

Bayview HEAL Zone | 2012-2017

A look at success and challenges

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COMMUNITY HEALTH EQUITY
& PROMOTION



Bayview HEAL Zone Overview

- ▶ 5 years (2012-2017) and \$2M from **Kaiser Permanente** has resulted in important changes in environment, norms, and policies.
- ▶ Goal: Make visible changes that support healthy eating and physical activity.
- ▶ Leveraged over \$1M additional support/funding



Partners

- ▶ 3rd Street Youth Clinic
- ▶ Asian Community Garden
- ▶ BayCAT
- ▶ Bayview Opera House
- ▶ Bayview Hunters Point Foundation
- ▶ Bayview Senior Services
- ▶ BMAGIC
- ▶ Brown and Caldwell
- ▶ Causa Justa Just Cause
- ▶ City of Dreams
- ▶ Coleman Advocates for Youth
- ▶ Coleman Medical Center
- ▶ Cornerstone Church
- ▶ Department of Environment
- ▶ District 10 Supervisor Cohen's office
- ▶ DCYF
- ▶ Habitat for Humanity
- ▶ Healthy Hearts SF
- ▶ Hunters Point Family
- ▶ OEWD
- ▶ Parks 94124
- ▶ Poder
- ▶ Providence Baptist
- ▶ Lee's, Palou's, Friendly's Markets
- ▶ Metta
- ▶ MTA
- ▶ Northridge Community Gardens
- ▶ Our Lady of Lourdes
- ▶ Rafiki Coalition
- ▶ SF Bike
- ▶ SF Recreation and Park
- ▶ SFUSD - Carver, Bret Harte
- ▶ Safe Routes to School Partnership
- ▶ Transportation Authority
- ▶ UCSF
- ▶ Wholesale Produce Market
- ▶ Y
- ▶ Youngblood Coleman Sports

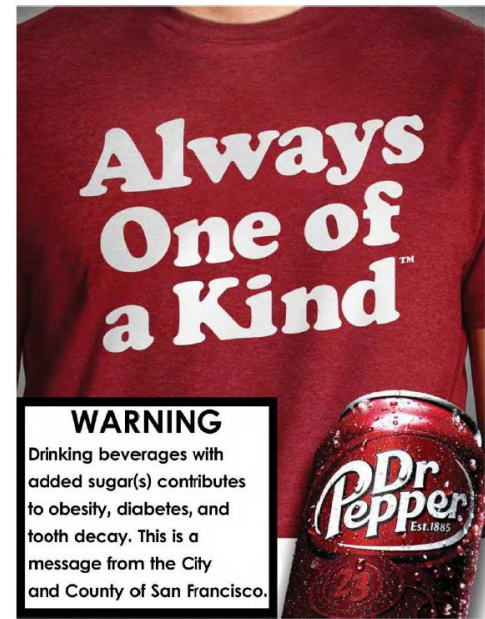
Policy, Systems and Environment Changes: Healthy Retail

- ▶ Healthy Retail
 - ▶ Served as proving ground for Healthy Retail SF Ordinance
 - ▶ Converted 5 BVHP stores (3 remaining)
 - ▶ Reaching 9500 people in the vicinity of stores
 - ▶ About 7000 units of produce sold monthly
 - ▶ Established foundation for citywide program
 - ▶ Between 2011 - 2014, half the corner stores improved ratings



Policy, Systems and Environment Changes: Sugary Drinks

- ▶ Sugary Drinks Legislation
 - ▶ Warning Label on SSB ads
 - ▶ Prohibition on General Fund for SSBs
 - ▶ Soda Fee on Distributors
- ▶ Organizational Wellness Policies
 - ▶ 13 BVHP grantees adopted policies to serve healthy food and beverages reaching hundreds of staff and program participants



Policy, Systems and Environment Changes: **Water**

- ▶ Water station at Carver
 - ▶ Reaches 350 students/families and staff annually
- ▶ Water station coming to MLK Park
- ▶ Water Station coming to BVHP Library

