

Get Healthy *San Mateo County* Task Force

It is time....

To update the San Mateo County "Blueprint for Prevention of Childhood Obesity: A Call to Action." For the past five years, San Mateo County communities have stepped up and responded to the Blueprint's "Call to Action." Come and provide input on ongoing priorities and focus for 2010-2015.

What is The Blueprint?

The Blueprint is a strategic plan developed in 2005-2006 by and for community-based organizations, clinical providers, cities and county agencies, schools, and communities as a guide to improve the nutrition and physical activity environments for children in San Mateo County. The Blueprint identified priority goals and objectives as first steps towards reducing childhood obesity by the year 2010.

I'm in! What do I need to do?

Attend one of the following three Blueprint Update meetings and come share your perspective on how we can improve the nutrition and physical activity environments where San Mateo County children live, play, and learn!

**"Let's
make
healthy
the easy
and only
option in
San
Mateo
County"**

[North County...are you in?](#)

November 12, 2009 from 9 a.m. - 12 p.m.

South San Francisco Municipal Services Building - Community Room
33 Arroyo Drive, South San Francisco

[What about the Coastside...are you in?](#)

November 13, 2009 from 9 a.m. - 12 p.m.

Lesley Gardens - Community Room
701 Arnold Way, Half Moon Bay

[Calling Mid/South County...are you in?](#)

November 17, 2009 from 9 a.m. - 12 p.m.

Redwood City Main Library - Community Room
1044 Middlefield Road, Redwood City

Contact:

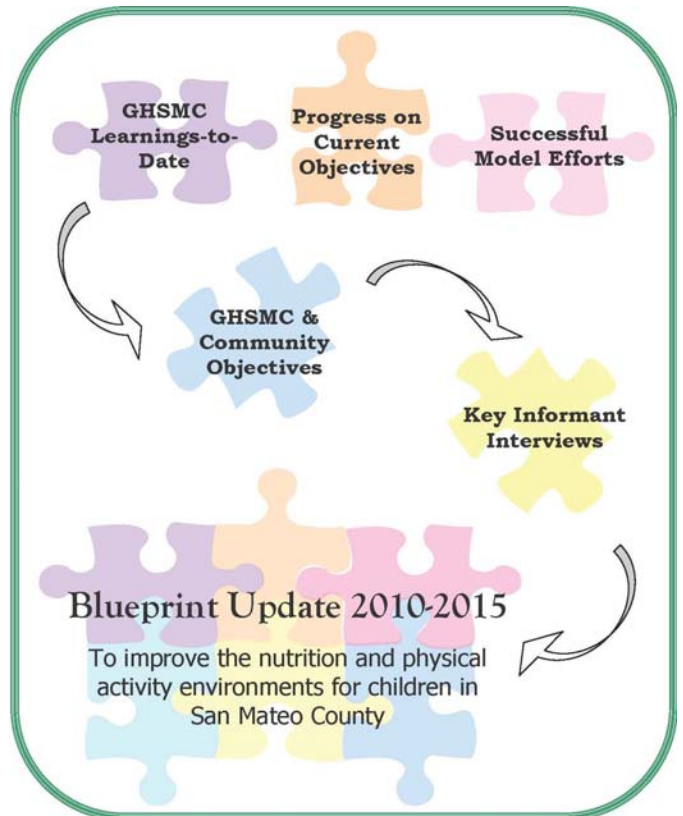
Jennifer Gross at (650-573-2319) or jgross@co.sanmateo.ca.us

Blueprint Update Process

Goal:

To update the “Blueprint for Prevention of Childhood Obesity: A Call to Action” based on GHSMC learnings-to-date and successful model efforts. Over the next five years, the Blueprint will continue to serve as a guiding document to improve the nutrition and physical activity environments for children in San Mateo County with an increased focus on:

- Addressing inequities in access to healthy food and physical activity opportunities.
- Using a primary prevention framework, which includes changing physical and social environments.
- Sustaining long-term and collaborative efforts throughout the county.
- Engaging non-traditional partners and strategies such as, economic development, planning, transportation and safety.
- Policy interventions at the local and state level.



Process & Timeline

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| 1. Review smart practices, GHSMC learnings-to-date, and Evaluation Report | Sep '09 |
| 2. Convene GHSMC Task Force members and supporters for shared learning and prioritization | Nov '09 |
| 3. Conduct key informant interviews to fill in gaps | Nov '09 – Jan '10 |
| 4. Analyze data and compile findings | Jan '10 |
| 5. Present for review | Jan – Mar '10 |
| 6. Adopt Updated Blueprint | Mar '10 |

Questions, Suggestions or to Schedule a Brainstorming Session with Your Organization Contact:

Jennifer Gross at jgross@co.sanmateo.ca.us or (650) 573-2319