

Potential Coalition Activities to Increase Physical Activity



The Shape Up SF Coalition is in the midst of a strategic planning refresh and solicited input from partners on potential Coalition activities via meetings and Survey Monkey from September through December 2017. On December 14, the Coalition convened partners to rank proposed activities.

Physical activity as a priority area is very broad. There were stakeholders in the room with expertise in a specific area of PA (ex. PE, research, parks, activating open spaces, etc.) and this led to deep discussion on process rather than specific activities; and the need to approach this conversation through a lens of equity and human-centered design.

- Conduct a gaps analysis to identify how the Coalition and partner organizations can fill those gaps.
- Coalition to serve as a convener, bringing together and enhancing understanding of what other orgs are doing to increase access to and opportunities for physical activity.
- Need data-driven process to identify feasible activities. Data from hospital community benefit departments, DPH, DHR (hiring practices)
- Assess parks and open spaces to address equity
- Shape UP can present data and develop policy recommendations for school sites; white papers to inform CBOs on what direction to do their work.

KEY CONCEPTS TO CONSIDER

- Equity
- Human-centric design
- Upstream approaches such as hiring from community at living wage
- Long-term visioning in order to address “hard issues” like hiring practices

RANKING BY TIER 1 CRITERIA

Participants were asked to rank activities on a scale from 1-3 (3 being highest) on the 5 criteria below:

1. Is the activity **specific**?
2. Is the activity **measurable**?
3. Does the activity **change a system**?
4. Does the activity **reach** impacted populations?
5. Is the activity **supported by impacted populations**?

The group added a 6th criteria: “**whole package**”

The activities were then sorted by:

1. Total score for systems change
2. Total score for reaching impacted populations
3. Total score for whole package

The following is a summary of the activities that rose to the top by ranking.

POLICIES, SYSTEMS AND ENVIRONMENTAL CHANGES

1. Physical Education



- a. **Hold SFUSD accountable for meeting state PE mandates.** Ensure PE is provided daily K - 12 and HS students have at a minimum 2 years of PE.
- b. **Advocate for PE programs in the public schools.** Help SFUSD to grow and sustain their PE programs by increasing funding (*via soda tax?*) for PE teachers at elementary schools
- c. Work with SFUSD to **improve PE quality measurement/accountability** (PE teachers now teach sex education etc. = less PE)
2. *[Work with city contracts office to]* **require wellness policies for city contracts and grantees**
3. Planning for **active transportation** – too broad
4. *[Develop guidelines/best practices that organizations/DHR may apply to]* **hire people from affected populations and pay well** to ensure culturally affirmative approaches/staff
5. **Address barriers** to increase equitable access to PA
 - a. Create funding stream to address **cost** barriers for ‘club’ sports (that require fees to participate)
 - b. *[Develop guidelines, best practices, trainings to ensure that]* **equitable/free and low-cost physical activities in San Francisco are offered at times convenient for families.** Coordinate the dissemination, outreach, linkage to these opportunities.

AWARENESS, EDUCATION, PROMOTION

1. Increase housing with harm reduction services on site (PSE strategy?)
2. Promote equitable free and very low-cost physical activities in San Francisco that are offered at times that are convenient for families
3. **Reframe PA** as a means of social and emotional support, not just physical health.
4. Work with community groups to organize fitness programs on the weekends at playgrounds.
5. Education program around bike share and its uses as a means for active living and transportation; marketing of low-income plan and reducing barriers to access; engagement around learn-to-ride or other related bicycling activities.

ASSESSMENT, EVALUATION AND TECHNICAL ASSISTANCE

1. Work with agencies to assist them/build their capacity to make physical activity a policy, system change within their agencies to assist all of our effort to help populations that we all serve manage their chronic diseases.
2. Determine needs of community
3. SFUSD: Assessing current use of PA spaces, Assess PA offerings & recess schedules