

# IMPACT REPORT

A Year of Accomplishments

20  
22



# TABLE OF CONTENTS

About Us	2	Research and Evaluation	12
Message from Leadership	3	Education	14
Where we Work	4	Advocacy	16
2022 Highlights	5	Acknowledgements	18
Building a Stronger Future	6		
Partnerships	8		
Training and Technical Assistance	11		

## ABOUT US

The **Public Health Institute's Center for Wellness and Nutrition (PHI CWN)** is a national leader in developing campaigns, programs, and partnerships to promote wellness and equitable health practices in the most vulnerable communities across the world. We have established relationships with local, state, national, and international organizations, and through **education, training and technical assistance, advocacy, and evaluation**, we work to make health accessible for all.

## OUR STRATEGIC PILLARS

### EDUCATION

**PHI CWN** promotes integrity in health education delivery, implements tailored approaches for better wellness, models respect for health educators, and increases health literacy for all populations.

### TRAINING AND TECHNICAL ASSISTANCE

**PHI CWN** delivers tailored training and technical assistance with a focus on boosting individual and organizational capacity, using proven community-based strategies and providing a comprehensive range of professional development and continuing education options.

### ADVOCACY

**PHI CWN** focuses on promoting health through supportive policies, advancing equity via advocacy and education, and empowering communities to advocate for equitable policies, systems, and environments.

### RESEARCH AND EVALUATION

**PHI CWN** focuses on building evidence and insight through original research and evaluations, implementing innovative pilot projects, demonstrating methodological ingenuity, and translating findings into actionable intelligence for stakeholders.

# MESSAGE FROM PHI CWN LEADERSHIP



Dear Friends,

I am pleased to present the 2022 PHI CWN Impact Report for your review.

Over the past year, we've made notable strides in expanding our programs and services, as well as increasing our talented and dedicated staff. We have also introduced new initiatives for improving the health and well-being of the communities we serve and expanded our partnerships with local, national, and international organizations. Through PHI CWN's 2022 activities, impacts and goals, I believe that we've achieved the next level in maximizing our reach, influence, and effectiveness.

Our work is anchored in a set of shared core values that guide PHI CWN's interactions with every customer, stakeholder, and employee:

- **Integrity**, grounded in accountability, transparency, and authenticity;
- **Equity**, believing that health equity is essential and achievable for all and that we must work with humility, full inclusion, respect and compassion regarding the individuals, families, and communities we serve;
- **Service Oriented**, through providing excellent internal and external stakeholder service that is culturally competent and tailored to the needs of those with whom we engage;
- **Community**, by supporting the power of community voices to enact change;
- **Innovation**, from our seeking and utilizing new ways of understanding to develop and implement best solutions;
- **Partnerships**, through intentional collaborations with a diverse range of partners to accomplish common goals toward health equity and wellness for all.

This report reflects the results of our acting on these shared principles to provide added value in all that PHI CWN does.

All of us at PHI CWN are sincerely grateful to our stakeholders, supporters, and customers. Your support, collaboration, engagement, and dialogue are essential to the success of our work. Thank you for your continued commitment to the vision of a healthy nation where wellness is achievable for all individuals and communities.

