

SHAPE UP SAN FRANCISCO'S 2012 YEAR IN REVIEW

Making it fun and easy to eat well and move more!

SHAPE
UP
SAN FRANCISCO

2012 was a busy year for Shape Up San Francisco and our partners, and we are excited about what 2013 holds as we continue to make it fun and easy for San Franciscans to eat well and move more. We are proud of our many accomplishments and with your continued support and participation, we will ensure that San Francisco continues to be the easiest place to make healthy choices. Our best to you for a prosperous and healthy 2013! *Bea and Chuck, Shape Up SF Co-Chairs*



The **Bayview HEAL Zone (HZ)** started the year with a fabulous launch party organized by the *Bayview Y*. HZ continued to support the Food Guardians to increase access to healthy food. We applied for a grant with *Parks94124* to work with *Recreation and Park* to improve the park adjoining MLK Pool. HZ funded several organizations to hold community events throughout the year to provide healthy food and physical activities: *Bayview Y*, *City of Dreams*, *Black Coalition on AIDS*, *Parks94124*. Parents at *Carver Elementary* got free Zumba class Wednesdays; and our Safe Routes program creates safe passage for Carver children. With the *Transportation Authority* and numerous community partners, we are working on a plan to offer coordinated transportation services that will support Bayview residents to access health and wellness programs.



SEFA and **SEFA Food Guardians (FG)** continued to mobilize, advocate and educate for food justice in their community. A few of their many accomplishments in 2012:

- Launching SoutheastFoodAccess.org to highlight FG work and SEFA, which is led by co-chairs *Jacob Moody*, *BVHPF* and *Michael Janis*, *Wholesale Produce Market*.
- Analyzing and compiling the first annual store assessment data so Bayview Hunters Point residents and store owners can learn what healthy foods are available at neighborhood stores: provided to the community through a pamphlet and on the SEFA website.
- Visiting store management of every grocery and corner store that was assessed to give feedback on areas in which they were doing well, and suggestions on how to improve.
- Developing a Food Justice workshop for youth and adults focusing on food access, social determinants of health, and health equity. The FG piloted these workshops with middle school students, young adults, and staff at *Bayview Hunters Point Foundation for Community Improvement*.
- Tabling and presenting at various community events, such as the *HEAL Zone Launch*, *Black Health Summit*, *Sunday Streets*, *BMAGIC Back to School*, *College Prep's Youth Summit*, and the *Southeast Community Facility Family Health Fair*.
- Implementing a Healthy Corner Store redesign project with *Sutti Associates* at *Lee's Market* in July, and *Ford's Grocery* in December. They completed a store redesign at *Lee's*, where fresh produce and healthier food items are now available. The healthy store redesign will begin at *Ford's Grocery* in January 2013.



Inspired by Michelle Obama and her call for healthy environments for young people, **the Y** has embarked on rolling out a healthy food and beverage policy, funded by Shape Up SF. In addition, new healthy living standards will be instituted in all YMCA programs. Roughly 700,000 youngsters are enrolled in early childhood, afterschool and summer programs at 10,000 Y's around the country, and here in SF, the Y serves over 10,000 kids daily.



In addition to **Rethink Your Drink** outreach, education, Sugar Savvy workshops and training the trainers, 2012 brought a focus to supporting organizations to adopt healthy food and beverage policies. Following on the success of the *Bay Area Nutrition and Physical Activity Collaborative's* Pledge the Practice, Pass the Policy work, Shape Up SF used funding from Kaiser Permanente to support three organizations to adopt healthy beverage policies. The *YMCA of SF* will be adopting a healthy eating and physical activity policy in line with the goals of the national YMCA, potentially impacting over 10,000 youth and hundreds of staff. The *Bayview Hunters Point Foundation for Community Improvement* is creating a wellness policy for staff. Lastly, the *Children's Council of SF* is receiving technical assistance to create a healthy beverage policy for their staff and over 275 daycare providers. By June 2013, we hope to announce adoption of new policies for all three organizations, share implementation plans, and provide inspiration to others to join a growing movement of organizations championing the health and well-being of their staff, volunteers, and program participants.



The **San Francisco Department of Children, Youth and Their Families** continued to sponsor the citywide **Summer Lunch and Afterschool Snack Programs** to youth 18 and under. For 10 weeks during the summer, DCYF provided free lunches at over 80 sites across the city, working with the *Housing Authority*, *Recreation and Parks*, *Boys & Girls Clubs of SF*, *YMCAs*, and the *SF Beacon Initiative*, among other city and community-based partners. Over 200,000 meals were served to approximately 4,000 youth daily in the Summer Lunch Program and over 1,300 youth participated daily in the Afterschool Snack Program.



Children's Council of SF continued its sponsorship of the **USDA Child Care Food Program**, enabling childcare providers to claim reimbursement for 1.2 million meals served to over 2,300 children. The agency also offered providers nutrition workshops in partnership with Leah's Pantry, and hosted its Annual Nutrition Night, a resource fair offering nutrition and physical education, dance classes, healthy food samples, free bags of produce and more. Children's Council is also part of the DPH Community Transformation Grant to develop the Healthy Apple Award Program with the Child Care Wellness Collaborative.



The **SF Breastfeeding Coalition** is a partner in the Healthy Mothers' Workplace Task Force to research workplace accommodation to meet the needs of mothers after returning to work from maternity leave. Resources from their forum: *The Business Case for Lactation Accommodation: Responding to the Surgeon General's Call to Action* available at sfbreastfeeding.org.

