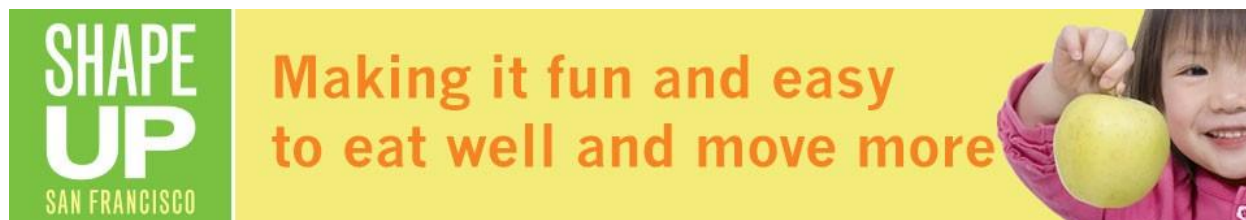


# SHAPE UP SF COALITION

## STRATEGIC PLAN

2015      2016      2017



**Vision:** All San Franciscans have access to healthy eating & active living where they live, work, learn & play.

**Mission:** To convene partners for greater collective impact in order to create equitable and sustainable environments, systems and policies that promote healthy eating & active living across the lifespan in San Francisco.

**Values:** Prevention, Social Justice, Diversity

### Priorities:



[www.shapeupsfcoalition.org](http://www.shapeupsfcoalition.org)





## A NOTE FROM SHAPE UP SF COALITION CO-CHAIRS



In 2012, we stepped up to the plate to represent the Shape Up SF Coalition as Co-Chairs, and it has been a momentous and rewarding few years. One of the greatest lessons learned after releasing Shape Up's first 5-year strategic plan is that as new evidence, strategies, and priorities emerge, the Coalition needs the flexibility to address and incorporate these changes in our work. To that end, this 3-year strategic plan is a living document, a roadmap to improve health, and we hope you will join us in our ongoing efforts to ensure that all San Franciscans have access to healthy food and opportunities for physical activity where they live, work, learn and play.

Creating a culture of health is no easy task. It takes a village. To all our partners, we extend our sincerest gratitude for the hard work and commitment you've demonstrated. On behalf of the Coalition, we are excited to continue our partnership to achieve the greatest collective impact for public health. Onwards!

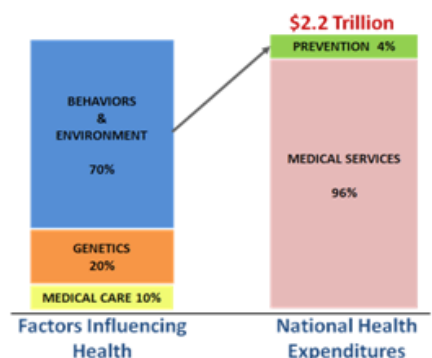
  
Beatrice Cardenas-Duncan

  
Charles M. Collins

Shape Up SF Coalition Co-Chairs

## OVERVIEW OF CHRONIC DISEASE PREVENTION

Figure 1. Factors influencing health vs. expenditures



Source: CDC, Blue Sky Initiative, UCSF, Institute of the Future, 2000

Chronic diseases are largely preventable, yet they remain the leading cause of premature morbidity and mortality in California<sup>i</sup>, and the main source of increasing health costs in the United States<sup>ii</sup>. Chronic diseases are responsible for 7 in 10 deaths among Americans each year and account for nearly 75% of the nation's health spending<sup>iii</sup>. As illustrated in Figure 1, the majority of factors influencing health are due to behaviors and the environment (70%), yet only 4% of the nation's expenditures are dedicated to prevention in order to create healthy places and influence behavior. Disparities exist by ethnicity including for heart disease, cancer, stroke and diabetes. Overall, African American men and women have the highest death rates in SF<sup>iv</sup>.

Although health is directly influenced by the environment, people often associate chronic diseases with personal choices such as eating too much or exercising too little. However, addressing the chronic disease epidemic is more complicated than simply telling people to exercise and eat fruits and vegetables. Social, physical and political environments shape our behavior; for those reasons, Shape Up SF employs a multi-layered approach across the spectrum of prevention (Figure 2). Together, these strategies (education, coalitions/mobilizing communities, systems changes, policy) create the settings that make the healthy choice the easy choice.

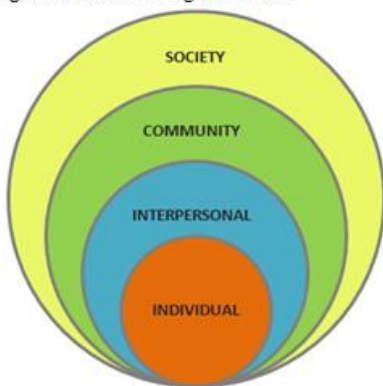
Figure 2. Spectrum of Prevention





## SHAPE UP SF COALITION OVERVIEW

Figure 3. Social Ecological Model



Shape Up San Francisco was launched in April 2006\*, and was created out of several different initiatives working to address childhood obesity and chronic disease, and create healthy environments. From the outset, the focus of the Coalition was, and remains, on preventing chronic disease, with an emphasis on health disparities, because chronic disease accounts for the greatest proportion of death and disability in SF. The Coalition's work continues to be based on the Social Ecological Model (Figure 3). This model considers the complex interplay between individual, relationship, community, and societal factors and moves beyond an individual's behavior to acknowledge that social, political and economic environments shape behavior. This model leads to the

use of activities across the spectrum of prevention to address the multiple risks or protective factors for chronic disease. Shape Up SF utilizes four strategies to achieve its goals:

1. **Policy Advocacy:** Create environments through policy and organizational change that support healthy eating and active living. This strategy touches all levels of the Social Ecological Model.
2. **Programs and Events:** Support opportunities for physical activity and good nutrition in the community, at worksites, in schools, afterschool programs, child care, and clinical settings. Programs and events are how the Coalition reaches the community.
3. **Awareness and Education:** Increase awareness of the importance of physical activity and nutrition using a variety of methods including campaigns, advisory councils, social media, etc. Education alone is not enough, but it is critical in reaching individuals.
4. **Research and Data:** Conduct research, share data, and ensure that work is grounded on evidence-based strategies.

In 2014, Shape Up SF held a strategic planning retreat for Steering Committee and key partners in healthy eating and active living. Through a series of facilitated exercises, participants reaffirmed the Coalition's mission, vision and values, and priorities.

**Mission:** To convene partners for greater collective impact in order to create equitable and sustainable environments, systems and policies that promote healthy eating and active living across the lifespan in San Francisco.

**Vision:** All San Franciscans have access to healthy eating and active living where they live, work, learn and play.

**Values:** Prevention, Social Justice, Diversity

The Coalition has identified **three priority areas:**

1. Increase access to healthy food
2. Increase opportunities for physical activity
3. Decrease consumption of sugary drinks

\* Under the directive of Mayor Gavin Newsom, Shape Up SF was originally called *The Mayor's Challenge: Shape Up San Francisco*. When Newsom left office in 2011 to serve as Lieutenant Governor of California, the Coalition elected two community-based co-chairs and renamed the initiative to simply *Shape Up San Francisco*.



## INTRODUCTION

Since its inception, the Coalition has operated from a collective impact approach. The **Collective Impact Model** guides SUSF's chronic disease prevention work and calls for cross-sector, coordinated, systems level efforts, the creation of shared agendas, and open and consistent communication to make progress on the complex issues contributing to chronic disease prevention. The strength of SUSF's Strategic Plan, and the key to its overall successful performance, is that it works with a broad array of partners within SUSF and communities to develop and implement culturally relevant strategies that meet needs and focus on communities experiencing the greatest inequities in health in San Francisco.

### The 5 Conditions of Collective Impact



SUSF seeks to maximize impact by concentrating efforts on policy, systems and environmental changes, because these approaches impact at the population level, whereas direct services require more intensive one-on-one work. For example, tobacco control or seat belt laws have had tremendous impact on reducing tobacco-related diseases and saving lives, because the policies changed the environment (no smoking/mandatory seatbelt use) and eventually the norms associated with those issues. Collective impact comes into play with the Coalition because many of our partners offer vital direct services like physical activity programs or cooking classes that are complemented by safer parks or increased access to healthy food. While the Coalition focuses on systems-level efforts (e.g. reducing access to sugary drinks) our partners provide services (nutrition education) that begin to change the culture around healthy eating and active living.

Most any organization or community has a role to play in these broader efforts. Examples include: policymakers, community-based organizations, city agencies, faith-based organizations, Food Advocates, Hospitals, health plans, academic institutions, youth organizations, national organizations, nonprofit organizations, schools, PTAs, school community, parents, small and large businesses, and healthy eating/active living coalitions.

In the next 3 years, SUSF will focus on achievable policy and systems changes, in context of limited time and resources, and select objectives that will have the greatest impact based on the latest science, political environment, and other factors. The primary approach will be on smaller, progressive steps to eventually achieve change on a broader scale. This requires balancing the tension between ideal and winnable strategies. SUSF will continue to partner with a broad range of partners to work toward environments that promote healthy options.



## PRIORITY 1: INCREASING ACCESS TO HEALTHY FOOD

Access to healthy food is a basic human right. A healthy diet is key to maintaining a healthy weight and avoiding chronic diseases such as diabetes, cancer, and heart disease. But for those who live in neighborhoods that are “food deserts” or “food swamps”, making the healthy choice is not easy. Fast food restaurants and corner stores are often the only sources of food in these low income areas. In order to eat healthier diets, people need better access to healthy affordable food. Key Shape Up SF programs to increase access to healthy food are illustrated in the timeline below, but include:

- Bayview HEAL Zone
- Healthy Retail SF
- Food Guardians (FG)
- Southeast Food Access Working Group

### PROGRESS TOWARDS INCREASING ACCESS TO HEALTHY FOOD, 2007-2014

2007	<ul style="list-style-type: none"> <li>SUSF launches Southeast Food Access (SEFA) Working Group.</li> <li>DPH and Dept of the Environment develop citywide sustainable food policies.</li> <li>SEFA releases food preferences survey results in BVHP.</li> </ul>
2008	<ul style="list-style-type: none"> <li>SEFA works with Sutti Associates to improve healthy offerings at SuperSave and Foods Co.</li> <li>SUSF launches <a href="http://www.SFfood.org">www.SFfood.org</a> to address food security, local food systems, and food policy.</li> <li>SUSF helps launch the Mayor’s Urban Rural Roundtable.</li> </ul>
2009	<ul style="list-style-type: none"> <li>SEFA launches the Food Guardians (FG).</li> <li>SEVA, a SEFA subcommittee, connects doctors with community members and works with the community to develop a public health policy brief. SEVA means “Selfless Service”.</li> </ul>
2010	<ul style="list-style-type: none"> <li>SEFA helps 5 BVHP stores become WIC approved.</li> <li>FG develop healthy retail criteria to institutionalize healthy practices into city policies.</li> <li>FG help pass the Healthy Meal Incentives Legislation.</li> </ul>
2011	<ul style="list-style-type: none"> <li>Kaiser Permanente grants \$1M to create changes in food and physical activity environments thru the Bayview HEAL Zone (BVHZ).</li> <li>FG featured in SF Bay Guardian and present at the National Community Food Security Conference.</li> </ul>
2012	<ul style="list-style-type: none"> <li>BVHZ provides mini grants for community events that provide healthy food &amp; physical activities.</li> <li>SEFA and FG develop a Food Justice Workshop for youth and adults.</li> <li>With assistance from Sutti Associates, SEFA implements a Healthy Corner Store redesign project at Lee’s Market and Ford’s Grocery.</li> <li>The Y rolls out a healthy food &amp; beverage policy, funded by SUSF.</li> </ul>
2013	<ul style="list-style-type: none"> <li>Board of Supervisors (BOS) adopts SF Healthy Retail Incentive Program.</li> <li>FG complete retail conversion of Kennedy’s Market.</li> <li>BVHZ funds 5 organizations to implement healthy eating and active living projects; works with residents and SEFA on the development of the Bayview Urban Agriculture plan.</li> <li>BVHP Foundation and Children’s Council adopt healthy beverage policies.</li> <li>FG awarded Champions of Change &amp; Certificate of Honor from BOS.</li> <li>SEFA sponsors “Bounty of the Bayview” to celebrate their 6 years of food justice work.</li> <li>SFUSD Food and Fitness Committee propose significant changes to District Wellness Policy.</li> </ul>
2014	<ul style="list-style-type: none"> <li>BVHZ launches Healthy Heroes campaign.</li> <li>Radman’s and Ana’s markets undergo healthy corner store conversions.</li> <li>Store assessment data find number of store with higher “healthy retail” ratings increased and those with lower ratings decreased when compared to previous years’ data.</li> <li>Kaiser Permanente provides \$25K for urban gardening projects in Bayview.</li> </ul>

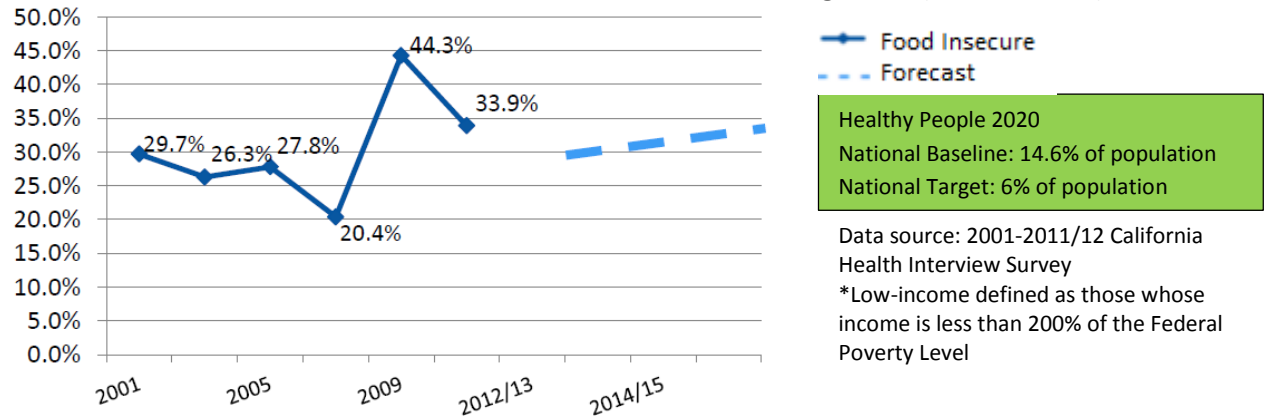




## HEADLINE INDICATOR: PERCENT OF RESIDENTS WHO DO NOT HAVE FOOD SECURITY (RESOURCE, ACCESS, CONSUMPTION)

### BASELINE CURVE

Percent of low-income\* San Francisco adults unable to afford enough food (food insecure), 2001-2013



### THE STORY BEHIND THE CURVE

Between 2001 and 2007, the percentage of low-income adults who were food insecure decreased from 29.7 to 20.4 percent. In 2009, food insecurity climbed to a high of 44.3 percent before returning to a lower level of 33.9 percent in 2011-12. Although food insecurity was lessened between 2009 and 2012, there is not a clear trend toward improvement.

Food security refers to the state in which all persons are able to obtain a nutritious and culturally acceptable diet through local non-emergency sources. Socioeconomic and environmental factors impact whether individuals can consistently afford to eat regular, balanced meals. San Franciscans face a high cost of living, largely because of high housing costs. As a result, lack of adequate income may result in difficulty paying for healthy food.

Food insecurity may lead to behaviors that undermine health, such as skipping meals, binge eating, food rationing and eating more processed foods loaded with fats, sugars and salt due to lack of access to fruits and vegetables. Science links poor diet to greater risk for health conditions such as heart disease, diabetes, and cancer. Proper nutrition is critical for healthy development and aging, and is especially important for intellectual and emotional development of children, diabetes management, and health of people living with HIV and AIDS.

The increase in food security between 2009 and 2011-12 may be directly related to the increase in enrollment in CalFresh (formerly known as food stamps and known nationally as Supplemental Nutrition Assistance Program or SNAP). Additional resources for CalFresh recipients were funded through federal stimulus funds, and the city increased food pantries in San Francisco to respond to the decline in the economy. However, many immigrants, residents on Supplemental Security Income (SSI), and residents whose income is over 130% of poverty are not eligible for CalFresh/SNAP. The number of food insecure San Franciscans may still increase due to increasing costs for housing and food, as well as increasing numbers of seniors. Other root causes of food insecurity such as lack of healthy food retail options in lower-income neighborhoods and lack of complete kitchens to prepare healthy meals must be addressed.



## Focus Area: Increasing Access to Healthy Food

**Headline Indicator:** Percent of residents who have food security (resources, access and consumption)

STRATEGY		PERFORMANCE MEASURE
<b>Identify, support and implement policy, systems and environmental changes to increase access to healthy food.</b>		# of policies implemented
ACTIVITIES	ACTION STEPS	PARTNERS
<b>Procurement policies</b>	Support implementation of legislation prohibiting use of General Fund dollars on sugary drinks.  Support policies that promote purchase of healthy food and drinks.	DPH, Health Service System, Department of Human Resources
<b>Organizational wellness policies</b>	Connect agencies and entities (SFHIP) to BANPAC technical assistance Prohibit sugary drink purchases among grantees of SUSF programs (SRTS, HEAL Zone) Connect agencies/partners to BANPAC and SFHIP	BANPAC, HEAL Zone, Safe Routes to School, American Heart Association, SFHIP, YMCA
<b>Healthy vending policies</b>	Support implementation of vending policies prohibiting sugary drink sales. Support policies that promote purchase of healthy food and drinks.	BANPAC, SFHIP, D10 Collaborative, American Heart Association, UCSF
<b>Identify ways to subsidize healthy food</b>	Study impact of voucher pilot in TL and implement citywide if effective	UCSF Center for Vulnerable Populations, SF Food Security Task Force, EatSF, BVHZ, Tenderloin Healthy Corner Store Network
<b>Increase access to healthy food in underserved neighborhoods</b>	<ul style="list-style-type: none"> <li>- Identify opportunities for financing healthy retail</li> <li>- Explore fresh food distribution models to enable corner stores to carry fresh produce and healthy prepared foods</li> <li>- Continue to identify, support and advocate for diverse opportunities to increase access to healthy food (e.g., co-ops, community kitchens, community gardens, etc.)</li> </ul>	Tenderloin Healthy Corner Store Network, Bayview HEAL Zone, Southeast Food Access, HealthyRetailSF, YMCA





