



SHAPE UP SAN FRANCISCO COALITION

Roadmap to healthy eating and active living

www.shapeupsf.org



Mission: To convene partners for greater collective impact in order to create equitable and sustainable environments, systems and policies that promote healthy eating and active living across the lifespan in San Francisco.

Vision: All San Franciscans have access to healthy eating & active living where they live, work, learn & play.

Values: Prevention, Social Justice, Diversity

PRIORITIES

GOALS

TOOLS

OUTCOMES

1

FOOD ACCESS

Increase access to healthy foods. SUSF will continue to identify, support, advocate for diverse opportunities to increase access to healthy food through policy and systems change, with attention to underserved neighborhoods.

- Awareness campaigns
- Social Media
- Education
- Evaluation
- Policy advocacy
- Systems Change
- Public Comment
- Social enterprise model
- Strategy Meetings
- Surveys & Assessments
- Data & Research
- Technical assistance
- Trainings
- Websites
- Multi-sector collaboration
- Mini-grants

More San Franciscans will...
... have access to healthy foods where they live, work, learn and play.

... shop at local markets that offer healthy, fresh, affordable produce and culturally-appropriate options.

... choose active transportation such as walking or biking.

... get the required amount of quality PE from credentialed PE teachers in elementary school.

... have a healthy body weight and fewer obesity-related chronic diseases.

Sugary drinks will be less accessible and tap water will be more accessible.

There will be a greater sense of community cohesion as a result of community gardens, physical activity groups, walking paths, etc.

2

PHYSICAL ACTIVITY

Increase opportunities for physical activity (PA). SUSF will continue to support efforts to ensure equitable access to quality daily PE; support active transportation through Safe Routes to School; promote connectivity of neighborhoods and policies to support active living.

PARTNERS

- Policy makers
- Community-based organizations
- City Agencies
- Faith-based organizations
- Food Advocates
- Hospitals, health plans
- Academic institutions
- Youth organizations
- National organizations
- Nonprofit organizations
- Schools
- PTA, school community
- Parents
- Small businesses
- Healthy Eating/Active Living Coalitions

3

SUGARY DRINKS

Decrease consumption of sugary drinks and increase consumption of tap water. SUSF will continue to develop and implement awareness campaigns, provide trainings, and explore policy options to decrease consumption of sugary drinks and increase equitable access to tap water.

STRATEGIES ACROSS ALL PRIORITY AREAS:

- Policy, systems and environmental changes
- Education and promotion activities

Detailed performance measures available at

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