



# SHAPE UP SAN FRANCISCO

## 2016 YEAR IN REVIEW

While 2016 will forever stick in our collective memory for dramatic shifts in the direction of our country, it will also be a memorable year because we took a look at our collective successes to prevent chronic disease in San Francisco. We took the opportunity to chart a bold course for the future at Shape Up SF's 10 year anniversary celebration. Our expert panelists helped propose a beautiful, collective vision of an equitable San Francisco where we invest in housing, educational opportunities, healthy food, opportunities for joyful physical activity and equitable access to life-giving water for all. Panelists challenged us as individuals and systems to do better, to be bold, and to be allies to those most vulnerable. While we can anticipate the potential for new resources to do this with revenue from the hard fought Soda Tax battle, we must do more to protect funds for chronic disease prevention, and more importantly, to challenge the systems that make healthy eating and active living feel like an unimportant luxury rather than a fundamental right and need. Now more than ever, we must ensure that food security is as important as eating healthy; and that active living doesn't mean living from a shopping cart. As we enter the new year, we invite you all to stand strong with Shape Up San Francisco to ensure health equity for all San Franciscans, as part of a broader commitment to social justice for all.

*Roberto A. Vargas, Shape Up SF Co-Chair*

2016 was a big year for Shape Up SF. In addition to celebrating our 10 year anniversary, Shape Up SF was recognized for our work by SF leaders.

In June, Livable City presented a **2016 San Francisco Livability Award** to the Shape Up SF Coalition for our work to decrease sugary drink consumption, increase physical education, increase walking and biking to school and our work to launch and support Sunday Streets.

In October, Shape Up SF celebrated our 10 year anniversary at the San Francisco War Memorial's Green Room. Sandra Hernandez, M.D., California Health Care Foundation's Executive Director, inspired all with a powerful call to be bold and stand up for health equity during her keynote address. Attendees listened to healthy eating and active living champions as they highlighted our collective successes and challenged us with a vision for the future. A special thank you to all of our partners for working to make the healthy choice the easy choice.

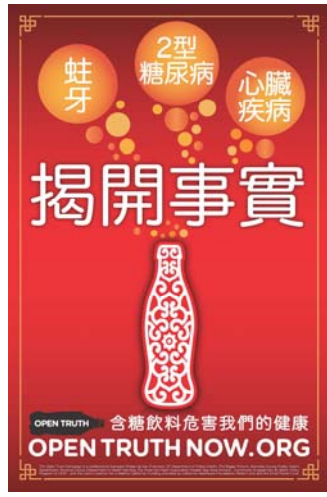
As part of the 10 year celebration, Shape Up SF sponsored San Francisco's first ever **HEAL Week** with mini-grants for community organizations to host activities and events that promote Healthy Eating and Active Living (HEAL). Together, these activities reached over 1,200 San Franciscans. Thank you to all the organizations who participated: Danza Azteca Xitlalli, Urban Sprouts, SF-Marin Food Bank, Good Samaritan, Bicis del Pueblo, 18 Reasons, Tenderloin Healthy Corner Store Coalition, Tenderloin Safe Passage, SF Senior Center, Curry Senior Center, and Little Brothers/Friends of the

Elderly. Thank you to our sponsors: **Kaiser Permanente, UCSF, YMCA of SF, American Diabetes Association, Hospital Council of Northern & Central California, Hint, and the SF Department of Public Health.**

In December, the Board of Supervisors, led by Supervisor Eric Mar, presented a **special commendation** to members of the Shape Up SF Steering Committee for our decade of work to make the healthy choice the easy choice. According to Supervisor Mar, Shape Up SF has "steered our City towards some of the most progressive and impactful public health policies in the country!" We'll miss Supervisor Mar's tireless efforts to improve health equity when he leaves office.

**Kaiser Permanente (KP)** is committed to Total Health, which means supporting healthy eating and active living initiatives to prevent chronic disease. That's why KP has been a strategic partner and funder of Shape Up SF since 2006. In addition to being the major sponsor of our 10th Anniversary, KP SF provided Community Benefit grants to support: food justice leaders and youth advocates to promote healthy retail and cooking classes in the Tenderloin; a multi-generational, culturally competent plant-based cooking program in Chinatown; garden-based education for students; nutrition programs for immigrant families in the Excelsior; after-school soccer to elementary school students in the Tenderloin; regular yoga classes as physical activity for boys at Juvenile Hall; clinic-to-community referrals in the form of activity prescriptions; after-school Kung Fu and soccer programs in Potrero Hill; and training for parents to advocate for full PE programs in elementary schools.

SHAPE UP SAN FRANCISCO: 2016 IN PHOTOS



## SUGARY DRINKS & WATER

2016 proved to be a standout year for the movement to decrease consumption of sugary drinks.

