

SHAPE UP SAN FRANCISCO

2015 year in review

The **truth** is: 2015 was a great year for healthy eating and active living. It started with the launch of our Open Truth Campaign, which opened doors and paved the way for new partnerships and exciting victories against Big Soda. SUSF released our 3 year strategic plan to guide us in our efforts to transform communities through collective impact and chronic disease prevention. 2015 ends with us saying thank you to Bea for serving as our fearless and beloved Co-Chair. We wish her luck in her graduate studies, but know that her heart and soul remain with SUSF. Thank you to our partners because it is together that we make the healthy choice the easy choice. *Chuck Collins, Shape Up SF Coalition Co-Chair*

2015 was a year of big changes for sugary drinks on both the national and local levels. Marion Nestle released *Soda Politics*, an exposé on Big Soda's tactics; the documentary, *Sugar Coated*, revealed sugar industry tactics; and investigative reporting by the New York Times and the AP exposed Coca-Cola's "selfish giving". The Global Energy Balance Network (funded by Coca-Cola), promoted the idea that physical inactivity, not poor diet, was primarily responsible for the obesity epidemic. GEBN was shut down after only 4 months.

In San Francisco, SUSF led a partnership to launch the **Open Truth (OT) Campaign** to raise awareness about the health impacts of sugary drink consumption, expose industry tactics, and inspire policy change. Through its website, transit ads (on Bart, MUNI, AC Transit) and billboards in the Bayview, the OT Campaign had an estimated **29,888,876** media impressions, not including the social media campaign on Facebook, Twitter and Instagram. SUSF brought the OT Campaign to every Sunday Streets event; presented at the Childhood Obesity Conference; developed an interactive workshop, and trained partners and community health workers about sugary drinks and Big Soda tactics. In 2016, OT will be available in Spanish. #opentruth www.opentruthnow.org

The California Endowment generously gifted Canzilla to the Open Truth Partnership. Canzilla is a 20-ft inflatable can with Type 2 Diabetes in Coca-Cola script and a warning label that drinking beverages with added sugar(s) contributes to obesity, diabetes and tooth decay. Canzilla has made numerous appearances throughout San Francisco and the Bay Area as a result.

The **OT Partnership** is a collaboration between SUSF, The Bigger Picture, Community Engagement and Health Policy Program of UCSF's Clinical and Translational Science Institute, Alameda County Department of Public Health, Sonoma County Department of Health Services, the Latino Coalition for a Healthy California, California Healthcare Foundation, and the American Heart Association Greater Bay Area Division.

San Francisco State University students, led by the Real Food Challenge, successfully won their battle to keep Big Soda from entering into a pouring rights contract and having a beverage monopoly and significant marketing presence on campus. SFSU remains the only CSU in the system that does not have a pouring rights contract.

SFDPH Director Barbara Garcia issued a directive that sugary drinks are not allowed for any event led by DPH or on DPH property; or to be paid for with DPH funding. Zuckerberg **SF**



General Hospital also adopted a groundbreaking sugar-sweetened beverage free policy in the fall.

SF Board of Supervisors Cohen, Mar and Wiener introduced three landmark policies to reduce sugary drinks impacts on SF: Mandating warning labels on SSB ads in SF; Prohibiting SSB ads on public property; and Prohibiting use of City funds for purchases of SSB.

The **San Francisco Health Improvement Partnership (SFHIP)** made progress on collective efforts to reduce sugary drink consumption in SF with its members working to adopt healthy beverage organizational policies, beginning with Horizons Unlimited and UCSF (across 19 campuses). SFHIP is providing technical assistance to other hospitals and organizations hoping to do the same. SUSF has been a key partner in these efforts, and SFHIP is partnering with local Health Equity/Parity Coalitions to do community-based education. Building on lessons-learned from community focus groups, SFHIP is also partnering with SUSF, the Health Equity/ Parity Coalitions, Supervisor Eric Mar's office and the SFPUC to expand access to and promote clean public drinking water. In December, SF celebrated the first of over a dozen new bottle-filling stations that will be equitably distributed across SF. These "fountains of youth" are the next phase in SF's goal of 100 new public bottle-filling stations.

The Bigger Picture (TBP) had a busy year as they worked to end type 2 (T2) diabetes in young people through youth poetry, conversations, and interventions that address the inequalities and environmental forces that drive this epidemic. TBP conducted 10 school visits throughout the Bay Area to teach over 2,000 high schoolers and hundreds of educators about T2 diabetes and its social determinants. Due to their hard work, TBP has garnered national attention and recognition: they were featured in the documentary *In Defense of Food*, and their campaign messaging has now been adopted by three Bay Area county health departments.

