

# SHAPE UP SAN FRANCISCO

10 YEAR ANNIVERSARY



San Francisco Giant's very own, Lou Seal, supports **open truth**, a counter-advertising campaign exposing the tactics of the sugary drinks industry which targets young people and communities of color to increase profits and brand loyalty. [www.opentruthnow.org](http://www.opentruthnow.org)

Zuckerberg San Francisco General Hospital, Summerfest 2016

# SHAPE UP SAN FRANCISCO

## 10 YEAR ANNIVERSARY



Livable City awarded the Shape Up San Francisco Coalition a 2016 Livability Award. Shape Up SF was the presenting sponsor for Sunday Streets in 2008 and continues to support the beloved event that brings tens of thousands of people out to play safely on our city streets. [www.sundaystreetssf.com](http://www.sundaystreetssf.com)

2016 Livability Awards, July 2016



# SHAPE UP SAN FRANCISCO

## 10 YEAR ANNIVERSARY



Shape Up SF supported the efforts of the San Francisco State University's Real Food Challenge students to successfully end the university's contract negotiations for pouring rights. SFSU remains the *only* CSU in the state without a pouring rights contract.

San Francisco State University, October 2015



# SHAPE UP SAN FRANCISCO

## 10 YEAR ANNIVERSARY



Canzilla is a 20 foot tall can of soda with Type 2 Diabetes and a warning label, and was generously gifted to Shape Up SF by The California Endowment. Canzilla always draws a crowd at the many community events in which Shape Up SF participates.

Sunday Streets in the Mission, October 2015



# SHAPE UP SAN FRANCISCO

10 YEAR ANNIVERSARY



San Francisco made history in July 2015 when SF Board of Supervisors passed a law to require warning labels on sugary drink advertisements. Shortly after Mayor Ed Lee signed this legislation into law, the American Beverage Association, the California Retailers Association, and the California State Outdoor Advertising Association sued the City and County of San Francisco to stop the implementation of the law. It is currently being defended in court by the City Attorney.

Sunday Streets in the Mission, October 2015



# SHAPE UP SAN FRANCISCO

## 10 YEAR ANNIVERSARY



The SF Safe Routes to School Partnership was honored to welcome the U.S. Surgeon General, Vivek Murthy, as a special guest at our 2015 Walk and Roll to School Day celebration at Spring Valley Elementary. A record setting 95 schools and over 14,000 students participated. The event concluded with Surgeon General Murthy urging everyone to “Step It Up!” by walking more and working to make communities walkable.

Walk and Roll to School Day, October 2015



# SHAPE UP SAN FRANCISCO

## 10 YEAR ANNIVERSARY



Students at Fairmount Elementary Rethink their Drink after learning how many added sugars are in some popular drinks. In August 2016, the American Heart Association issued strong new recommendation that children should consume less than 25 grams of added sugars daily. One can of soda has about 40 grams of added sugar.

Fairmount Elementary, November 2010



# SHAPE UP SAN FRANCISCO

10 YEAR ANNIVERSARY



Canzilla's first appearance at Sunday Streets was in August 2015. Standing 20 feet tall, Canzilla sure makes an impression and gets lots of people to stop, ask questions, give opinions, take photos with it, and learn more about how sugary drinks are making us sick and how industry targets youth and communities of color for profits. [www.opentruthnow.org](http://www.opentruthnow.org)

Sunday Streets in the Tenderloin, August 2015



# SHAPE UP SAN FRANCISCO

## 10 YEAR ANNIVERSARY



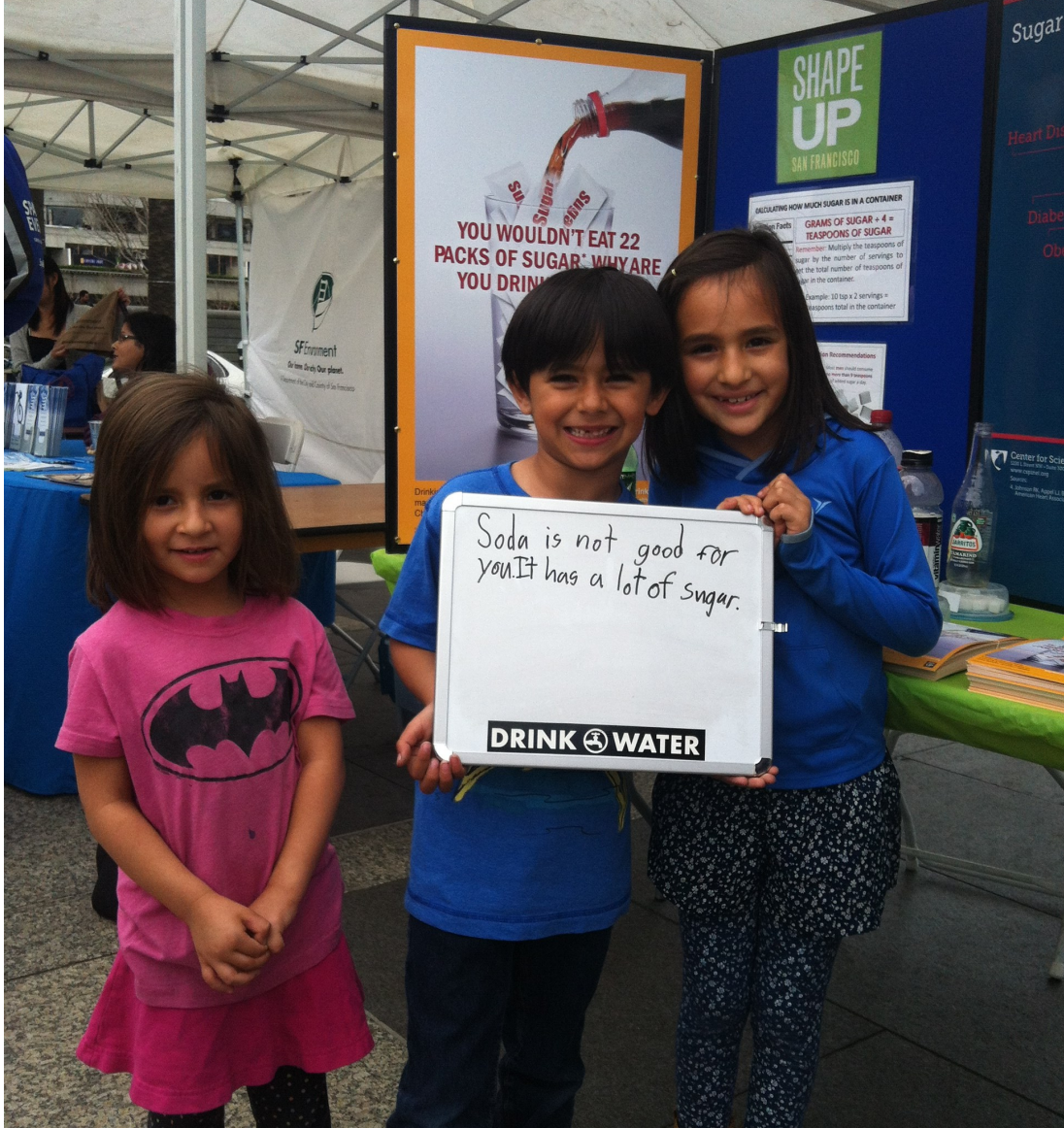
Thanks to UC Berkeley Public Health Team led by Hannah Thompson, we learned that as a result of seeing the Choose Healthy Drinks (“sugar pack”) ads:

- 48% reported being likely or very likely to reduce the number of sodas or other sugary drinks they drink per day;
- 62% reported being likely or very likely to drink more healthy drinks like water or milk, instead of sugary drinks; and
- 74% reported being likely or very likely to tell their family and friends to cut down on sugary drinks.

Arbor Day, March 2014

# SHAPE UP SAN FRANCISCO

## 10 YEAR ANNIVERSARY



With generous funding by Metta Fund, Shape Up SF ran the Choose Healthy Drinks “sugar packs” ads on Muni buses, in transit shelters, at corner stores, as well as on a handful of large billboards primarily in the Tenderloin, Mission, Bayview, and Excelsior neighborhoods.

