



Anderson Partnership for
Healthy Children

Healthy Shasta Annual Report: July 2015 through June 2016

City of Anderson

The Healthy Shasta Collaborative has expanded to 23 partner organizations: *Anderson Partnership for Healthy Children, City of Anderson, City of Redding, City of Shasta Lake, Dignity Health – Mercy Medical Center Redding, First 5 Shasta, Good News Rescue Mission, The McConnell Foundation, National Park Service, Redding Rancheria, Redding School District, Shasta College, Shasta Community Health Center, Shasta County, Shasta County HHS Public Health, Shasta County Office of Education, Shasta Family YMCA, Shasta Head Start Child Development, Shasta Regional Transportation Agency, Simpson University, Turtle Bay Exploration Park, University of California Cooperative Education, and Viva Downtown).*

City of Redding

City of Shasta Lake

County of Shasta

First 5 Shasta

Good News Rescue
Mission

Mercy Medical
Center

The strategic plan continues to focus on four specific initiative areas: Increase Fruit and Vegetable Consumption, Decrease Sugary Beverage Consumption, Increase Walking and Bicycling, and Increase Fitness and Play.

Redding Rancheria

Redding School
District

October 2015 was the 10th and final Healthy Shasta signature event: Walk This Way at Turtle Bay event promoting all four strategic areas.

Shasta College

The Healthy Shasta partners were honored at a celebration breakfast and recognized for their contribution over the last 10 years.

Shasta Community
Health Center

Shasta County Office
of Education

Full-time Healthy Shasta Coordinator was hired.

Shasta Regional
Transportation Agency

Increase Fruit and Vegetable consumption

Healthy Shasta is working to enhance options for healthy eating in our region. We continue to support efforts that promote local foods – for health and economic benefits – and improve access to fruits and vegetables, both locally and regionally.

Shasta Family
YMCA

Shasta Head Start

Accomplishments

Simpson University

- New Farmers' Market poster (see below)
- FARM Club:
 - June 5, 2015 to July 11, 2015. Registered 593 children ages 3-15 years old for FARM Club and distributed 1600 tokens. Total amount of tokens exchanged for fruits and vegetables was 1,261 (\$2,522).
 - June 4, 2016 to July 9, 2016. Registered 882 children ages 3-15 years old for FARM Club and distributed 2,343 tokens. Total amount of tokens exchanged for fruits and vegetables was 1,848 (\$3,696).
- Demonstrated hands-on cooking at the Farmers' Market on Saturdays from June 20, 2015 to September 19, 2015. There was a variety of guest chefs. Participation each week ranged from 75-125 people. Recipes featured fresh, locally grown produce such as basil, zucchini, strawberries, tomatoes, etc.

The McConnell
Foundation

Turtle Bay Exploration
Park

University of California
Cooperative Extension

Viva Downtown

Whiskeytown
National
Recreation Area



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City of Shasta Lake

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Good News Rescue Mission

Mercy Medical Center

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Redding School District

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Whiskeytown National Recreation Area

- Healthy cooking demonstration at Carrillo’s Market in Redding
- Healthy cooking demonstration at Sentry Market for National Nutrition Month and retail collaborative
- Participated in UC ANR workshop on Fostering Partnerships: Supporting Healthful Food Procurement for the Charitable Food Network
- Lean and Green in Redding and in Anderson to promote nutrition and physical activity
- Participated in UC ANR workshop on Fostering Partnerships: Supporting Healthful Food Procurement for the Charitable Food Network
- Provide support, such as Healthy Shasta branding to Shop Healthy Shasta Lake community collaborative
- Gardening promotional events with healthy cooking demonstration
- Promote National Nutrition Month on radio and provided DJ with a healthy breakfast
- Collaborations with Shasta Community Health Center and Shasta Senior Nutrition Program to promote healthier food and beverage options at their worksites
- Participated in health fairs including Employee Appreciation (provided education and incentives to increase eating more fruits and vegetables: peelers, strainers, cutting boards, etc. and Redding Rancheria Health Fair, where we used the Bike Blender to increase awareness about consuming more fruits and vegetables



Reduce Sugary Beverage consumption

Accomplishments

- Promoted “Fit Pick” for healthy vending to reduce sugary beverages
- Provide Healthy Shasta branding to Shop Healthy Shasta Lake community collaborative
- Collected data (such as at Multicultural Fair in Shasta Lake) regarding community retail experiences regarding healthy purchases
- Promote healthier food and beverage options at Shasta Community Health Center and Shasta Senior Nutrition Program worksites
- Presentation to community group about Healthy Shasta including “Rethink Your Drink”
- Promoted Rethink Your Drink message at Shasta County Employee Appreciation luncheon

Water bottle filling stations purchased and installed earlier in 2015 (previous fiscal year)



Anderson Partnership for
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Increase Walking and Bicycling