Special thanks to our key partners:



BAYVIEW HUNTERS POINT FOUNDATION
for Community Improvement





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With funding from the *California Obesity Prevention Program* and *Kaiser Permanente*, the **PE Advocates** continued to strengthen partnerships and work to increase the quality and quantity of PE in SFUSD. Our long-term goals remain the same: to include a measure of fitness in a school's Academic Performance Index and to secure a credentialed PE Specialist at every SFUSD school. In the meantime, we are pleased with the strides that SFUSD has taken to raise the value of PE within the district and to support their teachers to deliver quality PE. In school year 2012-2013, SFUSD increased PE Specialists for elementary level by 25% and the district has committed to jointly funding a replication of our PE assessment. The PE Advocates released *Portraits of PE Champions*, a video case study to highlight 4 elementary classroom teachers at 3 public elementary schools who have prioritized PE and physical activity throughout the school day for their students. In the fall, the partnership between UCSF, Shape Up SF and SFUSD PE Department was honored with a UCSF's Community Partnership Award. Finally, in October, PE Advocates gave three separate presentations about our work at the American Public Health Association's annual conference in San Francisco.



In April, Shape Up SF Co-Chair, Bea Cardenas-Duncan, and staff, Christina Goette, visited legislators at the state capital to educate them about impact of budget cuts on **physical fitness testing**.



SUSF co-hosted a screening of HBO's **The Weight of The Nation** with *SF Department of Public Health* and *Kaiser Permanente* to highlight the significant and interrelated challenges of addressing chronic diseases. SUSF was pleased to debut highlights of *Portraits of PE Champions* as an example of local efforts to increase physical activity for youth.



Ten **Sunday Streets** events transformed more than 28 miles of city streets into vibrant community spaces filled with human-powered traffic instead of vehicles. In 2013, Sunday Streets will launch a pilot program to bring more neighborhood-oriented car-free street events to places that lack park space. *Play Streets For All* will make it easier for residents to close a block or two to cars and open them up for play and community-building. The pilot will target neighborhoods that suffer from high rates of childhood obesity and lack safe places for kids to play.



The **Walking Challenge** continued to increase physical activity and work toward improved health. Over 2,500 participants on nearly 150 teams logged a total of 340,895 miles – roughly equivalent to 13.6 times around the Earth! Of those teams, 18 were youth teams and 86 were teams organized by *SF City and County agencies*.



SF voters overwhelmingly supported the Clean and Safe Neighborhood Parks Bond and the Trust for Public Land named San Francisco the **#1 urban park system** in America. Volunteers spent more than 147,000 hours in our parks, and staff provided more than 70,000 hours of recreation offerings, including cutting-edge programs like climbing, kayaking and skateboarding. More than 2,200 individuals received scholarships, ensuring that everyone has the chance to get out and play.



The **San Francisco Safe Routes to School Program** (SF-SRTS) was pleased to be featured as a success story by the California Safe Routes to School Technical Resource Center. San Francisco's 4th annual Bike to School Day was held on April 12 and over 1,600 youth and adults formed bike trains and pedaled to school. Despite the wet weather, the event was a success, with nearly 40 schools participating! Over 8,500 students at 55 schools across the City participated in International Walk to School Day on October 3— our highest participation ever! Based on results from the student travel tally conducted in the fall, the program has seen a 1.1% decrease in single family vehicle use and a 1.5% increase in walking and biking. Transit use has also increased 0.8%. Congratulations to Grattan Elementary for demonstrating an 8.5% decrease in single family vehicle use and a 4.5% increase in walking and biking.



Walk San Francisco's advocacy resulted in new 15-mph school zones around 181 schools citywide! San Francisco is the state's first city to act on this scale. These new safer school zones help kids get to school in a safe and healthy way, and make walking a more appealing option in neighborhoods all throughout the city. Now cities from around the state are acting to follow San Francisco's lead. Give your district station a call if you would like enforcement of the school zone in your neighborhood. Walk SF is now working on a Pedestrian Action Plan for San Francisco; learn more at WalkSF.org.



The **San Francisco Bicycle Coalition** directly helped neighborhoods successfully push for the installation of 22 new miles of bike lanes, plus new green, including separated green bikeways on Cesar Chavez and a cross-town route the length of 17th Street. To encourage even more people of all backgrounds to bike, we taught over 1,000 adults and families through classes and helped get bikes in to the hands of San Franciscans who cannot afford to buy their own.



The **SF Community Transformation Initiative** (CTI) will build the infrastructure of key governmental agencies and community-based organizations to enact policies and mobilize communities to build healthy, safe and equitable communities with a focus on homes, walking environments and public places. CTI is working with young people who are developing social marketing and community campaigns to drive demand to the newly redesigned stores in Bayview Hunter's Point. In the future, the CTI will expand this healthy retail work to other neighborhoods. The *Department of Public Health* is also working toward accreditation and to that end gathered much community input on health priorities. Through this process, two of the three areas are directly related to Shape Up SF: healthy eating/active living and safe environments. Shape Up SF convened two meetings to provide specific input to the Community Health Improvement Plan. We are thrilled that the work we've been doing since we launched in April 2006 is a priority for the SF population and look forward to even closer partnership with DPH in 2013 and beyond.