



HEALTHY

SHASTA

HEALTHY
SHASTA
ANNUAL
REPORT

2023

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2023 HIGHLIGHTS

3,134

Walking and Biking Guides Distributed



348

Participants in Downtown Food Survey



951

VISITS TO FARM CLUB FOR LOCALLY-GROWN FRUITS AND VEGETABLES

OVER **2,120**

HEALTHY SHASTA EVENT PARTICIPANTS



1,195

CHILDREN

Participated in Walk & Bike to School Days



25

Local Partners in Health

144 STREET STORIES

Providing Community Input about street safety to local transportation partners



Healthy Shasta is a collective impact collaborative of 25 local health leaders in Shasta County. Healthy Shasta has already met 52% of the goals laid out in their 23-28 strategic plan in 2023 through effective utilization of backbone support from the Shasta County HHSA's Public Health Branch and robust local efforts from partner leaders.

To make healthy choices for physical activity easier for our community members, the collaborative distributed over 3,100 guides to improve participation in hiking, walking, and cycling in 2023. We hosted challenges that engaged over 2,100 residents in biking and walking, promoting community engagement, lifestyle changes, and workplace wellness. Nearly 2,000 local children participated in walk and bike to school days during the year.

To improve access to healthy foods, the collaborative made 951 purchases of locally grown, healthy produce possible for children in 2023. This contributed to the local economy and often introduced a taste for fresh, healthy foods to children in our community.

These are just a few of the many accomplishments achieved in 2023. We take great pride in the local, collaborative health improvement strategies utilized to achieve success in decreasing chronic health conditions in Shasta County over the past 18 years and look forward to continuing this important work with you in 2024.