Onward,

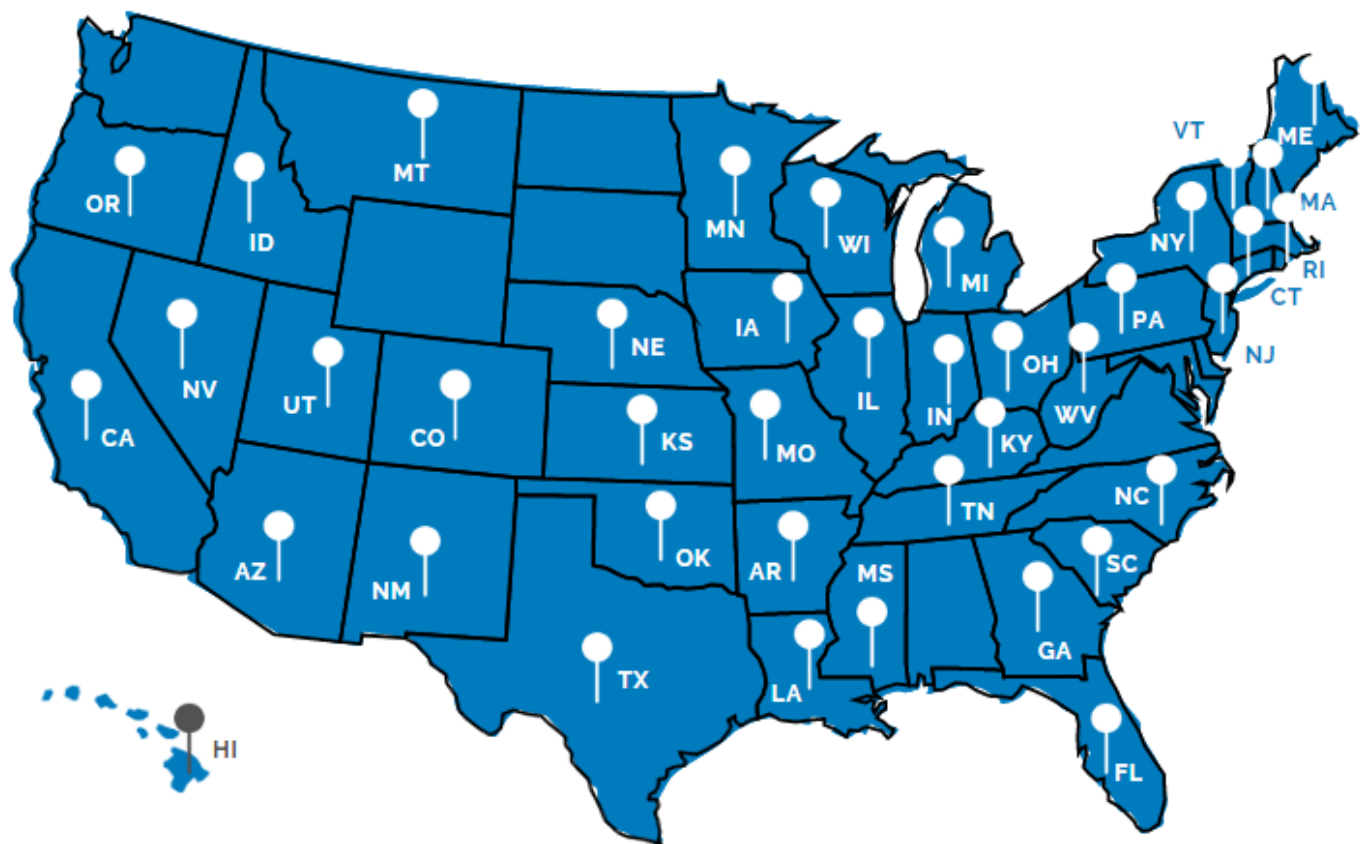
A handwritten signature in blue ink that reads "Linda".

Linda A. Zablotny-Hurst, JD  
Acting Director/Deputy Director  
Public Health Institute's Center for Wellness and Nutrition

# WHERE WE WORK

## OUR SERVICES EXPAND ACROSS THE NATION

PHI CWN works and collaborates across the world on some of the most pressing issues in public health. Our staff leverages their expertise in nutrition education, community engagement, research and evaluation, and program development to promote health equity and reduce health disparities. By amplifying leadership, dismantling structural barriers, and addressing the social detriments of health inequity, PHI CWN is working towards a future where all individuals have access to good health.



**40** STATES +

- PUERTO RICO**
- PALAU**
- CHEROKEE NATION**
- AFRICA**
- LATIN AMERICA**
- ASIA**

# THE NUMBERS

## 2022 HIGHLIGHTS

Here are highlights showing the breadth of our work and what PHI CWN accomplished in 2022:

**377**

Community-Based Organizations partnered to reach vulnerable populations

**27**

Partnered store retailers and Farmers Markets

**1,415**

Individuals reached through **32** training events

**16**

Conference sessions and posters presented

**19**

Collaboratives and workgroups with **5** published peer-reviewed articles to share promising evidence-based practices

