health happens here

The California Endowment
A campaign to change *thinking* and *doing* about where health happens
The idea that drives Health Happens Here originated in the Bay Area: your zip code is more important than your genetic code in determining your health status.
Conventional Notion:
Our health is mostly shaped by what happens in doctors’ offices and in the good and bad choices made by individuals.

Reality:
Where and how we live (including our opportunities and risks) has a vital impact on our health. Health happens outside of the doctor’s office – it happens where we live, learn, work and play.
Conventional Notion:
Our health is mostly shaped by what happens in doctors’ offices and in the good and bad choices made by individuals.

Reality:
Improving health requires personal and community engagement in creating health-supportive conditions where people live, learn, work, and play.
Conventional Notion:
Doctors, hospitals, and insurance companies are health resources.

Reality:
Neighborhoods, youth, health departments, community organizations, schools, land use, transportation, outreach workers, public officials, all working together, are health resources.
VISUAL IDENTITY

health happens here

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HHH: FOCUS AREAS

- Health happens here in schools
- Health happens here in neighborhoods
- Health happens here with prevention
• Educates key audiences about the benefits of Obamacare, preventive health and community wellness

• A primary goal is to connect Californians with prevention-centered health, with a focus on lower-income places and populations
State officials launch Health Happens in the Workplace, a pilot government workplace wellness program.

The program will chronicle investments made in health and the impacts they have on employees’ health and the state's budget.
• Spotlights the pivotal role that schools play in the physical, social, and emotional health of children

• Advocates for healthy food, physical activity and school discipline policies based on common-sense responsibility and respect. Helps children educate their parents about better nutrition and diet.
Sacramento City Unified School District partnered with the Sacramento Kings and Building Healthy Communities: South Sacramento to change practices, incentivize healthy behavior, and teach students about the importance of creating and living a healthy lifestyle.
• Builds healthier communities by changing the conversation about land use, food access, community safety, and economic opportunity

• Promotes neighborhood revitalization with parks, grocery stores, bike paths and more safe places to walk, run, work, and play
First Lady Michelle Obama stands behind the Health Happens Here campaign and the California FreshWorks Fund in Inglewood, California. The program creates an economic incentive to bring healthy food retailers to communities that do not have them.
Join Us!

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