



Healthy Shasta Annual Report: July 2016 through June 2017

City of Anderson

City of Redding

City of Shasta Lake

County of Shasta

First 5 Shasta

Good News Rescue Mission

Mercy Medical Center

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

The Healthy Shasta Collaborative is made up of 23 partner organizations. These include Anderson Partnership for Healthy Children/Shasta County Child Abuse Prevention Coordinating Council, 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 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, Shasta Living Streets, Active 20-30 Club, Midnite Racing, Northern Hispanic Latino Coalition, NVCSS (CASA Superhero Run), North Valley Schools, Pit River Health Service, NorCal OUTreach Project, Shasta Senior Nutrition Program, Shasta Growers Association, and Partnership Health Plan.

In January 2017, the Healthy Shasta Steering Committee, Partner Leadership Team, and Shasta County community leaders came together to learn about an opportunity to help Healthy Shasta improve as a collaborative. In February 2017, Healthy Shasta held a half-day retreat with Steering Committee members, Partner Leadership Team, and Shasta County community leaders. This retreat was facilitated by Gordon Flinn from Go Forth Consulting and hosted by Simpson University. At this retreat, the group brainstormed ideas for Healthy Shasta's future strategic goals and objectives, along with possibilities of how to achieve them.

While the four broad goal areas remain the same for fiscal year 2017-2018: Increase Fruit and Vegetable Consumption, Decrease Sugary Beverage Consumption, Increase Walking and Bicycling, and Increase Fitness and Play, there are some recommended changes in the way to achieve these overarching goals. The Steering Committee has been meeting monthly to finalize the initiatives and objectives and to determine an action plan.

The Worksite Wellness Committee is composed of the following individuals: Cameron Lievens – Healthy Shasta Worksite Wellness Coordinator, Betsy Amstutz, Carrie Edwards, Curtis Chow, Jami Lozoya, Kristopher Balazich, Pam Lewis, Sadie Roy, Tonja Kutz.

The Healthy Shasta Steering Committee is composed of the following individuals: Alexis Ross, Barb Jackson, Jenn Pollom, Jenn Snider, Kim Niemer, Michelle Larsen, Pam Lewis, Sheri Richmond, and Tawny Cowell. Concepcion Mendoza retired at the end of June 2017.



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.

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Accomplishments

- New Farmers’ Market poster (Exhibit A)
- FARM Club: Children 3-15 years old. June 2, 2017 through July 8, 2017
 - 957 children signed up for FARM Club
 - \$3,094 worth of tokens were distributed
 - \$2,646 worth of tokens were redeemed from children purchasing fruits, vegetables, and edible plants
- Chef at the Market (Exhibit B)
 - Redding Farmers’ Market on Saturdays from June 10, 2017 to August 5, 2017
 - Coordinated with UC CalFresh to have cooking demonstrations for hands-on cooking
 - Demonstrations by a variety of guest chefs including chefs from local restaurants, caterers, health educators, and even a competition of high school culinary arts students
 - Recipes featured fresh, locally grown produce purchased from the Farmers’ Market such as basil, zucchini, peppers, strawberries, tomatoes, etc.
- Supported Healthy Stores for a Healthy Community program with many events. The promotional videos can be viewed on YouTube at these links: https://www.youtube.com/watch?v=ShcQ-CNXT8E&feature=em-subsub_digest and <https://www.youtube.com/watch?v=DwZNPJSNyeM>
- Supported the *Shop Healthy Shasta Lake* collaborative and *Healthy Stores for a Healthy Community* as they worked toward increasing access to healthier foods in the retail environment: fruits and vegetables were moved to the front of Drive-in Market and shelving with pricing labels was provided; there were also three healthy cooking demonstrations at that same store; Sentry Market received healthier choice signage and adopted a healthy checkout lane
- Promoted World Foods Day with a local foods, international cooking demonstration, and photo contest in collaboration with UC CalFresh and Turtle Bay Exploration Park
- Collaborated with businesses such as Shasta Community Health Center and Shasta Senior Nutrition Program to promote worksite wellness and healthier food and beverage choices
- Participated in numerous health fairs utilizing the Bicycle Blender to promote eating more fruits and vegetables and being more physically active, free smoothies and other educational incentives were provided

Exhibit A

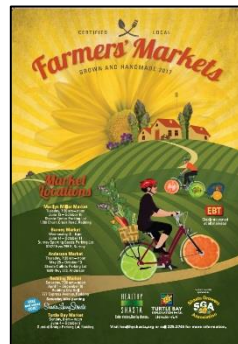


Exhibit B





City of Anderson

City of Redding

City of Shasta Lake

County of Shasta

First 5 Shasta

Good News Rescue
Mission

Mercy Medical
Center

Redding Rancheria

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National
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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 the Rethink Your Drink and drinking tap water.

