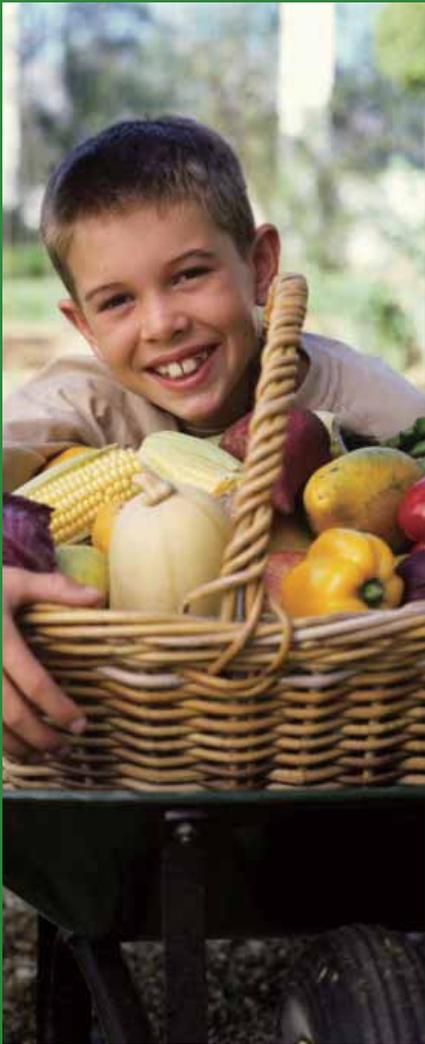




Healthy Shasta Annual Report



July 2011 - June 2012



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 and learn. The Healthy Shasta movement has grown from seven initial agencies in 2005 to 21 strong community partners today.

Our Vision

A community where the healthy choice is the easy choice.

Visit us!

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!

(530) 229-8428
2660 Breslauer Way,
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Table of Contents

The Healthy Shasta Partnership	3
Partners Walk the Talk	4
Healthy Students Initiative	8
Healthy Communities Initiative	10
Walkability and Bikability Initiative	11
Food Systems Initiative	12
Action Heroes 2011	13
Resources and Investments	14
Healthy Shasta’s Leadership	15
Be a Part of the Movement	16

The Healthy Shasta Partnership

Healthy Shasta is made up of leaders from 21 partner organizations. We also have working groups and teams focused on specific initiative areas. The Steering Committee has spent the last year updating Healthy Shasta’s strategic plan for the next six years.

Contact Shellisa Moore at 229-8428 to get involved.

Healthy Shasta Partners





How does your garden grow?

Redding School District has school gardens at six of its schools. Students work in the gardens and harvest produce while learning about healthy eating.

Partners Walk the Talk

Healthy Shasta partners must commit to making healthy eating and physical activity choices easier for the people they employ and serve. Following are select “Walk The Talk” efforts that partners have made to the programs, policies and environments within their sphere of influence.

Why?

Research shows that people are more likely to make healthy choices when they are surrounded with convenient, affordable, enticing options for healthy eating and physical activity or when barriers are removed.

How Healthy Shasta Partners are Walking the Talk

- Redding School District promotes Safe Routes to School, including a weekly walking school bus at Turtle Bay School and a new spring bike-to-school challenge at Sequoia Middle School.
- The City of Anderson adopted its first Pedestrian Accessibility and Safety Master Plan. This includes a comprehensive review of existing pedestrian facilities in the City and identifies several priority projects to make walking easier and safer within the city.
- The Shasta Family YMCA underwent a major remodel this year. This has allowed the Y to offer a greater variety of classes, create a wellness center for cardio and strength training equipment, and become ADA compliant.
- Shasta County Office of Education offers healthy options, food demonstrations and taste testing at school events.
- Redding Rancheria hired a full-time Wellness Coordinator, who cultivates interest and encourages employees to create and maintain a healthy lifestyle.
- City of Redding secured funding to add bicycle lanes on Old Alturas Road near Shasta View Drive.
- Turtle Bay Exploration Park provides bicycles for staff to use when traveling around campus and across the river.
- Shasta Regional Transportation Agency secured grants for bicycle and pedestrian infrastructure improvements, including the Diestelhorst Bridge rehabilitation (in partnership with City of Redding), trees along the bike/pedestrian path in Anderson, trees along the McConnell Garden trails and the East Redding Bike Lane project.