**802**

Individuals directly reached

**37,585**

Individuals indirectly impacted

**22,477**

Reach across social media platforms

**5,212**

Wellness Matters Newsletter Subscribers



# BUILDING A STRONGER FUTURE



## PHI CWN EXPANDS TEAM IN 2022

In 2022, PHI CWN made a significant stride by expanding our team with the addition of **16** talented individuals. This growth has helped us increase our capacity to address pressing public health issues and create a greater impact in communities across the nation. With their diverse range of skills and expertise, these new staff members bring a fresh perspective and energy to our efforts to holistically further health equity and reduce health disparities. Their addition will allow us to continue our mission of empowering local leadership, removing structural barriers, and addressing the root causes of health inequity. By strengthening our workforce, PHI CWN is well-positioned to make a difference in the lives of communities nationwide.

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## PHI CWN GOES GLOBAL

In 2022, PHI CWN made a purposeful commitment to broaden its impact beyond the United States through its newly established **Global Nutrition and Partnerships Program (GNPP)**. This multi-sectoral program aims to improve the health of women, children, and communities worldwide. The GNPP works collaboratively across sectors, utilizing innovative and grassroots approaches to increase access to nutritious, local, affordable, and climate-smart foods. With a focus on vulnerable populations in lower- and middle-income countries, GNPP's sustainable and scalable strategy integrates community gardens, nutrition education and access, financial inclusion, and gender equity, to build resilience at the family and household levels. In collaboration with local partners, the GNPP team designs, implements, monitors, and evaluates projects, programs, studies, and policies to create impactful change, while also generating knowledge and evidence.



# BUILDING A STRONGER FUTURE



## PHI CWN AND ROOTS OF CHANGE (ROC): UNITING FOR GREATER IMPACT

Roots of Change (ROC), a program of the Public Health Institute, joined PHI CWN as a strategic partner in 2022. ROC works with organizations, universities, governments, and businesses to ensure that every aspect of our food supply chain—from when it's grown to when it's eaten—will be healthy and accessible for all eaters, safe and fair to workers, and profitable for companies.

This strategic relationship leverages the strength of our joint expertise to expand services, advocacy, and program implementation. Our combined knowledge pool, connections, and outreach position us well to accelerate transformation in the food system by taking on additional projects, particularly around Food as Medicine and Produce Prescriptions.

### Some of ROC's key accomplishments in year 2022 include:

- As part of the Achieving Resilient Communities project, and in collaboration with the Ventura County Air Pollution Control District, Mixteco Indigena Organizing Project, Líderes Campesinas, and Central Coast Alliance United for a Sustainable Economy, ROC helped to launch a new audio alert system in Mixteco and Zapoteco to protect farmworkers from wildfires.
- ROC joined Other Half Processing, American Grassfed Association, and the American Sustainable Business Institute to develop a successful proposal for the United States Department of Agriculture's Climate Smart Commodities Partnerships program, *Growing GRASS*. ROC and the seven additional project partners will receive **\$35 million** over five years to develop a system for providing buyers around the world with transparent confirmation of regenerative practices used by beef and bison producers across the nation.



# PARTNERSHIPS

PHI CWN collaborates with a diverse range of partners to maximize knowledge, resources, and impact to meet the needs of the unique audiences we serve.

## Abbott Fund's Future Well Communities (FWC) initiative

With funding support from the Abbott Fund's Future Well Communities (FWC) initiative, PHI CWN continued its collaboration with the African American Chamber of Commerce, the host of Community Market Days at Fremont Park in Stockton, CA. During these and other events, such as Stockton Night Out and El Concilio California Food Giveaway Day, PHI CWN joined forces with Non-Emergency Medical Transportation and Family Health Programs of El Concilio California, as well as Community Medical Centers – Women, Infants, and Children, to engage with the community. At these events, the partners shared health resources, food boxes, blankets, and pledge cards for three health-related campaigns sponsored by FWC.

## Moving Forward

Moving forward, PHI CWN and its partners remain committed to their efforts in creating healthy and thriving communities. With continued support from the Abbott Fund's FWC initiative and the ongoing collaboration with the African American Chamber of Commerce, Stockton residents can expect more events and resources aimed at promoting health and well-being.





