



Healthy Shasta Annual Report: July 2019 through June 2020

Caltrans, District 2

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

Redding Rancheria

Redding School District

Pathways to Hope for
Children

Shasta College

Shasta Community
Health Center

Shasta County Office of
Education

Shasta Regional
Transportation Agency

Shasta Family
YMCA

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 (HS) 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 2019-2020 fiscal year, Steering Committee and staff focused on building the Healthy Shasta Walks campaign. Matt Briner was hired to design the walking campaign, which focused mainly on print and electronic ads. Ads were also placed at the Mt. Shasta Mall, on the radio, and at movie theaters. Ads encouraged the target audience, women 30’s – 50’s raising children, to get out and walk - ‘to take life in stride.’ The ads featured people from Shasta County taking walks in familiar areas such as downtown Redding, Anderson River Park, and Sundial Bridge.

As part of the walking initiative, three challenges took place: the Walktober worksite team challenge and the virtual Pacific Crest Trail individual challenge. Both challenges used a purchased Walker Tracker interactive online platform. A walking passport, which encouraged residents to take walks in different places throughout the county, was the third challenge. Other walking challenges through Walker Tracker were planned but didn’t happen due to the COVID-19 pandemic.

Staff held one training for walking group leaders and had another one planned for Eastern Shasta County, but due to COVID-19 the Eastern Shasta County training was cancelled and walking groups were not encouraged/monitored.

Healthy Shasta also partnered closely with diabetes efforts in the community with the YMCA and Shasta County HHS Public Health.

- Held a retail/prediabetes screening event was done at Sentry Market in September in collaboration with Shasta Community Health Center. 40 participants attended.
- Developed Turnitaroundshasta.com website, which links to HealthyShastaWalks.org and the walking campaign.
- Hosted American Heart Association blood pressure training in September. Distributed HS Walks information.



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

- Shasta Family YMCA provided the CDC recognized Diabetes Prevention Program to 24 participants in Redding and 13 participants in Burney. Groups were given resources and information on HS Walks.

Healthy Shasta is made up of 24 partners, which include Caltrans, City of Anderson, City of Redding (COR), City of Shasta Lake, Dignity Health Mercy Medical Center Redding, First 5 Shasta, Good News Rescue Mission, The McConnell Foundation, Whiskeytown National Recreation Area, Redding Rancheria, Redding School District, Shasta College, Shasta Community Health Center, Shasta County, Pathways to Hope for Children, Shasta County Health and Human Services Agency Public Health Branch, Shasta County Office of Education, Shasta Family YMCA, Shasta Head Start, Shasta Regional Transportation Agency, Simpson University, Turtle Bay Exploration Park, University of California Cooperative Extension, 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 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 Jackie Scott.

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, Amy Koslosky, and Tim Mapes.

The Worksite Wellness Committee is composed of the following individuals: Cameron Lievens - Healthy Shasta Worksite Wellness Coordinator, Haley Cervenka from Shasta Community Health Center, Jami Lozoya, Kristopher Balazich from Holiday Market, and Steven Hayward from the Redding Rancheria. The biggest accomplishment of this group was the worksite walking challenge, Walktober.

Administrative Highlights

- Initiated Healthy Shasta Walks with a tracking system app (Walker Tracker), media campaign, and providing a walking group training and resources.



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

- Convened a group of local partners to apply for the Environmental Protection Agency’s “Local Foods, Local Places” technical assistance award. Our community was awarded the technical assistance for a workshop to be held in October 2020 (was supposed to take place Spring 2020 but was delayed due to COVID-19).
- Awarded 3 water filling stations through an application process.
- Supported several community fun walks/runs, including YMCA Jingle Bell Jog where we announced HS Passport winners.

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 7 through October 12, 2019
 - 649 visits by children were made to Fall FARM Club
 - \$2050 in tokens were redeemed from farmers for produce purchases by children
- University of California CalFresh Healthy Living Program:
 - Implemented a Cooking Academy project and supported Garden Efforts at the Martin Luther King Jr. Center in afterschool programming.
 - Provided nutrition, gardening and physical activity education to 20 organizations and 25 schools, serving approximately 4,000 youth and adults including 200 teachers/adults in Shasta County.
 - Expanded smarter lunchroom movement, changed school lunch menus, and supported wellness policy changes in several schools
- City of Redding created a new Shasta Growers Association Farmers’ Market poster (Exhibit B)
- Shasta County Office of Education has an active workplace wellness group SWAG (Safety and Wellness Activity Group) which has incorporated healthier snack stations and provided 4 workplace challenges for employees including a Fruit and Veggie Challenge.
- Public Health hosted a Local Foods Local Places webinar with 15 community members/organizations to spear discussion around applying for technical assistance from the EPA for a workshop to increase and promote access to local healthy foods in downtown Redding. A workgroup consisting of Viva Downtown, City of Redding, McConnell Foundation, and Shasta County HHSA- Public Health was formed.
- Public Health awarded Local Foods Local Places technical assistance workshop in May. Workshop delayed until October 2020 due to COVID-19.



