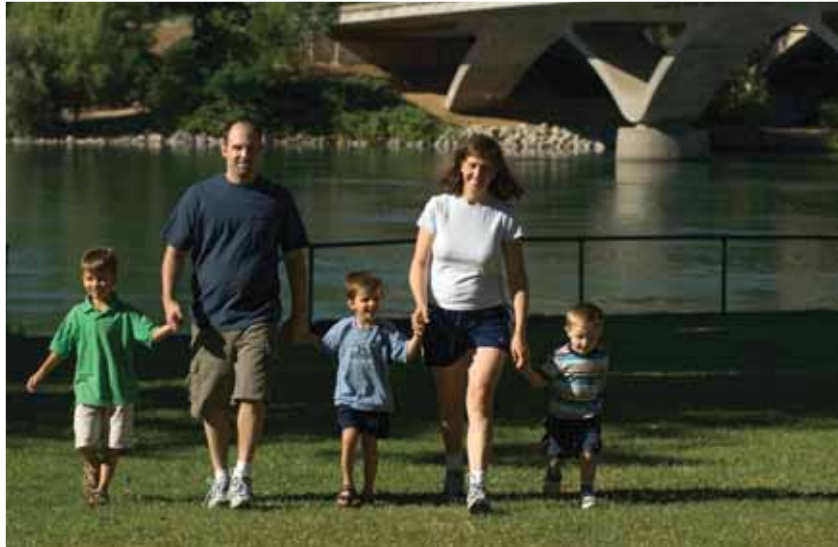


Healthy Shasta



January 2010 - June 2011 Report

HEALTHY

SHASTA
Better choices. Healthy changes.

Our 2010-2011 Report is
dedicated to those who share
our vision for a community
where the healthy choice
is the easy choice.

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About the Healthy Shasta Movement

Our History

Healthy Shasta is a local partnership to increase healthy eating and physical activity among Shasta County residents. We joined forces out of concern over increasing rates of childhood obesity and chronic diseases, such as Type II diabetes. We are committed to long-lasting community changes that make healthy choices easier, convenient, inviting and affordable everywhere you live, work, play, learn and study. The Healthy Shasta movement has grown from four initial partners in 2005 to 20 community partners today.

Our Vision

A community where the healthy choice is the easy choice.

Learn more

Learn more at www.healthyshasta.org and sign up for our e-newsletters: *Activate Shasta!*, *Bicycling and Walking Updates* and *Healthy Schools*.

Find us on Facebook!

www.facebook.com/healthyshasta

Contact us

Phone (530) 229-8428, email hsinfo@healthyshasta.org
2660 Breslauer Way, Redding, CA 96001



Healthy Shasta Partners Walk the Talk

Overview

Each Healthy Shasta partner is committed to making healthy eating and physical activity choices easier for the people they serve. The “Walk The Talk” initiative represents changes partners make to the environments, policies and systems within their realm of influence. In doing so, each Healthy Shasta partner directly makes healthy choices easier for all of us.

Why

Research shows that people are more likely to make healthy choices when they are surrounded with convenient, affordable, enticing options for healthy foods and physical activity or when barriers are removed. Additional “Walk The Talk” accomplishments are included on specific initiative pages.

Walk The Talk Accomplishments made by Healthy Shasta Partners

- East-west access for bicyclists and pedestrians greatly improved in Redding with completion of the Cypress Bridge and Dana to Downtown bridge projects, thanks to Caltrans, Redding and partners.
- Mercy Medical Center held a Choose to Lose weight loss challenge. More than 180 participants lost a total of 1,511 pounds in 13 weeks (more than 2,600 pounds region-wide).
- Anderson completed a paved bicycle/ pedestrian path from South Street to the Anderson Marketplace, parallel to Highway 273. This path increases residents’ safety as they travel between shopping and residential areas.
- Child Abuse Prevention Coordinating Council (CAPC) implemented a healthy options policy for food at meetings and focused on nutrition at their 2010 Parent Leadership conference.
- Redding adopted Nutrition Standards for Vending and Concessions at Park and Recreation Facilities in 2010.
- City of Shasta Lake completed the Montana Avenue Safe Routes to School project in April 2011 and is preparing for construction of the Cabello Avenue Safe Routes to School Project.
- Anderson Teen Center provided free weekly physical activity and nutrition/ cooking classes to youth and adults while continuing to use a healthy snack and no soda policy.
- McConnell Foundation completed two miles of repair and reroute in the Westside trail area to improve safety and accessibility.

Anderson framed and hung local students’ artwork along the stairwell at City Hall, encouraging people to use the stairs.



City of Shasta Lake added lighting throughout Clair Engle Park, allowing for better nighttime visibility and improved safety.

Simpson University built a new walking path on campus to encourage students and employees to take walking breaks.

