

Get Healthy San Mateo County Task Force

www.gethealthysmc.org

www.yspacesmc.org

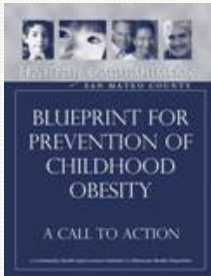
Vol. 4, Issue 1, Feb. 2010

What's Going On?

Blueprint Revision Update

Thank you to everyone who participated in the Blueprint update process. Three community forums were held in November in South San Francisco, Redwood City and Half Moon Bay.

A Blueprint update convening was held in January with the Tongan Interfaith Council. Three additional convenings were held in February at the Pacifica Collaborative meeting, the African American Community Health Advisory Committee meeting, and Pescadero with *promotoras* (community health workers) from local organizations (held in Spanish).



All of the information gathered from the community forums and convenings will be reviewed by topic area experts then compiled into a 4-6 page document.

The revised Blueprint will be released in April. Stayed tuned!

Contact Jennifer Gross (jgross@co.sanmateo.ca.us) or Naida Pare (npare@co.sanmateo.ca.us) for more information.



Hey Youth—Join the Youth Blog Leadership Team!!! by William Molina

The Get Healthy San Mateo County Task Force (Task Force) youth website (www.yspacesmc.org) is a venue for youth in San Mateo County to get and share information about eating right, being active, and ways to make their communities a healthier place to live. The Task Force is currently looking for enthusiastic and motivated youth to be part of the Yspacesmc Leadership Team.

The Leadership Team is a group of youth from around the county who take the lead in reviewing content that goes up on Yspacesmc - namely the Blog, Top Stories, and Videos sections. Their goals are to promote the website to other youth and to recruit more people to submit blogs, stories and videos. Youth who submit content for the website will receive community service hours for their time.

Aside from just meeting other people who have the same interests and learning cool facts, Leadership Team participants will be awarded a stipend or community service hours for their hard work. These youth are creating change through their work with community partners to make sure that when they grow older, they live in a healthier world.

There are lots of people who tell youth what to do and what is good for them, but there is no better way to share information and ideas with youth than their own peers.

Contact Silvia Molina at yspacesmc@gmail.com.



Look out for our next Task Force newsletter in July.
Please e-mail Jennifer Gross
(jgross@co.sanmateo.ca.us) your articles by June 18th.

Show Me The Money!

- NFL Network's Keep Gym in School Grant
Deadline: 03/01/10

⇒ Grant will provide ten middle schools (\$1,000) with resources to deliver quality physical education to their students. Funds can be used to create and improve fitness programs, purchase equipment, fund staff salaries and improve facilities. Click [here](#) for more info.

- Active Living Research and New Connections
Deadline: 04/14/10

⇒ Grants will support research to inform policy and environmental strategies for increasing physical activity among children and adolescents, decreasing sedentary behaviors and preventing obesity. The program places special emphasis on strategies with the potential to reach children and youths ages three to 18 who are at highest risk for obesity: African-American, Latino, American Indian, Alaska Native, Asian-American and Pacific Islander children, as well as children who live in under-resourced and lower-income communities. Click [here](#) for more information.

Events

- 03/03/10 - Yspacesmc Leadership Team Convening (Room 20 at the Health System, 225 37th Avenue, San Mateo, 4:30 p.m.-6:30 p.m.)

⇒ San Mateo County youth are invited to attend the first convening of the Yspacesmc Leadership Team. Meet members of the Leadership Team and learn more about how you can get involved in this exciting project. For more information, contact Silvia Molina at yspacesmc@gmail.com.



What's Going On?

Task Force Funding

The Task Force Advisory Council selected the following groups to receive funding: Afterschool Committee (\$12,400), Collective Roots (\$10,000), Youth Leadership Institute (\$3,600), and Oceana High School's Garden Project (\$4,000).

