



# Healthy Shasta Annual Report



July 2012 - June 2013



**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](http://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](http://www.facebook.com/healthyshasta)

**Contact us!**

(530) 229-8428  
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Redding, CA 96001  
[hsinfo@healthyshasta.org](mailto:hsinfo@healthyshasta.org)

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# 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





FARM Club member with blackberries

“I wanted to let you know my son Tyler goes to Juniper and he is in the farmers’ market club you had this year and we really enjoyed it. It showed us a healthy place to shop and the environment was great to just walk through. Thank you for the free tokens. We purchased peaches, raspberries, and blackberries.”

~ Marci

## Fruits and Vegetables

### Goal

Increase fruit and vegetable consumption in children and adults.

### Overview

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.

### Accomplishments

- Launched the FARM Club to connect children with farmers’ market produce. Participating kids received \$2 tokens to spend on fresh fruit, vegetables and/or food plants at the Redding Farmers’ Market. Nearly 2,000 tokens were given to 514 kids from more than 70 local schools.
- Partnered with Shasta County HHS to provide EBT Market Match at all farmers’ markets in Shasta County. CalFresh recipients who used their benefits at a farmers’ market were matched dollar-for-dollar, up to \$10 per visit, with Market Money tokens, which could be exchanged for fruit, vegetables and other foods. More than \$25,000 worth of Market Money tokens were redeemed in 2012.
- Co-sponsored development of the Growing Local website, [www.growinglocalshasta.org](http://www.growinglocalshasta.org), which connects producers with consumers and provides information and resources on the local food system.
- Co-sponsored the Local Food Economy Assessment, a data study to assess economic conditions in local farm and food systems of Shasta, Tehama, Trinity, Siskiyou, Modoc and Lassen counties. Findings were presented during a community forum on July 10, 2012.
- Marked the fifth year of a collaboration between Healthy Shasta, Turtle Bay Exploration Park and the Shasta Growers Association to create a poster listing information for all certified farmers’ markets in Shasta County.
- Hosted Chef at the Market, where local chefs offered cooking demonstrations and tasting using fresh ingredients from the farmers’ market from June through September. In 2012, nine chefs gave 17 demonstrations.
- Partnered with Going Local for a sold-out Food Day event, “OctoberFeast.” Three chefs did cooking demonstrations using locally grown ingredients.



### Contact:

Melinda Shaffer, RD  
(530) 225-5351



# Sugary Beverages/Rethink Your Drink Shasta

## Goals

Decrease consumption of sugary beverages by children and adults.  
Increase access to safe, clean drinking water for children and adults.

## Overview

Healthy Shasta is working to expand opportunities for people to choose healthy beverages while decreasing access to sugary beverages in an effort to limit their consumption. Rethink Your Drink Shasta supports efforts to improve access to drinking water by promoting the health and money-saving benefits of drinking locally available safe tap water.

## Accomplishments

- Produced a new Rethink Your Drink, Go H2O logo unique for Shasta County.
- Provided grant funding for two Gateway Unified School District Elementary Schools to purchase hands-free, cold, filtered water bottle filling stations, reusable water bottles, and other promotional materials and signage featuring the new Rethink Your Drink, Go H2O logo.
- Worked with Gateway School District to adopt a healthier school beverage policy.
- Sponsored a poster contest and received entries from 40 students representing five high schools. Displayed winning poster in local movie theaters and the Redding library and exhibited all posters at Turtle Bay Exploration Park during the month of May.

## Rethink Your Drink Shasta Facebook Page

[www.facebook.com/rethinkyourdrinkshasta](http://www.facebook.com/rethinkyourdrinkshasta)

- Initiated by workgroup partners in January 2013, this page has nearly 100 followers.
- Regular posts are updated by Healthy Shasta partners with information about healthy beverage choices.

## Rethink Your Drink, Go H2O Pledge

- Partnered with the Network for a Healthy California to provide Rethink Your Drink education to the public and encourage them to take the pledge.
- A drawing will be held and winners will receive local Mt. Shasta Spring Water.

