Why Obesity is Important to the Latino Community?

Es mejor prevenir que lamentar

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El Cuento de un Ratón
A Story About a Rat
The Farm – La Granja
The Characters – El Personaje
The Trap – La Trampa
Help - Ayuda
The Snake – La Víbora
The Results – Los Resultados
The End – El Fin
Many Morals to Story

• It’s better to prevent than lament
• Es mejor prevenir que lamentar
Obesity

• Eat Better
• Move More

Behaviors happen in relation to our environmental context.
## Opportunities

<table>
<thead>
<tr>
<th>Increase (+)</th>
<th>Decrease (-)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to Healthy Foods</td>
<td>Access to Unhealthy Foods</td>
</tr>
<tr>
<td>Grocery stores</td>
<td>Fast food moratoriums</td>
</tr>
<tr>
<td>Farmers markets</td>
<td>Responsible marketing</td>
</tr>
<tr>
<td>Farm stands</td>
<td>Menu Labeling</td>
</tr>
<tr>
<td>Community Gardens</td>
<td>Portion Control</td>
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<tr>
<td>Physical Activity</td>
<td>Physical Inactivity</td>
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<tr>
<td>Parks</td>
<td>Dis-incentivize driving</td>
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<tr>
<td>Trails</td>
<td>Decrease screen time</td>
</tr>
<tr>
<td>Sidewalks</td>
<td>Worksite wellness</td>
</tr>
<tr>
<td>Public Transportation</td>
<td>Recess/PE in schools</td>
</tr>
</tbody>
</table>

- **Increase (+)**: Enhancements that promote healthy food access and physical activity.
- **Decrease (-)**: Strategies to reduce access to unhealthy foods and increase inactivity.
Success

Eating Better

Moving More
Real Success
Sustainability

Increase in community leadership development is sustainable.
Outcomes

- Increased civic engagement: school boards, school wellness committees
- Committee members, board members, commissioners, elected officials
- Employment, education, entrepreneurialism
- Immigrant integration, increased self-esteem, decreased depression
- Role modeling for future generations
For more information...

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