# PARTNERSHIPS

## Schools for Healthy and Thriving Students Initiative

Valley Children's Healthcare and PHI CWN have a strong commitment to their joint initiative Schools for Healthy and Thriving Students: A Wellness Policy Consortium. In their efforts to create a healthier and more vibrant future for students in California's central valley, they have been joined by No Kid Hungry as a funding partner in 2022, further strengthening the impact they can make in their community. Efforts to enhance student health and wellness were made by supporting **17** school districts in Fresno and Madera Counties, promoting evidence-based practices, monitoring performance, sharing best practices, providing technical assistance, and offering tailored support through office hours. This past year also saw the distribution of implementation grants to Consortium School Districts with **\$75,000** in funding from No Kid Hungry.

### Moving Forward

In 2023, PHI CWN will continue the Schools for Healthy and Thriving Students initiative by hosting two additional convenings and two webinars, as well as continuing to offer office hours and one-on-one technical assistance to school districts. In addition, PHI CWN will evaluate the impact of initiative activities by conducting a food service director survey, key informant interviews with school districts, and post-assessments of the school district's local wellness policies using the WellSAT Whole School, Who Community, Whole Child tool.

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**"These Wellness Policy consortiums have challenged [us] to discover ways to engage school districts in meaningful and supportive conversations centered around their wellness policies."**

**---VCH Community Partner**

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# PARTNERSHIPS

## Technical Assistance for Center for Disease Control Grantees

PHI CWN partnered with the National Network of Public Health Institutes to provide technical assistance to Centers for Disease Control and Prevention (CDC) grant recipients for the National Initiative to Address COVID-19 Health Disparities Among Populations at High-Risk and Underserved, Including Racial and Ethnic Minority Populations and Rural Communities. In 2022, PHI CWN collaborated with health departments like the Long Beach Department of Health and Human Services, Denver Department of Public Health, Palau Ministry of Health and Human Services, and Puerto Rico Department of Health to provide innovative technical aid to meet the needs of the populations they serve.

### These projects included:

- Conducted an environmental scan of food insecurity measures and data sources being used by municipalities including novel examples of what municipalities have done and continue to do to ensure food access in an emergency, such as COVID-19. Supported planning of strategies for the development of a new online Immunization Clinics Coordination Registry that makes it easier for all community members to get access to vaccines.
- Facilitated the identification of communication strategies to combat mistrust in communication materials for Cambodian populations.
- Supported the identification and prioritization of health equity indicators that can be adopted and implemented at the organizational level to monitor and improve community-wide inequalities.

## Moving Forward

PHI CWN will remain a valuable resource for CDC grant recipients, providing a range of technical assistance, training, and support services centered around best practices in key areas of focus. These areas include health equity, culturally tailored communications, community engagement, and strategic planning, among others. PHI CWN's aim in providing ongoing support is to empower CDC grant recipients with the necessary resources and expertise to serve their communities.

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**"The monthly calls that we do are incredibly helpful. [PHI CWN staff] is just absolutely wonderful. Pointing out areas where there's more opportunity for engagement. They keep us on track and always brings it back to what that main goal is of community engagement and what the purpose is."**

**--- CDC REACH Grant Recipient**

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# TRAINING AND TECHNICAL ASSISTANCE



With over 15 years of experience in training and capacity building, PHI CWN's team of experts work with and support agencies reach their organizational goals.

## Community Health Worker Capacity Building

This year, PHI CWN has trained seven Community Health Workers (CHW) in Stockton, California through the Abbott Fund's FWC initiative. This new CHW-led health coaching model brings diabetes education, social service referrals, and resources to low-income residents with diabetes. The CHWs cultural and linguistic background and lived experience enable them to effectively reach African American, Latino, and Cambodian populations. The CHWs have completed CHW training, a non-clinical diabetes management certificate, data collection training on a new technology platform, and human subjects protection training.

### Moving Forward

In 2023, the CHWs will implement a new series of health coaching lessons to support healthy lifestyle change for better diabetes management and collect pre/post-survey data to demonstrate the outcomes of a health coaching program. Referrals to community agencies will address various social determinants of health, such as healthcare access, healthcare navigation in their preferred language, health education and screenings, transportation, and access to healthy food.

