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 Shasta Head Start
 Simpson University
 The McConnell Foundation
 Turtle Bay Exploration Park
 University of California Cooperative Extension
 Viva Downtown
 Whiskeytown National Recreation Area

Healthy Shasta Annual Report: July 2018 through June 2019

Healthy Shasta is a local collaboration of organizations working to increase healthy eating and physical activity among Shasta County residents. The collaborative continues to prioritize efforts to reduce obesity and decrease rates of chronic diseases, such as Type 2 Diabetes, through

- Increasing Walking and Bicycling
- Increasing Fitness and Play
- Increasing Fruit and Vegetable Consumption
- Decreasing Sugary Beverage Consumption

Healthy Shasta is committed to long-lasting community changes that make healthy choices easier, convenient, inviting, and affordable where community members live, work, play and learn. In the 2018-2019 fiscal year, the coordinator role was vacant for over 5 months; however, staff and partners continued work on the focus initiatives. When a new coordinator was hired, Healthy Shasta focused on researching walking resources to develop a media campaign and choose an online platform to increase walking throughout the local community.

Healthy Shasta is made up of 24 partners, which include Caltrans, City of Anderson, City of Redding, City of Shasta Lake, Dignity Health Mercy Medical Center Redding, First 5 Shasta, Good News Rescue Mission, The McConnell Foundation, National Park Service, Redding Rancheria, Redding School District, Shasta College, Shasta Community Health Center, Shasta County, Shasta County Child Abuse Prevention Coordinating Council, Shasta County Health and Human Services Agency Public Health Branch, Shasta County Office of Education, Shasta Family YMCA, Shasta Head Start Child Development, Shasta Regional Transportation Agency, Simpson University, Turtle Bay Exploration Park, University of California Cooperative Education, and Viva Downtown.

Additionally, there are other community organizations and friends of Healthy Shasta with whom Healthy Shasta collaborates and supports. These include, but are not limited to, Active 20-30 Club, Redding Cultural District, KIXE-TV, Midnite Racing, NorCal OUTreach Project, North Valley Catholic Social Services, Northern Hispanic Latino Coalition, Partnership Health Plan, Pit River Health Service, Shasta Growers Association, Shasta Living Streets, and Dignity Health Connected Living.

Efforts are accomplished through Healthy Shasta committees such as the Steering Committee, Marketing/Public Relations Committee, and the Health Works Worksite Wellness Committee.

The Worksite Wellness Committee is composed of the following individuals: Cameron Lievense - Healthy Shasta Worksite Wellness Coordinator, Haley Cervenka, Jami Lozoya, Kristopher Balazich, and Steven Hayward. The biggest accomplishment of this group was the worksite walking challenge, Walktober.

The Healthy Shasta Marketing/Public Relations Committee is composed of the following individuals: Sara Sundquist - Healthy Shasta Coordinator, Alexis Ross, Denise Yergenson, Julie Driver, Miki'ala Catalfano, Peter Griggs, Seth McGaha, Marc Dadigan, and Tim Mapes.



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The Healthy Shasta Steering Committee is composed of the following individuals: Sara Sundquist – Health Shasta Coordinator, Alexis Ross, April Jurisich, Kim Niemer, Micah Seth, Michael Kuker, Michelle Larsen, Pauline Asbill, Shawnice Sellers and Theresa Rickard Tibbett.

Administrative Highlights

- Supported and sponsored Farm to Fork activities, water filling stations, and community fun walks/runs
- Received funding for 3-years to implement a Walking Initiative and continued support for the strategic plan areas of focus
- Released a Request for Applications (RFA) for water bottle filling stations for local community organizations

Increase Fruit and Vegetable Consumption

Healthy Shasta is working to enhance options for healthy eating in our region by supporting efforts that promote local foods – for health and economic benefits – and improve access to fruits and vegetables, both locally and regionally.

