



A Decade of Collective Impact to Make the Healthy Choice the Easy Choice

The Mayor's Challenge: Shape Up San Francisco was created in 2006 to respond to growing levels of chronic disease, especially in San Francisco's low-income communities and communities of color.

Over a ten year period, Shape Up SF adopted far-reaching environmental strategies in partnership with local neighborhoods and communities to create a city where healthy opportunities and choices became the norm. While more ambitious and time demanding than traditional public health approaches, Shape Up SF's innovative strategies have led to sustainable and targeted changes that support a local culture of health in San Francisco communities.

ACCESS TO HEALTHY FOODS:

- Established a foundation for a citywide healthy retail program to support the sale of fresh produce in retail outlets, especially in low-income communities
- With Healthy Retail SF, nine stores redesigned to include fresh produce, resulting in an average sale of 11,000 pieces of produce monthly
- 27,000 city and county employees impacted by new full-fledged worksite wellness program



INCREASED PHYSICAL ACTIVITY:

- 500% increase in PE specialists with an emphasis on ensuring the equitable distribution of PE teachers in schools of highest need
- 35 schools have adopted Safe Routes to School, leading to a 41% increase in walking and 59% increase in biking among students at those schools

REDUCED CONSUMPTION OF SUGARY DRINKS:



475,000

San Franciscans drinking less sugary drinks due to wellness policies implemented by Shape Up SF partners

- 475,000 San Franciscans are impacted annually by wellness policies to drive down consumption of sugary drinks
- Two key policies were passed prohibiting use of city funds and requiring warning labels on sugar-sweetened beverage ads
- Over 1 billion media impressions from campaigns to reduce sugary drink consumption



stores redesigned, now selling over 11,000 pieces of produce

500%

increase in Physical Education teachers in the San Francisco Unified School District



59% increase in biking at schools participating in Safe Routes to Schools



41% increase in walking at schools participating in Safe Routes to Schools