- Shasta County Wellness Task Force offers a comprehensive wellness program for all County employees, including healthy meeting guidelines, corporate fitness rates and various health challenges throughout the year.
- Shasta County Office of Education provides “Rethink Your Drink” education at staff meetings, teacher trainings, parent events and in classrooms.
- To promote walking, Whiskeytown National Recreation Area completed two ADA-accessible trails. The Guardian Rock Vista Trail leads to an overlook of Clear Creek Canyon and a sweeping panorama of the area. The new, paved Lower Crystal Creek Falls trail leads to the falls and a picnic area.
- The Community Teaching Garden at Shasta College sold fresh vegetables on campus last fall so students and staff had easy access to sustainable, local, organic food. The cafeteria incorporated garden-grown produce into salads.
- First 5 Shasta launched “H2O & Go!: Healthy Choices to Prevent Obesity.” This program, with support from Mercy Medical Center and the YMCA, trained 26 preschool and family child care providers to improve young children’s health by increasing physical activity and decreasing consumption of sweetened beverages. Each provider also received about \$1,000 in materials to support implementing the activities into their child care settings.
- Turtle Bay Exploration Park supports employee health through organized exercise during breaks (such as garden walks), health challenges, walking meetings and discounts at local gyms and bicycle shops. It also stocks healthy food items in the new Coffee Bar.
- The Shasta Family YMCA provided new equipment and trainers at the three Healthy Students Initiative school sites to help PE technicians develop curriculum that focuses on moving more, agility and core strengthening. The YMCA also had specialized instructors supplement school PE with gymnastics and Zumba.
- City of Redding added “Wibits” to Redding Aquatic Center. Floating playground equipment and obstacle courses encourage kids to be active in the pool.
- The City of Anderson offers a free 6-week summer drop-in program for kids 5-12 years old that includes a healthy lunch in partnership with the Shasta County Office of Education’s Summer Lunch Program. Activities include hiking, nutrition education by CalFresh staff, outdoor games and SPARK physical activity lessons.





Fostering healthy youngsters

First 5 Shasta recruited and coordinated partners for the “Zero-to-Five Zone” at Walk This Way in October. First 5 Shasta staff read “Potter the Otter: A Tale About Water” throughout the day and gave away more than 150 copies of the book.

- The City of Shasta Lake completed the Cabello Avenue Safe Routes to School project, a sidewalk from Shasta Dam Boulevard to Cabello Street that enhances walking to Shasta Lake School.
- Redding Rancheria River trail was completed this year. The trail starts behind the Rancheria and meanders around the edge of Crystal Creek. Mile markers will be installed this fall.
- Simpson University emphasizes healthier choices in the dining center for students, faculty and staff, such as vegetarian options and whole grains, and offers reduced-cost gym memberships.
- The Child Abuse Prevention Coordinating Council of Shasta County included a physical activity session and gave each staff member a Farmers’ Market gift certificate at its annual Day Away.
- City of Redding increased outdoor recreational opportunities with construction of the John Reginato Trail (which includes a new canoe/kayak ramp and fishing access) and a new nature trail at Turtle Bay East.
- Youth from the Anderson Teen Center volunteer throughout the year at Anderson Cottonwood Christian Assistance and help provide healthy food to local families through its food distribution program.
- The Shasta Family YMCA’s Family Activity Center rooms now limit beverages that adults can bring in while on shift to only water, and the Y added a healthy vending machine to the café area.
- Anderson Partnership for Healthy Children worked with Anderson Middle School students to change policies to allow students to ride their skateboards (with helmets) to and from school.
- The McConnell Foundation eliminated sodas from the workplace. Staff and visitors have free access to water and herbal iced tea.
- Viva Downtown helped with the purchase, location, selection and distribution of bicycle racks in downtown Redding and other Shasta locations.
- City of Redding established the Walk with Ease program for people with arthritis. This incorporates walking, education, stretching, strengthening exercises and motivational strategies. The City also expanded its youth triathlon races to include novice adults.

