

REPORT TO SHASTA COUNTY RTPA

SUBJECT		MEETING DATE	ITEM NUMBER
Partnering with the Healthy Shasta Organization		2/23/10	4-3

RECOMMENDATION

It is recommended that the Board authorize the Executive Director to become a member of the Healthy Shasta Partner Leadership Team.

SUMMARY

The RTPA and Shasta County Department of Public Health (DPH) can collaborate on projects of mutual interest through the Healthy Shasta program.

DISCUSSION

Healthy Shasta is a voluntary consortium of local agencies and private entities established by the DPH to promote healthy eating and physically active lifestyles through environmental, policy, and organizational change.

Through the planning, design, and funding of transportation system improvements, the RTPA is in a position to affect public health. Specific overlapping areas of interest include bicycle and pedestrian facilities; air quality; land use connectivity; and safety.

DPH has requested that the RTPA become a Healthy Shasta Partner by providing interagency support and attending two to three Healthy Shasta Partner Leadership Team meetings per year.

These activities reflect the Agency's existing collaborative relationship with DPH.

ALTERNATIVES

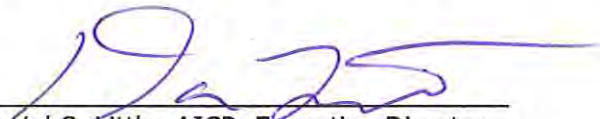
The Board could decide not to participate formally with Healthy Shasta as a partner.

OTHER AGENCY INVOLVEMENT

Public Health staff is lead on this project. The Technical Advisory Committee (TAC) concurs with the staff recommendation.

FINANCING

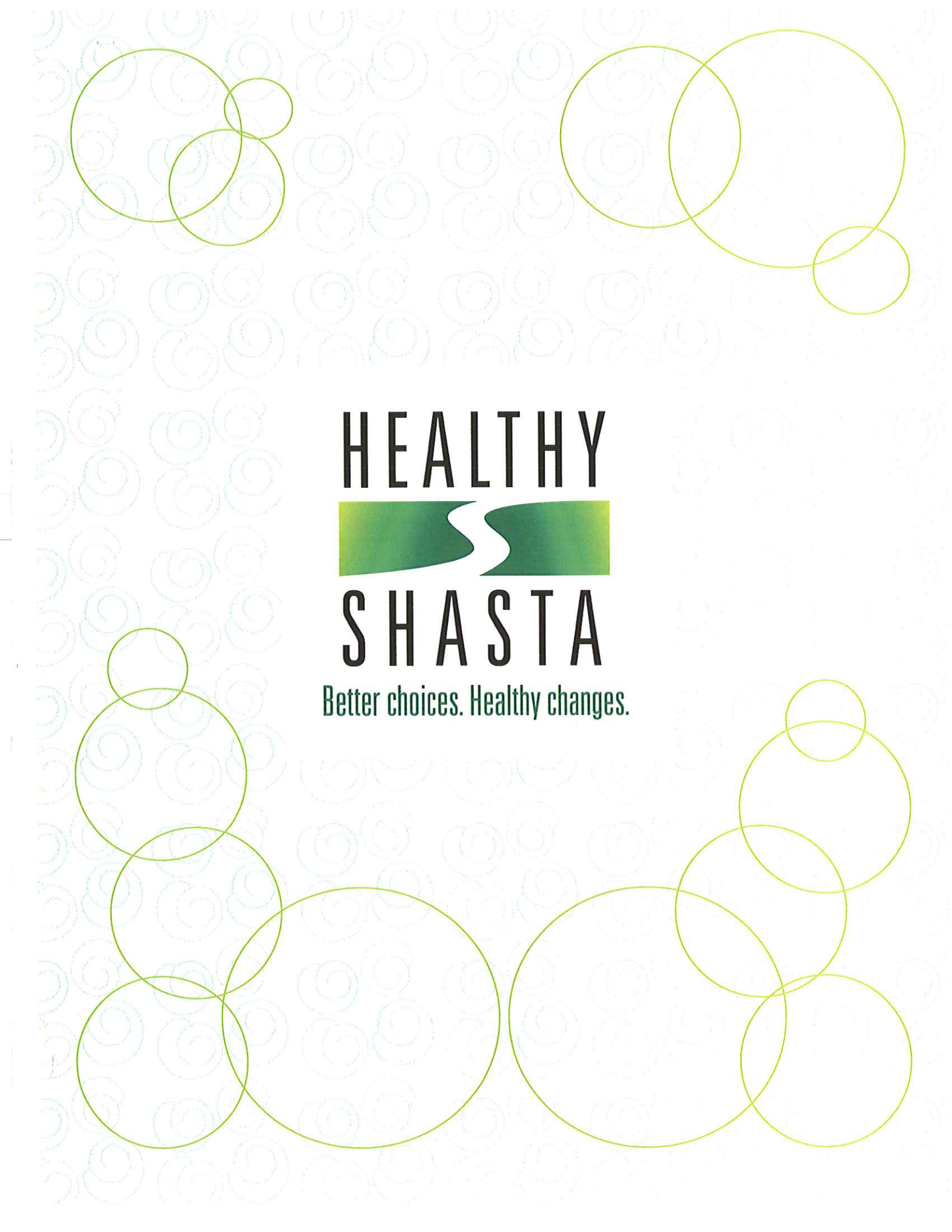
No additional funds are necessary to support this request.



Daniel S. Little, AICP, Executive Director

DSL/JRB/jac

Attachment: Healthy Shasta Organization Chart
Mission Statement
Related Information



HEALTHY



SHASTA

Better choices. Healthy changes.

Healthy Shasta

Partner Leadership Team

Anderson Partnership for Healthy Children
City of Anderson
City of Redding
City of Shasta Lake
County of Shasta
First 5 Shasta

Redding Rancheria
Redding School District
Shasta College
Shasta County Office of Education
Shasta Family YMCA
Shasta Head Start

Simpson University
The McConnell Foundation
Turtle Bay Exploration Park
University of California Cooperative Extension
Viva Downtown
Whiskeytown National Recreation Area

Steering Committee Members

City of Redding (Kim Niemer)
First 5 Shasta (Muffy Berryhill)
Head Start (Kevyn Odenbach)
Mercy Medical Center (Alexis Ross)
McConnell Foundation (Brian Sindt)
City of Anderson (Pam Lewis)

Shasta County Public Health (Terri Fields-Hosler)
Shasta Family YMCA (Linda Delles)
Simpson University (Gordon Flinn)
Turtle Bay Exploration Park (Maggie Redmon)
City of Shasta Lake (Carla Thompson)
Anderson Partnership for Healthy Children (Michele Erikson)

Fiscal Agent/ Staff

Nutrition & Physical Activity Promotion Division

Gloria Espinosa-Hall
Division Manager

Affiliates
Nor Cal Services for Deaf and HH
Shasta CAN

Shellisa Moore
Healthy Shasta Coordinator

Amy Pendergast, Health Educator
Melinda Shaffer, Nutritionist

Healthy Shasta Initiatives

Healthy Schools

HSI Lead:

Food Systems

Lead: Melinda Shaffer

"Walk the Talk"

Lead: Amy Pendergast
Sherrie Brunklee

Walking/Biking

Lead: Sara Sundquist

Healthy Communities/
Built Environment

Lead: Minnie Sagar



Healthy Shasta

Mission

We are a partnership and a movement that promotes healthy eating and physically active lifestyles through environmental, policy and organizational change.

Vision: A community where the healthy choice is the easy choice.

Overarching Goals:

1. Decrease rates of overweight, obesity, and chronic conditions related to inactivity and poor nutrition (such as type II diabetes), especially among children.
2. Increase in the social and physical environments, policies and institutional practices that make it easier and more inviting to be physically active and eat healthy.
3. Build a strong collaborative and respected brand.
4. Mobilize community leaders and citizens to respond to the challenge of obesity, poor nutrition and inactivity.
5. Increase in the proportion of individuals who:
 - Get daily physical activity, especially walking
 - Eat more fruits and vegetables
 - Reduce time spent watching TV
 - Limit soda and sugar-sweetened beverages
 - Make healthy food choices and limit portion sizes, especially when eating out

What does it mean to be a Healthy Shasta Partner?

- Contribute financially, allocate resources to do "the work", or make a significant in-kind contribution.
- Commit to "Walking the Talk" by making environmental, policy, and/or organizational change in your organization to make healthy eating and physical activity choices easier for the population you serve (students, employees, customers, clients, members, etc).
- Attend Healthy Shasta Partner Leadership Team meetings and support outcomes through committee work and collaboration.
- Act as Healthy Shasta ambassadors within the community and keep health in mind when you make decisions in your everyday work and roles.