## Contact:

Jenny Jones, RD  
(530) 229-8451



Central Valley High School art teacher Matt Fry had his class participate in the poster contest. After seeing how much sugar was in a 32-oz. sports drink (14 packets of sugar), Fry commented, "I definitely won't be drinking those sports drinks anymore, now that I know how much sugar is in them. That's gross."



The Metal Cowboy (aka author Joe Kurmaskie) fitted helmets at school assemblies and shared humorous stories while motivating students to be active outdoors and to bicycle safely.

## Walking and Bicycling

### Goal

Increase walking and bicycling by children and adults.

### Overview

Healthy Shasta's Walking and Bicycling Initiative strives to encourage people to walk and bicycle more often while working with partners to create environments that make walking and bicycling safe, easy and convenient.

### Accomplishments

#### Bike Month & Bike Commute Challenge

Healthy Shasta partnered with the Shasta Cascade Bicycle Coalition, bicycle clubs, community volunteers, businesses and other partners to make Bike Month 2013 a success.

- Partnered with First 5 Shasta, the Women's Fund and Northstate Parent to host author Joe Kurmaskie, the Metal Cowboy, for seven school assemblies, a Rotary presentation and an evening public performance.
- Local businesses hosted 40 energizer stations, serving free refreshments and encouraging people to commute by bicycle.
- Expanded Bike Month events and activities celebrating bicycling and encouraging people to ride.
- Expanded the Bike Commute Challenge to two weeks; 49 teams participated. Participants pedaled a combined 21,563 miles, resulting in 19,946 pounds of CO<sub>2</sub> and 280 pounds of other pollutants not being released into the air, more than 1,000 gallons of gas saved, and nearly \$4,000 saved at the pump. This year, 2,094 bicycle trips were taken: 56% were trips to work, 8% were trips to school, and 36% were errands.
- Honored Sports LTD as Bicycle Friendly Employer of the Year.



#### Trail User Survey

The Trail User Survey gathered data on use of the Sacramento River Trail and the extension to Dana/Hilltop, and took suggestions for improving walking and bicycling in Redding from 819 respondents. Results can be found at [www.healthyshasta.org](http://www.healthyshasta.org).

#### Professional Development Scholarships

Provided scholarships for a planner from City of Redding and a planner from Shasta Regional Transportation Planning Agency to attend the 2012 International ProWalk ProBike ProPlace Conference in California.

Each planner was asked to participate in an organized a brown bag lunch and webinar opportunities so other local professionals could learn about best practices in pedestrian and bicycle planning and design.

### **Active Transportation**

Supported efforts of Shasta Living Streets and the Shasta Cascade Bicycle Coalition to create community support for walking, biking and active transportation.

### **Sustainable Communities**

- Shasta Regional Transportation Agency set aside 2% of their Transportation Development Act funds to fund bicycle and pedestrian projects and is in the process of developing a regional active transportation plan.
- Partnering with the City of Redding to implement the Caltrans Bicycle Transportation Account which is funding downtown wayfinding and lane striping projects.

### **Safe Routes to School**

- The Safe Routes to School program was awarded a three-year continuance non-infrastructure grant to build on the work accomplished during the original grant period.
- 13 schools participated in Walk to School Day in October, with more than 1,700 students walking or biking to school.
- Piloted pedestrian curriculum and bicycle education curriculum with Turtle Bay and Cypress Elementary schools.
- Piloted daily walking school bus at Cypress School. Trained two staff to run the program with a paid stipend for their efforts. Thirty eight students participated.
- Trained 5 parents to conduct a regular walking school bus to Anderson Heights School. Collaborated with the after-school SHARE program to do a Wednesday walking club with students. Approximately 50 students participated.
- Coordinated second countywide Bike to School Day in May. Fourteen schools participated with more than 650 students, parents and teachers riding to school. Participation doubled from last year.



