

# Criteria for Selecting Priorities for 2017

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# Criteria for Prioritizing Strategies

- ▶ Is it in alignment with Shape Up SF's 3 priority areas?
  1. Healthy food access
  2. Physical activity
  3. Sugary drinks/tap water
- ▶ Is it a public health approach?
- ▶ Does it address health disparities among vulnerable populations?
- ▶ Is it evidence based?
- ▶ Is anyone else already working on the<sup>2</sup> issue?



# SHAPE UP SAN FRANCISCO

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Making the healthy choice the easy choice.

Presented by members of Shape Up SF  
Steering Committee



# SUSF Priorities for 2017

## FOOD

Headline Indicator: Percent of residents who have food security.

- **Increase support for community gardens/urban agriculture.**
- Identify ways to subsidize healthy food
- Support city-wide healthy retail efforts to increase access to healthy food in underserved neighborhoods.
- Community nutrition education (via partners)

## PHYSICAL ACTIVITY

Headline Indicators: Adults engaging in moderate physical activity; Physically fit children in SFUSD 5th graders.

- **Policies that support active living**
  - **Walkable Neighborhoods**
  - Vision Zero (via partners)
- Increase opportunities for physical activity during the school day. (UPPE)
- Increase access to free physical activity opportunities (via partners)
- Increase bicycling infrastructure (via partners)

## SSB / WATER

Headline Indicator: Percent of San Franciscans consuming one or more sugary drinks a day.

- **Support implementation of Soda Tax**
- **Increase water access and education in neighborhoods with higher rates of SSB consumption.**
- **Support ongoing education and awareness of sugary drink policies**
- Support community action for sugary drinks
- Integrate sugary drink reduction efforts in healthy retail work (ongoing)

# How we do it

- ▶ Convening multi-sector partners through **collective impact model** to identify, support and implement:
  - policy, systems, and environmental strategies; and
  - awareness, education and promotion activities for healthy eating and active living.
- ▶ Providing technical assistance for discussions regarding metrics, strategies, goals, and legislation on health and wellness.
- ▶ Activating young people around reducing health disparities and systems-change advocacy

# Household Clusters Receiving Food Stamps/SNAPS Program



◆ Community Garden Locations

■ Buffer = 0.5 mile

### Households on Food Stamps (percent)

□ 0.00 - 5.57

■ 5.58 - 10.57

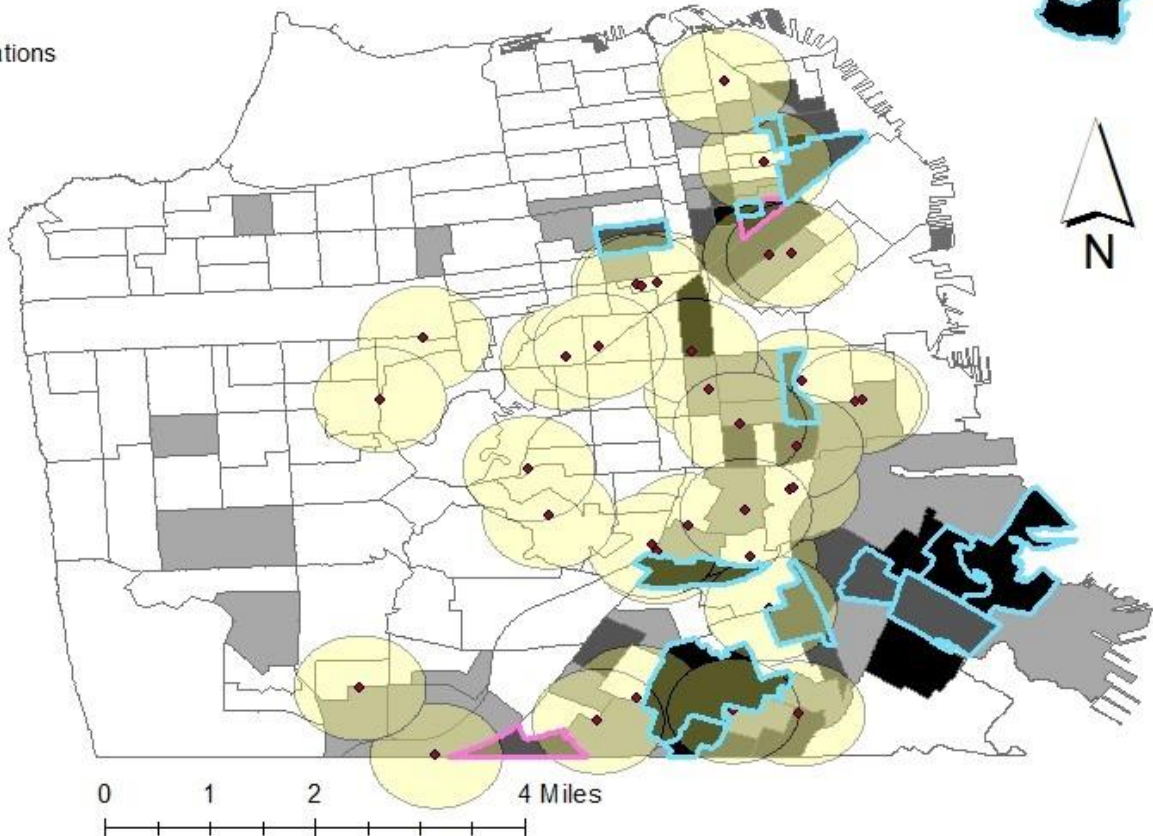
■ 10.58 - 15.57

■ 15.58 - 40.12

### African American/Black Households Receiving Food Stamps (percent)

□ Moderate Cluster (17.00-21.99%)

□ High Cluster (Greater than or equal to 22.00%)



