

ttega is a professor of public health at the UCLA Fielding School and the director of the CPHHD. He added, "But it's even better news for the people in those areas because having access to nutritious food that's convenient to buy will help folks change their bad eating habits. The goal, of course, is to see improvements in the overall health of our underserved communities." The Fielding School has formed a collaborative plan with two area schools, Roosevelt and Esteban Torres high schools, as well as a consulting firm, Public Matters, which designs and implements media, education, and civic engagement initiatives for the benefit of the public. The students receive academic credit for a year-long course, which covers such topics as nutrition and social marketing. They then hit the streets to promote healthy eating among their neighbors, speaking at community events, performing healthy cooking demonstrations and creating promotional videos that highlight the benefits of a healthier lifestyle. In 2014, a fourth store in Boyle Heights will be converted. The CPHHD project incorporates a review process; all four stores will be evaluated over two years using scientific surveys. Final results of the entire evaluation will be available in two to three years. "The hope is that if this project is successful locally here in LA, it will