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

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

- 3 organizations were awarded water bottle filling stations through a competitive application process determined by the Steering Committee: Burney Library, Sequoia Middle School (Redding School District) and the LIFE Center.
- Shasta County Office of Education workplace wellness group SWAG (Safety and Wellness Activity Group) incorporated a Rethink your Drink challenge.

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 promoted the Redding Trail Alliance’s Big Foot Mountain Bike Challenge.
- CalFresh Healthy Living, University of California Cooperative Extension implemented a playground stencil project at Cypress School and supported daily quality physical activity.
- Shasta County Health and Human Services Agency Public Health Branch
 - Interactive Bicycle Blender at several health fairs/events to promote eating more fruits and vegetables and being physically active.
 - Sponsored KIXE’s Mr. Roger’s Walk and Day of Kindness to encourage families to go to Anderson River Park and take a walk and play
 - Sponsored NVCSS’s CASA Super Hero Run/Walk to align with Healthy Shasta Walks and encourage people to go outside and play. Served pumpkin smoothies at event to promote walking passport.
 - Conducted two community surveys on active transportation on three active transportation projects in Redding: Lake Boulevard Trunk Line Project, Victor & Cypress Project, and Turtle Bay Gap Project and 3 projects in Cottonwood. Survey data was used for Active Transportation Project applications to be submitted in September 2020.
 - Continue to expand list of local recreational opportunities on Healthy Shasta website, and provide support for Meet Up walking group site from Friends of the Redding Trails.
- Assisted COR Recreation with promoting public outreach for Prop 68 Statewide Parks Program for Caldwell Park to expand skate park, develop a new bike park, add a climbing and bouldering area, athletic court, and exercise circuit. COR was awarded \$6.7 million for the Caldwell Park expansion project.
- City of Anderson Recreation held their first Stargazer event to encourage people to explore Anderson River Park.



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

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)
 - Initiated [2040 Long Range Transit Plan](#), the first for the region. The plan will explore current and potential future public transportation strategies, evaluate these options for local applicability, and develop recommendations for integrating public transportation into the region's overall mobility plan.
 - Launched [ShastaConnect](#), an on-demand Sunday transit service pilot test.
 - [The Regional Non-Motorized Program](#) allowed procurement of consultant services for regional grant applications to prepare for Active Transportation Program (ATP) proposals. ATP funds biking and walking infrastructure, amenities and programs.
 - Participated in Shasta Bike Month and Walktober challenges
- Shasta County Health and Human Services Agency Public Health Branch
 - Partnered with Viva Downtown Redding and the Redding Chamber of Commerce to plan the first Walk to/at Work Day set for April 3, 2020. Event was cancelled due to COVID-19.
 - Hired new Program and Policy Analyst to work on built environment in March. Currently working on COVID-19 work.
 - 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
 - Served on the California Walk & Bike Technical Advisory Committee, a state-wide committee to improve walking and biking and served on the local Traffic Operations Committee to provide an Active Transportation perspective.
 - Served on Traffic Operations Committee and Active Transportation Program Committee, both spearheaded by COR Public Works to improve Active Transportation opportunities.
 - Coordinated 12th annual Fall Bike Count with partner agencies and volunteers to track trends and data for funding proposals.
 - Worked with COR's GIS department to update the Bike Redding Map. Map was changed to show 'level of comfort' ratings to bikeways and roadways in the community. Maps were printed and distributed to bicycle shops and put on HS website. COR has agreed to 'house' data on bicycle facilities for Shasta County.
 - Continue to update 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
 - Continue to promote Safe Routes to School:



- Caltrans, District 2
 - 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
 - Redding Rancheria
 - Redding School District
 - Pathways to Hope for Children
 - Shasta College
 - Shasta Community Health Center
 - Shasta County Office of Education
 - Shasta Regional Transportation Agency
 - Shasta Family YMCA
 - Shasta Head Start
 - Simpson University
 - The McConnell Foundation
 - Turtle Bay Exploration Park
 - University of California Cooperative Extension
 - Viva Downtown
 - Whiskeytown National Recreation Area
- 12 schools and nearly 1600 walkers participated in Walk to School Day 2019
 - Schools were encouraged to participate in Bike to School Day during COVID to take a ride to school to pick up lunch/homework packets during COVID when schools were not in session.
 - Provided support for a teacher at Turtle Bay School to apply for a fleet of balance bikes so all her TK students could learn to ride a bike. Application was funded and awarded.
 - Shasta Bike Challenge and Bike Month:
 - Facilitated Bike Month & Challenge Planning Group. Started to organize events and plan challenge. Changed course due to COVID-19 and focused on promoting riding challenge for transportation, fitness, and mental health.
 - Utilized Love to Ride online platform to create friendly competition with worksite teams and track bicycle trips. The YMCA operated the Love to Ride platform.
 - Shasta County ranked 1st nationally in communities similar in population size in the National Bike Challenge (ranked 2nd in 2019)
 - Shasta County was the 3rd largest participant in the National Bike Challenge
 - 826 participants (up from 786 participant in 2019), including 203 new riders on 56 teams throughout Shasta County
 - Substantially increased mileage ridden from last year: 11,145 bicycle trips logged (compared to 9,642 last year), traveling a total of 145,885 miles (compared to 115,928 miles in 2019)
 - 1,840 transportation trips (16.5% of trips) were logged throughout the month totaling 20,420 transportation miles
 - Walktober, a month-long walking challenge using Walker Tracker to follow the path of the National Parks in the west. Walktober 2019 was the largest since its inception in 2016 with participants and teams.
 - 869 participants at 40 workplaces (up from 820 participants at 34 workplaces in 2018)
 - totaling over 97,077,224 miles
 - Conducted the Pacific Crest Trail walking challenge through Walker Tracker with 333 participants from January – September 2020.
 - Created and distributed 7,000 Healthy Shasta Walks Passports marketing walking in the local area. Partnered with Shasta Public Libraries in Burney, Redding, Anderson, as well as libraries in Cottonwood and Shasta Lake to distribute and collect passports. Challenge was two months with 91 passports collected. We know many more people participated as they informed us but did not turn in their passports. Most of the passports that were returned hit our target population of women 30-50 years old.
 - Presented walking groups for health and active transportation concepts to residents at Linden Apartments and to Leadership Redding class.



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

Resources and Investments

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

Funders for Healthy Shasta, Fiscal Year 2019-2020

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

Budget for Healthy Shasta 2019-2020 Fiscal Year:

Salaries and Benefits	\$160,000
General Expenses	\$8,000
General Advertising/Marketing	\$5,500
Professional and Special Services	\$5,600
Biking/Bike Month	16,000
Healthy Shasta Walks	\$25,750
HS Walks Media Campaign	\$12,500
Farmers Market/FARM Club	\$7,000
Training and Travel	\$6,000
Initiative Support (i.e. water stations)	\$16,000
Sponsorships & Events	\$4,150

Total funding amount: \$266,500**

* This amount is lower than FY18-19 due to staff vacancies and COVID-19 influences on staffing availability.
 **This amount does not include additional financial and in-kind contributions from these and other Healthy Shasta Partners



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

Redding Rancheria

Redding School District

Shasta County Child Abuse Prevention

Coordinating Council

Shasta College

Shasta Community Health Center

Shasta County Office of Education

Shasta Regional Transportation Agency

Shasta Family YMCA

Shasta Head Start

Simpson University

The McConnell Foundation

Turtle Bay Exploration Park

University of California Cooperative Extension

Viva Downtown

Whiskeytown National Recreation Area



SHASTA FARMERS' MARKET

MARKET LOCATIONS

REDDING MARKET

Saturday, April 4 - December 12
7:30am - Noon
City Hall, 777 Cypress Ave, Redding

MARKET BY SUNDIAL BRIDGE

Sunday, June 7 - October 11
8:00am - Noon
844 Sundial Bridge Drive, Redding

MARILYN MILLER MARKET

Tuesday, June 9 - October 13
7:30am - Noon
1700 Churn Creek Road, Redding

*PALO CEDRO 50 MILE MARKET

Thursday, May 7 - December 17
3:00pm - 6:00pm
Palo Cedro Community Guild Hall
22037 Old 44 Drive, Palo Cedro

ANDERSON MARKET

Thursday, June 4 - Sept 24
7:30am - Noon
Shasta Gateway Shopping Center
1699 Hwy 273, Anderson

BURNEY MARKET

Wednesday, June 10 - September 30
3:00pm - 6:00pm
Burney Sporting Goods Parking Lot
37427 Hwy 299 E, Burney

** Not an SGA Market. SGA Markets are certified to sell what they grow*

2020
Certified

FARM Club

Kids receive FREE tokens to shop for
fruits & veggies!

REDDING MARKET

June 6 - July 25 (except July 4)

BURNEY MARKET

July 1-29

Chef at the Market

Food demos and tastings

& Live Music



For more Farmers' Markets and information on local food, visit:
www.healthyshasta.org | 530.225.5351