Walk the Talk

Simpson University, Redding Rancheria and Mercy Medical Center offer free or reduced-cost gym memberships for employees. Redding Rancheria also offers employees onsite Pilates, Zumba and yoga classes.



YMCA vending machines have new front panels featuring non-soda drinks, and now only sell water and sports drinks.

Shasta College installed new bicycle racks to make bicycle commuting easier and more secure for students.

- First 5 Shasta provided funding for Redding's Mini Grasshopper program so 2- and 3-year-old children can participate in non-competitive, age-appropriate sport activities such as soccer.
- Shasta County's Wellness Task Force continues to support the health and safety of County employees. They partnered with Simpson University to provide free, confidential health screenings to staff, and offered the Healthy for Life wellness challenge for the 5th year. Collectively, 22 teams lost 1,085 pounds - triple the number from the previous year.
- Redding Rancheria launched the employee "Win-Fit" Challenge in 2010 with regular weigh-in days and prizes; 633 pounds were lost by 80 people. In 2011, they are offering two 6-month challenges, with raffles open to those who participate in physical activity for at least 30 minutes.
- The main focus of the YMCA's newly formed strategic plan is on healthy living, nutrition education and lifestyle choices.
- Shasta Head Start emphasizes foods that are low in fat, salt and sugar. They cook from scratch at their infant, toddler and preschool centers.
- Cities of Anderson and Redding each adopted Anderson Healthy Eating Active Living (HEAL) resolutions.
- Shasta County revamped the annual employee picnic into an Employee Wellness and Appreciation Day with a new focus on healthy lifestyles.
- Simpson University's dining center, Chartwells, now has vegetarian options at every meal and added two stations that include healthy choices such as whole-grain pasta, black beans and brown rice. Chartwells also created "Meeting Well", a heart-healthy catering guide to promote healthier workplaces.
- Shasta County's Wellness Task Force created healthy meeting guidelines for staff, available to Healthy Shasta partners.
- Anderson Partnership for Healthy Children, local partners and students worked with Anderson Middle School to change policy to allow students to ride their skateboards to and from school.
- Mercy Medical Center hosted a biometric screening for employees which included cholesterol, glucose and BMI measurements.

Walk the Talk

- Shasta Head Start offered cooking classes for parents in McArthur to teach them about preservation of fresh, healthy foods.
- Redding School District is establishing school gardens at Sycamore and Bonny View schools, as well as mobile physical activity stations and/or PE circuit rooms on various campuses. Manzanita and Cypress schools piloted cafeteria menu changes, with more cooking from scratch.
- Shasta County Office of Education (SCOE) provides Harvest of the Month and encouraged cooking in the classrooms every month.
- Shasta County is expanding PreventionLink, an employee safety portal aimed at promoting worksite wellness, and is pilot-testing the Healthy Roads wellness program with 60 employees.
- YMCA revised snack menus to meet new nutritional guidelines and now offers classes to teach kids to cook from scratch.
- Redding has new playgrounds at MLK and T. R. Woods parks.
- Shasta County and City of Redding partnered for a new bike lane on College View Drive, with more to come.
- Shasta County's Wellness Task Force is working on policy and guidelines for 50% healthy vending in three departments and is using the Healthy Shasta Fit Pick Program. They promote the Healthy Snack basket program to worksites that do not have vending machines.
- Redding is building the Anglers' Trail along the Sacramento River near Bonnyview Boat Ramp.
- Shasta Lake approved fee waivers for a new scoreboard in Wynne Price Park.
- Redding Rancheria offers fresh fruit delivered weekly for employees.
- YMCA Child Care Department uses the Y Food & Fun Curriculum to introduce families to healthy living choices, food taste-testing and physical activity games.
- Redding School District partners with the YMCA to provide swimming lessons to first graders.
- Simpson University staff and faculty participated in their first Pedometer Challenge in 2010 with 140 participants.

McConnell Foundation, the Bureau of Land Management, Redding Foundation and Whiskeytown National Recreation Area are developing a new trail system called Mule Ridge, where 21 miles of design and layout are complete with 6 miles of new trail finished.



Whiskeytown National Recreation Area adopted a smoke-free beaches policy, resulting in healthier and more attractive places for families to swim and be physically active.

Action Heroes, 2010

BRIDGETTE BRICK-WELLS

Bridgette is raising the bar for school lunches that are healthy for both students and the environment.



GIRLS ON THE RUN

This running program is designed for girls to build self-respect and an appreciation for healthy living.



PAM BATES

Pam is growing Bella Vista School's gardening program to provide students a living laboratory to learn agriculture, science, nutrition and more.



CITY OF REDDING RECREATION

The City of Redding Recreation Department provides physical activity opportunities and healthy food at affordable prices to kids and families.



BILL KUNTZ

Bill has collaborated with others to build 45 miles of trails in just 4 years, providing places for people to be physically active near their homes.