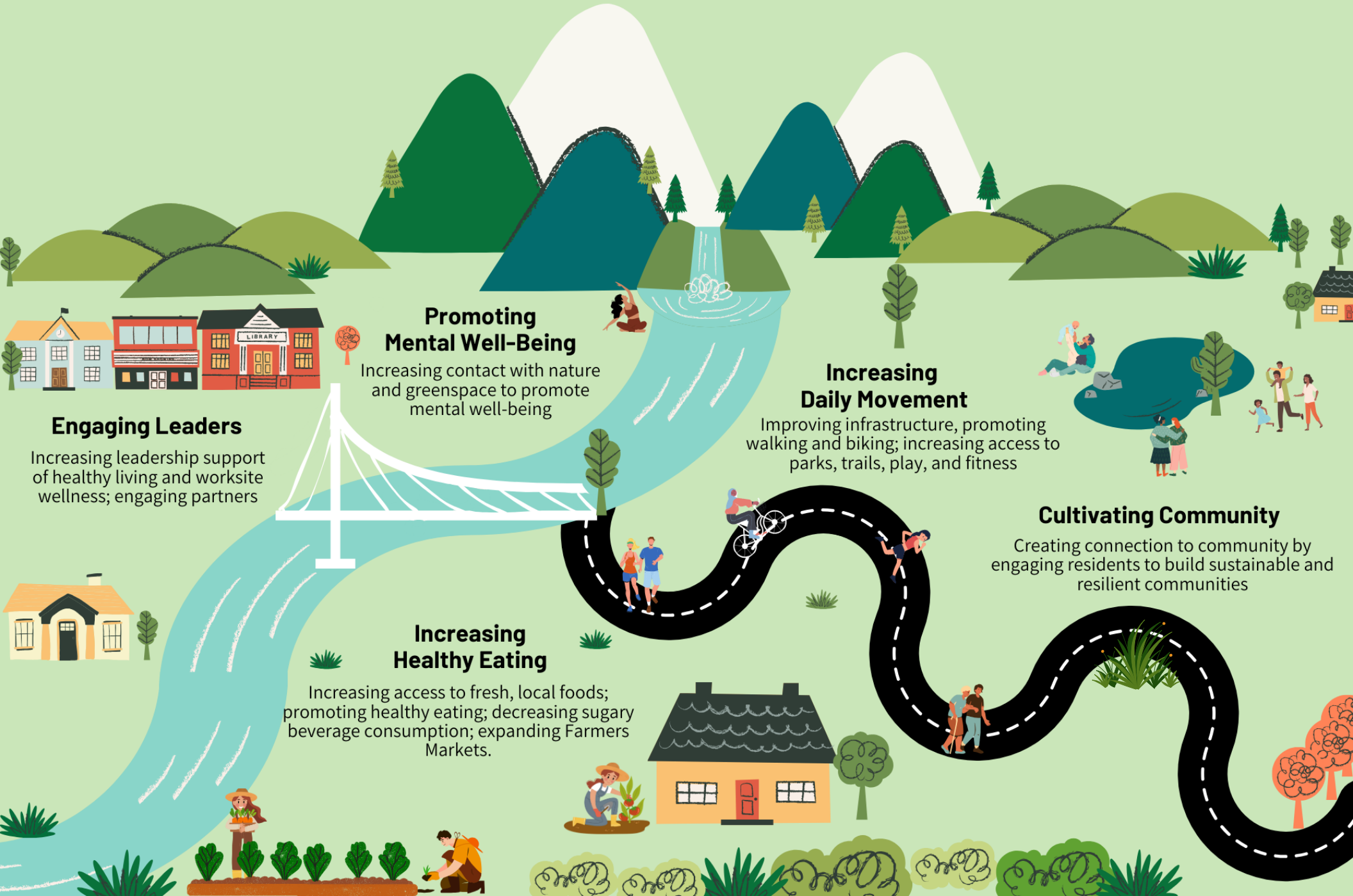
With Gratitude,

Janessa Hartmann

Janessa Hartmann, MS
HS Steering Committee Chair



HEALTHY SHASTA: WHERE THE HEALTHY CHOICE IS THE EASY CHOICE



Engaging Leaders

Increasing leadership support of healthy living and worksite wellness; engaging partners

Promoting Mental Well-Being

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

Increasing Daily Movement

Improving infrastructure, promoting walking and biking; increasing access to parks, trails, play, and fitness

Increasing Healthy Eating

Increasing access to fresh, local foods; promoting healthy eating; decreasing sugary beverage consumption; expanding Farmers Markets.

Cultivating Community

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


HEALTHY SHASTA ORGANIZATION

1 PARTNER LEADERSHIP TEAM

Caltrans, District 2
Center for Healthy Communities
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
Northern Valley Catholic Social Service
Pathways to Hope for Children
Redding Rancheria
Redding School District
Shasta College
Shasta Community Health Center
Shasta County Office of Education
Shasta Family YMCA
Shasta Head Start
Shasta Regional Transportation Agency
Simpson University
The McConnell Foundation
Turtle Bay Exploration Park
University of California Cooperative
Extension
Viva Downtown
Whiskeytown National Recreation Area

1 PARTNERING TO MAKE THE HEALTHY CHOICE THE EASY CHOICE IN SHASTA COUNTY 

2 PROVIDING GUIDANCE FOR WORK 

3 EDUCATION, ANALYSIS & COORDINATION 

4 FISCAL AGENT 

5 WORK GROUPS 

2 STEERING COMMITTEE

Center for Healthy Communities
City of Anderson
City of Redding
County of Shasta
Dignity Health,
Mercy Medical Center Redding
First 5 Shasta
Northern Valley Catholic Social
Service
Shasta County Office of Education
Shasta Family YMCA
Shasta Regional Transportation
Agency
University of California Cooperative
Extension

3 PUBLIC HEALTH STAFF

4 SHASTA FAMILY YMCA

5 HS WORK GROUPS

Worksite Wellness
Prediabetes
Local Foods Local Places
Shasta Bike Month & Challenge

2023 STRATEGIC GOAL PROGRESS

2023-28 Goal: Create connection to community by engaging residents to build sustainable and resilient communities.

Objective 1: Conduct focus groups to gather information to reach priority audiences in Shasta County.



2023 Progress: Healthy Shasta (HS) completed one focus group in City of Shasta Lake using a combination of surveys and the “Dream, Play, Build” engagement strategy. Participants in this group shared local and personal values related to working together to make locally grown, healthy food more affordable and accessible for everyone in the community. They expressed needs for more learning and sharing opportunities around food and physical activity that could be made free through local resource centers. Healthy Shasta is working with community members and leaders to move these ideas forward and increase awareness of resources and initiatives available in the City of Shasta Lake. **Status: In Process**

Objective 2: Expand reach of walking and biking challenges, walking groups, healthy eating, and other activities.



2023 Progress: HS increased the number of participants in the Bike Month, Walktober, and FARM Club activities, and is working on increasing geographic engagement in priority areas in the coming year. Following focus group activities, specific marketing was done with focus group participants in City of Shasta Lake to encourage participation in the Walks Passport. **Status: In Process**

Objective 3: Celebrate 20 years of Healthy Shasta with the community.



2023 Progress: The HS Steering Committee has begun discussions on what we would like this celebration to look like and will start planning in 2024. **Status: Not Yet Started**

2023-28 Goal: Increase physical activity opportunities by improving infrastructure and promoting walking and biking. Increase use of parks, trails, and safe places for play and fitness.

Objective 1: Continue to promote walking and biking through the maps tab on HS website and via digital and print maps for the community.



2023 Progress: 3,111 maps were distributed at 18 local events during 2023. 1,510 were Bike Redding Maps, 1,505 were Redding Walks Maps, 94 were Intermountain Walks Guides, and several were Redding Cultural District Maps. Shasta County Office of Education (SCOE) posted HS trail maps on their employee intranet and provided print copies in key locations. UC Cooperative Extension promoted the maps on social media and shared printed maps at schools. Northern Valley Catholic Social Services (NVCSS) distributed maps to clients, posted on bulletin boards, and promoted on social media. **Status: Met, Ongoing**

Objective 2: 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.



2023 Progress: The Walktober Challenge boasted 1,199 participants in 2023, which was a 7% increase over 2022. The UC Cooperative Extension and NVCSS had many staff participants and three affordable housing communities from NVCSS also joined. City of Redding (COR) helped market and promote the event and encouraged employees to participate and create teams. The Shasta Bike Month Challenge had 948 registrants and new ridership increased by 9%. **Status: In Process**

Objective 3: Increase fitness and play by encouraging access and use of facilities (parks, trails, classes) through promotion and programming.



2023 Progress: HS Staff supported the Mister Roger's Day Event - Walk in Anderson River Park, which had 50 walkers. Anderson River Park trails were also used regularly for race events through schools and local organizations including the "Sunset Thru the Trees" summer run series, multiple high school cross country races, and Pathways to Hope's Color Run. City of Anderson (COA) encouraged walking groups within their workplace and promoted many community events and trail information to city employees. COR hosted several events in public parks, including the Story Walk and Volcano League Cross Country Races which had an attendance of over 2,000 people. UC Cooperative Extension trained 60 Redding School District afterschool staff in the CATCH program to implement nutrition education, physical activity, and games, reaching over 900 students. **Status: Met, Ongoing**

2023-28 Goal: Increase physical activity opportunities by improving infrastructure and promoting walking and biking. Increase use of parks, trails, and safe places for play and fitness.

Objective 4: Utilize existing community structures to increase walking groups and/or walking school buses.



2023 Progress: NVCSS trained four Shasta College Corps volunteers and two staff in how to start walking school buses, held a walking group training at the Redding Senior Center, and is in the process of launching a walking school bus with one school. The City of Redding partnered with HS staff to offer walking groups in the Recreation catalog and guide. **Status: Met, Ongoing**

Objective 5: Improve access to school campuses.



2023 Progress: Met with Redding School District Superintendent to discuss accessing school campuses and Shared Use agreements. Staff compiled a thorough resource guide on best practices and considerations in shared use agreements - to share with Redding School District. Currently, COR has agreements with several schools in the Redding School District and has continued relationships in Enterprise and Gateway Districts to gain access to school campuses to provide recreational programming. **Status: In Process**

Objective 6: Remove barriers to walking and biking by working on Active Transportation Program (ATP) projects, educating local leaders on best practices, and supporting jurisdictions with funding opportunities and data.