Crossfit joined SUSF's efforts in the fight against Big Soda. They organized a nine-district educational tour across California in preparation for the reintroduction of the state warning label for sugary drinks.

The **Bay Area Nutrition and Physical Activity Collaborative** is refocusing its collective impact to tackle policies and environments to decrease consumption of sugary drinks. Elizabeth Velten from CCPHA and SUSF's own **Marianne Szeto** were chosen as chair and vice-chair for the leadership council as BANPAC embarks on this new effort. www.banpac.org



HealthyRetailSF (HRSF), in collaboration with the **Tenderloin Healthy Corner Store Coalition** and the **Bayview HEAL Zone**, redesigned 4 stores: Daldas Grocery, Amigo's Market, Friendly Market, and Mid City Market. Partnering with the Cooking Matters Program, trained community advocates are now leading resident shopping tours of the redesigned stores. In addition, HRSF hosted both a local Merchant and Bay Area Healthy Retail Convening to provide over 75 store owners with a space to come together, provide feedback, and network. The HRSF Program will continue to accept applications for new store redesigns in 2016 and incorporate a multi-tiered approach to offer resources to stores throughout SF.

2015 held many surprises and opportunities for the **Bayview HEAL Zone** (BVHZ). BVHZ offered mini grants and celebrated another successful Healthy Heroes event. BVHZ also gained momentum with Healthy Retail and developed a more robust program that highlights the work of the corner stores. We were sad yet proud that **Kenneth Hill** moved on to the Hunters Point Family as Deputy Director of Environmental Programs. BVHZ will be working closely with the Hunters Point Family on The Healthy Bayview Initiative, designed to increase food access and create a self-sustainable food system that provides jobs and produce to the community.

Kaiser Permanente (KP) is furthering the goals of SUSF through Community Benefit grants to promote Healthy Eating and Active Living. These 2015 grants support: teen and adult health promoters to teach the Cooking Matters series, increasing use of the Sunnysdale Food Pantry, rewarding child care providers that adopt evidence-based nutrition and activity practices, providing garden-based education for elementary students, redesigning inner city stores to offer healthier options, providing supervised soccer play for Tenderloin kids and baseball for Western Addition kids, encouraging middle school girls to run with women who love it, providing physical activity in the form of yoga for boys at Juvenile Hall, and increasing activity and strength for frail seniors. KP renewed support for the BVHZ and is working with BANPAC to help our 2016 grantees develop healthy food and beverage policies for clients and staff. www.kp.org

Children's Council of San Francisco was one of 16 honorees – and the only one from the Bay Area—to be recognized as a national leader in the fight against childhood obesity by Let's Move! Child Care. www.childrenscouncil.org



The **SF Safe Routes to School** Partnership was awarded \$2.8M to continue the program through Aug 2019. 91 schools and over 6K people participated in SF's 6th annual Bike & Roll to School Week in April. A record 95 schools and 14K students participated in Walk & Roll to School Day where the US Surgeon General joined Mayor Lee, other city officials, students and their families at the media event at Spring Valley Science Elementary School. As a result, SRTS has documented increases in walking at 28% and biking at 32% of participating schools. www.sfsaferoutes.org

The **PE Advocates** continue to elevate the value of PE across SFUSD and advocate for equitable access to PE. PE Advocates have renewed their work in partnership with the American Heart Association and beginning in 2016 with funding from Kaiser Permanente, the PE Advocates will turn focus on parent outreach as a means to further improve PE in elementary schools. www.pe4sf.org

In partnership with the Health Service System (HSS), SUSF launched its 8th and final **Walking Challenge**. The Challenge has continued to motivate participants to increase their physical activity levels since 2007. Over 100 teams completed the challenge of virtually "walking" the coastline of California. HSS has adopted the Challenge as part of their physical activity programming. Visit www.myhss.org for info.

Tens of thousands of Bay Area residents enjoyed playing in the open streets with their friends, family and community at **Sunday Streets**. Sunday Streets, DPH, 400+ volunteers, 300+ activity partners, and 30+ sponsors hit the streets throughout the season to bring vital outdoor space to some of SF's most congested and underserved neighborhoods.

The **San Francisco Bicycle Coalition** taught over 200 children the joy of biking at their popular Freedom from Training Wheels workshop, present at every Sunday Streets event in 2015. sfbike.org/family

The **SFUSD** Board of Education unanimously approved a new wellness policy that once again puts SF on the leading edge for student health. In addition to updated nutrition guidelines, the policy protects opportunities for PE and physical activity such as prohibiting the disciplinary practice of "benching" students at recess and prioritizing the use of black top for students' physical activities.

Thank you to our strategic partners:

