



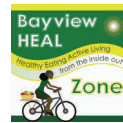
Thank you to our partners for keeping Healthy Eating and Active Living front and center in 2013. Together, our efforts were instrumental in shaping and ultimately supporting implementation of the Community Health Improvement Plan. As the SFHIP 2.0 gains momentum, Shape Up SF will be a key player. We also clarified the Coalition's role vs. the Shape Up SF Initiative's programs that flow from the Public Health Department and launched a new Coalition website. We had significant successes throughout the city as you will see below, and are pleased that beyond our borders, Mexico adopted a soda tax to help decrease sugary drink consumption. In 2014, we expect to participate in a vibrant discussion about a local excise tax on distributors of sugary drinks. In honor of your good work, we raise a glass of clear unadulterated tap water to your commitment and good work in 2013. Cheers!

*Bea and Chuck, Shape Up SF Coalition Co-Chairs*

**rethink YOUR DRINK** Shape Up SF (SUSF) provided assistance to 3 large youth-serving organizations to develop healthy beverage policies, launched a new RYD working group with **UCSF**, secured a \$250,000 grant from the **Metta Fund** to implement an awareness campaign, and continued to educate community leaders about why decreasing consumption of sugary drinks is a public health priority. Four Supervisors announced measures to tax sugary drinks in SF with the revenue earmarked for chronic disease prevention programs. In response, SUSF and partners are developing educational materials and presentations to ensure that those most impacted by sugary drinks are included in the discussion and benefit the most from tax revenue generated. SUSF partnered with **UCSF's Center for Vulnerable Populations** and **Youth Speaks** to produce two powerful public service announcements about the negative impacts of sugary drinks on health and industry tactics. Watch them at [TheBiggerPicture.org](http://TheBiggerPicture.org).

**SF Community Transformation Initiative** celebrates the accomplishments of our partners in 2013: **Walk SF's** work with the Mayor's Office to release the Pedestrian Safety Strategy; **SFUSD's** online system for community members to utilize their playgrounds and facilities; Youth Leadership Institute's social marketing campaign "Nutrition is Our Tradition" in the Bayview; **SF Rec Park, Bayview YMCA, SF Boys and Girls Club's** 70+ free group physical activity classes; the **SF Breast Feeding Coalition's** inaugural Healthy Mother's Workplace Award to promote policies that support new mothers in the workplace; and Children's Council's Healthy Apple Award that recognizes childcare centers for nutrition and physical activity practices.

**Children's Council of SF**, with the Dept of Public Health and the Child Care Wellness Collaborative, launched the Healthy Apple Award to recognize best practices in nutrition, physical activity and screen time reduction for child care; and to offer resources, training and assistance for providers to make improvements. 31 providers participated and were honored at the Children Council's Growing Healthy Kids community health fair that reached over 500 people.



**The Bayview HEAL Zone (HZ)** funded five organizations to implement healthy eating and active living projects including refurbishing and giving away 250 bicycles to residents and developing the leadership of Carver Elementary parents around nutrition and physical activity. The Advisory Committee, staff and collaborative organizations are activating and improving MLK/Bayview Park. The HZ coordinated the first Outdoor Dinner and Movie Night attended by 200 residents and launched a Friends of MLK Park organization. The HZ supported healthy eating and active living programs at Carver Elementary, worked with residents and **SEFA** to begin development of a Bayview Urban Agriculture plan, funded the Food Guardians' 3rd healthy retail conversion at Kennedy's Market and supported efforts to get van-sharing in the Bayview.



A lot has happened in **healthy retail**. The **Food Guardians** provided technical assistance and equipment to two stores to offer fresh produce and healthier products to BVHP residents. One went from zero produce over 60 pieces of produce sold per day! Another celebrated a "Healthy Halloween" by giving healthy snacks to students from Carver Elementary. A third will offer healthier foods on 3rd Street. In the Tenderloin, the **Healthy Corner Store Coalition** selected their first store to become a full service market. The culmination of these efforts was the adoption of the **SF Healthy Retail Incentive Program** ordinance housed in city departments to increase access to healthy foods while decreasing unhealthy influences and supporting small independent businesses. Food Guardians and **Food Justice Advocates** continue their annual corner store assessments followed by feedback visits to improve healthy offerings.

With support from the USDA Summer Food Program, the **Department of Children, Youth & Their Families** provided 162,750 meals to youth ages 5-17, serving approximately 3,321 youth per day.



