

SHAPE UP SAN FRANCISCO'S 2011 YEAR IN REVIEW

Creating environments that make it easy to eat well ...



What a challenge to document the 2011 accomplishments of Shape Up San Francisco and our partners! Much more than what is in here took place to make physical activity and eating healthy the easy choice, and for that we are grateful. In the face of many challenges, we are sure 2012 will show continued growth and support for healthy choices.



In July 2011, Shape Up SF's (SUSF) strong track record was acknowledged with the Kaiser Permanente Bayview HEAL Zone (HZ) award. SUSF was nominated and eventually selected for a three-year, \$1 million award. The goal: to make visible changes around food and physical activity environments in the Bayview HZ over the course of the 3 years. Funding allows SUSF to better integrate our existing initiatives around access to healthy foods and physical activity, Safe Routes to School, Re-think Your Drink, and PE to see measurable results. Additionally, HZ work will be guided by resident input and the HZ Advisory Committee. **Cheryl Davis**, the newly hired HEAL Zone coordinator, will work with the Food Guardian Project to implement this work.



Under the leadership of co-chairs **Michael Janis**, SF Wholesale Produce Market, and **Jacob Moody**, Bayview Hunters Point (BVHP) Foundation, the Southeast Food Access (SEFA) working group increased access to healthy food in BVHP by focusing on its three pillars: food access, nutrition education and awareness, and urban agriculture. Key to SEFA's



work are the **Food Guardians** (FG), a group of BVHP residents trained to educate, advocate, and mobilize to address SEFA's three pillars. SEFA was instrumental to Shape Up SF's Bayview HEAL Zone award. Here are a few of SEFA's accomplishments in 2011:

- SEFA and the FG continued to work with FoodsCo and regional management to ensure healthier products are stocked and improved cleanliness continue.
- SEFA helped recruit the now open BVHP Fresh & Easy store.
- SEFA and the FG are piloting a model to improve healthy food at corner stores. The FG assessed 25 Bayview stores, will work with select stores to make improvements, and we expect to support three store conversions in 2012.
- **Quesada Gardens** presented their report documenting the history and status of agriculture in the Bayview. They also were key to the **Seva*** partnership that emerged from SEFA and published a health policy brief to guide community policy.
- The FG's newly compiled community asset data will be posted on the new SEFA website that will be launched in winter 2012.
- The FG collaborated with Quesada Gardens Initiative and the Bridgeview Community Garden to plant/maintain a garden, donating produce to Bridgeview Garden neighbors.
- FG participated in many community events, conducted focus groups and interviews to learn what neighborhood improvements would help people eat healthier and be more physically active.
- The FG gave multiple presentations in 2011, including a presentation at the national Community Food Security Conference.
- SEFA and the FG kept Bayview food issues in the media. The FG were featured in a cover story in the SF Bay Guardian about the city's "food divide"; published four articles in the Bayview Footprints and other local media; and launched a Facebook page.



Boys & Girls Clubs (BGC) of SF celebrated its 4th annual Soda Free Summer, part of an effort of six Bay Area counties to get residents to drink less soda and other sugary drinks. Nine teens and alumni

from Columbia Park and Tenderloin Clubhouses entered the New American Media's "Soda Sucks" contest to promote healthy lifestyles to California youth. They created a rap song, drawings depicting the harmful effects of soda and the benefits of drinking water. One BGC artist won an honorable mention!



The **Department of Children, Youth and Their Families** (DCYF) helped maintain food security through continued financial support of USDA childcare food programs and **San Francisco Unified School District's** Salad Bars.



DCYF continued sponsoring SF's Summer Food Service Program. 83 sites throughout the City served FREE meals to anyone 18 and under, (67 serving lunches and 53 serving snacks). On average, over 3,000 lunches and 2,000 snacks were served daily during the 9-week program. Through a grant from the Walmart Foundation, DCYF contracted with Kid Chow to provide diverse, organic, locally-sourced lunches that were prepared fresh daily. DCYF also continued serving free afterschool snacks provided by the SF Food Bank for all SF youth at 35 different sites during the school year.



USDA Under Secretary Kevin Concannon recognized E.R. Taylor Elementary in February as an example of the First Lady's Let's Move! Initiative.



The **San Francisco Food Bank**-funded assessment of SFUSD's School Meals Program was completed in Fall 2011. The assessment examined the capacity and cost to institute healthy, local, freshly prepared meals

daily for SFUSD schools.



The **Children's Council of SF** hosted their annual Nutrition Night in October, providing resources, food tastings, education and a free Farmer's Market to hundreds.



As part of a nationwide grassroots campaign to revolutionize the food system and promote healthy, affordable, sustainable food, **Mayor Ed Lee** and the **Board of Supervisors** proclaimed October 24, 2011 as Food Day in San Francisco.



The **San Francisco Breastfeeding Promotion Coalition** spent 2011 revamping its strategy to assess workplace accommodation across employment sectors in the county. The Coalition is planning a

forum on March 28, 2012 to engage and outreach to employers and leverage support from new national legislation and the U.S. Surgeon General's "Call to Action to Support Breastfeeding." The Coalition is also participating in the Board of Supervisors' Food Security Task Force subcommittee to make all San Francisco delivery hospitals Baby Friendly.