<b>Identify and leverage work of other agencies engaged in healthy food access</b>	<ul style="list-style-type: none"> <li>- Partner with organizations to provide infrastructure, technical assistance and expansion of potential gardening sites</li> <li>- Partner with state effort to assess tobacco, alcohol and food in corner stores</li> </ul>	Parks Alliance, Rec & Park Dept, SF Public Utilities Commission, Urban Agriculture Alliance, SF Environment, Office of Economic and Workforce Development, Tenderloin Healthy Corner Store Network, HealthyRetailSF, YMCA
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STRATEGY		PERFORMANCE MEASURE
<b>Identify, support and implement awareness, education and promotion activities to increase access to healthy food.</b>		# of people reached
ACTIVITIES	ACTION STEPS	PARTNERS
<b>Community nutrition education</b>	<p>Taste testing at Healthy Retail SF corner stores; nutrition education workshops at childcare, senior centers, housing developments.</p> <p>Support distribution of EatSF vouchers</p>	<p>Tenderloin Healthy Corner Store Network; Bayview HEAL Zone D10 Collaborative, Urban Sprouts, 18 Reasons, EatSF, YMCA</p>



## PRIORITY 2: INCREASING OPPORTUNITIES FOR PHYSICAL ACTIVITY

Key Shape Up SF activities to increase opportunities for physical activity are illustrated in the timeline below, but include:

- Bayview HEAL Zone
- PE Advocates
- Safe Routes to School
- Sunday Streets
- Walking Challenge

### PROGRESS TOWARDS INCREASING OPPORTUNITIES FOR PHYSICAL ACTIVITY, 2007-2014

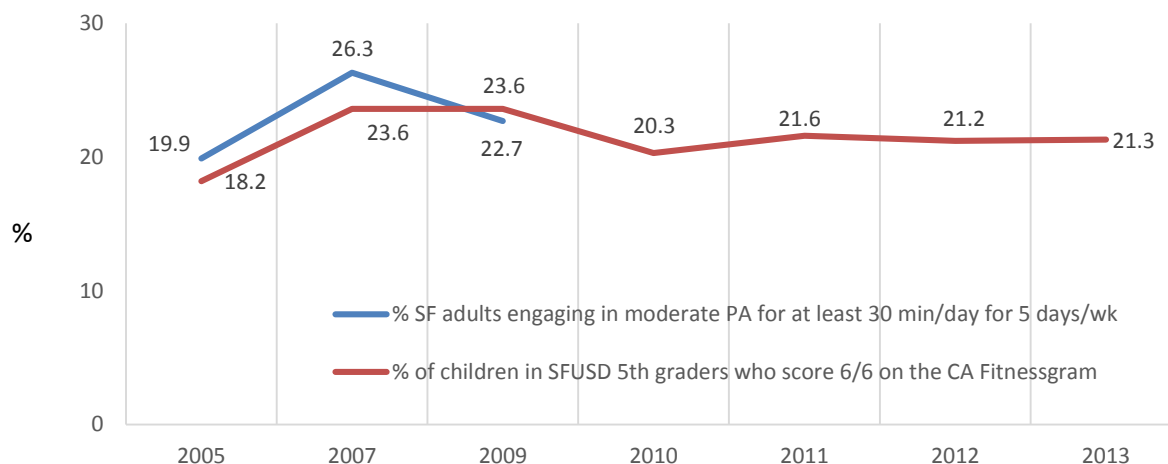
<b>2007</b>	<ul style="list-style-type: none"> <li>SUSF launches awareness campaign, “Take Strides” to promote the Walking Challenge.</li> <li>Nearly 2K participate in 2<sup>nd</sup> Walking Challenge.</li> <li>SUSF receives \$500k grant for Safe Routes to School (SRTS).</li> </ul>
<b>2008</b>	<ul style="list-style-type: none"> <li>SUSF launches Mayor’s Physical Activity Council (PAC).</li> <li>SUSF’s PAC is presenting sponsor for inaugural Sunday Streets.</li> <li>SUSF and MTA organize SF’s first Walk to School Day.</li> </ul>
<b>2009</b>	<ul style="list-style-type: none"> <li>The National League of Cities recognized the Walking Challenge as model program to increase physical activity.</li> <li>SF Bicycle Coalition honors SUSF for Sunday Streets at Golden Wheel Awards.</li> <li>SUSF launches Safe Routes to School (SRTS) program at 5 elementary schools.</li> </ul>
<b>2010</b>	<ul style="list-style-type: none"> <li>SUSF PAC releases policy brief to create environments that promote physical activity.</li> <li>SUSF convenes PE Advocates to increase elementary PE.</li> <li>CA Obesity Prevention Program (COPP) awards PE Advocates grant to conduct baseline study of PE in SFUSD.</li> <li>SRTS program triples to serve 15 elementary schools.</li> <li>SUSF &amp; UCSF’s Clinical &amp; Translational Science Institute convene physical activity &amp; nutrition stakeholders, launching the SF Health Improvement Partnership (SFHIP).</li> </ul>
<b>2011</b>	<ul style="list-style-type: none"> <li>PE Advocates secure two more years of funding from COPP; host PE Speaker series to disseminate findings from PE assessment and raise value of PE. Create <i>Portraits of PE Champions</i>.</li> <li>Over 2,500 students participate in International Walk to School Day.</li> </ul>
<b>2012</b>	<ul style="list-style-type: none"> <li>As a result of PE Advocates, SFUSD hires 6 more PE Specialists, develops and implements systematic way of assigning PE Specialists.</li> <li>SUSF, DPH, and Kaiser Permanente co-host screening of HBO’s <i>The Weight of the Nation</i>.</li> <li>SF-SRTS program featured as a success story by the CA SRTS Technical Resource Center.</li> </ul>
<b>2013</b>	<ul style="list-style-type: none"> <li>SRTS secures \$1.6M grant to expand program to 35 elementary, 3 middle, and 2 high schools.</li> <li>PE Advocates testify at Board of Education meetings to advocate for PE in prep for the reauthorization of the Public Education Enrichment Fund (PEEF).</li> <li>SF Community Health Improvement Planning process identifies Health Eating and Active Living as one of three priorities by SF residents.</li> </ul>
<b>2014</b>	<ul style="list-style-type: none"> <li>PE Advocates update NY’s “Where’s my PE” Campaign &amp; create PE4SF.org.</li> <li>SRTS awarded \$1M to develop school transportation policy, toolkits &amp; traffic enforcement.</li> <li>Bayview HEAL Zone receives COF grant to install a walking path and playground at MLK Park.</li> </ul>