Healthy Students Initiative

Overview

The Healthy Students Initiative (HSI) is a seven-year project to address childhood obesity in local school communities. The overall goal is to improve the health and academic success of Shasta County students in three schools (Bella Vista, Cypress and Lassen View schools) and to develop a roadmap for other local schools.

HSI's Four Areas of Focus

(with examples of accomplishments during 2010-2011 from the three schools):

1. Make long-lasting changes to support healthy eating and physical activity.

- Enhanced outdoor eating areas with additional seating and a mural depicting school spirit.
- Submitted letters of support for city funding for Safe Routes to School infrastructure projects. One project was

funded, which will improve connectivity and walkability by enhancing the sidewalk to school.

- Enhanced the school meal program by changing the cafeteria from a serving-only kitchen to a full, cooking kitchen to allow for more scratch cooking and improved nutritional quality.

2. Increase physical activity among students and families.

- Hired and continued to fund a physical education consultant and physical education technicians.
- Intramural programs at lunchtime recess have been successful.
- Purchased additional physical education and physical activity equipment, such as soccer goals, volleyball set, playground structure, basketball hoop and more.
- Purchased SPARK and fitness assessment equipment to improve quality of physical education.

- Girls on the Run program at school sites improves student body image and self-confidence.
- One school won the Governor's Fitness Challenge award and a Front Runner award.
- Participated in Walk to School Day, with more than 200 participants walking.
- Provided staff training on the S'cool Moves program, which uses movement as a way to refocus students.

3. Increase access to healthier foods and beverages on school campuses.

- Enhanced the school meal programs by increasing the number of made-from-scratch entrees and sides.
- Piloted a Second Chance Breakfast program for middle school students. Students who would not typically eat school breakfast or lunch regularly participated in Second Chance Breakfast.
- Added a salad bar to school lunches with



Bella Vista School Second Chance Breakfast



Jump With Jill

Healthy Students Initiative

several fruits and vegetables daily.

- Continued to support school meal programs with additional kitchen equipment and extra kitchen staff time to prepare more food from scratch.
- A new dishwasher was installed that has been reported to save about \$1000 per month in water and electricity costs.
- Changed from “square” pizza to round pizza, like at pizza restaurants. The pizza now tastes better, students say.
- Free breakfast promotions throughout the school year.
- Continued to enhance school garden programs. Gardens provide some produce to cafeteria. Cafeteria provides kitchen scraps to compost for use in garden.
- Planted more than 60 fruit trees, which will one day provide fruit for snacks or meals.
- Fundraisers promote healthier food choices, physical activity or non-food items. No cookie dough sales. Limited unhealthy snack bar choices, removed candy bars from snack bar and added smoothies.
- Funded an upgrade of a cafeteria serving area to a full kitchen, which allows for increased scratch cooking and baking. Sugar, salt, fat, fruits, vegetables, and whole grains can be better controlled.

- Purchased beverage dispensers for use at school functions. Schools now offer free, flavored water instead of punch, bottled water or soda at school events.
- Replaced soda machine in staff lounge with a water machine that dispenses hot and cold filtered tap water.

4. Empower students, staff, and families to speak up for healthy choices and physical activity.

- Hosted “Jump with Jill” Rockstar Nutritionist concerts at each school and for the community to empower students and families to make healthy choices.
- Public Health Advisory Board Award for a Parent Club that made and sustained healthy fundraising practices.
- Several staff attended conferences and training on school gardens, childhood obesity and physical activity.
- All three schools have active school health councils where parents and staff collaborate to improve student nutrition and health.
- All schools use their school newsletter to promote health messages.

Evaluation Results and Data

- One in three students in HSI schools carry more body weight than is healthy for their age and height, mirroring

national and statewide child overweight and obesity rates.

- Only 48% of 5th graders are meeting the standards (called the Healthy Fitness Zone) in at least five of the six Fitnessgram areas. It is imperative that schools work to improve the fitness of students.
- One HSI goal is to have 50% of PE class time spent in moderate to vigorous physical activity, which raises heart and breathing rates. At baseline (2008-09 school year), only 31.2% (or 7.6 minutes) of PE class time was spent in moderate or vigorous physical activity. In Year 3 of the Healthy Students Initiative, this increased to 47% (or 11 minutes) of PE class time.

Funding Source

The McConnell Foundation, Shasta Family YMCA, and Shasta County Public Health in partnership with Bella Vista, Cypress, and Lassen View schools.

Contact

April Jurisich, MPH, RD
(530) 245-6843

Food Systems

Initiative Goal

To inspire a culture that values healthy food and promotes healthy eating.

Overview

Healthy Shasta is working in a number of areas using a variety of strategies to improve food system networks that include food production, processing, distribution and consumption. A “food system” can refer to a relatively small area, such as a neighborhood, or progressively larger areas – towns, cities, counties or regions.

From January 2010 through June 2011, we have focused on working with other organizations to support community efforts to promote local foods and improve access to healthy foods.