... and move more!



Physical Education is the equitable way for ALL children to get regular physical activity.

SUSF's **PE Advocates** completed year one of its grant from the California Obesity Prevention Program (COPP) to increase physical activity through PE. UCSF conducted an assessment of the current state of PE in SFUSD at 28 schools in SFUSD; and in August, the PE Advocates held a Forum to release preliminary findings where **Dr. John Ratey**, author of *SPARK: The Revolutionary New Science of Exercise and the Brain*, keynoted the event to remind everyone that physical activity primes the brain for learning. The PE Advocates also put together a PE Speaker Series featuring **Ken Dyar**, the 2006 CA Teacher of the Year, and **Darin Curtis**, the 2011 CA Teacher of the Year. To hear interviews with Ratey, Dyar, and Curtis, as well as to view video clips of Dyar's talk, visit www.shapeupsf.org/PE/tools.



The PE Advocates secured an additional two years of funding from the COPP to continue raising awareness about the benefits of PE by developing case studies of elementary classroom teachers in SFUSD.



167 teams and nearly 3,000 people participated in the Shape Up SF's 5th **Walking Challenge**. Over 10 weeks, participants logged their physical activity in an effort to increase their team's total "miles" with the goal of reaching 1,016 miles, the length of the California coastline. The Walking Challenge partnered with the 15 Safe Routes to School sites to increase youth participation in the program. Get your walking shoes ready for the next Walking Challenge starting on April 2, 2012! www.shapeupsfwalkingchallenge.org



SUSF supported 8 **Sunday Streets**, organized by **Liveable City**, this year with an estimated 100,000 participants for the 2011 season. The 2012 season will include up to 9 events occurring monthly from March through October, returning to popular neighborhoods such as the Embarcadero, Great Highway/Golden Gate Park, Mission, Bayview, Civic Center/Tenderloin, Western Addition and at least one new route. Learn more at www.sundaystreetsf.com.



Walk SF advocacy resulted in 50 new 15-mph school zones to create safer speeds around schools! The goal is for SFMTA to install 213 of these safer speed zones by the end of this school year and for police to systematically enforce safer speeds around each school, helping kids get to school in a safe and healthy way, and make walking a more appealing option in neighborhoods all throughout the city.



The **San Francisco Department of the Environment** has provided outreach to 22 schools this current school year on SchoolPool. The fast and secure website, www.WePool2School.org, matches families within their school to walk-, bike-, transit- or car- pool to school.



Promoting safe and active walking and biking to and from school. www.sfsaferoutes.org

The first two years of **Safe Routes to School San Francisco (SRTS-SF)** were a success! In total, there were over 2,500 students at 15 schools that participated in the SRTS bike and pedestrian safety classes. Over 7,200 students at 44 schools participated in International Walk to School Day on October 5, 2011, the highest participation ever. Mark your calendar for next year's Walk to School Day on October 3, 2012! The third annual Bike to School Day was held on April 7, 2011 and participation in this event tripled to over 1,500 students and their families from its inception in 2009. Bike to School Day will be April 12, 2012!

Several schools have instituted regular walking school buses, allowing for recurring opportunities for students and their families to get safe, active walking to school under adult supervision. The SRTS-SF Coalition also secured another \$500,000 grant from the California Department of Transportation to continue the program from 2013 to 2014. **SF MTA** also was awarded three SRTS infrastructure grants to improve conditions for walking and biking at Sunset ES/AP Giannini MS, Tenderloin ES, and Denman MS.



The **San Francisco Recreation and Park Department (RPD)** continued to provide opportunities for kids and families to get active, get healthy, and get out and play. RPD continued its rich tradition of providing a wide variety of quality programs to people of all ages, as well as new alternative youth sports programs like skateboarding, shark fishing, surfing, kayaking, rock climbing and BMX biking.

RPD started a summer camp for children on the autism spectrum, increased aquatics programs, provided programming for LGBTQ youth and young adults, and through the generosity of the Friend Family Foundation, upgraded the weight room and sports court at **Eugene Friend Recreation Center** in the South of Market neighborhood.

RPD continues to support SUSF's **Soda Free Summer** initiative by enforcing a *No Soda* policy for their summer camp program.

Thanks to SF voters who supported the 2008 Clean and Safe Neighborhood Parks Bond, RPD continued to improve neighborhood parks, upgrade restrooms, renovate playfields and rehabilitate trails and waterfronts. Park maintenance staff and volunteers worked together to keep parks clean and beautiful, achieving an overall park score of 89 percent.

At a time when people are using and relying upon their parks more than ever, the San Francisco Recreation and Park Department is proud to provide the world-class parks and programs they deserve.

Visit Shape Up San Francisco online at www.shapeupsf.org.



The SF Department of Public Health is the lead agency for Shape Up San Francisco. Special thanks to our strategic partners:

