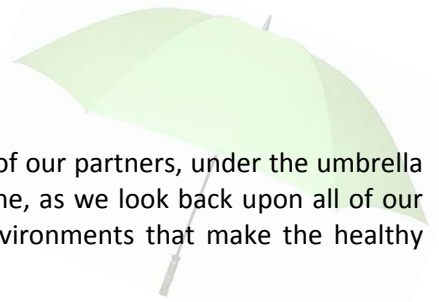


SHAPE UP SAN FRANCISCO

2010 YEAR IN REVIEW

2010 was an eventful year. We dedicate our Year in Review to you, all of our partners, under the umbrella of Shape Up San Francisco. Please join us on a stroll down memory lane, as we look back upon all of our accomplishments and the many policy advances that are creating environments that make the healthy choice the easy choice.



INCREASING OPPORTUNITIES FOR PHYSICAL ACTIVITY...



SUSF's **PE Advocates** successfully applied to the California Obesity Prevention Program to **increase physical activity through PE**. UCSF will conduct an assessment of the current state of PE in SFUSD. In summer 2010, the PE Advocates will host a Forum to share findings, recommend policies, and raise the value of PE among policy-makers, principals, teachers, and parents.



In 2010, over 2,700 people on 264 participated in the 4th **SUSF Walking Challenge**. 91 teams completed the Challenge and participants collectively logged enough activity to walk the equivalent of 10 times around the Earth! The Challenge also partnered with the Safe Routes to School sites to increase youth participation. www.shapeupsfwalkingchallenge.org



SF Safe Routes to School (SRTS) tripled the number of sites this year and is now working with 15 schools across the city to promote safe and active walking and biking to school. Buena Vista, ER Taylor, El Dorado, Fairmount, Leonard Flynn, Garfield, George Peabody, Grattan, Marshall, and Ulloa are participating this year. Bryant, GW Carver, Longfellow, Sunnyside and Sunset are continuing into the second year of this program. www.sfsaferoutes.org



SUSF supported nine **Sunday Streets** this year, with new routes in Western Addition, Fillmore, Japantown, Civic Center, Tenderloin and Central Market. Sunday Streets continues to connect communities and provide temporary open space for physical activity.

SUSF partner, **Playworks** provided opportunities for healthy and inclusive play at 20 under-resourced elementary, reaching over 7K students every school day.

Bike to School Day 2010 doubled the number of students and families biking to school to 1,000! The SRTS Coalition is gearing up for Bike to School Day on April 7, 2011 and hopes to double participation!



The Mayor and Board of Supervisors declared October 6, 2010 **Walk to School Day** in SF. 34 schools and more than 7,000 students participated in schools across the city.



On behalf of the SRTS Coalition, YBike was awarded a grant from **Kids' Plates** to activate school community hub sites with pedestrian and bike safety fairs.



SFUSD is installing at least one **bike rack** at every public school in SF thanks to \$135K in funding from SFCTA to help remove obstacles that keep students from biking to school.



The SF Board of Education redesigned the **school assignment system** for SFUSD students. Starting fall 2011, where a child lives will play a bigger role in the assignment process, making it more realistic for students to walk/bike to school. SUSF secured funding for UCSF researchers to study commute patterns for all SFUSD elementary students. SUSF hopes to secure more funding to study student commute travel for the next six years to fully evaluate the effects of the student reassignment policy and SRTS programs.

19 SFUSD schools have signed up to participate in MTC's new **School Pool Program**. This program allows parents to organize carpools with other parents from the same school in a secure online portal.



SUSF's **Physical Activity Council** released policy recommendations to create environments that promote physical activity. This project was funded by The California Endowment. Representatives from the CA Public Health Department have taken the recommendations and shared them with national leaders. Special thanks to PAC members: *Chuck Collins, Susan Zieff, Peter Albert, Diane Aranda* for their leadership and guidance on this project. As an appointed body of Mayor Newsom, the mandate for the PAC leaves with him; fortunately the new recommendations provide a roadmap for SUSF's work. Thank you to our committed *PAC members*, we hope to continue our joint efforts to increase physical activity.

SUSF and **UCSF's Clinical and Translational Science Institute (CTSI)** planned a meeting on physical activity and nutrition strategies to address obesity related chronic disease. Over 50 health professionals, community based and city agencies met to discuss opportunities for collaboration.

SUSF welcomes **Health Service System Wellness Coordinator, Margaret O'Sullivan**, who will be working with HSS vendors and City departments to create programs that keep HSS members healthy. Since April, exercise classes such as stretching, yoga, pilates, Zumba and Qi Gong are offered in City Hall.



SUSF sponsored and was instrumental to the planning for **Childhood Obesity 2010: The Next Generation of Prevention and Management**. At the training, *Christina Goette* presented SUSF programs as a strategy to prevent chronic disease.