- Mercy Medical Center employees have risen to the challenge of adopting healthier habits. The 54 employees who participated in the “New Year, New You” program and adopted healthy lifestyle changes lost a total of 100 pounds. The 229 participants in the Walk to Reno Challenge walked 16,000 miles in nine weeks.
- UC Cooperative Extension received a “Building Successful Farm to School Models to Enhance Markets for Specialty Crops” grant to provide more local, seasonal fresh produce in Shasta County schools. It also received the “Team up for Good Health” grant, which will focus on changing student attitudes, knowledge and behaviors about healthy foods and physical activity in five local schools over the next two years.
- The Child Abuse Prevention Coordinating Council added nutrition and physical activity education to the orientation of all new AmeriCorps members.
- The City of Shasta Lake partnered with Shasta Regional Transportation Agency to secure funding to update its General Plan, which will incorporate relevant health goals and policies.
- Healthy Shasta’s Walk this Way, in its sixth year, engaged 2,917 participants. Participants were encouraged to walk to Turtle Bay Exploration Park on the Dana to Downtown trail and different sections of the Sacramento River Trail instead of driving to Turtle Bay.
- Coinciding with the opening of the new Redding School of the Arts, The McConnell Foundation developed 2½ miles of trails to connect that school and Mountain View Middle School with adjacent neighborhoods so students can more easily walk and bike to school.
- Healthy Shasta leveraged marketing money from the Kohl’s Care for Kids grant for billboards and advertising in local publications and billboards. Mercy Medical Center applied for this grant on Healthy Shasta’s behalf.
- Shasta Head Start emphasized foods that are low in fat, salt and sugar, and cooked from scratch at its infant, toddler and preschool centers. It featured the Healthy Beginnings curriculum in all its programs to promote healthy food choices and physical activity as part of daily life.





Healthy cooking reaps rewards

Jackie Thurmond, Head Cook/Cafeteria Manager at Cypress Elementary School, was awarded the Classified Employee of the Year in Child Nutrition for Shasta County and the state of California.

The program that Thurmond helped develop has been so successful that she was one of only six recipients of the California Classified School Employee of the Year in the category of Child Nutrition.

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) and to develop a roadmap for other local schools.

HSI's Four Areas of Focus:

1. Make long-lasting changes to support healthy eating and physical activity.
2. Increase physical activity among students and families.
3. Increase access to healthier foods and beverages on school campuses.
4. Empower students, staff and families to speak up for healthy choices and physical activity.

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

HSI Highlights from the 2011-12 School Year:

Bella Vista School

- Hired a full-time PE teacher for grades 4-8; classroom teachers lead PE for kindergarten through grade 3.
- After School Program Coordinator led classes in the garden during the school day and incorporated gardening into after-school activities.
- Expanded the Second Chance Breakfast to daily for grades 6, 7 and 8; student participation remains strong.
- Served only white milk (no chocolate) at lunch on Friday Pizza Days.
- Cafeteria staff entered recipes and menus into NutriKids database to improve the nutritional value of school meals.
- YMCA 12-week Zumba classes for staff were well attended.

Cypress School

- Hired two part-time PE technicians.
- Purchased new PE and playground equipment, including swing set, volleyball net and kickball backstop.
- Garden Coordinator worked with the After School Program and incorporated more gardening into the school day.
- Cafeteria taste-tested vegetable side dishes and entrées.
- Offered a parent nutrition/cooking class series, focusing on how to cook affordable healthy meals.
- Placed a water station in staff lounge and removed soda machine.
- Offered yoga classes for staff for six weeks, led by YMCA.