Partner Leadership Team:

CEO's, elected officials, senior managers of organizations.

- Meet 2-3 times per year as a group
- Provide strategic direction and vision by determining long-term goals and priority outcomes for annual scope of work (SOW)
- Identify and advocate for local policies that support a healthier community that encompass healthy eating and active lifestyles.
- Identify financial resources to support the movement.
- Bring contacts and clout to the partnership
- Assist with partner recruitment and engagement
- Participate on workgroups per areas of interest
- Recognize community members and organizations through the Action Hero Campaign
- Serve as a Healthy Shasta Ambassador/ Advocate in the community.
- Commit their organization to "Walk the Talk" (WTT)

Steering Committee:

Manager-level employee from partner organization with the authority to commit resources at the meetings. (A minimum 2-year commitment)

- Meet 6-12 times per year
- Reviews and determines best practices and strategies to achieve long-term goals
- Oversee implementation of annual SOW
- Seek grants and funding
- Oversee budget
- Identify organizational contacts for WTT planning and implementation
- Partner development
- Communicate updates to their organizational leadership
- Commit staff from their organization to help complete Healthy Shasta initiatives
- Identify community members and organizations through the Action Hero Campaign
- Serve as a Healthy Shasta Ambassador/ Advocate in the community.

Fiscal Agent/ Staff Supervisor:

Currently Public Health, Healthy Shasta staff housed as a unit within the Nutrition and Physical Activity Promotion Division

- Identify best practices and strategies to accomplish goals and incorporate into draft SOW
- Write grant proposals and monitor grants received
- Monitor budget, provides payroll services.
- Provide programmatic expertise and technical assistance for WTT and other initiatives
- Promote collaboration with other community programs and integration of HS Outcomes
- Provide staff and program evaluation.
- Serve as a Healthy Shasta Ambassador/ Advocate in the community

5 Year Outcomes

Initiatives

Healthy Schools Improve the health status of students and their families in Shasta County schools by students adopting life-long, healthy habits.	Food Systems Inspire a culture that values healthy food and promotes healthy eating.	“Walk the Talk” Create environmental, policy, and organizational changes among partners of Healthy Shasta to make healthy eating and physical activity choices easier for the people each organization serves.	Walking/Biking Create environments that make bicycling and walking easier, safer and more convenient for transportation and recreation.	Healthy Communities/ Built Environment Create a community design that supports healthy and active lifestyles.
Healthy Schools <u>Healthy Students Initiative:</u> <i>In selected schools...</i> Students and families with school-aged children are more physically active. Students have access to and consume healthier food and beverages on school campuses. Families and other stakeholders have increased knowledge about healthy lifestyle practices, and they advocate for environments that support healthy eating and physical activity. Schools implement policies and systems that support healthy physical activity and nutrition environments.	Food Systems Worksites, after-school programs, and organizations that serve children and families implement food policies that ensure all meals, snacks, beverages, and vending machines include healthy, affordable choices. An increase of healthy, affordable foods available and/or promoted at various outlets including restaurants, cafeterias, vending machines, corner stores, and grocery stores. Strong support of local foods and farmers markets among community members and leaders.	“Walk the Talk” More organizations and governmental bodies take healthy eating and physical activity into consideration when making decisions and setting policies. Healthy Shasta partners are role models in providing convenient, affordable, and enticing choices for healthy eating and physical activity.	Walking/Biking The needs of bicyclist and pedestrians are incorporated in all new road construction, road rehabilitation, and development projects.* Increased connectivity within cities and neighborhoods (people can conveniently and safely walk or bike between home, work, errands, etc). More people walking and bicycling for both recreation and transportation. <i>*City of Redding Bike Plan process is a potential model which could be replicated in other jurisdictions.</i>	Healthy Communities/ Built Environment Residents understand and embrace the concept of healthy community design. All four jurisdictions within the county will adopt and implement standards, codes, and regulations that support healthy and active lifestyles.

After 5 years, this is what we'd like to see in Shasta County...



Better choices. Healthy changes.