Accomplishments

- Healthy Shasta Mini-Grants funded water bottle filling stations and reusable water bottles at Whiskeytown Environmental School operated by the Shasta County Office of Education
- Participated at various community events to educate about reducing sugary beverages and promote the “rethink your drink” campaign
- Provided refillable water bottles to numerous community agencies and community groups to promote drinking more water
- Supported local businesses who implemented better nutrition and beverage standards by placing healthier beverages at the top of vending machines, adding stoplight stickers on vending machines, replacing a Pepsi machine with an Aquafina machine, and adding lower calorie beverages, juices, iced tea, and water at locations such as Shasta Community Health Center and Shasta Senior Nutrition Program
- Provided information and resources to organizations regarding water bottle filling stations, such as the costs to purchase, install, and maintain them and how Healthy Shasta could potentially provide assistance

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.

Accomplishments

- Healthy Shasta Mini-Grants funded playground equipment for the City of Redding, fitness equipment for the City of Shasta Lake, and a fitness circuit at Whiskeytown Environmental School operated by Shasta County Office of Education
- Healthy Shasta contracted with Turtle Bay Exploration Park to provide fitness equipment in the McConnell Arboretum and Botanical Gardens
- Created promotional video with KIXE for *Go Outside and Play* campaign: <https://www.youtube.com/watch?v=Ce6PLp6J5AA>
- Participated in numerous health fairs utilizing the Bicycle Blender to educate the community that being physically active and eating more fruits and vegetables can be fun. Free smoothies and educational incentives were distributed
- Sponsored the CASA Superhero Run, encouraging people to *Go Outside and Play*
- Healthy Shasta was represented on The Forum on KIXE-TV and discussed the collaborative and local opportunities to have a healthy lifestyle: <https://www.youtube.com/watch?v=BkHIDrCpOyk>



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.

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- In partnership with Viva Downtown and the City of Redding, purchased and coordinated the installation of 11 bicycle racks in Redding, Anderson, Shasta Lake, and Fall River Mills
- Supported the first annual Mayor’s Mountain Bike Challenge
 - February 8, 2017 to May 19, 2017
 - Ages ranged from 7 years old to 74 years old
 - 212 participants turned in passports of completed trails
 - \$2,250 in raffle prizes were distributed
- Coordinated Shasta Bike Challenge and collaborated with partners to celebrate Bike Month:
 - Coordinated the Spring Spin celebration, which kicked off Bike Month
 - The results of the challenge placed Redding, CA as first in California and second in the nation
 - There were 400 local riders, with an average of 152 cyclists per day
 - City of Redding came in first place on the local level for government teams, Shasta High School was first place for the school division, and Ride Redding came in first place overall and ranked in the top ten of the National Bike Challenge
 - Shasta Bike Challenge participant Al Shabazian stated, *“Every day during the Shasta Bike Challenge I commute to work by bike from Millville to Anderson, a 21 mile ride each way.... As a kid I use to ride to work because I was too young to drive and now I do it for the challenge and to stay healthy.”*
- Partnered with Shasta Living Streets and Redding Chamber of Commerce to offer the Bicycle Friendly Business of the Year award to Red Lion Hotel
- Conducted walk audits in collaboration with City of Redding to obtain public input about upcoming bicycle and pedestrian improvements
- Collaborated with Shasta County HHS Public Health to conduct bicycle and pedestrian counts
- Provided letters of support regarding infrastructure changes for safer walking and bicycling
- Organized a team from several jurisdictions to attend the CCLHO-CHEAC (California Conference of Local Health Officers - County Health Executives Association of California) convening on public health and planning to identify strategies to improve health outcomes through policy and the built environment
- Supported the *Safe Routes to School* (SRTS) program which:
 - Provided four daily supervised walking school buses to expand active transportation for children attending school
 - Partnered with the California Office of Traffic Safety program to promote the *Pedestrians Don’t Wear Armor* pedestrian safety campaign at six schools
 - Collaborated with Shasta Living Streets to organize Family Bicycling Day, which celebrated recent infrastructure improvements made on Sequoia Street in Redding in front of Sequoia Middle School
 - Organized Bike to School Day in May 2016 which included 17 schools and over 600 participants
 - Organized Walk to School Day in October 2016 which included 14 schools and over 1400 walkers



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- Collaborated with partners towards building a bicycle friendly and more walkable community
 - Participated with GoShasta, a Shasta County region-wide active transportation plan
 - Served on technical advisory committees such as the Caltrans Highway 273 study
 - Provided input on planning regarding active community environments and health equity
 - Provided outreach to obtain community input for active transportation research

Resources and Investments

Funders for Healthy Shasta, Fiscal Year 2016-17

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

Operating Expenses:

Salaries and Benefits	\$188,159
Office Expenses	\$1,000
Educational Materials	\$7,000
Professional and Special Services	\$5,000
Website Maintenance and Expansion	\$2,000
Marketing	\$15,000
Events	\$15,000
Training and Travel	\$5,000
Initiative Support	\$20,000
Sponsorships	\$10,000
Mini-Grants	\$15,000

Total funding amount: \$283,159