## HEADLINE INDICATORS:

1. **Adults** engaging in moderate physical activity
2. Physically fit **children** in 5th grade within the San Francisco Unified School District (SFUSD)

## BASELINE CURVES FOR PHYSICAL ACTIVITY



Data Sources: California Health Interview Survey (CHIS, 2005-2009) and California Department of Education Physical Fitness Testing (CDE PFT, 2005-2013). Physically fit children score 6 out of 6 on the Fitnessgram.

## THE STORY BEHIND THE CURVES

Physical activity is an essential part of a healthy lifestyle and regular physical activity can help prevent chronic diseases including obesity, type 2 diabetes, heart disease, cancer, and stroke, which are the three leading causes of death. The Physical Activity Guidelines for Americans recommend that children get 60 minutes of moderate to vigorous activity every day; and adults get 150 minutes of moderate to vigorous activity each week for better fitness and health benefits.

The percentage of adults in San Francisco who reported participating in moderate physical activities declined between 2007 and 2009, the period for which data are available. (As more robust data arises, the curve will be updated). The cause of this decline is not clear. Regardless of the cause, the reality and perception of safety impacts willingness to engage in physical activity. Pedestrians face greater risk for injury and death in the Financial District, Chinatown, South of Market, Downtown/Civic Center, North Beach, Castro/Upper Market, Western Addition, Glen Park, and Mission neighborhoods. Additionally, residents in some neighborhoods face greater risk of violence than in others and may not engage in certain kinds of physical activity because they perceive it is not safe to do so.

Affordability impacts access to physical activity opportunities as well; whereas active transportation (like walking or biking) may not always be an option, regular free classes, programs like Sunday Streets and, school based programs such as PE support opportunities for physical activity and can lead to life-long practices for healthy, active lives. Physical activity offers multiple benefits beyond physical health including good mental health and cognitive performance. Safety, socioeconomic factors, and availability of safe and accessible resources have a strong effect on physical activity opportunities for all age groups.



The FITNESSGRAM is the State of California mandated physical fitness assessment given to students in grades 5, 7, and 9. Results determine if a student falls within the Healthy Fitness Zone (HFZ) for six individual tests as a measure of overall fitness. A student who falls within the Healthy Fitness Zone for all six tests may be considered “fit overall.” The battery of tests include:

- **Mile Run or PACER** tests for aerobic capacity
- **Push-Up, Curl-Up, Trunk Lift, and Back Saver Sit and Reach** tests for muscular strength, endurance and flexibility
- **Skinfold Measurement or Body Mass Index (BMI)** determines body composition (*BMI is determined in a formula that represents a relationship between height and weight.*)

The percentage of SFUSD 5<sup>th</sup> graders who scored 6 out of 6 HFZ saw a sharp decline between the 2009 and 2010 school years. The cause of this decline is not clear. It increased in the 2011-2012 school year and has remained relatively stable since.

Shape Up SF convened the PE Advocates in 2010, increasing awareness among SFUSD teachers, staff, and administrators about the value of PE. In the November 2014 election, SF voters approved the reauthorization of the Public Education Enrichment Fund (PEEF) which funds PE, and PE was the only area to receive an increase in the budget, allowing for more PE Specialists to be hired at the elementary school level.

#### **Focus Area: Increasing Opportunities for Physical Activity**

##### **Headline Indicators:**

1. **Adults** engaging in moderate physical activity
2. Physically fit **children** in 5th grade within the San Francisco Unified School District (SFUSD)

<b>STRATEGY</b>		<b>PERFORMANCE MEASURE</b>
<b>Identify, support and implement policy, systems and environmental changes to increase opportunities for physical activity.</b>		# of policies implemented
<b>ACTIVITIES</b>	<b>ACTION STEPS</b>	<b>PARTNERS</b>
<b>Increase opportunities for physical activity during the day.</b>	Continue to keep PE on the radar for SFUSD key stakeholders and policy makers. - Monitor PE elements in the proposed wellness policy (2/2015) - Utilize social media (Facebook, Twitter, listservs) to keep PE facts and news - Meet with Board of Education and SFUSD Administrators - Get on agendas for joint Board of Supervisors and SFUSD Committee, District PTA, School PTAs and	American Heart Association, American Cancer Society, SFUSD, SFUSD Administrators, Board of Education, SFUSD Food and Fitness Committee, YMCA



