



Healthy Shasta Annual Report



July 2013 - June 2014



Our History

Healthy Shasta is a local collaborative to increase healthy eating and physical activity among Shasta County residents. We joined forces out of concern over increasing rates of childhood obesity and chronic diseases, such as Type II diabetes. We are committed to long-lasting community changes that make healthy choices easier, convenient, inviting and affordable everywhere you live, work, play and learn. The Healthy Shasta movement has grown from seven initial agencies in 2005 to 21 strong community partners today.

Our Vision

A community where the healthy choice is the easy choice.

Visit us!

Learn more at www.healthyshasta.org and sign up for our e-newsletters: *Activate Shasta!*, *Bicycling and Walking Updates* and *Healthy Schools*.

Find us on Facebook!

www.facebook.com/healthyshasta

Contact us!

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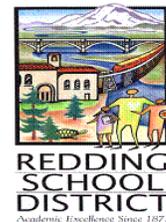
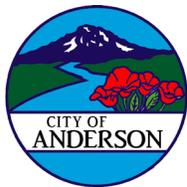
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The Healthy Shasta Partnership

Healthy Shasta is made up of leaders from 21 partner organizations. We also have work groups and teams focused on specific initiative areas. Healthy Shasta's strategic plan has four specific initiative areas: Fruits and Vegetables, Sugary Beverages, Walking and Biking and Fitness and Play.

Contact Shellisa Moore at 229-8428 to get involved.

Healthy Shasta Partners



Fruits and Vegetables

Goal

Increase fruit and vegetable consumption in children and adults.

Overview

Healthy Shasta is working to enhance options for healthy eating in our region. We continue to support efforts that promote local foods – for health and economic benefits – and improve access to fruits and vegetables, both locally and regionally.



Accomplishments

- Demonstrated hands-on cooking at the FARM Club booth at the Saturday Market from May 31 through June 28. Doni Chamberlain and Guenn Johnson-Gentry were the guest chefs. Participation each week ranged from 75-125 children/youth. Recipes included spring rolls, fruit parfaits, bruschetta, cucumber salad, and hummus.
- Registered 620 kids for FARM Club and distributed 1,778 tokens. The total number of tokens exchanged for fruits and vegetables was 1,417.
- Sponsored “Building a Fruitful Future” presentation by food systems analyst Ken Meter. Shared the initial results of a survey conducted by Growing Local, which identified barriers and opportunities for positively impacting the future of small and mid-sized agriculture in Shasta County and the surrounding region. Specific strategies were discussed which could be implemented locally to improve people’s health, stimulate the local economy, and positively impact the food system.
- Hosted a strategic planning session, facilitated by Ken Meter, which provided an opportunity for key stakeholders to participate in planning for the area’s agricultural future.

Contact:

Shellisa Moore
(530) 229-8428



Sugary Beverages/Rethink Your Drink Shasta

Goals

Decrease consumption of sugary beverages by children and adults.
Increase access to safe, clean drinking water for children and adults.

Overview

Healthy Shasta is working to expand opportunities for people to choose healthy beverages, while decreasing access to sugary beverages, in an effort to limit their consumption. Rethink Your Drink (RYD) Shasta supports efforts to improve access to drinking water by promoting the health and money-saving benefits of drinking locally available tap water.

Accomplishments

- Provided grant funding to install water stations and purchase Rethink Your Drink promotional materials (water bottles with the RYD logo for students) at two local Shasta County schools (Millville Elementary School and Pacheco Elementary School).
- Coordinated with CA4Health, who provided funding for schools and community sites to purchase water stations and water bottles with Rethink Your Drink logos (Anderson Union High School, Anderson New Technology High School, Central Valley High School, and Shasta College).
- Coordinated with CA4Health, who assisted local educational institutions to adopt and implement healthy beverage standards (Anderson New Technology High School, Anderson Union High School, Central Valley High School, and Shasta College).
- Provided Rethink Your Drink signage and “Stop. Rethink Your Drink. Go on Green.” decals to promote drinking water instead of sugary beverages at Anderson Union High School, Anderson New Technology High School, Central Valley High School, Shasta College, Simpson University, and Mercy Medical Center.
- Partnered with local Nutrition Education and Obesity Prevention partners to encourage the community to Rethink Your Drink by signing the pledge to drink more water and fewer sugary beverages.

Contact:

Sandra McMasters
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"My husband saw how excited I was about riding again. He had to go buy a bike for himself during the first week of the challenge. I think we have now found an exercise that we both like to do and can do together," says Lisa Martin-Kepner, who was a member of the Healthy Hubs team in the Bike Challenge. She joined the team through her worksite. "It has been almost 35 years since I rode a bike. I moved to a place in Redding that is close to all the trails and I can easily access several parts of Redding. The 2014 Bike Challenge encouraged me to begin riding again.... and I couldn't be happier!"

