

SHAPE UP SF COALITION *STRATEGIC PLAN REFRESH*



January 10, 2018
25 Van Ness Ave, suite 70 conference room



POPULATION HEALTH DIVISION
SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH
**COMMUNITY HEALTH EQUITY
& PROMOTION**





AGENDA

TOPIC	TIME
Welcome	2:00-2:05
Review strategic planning refresh progress	2:05-2:15
Debrief December 14 meeting	2:15-2:35
Community input discussion	2:35-3:35
Outline next steps	3:35-3:40
Voting and networking	3:40-4:00



SHAPE UP SF COALITION

STRATEGIC PLAN REFRESH



5 YEAR PLAN

STRATEGY 1: Policy, systems and environmental changes

STRATEGY 2: Awareness, education, and promotion activities

THE SPECTRUM OF PREVENTION

INFLUENCING POLICY AND LEGISLATION

CHANGING ORGANIZATIONAL PRACTICES

FOSTERING COALITIONS AND NETWORKS

EDUCATING PROVIDERS

PROMOTING COMMUNITY EDUCATION

STRENGTHENING INDIVIDUAL KNOWLEDGE AND SKILLS



Efforts to Date

- Met with partners September through December to learn:
 1. What is *your organization* doing to [increase HEAL] among populations experiencing chronic disease health disparities?
 2. What should *the Coalition* do to [increase HEAL] among populations experiencing chronic disease health disparities?
- Survey with 52 responses
- Drafted Tier 1 selection criteria (*specific, measurable, change systems, reach impacted populations, supported by impacted populations?*)



Efforts continued...

- Convened nearly 50 partners to rank and discuss activities on December 14, 2017.
- Entered all the data and sorted activities on at least two levels:
 1. Changes systems
 2. Reaches impacted populations

One group added “whole package” to the list of criteria.

- Debriefed with facilitators of breakout sessions
 - Blended ranked activities and activities discussed during breakout sessions.
- Applied filter of appropriate “coalition-level” activity.



Partner and SUSF Coalition (SUSFC) Activities

- I. Activities that *partners are already doing*. Examples:
 - a. Education on SSB, water, nutrition education, etc.
 - b. Offering physical activity classes

- II. Activities that are *best done as a collaborative*. Examples:
 - a. Educate need for/value of PE
 - b. Educate the SSB Advisory Committee
 - c. Educating Supervisors/elected officials
 - d. Addressing social determinants of health through economic opportunities
 - e. Support policy requiring new buildings to have publically accessible water stations (Livable City)



December 14 Debrief



2:10-2:35



Activities Across ALL Priority Areas

The SUSFC will consider the following activities:

- Research and develop a menu of options for interventions that **address health equity and upstream risk factors** for chronic disease prevention
 - Work in partnership with CBOs to build capacity of residents and CBOs to conduct research, implementation, etc of HEAL activities
 - Hire, train and pay well highly impacted community residents to implement HEAL activities
 - Whenever possible, address SDOH when implementing HEAL activities
- Support efforts to use **city-owned ad space for health campaigns**
 - Research and develop **best practices/standards for what can be advertised** on city-owned ad space.



Activities Across ALL Priority Areas

- Develop **model wellness policy standards** for partners to implement that include policy templates, implementation plans, and evaluation metrics
 - Work with city contracts office to **require wellness policies for city contracts and grantees**
- Conduct **gaps analysis** to identify how Coalition and partners can fill gaps in HEAL work
- Identify & assess the feasibility/impact of **institutional best-policies/best-practices**
- Collect and analyze data to **ensure a data-driven process** to identify feasible activities.



Physical Activity

Ana Validzic and Marianne Szeto





PA: Policy, Systems and Environments

The SUSFC will consider the following activities:

- Work with parents to **support SFUSD to meet state PE mandates**
- Identify opportunities to **increase active transportation**
- Address barriers to **increase equitable access** to PA such as:
 - a) Identifying opportunities for **sustainable funding streams** to address cost barriers for 'club' sports
 - b) Developing guidelines, best practices, trainings to ensure **equitable/free and low-cost physical activities** in San Francisco are offered at times convenient for families.