Local Food Promotion

- In 2010 we partnered with the Shasta Growers Association (SGA) and Turtle Bay Exploration Park to create a farmers’ market poster listing dates, times and locations for SGA’s markets.
- In January 2011, Healthy Shasta sponsored the Go Local Community Forum for participants to explore opportunities to improve our local food system, from production through consumption. The forum opened with a keynote address by Michael Dimock, President and co-founder of Roots of Change, followed by panel discussions

that featured local producers, distributors, and consumers. The panels addressed current food challenges and opportunities in the region. The event concluded with a discussion about how to build a dynamic local food movement.

- In Spring 2011, Healthy Shasta participated in Turtle Bay’s Sustainability Exhibit. We profiled people who are producing or using local food. The McConnell Foundation helped create a map of a wide variety of places to purchase local food in Shasta County.
- To supplement the Sustainability Exhibit, Healthy Shasta sponsored a local foods cooking class at Turtle Bay in March which was attended by about 40 people. Chef Guenn prepared two recipes using a variety of local foods, provided the audience with a wealth of information about shopping for and preparing local foods and treated attendees to samples from the cooking demo.

Improving Access to Healthy Food

- In 2010, Healthy Shasta partnered with Shasta County Health and Human Services to provide two \$25 vouchers to 10,000 households in Shasta County receiving CalFresh benefits (formerly known as food stamps). The vouchers could be redeemed at the Saturday Farmers’ Market for tokens to spend on fresh produce, nuts, eggs, etc. Nearly

\$100,000 worth of tokens have been spent at the market since 2010.

- In Fall 2010, we helped the Mountain Growers Association (MGA) apply to begin accepting CalFresh EBT cards at their farmers’ markets.
- In February 2011, Healthy Shasta and Shasta Growers Association won “Best Performance by a Local Advocate to Improve CalFresh” at the 2011 CalFresh Forum in Sacramento for their efforts to bring EBT technology to our local farmers’ markets and for promoting EBT use with CalFresh vouchers through the Market Money program.

We applaud the Shasta Growers Association for their efforts to promote local food through Chef at the Market. In 2010, 11 chefs gave 14 demonstrations; in 2011, 14 chefs gave 19 demonstrations.

We also celebrate the Mountain Growers Association and Shasta Growers Association for their efforts to improve access to healthy foods for low-income families through acceptance of EBT cards.

Food Systems

Healthy Kids Choice

This program is being used in 10 Shasta County restaurants. The goal is to have at least one choice on the kids' menu that is low in fat, includes a fruit and vegetable side dish and offers a no-sugar added beverage.

Success Stories

With the success of healthier choices on their regular menus and the education and encouragement they have received, Healthy Kids Choice partners Fat Daddy's BBQ and Kelsey's on the River have adopted the Healthy Kids Choice guidelines for meals on their catering menus.

Angelo's Pizza Parlor has started offering "farmers' market pizzas" that are made with local produce purchased at the farmers' market when in season.

In a March 2010 survey, 83% of Healthy Kids Choice restaurant customers reported that

they would be likely to purchasing a Healthy Kids Choice meal in the future. Also, 85% of people surveyed rated the availability of healthy options for children at restaurants as "very important" for their family.

Sodium Reduction in Communities

In partnership with the California Department of Public Health, Shasta County Public Health received a three-year grant of \$927,450 through the Centers for Disease Control and Prevention. The grant will help create healthier food environments by reducing sodium intake through policy changes and more.

- Developed Sodium Reduction Leadership Team (includes Healthy Shasta partners).
- Provided community presentation, "Salt Shockers, Be Informed, Be Healthy." Included hands-on, interactive lessons and demonstrations, and attendees received sodium reduction tips.

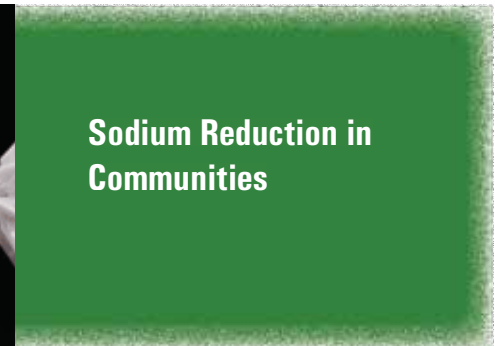
- Hosted a Shasta County sodium forum, "Building Support for Sodium Reduction." The forum explained why sodium reduction efforts are important, both from an individual and population perspective. Other communities shared how they have overcome challenges and implemented sodium reduction strategies in schools and local governments.

Contact

Local food promotion:
Melinda Shaffer, RD
(530) 225-5351

Healthy Kids Choice:
Karrie Isaacson, RD
(530) 245-6456

Sodium Reduction in Communities:
Theresa Tibbett, MA
(530) 229-8487



Walkability and Bikability

Initiative Goal

Create environments that make bicycling and walking easier, safer and more convenient for transportation and recreation. Healthy Shasta partners with local bicycle groups on many projects.

