

## The Year in Review: A Shape Up SF Perspective

We hope this letter finds you in good health! As the New Year dawns, we can't help but look back at 2007 and consider the many accomplishments in which Shape Up SF was involved. These accomplishments are **OUR** accomplishments: the product of partnership, passion and commitment. To that end, we want to thank you, for all you do to make the Shape Up goals come to life: creating healthy eating and active living environments that make it easy for people to make the healthy choice.

So take a deep breath and enjoy a trip down memory lane. In no particular order, Shape Up SF contributed to or led the following over the course of 2007:

- Shape Up SF launched its first awareness campaign "Take Strides" to promote the Walking Challenge. You might still catch a glimpse on a bus back to this date!
- The 2<sup>nd</sup> annual Walking Challenge engaged 140 teams, 1850 walkers, and collectively circled the globe more than **SIX** times. Thanks to our partners: Sports Basement, The FruitGuys, The Chamber of Commerce, Odwalla and Kaiser Permanente.
- Supervisor Elsbernd sponsored the Catering Truck Ordinance, keeping catering trucks and the unhealthy food they sell at least 3 blocks from a school's perimeter.
- The Department of Recreation and Park held 19 tournaments and reached over 1500 youth who do not normally participate in athletic leagues.
- Supervisor Maxwell sponsored the voluntary TransFat Program legislation, whereby restaurants can voluntarily participate by keeping trans fats out of their kitchens (and food!).
- The Mayor's Office and DCYF provided over \$500,000 for school salad bars.
- The Chamber of Commerce and Shape Up SF co-hosted a worksite wellness breakfast forum with over 80 participants. This led to the Shape Up Executive Challenge and an ongoing partnership with the Chamber.
- The Southeast Food Access (SEFA), a SUSF project, released a food preferences survey in the BVHP which received good press coverage. SEFA participated in the process of identifying a grocer to open its doors in BVHP.
- Groundbreaking for a new Fresh and Easy store took place in early December.
- Supervisors Ammiano, Mirikiri, Maxwell, Dufty, and McGoldrick introduced a Menu Board Labeling ordinance where chain restaurants will be required to post calories on their boards and calories, fat, carbohydrates and sodium on their menus. This will continue into 2008.
- Shape Up partner, SF Food Systems, advised the Mayor's Office on the Farm Bill.
- DCYF provided funding to SFUSD to pilot POS equipment (and grab and go) at two schools and secured funding for two additional schools.
- Increased Summer Lunch participation in 2006 by 8%.
- Shape Up SF members advocated to create financial incentives for primary prevention in the local Healthy SF health access plan as well as at the State level in their efforts to revamp health care.
- Shape Up SF received a \$500,000 grant from the State (and Feds) for a Safe Routes to School initiative. We hope to launch the project in Summer 2008. Our partners include the SF Bike Coalition, SFUSD, SF MTA, SFPD, SFDPH (lead agency), and DCYF.
- SUSF developed the Shape Up @ Work Guidelines, and is developing a How To Guide, which will be web based, in 2008.
- Requiring DCYF funded after school programs to provide a healthy snack according to SFUSD nutrition guidelines.

- Shape Up SF partnered with the YMCA's Pioneering Healthy Communities. We expect to work toward conducting a comprehensive assessment of the barriers and resources for physical activity in SF in 2008.
- SUSF supported the grant and research of Susan Zieff, PhD, an SFSU professor of Kinesiology, who is researching attitudes and knowledge of physical activity in different SF adult populations.
- Kaiser Permanente funded the Shape Up BVHP garden project for an additional two years to the total tune of \$260,000. We've partnered with Bret Harte Elementary, Hunters Point Family, and Quesada Gardens Initiative to get the work done. SFSU was awarded funding to conduct an evaluation of our work.
- Department of Public Health and Department of the Environment developed a comprehensive set of Citywide sustainable food policies.
- Through "Power Play" and the American Cancer Society DCYF is providing nutrition education and support at all summer lunch sites.
- Dept of Children, Youth and Their Families, Dept of Recreation and Parks, Real Estate, DOE and DPH are developing recommendations for a City policy to create a healthy vending policy.
- The Shape Up website was launched. [www.shapeupsf.org](http://www.shapeupsf.org)
- Partnered with Escape from Alcatraz (launched 10 CCSF relay teams) and San Francisco Marathon and the Stadium to Stadium Run to provide discounts and opportunities for participation in premier San Francisco athletic events
- Coit Tower was lit in blue on November 14 in recognition of World Diabetes Day, and a Proclamation declaring the day was signed by the Mayor.
- CCSF Shape Up @ Work launched Active for Life, involved over 700 CCSF employees in February 2007. Active for Life will be offered to employees a second time in early 2008.
- Mayor Newsom announced his intention to levy a fee on retailers selling sweetened beverages. The fee would mitigate the impact those beverages have on the obesity epidemic and would support the work of Shape Up SF. More on that in 2008.
- In late November, thanks to funding from the Mayor, Shape Up SF hired our first full-time staff person. Welcome Marianne!
- ...there were many more activities, successes and accomplishments... but we just wanted to list a few of them!

We've got big plans for 2008. Please join us... we look forward to seeing you at our meetings!

- Launch of the SUSF Physical Activity Council.
- A Hospitality worksite wellness roundtable with the Chamber of Commerce.
- Rethink your Drink and Soda Free Summer campaign.
- SEFA's continuing work to improve access to healthy food in the BVHP.
- Pioneering Health Communities partnership
- Active for Life for CCSF workers in October.
- A November Shape Up SF Summit.
- Monthly Coalition meetings (2<sup>nd</sup> Wednesday of the month @ 2pm!)
- ... and much more!

***In good health and to an eventful and successful 2008, the Shape Up SF staff,  
Libby Albert, Christina Goette Carpenter, Cheryl Magid, and Marianne Szeto***