Healthy Shasta Annual Report: July 2015 through June 2016


The strategic plan continues to focus on four specific initiative areas: Increase Fruit and Vegetable Consumption, Decrease Sugary Beverage Consumption, Increase Walking and Bicycling, and Increase Fitness and Play.

October 2015 was the 10th and final Healthy Shasta signature event: Walk This Way at Turtle Bay event promoting all four strategic areas.

The Healthy Shasta partners where honored at a celebration breakfast and recognized for their contribution over the last 10 years.

Full-time Healthy Shasta Coordinator was hired.

Increase Fruit and Vegetable consumption
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

- New Farmers’ Market poster (see below)
- FARM Club:
  - June 5, 2015 to July 11, 2015. Registered 593 children ages 3-15 years old for FARM Club and distributed 1600 tokens. Total amount of tokens exchanged for fruits and vegetables was 1,261 ($2,522).
  - June 4, 2016 to July 9, 2016. Registered 882 children ages 3-15 years old for FARM Club and distributed 2,343 tokens. Total amount of tokens exchanged for fruits and vegetables was 1,848 ($3,696).
- Demonstrated hands-on cooking at the Farmers’ Market on Saturdays from June 20, 2015 to September 19, 2015. There was a variety of guest chefs. Participation each week ranged from 75-125 people. Recipes featured fresh, locally grown produce such as basil, zucchini, strawberries, tomatoes, etc.
- Healthy cooking demonstration at Carrillo’s Market in Redding
- Healthy cooking demonstration at Sentry Market for National Nutrition Month and retail collaborative
- Participated in UC ANR workshop on Fostering Partnerships: Supporting Healthful Food Procurement for the Charitable Food Network
- Lean and Green in Redding and in Anderson to promote nutrition and physical activity
- Participated in UC ANR workshop on Fostering Partnerships: Supporting Healthful Food Procurement for the Charitable Food Network
- Provide support, such as Healthy Shasta branding to Shop Healthy Shasta Lake community collaborative
- Gardening promotional events with healthy cooking demonstration
- Promote National Nutrition Month on radio and provided DJ with a healthy breakfast
- Collaborations with Shasta Community Health Center and Shasta Senior Nutrition Program to promote healthier food and beverage options at their worksites
- Participated in health fairs including Employee Appreciation (provided education and incentives to increase eating more fruits and vegetables: peelers, strainers, cutting boards, etc. and Redding Rancheria Health Fair, where we used the Bike Blender to increase awareness about consuming more fruits and vegetables

**Reduce Sugary Beverage consumption**

**Accomplishments**
- Promoted “Fit Pick” for healthy vending to reduce sugary beverages
- Provide Healthy Shasta branding to Shop Healthy Shasta Lake community collaborative
- Collected data (such as at Multicultural Fair in Shasta Lake) regarding community retail experiences regarding healthy purchases
- Promote healthier food and beverage options at Shasta Community Health Center and Shasta Senior Nutrition Program worksites
- Presentation to community group about Healthy Shasta including “Rethink Your Drink”
- Promoted Rethink Your Drink message at Shasta County Employee Appreciation luncheon

*Water bottle filling stations purchased and installed earlier in 2015 (previous fiscal year)*
Increase Walking and Bicycling

- Collaborated with Viva Downtown and local cities to increase bicycle parking (by purchasing bicycle racks for local cities and partners who installed them. This includes purchasing/installing them in eastern Shasta County for the first time.
- Pilot tested crowdsourcing GIS data to map bicycle parking (data collection in progress)
- Trail and Bikeway Gap Analysis – a coordinated effort between Healthy Shasta and the Lifetime of Wellness Communities in Action grant
- Hosted focus groups related to Downtown Circulation Plan to assist with public input
- Bicycle and pedestrian counts
- Redding Rancheria Health Fair – Bike Blender increase bicycling awareness (and fun!)
- Take a Kid Mountain Biking Day
- Letters of support to SRTA regarding infrastructure changes for safer walking and bicycling
- Walk Audits with City of Redding
- Safe Routes to School (SRTS)
  - Walk to School Day: 15 schools and 1735 participants
  - Bike to School Day: 19 schools and 700 participants
  - Facilitated and helped coordinate 6 bike safety courses/
  - Provided bike safety education at 6 schools and at two community events (Kidical Mass and Anderson Stroll)
  - Updated and reprinted Bike Redding Map (3000 copies).
  - Used updated Bike Redding Maps for 6th graders at schools to teach bicycle safety/mapping exercise
  - Encouraged high schools to participate in the bike challenge. One new school, Enterprise High, joined the challenge. Shasta High and Anderson New Tech also participated
- Bike Month and Bike Challenge
  - 460 local riders from May 1, 2016 to May 21, 2016
  - Bicycled enough miles to loop around the world nearly 2.5 times (60,463 miles)
  - On average, 171 cyclists a day took to the streets and trails in our community
  - Shasta County ranked top five on the National Bike Challenge during the 21-day local challenge.
  - The average rider mileage per day was 16.8 miles.
  - Top performing teams in the 2016 Shasta Bike Challenge included:
    - Top overall workplaces- Cal Fire Smoke Chasers, City of Redding, Shasta Regional Medical Center
    - Top schools- Shasta High School, Anderson New Tech, and Redding School of Arts
    - Outstanding Performance- City of Redding, Shasta Regional Medical Center, and Caltrans
  - Top team (non-workplace, non-school) – Shasta Wheelmen
“I had not ridden my bike in over 20 years and after hearing about the Shasta Bike Challenge, I was motivated to start riding again. I started the challenge off by commuting to and from work a few times a week, along with some recreational rides on the weekends with my daughter. Since riding, I have lost over 12 pounds and I have started eating healthier,” said Ron Col Jr., a first time participant in the Shasta Bike Challenge.


**Increase Fitness and Play**

**Accomplishments**

- Provided health related information on physical activity and nutrition to City of Shasta Lake for their General Plan.
- Distributed incentives with *Go Outside and Play* logos (stickers, water bottles, backpacks, Frisbees, bracelets, grocery bags, t-shirts) at community events.
- Supported Lean and Green in Redding and Anderson to promote nutrition, healthy eating and physical activity
- Sponsored CASA Superhero Run, encouraging people to Go Outside and Play
- Worksite Wellness Health Works workgroup provided the following:
  - Anderson New Tech- Purchased a stationary bike and total body gym for a “Staff Wellness Zone”. April 2016
  - Shasta Community Health Center- Purchased Exercise Equipment (Resistance bands, Swiss balls, etc.) and materials (stretching poster, exercise poster, etc.) for a Pop-up Gym for employees. June 2016
Resources and Investments

Funders for Healthy Shasta, Fiscal Year 2015-16
The McConnell Foundation
Mercy Medical Center – Dignity Health
Shasta County Public Health

Total funding amount: $333,600

Operating Expenses

Salaries $220,600
Office Supplies $2,000
Professional and Special Services $3,500
Educational Materials $9,000
Website Maintenance and Expansion $3,000
Marketing $30,000
Events $5,500
Training $5,000
Initiative Support $55,000

Steering Committee: Alexis Ross, Barb Jackson, Barb Jackson, Concepcion Mendoza, Cristy Kidd, Dan Wayne, Jennifer Snider, Kristen Lyons, Pam Lewis

Public Relations Committee: Kerri Schuette, Cristy Kidd, Alexis Ross, Debbie Peel

Worksite Wellness Committee: Cameron Lievense, Betsy Amstutz, Brenda Palmer, Carrie Edwards, Curtis Chow, Natalie Sandoval, Pam Lewis