Lassen View School

- Hired two part-time PE technicians.
- Completed Safe Routes to School infrastructure improvement and held sidewalk celebration and ribbon cutting in early January.
- Participated in Healthy School Monthly Challenges, which included the topics “Eat School Breakfast,” “Eat School Lunch,” “Walk to School,” “Running Club,” “Bring a Healthy Snack” and “Rethink Your Drink.”
- Garden Coordinator worked in the school garden 1-2 days per week with students, along with a first-grade teacher who oversaw the school day lunchtime Garden Club.
- “Free Breakfast For All” and “Family Breakfasts” encouraged family members to enjoy the healthy foods their students were eating.
- Cafeteria provided taste testing of Harvest of the Month produce/recipes.
- Daily snack cart for morning recess offered fruits and vegetables.

Contact:

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





Bike Commute cuts pollution

During the Bike Commute Challenge, participants prevented approximately 12,053 pounds of carbon dioxide emissions and 169 pounds of other pollutants from release. They saved \$2,538 by not using 620 gallons of fuel (assuming \$4.09 per gallon and 21 mpg).

As participants took to pedaling rather than driving, bike commuters got more exercise, reduced stress levels and enjoyed being on a bicycle instead of at the wheel.

Caltrans was named Bicycle Friendly Employer of the Year and was the highest scoring team in the Bike Commute Challenge in 2012.

Healthy Communities Initiative

Initiative Goal

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

Accomplishments

- The Healthy Shasta Sustainable Communities workgroup was established and is a community-based effort where local and regional agencies support health-related considerations during planning and decision-making processes.
- Supported the development of the Shasta Community Well Being Atlas Demonstration Project in conjunction with Shasta College, Shasta Regional Transportation Planning Agency (SRTPA), and Vestra. The project identified and mapped six health indicators at the neighborhood level that can be spatially analyzed and monitored over time. This tool will help incorporate health and well-being in future planning processes.
- Healthy Shasta presented at the 11th Annual New Partners for Smart Growth: Building Safe, Healthy and Livable Communities conference in February. The presentation was titled *Public Health, Transportation and Land Use: Institutionalizing Partnerships and Practices to Create Healthier Communities*.
- Healthy Shasta provided scholarships to City of Redding planners and engineers to attend the Association of Bicycle and Pedestrian Professionals conference with the focus on complete streets in Charlotte, North Carolina.

Healthy Communities Contact:

Christine Haggard
(530) 225-3763

Walkability and Bikability Initiative

Initiative Goal

Create environments that make bicycling and walking easier, safer and more convenient as transportation or recreation.

Healthy Shasta partners with local bicycle groups on a variety of projects.

Accomplishments

- Thirty-four community-based teams joined the Bike Commute Challenge, and 371 people rode 13,030 miles over the seven-day period (compared to 250 riders logging 6,398 miles in 2011).
- Automated the Bike Commute Challenge so teams could track miles online. Expanded the challenge to include schools and individuals.
- Conducted the Trail User Survey, focused on increasing connectivity to the Sacramento River Trail, with more than 800 respondents.
- Worked with City of Redding to obtain national Bicycle Friendly City status from the League of American Bicyclists.
- Did a walking survey with City of Anderson and Anderson Partnership for Healthy Children to inform the city's first Pedestrian Accessibility and Safety Master Plan.
- Coordinated educational 'bikeabout' with the California Bicycle Coalition for city staff, city council members and community leaders to increase knowledge of features that create a bike-friendly community.

Safe Routes to School

- Shasta County Public Health leveraged CalTrans funding to continue implementing SRTS activities for the next three years.
- Awarded \$500 minigrants to eight schools to coordinate Walk to School Day. Fourteen schools participated, and more than 1,600 students walked or biked to school on Oct. 3.
- Partnered with Sheriff's Citizens Volunteer Patrol to monitor the Walking Wednesday route to Shasta Lake School.
- Worked with ENPLAN and the City of Shasta Lake to create a new Safe Routes to School walking map.
- Coordinated first countywide Bike to School Day in May. Nine schools participated and more than 325 students, parents and teachers rode bikes to school.