Healthy Shasta Collaborative and Partner Accomplishments

- Healthy Shasta FARM Club: Children 3-15 years old purchase produce using wooden tokens at Redding City Hall Farmers' Market. September 8 through October 13, 2018 and June 1 through July 6, 2019
 - 1,436 children participated in FARM Club, combined
 - \$4972 in tokens distributed to children to buy produce at farmers' market
 - \$4268 in tokens were redeemed from farmers for produce purchases by children
- Shasta County Health and Human Services Agency Public Health Branch, Shop Healthy Shasta Lake, and Healthy Stores for a Healthy Community serve 3 stores: Sentry, Sunshine, and Drive-In Markets to increase access to healthier food while decreasing advertising for tobacco and alcohol
 - Conducted community surveys regarding store options and shopping habits
 - Worked with stores to place produce baskets and produce in the front of the store or into deli areas, to place healthier snacks at the checkout, to remove and replace alcohol and tobacco signage with healthy eating signage, to install floor signage, to distribute recipe cards, and to conduct healthy cooking demonstrations.
- Caltrans incorporated healthier choice guidelines for snack station with improved signage and snack placement, including refrigerated and dry snacks.
- Shasta Community Health Center adopted nutrition/beverage standards for their vending machines and refrigerator/snack guidelines for employee wellness to provide healthier foods and beverages.
- Dignity Health-Connected Living incorporated healthier choice guidelines for their gift shop and beverage guidelines for their beverage vending machine, replacing Pepsi with Aquafina machine. Healthier beverage choices were added and placed on top and Rethink your Drink Stop Light signage was placed on their machine.
- Healthy Shasta supported the YMCA's Y Club program for middle school youth with healthy snacks and materials
- University of California CalFresh Healthy Living Program



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- Orchestrated Jr. Chef at the Market for Redding Farmers’ Market at City Hall
 - Cook-off competition of local high school students
 - Cooking demonstrations by 4-H student chefs
 - All chefs utilized seasonal produce purchased at the Farmers’ Market
- Provided nutrition, gardening and physical activity education to 24 organizations and 21 schools, serving approximately 4,000 youth and adults including 140 teachers in Shasta County.
- Policy, Systems, and Environmental Change Activities:
 - Expanded the smarter lunchroom movement
 - Increased the maintenance of school gardens
 - Utilized local produce at schools
 - Changed school lunch menus
 - Supported wellness policy changes
- Turtle Bay Exploration Park created a new Shasta Growers Association Farmers’ Market poster (Exhibit B)
- City of Redding Community Services assisted Shasta Growers Association with additional promotional efforts to advertise the Saturday Market at City Hall.

Reduce Sugary Beverage Consumption

Healthy Shasta is working to make it easier for people to choose healthy beverages while decreasing access to sugary beverages by promoting Rethink Your Drink and drinking tap water.

Healthy Shasta Collaborative and Partner Accomplishments

- Created and distributed a water bottle filling station request form, which was distributed to partners and the community. Requests granted in July 2019.

Increase Fitness and Play

Healthy Shasta aims to increase the number of community members, both children and adults, who are physically active through promoting outdoor recreation, fitness opportunities, and the “Go Outside and Play” message.

Healthy Shasta Collaborative and Partner Accomplishments

- Healthy Shasta co-sponsored the City of Redding’s Mayors’ Mountain Bike Challenge.
- Shasta County Health and Human Services Agency Public Health Branch
 - Interactive Bicycle Blender at more than 6 health fairs/events to promote eating more fruits and vegetables and being physically active.
 - Encouraged families to go outside and play with Seasonal Bingo and prizes.
 - Sponsored the CASA Superhero Run, encouraging people to go outside and play.
 - Sponsored Midnite Racing’s Frosty Fun Run and Moonlight Madness Run.
 - Managed physical activity stations and provided healthy eating and physical education at Boomtown Damboree event.
 - Conducted a survey on walking groups at Minds Matter and Senior Resource Fair to gather information for walking initiative.
 - Continue to expand list of local recreational opportunities on Healthy Shasta website.



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- University of California CalFresh Healthy Living implemented playground stencil projects and supported daily quality physical activity in schools.

Increase Walking and Bicycling

Healthy Shasta aims to engage more people in walking and bicycling on a regular basis by collaborating with other community organizations to create environments that make it easy, safe, and convenient to walk and bicycle throughout Shasta County.