Accomplishments

- Worked with Turtle Bay Exploration Park to include profiles of local people using non-motorized transportation for commuting, along with commuter tips, as part of the Sustainable Choices Exhibit.
- Partnered with Shasta Cascade Bicycle Coalition for Bike Commute Week and the Bike Commute Challenge in May 2011. Nearly 250 people commuted to work or school and ran errands by bicycle, resulting in fewer cars on the street for 6,398 miles.
- Provided scholarships and resource materials to increase local expertise in walkable and bikable environments.
- Co-hosted an educational walkabout for City of Anderson leaders at their ribbon

cutting for a new trail between downtown and the new retail section of the city.

- Worked with Shasta College to provide bicycle racks.
- Bought and arranged installation of bicycle racks designed by Viva Downtown to improve bicycle parking in Anderson, Redding and Shasta Lake.
- Printed and distributed more than 1,500 copies of “Bike Redding: A Transportation Guide and Map,” a color-coded bicycle route map with commuting tips.
- Supported local cities on funding proposals and efforts to improve walkability and bikability.

Safe Routes to School

Shasta County Public Health secured Caltrans funding for Safe Routes to School. The activities align with Healthy Shasta’s goals.

- Awarded five schools \$500 minigrants to coordinate Walk to School Day. Eight Schools participated, with more than 100 students walking/biking to school.

- Established regular walking programs at four local schools.
- Worked with youth at Anderson Middle School to develop a walking map and crosswalk safety project with Anderson Public Works.
- Baseline data and parent surveys have been collected at target schools.

Funding

Shasta County Public Health has been awarded a \$300,000 grant from Caltrans to support Safe Routes to School efforts through to December 2011. The California Obesity Prevention Program provided funding to support professional scholarships, bicycle racks and collaborative efforts with local jurisdictions to improve walkability and bikability.

Contacts

Walkability/Bikability:
Amy Pendergast, MPH, (530) 229-8243

Safe Routes to School:
Sara Sundquist, (530) 245-6457



Healthy Communities

Overview

There is increasing awareness about how land use planning can positively or negatively impact human health, especially as it relates to chronic disease and injury prevention. Building neighborhoods that have access to parks, trails, open space and good connectivity and street design can prevent obesity, improve safety and reduce asthma.

Initiative Goal

To increase community design that supports healthy active lifestyles. We do this by:

- Raising awareness about the impacts of land use decisions on health, and:
- Collaborating with jurisdictions to adopt and implement standards, codes, and regulations that support healthy and active lifestyles.

Accomplishments

- Collaborating with Shasta County Regional Transportation Planning Agency, Vestra and Shasta College to develop health indicators and measures that will be incorporated into the Community Well Being Atlas. This atlas will be part of a larger community friendly GIS platform where people can evaluate a variety of health indicators at the census block level.
- Participated on the Shasta County Regional Climate Action Plan.

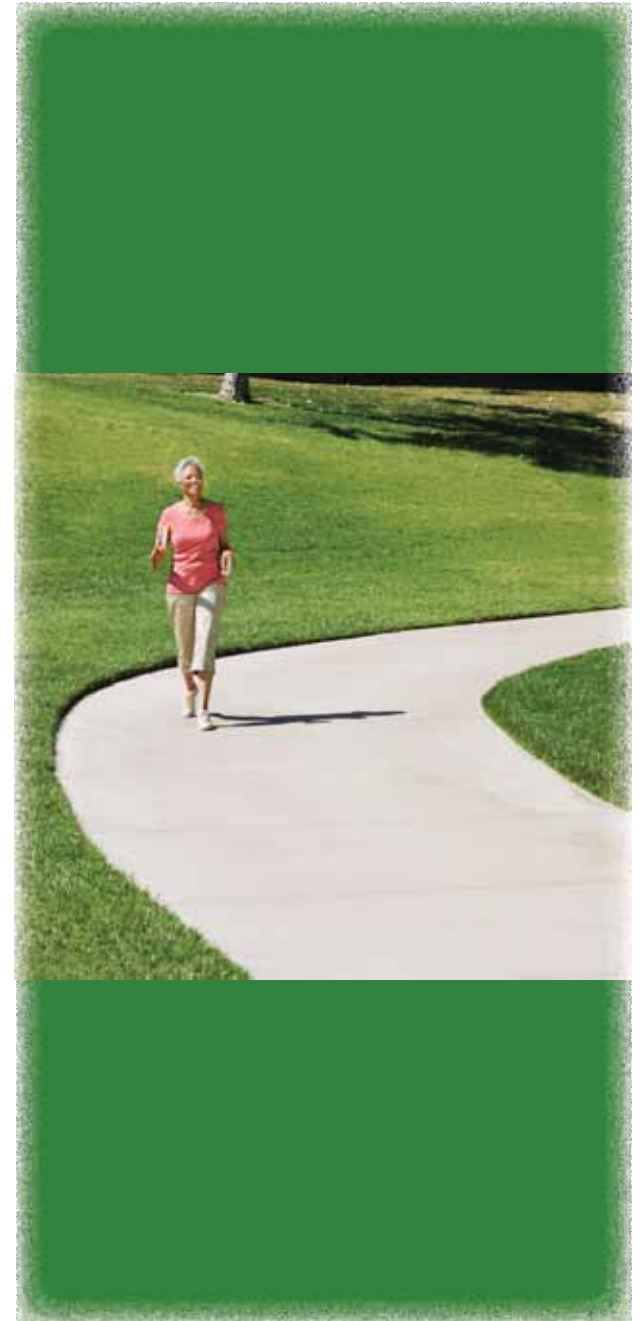
- In Fall 2010, Anderson Partnership for Healthy Children and Public Health put on the “Your Community –Your Voice” workshop, designed to train participants to effectively participate in land use decision-making processes in their community.
- Partnership developing to address the health and safety issues of the Bruce Street area in the City of Anderson.

