

Snapshot of Chula Vista, California

July–December 2021 Progress Report



Goals

- Increase food security and obesity prevention education among Chula Vista community members
- Develop a resident leadership, advocacy, policy, systems and environmental change program



By the Numbers

- 150 Chula Vista community members enrolled in the Mas Fresco Program and now receive nutrition incentives of up to \$100 a month when they purchase fresh fruits
- 200 individuals provided with education and support services through trainings on the Mas Fresco More Fresh Nutrition Incentive Program and workshops on growing vegetables and composting

Success Story

Resident leaders have conducted outreach across Chula Vista to advocate and secure local government, nonprofit and community support for developing a Chula Vista Community Garden and Healthy Living Learning Center. When funded, the garden will bring residents from diverse backgrounds together through organic gardening, environmental stewardship, nutrition education and physical activity classes.

"Instead of competing for resources, we are now working hand-in-hand with community partners across Chula Vista, including both public and private enterprises, to achieve a lasting legacy for Chula Vista in the form of a community garden and healthy living learning center at Lauderbach Park."

Joe Prickitt,
UCSD Center for Community Health at ACTRI