

# KP in the community

## CHILDREN'S DISCOVERY MUSEUM OF SAN JOSE

### WHY KAISER PERMANENTE SAN JOSE INVESTS IN THE CHILDREN'S DISCOVERY MUSEUM

At Kaiser Permanente, we understand that good health begins with healthy environments: fresh fruits and vegetables in neighborhood stores, successful schools, clean air, accessible parks, and safe playgrounds. These are the vital signs of healthy communities. Good health for the entire community – which we call Total Community Health – requires equity and social and economic well-being.

That vision shared by one of our community partners, Children's Discovery Museum of San Jose (CDM).



Our partnership with the Children's Discovery Museum allows us to reach families in the communities we serve by promoting healthy lifestyle choices through play. We worked together to craft a simple message that families can easily take away.

Raj Bhandari, MD  
Physician in Chief,  
Kaiser Permanente San Jose  
Board Member,  
Children's Discovery Museum

### CONTRIBUTING TO THE SOLUTION

In response to concerns about childhood obesity in Santa Clara County, Children's Discovery Museum engaged its core audience of 300,000 children, parents, caregivers and educators in inquiry-based, interactive learning experiences designed to promote healthy living practices including Rainbow Pizza & Market, an exhibition gallery dedicated to healthy nutrition and institutional changes such as the transformation of the Kids' Café menu and environment to promote healthy eating.

In the community, these concepts are delivered through the "Eat a Rainbow Every Day" Challenge which includes the Healthy Eating Pledge, offering six paths to improving eating habits; an introduction to CDM's fruit and vegetable mascots, who help children connect healthy food choices to a rainbow; information about receiving character trading cards attached with a CDM/KP carabiner for participating in the program at CDM or downloading a paper version; and a Web site where virtual recipe cards with child-friendly and adult recipes featuring colorful fruits and vegetables can be found. Since 2005, Kaiser Permanente San Jose has granted over \$250,000 to the Children's Discovery Museum to infuse healthy messages throughout the museum and beyond.

### WHAT CHANGE LOOKS LIKE

To extend and deepen the program's reach, CDM launched a multi-year partnership with SJB Child Development Centers (SJB) to develop After School programs. To achieve wide dissemination of the Healthy Eating Pledge to local cultural communities, CDM has invested in multiyear strategies to reach Latino and Vietnamese families. To increase visibility of health promotion in the museum, CDM continues to incorporate Healthy Eating signage throughout the museum, educates children and families about food sources through the Kids' Garden, incorporates healthy living messages into annual theme weeks such as Green Week and Bike Week, and distributes the Healthy Eating Pledge on a regular basis at the museum.