

Strategic Plan 2018

Mission: Partnering with the community to promote healthy eating and physically active lifestyles through environmental, policy, and organizational change.

Vision: A community where the healthy choice is the easy choice.

Goals and Priorities

Reduce the prevalence of obesity and chronic diseases such as Type 2 Diabetes.



Increase Fruit and Vegetable Consumption:

- Expand the Farm to Fork culture
- Partner with healthcare providers: increase the number and scope of healthcare partnerships



Decrease Consumption of Sugary Beverages:

- Increase access to water
- Encourage more organizations to have policies about not serving sugary beverages



Increase Fitness and Play:

- Increase the use of parks and trails
- Improve access to schools and campuses
- Improve online tools to locate recreational sites



Increase Walking and Bicycling:

- Promote walking and bicycling as transportation
- Develop and promote walking groups
- Implement best practices in walking and bicycling infrastructure



Improve Collaborative Sustainability:

- Engage community leaders
- Marketing and promotion
- Community Education and outreach

About Us:

The Healthy Shasta movement is a collaborative of community organizations who promote healthy eating and active living among Shasta County residents. We initially joined forces due to increasing rates of childhood obesity and continue to work towards reducing obesity in children and adults in an effort to reduce the rates of chronic diseases such as Type 2 Diabetes.

Partners:

City of Anderson

City of Redding

City of Shasta Lake

County of Shasta

Dignity Health - Mercy Medical Center

First 5 Shasta

Good News Rescue Mission

Redding Rancheria

Redding School District

Shasta County Child Abuse Prevention

Coordinating Council

Shasta College

Shasta Community Health Center

Shasta County Office of Education

Shasta Regional Transportation Agency

Shasta Family YMCA

Shasta Head Start

Simpson University

The McConnell Foundation

Turtle Bay Exploration Park

University of California Cooperative Extension

Viva Downtown

Whiskeytown National Recreation Area

