



Healthy Shasta Annual Report: July 2017 through June 2018

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 City of Anderson
 City of Redding
 City of Shasta Lake
 County of Shasta
 Dignity Health, Mercy Medical Center Redding
 First 5 Shasta
 Good News Rescue Mission
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 Turtle Bay Exploration Park
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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 Fruit and Vegetable Consumption
- Decreasing Sugary Beverage Consumption
- Increasing Walking and Bicycling
- Increasing Fitness and Play

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 2017-2018 fiscal year, Healthy Shasta focused on initiatives to expand the farm-to-fork culture in Shasta County and to create an online platform to increase walking throughout the local community.

This year, Healthy Shasta is thrilled to welcome Caltrans as its 24th partner. Along with Caltrans, other Healthy Shasta partners include 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, 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 Healthy 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 Lievensen - Healthy Shasta Worksite Wellness Coordinator, Betsy Amstutz, Carrie Edwards, Curtis Chow, Jami Lozoya, Kristopher Balazich, and Sadie Roy.

The Healthy Shasta Marketing/Public Relations Committee is composed of the following individuals: Beth Woodworth - Healthy Shasta Coordinator, Alexis Ross, Debbie Peel, Denise Yergenson, Julie Driver, Miki'ala Catalano, Peter Griggs, Seth McGaha, and Tim Mapes.



The Healthy Shasta Steering Committee is composed of the following individuals: Alexis Ross, Barbara Jackson, Janessa Hartmann, Jennifer Pollom, Jennifer Snider, Kim Niemer, Michelle Larsen, Pam Lewis, Sheri Richmond, and Tawny Cowell.

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Administrative Highlights

- New Strategic Plan (Exhibit A)
- New Website for Healthy Shasta Walks, <https://HealthyShastaWalks.org>
- New Website for Shasta Farm to Fork, <https://ShastaFarmToFork>
- Revamped Healthy Shasta Website, <https://HealthyShasta.org>
- Healthy Shasta Mini-Grants: This year’s Mini-Grants were aligned with the initiatives listed previously. The awards ranged from \$500 to \$2,500, with a total of \$10,000 available. There were 25 proposals submitted, requesting more than \$44,000.

The 2018 Healthy Shasta Mini-Grant recipients include:

- California Street Garden (expand a garden for the community)
- Columbia Elementary School (expand school garden)
- Little Sprouts Urban Farm (urban garden education)
- Montgomery Creek School (expand school garden)
- Oak Run Elementary School (expand school garden)
- Providence International (farm to food pantry)

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 9 through October 14, 2017 and June 2 through July 8, 2018
 - 1,271 children participated in FARM Club, combined
 - \$4,228 in tokens distributed to children to buy produce at farmers’ market
 - \$3,848 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
 - Increased access to healthier choices through product placement, promotion, and signage at Sentry Market, Sunshine Market, and Drive-in Market in Shasta Lake.
 - Provided healthy food demonstrations to celebrate National Nutrition Month
 - Presented Shop Healthy Shasta Lake accomplishments at the Center for Science in Public Interest conference
- Caltrans incorporated healthier choice guidelines for snack station
- Anderson Teen Center, Shasta Child Abuse Prevention Coordinating Council
 - Provided healthy snacks to teens
 - Established “No Outside Food or Beverage” policy for teens and staff
 - Provided weekly cooking/nutrition classes throughout the year



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- University of California CalFresh Nutrition Education Program
 - Orchestrated 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 education to 17 organizations and 18 schools, serving approximately 4,000 youth and adults including work with about 175 teachers in Shasta County
 - Policy, Systems, and Environmental 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)

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

- Shasta County Health and Human Services Agency Public Health Branch
 - Water bottle filling stations and reusable water bottles were purchased for:
 - Cascade Elementary School
 - Anderson Middle School
 - Happy Valley Elementary School
 - Happy Valley Primary School
 - Provided information and resources to organizations on water bottle filling stations
- Shasta Community Health Center adopted nutrition/beverage standards for their vending machines and refrigerator/snack guidelines for their employee wellness baskets
- Dignity Health Connected Living replaced Pepsi vending machine with an Aquafina vending machine with a minimum of 50% healthier choices, which were placed at the top of the machine
- Anderson Teen Center, Shasta County Child Abuse Prevention Coordinating Council has a “No Outside Food or Beverage Policy” for teens and staff and provides drinking water

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
- Anderson Teen Center, Shasta Child Abuse Prevention Coordinating Council
 - Encouraged daily physical activity; provide sports and active outside play equipment
 - Planned weekly physical activity day