# Household Clusters Receiving Food Stamps/SNAPS Program



◆ Community Garden Locations

■ Buffer = 0.5 mile

### Households on Food Stamps (percent)

□ 0.00 - 5.57

■ 5.58 - 10.57

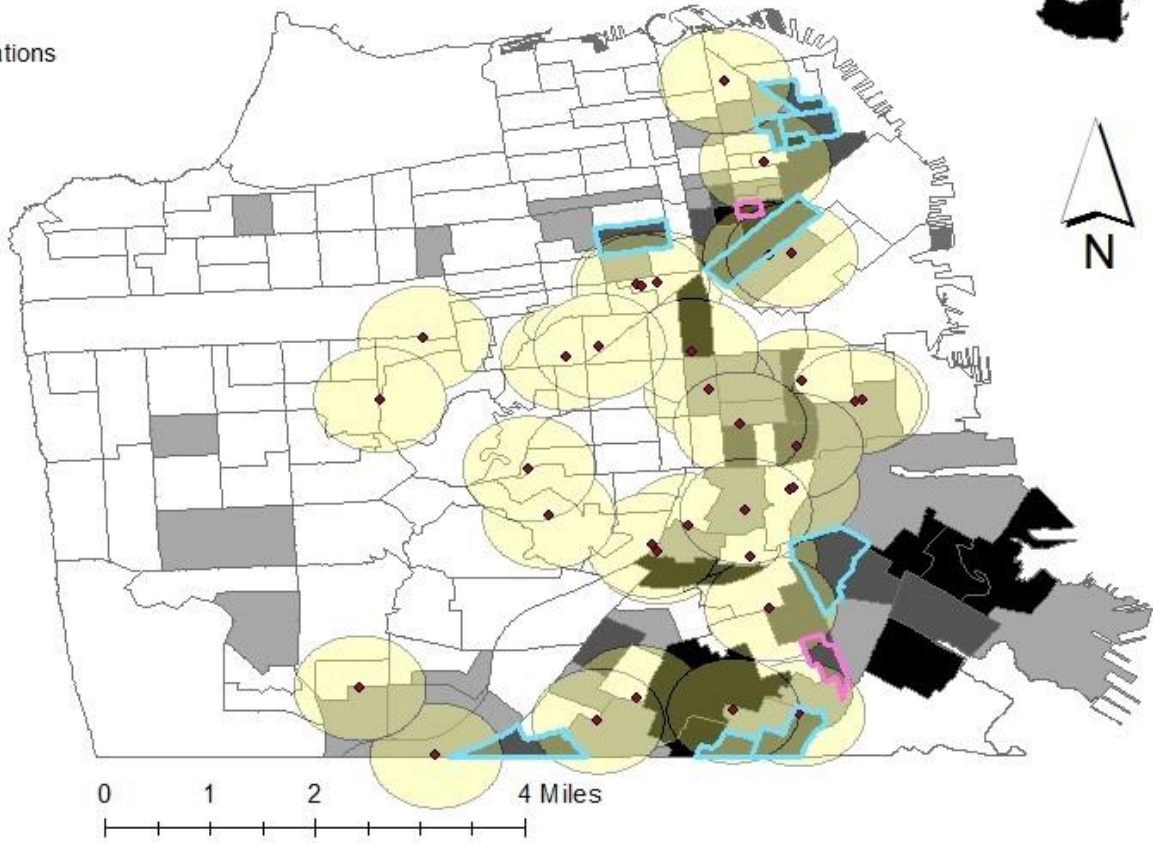
■ 10.58 - 15.57

■ 15.58 - 40.12

### Asian Households Receiving Food Stamps (percent)

□ Moderate Cluster (34.29-39.28%)

□ High Cluster (Greater than or equal to 39.29%)



# Household Clusters Receiving Food Stamps/SNAPS Program

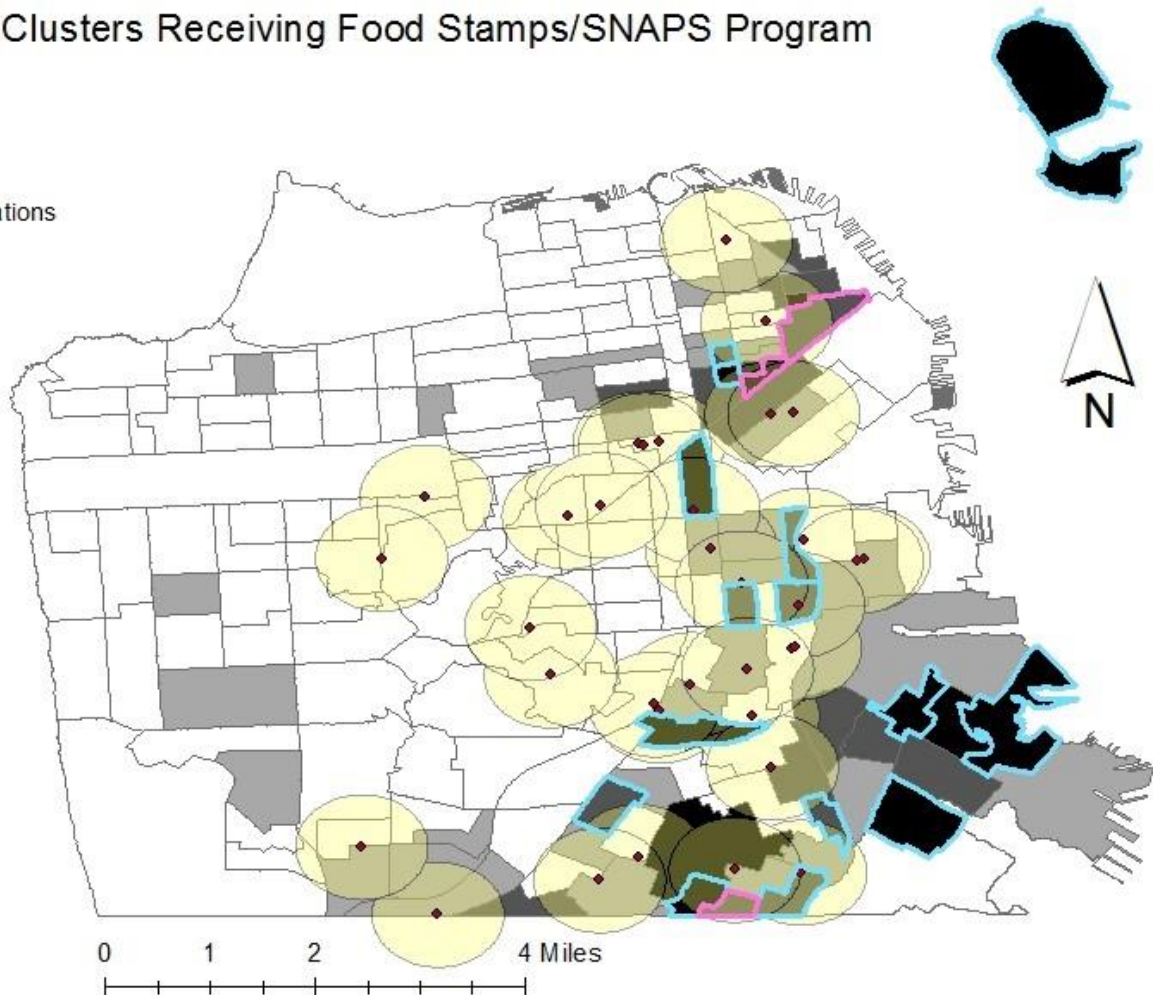
- ◆ Community Garden Locations
- Buffer = 0.5 mile