2023 Progress: HS staff and volunteers conducted the annual bike and pedestrian count in Redding across 16 different sites in September of 2023 and shared results with transportation partners and COR. HS staff also worked with COR, City of Shasta Lake, Caltrans, and Shasta Regional Transportation Agency (SRTA) staff to engage community members and students in thinking about active transportation projects that may be feasible in the future. This helped to gauge community needs and values, while also determining desire for projects in the given areas. The two active transportation projects in Redding that were slated to begin in 2023 were delayed and will now be starting in 2024. **Status: Delayed**

2023-28 Goal: Increase contact with nature and greenspace to promote mental well-being.

Objective 1: Improve access to greenspace and regular contact with the natural world.



2023 Progress: HS partnered with Viva Downtown and Upstate CA Creative Corps on planning a successful grant request that will create walking maps to show downtown residents the connection to the trails, history, art, and waterways around them. **Status: Not Yet Started**

Objective 2: Collaborate with mental health partners to promote community understanding of the benefits of activities that support mind-body wellness.



2023 Progress: HS partners have worked hard to incorporate information about mind-body wellness into our work with the community. Shasta County Office of Education is conducting several on-site educational classes including “21 days towards a Healthy Heart” and other mindfulness and wellbeing trainings. The Shasta Family YMCA has offered two free Center for Mind Body Medicine (CMBM) small groups in partnership with CMBM and Hill Country. NVCSS promotes regular use of their walking course and meditation circle on-site. HS staff have intentionally reached out to mental health providers in the community to engage clients in the 2024 HS Walks Passport and re-designed it so that it could be more useful to people living in group settings and for those with limited finances. **Status: Met & Ongoing**

Objective 3: Increase activities available in workplaces and businesses to support mind-body wellness.



2023 Progress: While the Worksite Wellness Committee has only recently begun to meet, we have assembled resources related to best practices in the workplace and shared them with the collaborative, which currently has participation from 14 local workplaces. These resources include the toolkit released by Mental Health America in 2022, which focuses on creating a culture of support and well-being in the workplace. **Status: In Process**

2023-28 Goal: Increase access to fresh local foods; promote healthy eating and decrease sugary beverage consumption; expand Farmers Market inclusion.

Objective 1: Improve access to local fresh fruits and vegetables through FARM Club, improve access to and promote Farmers Markets and the local food inventory.



2023 Progress: Purchases by children of locally grown, fresh fruits, vegetables, or edible plants increased by 12% in 2023 over 2022. The Local Farms and Foods Inventory launched on the Healthy Shasta website and is connecting our community to healthy, locally grown products at hundreds of farms in Shasta and neighboring counties. **Status: In process**

Objective 2: Promote healthy eating with education, garden, and nutrition programs in partnership with community organizations.



2023 Progress: HS staff held our annual community education prediabetes event in November at Shasta Community Health Center with over 20 attendees. SCOE promoted “Rethink your Drink” at the beginning of the year with prizes to get everyone thinking about drinking more water and held several workforce trainings on eating healthy. UC Cooperative Extension also delivered nutrition and garden education to 3,100 students at 17 sites in Shasta County. **Status: Met, Ongoing**

Objective 3: Decrease consumption of sugary beverages through improved access to water via hydration stations and sharing recipes and samples of healthy alternatives with workplaces, businesses, and community groups.



2023 Progress: The HS mini grants helped Junction Elementary install an outdoor water filling station for users of the playground and sports field. Water filling stations were also awarded to SCOE transportation and Cottonwood Jr High, but they have had issues with the cost of equipment and labor for installation. The City of Anderson added refillable water stations for staff at City Hall. **Status: In process**

Objective 4: Promote healthy food policies in local businesses and workplaces.