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## National Network of Public Health Institutes: Data Equity Webinar Series

In Fall 2022, PHI CWN organized and hosted a four-part webinar series, bringing together national experts to explore the connections between data and health equity and highlight resources and best practices from the public health field. More than **810** public health professionals and participants attended these live events.

### Moving Forward

The recordings of the Data Equity Webinar Series are available for viewing on the [Health Equity Technical Assistance](#) webpage. In line with our goal of achieving Health Equity and Racial Justice, PHI CWN plans to host additional training and webinars in 2023, providing resources, tools, and evidence-based practices to enhance equity and eliminate bias, thereby expanding equitable interventions and approaches.



# RESEARCH AND EVALUATION

PHI CWN's Research and Evaluation (R&E) team are experts in conducting evaluations in public health, utilizing a blended methodology to address intricate research questions. We meet diverse project needs through both our technical skills and deep understanding of community-based projects.

## Abbott Future Well Communities Healthy Food Rx

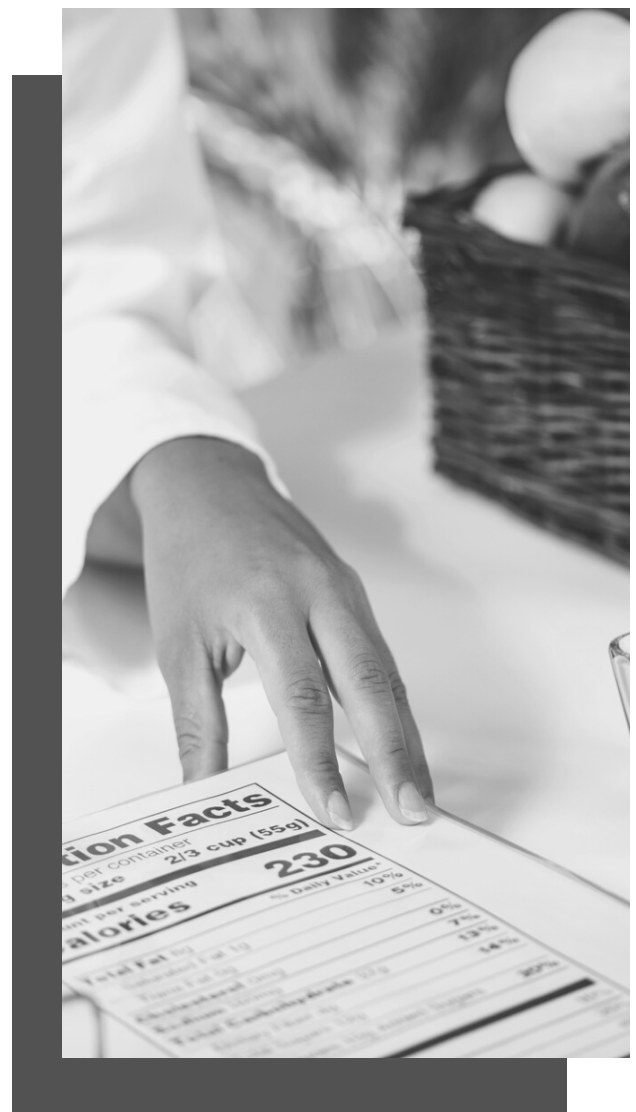
PHI CWN worked with Abbott Fund's FWC partners to help implement and evaluate Healthy Food Rx, a Food as Medicine program among a highly food insecure, predominately Hispanic population in Stockton, California. Healthy Food Rx delivered food boxes including ingredients for a healthy family meal and pantry staples to the homes of people diagnosed with diabetes every other week for six months. Participants were interviewed at the beginning and end of the program about food security, fruit and vegetable consumption, and diabetes management.

Additionally, glycolated hemoglobin A1C (A1C) values, which are an indication of how well blood glucose was in the target range over the past two to three months, were collected from some participants. Findings indicate improved A1C values, fruit and vegetable consumption, food security, and diabetes self-management after participation in the program. This indicates that a low-touch, tailored community-based food delivery program has the potential to improve health outcomes, food security, and healthy eating among populations most in need.

