



About Us

Healthy Shasta is a local partnership to promote healthy and active living among north state residents. We joined forces out of concern over increasing rates of childhood obesity and chronic diseases such as type II diabetes.

Our Partners

- Mercy Medical Center Redding
- Turtle Bay Exploration Park
- City of Redding
- Shasta County Public Health
- First 5 Shasta
- The McConnell Foundation
- Shasta Family YMCA
- City of Anderson
- City of Shasta Lake
- Redding Rancheria
- Shasta County Office of Education
- Shasta County
- Shasta College
- Simpson University
- Shasta Head Start
- National Park Service
- University of California Cooperative Extension
- Redding School District
- Anderson Partnership for Healthy Children
- Viva Downtown
- Shasta Regional Transportation Agency
- Shasta Community Health Center
- Good News Rescue Mission

Ongoing Healthy Shasta Events/Activities

- Farmers' Market promotion/Money Market program/Chef at the Market
- Healthy Kids Choice program
- Bike racks
- Healthy Shasta website and Facebook page
- Media campaigns
- FARM Club

Our Vision

A community where the healthy choice is the easy choice.

Our Mission

We are a partnership and a movement that promotes healthy eating and physically active lifestyles through environmental, policy and organizational change.

**Strategic Plan
2016**



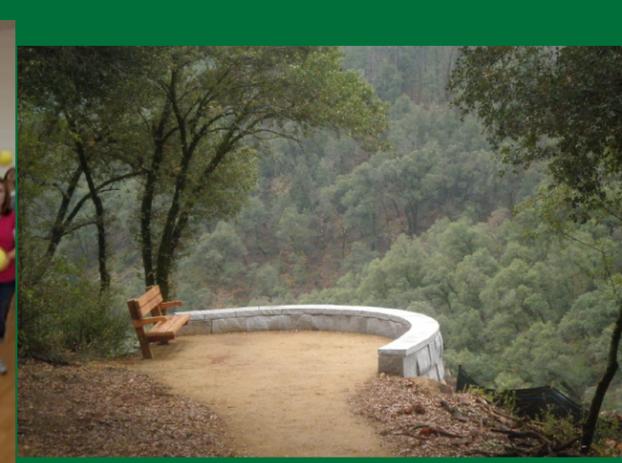
Learn more:

Healthy Shasta

(530) 225-3745

www.healthyshasta.org

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Fruits and vegetables

Goal: Increase fruit and vegetable consumption in children and adults.

Healthy Shasta's Strategic Approaches:

Schools

- Develop Healthy Shasta School designation to ensure transferability of HSI lessons learned
 - Promote and support inclusion of salad bars in school cafeterias
 - Promote school gardens and support integration with farm to school efforts

Worksites

- Develop Healthy Shasta Worksite Wellness Toolkit tied to mini grant funding for partners
 - Promote, automate and expand the Healthy for Life Challenge
 - Promote and expand use of the Healthy Meeting Guidelines

Community

- Support Growing Local's effort to enhance and expand a strong local food system
 - Development of Distribution Hub
- Increase the number of institutions that allocate a portion of their budget to purchase local foods
- Increase Healthy Kids Choice Restaurants
- Increase the number of restaurants using the Sodium Tool Kit

Sugary beverages

Goal: Decrease consumption of sugary beverages by children and adults.

Healthy Shasta's Strategic Approaches:

Schools

- Develop Healthy Shasta School designation to ensure transferability of HSI lessons learned
 - Promote and support use of school party guidelines
 - Promote and support use of healthy school snack bar guidelines

Worksites

- Develop a Healthy Shasta Worksite Wellness Toolkit tied to partner mini grant funding
 - Promote, automate and expand use of the Healthy for Life Challenge
 - Promote and expand use of the Healthy Meeting Guidelines
- Develop Healthy Shasta Vending program pilot

Community

- Develop Healthy Shasta Vending program pilot
- Support and implement community awareness campaign to decrease sugary beverages and increase water consumption
 - Create infrastructure to increase access to drinking water
 - Ad campaign

Walking/Biking

Goal: Increase walking and biking by children and adults.

Healthy Shasta's Strategic Approaches:

Schools

- Develop Healthy Shasta School designation to ensure transferability of HSI lessons learned
 - Promote and support walk and bike to school efforts
- Promote Safe Routes to Schools and other safety related efforts

Worksites

- Develop a Healthy Shasta Worksite Wellness Toolkit tied to partner mini grant funding
 - Promote, automate and expand use of the Healthy for Life Challenge
 - Promote and support pedometer challenges
 - Promote/expand use of Healthy Meeting Guidelines
 - Promote and support stairwell challenges
- Promote active transportation through Bike Commute Challenge
 - Share the Road campaign

Community

- Improve connectivity for walking and biking through trails and complete streets
- Build community support for walkable and bikeable communities
 - Support Shasta Living Streets and Shasta Cascade Bicycle coalition efforts
- Implement community awareness campaigns to encourage safe walking and biking
 - Share the Road campaign
 - Encourage walking and biking to close destinations

Fitness and Play

Goal: Increase fitness and play in children and adults.

Healthy Shasta's Strategic Approaches:

Schools

- Develop Healthy Shasta School designation to ensure transferability of HSI lessons learned
 - Promote and support physical education in school curricula
 - Promote use of SPARK

Worksites

- Develop a Healthy Shasta Worksite Wellness Toolkit tied to partner mini grant funding
 - Promote and expand use of local gyms, recreation programs and groups for employees
 - Promote and expand use of the Healthy Meeting Guidelines
 - Promote and expand the use of the PA Tool Kit

Community

- Encourage development of partnerships to promote and enhance local trails, parks and open space
- Promote "Go Outside and Play"