Key Players

City of Anderson, City of Redding, City of Shasta Lake, Shasta County RTPA, Anderson Partnership for Healthy Children and Shasta County

Contact

Christine Haggard
(530)225-6763



Accomplishments (Outside Our Initiative Areas)

Walk This Way at Turtle Bay

Now in its fifth year, Healthy Shasta's Walk This Way at Turtle Bay event engaged 5,100 participants overall, and more than 100 at the healthy cooking demonstrations. More than 90 volunteers and numerous organizations provided fun walks, educational children's activities, live entertainment, health screenings and more at the event, and the Silver Shoes program in local schools.

Media Campaigns

Healthy Shasta ran media campaigns encouraging families to eat fruits and vegetables and to get daily physical activity. Media campaigns also promoted local opportunities. The Public Relations Committee oversees media efforts. Mercy Medical Center Redding secured Kohl's Cares for Kids funding for some of the paid media efforts.

Website and Newsletters

Check out Healthy Shasta's new website at www.healthyshasta.org! We've worked with Westside Creative to redesign our website, which launched in July 2011. The new site is user friendly, easy to navigate and features a wide variety of resources for physical activity and healthy eating. Key content includes trail and bike maps, farmers' market schedules, a gardening toolkit, Safe Routes to School, Healthy Students Initiative, Healthy Kids Choice restaurants, worksite wellness resources, and land use information. From July 2010 through June 2011, there were more than 23,000 visits to the website.

Healthy Shasta also distributes two e-newsletters. *Activate Shasta!* was sent three times and *Bicycle & Walking Updates* was sent seven times between January 2010 and June 2011. Our number of contacts has tripled. Sign up for our newsletters and visit our new site at www.healthyshasta.org.

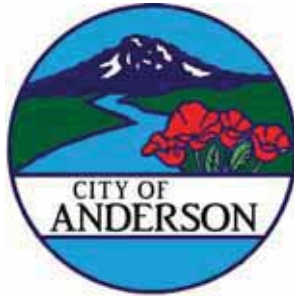
Healthy Shasta is now on Facebook! "Like" us at www.facebook.com/healthyshasta.

Partnership Development, Steering Committee & Partner Leadership

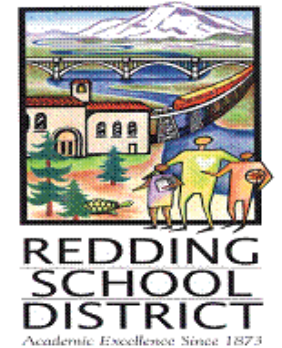
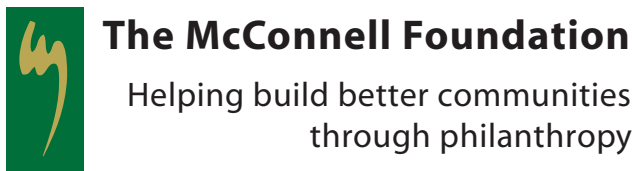
Healthy Shasta's Steering Committee and Partner Leadership Team are made up of leaders from our 21 partner organizations. We also have working groups and teams focused on specific initiative areas. Contact Shellisa Moore at 229-8428 to get involved.