2023 Progress: SCOE incorporated healthy choices for snacks that can be purchased at their main office. Redding School District and UC Cooperative Extension partnered together on the “What’s for Lunch?” recipe challenge, serving approximately 660 students. HS staff created a healthy foods contract addendum that can be incorporated into agreements with contractors who are using funds to provide food. **Status: Met, Ongoing**

2023-28 Goal: Increase leadership buy-in for healthy living and worksite wellness; continue to engage Partner Leadership Team of Healthy Shasta.

Objective 1: Continue to engage Partner Leadership Team (PLT) through promoting initiatives, events, and activities.



2023 Progress: HS staff held one on one conversations with each PLT member over the course of 2023, with a couple of exceptions. The goal was to re-invigorate partner enthusiasm for the ongoing work, share the strategic plan, and learn about partner goals and needs for collaboration. The meetings were very successful and have led to new understandings, opportunities for collaboration, and financial support. **Status: Met & Ongoing**

Objective 2: Continue to engage the Partner Leadership Team (PLT) and other community leaders with educational convenings covering best practices in community health interventions.



2023 Progress: HS held an engaging PLT meeting this year with speakers who focused on innovative techniques for community engagement. The activity was very well received. 24 partner organizations attended an intensive training on how to conduct this technique following the meeting. Supervisor Rickert shared about the tool at a Board of Supervisors meeting, and SRTA, Turtle Bay, Redding School District, COR, City of Shasta Lake, and Shasta County Public Works have all implemented the tool. HS has also begun to use it in the focus group work. It is bringing out a shared community vision and values, along with empowerment, connection, and enthusiasm for growth from focus group participants. **Status: Met & Ongoing**

Objective 3: 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.



2023 Progress: HS held a successful summer training for community stakeholders to teach them about the Street Story platform and how to successfully utilize the data collected by it. There have been several collaborative efforts to market the use of Street Story, specifically with SRTA, COR, City of Shasta Lake, and the County of Shasta. HS created several bus ads which were released in February 2024 and cross promote the platform with walking and cycling challenges. Outreach efforts led to an increase in the number of stories in the platform, having risen from only 3 stories in 2022 to 144 stories at the end of January 2024. **Status: Met & Ongoing**

2023-28 Goal: Increase leadership buy-in for healthy living and worksite wellness; continue to engage Partner Leadership Team of Healthy Shasta.

Objective 4: Support projects and policies that create a healthier Shasta County.



2023 Progress: HS staff generated seven letters of support for various partner agencies to support active transportation. The Steering Committee awarded 11 mini grants, including three water filling stations, one bike station, three bike racks, equipment for cooking classes, one school compost program, timing equipment for the Volcano Running League serving over 1,600 students, and one garden/gathering space. HS Steering Committee Chair also served on the workgroup designing the Shasta County Community Health Improvement Plan, ensuring HS alignment with these strategic directions for the County. **Status: Met & Ongoing**

