

# Jóvenes SANOS: Who We Are

Watsonville-Based High School  
**Youth Advocacy**  
And  
**Leadership Group**



“Growing Greatness”

# Jóvenes SANOS: Mission Statement

To prevent and raise awareness about childhood obesity in Watsonville by advocating for policies that promote healthy eating and increased physical activity.



# Jóvenes SANOS: Program Projects

## Access to Healthy Foods

- Healthy Restaurant Project
- Healthy Eating Options Ordinance
- The Healthy Corner Market Project
- Healthy Options Vending/Vendor Policy



## Access to Active Living

- Family Fitness Challenge Day
- “Get Out Get Fit” Summer Youth Program
- Built Environment Advocacy: Increasing Parks, Soccer Fields, Sporting Facilities, Bike Paths, and Safe Routes to School.





# The Problem

## Nationwide

- About one-third of U.S. adults (33.8%) are obese.
- Approximately 17% (or 12.5 million) of children and adolescents aged 2—19 years are obese in the U.S.

## Statewide

- 15-20% of children 2-4 years in California are obese.

## Locally

- A 2012 UCLA report shows that 49.3% of children in Watsonville are obese, compared to 31% in the rest of the county.





# Youth Organizing



# Why Partnerships Matter?

- Solidify shared commitment
- Group is role model of relationship for building all other relationships
- Connections are the foundation of work



# Our Philosophy:

- Trust and Respect
- Setting the Bar High  
Exceptional  
Expectations
- INTENTIONAL-  
CHOOSE/CHOICE
- Connection
- FUN!!!



# What really matters to you?

- What do you stand for?
- Think of a leader who inspires you. Now, think of what qualities that leader exhibits. What qualities do you most admire about this person and why?





# Youth Engagement in Action

- *Be authentic and real*
- Understand social problem inside and out
- Powerful information shared by youth
- Related to their lives- real experiences



# How **Jóvenes SANOS** Has Increased Access to Healthy Food...

## WHY POLICY?

- Sustainable
- Encourage Cultural Shifts
- Strong Clear Statement of Direction

## HOW JS DOES POLICY:

- Informed Action
- Community-Based Partnership & Collaboration
- Youth Engagement and Empowerment
- Policy Design Through Task Force



# Lessons Learned

- Many roads to the same end
- Flexible in process and expectations
- Focus on the goal with eyes on details
- Give opportunities to ALL
- See each other as potential
- Remember: It's the journey not the destination



# Thank You!