	School Site Councils, Youth Commission, Health Advocates, Parents for Public Schools	
<b>Policies that support active living</b>	<p>Support implementation of SFUSD Wellness Policy</p> <p>Work with organizations and policy makers to consider legislation to promote active living.</p> <ul style="list-style-type: none"> <li>- Worksite wellness, school transportation policy, childcare centers, etc.</li> <li>- Support and improve the built environment to support safe and active physical activity including safe transportation</li> <li>- <i>Promote connectivity of neighborhoods with local schools in Bicycle Master Plans/Capital Improvement Plans (i.e. SRTS Master Plan)</i></li> </ul>	American Cancer Society, Policymakers, Safe Routes to School Partnership (DPH, SF Environment, SFUSD, SF Bicycle Coalition, SFMTA, Presidio YBike, Walk SF, SFPD), Vision Zero Coalition and Task Force
<b>STRATEGY</b>		<b>PERFORMANCE MEASURE</b>
<b>Identify, support and implement awareness, education and promotion activities to increase opportunities for physical activity.</b>		<b># of people reached</b>
<b>ACTIVITIES</b>	<b>ACTION STEPS</b>	<b>PARTNERS</b>
<b>Increase access to free physical activity opportunities</b>	<p>Implement Shape Up SF Walking Challenge.</p> <p>Support and promote Sunday Streets.</p> <p>Support the transformation and activation of MLK Park.</p>	Health Service System, Bayview HEAL Zone, Sunday Streets, Healthy Hearts SF, YMCA
<b>Safe Routes to School</b>	<p>Continue to implement activities that reinforce walking and bicycling for elementary students through Safe Routes to School Program:</p> <ul style="list-style-type: none"> <li>- Implement bicycle and pedestrian safety education at SFUSD</li> <li>- Promote walking school buses and bicycle trains</li> <li>- Install and expand bicycle parking to support active transportation to and from school.</li> <li>- Promoting city-wide Walk and Roll and Bike and Roll to School Weeks</li> <li>- Enforce traffic speed around schools during school commute</li> </ul>	Safe Routes to School Partnership



### PRIORITY 3: DECREASING CONSUMPTION OF SUGARY DRINKS

Key Shape Up SF activities to decrease consumption of sugary drinks are illustrated in the timeline below.

#### PROGRESS TOWARDS DECREASING CONSUMPTION OF SUGARY DRINKS, 2008-2014

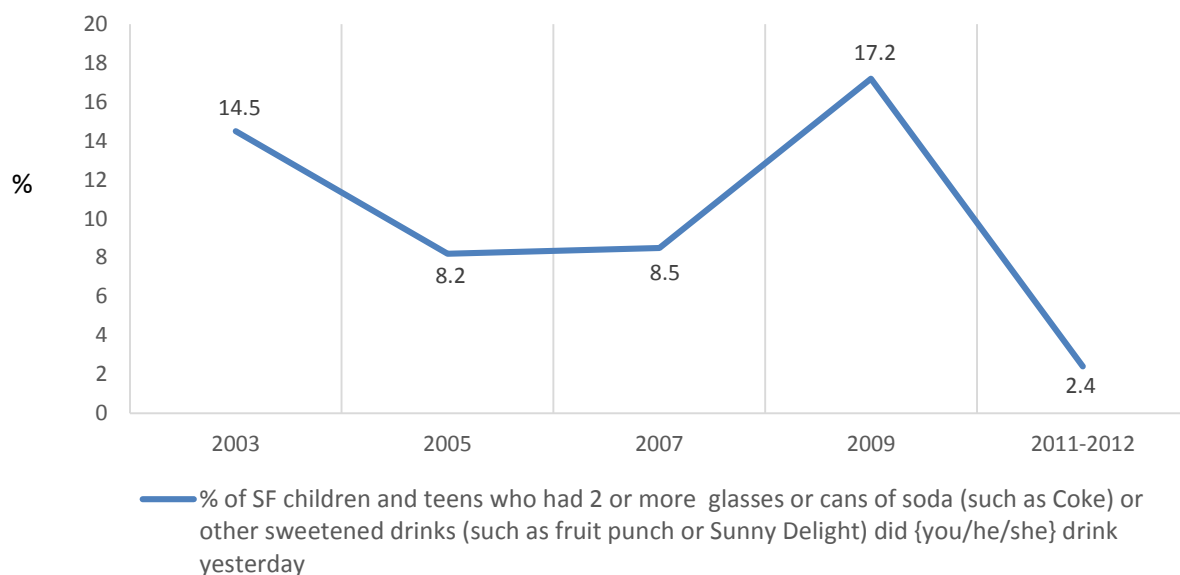
2008	<ul style="list-style-type: none"> <li>Shape Up SF (SUSF) leads regional Soda Free Summer (SFS) campaign through BANPAC.</li> <li>SUSF sends 40K SFS brochures through SF Unified School District, summer lunch sites, worksites, clinics, and community partners.</li> <li>Mayor Newsom calls for a nexus study to assess feasibility of local sugary drink legislation.</li> </ul>
2009	<ul style="list-style-type: none"> <li>25K <i>"Drink Water!" Said the Otter</i> books distributed to SF pre-k and kindergarten classes.</li> <li>SFDPH releases nexus study examining feasibility of SSB legislation in SF.</li> <li>Soda Free Policies: Boys and Girls Club, Junior Giants, Sunday Streets.</li> </ul>
2010	<ul style="list-style-type: none"> <li>SFDPH runs NYC's <i>Pouring on the Pounds</i> campaign on MUNI buses.</li> <li>Mayor Newsom signs Executive Directives: Healthy &amp; Sustainable Foods and Healthy Vending.</li> <li>Soda Free Policies: SF Recreation and Parks, Bay Area SCORES, Kai Ming Head Start.</li> </ul>
2011-12	<ul style="list-style-type: none"> <li>Bay Area partners launch <i>Potter the Otter</i>.</li> <li>SUSF provides technical assistance to youth-serving organizations to develop healthy beverage policies.</li> </ul>
2013	<ul style="list-style-type: none"> <li>Soda Free Policies: YMCA of SF, Bayview Hunters Point Foundation, Children's Council of SF.</li> <li>Metta Fund awards SUSF \$250K for awareness campaign and to develop phase 2 campaign.</li> <li>SUSF funds The Bigger Picture to develop sugary drink PSAs.</li> </ul>
2014	<ul style="list-style-type: none"> <li>SUSF launches Choose Healthy Drinks Campaign.</li> <li>SUSF launches Sugar Science trainings about health impacts of sugary drinks and industry tactics.</li> <li>56% of SF voters support a tax on sugary drink distributors. Berkeley becomes 1<sup>st</sup> city in US to pass a voter approved soda tax.</li> <li>Kaiser Permanente provides \$25K for Open Truth Campaign.</li> </ul>
2015	<ul style="list-style-type: none"> <li>Shape Up SF and partners launch the Open Truth Campaign.</li> <li>SF policymakers approve three groundbreaking policies to eliminate use of public 1) space for sugary drink ads and 2) dollars for sugary drinks purchase. 3) SF will also require warning labels on ads for sugary drinks.</li> <li>San Francisco General Hospital announces its campuses will be sugary drinks free</li> <li>UCSF announces its campuses Citywide will no longer serve or sell sugary drinks. UCSF is the 2<sup>nd</sup> largest employer in SF, has over 32k employees, 19 campuses and over 100 buildings in SF</li> <li>SUSF and Open Truth Partners receive funding from California Healthcare Foundation and A Small Planet for transcreation of Open Truth into Spanish.</li> <li>San Francisco is gifted Canzilla for community outreach and education.</li> </ul>