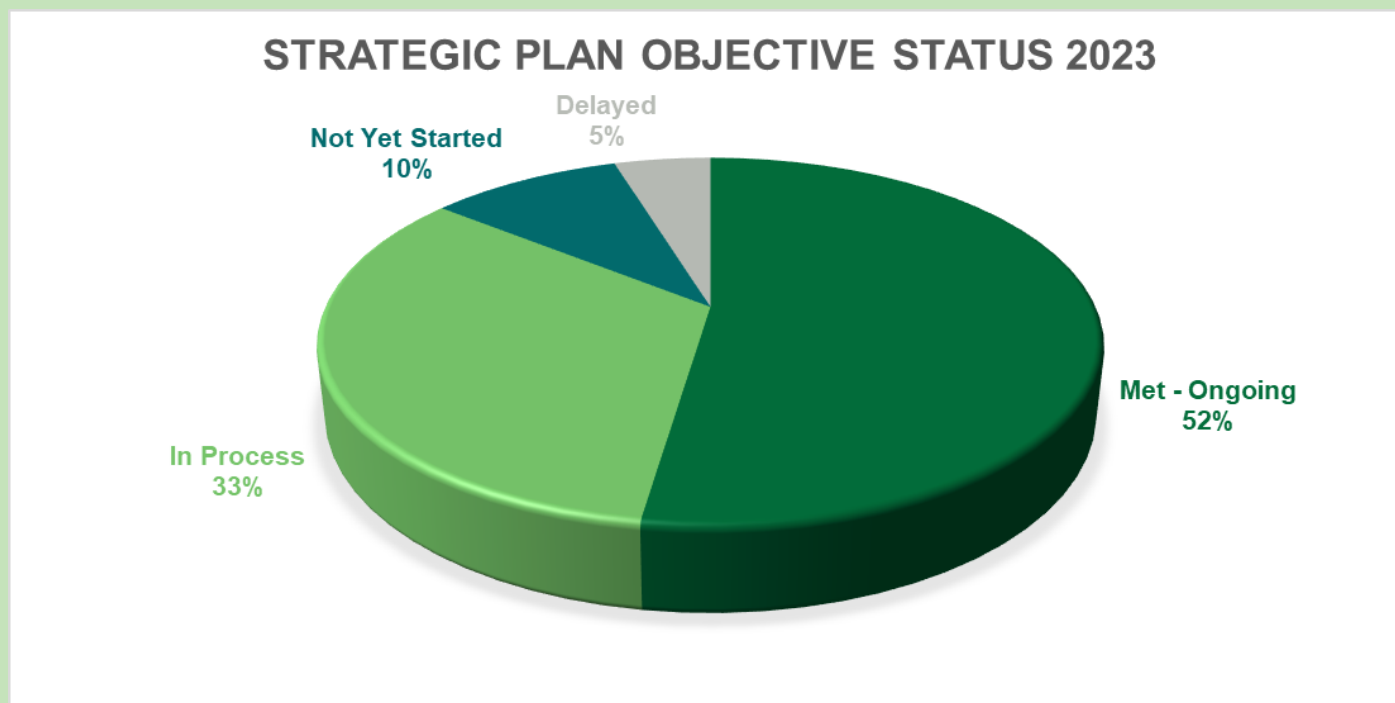
Objective 5: Work with the Partner Leadership Team and HS committees to pool resources and create greater investment in HS's financial stability and effectiveness.



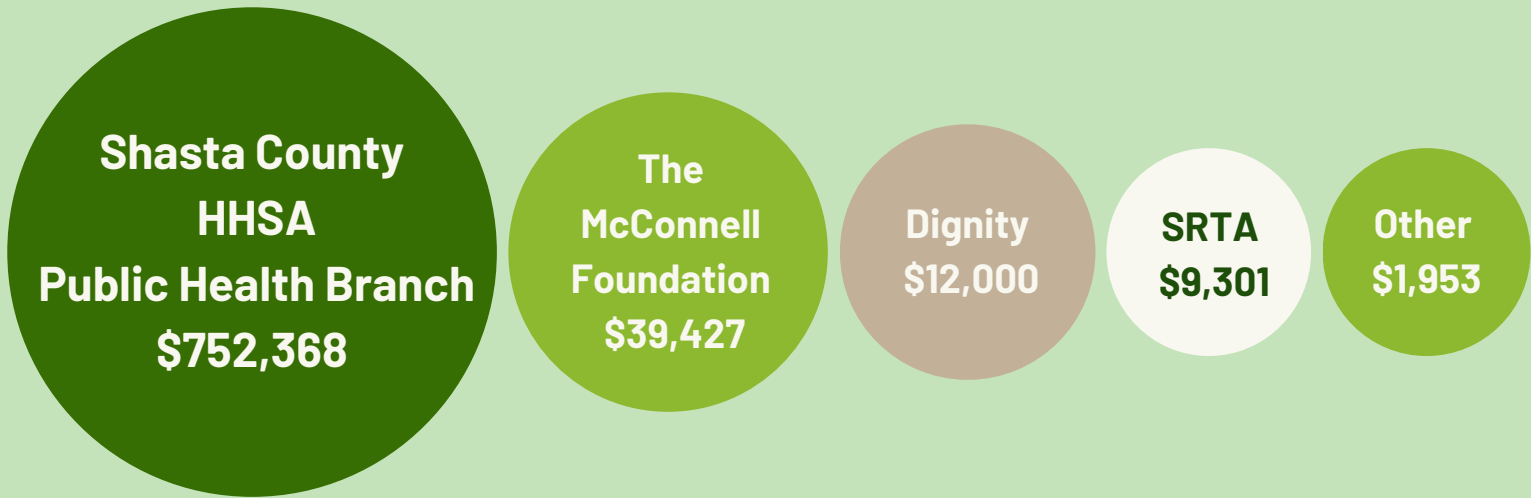
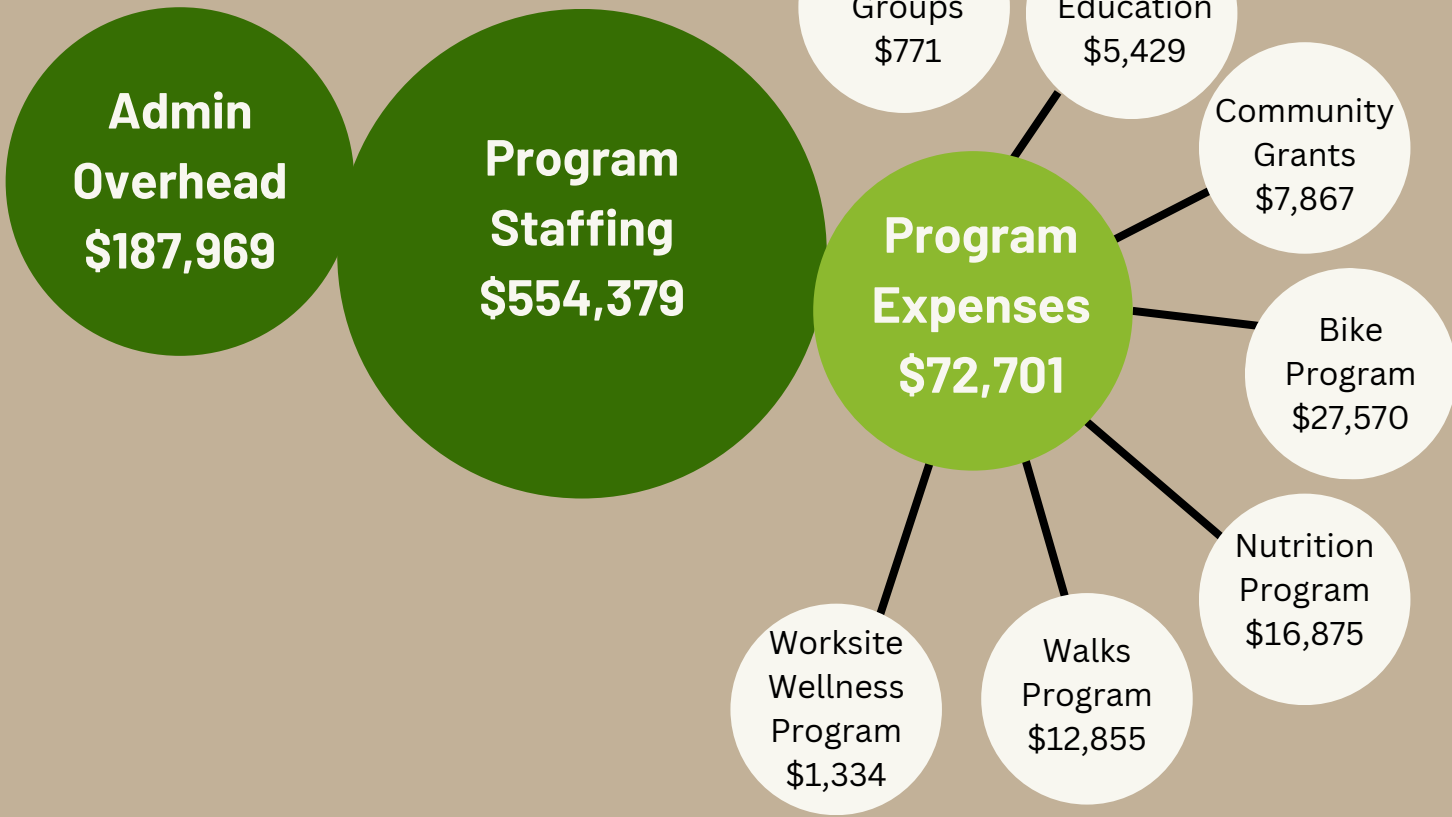
2023 Progress: This year, we secured \$2,200 in donations through the Bike Month Committee and \$10,000 in donations from SRTA to provide for the cost of the Bike Month Challenge Platform "Love to Ride." **Status: Met & Ongoing**



