



FILIPINO AMERICAN HEALTHY EATING CAMPAIGN (FILAM-HEC) *FACT SHEET*

National, state and local surveys :

- National surveys show that the number of obese adults have dramatically increased in the last two decades.
- More than half of Americans aged 20 and older or approximately 98 M are now considered overweight and one quarter is clinically obese.
- 11% of U.S. children and adolescents are overweight and an additional 14% are at risk of overweight.
- State surveys in 1990 reported that 20% of Asian American children were overweight and at risk of overweight. They also ate the fewest servings of fruits and vegetables.
- Filipino Americans (FilAms) are not exempt. The occurrence of overweight in FilAm males is 39% and 37% in females.
- According to a Kalusugan Community Services (KCS) survey, 41% of a sample of 458 FilAms aged 25-65 years stated they were overweight.
- Due to acculturation, the diets of immigrant Filipinos have changed, characterized by more protein, fat, simple sugars and low intake of fiber.

Purpose of the Project

The goal of the current project is to prevent overweight and obesity in FilAms in San Diego County by improving access to healthy food in neighborhood settings specifically FilAm restaurants and grocery stores in National City.

Kalusugan Community Services (KCS) is a non-profit organization, whose mission is to improve the health and wellbeing of FilAms and other underserved groups through positive changes in lifestyle.

Since 1992, it has focused its efforts in preventing chronic diseases and conditions such as cancer, heart disease, diabetes and gout by improving the eating and physical activity habits of FilAms. Activities included nutrition workshops, chef demonstrations, recipe contests, aerobics, line dancing, basketball tournaments, walkathons, Tai Chi, gardening and kick boxing for youth.

In 2002, KCS build the Filipino American Wellness Center (FWC) in National City to develop a comprehensive health promotion/disease prevention program. To date, the Center has integrated its programs into 4 components: advocacy, community service, research, and training.

For more information about the organization and project, please see our brochure or call any of the staff members at (619) 477-3392 or send e-mail to kalusugan@gmail.com.

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