## Focus Area: Decreasing Consumption of Sugary Drinks

**HEADLINE INDICATOR:** Children and teens who consumed two or more glasses of soda or sugary drink yesterday

### BASELINE CURVE



Data source: California Health Interview Survey (2003, 2005, 2007, 2009, 2011-2012)

Respondents were asked: "Yesterday, how many glasses or cans of soda (such as Coke) or other sweetened drinks (such as fruit punch or Sunny Delight) did {you/he/she} drink? Do not count diet and sugar-free drinks." Asked of children 2 years or older and all adolescents.

### THE STORY BEHIND THE CURVE

Reducing sugary drink consumption is a key approach to reducing overweight/obesity and improving nutrition. Sugary drinks are the largest source of calories in the U.S. diet and account for almost half of all added sugars<sup>v,vi</sup>. Over-consumption of sugary drinks contributes to costly chronic diseases including obesity, type 2 diabetes, tooth decay, heart disease, stroke, and hypertension, among others<sup>vii,viii,ix</sup>. People in the U.S. consume far too much added sugar in their diets and San Franciscans are no different. When asked whether they had consumed two or more SSBs in the previous day, 17% of SF youth said they had (CHIS, 2009). Youth of color consume far more SSBs than their white peers with 34% Latinos and 24% Asian youth consuming two or more sugary drinks while only 4% of their white peers had.<sup>x</sup> Data for African American youth in SF are not available. However, African American youth in other counties have high rates of SSB consumption and have no reason to think that SF youth are different.

Individuals who drink one to two SSBs per day have 27% higher risk for developing type 2 diabetes, and 20% higher risk of developing metabolic syndrome.<sup>xi,xii</sup> Soda consumption nearly doubles the risk of dental caries in children<sup>xiii</sup>, and increases the likelihood of cavities in adults<sup>xiv</sup>.

The percentage of children and teens who had 2 or more glasses or cans of sugary drinks yesterday increased sharply between 2007 and 2009. Data from 2011-2012 is not statistically significant. While more recent CHIS data are not yet available, we hope to see a leveling off as Shape Up SF began working to





decrease sugary drink consumption in 2008 with the introduction of SF's first Soda Free Summer. We worked with a number of broad and far reaching organizations to create organizational wellness policies and provided technical assistance to policy makers for legislative opportunities to decrease consumption of sugary drinks at the population level. In 2014, Shape Up SF launched the Choose Healthy Drinks campaign, and an evaluation found that it was highly effective. The majority of respondents who saw the ads said they were likely to change their behaviors as a result of seeing the ads: 62% of respondents who drank SSBs reported being likely or very likely to reduce the number of sodas or other sugary drinks they drink per day; 74% of respondents who drank SSBs reported being likely or very likely to drink more healthy drinks like water or milk, instead of sugary drinks; and 82% of respondents reported being likely or very likely to tell their family and friends to cut down on sugary drinks. In 2015, Shape Up SF, in partnership with The Bigger Picture, American Heart Association, and UCSF, launched a counter-advertising campaign, Open Truth, to call attention to the industry's role in the chronic disease epidemic that is scientifically linked to and fueled by the sugary drink industry.

San Francisco has made great strides to decrease sugary drink consumption. In 2014, a 2 cent per ounce excise tax was proposed on the November ballot. Receiving 56% of the vote, it did not meet the 66% threshold needed to dedicate the revenue to specific programs. However, it elevated the conversation about sugary drinks and their role in fueling chronic diseases, especially among low income communities of color, the same populations that the industry targets; and paved the road for SF to sign into law a trio of policies that will prohibit use of city funds on sugary drinks, advertising sugary drinks on city-owned property, and to add a warning label to sugary drink advertisements. Most recently, Shape Up SF has been funded to do a transcreation of the website and Open Truth campaign elements and continues to seek funding to share the campaign in communities most impacted by chronic disease.

#### **Focus Area: Decreasing Consumption of Sugary Drinks**

**Headline Indicator:** Percent of San Franciscans consuming 1 or more sugary drinks a day.

<b>STRATEGY</b>		<b>PERFORMANCE MEASURE</b>
<b>Identify, support and implement policy, systems and environmental changes to decrease sugary drink consumption</b>		<b># of policies implemented</b>
<b>ACTIVITIES</b>	<b>ACTION STEPS</b>	<b>PARTNERS</b>
<b>Warning labels/signage at point of sales, on store shelves, or on advertisements</b>	<b>Support Sup Wiener proposal</b> <b>Support state/federal level</b> Provide testimony, letters of support, etc.	Policymakers, UCSF
<b>Procurement policies</b>	<b>Support Sup Mar proposal to limit sugary drink purchases using city funds/on city property</b> Provide testimony, letters of support, etc.	UCSF, Policymakers, City Contracts