## Households on Food Stamps (percent)

- 0.00 - 5.57
- 5.58 - 10.57
- 10.58 - 15.57
- 15.58 - 40.12

## Latino Households Receiving Food Stamps (percent)

- Moderate Cluster (21.80-26.79%)
- High Cluster (Greater than or equal to 26.80%)





# Update to General Plan Guidance

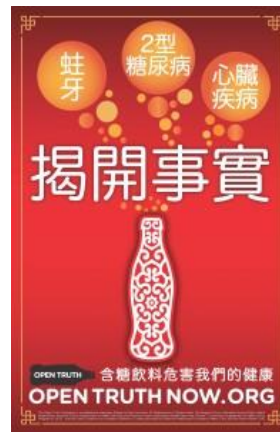
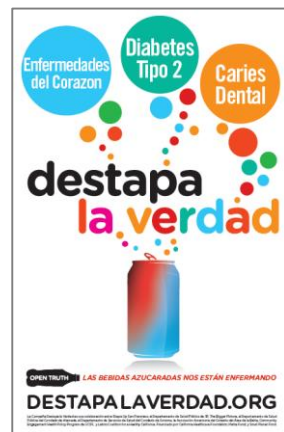
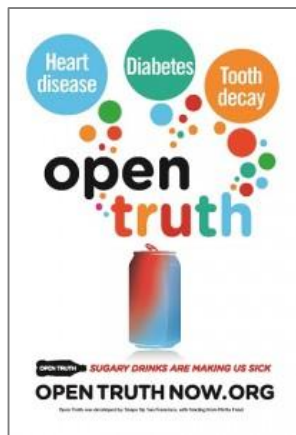
This spring, the Office of Planning & Research (OPR) will release an update to the General Plan guidance. Update to include:

- ▶ Healthy Communities
- ▶ Social Equity
- ▶ Environmental Justice
- ▶ Community Resilience
- ▶ Economic Development
- ▶ Climate Change
- ▶ Public Participation

OPR will present an overview of the update at our Shape Up SF Coalition Meeting on July 12, 2-4.

# Decreasing Consumption of Sugary Drinks

- ▶ Ongoing technical assistance and support for implementation of City policies
- ▶ Support and implement ongoing education and awareness campaigns