- *Bike Challenge Participant*

Walking and Bicycling

Goal

Increase walking and bicycling by children and adults.

Overview

Healthy Shasta's Walking and Bicycling Initiative strives to encourage people to walk and bike more often while working with partners to create environments that make walking and bicycling safe, easy, and convenient.

Accomplishments

Bike Month & Bike Challenge

- Hosted the biggest-ever Bike Challenge, with 562 participants riding 2,474 trips for a combined 27,766 miles between May 3-18. Participants burned more than 1.1 million calories bicycling to work, school, and other destinations. Those miles prevented approximately 25,683 pounds of carbon dioxide emissions and 361 pounds of other pollutants from being released into the air. Participants saved nearly \$5,262 by not using 1,322 gallons of fuel.
- Partnered with Shasta Wheelmen, Shasta Living Streets, California Department of Transportation, bicycle clubs, community volunteers, businesses and other partners for Bike Month 2014. New events included a Bike-In Outdoor Movie and Ride with a Transportation Official. Old favorites such as the Shasta Living Streets' Family Bicycle Day and the Shasta Wheelmen's valet bicycle parking and free pancake breakfast continued to be popular.
- Honored CalFire Smoke Chasers (top overall and large worksite), Owens Healthcare (medium worksite and Bicycle Friendly Employer of the Year), Sports LTD Living the Dream (small worksite), and Redding School of the Arts Foxes (school team) as top performing teams in the 2014 Bike Challenge.

Shasta College

- Collaborated with students to improve walking and bicycling to, from, and on campus.
- Hosted Walkability and Bikability Workshop to increase knowledge about walkability and bikability and identify needs and opportunities on campus.
- Established GIS markers and began using them to map potential campus bikeways.

Sustainable Communities

- Supported a community-based project with City of Redding and Shasta College GIS programs to collect detailed field data on non-motorized transportation infrastructure in downtown Redding.
- Supported the City of Anderson by providing bicycle route signage.

Safe Routes to School

- The Safe Routes to School program was awarded a three-year non-infrastructure continuance grant to build on work accomplished during the original grant period.
- 13 schools participated in Walk to School Day in October, with more than 1,700 students walking or biking to school.
- Piloted pedestrian curriculum and bicycle education curriculum at Turtle Bay and Cypress Elementary schools.
- Piloted daily walking school bus at Cypress School. Trained two staff to run the program with a paid stipend for their efforts. Thirty eight students participated.
- Trained 5 parents to conduct a regular walking school bus to Anderson Heights School. Collaborated with the after-school SHARE program to do a Wednesday walking club with students. Approximately 50 students participated.
- Coordinated second countywide Bike to School Day in May. Fourteen schools participated with more than 650 students, parents and teachers riding to school. Participation doubled from last year.



Safe Routes to School Contacts:

Walking and Bicycling:

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Safe Routes to School:

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Cameron Lievense
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Christine Haggard
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Fitness and Play

Goal

Increase fitness and play in children and adults.

Overview

The Fitness and Play Initiative was started in 2013 with the goal to increase the number of children and adults in Shasta County who meet their daily physical activity recommendation. This workgroup focuses on creating partnerships to promote and enhance local trails, parks and open spaces and to promote the message: Go Outside and Play.

Accomplishments

- Launched Go Outside and Play Logo Hunt with media coverage from Record Searchlight at Highland Park and Anderson River Park. Photos of children who participated were posted on the Healthy Shasta Facebook page.
- Installed Go Outside and Play banners at City of Redding Soccer Park, Aquatics Center, and in the City of Anderson.
- Provided Go Outside and Play magnets that were placed on City of Redding and Anderson Park and Recreation trucks to promote Go Outside and Play.
- Distributed Go Outside and Play posters to Healthy Shasta Partners to post at partner sites.
- Distributed incentives with Go Outside and Play logos (stickers, water bottles, backpacks, flying discs, bracelets, grocery bags, t-shirts) at community events.

Contact:

Shellisa Moore
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Health Works (Worksite Wellness)

Goal

Promote worksite wellness among Healthy Shasta partners.

Overview

The Health Works group aims to help Healthy Shasta partners develop, implement, and maintain a focus on worksite wellness. Partners receive financial support, through mini-grants, to enhance the work environment and promote healthy eating and physical activity among employees.

Additionally, Healthy Shasta partners commit to Walk the Talk. Partner organizations make environmental, policy, and system changes that make healthy eating and physical activity choices easier for the people they serve.

