

# Regional Center for Border Health, Inc.



## Healthy Sister Cities Border Initiative

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February 24th, 2016

San Luis, Arizona

# A Healthy Somerton

Healthy Sister Cities Border Initiative is based on an existing evidence-based model - A Healthy Somerton Initiative successfully operating since 2014.



# Main Goal

To improve the health of the residents of both San Luis, AZ. and San Luis Rio Colorado, Son., by promoting:

- Adequate nutrition
- Physical activity
- Childhood obesity prevention



# Context



## Sonora

- State with highest number of obese people in Mexico
  - 70% are adults
- 33% are children between 5 and 12 years of age
- Sonora 6th place of border states with this condition

\* Secretariat of Health

## Arizona

- State in 20<sup>th</sup> highest adult obesity in the US
  - 28.9% are Adults
- 14.5% are children between 2 to 4 years of age
- Yuma among 10 fattest cities in America

\* Better Policies for a Healthier Arizona study

# Objectives

- Increase the number of people in both San Luis to access health information for the promotion of healthy lifestyle, prevention and reduction of chronic diseases
- Raise awareness on the importance of physical activity and the prevention of childhood obesity
- Raise awareness in all sectors of society to reverse the trends of physical inactivity, poor nutrition, obesity and other chronic conditions
- Promote Safe Routes to School
- Prevent Bullying and other unsafe behaviors
- Promote adequate nutrition, increasing the consumption of fruit and vegetables, and other healthy choices
- Identify practical solutions and low-cost and effective tools that can be replicated in other communities to educate and make substantial changes to serve as the basis of a healthy life

# First Phase

- Promotion and Awareness



# Participation

## Municipalities

- Placement of street banners in selected locations.

## Businesses

- Promote enhanced consumption of healthy foods.

## Media Outlets

- Support promotion of awareness campaign through health-related articles.



Pictures Courtesy of City of SLRC, Sonora

# Stakeholders

## San Luis Arizona:

- San Luis Walk-In Clinic, Inc.
- Santa Teresa Pharmacy
- Chamber of Commerce
- Del Sol Market
- King Market
- Factor Sales Warehouse
- Noticias Newspaper

## San Luis Rio Colorado:

- Centro de Salud Urbano
- Hospital General
- Municipal Public Health Department
- Pollo Feliz Restaurant
- Café-Tologos Vegan
- El Parianchi Restaurant
- El Buen Gusto Bakery



Questions/Comments

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