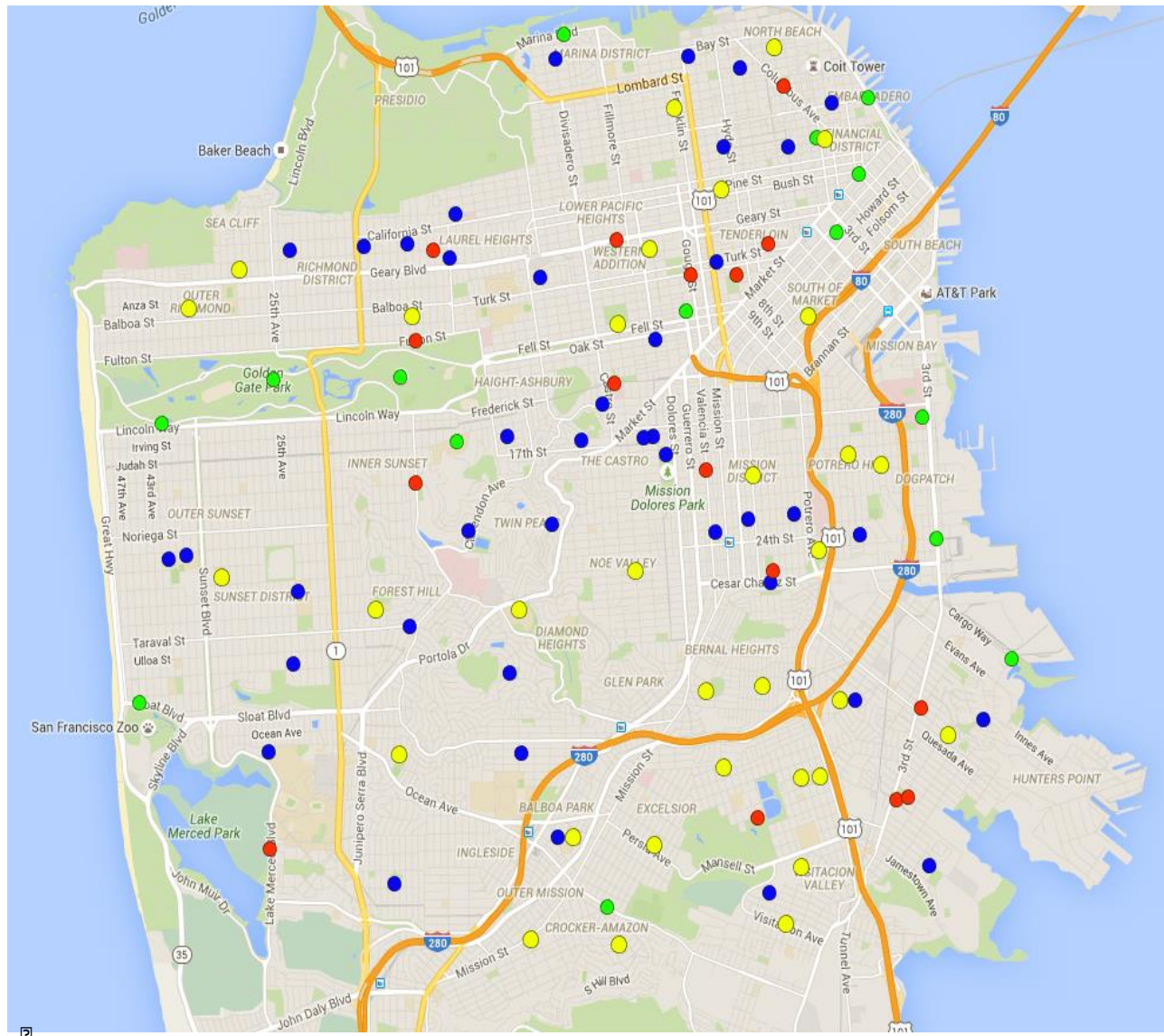


# Supporting Implementation of Soda Tax

- ▶ Spend revenue on chronic disease prevention
- ▶ Focus on communities with higher consumption of SSB and higher prevalence of chronic diseases
- ▶ Strategies based on data, evidence and best practices across the Spectrum of Prevention
- ▶ Fund evaluation
- ▶ Collect and analyze data
- ▶ Culturally appropriate and sensitive communication
- ▶ Adopt collective impact model
- ▶ Promote community engagement and capacity building
- ▶ Disseminate lessons learned
- ▶ Fund adequate staffing
- ▶ Address conflict of interest

# SF Water Access and Education Equity

## 53 new stations this year



**Green:** Existing Stations in Public Realm

**Red:** Proposed Future Stations in Public Realm

**Blue:** Existing Stations in Schools

**Yellow:** Future Stations in Schools

Water Access

# Improving the health of your constituents

- ▶ Consider ways to incorporate **Health in All Policies**
- ▶ Support Shape Up SF Initiatives to:
  - ▶ **Decrease consumption of sugary drinks and increase equitable access to and consumption of tap water**
  - ▶ **Promote active living**
    - ▶ Promote safe walking and biking to school and walkable neighborhoods.
  - ▶ **Increase access to healthy food**