Partner worksite wellness and Walk the Talk accomplishments this year include:

- Shasta College established a Health and Wellness Committee to work on reducing the number of sugar sweetened beverages in vending machines on campus. The food service is serving healthier foods, purchasing local produce, and reducing the sodium in prepared foods.
- Shasta Family YMCA began offering youth group exercise classes (KidMotion, KidFit, Music & Me, Hip Hop, Kids Beat, Youth Yoga and Teen on Weights) free with family memberships. The Child Care Department follows the HEPA standards, which: provides 30-60 minutes of physical activity each day; prohibits fried foods and sugary drinks; and encourages having water available at all times, limiting screen time, serving meals family style, and providing fruits and vegetables at each meal. Received funding from Health Works for refillable water station that has provided free water for members and staff.
- First 5 Shasta provides water stations for visitors and staff, purchased a new refrigerator that tracks the ounces of water served and provided stand up desks for staff. Flexible work schedules allow staff time to balance career, family, and physical health.
- Shasta County was selected to participate in the Centers for Disease Control and Prevention Work@Health training program. The County Worksite Wellness Coordinator attended the training and brought back examples of strategies to implement with County employees. The program trains employers how to improve the health of employees and their families through science-based prevention and wellness strategies.



Health Works, continued

Interventions principally address chronic health conditions, like heart disease, stroke, cancer, diabetes, arthritis, and obesity. Received funding from Health Works to purchase pedometers and a portable water dispenser.

- Shasta County Office of Education now offers on-site exercise and nutrition education classes. Received Health Works funding for Fit Bits to loan to staff.
- City of Redding opened a new park in the Highland Park subdivision and added new playgrounds at Lake Redding Park, Amethyst Park, and Caldwell Park. They completed trails and open space area improvements at Turtle Bay East and coordinated with Shasta Growers Association on a new location for the Farmers Market due to construction at City Hall. A stairwell campaign was implemented at City Hall by posting signs near elevators, and reminder emails are sent to staff to take the stairs. Health Works funding provided signs and display cases for the stairwell challenge.
- City of Shasta Lake received \$1,000 from Health Works to purchase an indoor exercise bicycle and treadmill. Employees now have access to exercise equipment at work in a separate fitness room.
- Anderson Partnership for Healthy Children offers water and healthy food options at meetings. They provide water at the Anderson Teen Center for participants. During the summer swimming program, students walked to get to and from the Anderson High School pool.
- Redding Rancheria purchased 12 bikes and helmets for the Health Center and have installed workout stations on the walking trail by the Win-River Casino Hotel and Redding Rancheria Offices. The Wellness Coordinator introduces new employees to the Redding Rancheria Wellness Program during orientation. They now have an intranet page devoted to wellness.
- University of California Cooperative Extension established a Wellness Joint Committee and incorporated healthy meeting guidelines at program meetings. They developed an activity called “3 at 3” to engage staff in physical activity. With the use of 3 Fit Deck cards provided by Health Works, the staff performs the exercises at 3 p.m. every workday. The grant also provided a healthy snack basket and dumbbells.
- Shasta Head Start eliminated a soda vending machine from the office and no soda is sold on site. They offer an annual “pedometer challenge” for all employees where everyone competes in teams to receive the “golden apple award.” Menus for children feature fresh foods that are low in sugar, salt, and fat.



Health Works, continued

- City of Anderson installed signs around the city directing people to safer places to walk, bike, and play. They installed art in the stairwells at City Hall to encourage staff and city residents to use the stairs.
- Shasta Regional Transportation Agency awarded funds to local cities and Shasta County for non-motorized transportation planning and projects. They supported the City of Anderson in implementing bicycle route signs in the city.
- The McConnell Foundation continues to support and fund recreational trail building on public lands. Their break rooms are stocked with fresh fruit; unhealthy food is discouraged and employees are allowed extra time on their break to take walks.
- Viva Downtown highlighted biking and special pedestrian features at its annual State of Downtown meeting. They supported Caltrans in the restriping of California Streets to include bike lanes.
- Turtle Bay featured exhibitions that promote healthy living to their guests. For example, The Big Adventure offered children ages 5-10 full body challenges, encouraged physical activity and gave guests a winter indoor play space. Their committee, "The Best Place to Work," negotiated discounts for Turtle Bay employees at four gyms in Redding. Boxes from Churn Creek Meadows Organic Farm and grass-fed beef from Prather Ranch are delivered to the workplace and are available for staff to purchase. They purchased two bikes from the Health Works funding for staff to use as transportation between Turtle Bay buildings.
- Whiskeytown National Recreation Area worked with its concessioner, Forever Resorts, to provide healthy food options at snack bars and convenience stores throughout the park. The park will complete the Princess Ditch Trail, providing a new connection to the trail system in the Swasey Recreation Area. They conducted the first annual "Iron Ranger Fitness Challenge." Teams of park staff had 12 weeks to complete 1,200 miles; each team member must complete 100 miles per week by walking, jogging, running, or swimming.



