

FIGHTING OBESITY

FRESH BEGINNINGS
PROGRAM



For more information visit
www.healthybr.com

ABOUT

In August 2012, the Fresh Beginnings Program, developed through Mayor-President Kip Holden's Healthy City Initiative. The Blue Cross Blue Shield of Louisiana Foundation's challenge for a Healthier Louisiana Grant Program rewarded Fresh Beginnings \$1 million.

Fresh Beginnings leverages high-impact partnerships, which promote food access, healthy lifestyles and active living in North and Old South Baton Rouge.

A collaboration between the four area hospitals and Baton Rouge Dietetic Association to certify healthy options at local restaurants and provide technical assistance and healthy eating options promotion.



GOALS

- Increase the geographic availability of fresh/healthy foods in North and Old South Baton Rouge.
- Create a Community Coalition of public/ private sector organizations and community members that submits a plan of action to bring sustainable solutions to tackling the North Baton Rouge food desert.
- Increase the amount of physical activity in Physical Education Programs in schools and give students, teachers and parents the resources they need to learn about physical fitness, nutrition and self-esteem.



PROGRAMS

Red Stick Mobile Farmers Market: The market has four weekly stops that provide fresh and healthy fruits and vegetables in North Baton Rouge food deserts. Accepts: Louisiana Purchase cards, SNAP, WIC and Senior Coupons.

Healthy Corner Store Initiative Six stores were selected out of the 16 stores that applied, the stores are working with the EBR Redevelopment Authority through an incentive program to increase their fresh and healthy offering.

Food Access Policy Commission: The commission has identified barriers to food access in North Baton Rouge and is researching best policies to inform their recommendations to the Metro

Project Fit America: Installation of fitness equipment and trained PE teachers at four local elementary schools.

It's Your Life Curriculum: The Evelyn J. Daniel Foundation has trained 70 classroom teachers on a curriculum to integrate fitness and nutrition education across all disciplines and grade levels.