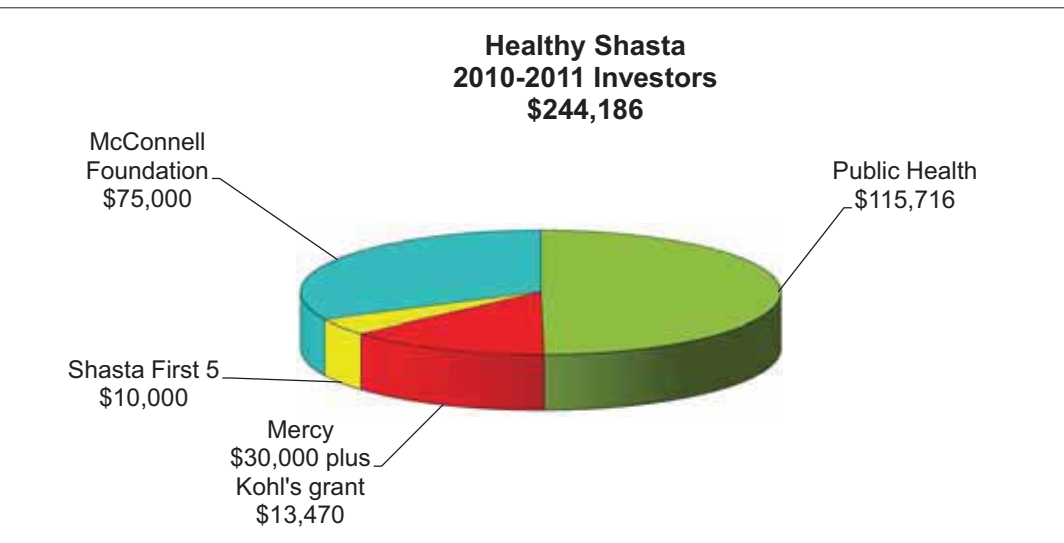
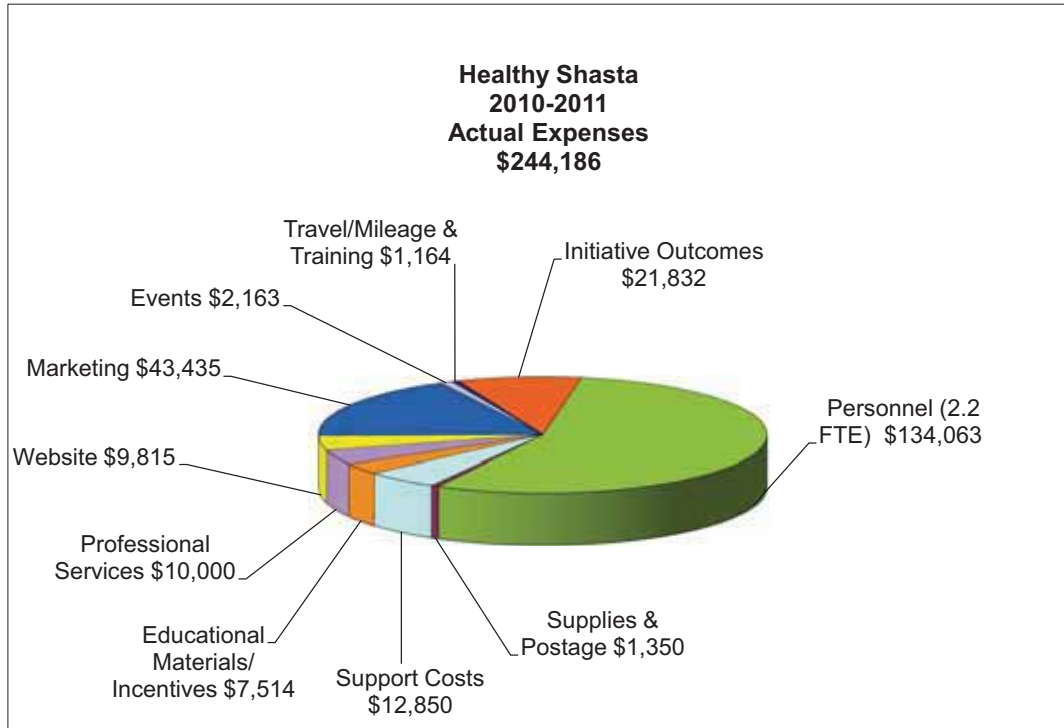
Healthy Shasta Partners



FIRST 5
S H A S T A



Healthy Shasta Resources and Investments, 2010-11



Examples of where our resources were invested:

- Purchased cooking equipment for Shasta Growers Association's Chef at the Market.
- Purchased Healthy Shasta bike racks.
- Sponsored Shasta Living Streets' first "Open Streets" event in Redding.
- Sponsored the "Go Local" forum.
- Supported development of Farmers' Market posters and advertising for farmers' markets and Chef at the Market.
- Revamped Healthy Shasta's website.
- Provided a scholarship to City of Redding's bike ped coordinator to attend the National ProWalk/Pro Bike conference.
- Co-sponsored Turtle Bay's Sustainable Living Exhibit at Turtle Bay Exploration Park.
- Updated walking guides for Cottonwood and Redding.
- Personnel and operating expenses for Healthy Shasta staff.