- ⇒ The **Task Force Afterschool Committee** received funds to support afterschool programs to create a healthy environment. They will conduct six train-the-trainers' workshops demonstrating different physical activities and will coordinate a countywide group to share information and coordinate efforts. Site visits to afterschool programs that request individual consultation and/or demonstrations will also be provided.
- ⇒ **Collective Roots** will develop a garden at an elementary school in EPA and provide garden-based opportunities where youth can be physically active and learn about healthy food during and after school. They will also engage the students' families and the community in the garden.
- ⇒ **Youth Leadership Institute** will convene five to seven youth to implement a Healthy Local Business Campaign. They will work near Redwood Continuation High School and Sequoia High School and partner with a local merchant to conduct a youth led healthy corner store makeover.
- ⇒ **Oceana High School's Garden Project** will establish a school garden, promote the use of the garden as a teaching tool, and develop a community service program for students to work in the garden and learn about healthy food.

Task Force Committee Updates

- ⇒ **Afterschool Committee**
 - Accepting applications for the Healthy Apple Award Program. For more info, go to the [Task Force website](#) and click on the [Afterschool section](#) at the top of the home page.
 - Coordinating a Healthy Nutrition Workshop for Afterschool Programs on March 11th. Please RSVP to Kathy Reyes at (650)573-2304 or elreyes@co.sanmateo.ca.us.
 - Offering an [Afterschool Nutrition Toolkit online](#) and/or staff training for afterschool programs. Contact Adrian Padilla at hapesmc@gmail.com.
- ⇒ **Evaluation Committee**
 - Finalized the [2008-2009 evaluation report](#). Document is located at the Featured Section of the [Task Force website](#) homepage.
- ⇒ **Preschool and Childcare Providers Committee**
 - Presented [nutrition, physical activity, and TV viewing guidelines](#) developed by committee to Coastside Collaborative on Jan. 8 and directors and site supervisors of child care centers in the county in partnership with the Child Care Coordinating Council (4C's) on Jan. 20.
 - Will conduct nutrition education classes to Our Second Home and the South San Francisco Child Parent Observation class.
- ⇒ **School Wellness Policy Committee**
 - Currently working on building relationships with school districts throughout the county, getting informed about local school districts' wellness efforts, and enhancing and developing opportunities for the committee to collaborate with school districts.



Communities of Excellence in Physical Activity, Obesity Prevention and Nutrition Project (CX3): Assessing the Food and Physical Environment in Pescadero/La Honda, East Palo Alto, Northern San Mateo, and North Fair Oaks

by Jennifer Gross and Eliana Schultz



The San Mateo County Health System (SMCHS) partnered with *promotoras* (community health workers) and youth from El Concilio to assess the nutrition and marketing environment and identify opportunities for improvement in four low-income communities in San Mateo County. Census tracts were selected based on criteria established by the California Department of Public Health's Network for a Healthy California.

This project involved mapping food outlets; assessing the quality of produce, the types of fruits and vegetables sold, and walkability around these stores; analyzing and presenting this data; and exploring ways to increase healthy food options. Results showed that most of these stores sell packaged, less healthy foods and have limited access to affordable, healthy food. Stores received points for having healthy items, high quality produce, and walkable environments. Out of the 20 stores surveyed, three had a high score or met the "quality standards" as defined by the California Department of Public Health. Several stores came close to meeting these standards.



The SMCHS is currently working on the last part of this project: sharing data with stakeholders. The SMCHS will explore whether any store owners/community groups want to use this data to improve their neighborhood. If you would like more information about this project or know a group interested in a presentation, please contact Eliana Schultz at eschultz@co.sanmateo.ca.us or (650) 573-3511.

Member/Program Spotlight

A Letter to Afterschool Program Staff in San Mateo County by Curtis Chan (Co-chair of the Task Force Afterschool Committee)

Dear Youth Development Professional at Afterschool Programs in San Mateo County:

Happy New Year! We appreciate your dedication to developing healthy youth in communities across San Mateo County. The California Department of Education recently released its [2009 California Afterschool Physical Activity Guidelines](#), which provide clear policies and practical tips to help afterschool staff make daily physical activity accessible, engaging, enjoyable and beneficial to all youth. These state guidelines to "ensure that all children are included in a minimum of 30-60 minutes of daily moderate-vigorous physical activity" would promote health, particularly among children who are overweight or physically inactive.