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- Collaborated with Viva Downtown and local cities to increase bicycle parking (by purchasing bicycle racks for local cities and partners who installed them. This includes purchasing/installing them in eastern Shasta County for the first time.
- Pilot tested crowdsourcing GIS data to map bicycle parking (data collection in progress)
- Trail and Bikeway Gap Analysis – a coordinated effort between Healthy Shasta and the Lifetime of Wellness Communities in Action grant
- Hosted focus groups related to Downtown Circulation Plan to assist with public input
- Bicycle and pedestrian counts
- Redding Rancheria Health Fair – Bike Blender increase bicycling awareness (and fun!)
- Take a Kid Mountain Biking Day
- Letters of support to SRTA regarding infrastructure changes for safer walking and bicycling
- Walk Audits with City of Redding
- Safe Routes to School (SRTS)
 - Walk to School Day: 15 schools and 1735 participants
 - Bike to School Day: 19 schools and 700 participants
 - Facilitated and helped coordinate 6 bike safety courses/
 - Provided bike safety education at 6 schools and at two community events (Kidical Mass and Anderson Stroll)
 - Updated and reprinted Bike Redding Map (3000 copies).
 - Used updated Bike Redding Maps for 6th graders at schools to teach bicycle safety/mapping exercise
 - Encouraged high schools to participate in the bike challenge. One new school, Enterprise High, joined the challenge. Shasta High and Anderson New Tech also participated
- Bike Month and Bike Challenge
 - 460 local riders from May 1, 2016 to May 21, 2016
 - Bicycled enough miles to loop around the world nearly 2.5 times (60,463 miles)
 - On average, 171 cyclists a day took to the streets and trails in our community
 - Shasta County ranked top five on the National Bike Challenge during the 21-day local challenge.
 - The average rider mileage per day was 16.8 miles.
 - Top performing teams in the 2016 Shasta Bike Challenge included:
 - Top overall workplaces- **Cal Fire Smoke Chasers**, City of Redding, Shasta Regional Medical Center
 - Top schools- **Shasta High School**, Anderson New Tech, and Redding School of Arts
 - Outstanding Performance- **City of Redding**, Shasta Regional Medical Center, and Caltrans
 - Top team (non-workplace, non-school) – **Shasta Wheelmen**



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“I had not ridden my bike in over 20 years and after hearing about the Shasta Bike Challenge, I was motivated to start riding again. I started the challenge off by commuting to and from work a few times a week, along with some recreational rides on the weekends with my daughter. Since riding, I have lost over 12 pounds and I have started eating healthier,” said Ron Col Jr., a first time participant in the Shasta Bike Challenge.

Shasta Bike Month & Challenge is a collaboration with Healthy Shasta, Shasta Wheelmen, Shasta Safe Routes to School, Redding Electric Utility (REU), Owens Healthcare, Shasta Living Streets, Caltrans District 2, Redding Area Bus Authority (RABA), City of Redding, Chain Gang, Enjoy Magazine, First 5 Shasta, Sports LTD, The Bike Shop, Trails & Bikeways Council of Greater Redding, Turtle Bay Exploration Park, Village Cycle, Shasta County HHSA-Public Health, Shasta Rock Club, The Harvest Company, Rare Air Trampoline.

Increase Fitness and Play

Accomplishments

- Provided health related information on physical activity and nutrition to City of Shasta Lake for their General Plan.
- Distributed incentives with *Go Outside and Play* logos (stickers, water bottles, backpacks, Frisbees, bracelets, grocery bags, t-shirts) at community events.
- Supported Lean and Green in Redding and Anderson to promote nutrition, healthy eating and physical activity
- Sponsored CASA Superhero Run, encouraging people to Go Outside and Play
- Worksite Wellness Health Works workgroup provided the following:
 - Anderson New Tech- Purchased a stationary bike and total body gym for a “Staff Wellness Zone”. April 2016
 - Shasta Community Health Center- Purchased Exercise Equipment (Resistance bands, Swiss balls, etc.) and materials (stretching poster, exercise poster, etc.) for a Pop-up Gym for employees. June 2016



Anderson Partnership for
Healthy Children

Resources and Investments

City of Anderson

Funders for Healthy Shasta, Fiscal Year 2015-16

City of Redding

The McConnell Foundation

City of Shasta Lake

Mercy Medical Center – Dignity Health

Shasta County Public Health

County of Shasta

Total funding amount: \$333,600

First 5 Shasta

Operating Expenses

Good News Rescue
Mission

Salaries \$220,600

Mercy Medical
Center

Office Supplies \$2,000

Redding Rancheria

Professional and Special Services \$3,500

Redding School
District

Educational Materials \$9,000

Website Maintenance and Expansion \$3,000

Shasta College

Marketing \$30,000

Events \$5,500

Shasta Community
Health Center

Training \$5,000

Initiative Support \$55,000

Shasta County Office
of Education

Steering Committee: Alexis Ross, Barb Jackson, Barb Jackson, Concepcion Mendoza, Cristy Kidd, Dan Wayne, Jennifer Snider, Kristen Lyons, Pam Lewis

Shasta Regional
Transportation Agency

Public Relations Committee: Kerri Schuette, Cristy Kidd, Alexis Ross, Debbie Peel

Shasta Family
YMCA

Shasta Head Start

Worksite Wellness Committee: Cameron Lievens, Betsy Amstutz, Brenda Palmer, Carrie

Simpson University

Edwards, Curtis Chow, Natalie Sandoval, Pam Lewis

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