In July, **Philadelphia** passed landmark legislation to place a 1.5¢ per oz. excise tax on distributors of drinks with added sweeteners (diet drinks included) to fund early childhood education and parks. In November, **Boulder, Colorado** passed a 2¢ per oz. tax on sugary drinks, and all three Bay Area cities (**SF, Oakland, and Albany**) passed 1¢ per oz. excise taxes on distributors of sugary drinks to support programs that prevent chronic disease. Two days after the election, **Cook County/Chicago**, became the largest locale (with 5 million residents) to pass a sugary drink excise tax expected to raise \$224M annually.

SF continued to defend our legislation for warning labels on sugary drink ads and expects the lawsuit will be resolved in 2017. Shape Up SF partnered with SFHIP to support health equity coalition members educate their constituents about sugary drinks. **NICOS Chinese Health Coalition, Rafiki and CARECEN** successfully engaged in grassroots education and advocacy about sugary drinks in 2016, and hope to continue supporting these efforts in the future. NICOS helped adapt the Open Truth poster for the Chinese community. With funding from The California Endowment, NICOS expanded its outreach, awareness and education by creating a bilingual flyer on the health impacts of sugary drink consumption and co-organizing the 21<sup>st</sup> Annual Chinatown Community Health Fair with the theme “Less Sugar, Sweeter Life.”

**The Bigger Picture** (TBP) continued to work towards their goal of ending Type 2 Diabetes in youth by engaging 5,000 public high school students through school assemblies. TBP has garnered recognition on major outlets through their 23 powerful award-winning films. Through youth poetry and spoken-word films, TBP has instigated social action around the inequalities that underlie the epidemic.

Shape Up SF partnered with **SFHIP, the City and County of SF, and SF Public Utilities Commission** to ensure equitable access to public sources of clean drinking water they can trust, and resources about why they should drink it. The partnership secured 19 hydration stations to be installed in the public realm, and 34 to be installed in schools across the City by the end of February 2017. SFPUC is planning with several CBOs to support water promotion education in communities where consumption of public water is lowest. The education efforts will launch in early 2017.



## HEALTHY FOOD

Shape Up SF and partners increased sustainable access to healthy food in 2016.

The **Bayview HEAL Zone** (BVHZ) assessed community stores and will be sharing the feedback with merchants. They worked with mini-grantees to create and strengthen wellness policies and implement HEAL projects. The BVHZ team worked to activate local parks with movie nights throughout the year, building out the urban ag infrastructure with partners, working with schools to educate about sugary drinks and water and supporting walking school buses. Lastly, BVHZ is excited about the **Healthy Southeast (HSE) Coalition** (formerly SEFA/HEAL Zone), with Sara Brissenden-Smith at the helm.

**HealthyRetailSF** (HRSF), a partnership between SFDPH, Office of Economic Workforce Development, HSE Coalition and the Tenderloin Healthy Corner Store Coalition, redesigned two stores: Fox Market and Palou Market. Palou's Market was highlighted at a special event with speakers Mayor Ed Lee, Supervisor Mar, and SF Health Officer Tomas Aragon. Lee's Market in the Bayview, the first store to participate in a redesign, “graduated” from HealthyRetailSF, received a Certificate of Honor from Supervisor Cohen and the BVHZ. Seven HRSF stores are now collaborating with **EatSF** to accept free produce vouchers. The Bay Area Healthy Corner Stores Organizing Committee (formed last year as a result of a convening hosted by HRSF/SFDPH and SPUR), meets quarterly to foster regional collaboration.



## PHYSICAL ACTIVITY

Shape Up SF and our partners made many strides to increase opportunities and access for physical activity in SF.

**Uniting Parents for PE** (UPPE), funded by Kaiser Permanente, allowed Shape Up SF to work with BVHZ, **Healthy Hearts SF, and Coleman Advocates** to help parents become PE Champions. UPPE held workshops on why PE matters at four elementary schools in the southeast sector, engaging a total of 70 parents. UPPE created new outreach materials that incorporate student and parent messages and feature the diverse student population of Bret Harte Elementary. UPPE partners will continue to work with parents to share their message about why PE matters at their schools, across the district and in their communities.

**SF Safe Routes to School** (SF-SRTS) had an exciting year! In April, SF hosted the country's largest bike-to-school. Over 3,000 students and families from 83 schools participated. In October, SF celebrated the 20<sup>th</sup> anniversary of Walk & Roll to School Day with over 13,000 children and families from 95 schools! SF-SRTS serves nearly half of all elementary schools in SFUSD and reports the number of schools with increases in walking by 41% and biking by 59%. **Ana Validzic**, SFDPH's Safe Routes to School Manager, was awarded Walk SF's “Walk Star” award for her efforts to make San Francisco a safe and healthy place to walk and roll. Ana has ensured that the work is grounded in data, equity and effectiveness. Kudos to Ana!

During its 9<sup>th</sup> season, **Sunday Streets** opened over 20 miles of car-free streets for San Franciscans to get outside and be active. The eight events attracted an estimated 100,000 participants to the Bayview, Tenderloin, Western Addition, Excelsior, and neighborhoods across the City.