Sunday Streets Embarcadero, March 2014



# SHAPE UP SAN FRANCISCO

## 10 YEAR ANNIVERSARY



Jennifer Siebel Newsom reads to children at the launch of *“Drink Water!” Said the Otter*. Shape Up SF led the development of sugary drink educational materials for 0-5 age group thanks to funding from First 5 San Francisco and distributed 25,000 books and toolkits to San Francisco pre-k and kindergarten classes. Two years later, *Potter the Otter* launched, thanks to funding from First 5 of Santa Clara.

Holy Family Day Home, July 2009

# SHAPE UP SAN FRANCISCO

10 YEAR ANNIVERSARY



Shape Up Bayview Hunters Point (BVHP) was the predecessor for the Bayview HEAL Zone. Funded by Kaiser Permanente, Shape Up BVHP worked with Bret Harte Elementary students in both their school garden and at the DoubleRock garden to create a healthy eating and active living environment in the Bayview Hunters Point neighborhood. By planting and nurturing a garden, students learned about nutrition and eating the healthy, nourishing food they grew.

Shape Up Bayview Hunters Point, July 2009



# SHAPE UP SAN FRANCISCO

## 10 YEAR ANNIVERSARY



Shape Up SF was the presenting sponsor for Sunday Streets in 2008 and continues to be a part of this beloved event that brings tens of thousands of people out to enjoy car-free streets for physical activity. Evaluation results show that Sunday Streets offers important opportunities to meet physical activity guidelines. Today, Livable City runs 8-10 monthly Sunday Streets events annually.

Inaugural Sunday Streets on the Embarcadero, 2008

# SHAPE UP SAN FRANCISCO

## 10 YEAR ANNIVERSARY



SFUSD, UCSF and the Shape Up SF were selected to win the 2012 Excellence in Partnership Award in the UCSF Student-Community Category for the Physical Education Partnership from the University Community Partnerships Program. The Shape Up SF convened the PE Advocates to promote PE and funded UCSF to conduct a key study documenting the state of PE in SFUSD in 2010. As a result of this work, there has been a 500% increase in PE Specialists with an emphasis on ensuring the equitable distribution of PE teachers in schools of highest need.

UCP Partnership Award, November 2012



# SHAPE UP SAN FRANCISCO

## 10 YEAR ANNIVERSARY



Safe Routes to School collects data at the start and end of each school year to determine whether the year's activities had an impact on how students get to and from school. In this photo, a fifth grader from Grattan Elementary is applying the data that was collected into a math lesson. In 2012, Grattan's data showed an 8.5% decrease in single family vehicle use and a 4.5% increase in the number of students walking and biking to school!

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

Grattan Elementary, Safe Routes to School Travel Tally, 2012

# SHAPE UP SAN FRANCISCO

## 10 YEAR ANNIVERSARY



Shape Up SF was the presenting sponsor of Sunday Streets in 2008 and was proud to be honored along with the Mayor's Office, Livable City, YMCA of SF, and others by the San Francisco Bicycle Coalition at the 17th annual Golden Wheel Award for our work opening streets to healthy activity.

Golden Wheel Awards, May 2009



# SHAPE UP SAN FRANCISCO

10 YEAR ANNIVERSARY



Cheryl Burke Dance celebrated the grand opening of their San Francisco studio with a fundraiser to benefit Shape Up San Francisco. Shape Up SF staff were honored to meet Cheryl Burke and some of the stars from that season including her dance partner, Cristian de la Fuente, host Tom Bergeron, Jerry Rice, and Drew Lachey.

Cheryl Burke Dance Studio, February 2009

# SHAPE UP SAN FRANCISCO

10 YEAR ANNIVERSARY



Thousands of people participated each year in Shape Up SF's Walking Challenge, which was recognized by the National League of Cities as a model program to encourage physical activity in 2009.

2010 Shape Up SF Walking Challenge