Healthy Shasta's Leadership

Partner Leadership Team

Tom Armelino
Superintendent, Shasta Co. Office of Education

Muffy Berryhill/Joy Garcia
Executive Director, First 5 Shasta

Mark Korth
CEO, Mercy Medical Center Redding

Al Boren
CEO, Shasta Family YMCA

Carla Clark
Executive Director, Shasta Head Start

Dick Dickerson
City Council, City of Redding

Tracey Edwards
Redding Rancheria

Donnell Ewert
Director, Shasta County Public Health

Gordon Flinn
Vice President Marketing & Development, Simpson University

Carolyn Helfenstein
Vice President of Strategy & Business Development, Catholic Healthcare West North State

David Kehoe
Supervisor, Shasta County

Diane Kempley/Rick Fauss
Superintendent, Redding School District

Larry Lees
County Administrative Officer, Shasta County

Gary Lewis
President, Shasta College

Carol Martin
City Manager, City of Shasta Lake

Marta McKenzie
Director, Shasta County Health and Human Services Agency

Jim Milestone
Superintendent, Whiskeytown National Recreation Area

Dana Shigley
City Manager, City of Anderson

Gary Nakamura/Larry Forero
County Director, UC Cooperative Extension

Dan Little
Director, Regional Transportation Planning Agency

Greg Watkins/Rod Lindsey
Mayor, City of Shasta Lake

Lee Salter
President/CEO, The McConnell Foundation

Kurt Starman
City Manager, City of Redding

John Truitt
Director, Viva Downtown

Mike Warren
CEO, Turtle Bay Exploration Park

Keith Webster/Debe Hopkins
Council Member, City of Anderson

Missy McArthur
Mayor, City of Redding

Steering Committee

Muffy Berryhill/Joy Garcia
First 5 Shasta

Linda Delles/Sheri Redmond
Shasta Family YMCA

Terri Fields Hosler
Shasta County Public Health

Gordon Flinn
Simpson University

Pam Lewis
City of Anderson

Concepcion Mendoza
UC Cooperative Extension

Kim Niemer
City of Redding

Kevyn Odenbach/Linda Cole
Shasta Head Start

Maggie Redmon
Turtle Bay Exploration Park

Alexis Ross
Mercy Medical Center Redding

Brian Sindt
The McConnell Foundation

Carla Thompson
City of Shasta Lake

Dan Wayne
Shasta County Regional Transportation Agency

Barbara Jackson
Anderson Partnership for Healthy Children

Public Relations & Education Committee

Roxanne Burke, Health and Human Services Agency

Wendy Matthews, Simpson University

Shellisa Moore, Healthy Shasta

Maria Orozco, Redding Rancheria

Deborah Peel, First 5 Shasta

Maggie Redmon, Turtle Bay Exploration Park

Alexis Ross, Mercy Medical Center

Toby Osborn, Turtle Bay Exploration Park

Action Hero Recognition Team

Sheri Richmond, Shasta Family YMCA

Roxanne Burke, Health and Human Services Agency

David Kehoe, Shasta County Board of Supervisors

Wendy Matthews, Simpson University

Deborah Peel, First 5 Shasta

Amy Pendergast, Healthy Shasta

Alexis Ross, Mercy Medical Center

Tacey Watkins, Redding Rancheria/Rainbow International

Walk This Way Committee

Susan Savio, Turtle Bay

Debbie Peel, First Five Shasta

Cathy Giacomelli, Simpson University

Linda Delles, Shasta Family YMCA

Carrion Harwig, Turtle Bay Exploration Park

Mary Messier, Shasta County Public Health

Shellisa Moore, Healthy Shasta

Be a Part of the Movement

Be An Action Hero!

There are many ways you can make a difference!

Individuals can...

- Sign up for our e-newsletters and updates about walking and bicycling, or sign up for volunteer alerts. Visit www.healthyshasta.org.
- Volunteer to lead walks, cook healthy meals or advocate for a playground to make healthy choices easier.
- Become a walking school bus driver or get involved with Safe Routes to School efforts by calling 245-6457.
- Have a voice – contact elected officials and let them know what you value in a healthy community and specifically what you'd like to see in our community.
- Take your kids to the local farmers' markets and farm trails, and support your local farmers. Support businesses that buy local and offer healthy food options.
- Support Bike Commute Week in May or join the Shasta Cascade Bicycle Coalition by calling 547-3198.
- Help your school make the switch to healthier fundraisers and student incentives.
- Be an Action Hero by making healthy choices easier and more available for others.

Businesses & Organizations can...

- Make healthy choices easier and available for your employees, customers, students and others you serve.
- Bring healthy snacks to a meeting instead of donuts.
- Become a Healthy Shasta partner.
- Hang a framed version of the Bicycle Commuter Map at your place of business and provide secure bicycle parking.
- Offer Fit Pick vending options.
- Implement policies to ensure healthy options are available at meetings and events.
- When building or remodeling, think about stairwell placement, bicycle parking and pedestrian access.
- Nominate an Action Hero.

Contact

Call Shellisa Moore at 229-8428 to get involved.