In 2023, Healthy Shasta successfully began 85% of the objectives laid out in the 2023-28 strategic plan. 52% of the objectives set out in the plan have been met and are ongoing projects that will continue into the 2024 year. The largest portion of these successes lay in the goal areas of engaging local leaders, increasing physical activity, and access to healthy foods. 33% of the objectives set are in process and have not yet been met, they fall primarily under the cultivating community goal. There are a couple of projects that have not yet been started (20-year celebration and mindfulness activities) which have future timelines. Similarly, the Active Transportation Projects (5% of the strategic plan goals) have been delayed and will begin in the 2024 grant year. Although support has been provided for engagement in creating new Active Transportation Projects, the other part of this goal is to conduct walk audits, which was not accomplished in the 2023 grant year.



2023 FINANCE SUMMARY



PROGRAM EXPENSE

PROGRAM CONTRIBUTIONS

In the first year of the Healthy Shasta 2023-2028 Strategic Plan, our collaborative has collectively impacted Shasta County with proven health improvement strategies across multiple sectors. We have made significant progress on most of our objectives, have solid plans to continue that progress, and will begin planning for the 20-year celebration and Active Transportation Projects in 2024. We helped 162 new people to join the Shasta Bike Month Challenge for the first time, building a love of cycling in our community. We made it possible for almost 2,000 people to challenge themselves around walking during the month of October. Together, they walked over 130,000 miles. These challenges produce meaningful health outcomes for our community. 73% of Walktober participants reported increasing their walking efforts during Walktober. 61% of Walktober participants reported better moods, 49% reported more energy, and 32% reported better sleep. FARM Club helped 622 children in our community grow a love of fresh, local produce and contributed to the financial success of our local farmers.



These events hold a lot of value for our community and Healthy Shasta does so much more work behind the scenes. Our collective efforts around food and physical activity in our schools, the careful research into best practices in the built environment, informing local leaders in their policy and planning work, the dissemination of educational materials through work groups and PLT, and the collaboration on grant opportunities for our community all make this collaborative a critical component of the health of our County. Good community health is an effort that requires all of us working together and that is the heart of Healthy Shasta.

CONCLUSION

ACKNOWLEDGEMENTS

We would like to acknowledge the contributions of the people who worked tirelessly on many of the projects mentioned within this report. These are just a few of our valued contributors:

Anna Blasco	Shasta County HHSA, Public Health Branch
April Jurisich	Shasta County HHSA, Public Health Branch
Erin Luevano	City of Anderson
Holly Duffy	Shasta County HHSA, Public Health Branch
Jackie Scott	First 5 Shasta
Janessa Hartmann	University of California Cooperative Extension
Kathryn Dill	Shasta County HHSA, Public Health Branch
Michael Kuker	Shasta Regional Transportation Agency
Michelle Larsen	Shasta County Office of Education
Rhonda Schultz	Shasta County HHSA, Public Health Branch
Sara Sundquist	Shasta County HHSA, Public Health Branch
Sharon Howland	Shasta Family YMCA
Tenneal Bringle	Northern Valley Catholic Social Service
Tori Hughes	City of Redding Recreation

We thank you for your continued support in our efforts to contribute to the health and vitality of Shasta County.

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