STARS (Shasta Taking Active Roles in Schools)

Goal

To improve the health status of students and their families in Shasta County schools by encouraging adoption of life-long, healthy habits in nutrition and physical activity.

Overview

The STARS workgroup works with school systems and nutrition programs to create policy, system, and environmental changes that will lead to changes in students' behaviors and lifestyle choices around healthy eating and physical activity.

Accomplishments

- Granted \$174,000 to nine school districts for school meal improvements.
- Hosted a basic Knife Skills training for 60 food service staff during the California School Nutrition Food Show at Parsons Jr High.
- Coordinated a training on the SPARK Afterschool Program Curriculum for 40 school participants at Lassen View School.
- Provided the Playworks training for 29 participants at Juniper School to share new ideas and strategies for keeping kids active during recess and physical education classes.
- Conducted a workshop to educate 13 school food service staff about the different kinds of winter squash and sampled squash recipes prepared by attendees.
- Showcased the HSI Kitchen Success Stories at a wintertime event with 20 participants.
- Coordinated a Food Safety Training in the spring with 52 attendees. The attendees appreciated that an employee from Environmental Health was there to answer questions.
- Hosted FULL SPEED presentation by Matt Diskin about his successful comprehensive Physical Education/Physical Activity program in the Gateway Unified School District.

Healthy Students Initiative

Goal

Improve the health and academic success of students in three elementary schools (Bella Vista, Cypress, and Lassen View) and to develop a roadmap for other schools in the county to achieve similar results.



Overview

The Healthy Students Initiative (HSI) is a seven-year Healthy Shasta project to develop, implement, and evaluate solutions to address and prevent childhood obesity in Shasta County schools.

Healthy Students Initiative Year Six Accomplishments

Bella Vista

- Provided recess games for grades K-4 to keep students moving. The students enjoyed the additional structured opportunities for play.
- Engaged young students, during recess and class time, to work in the garden under the supervision of the Garden Coordinator. Purchased \$80 worth of plant starts from West Valley FFA to use in the spring garden. A Solar Fan was installed in the greenhouse to keep temperatures better regulated.
- Expanded the Second Chance Breakfast to include the fifth grade classes. Students in fifth through eighth grade have an opportunity to have a healthy breakfast and support the cafeteria meal program on a daily basis.
- Remodeled the cafeteria to improve the flow of students during meal times.
- Purchased soccer goals for play at recess.
- Received the California Distinguished School Award and an “Exemplary” rating in Physical Activity and Nutrition for 2014, in part due to changes made through participation in HSI.



Cypress

- Increased the daily Walking School Bus average to 20 students. Participation increased despite a school start time of 7:40 a.m. - 50 minutes earlier than last year.
- Conducted a Breakfast promotion to increase participation in the school breakfast program with a bike giveaway.
- “Wrapped” the milk cooler to look like a cow to encourage the students to take milk.

Lassen View

- Hired a daily Part Time PE Technician for PE classes.
- Provided a snack cart during morning recess that provided free fruits and vegetables two days per week.
- Provided Drums Alive classes during the afterschool program two days per week in collaboration with the Shasta Family YMCA.

Contact:

April Jurisich
(530) 245-6843

Resources and Investments

Funders for Healthy Shasta, Fiscal Year 2013-14

First 5 Shasta
 The McConnell Foundation
 Mercy Medical Center
 • Community Benefit funding
 Shasta County Public Health

Total funding amount: \$249,172

Operating Expenses

Salaries	\$174,172
Office supplies	\$117
Professional and special services	\$3,500
Educational materials	\$3,405
Website maintenance and expansion	\$1,275
Marketing	\$7,300
Events	\$3,695
Training	\$2,845
Initiative support	\$51,629
Total operating expenses:	\$247,938

Leveraged funding

Safe Routes to School \$135,000

Received a three year non-infrastructure grant from Caltrans to support Safe Routes to School efforts. SRTS is working with Burney Elementary, Anderson Heights, Redding School District and Shasta Lake Elementary.

CA4Health \$253,000

Five year sub-grant from the Public Health Institute, funded by the Centers for Disease Control and Prevention as part of the Community Transformation Initiative. CA4Health priority areas include: Limit access to sugary beverages, Safe Routes to School and related policies to enhance walkable communities.