A second round of data collection for Healthy Food Rx Phase 2 participants is currently being conducted. These findings have been submitted for publication in a peer-reviewed journal.

## Moving Forward

In 2023, PHI CWN will continue its collaboration with Abbott Fund to implement and assess the second phase of the Healthy Food Rx program. This will involve collecting data from participants after they have completed 12 months in the program. Additionally, a similar program delivering food boxes to people diagnosed with diabetes, with the addition of health coaching by CHWs, has been implemented. Data analysis and reporting will be completed this year. Finally, a new program partnering with the Emergency Food Bank in Stockton, California to create community referrals into Healthy Food Rx and other community services, such as transportation and diabetes care clinics, is being implemented. PHI CWN will lead the evaluation to examine the reach and effectiveness of multiple services on diabetes-related outcomes.



# RESEARCH AND EVALUATION

## USDA FNS Southeast Region

PHI CWN conducted a comprehensive formative evaluation with Supplemental Nutrition Assistance Program Education (SNAP-Ed) states and implementing agencies in the United States Department of Agriculture (USDA) Food and Nutrition Services (FNS) Southeast Region to identify strategies to ensure that a racial equity lens is used in the context of the [SNAP-Ed Evaluation Framework](#).

### Moving Forward

In 2023, PHI CWN will expand its evaluation of racial equity in Supplemental Nutrition Assistance Program (SNAP) and SNAP-Ed in the USDA FNS Southeast Region by capturing the lived experiences among people eligible for SNAP and SNAP-Ed to determine what is working well and what could be improved to increase nutrition security.

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**"We're all measuring race/ethnicity equity differently. [There are] no clear instruments to do so. We need more thorough tools to measure equity, to understand our equity status, and to move this forward"**

**---Key Informant Expert in Racial Equity, SER Project**

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## Racial and Ethnic Approaches to Community Health

Through funding from the CDC, PHI CWN provided technical assistance, resources, and training to interested Racial and Ethnic Approaches to Community Health grant recipients across the country to help organizations deepen their community engagement efforts to advance systems change in local communities focused on supporting priority populations. PHI CWN's evaluation team evaluated the training and technical assistance provided and found that at baseline in 2019, organizations did not report involving community residents in project decisions. However, at a follow-up in 2021, **six out of the seven** organizations interviewed described co-creating solutions or involving community residents in the decision-making processes surrounding project implementation, resource development, and local systems change. For additional information, explore the [report and toolkit](#).



### Moving Forward

2023 marks the fifth anniversary of PHI CWN's partnership with CDC's Division of Nutrition, Physical Activity, and Obesity (DNPAO). This year, PHI CWN will continue offering technical support and conducting national quarterly calls. PHI CWN will also jointly create the 2023 Program Showcase with DNPAO. Additionally, PHI CWN and DNPAO will collaborate to support the Population Health Social Determinants of Health recipients by developing, hosting, and facilitating events that bring together multiple partners and aid in the creation of Accelerator Plans. This will involve developing resources and hosting workgroup sessions, meetings, and technical assistance webinars.



# EDUCATION

As a leader in developing campaigns and programs to promote wellness in the most vulnerable communities across the country, PHI CWN educates individuals, families, and communities by using innovative and tailored approaches.

## Sacramento County Healthy Retail Program

In partnership with the Sacramento County Obesity Prevention Program, PHI CWN implements the Healthy Retail Program, an initiative under the California Department of Social Services (CDSS) CalFresh Healthy Living program. The goal of the Healthy Retail Program is to increase access to healthy foods and beverages, especially fruits and vegetables, county-wide through interior and exterior changes and marketing strategies. PHI CWN has collaborated with **17** retail partners to deliver Policy, Systems, and Environmental Change. Additionally, PHI CWN has joined forces with community partners across the county to deliver direct and indirect education, both virtually and in person, to community residents. Highlights of this program include reaching **37,512 shoppers/customers** through retail foot traffic and distributing over **100** materials for retail partners to use in healthy retail promotion, including signs, wobblers, floor decals, produce baskets, and more.