Policy, Systems and Environment Changes: Physical Activity

- ▶ Unclaimed Bike Ordinance
 - ▶ HZ Mini grantee PODER and SF Bike Coalition won passage of ordinance requiring SFPD to turn over stolen/unclaimed to HSA for low income individuals
- ▶ Increased Bike access
 - ▶ Through mini grants distributed nearly 500 bikes, helmets and locks to BV residents



Policy, Systems and Environment Changes: Physical Activity

- ▶ MLK Pool and Park activation and improvement
 - ▶ Community Opportunity Fund MLK Park improvement
 - ▶ SF RPD park maintenance
 - ▶ 4 Movie Nights
 - ▶ Little League at MLK Park
- ▶ 94124 Parks Collaborative formed
 - ▶ Continue park improvement/activation post HZ

Policy, Systems and Environment Changes: Transportation

- ▶ Developed community based transportation model: Bayview Moves
 - ▶ Signed on four partners
 - ▶ Pilot is up and running
 - ▶ Shifting model to better meet partner needs
 - ▶ BV Senior Services committed to leading partnership into future



Changing systems practices

▶ Urban Agriculture

- ▶ Developing Farm Stand
- ▶ Building network of local gardeners:
 - ▶ database of about 10 gardens
- ▶ Supported development of 60 garden beds and local produce delivery



Programs

Reached over 2000 youth and their families through regular programming and education

- ▶ Nutrition education through SFUSD, Food Guardians and Action Grants: 3RD Street Youth, BV Opera House, City of Dreams
- ▶ Zumba for Parents at Carver
- ▶ Safe Routes to School at Carver and Bret Harte
- ▶ HEAL-focused summer and afterschool programs at BV organizations: Cornerstone, Bayview Opera House, Y
- ▶ Garden development and education at Rafiki, City of Dreams, Northridge, HPF
- ▶ Park activation with Youngblood Coleman Sports, P Collaborative
- ▶ Bike and Helmet distribution
- ▶ Movie nights, kickball tournament

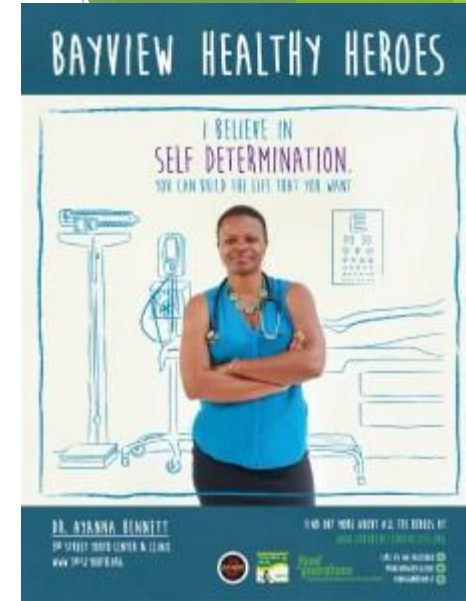




Bike to School Days

Awareness and Education

- ▶ Healthy Heroes
- ▶ Sunday Streets, Health Fairs
- ▶ Carver Elementary
 - ▶ Water weeks
 - ▶ Parent Ambassadors
 - ▶ Weekly Walking School buses
- ▶ Sugary Drinks education
 - ▶ Sugar Packs and Open Truth
 - ▶ Child care ed
 - ▶ After school ed



Challenges

- ▶ Focus on HEAL in midst of other pressing needs
- ▶ Safety and physical activity
- ▶ Healthy Southeast next iteration
- ▶ Park renovations
- ▶ Food access environment improved and incomplete
- ▶ Staff turnover

Successful Sustainable Changes

- ▶ Healthy Retail SF
 - ▶ Ongoing assessments through Healthy Stores Healthy Communities
- ▶ Changing norms on sugary drinks and water
 - ▶ Wellness policies
- ▶ Parks 94124 Collaborative
- ▶ Awakening Urban Ag Network
- ▶ HZ staff successes