... AND IMPROVED NUTRITION WHERE PEOPLE LIVE, PLAY, WORK AND LEARN.



2010 was an exciting year for the **Rethink Your Drink Movement**. *On a local level...*

MUNI ran NYC's Pouring on the Pounds campaign for 3 months, illustrating the effects of drinking too many sweetened beverages.



The beloved Otter of "Drink Water!" fame was translated into Spanish and distributed to hundreds of providers across SF.

Mayor Newsom issued an executive directive **establishing nutritional standards for foods and drinks in vending machines** that are located on City property, mandating that at least 50% of the food and 100% of beverages meet the standards.

Not only do they provide health benefiting programs for SF youth and families, but **SF Recreation and Parks Department** also included in their Summer Camp Manual a **"no soda" policy** that applied to campers and counselors. Additionally, over 700 campers participated in RPD's first ever Rethink Your Drink Week and poster contest.



At the state level...

AB 2084 was signed into law, creating healthy standards for the beverages served in licensed child care settings in California.

SB 1413, also signed into law, requires schools to make free, fresh drinking water available to students during school meals.

The **California Center for Public Health Advocacy** released a Field Poll showing majority support for a tax on sweetened beverages.

DCYF hired *Maurita Dunphy* to continue some of the child nutrition and city-wide food policy efforts vital to SUSF work. SUSF staff, *Amy Portello Nelson*, welcomed *Mia Courtney Nelson* on May 4 as the youngest supporter of Shape Up SF efforts.

SUSF provided resources to help 200+ summer programs at DCYF's **5th Annual SF Family Summer Resource Fair** access free food through the DCYF Summer Lunch Program and free nutrition education through the Rethink Your Drink campaign.



DCYF distributed **summer lunch** to 121 sites—103 serving lunches and 74 serving snacks. About 200k lunch and 155k snacks were served during the 8-week program. DCYF's Afterschool Snack Program continued serving free afterschool snacks for all SF youth at 40 different sites during the school year.



DCYF introduced their **Child Nutrition Minimum Standards Requirement** for all youth program grantees, along with an implementation and technical support plan to be rolled out over the next year, requiring all programs serving youth at least 2 hours a day to serve snacks that meet the USDA child nutrition standards.



Under leadership of its co-chairs *Michael Janis, Jacob Moody and Dr. Mark Ghaly* (former), **The Southeast Food Access Working Group** continues to work closely with SF

Redevelopment and grocery store designer John Sutti to develop a business plan for SuperSave, an independent market in the BVHP that has been progressively offering more healthy food for a decade. In 2011, the Redevelopment Commission will consider a low interest loan to SuperSave to improve store layout and fresh food offerings. SEFA's efforts also helped five more BVHP stores become WIC approved. SEFA's **SEVA** project released its health policy brief after much community input and to great reviews.

With support from SF Environment, five trained **"Food Guardian"** (FG) residents of **food guardians** (A project of Southeast Food Access (SEFA)) BVHP developed healthy retail criteria to rate markets in the area and institutionalize healthy practices into city policies. FG are also educating residents about food systems, WIC stores and nutrition. The FG were instrumental in passing the **Healthy Meal Incentives** Legislation and were commended by *Supervisor Maxwell* for their efforts to increase access to healthy food in the Bayview.

At the close of the year, we sadly bid adieu to *Sabrina Wu*, the Food Guardian Coordinator; and in turn welcomed *Tracey Patterson* who will be supporting both the Food Guardians and SEFA in 2011.

In February, *Susana Hennessey Lavery* and *Marianne Szeto* presented at **UCSF's Center for Obesity, Assessment, Study and Treatment Food and Addiction Symposium** to discuss policy and community strategies to change the food environment in SF.

Just as Kaiser funding was about to end, the **Shape Up BVHP** school garden at Bret Harte successfully applied for funding through SF Environment's environmental justice grants program. Funding will support a garden educator for the next two school years.

SFUSD met the USDA's requirements for **Healthier US School Challenge**, and became certified at the Gold level.

Other important milestones to improve nutrition...

The **SF Food Security Task Force** released their annual report, "Hunger and Food Security On the Rise in San Francisco," reinforcing the need for additional food assistance in SF. The Task Force will continue their work through 2011 and was recently profiled in the US Conference of Mayors report "Strategies to Combat Childhood Hunger in Four U.S. Cities: Case Studies of Boston, New Haven, San Francisco, and Washington, D.C."

SF's **Food Stamp program** online application process has seen a fourfold increase in applications in recent months and a 60% increase in the number of food stamp households with children.



SF DPH is the lead agency for Shape Up SF. Special thanks to our strategic partners:



Kaiser Permanente

Sports Basement

