




# 2008 Year in Review

## *A Shape Up Perspective*

Shape Up SF has once again had a busy, successful year. 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. Join us for this trip down memory lane as we look back and look forward to the coming year. Shape Up SF contributed to or led the following activities over the course of 2008:

- 2008 began with a carnival-themed closing ceremony for the Youth Walking Challenge at Kezar Stadium. 
- Shape Up convened its first meeting of the Mayor's Physical Activity Council (PAC) in February. The PAC has been busy on both policy and programmatic levels to create environments that promote physical activity.
- Shape Up led the regional launch of Soda Free Summer with the Bay Area Nutrition and Physical Activity Collaborative. Over 100 organizations in San Francisco participated including schools, child care homes and centers, churches, and community-based organizations. 20,000 commitment cards were sent to families through these organizations. 
- Salad bars were rolled out at 25 more schools during the 2007-2008 school year, increasing the number of salad bars to 42. An evaluation was conducted that consisted of observations, staff interviews, and a parent survey. The full report is available at [www.DCYF.org](http://www.DCYF.org).
- Nearly 5,200 lunches and 2,000 snacks were served each day at 100 Summer Lunch community sites around San Francisco. Over 1,600 participants of the program received training and education from the American Heart Association on nutrition, physical activity, and recognizing heart attack and stroke.
- Shape Up Bayview Hunters Point, funded by Kaiser Permanente, was featured on KGO 7's *View from the Bay*. Footage was shot at Bret Harte Elementary and DoubleRock Garden with a group of third graders and their garden educator, Ms. Dana.
- Shape Up co-sponsored the Mayor's 3<sup>rd</sup> Annual Stadium to Stadium 10k Challenge in which nearly 1,000 participants helped raise funds for Communities of Opportunity.
- Shape Up challenged over 750 City and County of San Francisco employees to be active for ten weeks in the second annual Active for Life challenge.
- Shape Up's Physical Activity Council presented Sunday Streets, a pilot project that provided 4.5 miles of car-free space between Bayview and Chinatown on two Sunday mornings to provide open space for physical activity. Over 30 activities were provided by our partners and over 10,000 people participated each Sunday.   
[www.SundayStreetsSF.com](http://www.SundayStreetsSF.com)
- Shape Up unveiled its five-year strategic plan at its second Summit. Over 150 people attended and enjoyed keynote addresses by Gil Peñalosa and Bryant Terry.
- At the Shape Up Summit, the Mayor issued an Executive Directive asking all City departments to use their sphere of influence and responsibility to create healthy eating and active living environments.
- Shape Up awarded its first-ever Super Star Awards. Congratulations to Jeffrey Betcher, The Green Schoolyard Alliance, Beatrice Cardenas-Duncan, Mark Ghaly, Michael Janis, and Sports Basement!
- Shape Up SF staff and Chuck Collins, CEO and President of YMCA SF, were invited as a model program to present at the Pioneering Healthier Communities conference.
- Shape Up Bayview Hunters Point partner, Quesada Gardens, launched two new community gardens, Latona and Bridgeview, as part of their community-building and greening efforts.
- With pro-bono consultation by world renowned grocery store makeover expert, John Sutti, the Southeast Food Access Work Group (SEFA) continues to support SuperSave as it continues to improve its selection of healthy offerings and create a pleasant shopping experience. As a result of advocacy from SEFA, Foods Co. is also working to improve its offerings and ambiance.

- SEFA's community food assessment was highlighted in PolicyLink's *Grocery Store Attraction Strategies: A Resource Guide for Community Activists and Local Governments*.
- The Food Security Task Force updated its plan with accomplishments changing landscapes and renewed recommendations.
- Shape Up SF staff met with members of Congress to begin a dialogue on the reauthorization of the Child Nutrition Act.
- The Childhood Obesity Prevention Work Group initiated a pilot Physical Activity and Nutrition Education Hot Line utilizing staff from the Maternal Child Health Referral Line. The pilot and the evaluation will continue into 2009.
- The strongest Menu Board Labeling law in the country was passed in San Francisco in March 2008. Although the local legislation was preempted by state law, San Francisco's law catalyzed support for the first state-level menu labeling law.
- Shape Up members worked with the Food Security Task Force on the development of a Hunger Dashboard for San Francisco in order to compile and publicize statistics on this growing problem.
- Shape Up staff and Steering Committee members worked with other agencies and the Mayor's Office to develop a comprehensive food system policy agenda.
- Shape Up developed a comprehensive website ([www.SFfood.org](http://www.SFfood.org)) for food systems that compiles information to address food security, urban agriculture, local food systems, and food-related policy and reports.
- The San Francisco Unified School District (SFUSD) committed to purchasing a point of sale (POS) system to improve efficiencies of the school meal program. A POS vendor has been selected and a timeline for rollout has been developed.
- Shape Up began working with SFUSD to ensure that all meals served at SFUSD are reimbursable under the National School Lunch Program.
- Shape Up helped launch the Mayor's Urban Rural Roundtable, bringing together leaders in food security, agriculture, planning, and conservation to give recommendations for building a sustainably regional food shed.
- Shape Up, with the assistance of MTA, organized Walk to School Day on October 8, and 22 schools participated ([www.SFWalkToSchool.com](http://www.SFWalkToSchool.com)). This will be a good intro to our Safe Routes to School grant that will be launched in September 2009.

*Thank you to San Francisco's Kaiser Permanente for providing \$30k in sponsorship funding to support Shape Up San Francisco projects in 2008.*

There were many more activities, successes and accomplishments, but we just wanted to list a few. Here are a few activities to look forward to in 2009 from Shape Up SF:

- CCSF Shape Up @ Work will launch a year of health-themed events.
- 3<sup>rd</sup> Annual Walking Challenge begins March 9<sup>th</sup>.
- Shape Up and its partners will be featured at the SF Family Summer Resource Fair on March 14<sup>th</sup>.
- Back by popular demand: Sunday Streets 2009. Due to overwhelming demand, Sunday Streets will return with up to six Sunday events from spring through fall of 2009.
- The 2<sup>nd</sup> Annual Soda Free Summer will kick-off in June.
- Shape Up will sponsor Walk to School Day in October as part of the Safe Routes to School grant.
- Begin planning for a conference related to childhood obesity prevention.
- SEFA will continue to support food access through retail in the Bayview.
- Begin tracking progress on the Mayor's Executive Directive on Physical Activity, Nutrition & Food Systems.
- Continue to advocate for federal funding for prevention.

Please join us... we look forward to seeing you at our meetings!

*In good health and to an eventful and successful 2009, the Shape Up SF staff,  
Libby Albert, Christina Goette, Marianne Szeto & Amy Portello Nelson*

Visit us online at [www.ShapeUpSF.org](http://www.ShapeUpSF.org)