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- Expanded summer activities calendar to include swimming and walking to the pool
- Shasta County Health and Human Services Public Health Branch
 - Interactive Bicycle Blender at more than 10 health fairs/events to promote eating more fruits and vegetables and being physically active. Provided about 1,200 free smoothies and other educational incentives
 - 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 obstacle station at Shasta Mud Run
 - Expanded list of local recreational opportunities on Healthy Shasta website
- Caltrans implemented a Pop-Up Gym
- University of California CalFresh Nutrition Education Program provided stencils to facilitate permanent changes on school playgrounds and increase physical activity throughout the school day

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
 - GoShasta Regional Active Transportation Plan aims to make biking and walking healthy, appealing, and competitive alternatives to driving in Shasta County
 - Sustainable Shasta: A program providing local agencies with assistance to prepare priority projects for capital funding programs like the state’s Active Transportation Program
 - The Regional Non-Motorized Program: A regional active transportation funding program that funds biking and walking infrastructure, amenities and programs
- City of Anderson Community Services, Parks and Recreation Department
 - Working on the new Bike Track in Anderson River Park
 - Starting environmental work to restore the trail along the river at Anderson River Park, which will include a long-term solution for the flooding on that trail
- Shasta County Health and Human Services Agency Public Health Branch
 - Partnered with City of Redding to host Crime Prevention through Environmental Design workshops facilitated by California Walks with an emphasis on walkability and placemaking
 - Safe Routes to School:
 - 1,500 students from 16 schools participated in Walk to School Day
 - Pedestrian Safety was provided to 447 students in second grade from 6 schools
 - 1,100 students from 18 schools participated in the annual Bike to School Day. News reports were presented by [KRCRTV](#) and [Action News Now](#)
 - 2,645 people attended one of the 10 BMX shows in honor of Shasta Bike Month
 - First 5 Shasta’s Week of the Young Child was celebrated with Kidical Mass Bicycle Safety
 - Shasta Bike Challenge and Bike Month:
 - Shasta County ranked second overall in communities across the nation in the National Bike Challenge



- 1,009 participants, including over 300 new riders on 63 teams throughout Shasta County
 - 14,347 bicycle trips were logged, traveling a total of 158,088 miles
 - 356 riders on average logged trips daily
 - 1,824 work commute trips were logged throughout the month
 - Walktober, month long walking challenge: 663 participants at 28 workplaces, totaling 181,838,345 steps
- Coordinated bicycle and pedestrian counts to track trends and data for funding proposals
 - Sponsored local cohort of 7 planners, staff, and representatives from local nonprofits to attend the New Partners for Smart Growth Conference
 - Provided a dozen letters to support infrastructure changes for safer walking and bicycling
 - Conducted focus groups to understand built environment/quality of life needs as people age
 - Presented discussion about healthy communities to California Association of County Planning Commissioners
 - Presented at California American Planning Association conference regarding walking and bicycling in relation to community health outcomes

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Resources and Investments

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

Funders for Healthy Shasta, Fiscal Year 2017-18

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

Operating Expenses:

Salaries and Benefits	\$206,993
Office Expenses	\$2,778
Educational Materials	\$7,000
Professional and Special Services	\$5,000
Website Maintenance and Expansion	\$10,800
Marketing and Advertising	\$16,000
Events	\$7,000
Training and Travel	\$5,000
Initiative Support	\$28,350
Sponsorships	\$10,000
Mini-Grants	\$10,000

Total funding amount: \$308,921*

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



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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

Farmers' Markets
CERTIFIED LOCAL
GROWN AND HANDMADE 2016

EBT
Glady accepted at all markets!

Turtle Bay Market
Sunday, 8 am – noon
June 10 - October 14
Sundial Bridge Parking Lot, Redding
FREE and super COOL!
Sunday Bike Parking
Shasta Luvvy Streets

Marilyn Miller Market
Tuesday, 7:30 am – noon
June 12 - October 9
Shasta Center Parking Lot
1700 Churn Creek Road, Redding

Burney Market
Wednesday, 3 – 6 pm
June 13 - October 10
Burney Sporting Goods Parking Lot
37427 Hwy 299 E, Burney

Anderson Market
Thursday, 7:30 am – noon
June 7 - September 27
Shasta Outlets Parking Lot
1699 Hwy 273, Anderson

Redding Market
Saturday, 7:30 am – noon
April 7 - December 15
Redding City Hall
177 Cypress Avenue, Redding

HEALTHY SHASTA
Fodor does. Health does.

TURTLE BAY
EXCELLENCE IN FARMING
Wonder-ful!

Farmers markets sponsored by
Shasta Growers Association SGA

Visit healthyshasta.org or call 225-3745 for more information.