### **Safe Routes to School Contacts:**

#### **Walkability/Bikability:**

Amy Pendergast, MPH  
(530) 229-8243

#### **Safe Routes to School:**

Sara Sundquist      Sherrie Brookes  
(530) 245-6457      (530) 229-8456



This campaign encourages people to get out and enjoy the beautiful parks and recreational areas in Shasta County.

## Fitness and Play

### Goal

Increase fitness and play in children and adults.

### Overview

The Fitness and Play Initiative was started in 2013 with the goal to increase the number of children and adults in Shasta County who meet their daily physical activity recommendation. This workgroup focuses on creating partnerships to promote and enhance local trails, parks and open spaces and to promote the message: Go Outside and Play.

### Accomplishments

- Selected four logos that would appeal to a variety of audiences.
- Launched the first two logos in a decal campaign to promote Go Outside and Play. More than 3,000 decals were distributed at community events.
- “Go Outside and Play” radio commercials ran between May and June. The radio spot targeting families promoted outdoor play and the decal campaign.
- Hosted four Days of Play. Two Redding parks (Rivercrest and Foxtail), one Anderson park (Anderson River Park) and one Shasta Lake City park (Claire Engle Park) were selected. Neighborhood residents were invited to the events through mailed invitations. The events were designed to bring neighborhood residents and families together to encourage outside play by fostering a sense of ownership in their local park, demonstrating the variety of ways the park can be utilized, and encouraging families to meet each other and start play dates. Play equipment was distributed to encourage recipients to continue outdoor park activities at their local park.





# Healthy Students Initiative

## Year Five [2012-13] Accomplishments

### Bella Vista

- Offered SPARK training to all K-6 teachers.
- Continued the popular Second Chance Breakfast for grades 6, 7 and 8.
- Continued Zumba classes for staff twice a week led by YMCA staff. Staff from North Cow Creek also attends.
- Conducted parent nutrition education classes in winter.

### Cypress

- Implemented a daily walking school bus, which starts at First United Methodist Church and picks up between 15-25 students along the way.
- Organized Bike to School Day with about 25 students participating.
- Sold strawberry starts and flower plants at the strawberry social to raise money for the garden program.
- Hosted a mini-market during the summer camps to sell garden produce. Purchased a pop-up canopy with "Cypress Produce."



### Lassen View

- Celebrated Walk to School Day with three starting locations, and conducted a Family Bike Safety night to prepare students for riding.
- Hosted parent nutrition/education classes in the fall; about 10 families consistently participated.
- Parent Club hosted a healthy dinner at Open House as a fundraiser.
- Purchased two water stations for bottle refilling – one at the playground and one nearer the buildings.

### Other

- ICF International conducted a site visit in September 2012 for the CDC Prevent Obesity Initiative's Evaluability Assessment. Report was shared in December 2012.
- YMCA conducted extra units in PE at all 3 HSI schools: gymnastics, Pilates, agility, boot camp, hip hop and jujitsu.



### STARS Workgroup (Shasta Taking Active Roles in Schools)

- Granted \$104,000 to 6 non-HSI schools to improve school nutrition.
- Coordinated with Public Health's Sodium Reduction Grant to host Smarter Lunchrooms training for food service directors and cooks on January 7, which received excellent media coverage.



Shasta Family YMCA offers healthy choices at all meetings, training and events, and fresh water is available at the Y and all child care sites.

## Worksite Wellness/Partners Walk the Talk

**Walk the Talk:** Making environmental, policy and system changes within your organization that make healthy eating and physical activity choices easier for the people you serve.

**Worksite Wellness:** Organizational or system changes to support the health and wellness of your employees, such as the adoption of the Healthy Shasta Healthy Meeting Guidelines, establishing a wellness committee or eliminating soda machines.