The **Recreation and Parks Department** (RPD) offered several free Wellness programs for kids and adults. Healthy Parks Healthy People offered free Saturday walks each month at Stow Lake, Herons Head, Lake Merced, and McLaren Park. The free weekly Zumba classes reached all districts across the city, serving nearly 1,000 people per week. In partnership with SFSU, RPD offered 100 Citizens Movement classes at the Minnie and Lovie Recreation Center in Oceanview. Mobile Recreation brings free outdoor activities including rock climbing, skating, biking and slack lining to 50 locations each year.

**HEAL** —Many of Shape Up SF's partners focus on both healthy eating AND active living. Here's to all of our collective successes in 2016 and to an even more successful 2017!

The **American Cancer Society** had a busy 2016 advocating for legislation to support healthy eating and physical activity including: *The Nutrition Incentive Matching Grant* Program in the Office of Farm to Fork, Department of Agriculture, to allow families to receive double their amount of food assistance when spent at farmers' markets. The *Active Transportation Program* (AB 32), to provide state funding to support active transportation, recreation projects, and infrastructure is critical to providing more opportunities for residents to be physically active and reduce their cancer risk. This year the governor and legislative leaders agreed to an expenditure plan for cap and trade proceeds that includes \$10 million for the Active Transportation Program.

For **Boys & Girls Clubs of San Francisco** (BGCSF), 2016 was a year of **Healthy Hearts, Healthy Clubs, and Healthy Staff!** BGCSF received a **Healthy Hearts SF** grant from the CDC's Racial and Ethnic Approaches to Health to create a toolkit to help afterschool programs promote Power Play, a policy that ensures about 2,000 youth get 30 minutes of daily, free, non-competitive physical activity. BGCSF also hosted a five-day workshop, which culminated in youth writing the lyrics and starring in a [music video about physical activity and nutrition](#). Highlights from their **Healthy Clubs** include a summer Sugar Science program at seven Clubhouses where SFSU students taught dental hygiene and nutrition activities to youth. BGCSF's Swim Academy flourished, with more than 1,000 youth participating in swimming programs, lessons or the Starfish Swim Team. In the spring, their **Healthy Staff** participated in The Presidio 10 and in the fall, they partnered with Leah's Pantry to launch Eat Fresh BGCSF!

The **Children's Council of San Francisco** joined Mayor Ed Lee, First 5 San Francisco, SF Department of Public Health, and SF Office of Early Childhood Education to recognize 16 child care sites with Healthy Apple Awards for their commitment to nutrition and physical activity. In partnership with Healthy Hearts SF, Healthy Apple developed a Physical Activity Toolkit to promote 60+ minutes of daily structured physical activity for children ages 0-5. Over 100 child care providers are supported through

workshops and receive technical assistance to create and implement nutrition and physical activity policies that help children develop healthy habits for life and make the healthy choice the easy choice. In addition, sponsorship of the Child and Adult Care Food Program ensured over 1.1 million healthy meals were served at family child care homes in 2016.

The **Central American Resource Center** (CARECEN) had a busy year fighting against type 2 diabetes, obesity, and early childhood caries through its diverse efforts including health education, monthly family-friendly physical activity field trips, and advocacy work to pass a tax on sugary drinks in SF. CARECEN's promotoras conducted over 100 health workshops and classes reaching nearly 200 Latino immigrant families. These workshops/classes included dance and movement, cooking, the importance of healthy eating and active living, dental hygiene and the benefits of fluoride varnish and more. CARECEN also took about 60 families on field trips promoting physical activity and family fun, including Park Presidio, Alcatraz Island, the Marin Headlands, Muir Woods, walking the Golden Gate Bridge, and other local parks and swimming pools. And finally, CARECEN partnered with the San Francisco Soda Tax Campaign to successfully pass a soda tax on sugary drinks that will help reduce purchases of sugary drinks and will support critical health focused programs like CARECEN's Health Promotion Program.

**Rafiki Coalition for Health and Wellness** (RCHW) brought many new offerings for 2016 to promote physical activity (PA), healthy eating, and emotional well-being and stress reduction. The Black Health & Healing Summit was themed *Black Health Matters: A Restorative Justice Conversation*. RCHW provided PA classes to housing developments and introduced the theme of 'Nia-Purpose' to their 90 Day "Passport to Wellness" Program. In addition to their PA programming, RCHW had an "Eat Well, Live Well" Chef present on the benefits of eating raw foods. 3rd Street Youth visited RCHW to discuss "Social Determinants of Health and Stress Reduction" and received an introduction to mindfulness based stress reduction techniques. RCHW's newest community support circle L.I.F.T. - Living Inspired for Today provided an opportunity to diagram family relationships and history. Drama Therapy was also added to RCHW's "Art and Healing" Series.