Safe Routes to School Contacts:

Walkability/Bikability:

Amy Pendergast, MPH
(530) 229-8243

Safe Routes to School:

Sara Sundquist
(530) 245-6457





Cafeteria manager is honored

Kathie Sardeson, the Cafeteria Manager of Redding's Lassen View Elementary School, received a national honor for her hard work and dedication to providing healthy meals to students.

Sardeson was honored in Denver, Colo., as the recipient of the "Heart of the Program" award during the National Conference of the School Nutrition Association in July.

Food Systems Initiative

Initiative Goal

Inspire a culture that values healthy food and promotes healthy eating.

Overview

Healthy Shasta is working to enhance options for healthy eating. We continue to support efforts that promote access to local foods for health and economic benefits.

Promoting Local Foods

This was the fourth year of a collaboration between Healthy Shasta, Turtle Bay Exploration Park and area growers to promote certified farmers' markets in Shasta County. Healthy Shasta received a 2011 Farmers' Market Hero Award from the Shasta Growers Association as a result of this partnership.

Improving Access

Healthy Shasta and the Health and Human Services Agency partnered again to provide Market Money vouchers to 11,000 low-income households receiving CalFresh benefits. More than \$84,000 in Healthy Shasta tokens were redeemed at the five participating farmers' markets. The combined total for 2010 and 2011 was more than \$150,000 to local farmers. Eight farmers' markets in Shasta County now accept EBT cards.



Sodium Reduction in Communities

Shasta County Public Health received a three-year Sodium Reduction in Communities grant of \$927,450 from the Centers for Disease Control and Prevention. This leveraged funding allows Healthy Shasta to expand its work with schools and restaurants.

- Worked with six Healthy Kids Choice restaurants to reduce sodium in menu items.
- Added two new Healthy Kids Choice restaurants - Grilla Bites and 808 Bistro.
- Trained 42 school food service staff on modifying recipes to promote scratch cooking and use of fresh produce in school meals.
- Collaborated with Anderson Union High School District's food service director to reduce sodium in five targeted recipes.
- Launched Sodium Savvy page on the Healthy Shasta website.

Food Systems Contacts:

Local Food Promotion:
Melinda Shaffer, RD
(530) 225-5351

Healthy Kids Choice:
Ereka Rambur, RD
(530) 225-5126

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

Action Heroes 2011

Healthy Shasta selected three local Action Heroes for 2011 who go above and beyond to make healthy eating and physical activity choices easier for others. These individuals and organizations exemplify the spirit of Healthy Shasta's vision by creating a community where the healthy choice is the easy choice.



Friends of the Coleman Fish Hatchery

Built a new trail and expanded fish hatchery field trips to include a nature hike.



Debbie Lungi

Made water, instead of sugary beverages, easy and refreshing for staff and students at Lassen View School.



Wendell "Dub" Sanders

Launched a basketball series, providing a healthy and positive atmosphere in a neighborhood park.



Grant supports bike-to-school efforts

Healthy Shasta provided educational workshops, resource materials, and scholarships related to walkability, bikability and complete streets. These included several professional development scholarships to national conferences and a Brown Bag Lunch.

Resources and Investments

Funders for Healthy Shasta, Fiscal Year 2011-12

First 5 Shasta	
McConnell Foundation	
Mercy Medical Center	
• Kohls Care for Kids grant	
• Community Benefits funding	
Shasta County Public Health	
California Obesity Prevention Program	
Total funding amount:	\$249,593

Operating Cost

Salaries	\$164,313
Marketing	\$34,695
Initiative Support	\$19,266
Educational Materials	\$7,301
Training	\$3,000
Events	\$3,637
Professional and Special Services	\$6,629
Website Maintenance and Expansion	\$4,021
Total Operating Costs:	\$242,862

Leveraged funding

Safe Routes to School **\$135,000 per year**

Shasta County Public Health was awarded a non-infrastructure grant from Caltrans to support Safe Routes to School efforts. SRTS is working with Burney Elementary, Anderson Heights, Redding School District and Shasta Lake Elementary.