HEALTHY SHASTA Involvement Opportunities

Partner	• Contribute financially, allocate resources to do “the work”, or make a significant in-kind contribution. • Commit to “Walking the Talk” by making environmental, policy, and/or organizational changes in your organization to make healthy eating and physical activity choices easier for the population you serve (students, employees, customers, clients, members, etc). • Attend Healthy Shasta Partner Leadership Team meetings. • Support outcomes through committee work (options: PR Committee, Walk this Way Event, Steering Committee). • Act as Healthy Shasta ambassadors within the community and keep health in mind when making decisions in your everyday work and roles. <i>Recognition:</i> • On the www.healthyshasta.org website • On letterhead and some additional publications • In the Walk This Way event thank you ad
Affiliate	• Commit to “Walking the Talk” by making environmental, policy, and/or organizational changes in your organization to make healthy eating and physical activity choices easier for the population you serve (students, employees, customers, clients, members, etc). • Act as Healthy Shasta ambassadors within the community and keep health in mind when making decisions in your everyday work and roles. • Support Healthy Shasta desired outcomes and goals through committee work and collaboration. <i>Recognition:</i> On the www.healthyshasta.org website
Event Sponsor	Designates money or resources to be used for a specific event or activity of Healthy Shasta. Not required to Walk the Talk, attend PLT meetings, etc. <i>Recognition:</i> • For event contribution. • As stated in event sponsorship package related to an event or activity.

Making the Healthy Choice the Easy Choice

There are many ways your organization, business, school or governmental entity can make healthy living easier for the people you serve. Some ideas:

Food Environment

- Ensure cafeterias, snack bars, vending machines, or food service always provides healthy options in prominent locations and at a prices equal to or less than other options.
- Include healthy options at meetings, trainings or events if food or beverages are served.
- Provide free drinking water for employees, students, volunteers and visitors.
- Require that food purchased with your money (caterers, grantees, subcontractors, etc) meet minimum nutrition guidelines.
- Color code or mark healthy options with a Healthy Shasta label. Contact us for ideas or guidelines on selecting healthy foods.
- Support and purchase locally grown food.

Physical Activity Environment

- Make sure stairwells in buildings are prominent, safe, well-lit, maintained and inviting.
- Supply secure bicycle racks or bike lockers.
- Incorporate bicyclist and pedestrian needs into all development and road construction.
- Develop residential areas that have easy access to parks, playgrounds and recreational facilities.
- Create environments where people can conveniently and safely walk or bicycle between home, work, school, parks, errands, etc (good connectivity).
- Provide marked walking paths, pedestrian walkways through parking lots or direct connections to sidewalks.

Especially for Kids

- Ensure safe routes for children to walk or bicycle to school.
- Set nutrition guidelines if food products are used in fundraising.
- Allow only foods that fuel performance and health at children's sports, dance, and performance activities (including snacks parents bring to share).
- Provide TV-free waiting rooms.
- Provide nursing mothers with locations to pump or nurse.
- Incorporate physical activity in all programs serving children (especially those lasting more than 2 hours).



Please contact us at (530) 229-8243 for a complete assessment, successful models, or assistance in making healthy changes.

Be An Action Hero: Make Healthy Choices Easier

People are more likely to eat healthy and be physically active when convenient, affordable and enticing choices are readily available. Even small changes add up to have a substantial impact on health—especially for children.

Healthy Shasta partners are leading the way by creating environments that make healthy choices easier for others. We invite you to do the same. What can you do to make healthy choices easier? Contact Healthy Shasta at (530) 229-8243 or visit the websites below for ideas. We can help you identify and implement effective ways to help your employees and the people you serve be healthier.

Healthy Shasta Partners Walk The Talk

- Mercy Medical Center is promoting stairwells & making changes to vending machines
- Turtle Bay Exploration Park is supporting locally grown food & providing bicycles for staff use
- City of Redding is increasing bikability
- McConnell Foundation is expanding trail systems
- First 5 Shasta is serving healthier foods at meetings
- Shasta County is creating a healthier worksite
- YMCA is implementing Activate America assessment



Getting Started

- Visit www.healthyshasta.org or contact us at 229-8243 for a free assessment, technical assistance in making changes or to learn about what's happening in Shasta County
- Use the ENACT Tool at www.preventioninstitute.org/sa to find checklists and models for schools, worksites, government, communities, childcare and more!
- Improve your employee's health with the Fit Business Kit at www.dhs.ca.gov/ps/cdic/cpns/worksite/FitBusinessKit.htm
- Visit www.activelivingbydesign.org for best practices for physical activity and healthy eating environments.

**We invite you to make the healthy choice the easy choice
within your organization and throughout the community!**

Contact us for free assistance:
(530) 229-8243 www.healthyshasta.org

HEALTHY

SHASTA
Better choices. Healthy changes.