The **SF Safe Routes to School** Partnership was awarded a \$1.6 million grant to expand the program to 35 elementary, 3 middle and 2 high schools by August 2017. 52 schools and over 2,500 people participated in San Francisco's 4th annual Bike to School Week. The SRTS program had a record 76 schools and an estimated 13,000 students participate in Walk and Roll to School Day. As a result, the SRTS program has documented approximately 300 more students walking or biking to school this year.



2,090 people on 123 teams walked a total of 382,795 miles, approximately 13.9 trips around the world - the most miles in the history of the **Walking Challenge!** Eleven individuals logged over 1,000 personal miles.

**Sunday Streets** celebrated its 6<sup>th</sup> year with 9 exciting events. Plans are underway for an exciting 2014 season for thousands of SF residents and visitors to dance, walk, skate, bike and stroll along temporarily car-free roads.

SUSF's Christina Goette, was honored at the Annual Champions and **Unsung Heroes** Community Appreciation Lunch sponsored by the Anthem Blue Cross Medi-Cal Community Advisory Committee for her leadership of the Shape Up SF Initiative.

**Kaiser Permanente** awarded Healthy Eating grants to the **YMCA** for their "Pathways to Wellness" program, Bayview's **Quesada Gardens** Initiative for an Asian Community Garden Project, and **Tenderloin Healthy Store Coalition** to transform local retail from unhealthy options to fresh, healthy and affordable foods. Active Living grants were awarded to **On Lok Day Services** at 30th St. Senior Center for the "Always Active" program and to **Seven Tepees** for their "Get Fit!" program for at-risk teens.

**SF Rec and Park** provided a wide range of free and low-cost opportunities for folks to get out and play, including free Zumba classes; a Healthy Parks for Healthy People hiking and walking program; Mobile Rec (skateboarding, BMX biking, wall climbing, and kayaking); girls sports clinics; athletic leagues; and 79 different summer day camps. RPD awarded over 7,000 scholarships for city residents to participate in everything from after school and senior programs to swimming lessons, camps, team sports and dance classes. RPD continued its Soda Free Summer Camp policy, impacting over 5,000 kids and their families.

Over 56,000 youth and 1,800 staff experienced the Y through fruits, vegetables and water as the beverage of choice after adopting healthy living standards in **YMCAs of San Francisco, San Mateo and Marin** counties.



Jointly funded by SUSF and **SFUSD, UC** researchers conducted a study to determine if having shared the data from our 2011 PE assessment had an impact on PE quantity and quality. Since 2011, funding for PE specialists increased 78% and there are increases in: schools that met the CA PE minute mandate based on teacher's schedules; % of class time spent in MVPA; scheduled minutes of PE per week; and priority and funding for PE. The **PE Advocates** will continue to advocate for PE in preparation for the reauthorization of the Public Education Enrichment Fund (PEEF) that funds PE for the San Francisco Unified School District.

**Walk San Francisco** took major strides towards making our streets safer and more walkable. Walk SF and partners worked with Mayor Lee to release the Pedestrian Strategy to cut pedestrian injuries and deaths in half by 2021. Walk SF also launched the nation's first citywide Walk to Work Day. Mark your calendars for SF's second annual Walk to Work Day on 4/4/14.

2013 was proclaimed the "Year of the Bicycle" by San Francisco Magazine with good reason! The **San Francisco Bicycle Coalition** won huge victories for biking, opening up more safe bikeways, secure bike parking and lifting bike restrictions on BART. SFBC taught classes to over 1,300 adults and families and helped get bikes to those who cannot afford them. Advocacy focused on transforming some of SF's high-speed thoroughfares into calmer streets for biking and walking.

SUSF presented to the **Youth Commission (YC)** on the health impacts of sugary drinks, harmful marketing strategies used by soda companies, and the communities most affected. The YC's Education, Health & Wellness committee continues to follow up with elected officials, advising them on where they would prioritize spending the revenue generated from a proposed soda tax.

SUSF participated in the development of the **Community Health Improvement Plan (CHIP)** which has formed the backbone for a newly forming partnership called SF Health Improvement Partnership 2.0. The **Hospital Council, UCSF and DPH** form the backbone of the partnership with numerous community organizations and funders to create a collective impact approach. SUSF will play a key role as a working group that will help meet the Healthy Eating Active Living objectives defined in the CHIP.

Shape Up San Francisco's strategic partners:

