

NEIGHBORHOOD CHANGE *Champions*



Stockton is home to some of the most extreme health disparities in the state. The lack of healthy food options contributes to high rates of obesity and diabetes. Compared to the entire state, San Joaquin County has a higher rate of Latino and Black youth who are physically inactive. Poor health outcomes are a result of poverty, inadequate access to food and safe places for physical activity, and easy access to unhealthy food.

WHO WE ARE

Public Health Advocates' Neighborhood Change Champions (NCC) is a youth-driven advocacy campaign that works to create policies to reduce health disparities and improve health outcomes for selected census tracts in San Joaquin County.

SPECIFICALLY, NCC WILL CONSIST OF:

- A core group (20-40) of **Neighborhood Champions** residing in the targeted census tracts, at least half of whom will be age 18 or younger. Each champion will be eligible for a stipend of \$200/month.
- An **Equity Advisory Group** (EAG) with 5-8 members to ensure that equity is centered in all areas of the project.
- A **Community Coalition** of residents (approximately 30) from more resourced and healthier census tracts.

WHY WE ADVOCATE

Today's Black, Indigenous, and People of Color (BIPOC) experience disparities in health and wealth from policy decisions made decades ago. Policies such as redlining in the 1930's and segregation in schools in the 1940's made it harder for families to build wealth and security for their futures. This has led to **persistent poverty, poorer health outcomes, and other disparities** today in predominantly BIPOC areas.

Despite these structural challenges, young people remain hopeful and capable agents of change. Public Health Advocates has an established track record of success activating local youth activists with home-grown solutions and the counsel of an Equity Advisory Group and other partners.

HOW WE DO IT

Public Health Advocates leverages a successful model of **collaboration and cooperation** to achieve change where it matters most – right here at home. We invite volunteers ages 13-18 to share their concerns and learn the tactics of policy development and change.

With guidance from the EAG and other partners, our youth Neighborhood Champions develop the policy ideas they want to advance. We then support our Champions through the political process, working with city councilors or other local officials to **achieve change**.

HOW YOU CAN HELP

If you would like to participate as a Neighborhood Champion, EAG member, or other partner, please contact **Nicole McMorris** at 844.962.5900 ext. 359 or at NM@PHAdvocates.org.



**PUBLIC HEALTH
ADVOCATES**