Healthy Shasta Collaborative and Partner Accomplishments

- Shasta Regional Transportation Agency (SRTA)
 - Procured ‘big data’ analytic service to help evaluate walking and cycling routes in the Shasta Region.
 - The Regional Non-Motorized Program allowed procurement of consultant services for regional grant applications to prepare for Active Transportation Program, a program that funds biking and walking infrastructure, amenities and programs.
 - Participated in Shasta Bike Month, including hosting a ride along the Sacramento River Trail on the history of transportation.
- Shasta County Health and Human Services Agency Public Health Branch
 - Partnered with Redding Chamber of Commerce to offer 2019 Bicycle Friendly Business Award. Shasta Mosquito and Vector Control was the 2019 recipient
 - Partnered with Viva Downtown Redding on purchase and placement of 5 bicycle racks.
 - Co-hosted “Making Room” Housing discussion with the local American Planning Association affiliate (including aspects that impact walkability and bikability).
 - Provided ‘Healthy Communities 101’ presentations about how the built environment impacts health outcomes, with an emphasis on access to physical activity and healthy eating.
 - Provided support to various agencies to improve infrastructure for walking, bicycling, and active lifestyles (including assistance with data collection/analysis and public input, design review with a health lens, assistance with grant proposals, providing letters of support, etc.).
 - Provided input to entities designing developments on how to foster / create active community environments
 - Worked with student intern from Shasta College to map bicycle parking throughout Shasta County.
 - Provided on-bike education to encourage more people to ride safely.
 - Women on Wheels -hosted in conjunction with California Street Labs / Shasta Living Streets)
 - SRTA staff training (SRTA has bikes for employees to use)
 - Coordinated 11th annual Fall Bike Count with partner agencies and volunteers to track trends and data for funding proposals.
 - Made improvements to map portion of website to help people find trails and places to walk/hike/bike/be active.
 - Provided several letters to support infrastructure changes for safer walking and bicycling
 - Safe Routes to School:



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- 15 schools and over 1900 walkers participated in Walk to School Day 2018
- Pedestrian Safety was provided to 447 students in second grade from 6 schools
- Over 950 students from 15 schools participated in the annual Bike to School Day
- Bike Safety Club at 7 schools with 80 students in after school programs
- First 5 Shasta's Week of the Young Child was celebrated with Kidical Mass Bicycle Safety
- Shasta Bike Challenge and Bike Month:
 - Facilitated Bike Month & Challenge Planning Group and helped organize Spring Spin kick-off, events throughout the month, and end of Bike Month celebration
 - Purchased Love to Ride online platform to create friendly competition with worksite teams and track bicycle trips
 - Shasta County ranked second in communities similar in population size across the nation in the National Bike Challenge
 - Shasta County was the 3rd largest participant in the National Bike Challenge
 - 786 participants, including 203 new riders on 51 teams throughout Shasta County
 - 9,642 bicycle trips were logged, traveling a total of 115,928 miles
 - 248 riders on average logged trips daily
 - 1,458 work commute trips were logged throughout the month
- Walktober, a month-long walking challenge:
 - 820 participants at 34 workplaces
 - totaling over 231 million steps

Resources and Investments

County of Shasta and Shasta Family YMCA manage the financial accounts for Healthy Shasta.

Funders for Healthy Shasta, Fiscal Year 2018-19

The McConnell Foundation
 Dignity Health Mercy Medical Center Redding
 Shasta County Health and Human Services Agency, Public Health Branch

Operating Expenses:

Salaries and Benefits	\$208,208
Office Expenses	\$3,000
Educational Materials	\$7,000
Professional and Special Services	\$5,000
Website Maintenance and Expansion	\$5,000
Marketing and Advertising	\$20,000
Events	\$7,000
Training and Travel	\$5,000
Initiative Support	\$30,000
Sponsorships	\$10,000
Mini-Grants	\$10,000

Total funding amount: \$315,607*

*This amount does not include additional financial and in-kind contributions from these and other Healthy Shasta Partners



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Exhibit A, front



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:

Caltrans

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

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Exhibit B



CERTIFIED NORCAL

Farmers' Markets

GROWN AND HANDMADE 2019

Market Locations

Tuesday Marilyn Miller Market
June 11 – October 15
7:30 am – noon
Shasta Center Parking Lot
1100 Chen Creek Road, Redding

Wednesday Burney Market
June 12 – September 25
2 – 5 pm
Burney Sporting Goods Parking Lot
23427 Hwy 269 E., Burney

Thursday Anderson Market
June 6 – September 26
7:30 am – noon
Shasta Outlets Parking Lot
1846 Hwy 253, Anderson

Saturday Redding Market
April 6 – December 14
7:30 am – noon
Packing City Hall
173 Cypress Avenue, Redding

Sunday Turtle Bay Market
June 9 – October 13
8 am – noon
Turtle Bay Exploration Park,
Redding

Jr. Chef's Market

Saturdays at the Redding Market
June 1-15, 2019, 9:30 – 11 am
Cooking demos and tastings
using fresh market ingredients

2nd Annual Bottle of the Chef
May 18, 2019, 9:30 – 11 am

EBT
Stops accepted at all markets

HEALTHY SHASTA
for kids, families, and communities

TURTLE BAY
Exploration Park
Minister's Field

Shasta County SGA
Association

Farmers' markets sponsored by

healthyshasta.org • 530.235.5351