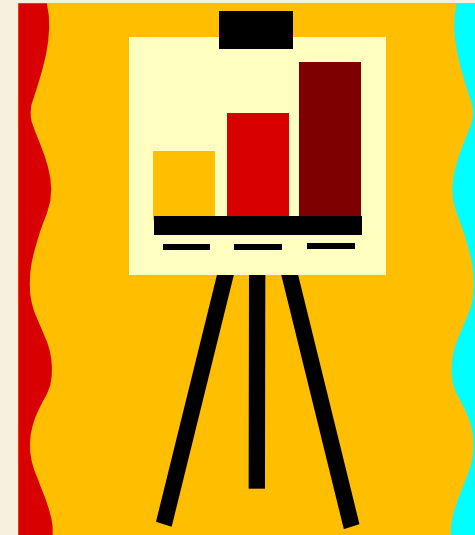
LISTEN TO THE NEEDS IDENTIFIED BY THE COMMUNITY



A DATA DRIVEN PLAN

Situational Analysis/Environmental Scan

- Location! Location! Location!
 - Assets
- Food and Physical Environment Mapping
- Community Surveys & Neighborhood Outreach
- Focus Groups with seniors and parents in English and Spanish





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