## Moving Forward

In 2023, PHI CWN will continue to work with current retail partners and newly recruited partners of all sizes to increase and improve the purchase and consumption of fruits and vegetables. Increasing the opportunities to connect retailers with the community through food demonstrations, store tours, indirect and direct education sessions, and other promotional opportunities will be the focus in 2023. We are also looking forward to evaluating our retail partners to help identify the areas of opportunity at each site, allowing PHI CWN to identify specific strategies to enhance our current efforts.

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**“Thank you so much for your presentation. I love attending these because I always learn something new I can try to implement in my lifestyle.”**

**---Cooking Matters Class Participant**

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# EDUCATION

## Stockton Wellness Challenge

The Stockton Wellness Challenge, supported by Abbott Fund's FWC, is a community-based diabetes awareness campaign promoting healthy habits such as physical activity, consumption of healthy drinks, and fruits/veggies. Implemented by PHI CWN, the initiative saw over **650** pledges collected through social media and community events, with three winners chosen from each challenge to receive gift cards as prizes.

## Moving Forward

PHI CWN will continue to build on the success of the Stockton Wellness Challenge with another round of Challenges in 2023. We have learned that community-level campaigns are best implemented by a variety of community partners and have secured a commitment from FWC partners to collectively promote the themes around each Challenge. We are looking forward to having thousands of Stockton residents pledge to practice healthier behaviors and create a culture of health within their families and communities.

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**"Thank you both for your expertise in food and cooking matters. I learned somethings about how to introduce different foods to children, engage them in the kitchen and help them select healthy vegetables."**

**---Cooking Matters Class Participant**

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**"Love the food, been eating healthier since I started getting them cuz just don't shop that much and love the veggies especially cucumbers. Also eating food I never ate before like jicama. They were good."**

**---Healthy Food Rx Participant**

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# ADVOCACY

PHI CWN promotes policies for healthier communities and wellness for all, addressing racial discrimination and imbalances in food systems to achieve health equity. We also engage community members to develop advocacy skills for local policy changes.

## Latino Coalition for a Healthy California Cohorts

The Latino Coalition for a Healthy California, with funding from the CDSS CalFresh Healthy Living program and guidance and oversight from PHI CWN, successfully carried out the final year of the CalFresh Healthy Living Health Ambassadors Initiative (CFHL-HAI). The CFHL-HAI was developed with two primary goals:

- To create healthier California communities by improving population health and reducing health inequities.
- To contribute to the reduction of food insecurity and obesity for low-income individuals by providing predominantly Latinx women/mothers, with incomes at or below 185% of the Federal Poverty Level, with compensated opportunities to build skills, increase knowledge, and influence nutrition and physical activity change in their communities.

The CFHL-HAI utilized a multi-tiered engagement model that prioritized adult caretakers living in two California regions: Southeast Los Angeles and the Central Valley. Seven cohorts comprised of a total of 21 residents who served as Health Ambassadors who advocated for local policy, systems, and environmental (PSE) changes.

Six of the seven Health Ambassador cohorts worked toward community changes. Two cohorts made strides toward improving the quality of food and operations of their local food pantry, three others developed key relationships with city decision-makers to improve local parks, and one other cohort supported efforts to ensure healthier school meals. One Health Ambassador cohort was able to achieve and fully implement two PSE changes:

- The extending and shifting of hours at a local food pantry site to accommodate clients.
- The use of a client choice table or swap-table—both systems changes.

## Moving Forward

Though the Latino Coalition for a Healthy California project ended after four years, the CFHL-HAI learned valuable lessons that can support authentic community engagement. Based on the CFHL-HAI experience, PHI CWN developed a toolkit with practical approaches to achieve PSE wins and steps to meaningfully engage community members and build community capacity for stronger, healthier families and communities. This resource, once reviewed and tested, will be made available to the public and organizations working toward community-led efforts to achieve these goals.



