

SHAPE UP SAN FRANCISCO 2009 YEAR IN REVIEW

Creating environments that make it easy to eat well and move more.

www.shapeupsf.org

Shape Up SF had a busy 2009, shaping the City to make nutritious, delicious eating and physical activity easy, fun and inspiring. Staffed by DPH, Shape Up SF is a collaborative, and we are nothing without all of our fabulous partners. Let's take a few moments to celebrate our work in 2009...

Shape Up staff met with a few city departments to help them comply with the Mayor's directive (issued at 2008 Summit) requiring city agencies to use their authority to create environments promoting physical activity and healthy nutrition.

DCYF featured a Shape Up SF area at their annual Summer Resource Fair, inviting organizations to provide healthy lifestyle programs and resources around physical activity, nutrition and health care.

RWJF Leadership for Healthy Communities honored the Mayor with a prestigious award for his Shape Up SF leadership in making SF a healthier place to live.

Crunch Fitness raised nearly \$10k for Shape Up SF through a one-day Train for Charity event. The Mayor and First Lady held a press conference to promote SUSF's accomplishments. KTVU aired a follow-up segment, interviewing Christina Goette about Shape Up at Fairmount Elementary afterschool program.

Shape Up was invited to participate in Chain Reaction, a spinning event to raise money for Dr. Mehmet Oz's Health Corps. Rubin Glickman, Christina Goette, Marianne Szeto, and Amy Portello Nelson participated on behalf of Shape Up.

Shape Up staff wrote letters to the editor and were published twice in the Chronicle about the importance of prevention.

Seventy-seven teams completed the 3rd Annual Walking Challenge, virtually walking at least 1,016 miles or the entire CA coastline! 2,672 people participated in the Walking Challenge, collectively walking 9.3 times around the Earth! Participants were able to continue logging their "miles" and could travel across the country and the world. The Walking Challenge was recognized by the National League of Cities as a model program to encourage physical activity.

San Francisco's first-ever Bike to School Day was on May 28, 2009. Twenty-five schools participated and about 500 kids biked to school! Commuter convoy trainings, a poster contest, and great press coverage made this pilot year a great success.

Shape Up, along with the Mayor's Office, YMCA and others, was honored for our contributions to Sunday Streets at the SF Bicycle Coalition's Golden Wheel Awards in May. Christina Goette graciously accepted the award on our behalf, and we are proud to have been an integral part of what is now a beloved SF institution.

In June, we bid farewell to Shape Up co-founder, Libby Albert, who left DCYF to take a job with the USDA, working for the Food and Nutrition Services Department for the Western Region overseeing child nutrition programs. Libby was an incredible asset and inspiration to Shape Up, and we look

forward to a continued partnership with her as she moves on to the next chapter of her career.

Shape Up co-sponsored the Mayor's 4th Annual Stadium to Stadium 10K Challenge in which nearly 1,000 participants helped raise funds for the Mayor's Communities of Opportunity initiative.

Four groups organized Summer Lunch programs including DCYF, Boys & Girls Club, Aim High, and SFUSD Summer Schools. These groups were able to have more sites open in 2009 than in 2008, despite many cutbacks. DCYF sponsored 94 sites and served approximately 144,000 lunches and 58,000 snacks. DCYF continued serving free afterschool snacks available for all SF youth at about 40 different sites during the school year.

In June, DCYF launched a new youth employment program around food systems and security in conjunction with the Housing Authority and Japanese Community Youth Council. The Summer Empowerment + Employment Development (SEED) Program hired youth living at Housing Authority sites to help distribute free summer lunches to youth and learn about food systems, food access, nutrition, and awareness of San Francisco food resources.

The California Endowment funded Shape Up's Physical Activity Council (PAC) to conduct an analysis of city policies that hinder or promote opportunities for physical activity. Our lead researcher and PAC member, Dr. Susan G. Zieff, interviewed 21 key city staff and is currently analyzing the interviews and city policy documents. The final report will be completed in spring 2010.

In June 2009, First Ladies Michelle Obama and Maria Shriver came to Bret Harte Elementary School to help build out the school garden space and a playground. For the past two years, Bret Harte students have benefited from Kaiser Permanente's funding of a garden education program there. As part of the grant, Quesada Gardens has created two new community gardens for BVHP residents to enjoy.

Shape Up led a 2nd regional Soda Free Summer (SFS) campaign in 2009 by holding trainings for community participants and promoting the Soda Free message widely at Sunday Streets, at summer lunch sites and other health fairs throughout the year. Shape Up secured proclamations from the Board of Supervisors and the State of California declaring it a Soda Free Summer.

SF FIRST 5 funded Shape Up to develop SFS materials for early childhood. Shape Up developed a toolkit called "Drink Water!" Said the Otter (DWSTO) which was launched at a press conference at Holy Family Day Preschool in July. Jennifer Siebel



Newsom was our celebrity reader. Over 5,000 DWSTO books have been distributed to every pre-k and kindergarten class in the SFUSD and hundreds more to SF Children's Council, Kaiser Permanente, and other partners.

An evaluation report on the SFUSD Salad Bar Program was released in June 2009. Many Shape Up staff and members contributed to this report. Over half of all students are taking food from the salad bars, school lunch participation is increasing in many schools by over 10%, and most of the students are eating the salad they take. Parents and school staff also gave exceptionally positive feedback about this program.

The Mayor issued a comprehensive food policy to improve to food in the region. A Food Policy Council of city departments and community liaisons, including Shape Up SF, was formed shortly after to monitor and advance the executive directive. The plan aims to ensure that all regional residents have access to healthy food from a local, sustainable food system and calls for a range of actions to be completed in 180 days, including: development of nutrition guidelines for food purchased with city funds; development of vending machine guidelines; and food procurement ordinance for public procurement.

Dr. Susan Zieff, PAC member, has been elected a Fellow of the American Academy of Kinesiology and Physical Education, a national honorary society. Election is based largely on scholarly and research contributions and an exemplary record of professional productivity and dissemination of knowledge in the fields of human movement and physical activity.

The Childhood Obesity Task Force (COT) is planning a training in 2010 called Childhood Obesity 2010: The Next Generation of Prevention and Management to present the science behind childhood obesity as well as practical interventions and skills. Shape Up is not only a sponsor of the event, but will also be leading one of the breakout sessions.

Shape Up launched the Safe Routes to School (SRTS) Program in September, a 2 year program funded by a \$500,000 federal grant to promote safe and active walking and bicycling for families. SRTS Program partners include the Presidio YMCA,

With the help of our partners, Shape Up submitted a comprehensive proposal for the CDC's Communities Putting Prevention to Work initiative in December 2009.

Shape Up @ Work coordinators launched a series of health-themed events, a newsletter with healthful tips and stairway signs to remind city staff to use the stairs if they are able.

Washington Carver, Longfellow, Sunnyside, and Sunset. 68% of the students at these schools live within one mile of their school. An additional 10 schools will be added in 2010-2011.

Shape Up organized Walk to School Day on October 7th and 18 schools participated. In addition, Shape Up launched the Safe Routes to School Program at Longfellow Elementary School on Walk to School Day 2009 and received great press coverage. A video of the event was posted on StreetsFilms.org.

SEFA continued to advocate to improve the offerings of fresh and healthy foods at retailers in the BVHP; and launched the Food Guardians, a community health worker effort. BVHP residents will be trained to educate, raise awareness, advocate, mobilize, represent their community and work on SEFA's 3 pillars: urban agriculture, improving food access and raising awareness. In addition, SEVA, a SEFA subcommittee, connected doctors with community members and is working with the community to develop a public health policy brief.

Shape Up staff and Chuck Collins, CEO and President of YMCA SF, and Shape Up Physical Activity Council Co-Chair, were once again invited as a model program to present at the Pioneering Healthier Communities conference in DC.

The federally-funded child nutrition programs – which include school lunch and breakfast, child care meals, afterschool snacks, summer foods, and WIC – were scheduled to be reauthorized in Sept 2009, prompting city-wide campaigning and advocacy for more funding and less restrictions. The Child Nutrition Act has been extended for one year, but is expected to be reauthorized in June 2010.

The Recreation and Open Space Element (ROSE) was last updated in 1986, but in 2007, a task force was convened to update the plan. A draft was released for public comment in 2009 to which Shape Up's Physical Activity Council provided feedback. An Action Plan will now be created to bring the principles of the ROSE to life, a significant milestone as safe and accessible open space is critical to promote physical activity.

Finally, Shape Up SF acknowledged three Gold Medal Partners in 2009. The distinction is offered to those organizations whose mission and actions are in alignment with SUSF's, who have made significant resource contributions (time, funds, in-kind), and regularly participate in the Coalition, Physical Activity Council and/or programs and events. We were pleased to honor Kaiser Permanente, YMCA and Sports Basement as Shape Up SF extraordinary partners.



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This is just a few of our many activities and accomplishments! Please join us at our meetings on January 13, April 14, July 14, and October 13. Things to look forward to in 2010:

- A robust and year-round Rethink Your Drink campaign incorporating Soda Free Summer and Drink Water!
- Childhood Obesity 2010: The Next Generation of Prevention and Management on February 27, 2010
- Shape Up's 4th annual Walking Challenge: March 1-May 7, 2010
- Bike to School Day: April 15, 2010
- Walk to School Day: October 6, 2010
- 9 Sunday Streets events – check www.sundaysstreetsSF.com for dates and route information
- Award of the federal ARRA Communities Putting Prevention to Work grant Shape Up SF submitted in November, 2009

In good health, the Shape Up SF staff, Christina Goette, Marianne Szeto and Amy Portello Nelson

