

# Healthy Kids Healthy Communities Guadalupe County

Building a Fit Future

HKHC Guadalupe County, a NMDOH initiative, collaborates with and supports community schools, healthy agencies, and residents to promote safe outdoor spaces, access to fresh produce, and education to encourage healthy food and physical activity choices.

**Vision: Accomplish optimal health and wellness for all of Guadalupe County for a better, healthier culture**

## What does HKHC Guadalupe County do?

HKHC Guadalupe County focuses on three broad areas: schools, the food system, and the built environment. Key priorities are:

Schools	Food System	Built Environment
<ul style="list-style-type: none"> <li>Fresh fruit and vegetable program and school gardens</li> <li>5210 and Eat Smart to Play Hard healthy eating and physical activity initiatives</li> </ul>	<ul style="list-style-type: none"> <li>Local farmers market</li> <li>WIC Container Salsa Garden – used for tastings with WIC clients</li> </ul>	<ul style="list-style-type: none"> <li>Park promotion</li> <li>Park clean-ups</li> </ul>



**Key Success of HKHC Guadalupe County:**  
The Santa Rosa Farmers' Market, established in 2012, participates in the WIC and Senior Farmers' Market Nutrition Programs to provide fresh produce to low-income families and seniors.



**Key Partners:** Santa Rosa Consolidated Schools, Vaughn Municipal Schools, NMDOH, DOH Public Health Office, City of Santa Rosa, Guadalupe County, Parents, Volunteers, Growers, Guadalupe County Hospital, First Baptist Church, Food Bank, Spirit of Anton Chico, DOH Health Promotion Staff

## How can you get involved?



## Why is our work important?

Healthy eating and physical activity are two main lifestyle behaviors that can help prevent obesity and reduce the burden of chronic disease. Our HKHC strategies are crucial to making sustainable policy, systems, and environmental changes to support healthy eating and physical activity in Guadalupe County.



**20% of New Mexico 3<sup>rd</sup> graders are obese (2017)**

Obese children are more likely to become obese adults which is why it's important to shape behaviors early.



**22% of Guadalupe County residents have limited access to healthy foods (2014)**

Adult obesity is associated with poorer mental health and chronic diseases such as diabetes, heart disease, stroke, and some types of cancer.



**29% of Guadalupe County residents in poverty (2016)**

Poverty is linked to increased rates of overweight and obesity and other chronic diseases, such as diabetes, heart disease, and high blood pressure.

**7% of Guadalupe Co. adults were diagnosed with diabetes (2014-2017)**



## HKHC Coordinator contact info:

JoAnn Rivera-Velasquez  
575-472-4567  
[gchc@plateautel.net](mailto:gchc@plateautel.net)