The Healthy Students Initiative (STARS Collaborative budget) \$759,800

HSI is a seven-year project to address childhood obesity in local school communities. The overall goal is to improve the health and academic success of Shasta County students in three schools (Bella Vista, Cypress and Lassen) and to develop a road map for other county schools.

Total amount leveraged: \$1,147,800



Healthy Shasta's Leadership

Partner Leadership Team

Susan Baugh
Council Member, City of Anderson

Kurt Starman
City Manager, City of Redding

Francie Sullivan
City Council, City of Redding

John Duckett
City Manager, City of Shasta Lake

Larry Farr
Mayor, City of Shasta Lake

Carla Thompson
Development Services, City of Shasta Lake

Joy Garcia
Executive Director, First 5 Shasta

Lee Salter
President/CEO, The McConnell Foundation

Jordan Wright
Vice President of Business Development and Strategy, Mercy Medical Center

Tracey Edwards
Redding Rancheria

Rick Fauss
Superintendent, Redding School District

Dan Little
Director, Regional Transportation Agency

Joe Wyse
President, Shasta College

David Kehoe
Supervisor, Shasta County

Larry Lees
County Administrative Officer, Shasta County

Donnell Ewert
Director, Shasta County Health and Human Services Agency

Tom Armelino
Superintendent, Shasta Co. Office of Education

Al Boren
CEO, Shasta Family YMCA

Carla Clark
Executive Director, Shasta Head Start

Gordon Flinn
Vice President, Marketing and Development, Simpson University

Mike Warren
CEO, Turtle Bay Exploration Park

Larry Forero
County Director, UC Cooperative Extension

John Truitt
Director, Viva Downtown

Jim Milestone
Superintendent, Whiskeytown National Recreation Area

Steering Committee

Terri Fields Hosler, Shasta County Health and Human Services Agency, Public Health

Barbara Jackson, Anderson Partnership for Healthy Children

Michelle Larson, Shasta County Office of Education

Pam Lewis, City of Anderson

Concepcion Mendoza, UC Cooperative Extension

Kim Niemer, City of Redding

Toby Osborn, Turtle Bay Exploration Park

Kristen Lyons, Shasta Family YMCA

Alexis Ross, Mercy Medical Center Redding

Brian Sindt, The McConnell Foundation

Jennifer Snider, Shasta County Health and Human Services Agency, Public Health

Dan Wayne, Shasta County Regional Transportation Agency

Public Relations and Education Committee

Shellisa Moore, Healthy Shasta

Toby Osborn, Turtle Bay Exploration Park

Deborah Peel, First 5 Shasta

Alexis Ross, Mercy Medical Center

Kerri Schuette, Shasta County Health and Human Services Agency

Walk This Way Committee

Mary Brace, First 5 Shasta

Linda Cole, Shasta Head Start

Linda Delles, Shasta Family YMCA

Carran Harwig, Turtle Bay Exploration Park

Mary Messier, Shasta County Health and Human Services Agency, Public Health

Shellisa Moore, Healthy Shasta

Sara Sundquist, Healthy Shasta

Be a Part of the Movement!

There are many ways to make a difference and play a part in making the healthy choice the easy choice.

Individuals can:

- Sign up for *Activate Shasta!* (our e-newsletter) for updates about walking and bicycling, or sign up for volunteer alerts by visiting www.healthyshasta.org.
- Volunteer to lead walks, bring water and a healthy snack to sports games and celebrations, or advocate for playgrounds in your neighborhood.
- Become a walking school bus leader or get involved with Safe Routes to School efforts by calling 245-6457.
- Have a voice – contact elected officials and let them know you value a healthy Shasta County and specifically what you'd like to see in our community.
- Take your kids to the local farmers' markets or visit one of the farm trails.
- Support businesses that buy local produce and offer healthy food options, like the Healthy Kids Choice menus.
- Support Bike Commute Week in May.
- Help your school switch to healthier fundraisers, classroom parties and student rewards.

Businesses and organizations can:

- Make healthy choices easier and available for employees, customers, students and others.
- Hang a framed version of the Bicycle Commuter Map at your place of business and provide secure bicycle parking.
- Offer Fit Pick healthy vending options. Contact Healthy Shasta for more information.
- Implement policies to ensure healthy options are always available at meetings and events. Bring a healthy snack to a meeting instead of sweets.
- When building or remodeling, think about stairwell placement, bicycle parking and pedestrian access.
- Install a water bottle filling station on site.



Healthy Shasta
www.healthyshasta.org or follow us on Facebook
(530) 229-8428