- The McConnell Foundation added additional trails in the Churn Creek Greenway and improved and enlarged trail parking there. McConnell started a Worksite Wellness Committee and offers employees reimbursement for gym memberships if they go regularly.
- Shasta Head Start is enacting a wellness plan in which staff can earn additional contributions to their Health Savings Accounts by having a health screening and talking with a wellness coach.
- Two Redding School District campuses, Bonny View and Cypress Elementary, replaced soda machines in staff rooms with water dispensers. Cypress Elementary School has bikes and helmets available for employees to ride in their off time.
- Shasta County Office of Education's Regional Occupational Program kitchen provides healthy options when catering



events. They added healthy options to vending machines and created a wellness committee and website.

- University of California Cooperative Extension established a regular walking routine at break time, which helps employees get in 30 minutes of physical activity daily to reduce stress.
- Shasta YMCA child care programs have implemented all components of the Y's Healthy Eating and Physical Activity pledge. They also use the Y's Food and Fun curriculum every week in all their programs.



- City of Anderson's Parks & Recreation Department, in their efforts to get more people walking or biking in Anderson River Park, received a grant from the McConnell Foundation to create a one-mile trail leading directly to the park from Balls Ferry Road.
- Redding Rancheria expanded its Wellness Program to include tribal members and created a catering guideline to reinforce healthier choices. Employee birthday celebrations now offer healthier choices.
- Shasta County Health and Human Services adopted healthy vending policy language for new vending contracts and is working with the current vendor to serve at least 50% healthy options, including at least one low-sodium option.
- Shasta County Health and Human Services provided a Rethink Your Drink water dispenser and tool kit to promote drinking fruit-flavored water instead of sugary drinks and to promote water consumption.









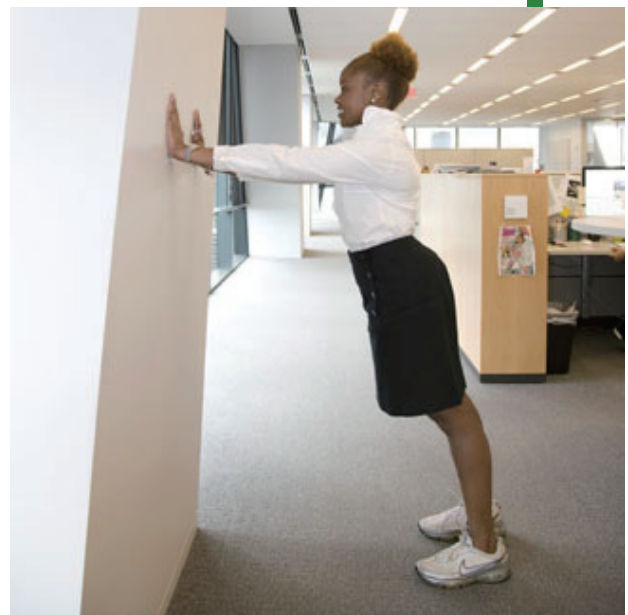
- City of Shasta Lake is creating a safe, efficient system that encourages bicycling in various city locations thanks to a Caltrans Bicycle Transportation Act grant. Funding supports rehabilitation or installation of several bicycle lanes and routes, signing, lighting and bicycle parking.



- Anderson Partnership for Healthy Children installed a bike rack behind the Teen Center building. Since the bike rack was installed, more of the youth are now riding bikes to the Teen Center because they have a safe place to keep their bikes.



- Whiskeytown National Park continues to work with the Bureau of Land Management (BLM), McConnell Foundation and the Redding Foundation to complete the Mule Mountain Trail from the Swasey Recreational Area to Whiskeytown, along the Princess Ditch to the park's Salt Creek Trail. While most of this new 16-mile trail is on BLM land, the final 2 miles is part of Whiskeytown. In May 2013, the Cal Fire inmate crew finished clearing brush for the new trail route. The trail tread should be completed by winter 2013.