Sodium Reduction in Communities **\$309,150 per year**

A three-year grant from Centers for Disease Control and Prevention to reduce sodium in Shasta County. The grant is to work with Healthy Kids Choice restaurants and schools to reduce sodium in meals.

Community Transformation Grant **\$253,000 per year**

Five year sub-grant from the Public Health Institute, funded by the Centers for Disease Control and Prevention as part of the Community Transformation Initiative. CA4Health priority areas include: Promote smoke-free multi-unit housing, limit access to sugary beverages, implement the Chronic Disease Self-Management Program, Safe Routes to School and related policies to enhance walkable communities.

Total amount leveraged: **\$697,150 per year**

* Note: Healthy Students Initiative has a separate budget.

Healthy Shasta's Leadership

Partner Leadership Team

Tom Armelino

Superintendent, Shasta Co. Office of Education

Joy Garcia

Executive Director, First 5 Shasta

Mark Korth

CEO, Mercy Medical Center

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, Public Health

Dr. Larry J. McKinney

President, Simpson University

Carolyn Helfenstein

Mercy Medical Center

David Kehoe

Supervisor, Shasta County

Rick Fauss

Superintendent, Redding School District

Larry Lees

County Administrative Officer, Shasta County

Joe Wyse

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

Larry Forero

County Director, UC Cooperative Extension

Dan Little

Director, Regional Transportation Agency

Rod Lindsey/Ron Dixon

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

Debe Hopkins

Council Member, City of Anderson

Missy McArthur/Dick Dickerson

Mayor, City of Redding

Carla Thompson

Development Services, City of Shasta Lake

Steering Committee

Jennifer Snider, First 5 Shasta

Sheri Redmond, Shasta Family YMCA

Terri Fields Hosler, Shasta County Public Health

Gordon Flinn, Simpson University

Michelle Larson, Shasta County Office of Education

Pam Lewis, City of Anderson

Concepcion Mendoza, UC Cooperative Extension

Kim Niemer, City of Redding

Maggie Redmon, Turtle Bay Exploration Park

Alexis Ross, Mercy Medical Center Redding

Brian Sindt, The McConnell Foundation

Dan Wayne, Shasta County Regional Transportation Agency

Barbara Jackson, Anderson Partnership for Healthy Children

Public Relations and Education Committee

Roxanne Burke, Health and Human Services Agency

Shellisa Moore, Healthy Shasta

Deborah Peel, First 5 Shasta

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 Exploration Park

Debbie Peel, First Five Shasta

Linda Delles, Shasta Family YMCA

Carrian Harwig, Turtle Bay Exploration Park

Mary Messier, Shasta County Public Health

Shellisa Moore, Healthy Shasta

Be a Part of the Movement!

There are many ways to make a difference and become an Action Hero!

Individuals can:

- Sign up for *Activate Shasta!* (our e-newsletter) and updates about walking and bicycling, or sign up for volunteer alerts by visiting www.healthyshasta.org.
- Volunteer to lead walks, cook healthy meals, or advocate for playgrounds in your neighborhood.
- Become a walking school bus leader or get involved with Safe Routes to School efforts by calling 245-6457.
- Have a voice – contact elected officials and let them know you value a healthy Shasta County and specifically what you'd like to see in our community.
- Take your kids to the local farmers' markets or visit one of the farm trails.
- Support businesses that buy local produce and offer healthy food options, like the Healthy Kids Choice menus.
- Support Bike Commute Week in May or join the Shasta Cascade Bicycle Coalition by calling 547-3198.
- Help your school switch to healthier fundraisers, classroom parties and student rewards.

Businesses and organizations can:

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



Healthy Shasta
www.healthyshasta.org or follow us on Facebook
(530) 229-8428