<b>Limit marketing where children congregate</b>	<b>Support Sup Cohen proposal to ban advertising on city property.</b> Provide testimony, letters of support, etc.	Policymakers, UCSF
<b>Organizational wellness policies</b>	Support organizations to develop wellness policies <ul style="list-style-type: none"> <li>- Conduct organizational assessment</li> <li>- Develop wellness policy to meet org needs</li> <li>- Support passage of policy at agency board meeting</li> <li>- Support implementation of policy at agency</li> </ul>	CBOs, hospitals, businesses, BANPAC, SFHIP, YMCA
<b>Prohibit sugary drink vending on city property</b>	<ul style="list-style-type: none"> <li>- Enforce Executive Directives on Healthy and Sustainable Food and Healthy Vending.</li> <li>- Work with legislators to consider legislation</li> </ul>	UCSF, policy makers, Health Service System, SFGH/LHH
<b>Increase water access in neighborhoods with disproportionate chronic disease prevalence</b>	Partner with PUC to assess public water station placement	UCSF, PUC, SFUSD, SFUSD, SF Health Equity/ Parity Coalitions
<b>Other</b>	<b>Work with legislators to consider legislation</b> <ul style="list-style-type: none"> <li>- Explore options to address hazards posed by energy, sports and coffee drinks</li> <li>- Eliminate free refills at restaurants</li> <li>- Age restrictions on purchasing energy drinks</li> <li>- Address impact of ordinance banning sale of bottled water at events on city property.</li> <li>- Promote development and adoption of healthy checkout policies</li> </ul>	Policymakers

STRATEGY		PERFORMANCE MEASURE
<b>Identify, support and implement awareness, education and promotion activities to decrease sugary drink consumption</b>		# people reached
<b>ACTIVITIES</b>	<b>ACTION STEPS</b>	<b>PARTNERS</b>
<b>Support ongoing education and awareness of sugary drink policies (new and old)</b>	<ul style="list-style-type: none"> <li>- Provide info sheets, training on new legislation to support education/enforcement as appropriate</li> <li>- Distribute and promote Choose Healthy Drinks and Open Truth posters to all partner organizations and CBOs.</li> </ul>	Hospital Council, SFHIP



<b>Support Community Action for sugary drinks</b>	<ul style="list-style-type: none"> <li>- Implement Rethink Your Drink train the trainer workshops (Sugar Savvy, Sugar Science, Open Truth)</li> <li>- Provide technical assistance to support policies to decrease sugary drink consumption (organizational, city, state, etc)</li> <li>- Engage trained organizations/participants in mural designs and production</li> <li>- Offer \$50K grants for an 2 year cycle during which organizations conduct community based participatory research on sugary drink impacts in their communities; identify policy solutions (with TA from DPH); work to implement policy solutions</li> <li>-</li> </ul>	UCSF, The Bigger Picture, American Heart Association, YMCA SF, SFUSD, Dunk the Junk, Open Truth Partnership, SFHIP
<b>Implement public education/awareness campaigns</b>	<ul style="list-style-type: none"> <li>- Implement Open Truth Campaign</li> <li>- Murals – engage organizations and community in mural design and production. Mural</li> <li>- CANZILLA</li> <li>- Build community capacity for disseminating Sugar Science curriculum</li> </ul>	Youth engaging organizations, UCSF, AHA, YMCA SF, BANPAC, SFHIP, Dunk the Junk, TCE , SF Health Equity/ Parity Coalitions
<b>Integrate sugary drink reduction efforts in healthy retail work.</b>	To come	TL Healthy Corner Store Coalition, TLHIP, Food Guardians, Bayview HEAL Zone



## SHAPE UP SF COALITION'S ROADMAP TO HEALTHY EATING & ACTIVE LIVING

**Mission:** To convene partners for greater collective impact in order to create equitable and sustainable environments, systems and policies that promote healthy eating and active living across the lifespan in San Francisco.

**Vision:** All San Franciscans have access to healthy eating & active living where they live, work, learn & play.

**Values:** Prevention, Social Justice, Diversity





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- <sup>ii</sup> Center for Disease Control and Prevention. *The Power of Prevention: Chronic disease... the public health challenge of the 21<sup>st</sup> century*. 2009. <http://www.cdc.gov/chronicdisease/pdf/2009-power-of-prevention.pdf>
- <sup>iii</sup> <http://www.cdc.gov/chronicdisease/overview/>
- <sup>iv</sup> Harder and Co. Community Research. Community Health Status Assessment: City and County of San Francisco. 2012. <https://www.sfdph.org/dph/files/chip/CommunityHealthStatusAssessment.pdf>
- <sup>v</sup> Guthrie JF, Morton JF. Food sources of added sweeteners in the diets of Americans. *Journal of the American Dietetic Association* 2000;100(1):43-51.
- <sup>vi</sup> United States Department of Health and Human Services, U. S. Department of Agriculture. Dietary Guidelines for Americans, 2010.
- <sup>vii</sup> Sohn W, Burt BA, Sowers MR. Carbonated Soft Drinks and Dental Caries in the Primary Dentition. *J Dent Res*. 2006; 85(3): 262–266.)
- <sup>viii</sup> American Heart Association. Drinking sugar-sweetened beverages daily linked to diabetes, cardiovascular disease, increased healthcare costs. March 5, 2010. [americanheart.mediaroom.com/index.php?s=43&item=976](http://americanheart.mediaroom.com/index.php?s=43&item=976) Accessed: August 3, 2010.
- <sup>ix</sup> Malik VS, et al. Sugar-sweetened beverages, obesity, type 2 diabetes mellitus, and cardiovascular disease risk. *Circulation* 2010; 121:1356-64.
- <sup>x</sup> <http://www.healthmattersinsf.org/modules.php?op=modload&name=NS-Indicator&file=indicator&iid=7548591>
- <sup>xi</sup> Metabolic Syndrome= clustering of metabolic risk factors that increase the risk for heart disease. Grundy SM et al. Definition of Metabolic Syndrome: Report of the National Heart, Lung, and Blood Institute/American Heart Association Conference on Scientific Issues Related to Definition. *Circulation*. 2004; 109: 433–438.
- <sup>xii</sup> Malik VS, et al. Sugar-Sweetened Beverages and Risk of Metabolic Syndrome and Type 2 Diabetes. *Diabetes Care*. 2010; 33:2477–2483.
- <sup>xiii</sup> Sohn W, Burt BA, Sowers MR. Carbonated Soft Drinks and Dental Caries in the Primary Dentition. *Dent Res*. 2006; 85(3): 262–266.
- <sup>xiv</sup> Heller, K.E., Burt, B.A., and S.A. Eklund. “Sugared Soda Consumption and Dental Caries in the United States.” *Journal of Dental Research*. 2001; 80; 1949.