## 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 2012-13

First 5 Shasta	
The McConnell Foundation	
Mercy Medical Center	
• Kohls Care for Kids grant	
• Community Benefit funding	
Shasta County Public Health	
California Obesity Prevention Program	
<b>Total funding amount:</b>	<b>\$246,616</b>

## Operating Expenses

Salaries	\$171,616
Office supplies	\$1,451
Professional and special services	\$5,550
Educational materials	\$5,741
Website maintenance and expansion	\$2,963
Marketing	\$16,631
Events	\$5,000
Training	\$1,107
Initiative support	\$33,678
<b>Total operating expenses:</b>	<b>\$243,737</b>

## Leveraged funding

### Safe Routes to School **\$135,000**

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**

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**

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: Limit access to sugary beverages, Safe Routes to School and related policies to enhance walkable communities.

### The Healthy Students Initiative **\$724,900**

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) and to develop a road map for other schools.

### **Total amount leveraged: **\$1,422,050****

\* Note: Healthy Students Initiative has a separate budget.

# Healthy Shasta's Leadership

## Partner Leadership Team

**Susan Baugh**  
Council Member, City of Anderson

**Kurt Starman**  
City Manager, City of Redding

**Francie Sullivan**  
City Council, City of Redding

**John Duckett**  
City Manager, City of Shasta Lake

**Larry Farr**  
Mayor, City of Shasta Lake

**Carla Thompson**  
Development Services, City of Shasta Lake

**Joy Garcia**  
Executive Director, First 5 Shasta

**Lee Salter**  
President/CEO, The McConnell Foundation

**Mark Korth**  
CEO, Mercy Medical Center

**Tracey Edwards**  
Redding Rancheria

**Rick Fauss**  
Superintendent, Redding School District

**Dan Little**  
Director, Regional Transportation Agency

**Joe Wyse**  
President, Shasta College

**David Kehoe**  
Supervisor, Shasta County

**Larry Lees**  
County Administrative Officer, Shasta County

**Donnell Ewert**  
Director, Shasta County Health and Human Services Agency

**Tom Armelino**  
Superintendent, Shasta Co. Office of Education

**Al Boren**  
CEO, Shasta Family YMCA

**Carla Clark**  
Executive Director, Shasta Head Start

**Gordon Flinn**  
Vice President, Marketing and Development, Simpson University

**Mike Warren**  
CEO, Turtle Bay Exploration Park

**Larry Forero**  
County Director, UC Cooperative Extension

**John Truitt**  
Director, Viva Downtown

**Jim Milestone**  
Superintendent, Whiskeytown National Recreation Area

## Steering Committee

**Terri Fields Hosler**, Shasta County Public Health

**Barbara Jackson**, Anderson Partnership for Healthy Children

**Michelle Larson**, Shasta County Office of Education

**Pam Lewis**, City of Anderson

**Concepcion Mendoza**, UC Cooperative Extension

**Kim Niemer**, City of Redding

**Toby Osborn**, Turtle Bay Exploration Park

**Sheri Redmond**, Shasta Family YMCA

**Alexis Ross**, Mercy Medical Center Redding

**Brian Sindt**, The McConnell Foundation

**Jennifer Snider**, First 5 Shasta

**Dan Wayne**, Shasta County Regional Transportation Agency

## Public Relations and Education Committee

**Shellisa Moore**, Healthy Shasta

**Toby Osborn**, Turtle Bay Exploration Park

**Deborah Peel**, First 5 Shasta

**Alexis Ross**, Mercy Medical Center

**Kerri Schuette**, Health and Human Services Agency

## Walk This Way Committee

**Linda Cole**, Shasta Head Start

**Linda Delles**, Shasta Family YMCA

**Carrian Harwig**, Turtle Bay Exploration Park

**Mary Messier**, Shasta County Public Health

**Shellisa Moore**, Healthy Shasta

**Deborah Peel**, First Five Shasta

**Susan Savio**, Turtle Bay Exploration Park

**Sara Sundquist**, 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) for updates about walking and bicycling, or sign up for volunteer alerts by visiting [www.healthyshasta.org](http://www.healthyshasta.org).
- Volunteer to lead walks, bring water and a healthy snack to sports games and celebrations, 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.
- Install a water hydration station on site.



Healthy Shasta

[www.healthyshasta.org](http://www.healthyshasta.org) or follow us on Facebook

(530) 229-8428