**Tenemos que seguir adelante...  
hay mucha política allí, pero  
se va llegando al fondo o sea  
que perseverancia, encontrar y  
querer es poder."**

**We have to keep going ... there  
are a lot of politics there, but  
you get to the bottom of  
it...that is perseverance, where  
there is a will there is a way."**

**--- CFHL Health Ambassador**



# ADVOCACY

## Georgia SNAP-Ed Community Advisory Board (CAB)

In collaboration with the Georgia Division of Family & Children Services, PHI CWN is facilitating the Georgia SNAP-Ed Community Advisory Board (CAB) to provide advisory guidance on SNAP-Ed programming in Georgia. This project is designed to gather Georgia residents with lived experiences with SNAP and/or SNAP-Ed to collaborate, inform, and improve the planning, delivery, and evaluation of the SNAP Nutrition Education Program in the state of Georgia. 2022 was the year of establishment. PHI CWN recruited and engaged a base of eight board members from across the state of Georgia. This initial group used the first year to define the parameters of this board, establish group agreements, and codes of conduct, and guide the structure that would best meet the needs of SNAP-eligible Georgia residents. Towards the end of the year, existing Board Members supported recruitment activities to bring new community members to the board.

### Moving Forward

The CAB, currently consisting of 12 members, has already begun connecting Georgia SNAP-Ed to community partners in regions of the state currently with little or no existing SNAP-Ed Programming. In 2023, PHI CWN will facilitate the CAB providing guidance and active support in the selection of newly funded community-based partnerships across Georgia.

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**“The way this board is set up, we are listened to, ideas are not shot down, we are able to piggy-back off of each other. This is such a great group. It adds to why I am wanting to remain here {as a member}.”**

**---GA SNAP-Ed CAB Member**

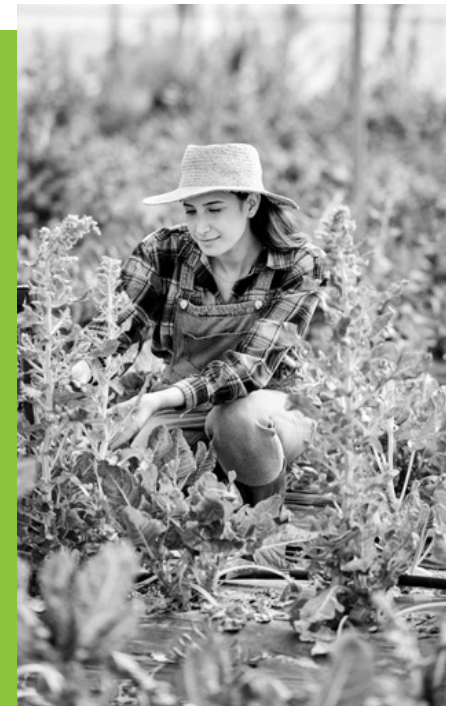
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## California Food System Budget Advocacy

ROC, PHI CWN's new affiliate, successfully advocated with its Food and Farm Resilience Coalition partners for over **\$700 million** in the 2022-23 California Budget, including **\$15 million** each for the California Nutrition Incentive Program, the Healthy Refrigeration Grant Program, and weatherization of farmworker homes. By collaborating with coalition members, conducting listening sessions for various stakeholders, and meeting with elected officials, ROC and its allies were able to ensure that much-needed funding for critical food system infrastructure was included in this year's budget.

### Moving Forward

In the coming year, ROC has committed to again collaborating with the Food and Farm Resilience Coalition for a bond initiative to support fundamental food system change in California. Assemblymember Lori Wilson has agreed to sponsor the bond initiative which seeks funding for several programs, including climate-smart agriculture, farmworker housing and safety projects, healthy food access infrastructure, regional food system infrastructure, and more.



# ACKNOWLEDGMENTS

We are grateful to all of the individuals and organizations that have supported our mission and helped us to achieve the impact reported in this document. We would not have been able to achieve our goals without the help of our dedicated partners, funders, and community members.

We also thank our customers who, as participants in PHI CWN programming, have trusted us, and shared their stories and community needs. Their feedback and testimonials have been invaluable in helping us to adapt and enhance our program approaches and better understand the impact of our programs and services.



## LOOKING TO REACH OUT? THERE ARE SEVERAL WAYS TO GET IN TOUCH!

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