PA: Awareness, Education & Promotion

The SUSFC will consider the following activities:

- Promote need for **equitable free and very low-cost physical activities** in San Francisco that are offered at times that are convenient for families.
- Promote **physical activity as a means of social and emotional support**, not just physical health.
- **Educate about opportunities for active transportation** as a means for active living. Examples: bike share, safe routes to school, Blue Greenways



PA: Assessment, Evaluation & TA

To increase PA the SUSFC will consider the following activities:

- Present data and **develop policy recommendations** for school sites; white papers to inform CBOs
 - Work with SFUSD **to improve PE quality measurement & accountability**
- Provide technical assistance to agencies to **develop organizational physical activity policies**



Sugary Drinks

Christina Goette



SSB: Policy, Systems and Environments

The SUSFC will consider the following activities:

- **Advise the SSB tax committee** on how to use the funds from the SSB tax
- Encourage the Board of Supervisors to **increase the SSB tax**
- Educate about a policy for **healthy default beverages in kids' meals** in SF



SSB: Awareness, Education & Promotion

The SUSFC will consider the following activities:

- Plan, implement and evaluate an **ongoing citywide media campaign** that promotes a unified message and includes healthy alternatives.
- **Collect and share testimonials from community members [and youth]** related to sugary drinks.



SSB: Assessment, Evaluation & TA

The SUSFC will consider the following activities:

- **Compile and disseminate evaluations** of the SSB tax.
- **Compile and disseminate chronic disease data** related to SSB.
- Provide **technical assistance for effective policies** to reduce SSB.
- Support **SFUSD vending machine compliance** according to their Wellness Policy.



Food

Tom Radulovich & Christina Goette





FOOD: Policy, Systems and Environments

The SUSFC will consider the following activities:

- Establish a **Food Recovery Network**
- Support efforts to **expand equitable access to community gardens and farms** so that all SF residents live within “x” distance of a community garden
- Support opportunities that **increase access to food voucher programs**
- Support opportunities to **improve USDA standards**
- Support efforts to **increase equitable food access** in pricing, availability and distribution
 - Recommend and promote the need for more and sustainable funding to develop and promote **healthy retail efforts**



FOOD: Awareness, Education & Promotion

The SUSFC will consider the following activity:

- Plan, implement, and evaluate a **large-scale campaign to increase access to healthy foods/beverages**. Coordinate education campaigns/programming to leverage resources and avoid duplication



FOOD: Assessment, Evaluation & TA

The SUSFC will consider the following activities:

- Provide technical assistance for **healthy vending guidelines** and implementation
- Support **SFUSD's Wellness Policy implementation**
 - Support SFUSD's efforts to develop student-led access programming. Ex. peer leaders for implementation of wellness policy
- Strengthen **peer leadership** by building capacity for partners to increase community-based food justice leaders



Water

Roberto Vargas



WATER: Policy, Systems and Environments

The SUSFC will consider the following activities:

- Support ongoing **lead testing** to ensure pipes are safe at existing hydration stations and in private spaces
- Support efforts to **change pediatric screening forms** to include information about free testing for WIC eligible families
- **Educate local policymakers** about SF need for:
 - a. Increasing **tri-level hydration stations** and prioritizing communities where consumption of public water is low
 - b. **Posting multilingual signage** that assures safety/testing of hydration station's water.
 - c. **Beautifying** area around water stations
 - d. **Evaluation**
 - e. **Increasing funding** and other resources to make tap water safe and accessible
- **Increase access to tap water** such as:
 - a. Requiring **Privately-Owned Public Open Space** to include hydration stations
 - b. Providing and educating about **mobile potable options** for public events



WATER: Awareness, Education & Promotion

The SUSFC will consider the following activities:

- Plan, implement and evaluate **ongoing multi-lingual and multi-media campaigns**, targeting locations where chronic disease disparities are greater with unified, consistent/evergreen messages and on multiple platforms.
- Mobilize and invest in **community-based health education**
 - **Engage SFUSD in an education campaign** and engage youth outreach workers in water campaign
- Support efforts to provide **multi-lingual signage of testing/water safety** at hydration stations



Community Input Discussion

- Who to reach out to?
- How to reach out to them?





Next Steps

-  Calculate today's voting - **ASAP**
-  Consider evidence backing-up activities - **Ongoing**
-  Take refined version to your community for feedback – **Jan – Feb 2018**
-  Incorporate community input - **March 2018**
-  Share findings with SSB Advisory Committee - **March 2018**
-  Share strategic plan progress - **April 11 2018**
-  Present final strategic plan to Coalition - **July 11 2018**



Voting

- Write your initials on your dots before voting
- 4 dots (max) per priority area

Important considerations when voting

1. Are there **others already doing this work**?
2. Would you **lead** or **work** on this activity?
3. Is it a **coalition-level activity**?
4. Is it **feasible**?
5. Is it **evidence-based**?
6. Is it **innovative**?



Next Coalition Meeting

April 11, 2018

2-4 PM

25 Van Ness, 6th floor, room 610

 Stay connected by joining our **newsletter listserv** for important updates.

 Join our **Google listserv** to connect with other Coalition members to share resources, events, and calls to action. **Fill out evaluation to sign up!**