Vision:

• Expand the Farm to Fork culture
• Partner with healthcare providers: increase the number and scope of healthcare partnerships
• Increase access to water
• Encourage more organizations to have policies about not serving sugary beverages

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:
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