



# SHAPE UP SAN FRANCISCO

## 2014 Year in Review

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



2014 was an exciting year for healthy eating and active living in San Francisco. While the SF soda tax did not pass, nearly 123,000 San Franciscans voted yes—more than any other city in the world. Voters also overwhelmingly approved Prop C, which will ensure that our children continue to receive access to preschool, music, library, arts, and physical education. Healthy Retail SF has taken off, helping corner store owners offer fresh fruit and produce to their communities. Thank you to all our partners who have worked tirelessly to create environments that make the healthy choice the easy choice. We look forward to continuing our collective impact in 2015. Onwards! *Bea and Chuck, Shape Up SF Coalition Co-Chairs*

### *Decreasing Consumption of Sugary Drinks*

Thanks to all who helped get the word out about the harms of sugary drinks and how the beverage industry targets those most at risk for chronic diseases. 2014 highlights:

- Shape Up SF (SUSF) launched the “**Choose Healthy Drinks**” campaign to increase awareness about the amount of sugar in drinks. We created a website; placed ads at corner stores, billboards, and on public transit; conducted education and outreach; evaluated the campaign; and coordinated our efforts with surrounding bay area counties. [www.choosehealthydrinks.org](http://www.choosehealthydrinks.org)
- SUSF developed two train-the-trainer workshops that reached about 100 people. **Sugar Science** educated folks about how sugary drinks are making us sick; **Sugar Science 2.0** focused on how Big Soda uses the **3 M’s (Money, Marketing, and Misinformation)** to increase profits and undermine efforts of parents and public health professionals to educate and protect health.
- In November, SF and Berkeley voters made history by supporting measures to tax the distributors of sugary drinks—a strategy similar to using tobacco taxes to curb consumption and raise needed funds for prevention. SUSF staff and collaborators provided expert testimony to the SF Board of Supervisors to ensure that the legislation reflected the latest science, and SUSF members testified to show their support. While 56% of SF voters supported the measure, it was not the 2/3 majority needed to pass the special tax. However, in Berkeley, voters approved their measure with 75%, and they became the first city in the US to pass a voter approved soda tax despite Big Soda spending over \$10 Million in the Bay Area to defeat these efforts.

*Other exciting happenings that supported our sugary drink work:*

- Senator Bill Monning introduced a **warning label** for drinks with added sugar. The bill passed out of the California Senate for the first time, but stalled in the legislature.
- New research was released linking sugary drink consumption to heart disease, cancer, infertility, and higher rates of type 2 diabetes than was previously predicted.
- Dr. Dean Shillinger published an Op-Ed in the SF Chronicle to highlight the harms of sugary drinks from the frontlines of the carnage caused by type 2 diabetes.
- UCSF launched [www.SugarScience.org](http://www.SugarScience.org), a source for evidence-based information about sugar and its impact on health.
- TBP campaign, “CanZilla” (pictured above) has made appearances throughout the Bay Area and California.

**The Bigger Picture** (TBP) has garnered national attention: a feature on The Huffington Post and Upworthy.com, over 1M video views, recognition at the Food Farms Films Festival, and special presentations at the National Academy of Science’s Institute of Medicine Public Health Literacy Roundtable, the National Soda Summit and the James Beard conference. TBP has trained over 40 poet mentors from 8 workshop series, scaled to Richmond and Stockton, and influenced sugary drink policy priorities through partnerships with local health departments. TBP was recently awarded the APHA Spirit of 1848 award for best video linking social justice to health, the UCSF 2014 Excellence in Partnership Award, and will be featured in an upcoming documentary, *In Defense of Food*.

The **Community Engagement and Health Policy Program** collaborated with partners to work toward health equity, especially for SF’s under-resourced communities by:

- Conducting a community-based study in partnership with SF health equity coalitions to gather perspectives for how policy helps folks drink less sugar;
- Facilitating policy discussions between scientists, policymakers, public health professionals and community advocates; and
- Providing community-based education and facilitated focus groups, among other student contributions.

SUSF recognized **Y of SF’s Youth & Government** as Super Stars for their efforts to decrease consumption of sugary drinks. With technical assistance from SUSF staff and UCSF Center for Vulnerable Populations and The Bigger Picture, 6 delegates debated a soda tax in front of 500 guests at the Y for Youth Luncheon in March. With a grant from Youth Leadership Institute, the group created a 6-week curriculum relaying the health implications of sugary drinks to elementary, middle, and high schoolers in the Western Addition. As a result, over 70 youth armed with “Sugar Science”, including a group visiting from the Y of Greater New York, submitted action projects address the fructose crisis at a culminating event, Fructose Awareness Day, hosted at Buchanan YMCA.

Worksite wellness was an early SUSF initiative, and we recognized Catherine Dodd as a Super Star for championing the **Wellness Champion** Initiative through the **Health Service System** to improve the quality of life and overall well-being of City employees, retirees, and their families; health outcomes; and manage costs through prevention.

Join our quarterly coalition meetings in 2015: January 14, April 8, July 8 and October 14. Visit [www.shapeupscoalition.org](http://www.shapeupscoalition.org) for details.



The **Bayview HEAL Zone** (BVHZ) hosted a second movie night at MLK Park which will also get a walking path and playground thanks to a COF grant. In addition to store conversions and mini grants, the BVHZ worked with Carver Elementary to highlight their new water station. **SEFA** and **HZ** are working to merge.

**Healthy Retail SF** assists corner stores in areas with little access to healthy, fresh foods to: improve their physical environment with produce bins, refrigeration equipment/shelving; improve business operations; and learn how to maintain and source fresh produce; and assist with community engagement activities. Consultants work with a community engagement coordinator to provide a comprehensive suite of services. The BVHZ, Tenderloin Healthy Corner Store Coalition and Healthy Retail SF converted Kennedy's, Radman's, and Ana's Markets this year.

The **Food Guardians** and **Food Justice Leaders**, food advocates in the BVHP and Tenderloin respectively, completed 75 stores assessments. When compared to data in previous years, the number of stores with higher "healthy retail" ratings increased and those with lower ratings decreased.

SUSF honored Jessica Estrada and Ryan Thayer as Super Stars for their work to increase access to healthy food with the Tenderloin Healthy Corner Store Coalition.

**Kaiser Permanente** provided \$50K for SUSF's sugary drink educational campaign and urban gardening projects in the Bayview. Kaiser also renewed their commitment to the Bayview HEAL Zone with \$75K bridge funding for 2014, and a two-year grant for \$1M for 2015-2016. The KP-SF Community Benefit Plan includes \$110K for healthy eating and active living programs of Education Outside, Community Grows, Family Service Agency, Mission Youth Soccer League, Sunday Streets, and the Recreation and Parks Department. The "Thriving Schools" initiative supported HEAL activities with \$51K in grants to Buena Vista Horace Mann K-8 School, Tenderloin Community Elementary School, and to Walk SF for Walk & Roll to School Day.

**Children's Council of SF** provided support to 260 child care providers through the USDA Child Care Food Program to serve over 2,600 children healthy meals. They worked with several partners to update and launch the Healthy Apple Program, supporting excellence in nutrition and physical activity in child care environments, including a new online program. Children's Council also partnered with Kaiser Permanente to offer a family-friendly health fair in the Mission.

Congratulations to **Anthem Blue Cross' 2014 Unsung Heroes:** Ching Wong, UCSF; Diana Wong, SFDPH; Dong Lin, Pediatrician; Judy Young, Vietnamese Youth Development Center; Patsy Tito, Samoan Community Development Center; Perry Lang, Black Coalition on AIDS/Rafiki Wellness; and Roberto Vargas, UCSF, Community Engagement Health Policy Program, CTSI.

SUSF also recognized Roberto Vargas as a Super Star for his extraordinary advocacy efforts and commitment to improving public health.

Thank you to Shape Up SF Coalition's strategic partners:



The **SF Safe Routes to School** Partnership was awarded close to \$1M to develop a comprehensive school transportation policy, tailored school transportation toolkits, and provide traffic enforcement for schools located on high injury corridors by Aug 2017. Sixty-six schools and over 2,800 people participated in SF's 5<sup>th</sup> annual Bike & Roll to School Week in April. A record 84 schools and 13K students participated in Walk & Roll to School Day in Oct. As a result, SRTS has documented increases in walking at 60% and biking at 40% of participating schools.

The **PE Advocates** were selected as a success story and featured on Salud! America's website to increase quality/quantity of PE. In preparation for the reauthorization of the Public Enrichment Fund, SUSF obtained rights to customize NY State's Where's My PE campaign for SF and created www.PE4SF.org. Since the inception of the PE Advocates in 2010, SFUSD has increased the number of PE Specialists by 500% and have developed a systematic approach to assigning PE Specialists to ensure equitable access across its 72 elementary schools.

The 7th annual **Shape Up SF Walking Challenge** continued to motivate participants to increase (and maintain) their levels of physical activity. Over 2,800 participants on 150 teams logged over 465K miles, equivalent to 20 times around the Earth!

SUSF recognized **Livable City** as a Super Star for their efforts to increase physical activity through **Sunday Streets**, which created over 20 miles of open space for people to get out and play throughout SF. Thousands of SF residents and visitors came out to enjoy the temporary public spaces - biking, walking, dancing, meeting neighbors and enjoying time with family and friends. 548 volunteers gave 1,550 hours to ensure their safety and made the streets a fun place for everyone. Over 370 small businesses, non-profits, fitness groups, performers, and faith-based groups shared their work with the community during Sunday Streets. The fun will continue in 2015 with 8 events.

**Walk San Francisco**, in partnership with the SF Bicycle and Vision Zero (VZ) Coalitions, led a successful VZ campaign that resulted in the City's commitment to end all traffic fatalities in 10 years. VZ will help shift SF culture by preventing pedestrian and traffic injuries using data and best practices. Walk SF also launched the City's first Painted Intersection pilot, the largest Walk & Roll to School Day, & a recording breaking Walk to Work Day.

**SFUSD Food & Fitness Committee** presented SFUSD leadership with recommendations for an updated Wellness Policy in early 2014. The Committee has worked closely with SFUSD as the recommendations evolve into official policy. The Board of Education will do a first reading of the policy on Feb 10, 2015.

**San Francisco Health Improvement Partnerships** works to collectively improve the health of SF and represents a collaboration of health institutions, public & private organizations, the faith community, nonprofit hospitals, city agencies, & philanthropy. Current or planned work include organizational policies to reduce availability of SSBs, funding of local SSB education efforts aimed at social and print media.