

# Healthy Shasta Strategic Priority Areas 2023-2028

**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

## Increase Daily Movement

Increase physical activity opportunities by improving infrastructure and promoting walking and biking. Increase use of parks, trails, and safe places for play and fitness

## Increase Healthy Eating

Increase access to fresh, local foods; promote healthy eating and decrease sugary beverage consumption; expand Farmers Market inclusion

## Promote Mental Well-Being

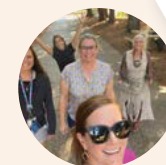
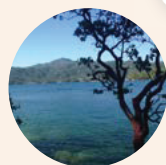
Increase contact with nature and greenspace to promote mental well-being

## Engage Leaders

Increase leadership support of healthy living and worksite wellness; continue to engage partner leaders

## Cultivate Community

Create connection to community by engaging residents to build sustainable and resilient communities



# 1. INCREASE DAILY MOVEMENT

*Increase physical activity opportunities by improving infrastructure and promoting walking and biking. Increase use of parks, trails, and safe places for play and fitness.*

## OBJECTIVES

- A.** Increase fitness and play by encouraging access and use of facilities (parks, trails, classes) through promotion and programming.
- B.** Promote walking and biking with free, local, activities and challenges, and by collaborating with workplaces and other businesses to develop walking and biking activities on site.
- C.** Continue to promote walking and biking through the maps tab on HS website and via digital and print maps for the community.
- D.** Utilize existing community structures to increase walking groups and/or walking school buses.
- E.** Improve access to school campuses for after hours fitness and play.
- F.** Remove barriers to walking and biking by working on active transportation projects, educating local leaders on best practices, and supporting jurisdictions with funding opportunities and data.

## INDICATORS

- A1.** Track number of events held and promoted at parks and trails throughout Shasta County. Track attendee numbers and number of classes offered through partners related to physical activity, trails, and parks.
- B1.** Increase number of new participants in Walktober and Bike Month by 15% overall by 2025/26. Engage new workplaces to participate.
- C1.** Monitor and record website engagement on HS website; track print number of maps distributed.
- D1.** Train walking group leaders as part of existing residential community groups such as senior living, apartment living, supportive housing projects, community-based organizations; and schools.
- E1.** Support and encourage joint-use agreements between schools and recreation departments. Support neighborhoods and parents with requests to access campuses after hours for walking, fitness and play.
- F1.** Record and report bike and pedestrian counts annually and share data with local decision makers. Conduct walk audits with at least three communities with low Healthy Place Index scores and report findings to appropriate jurisdictions with suggestions for improvements. Support active transportation projects across Shasta County.

# 2. INCREASE HEALTHY EATING

*Increase access to fresh local foods; promote healthy eating and decrease sugary beverage consumption; expand Farmers Market inclusion.*

## OBJECTIVES

- A.** Improve access to local fresh fruits and vegetables through FARM Club, improving access and promoting Farmers Markets, and the local food inventory.
- B.** Promote healthy eating with education, garden, and nutrition programs in partnership with community organizations.
- C.** Promote healthy food policies in local businesses and workplaces.
- D.** Decrease consumption of sugary beverages through improved access to water via water filling stations and sharing recipes and samples of healthy alternatives with workplaces, businesses, and community groups.

## INDICATORS

- A1.** Increase FARM Club participation by 10% over 2022 numbers by 2026. Facilitate access to healthy, locally sourced foods by marketing local food inventory on HS website. Measure success of marketing efforts through tracking of website analytics.
- B1.** Collaborate with organizations and health providers to support nutrition and garden education and evidence-based diabetes prevention programming with a focus on populations at greatest risk.
- C1.** Work with the Worksite Wellness Committee to facilitate access to healthy food options at worksites that provide food and to adopt healthy meeting standards into policies and contracts.
- D1.** Provide/support at least three new water filling stations within the geographic priority areas before 2026.

# 3. PROMOTE MENTAL WELL-BEING

*Increase contact with nature and greenspace to promote mental well-being.*

## OBJECTIVES

- A.** Improve access to greenspace and regular contact with the natural world.
- B.** Collaborate with mental health partners to promote community understanding of tools and activities supporting mind-body wellness.
- C.** Increase and promote activities available in workplaces and businesses and priority areas to support mind-body wellness.

## INDICATORS

- A1.** Facilitate three new mindful opportunities to actively engage with nature with partner agencies and the people they serve before 2026.
- B1.** Collaborate with partners providing mental health services to strategically promote Walktober, Passport, walking groups, and Bike Month activities to their constituents.
- C1.** Utilize Worksite Wellness Committee to share national evidence-based best practices to support the mental well-being of employees focusing on health care providers and larger employers in Shasta County.

# 4. ENGAGE LEADERS

*Increase leadership buy-in for healthy living and worksite wellness; continue to engage Partner Leadership Team of Healthy Shasta.*

## OBJECTIVES

- A.** Continue to engage Partner Leadership Team through promoting initiatives, events, and activities.
- B.** Continue to engage the Partner Leadership Team and other community leaders with educational convenings covering best practices in community health interventions.
- C.** Work with community partners and Public Works departments to promote and facilitate access to the Street Story platform to utilize data for Active Transportation Projects and other infrastructure funding opportunities.
- D.** Support projects and policies that create a healthier Shasta County.
- E.** Work with the Partner Leadership Team and HS committees to pool resources and create greater investment in HS's financial stability and effectiveness.

## INDICATORS

- A1.** Reach out to partners annually and ensure all partners participate in at least one HS initiative.
- B1.** Annually host a convening of local leaders to learn best practices in community health interventions and cultivate a health-informed leadership across the County.
- C1.** Promote and increase participation in the Street Story reporting platform with local transportation partners and the community in Shasta County. Download information annually.
- D1.** Provide letters of support on grant applications as they pertain to Healthy Shasta objectives. As appropriate, provide letters of support and/or healthy consideration reviews for project developments, driven by research and evidence-based data/strategies/information. Projects may include park revitalizations, updates to plans, or proposals of other development projects in Shasta County.
- E1.** Improve diversity of Healthy Shasta financial support sources across The Partner Leadership Team and Committees by incorporating at least three sources of financial contributions by 2025/26.

# 5. CULTIVATE COMMUNITY

*Create connection to community by engaging residents to build sustainable and resilient communities.*

## OBJECTIVES

- A.** Conduct focus groups to gather information to reach priority audiences in Shasta County.
- B.** Expand reach of walking and biking challenges, walking groups, healthy eating, and other activities.
- C.** Celebrate 20 years of Healthy Shasta with the community.

## INDICATORS

- A1.** Complete focus groups in each of the geographic priority areas, which identify viable communication channels and supports needed for health improvement.
- B1.** Increase Healthy Shasta programming in the geographic priority areas by 2025/26. Success will be measured by increased participation in walking challenges and walking group activities.
- C1.** Host a 20-year celebration with coordinated activities across the region to bring people together for healthy food and physical activity in 2025.