Recognizing the logistics of implementing the state guidelines within busy afterschool programs, the Task Force and the Health System funded a small pilot project, *Healthy Active Play Environments*, (HAPE - pronounced "happy") to provide training, technical assistance and information sharing among programs in San Mateo County. Below are resources to help support your afterschool program:

Physical Activity Workshop: Over 50 youth development professionals from afterschool programs attended a superb "Power of Play" workshop at the Mid-Peninsula Boys & Girls Club on February 5th, demonstrating activities from the [Playworks Playbook](#). The Afterschool Committee of the Task Force plan to offer more physical activity training workshops in April through June. If you are interested in a free workshop for your staff and colleagues at your site, please contact Adrian Padilla, Director of HAPE, at hapesmc@gmail.com.



Healthy Nutrition Training Workshop for Afterschool Programs: Afterschool program staff are invited to participate in this interactive workshop lead by Heather Salas, RD, a dietician from the San Mateo County Health System. The training will provide interesting nutrition information and practical tips to adhere to the SB12 snack requirements and SB965 beverage requirements for afterschool programs. The event will be held on Thursday, March 11th, 9 a.m.-12 Noon at 4Cs (2121 El Camino Real, San Mateo). This is a **FREE** event. Please RSVP to Kathy Reyes at elreyes@co.sanmateo.ca.us or (650)573-2304 by March 5, 2010.



Healthy Apple Awards: The Task Force appreciate that some afterschool programs are already providing an excellent environment for healthy nutrition and physical activity, while others are hoping to improve. Afterschool programs can conduct an easy self-assessment to measure their progress and apply for a "Healthy Apple Award" (by March 30th) to recognize excellence by the program and staff. The Healthy Apple Award documents, the Nutrition Toolkit, and other health-related documents are available on the Task Force website, www.gethealthysmc.org/afterschool.aspx.



San Mateo County Food System Alliance by Robin Galas and Susan Stansbury

The [San Mateo County Food System Alliance](#) is a collaboration between farmers, fishermen, farm-workers, natural resource managers, public health officials, educators and directors of several public benefit organizations - all of which share a desire to build a vibrant, healthy and sustainable food system in San Mateo County. The Alliance began in 2006 and in the past year has refined its focus to three main project areas designed to address San Mateo County youth, institutions, and growers. In an effort to improve nutrition and connect students to where their food comes from, the Alliance is working towards a goal of "a garden in every school in the county" and the promotion of garden-based education. The Alliance is also working on increasing the amount of locally grown and harvested foods in two significant institutions: schools and hospitals. Finally, the Alliance is implementing a "ponds project" whereby farmers would be able to collect water on their land for the purposes of irrigation and reduce some of their dependence on our state's water system.



Last November, various Alliance members participated in a panel discussion after the screening of [FRESH](#), a documentary on America's food system, which was hosted by Collective Roots, Conexions, and the San Mateo Public Library. The film underscored the importance of local food systems and the Alliance's panelists used this as a springboard to speak directly about the County's agriculture, fishing, and brand "As Fresh As It Gets."

Member/Program Spotlight

The Second Harvest Produce Mobile by Mark Kokoletsos



[Second Harvest Food Bank](#) supports the mission of the Task Force to foster a culture of health in San Mateo County by supporting prevention and wellness activities, increase physical activity and promote healthy nutrition. We recognize that in California, having access to an abundance of fresh, locally grown fruits and vegetables that overflow at farmers' markets or grocery stores is not a reality for all sectors of our community. Unfortunately lush oranges, crisp apples and succulent peaches are unaffordable luxuries for 2.24

million Californians who cannot afford to put food on their tables. This is an ironic reality for a state that has the largest agricultural economy in the United States and produces copious amounts of high quality fruits and vegetables for much of the nation. The Produce Mobile Program at Second Harvest Food Bank has enabled us to increase the availability of fresh fruits and vegetables to those who need it most. The service model for the [Produce Mobile Program](#) is simple:

The Food Bank schedules monthly produce distributions with partner agencies, agency clients are notified of distribution times, the produce is unloaded off of a refrigerated truck and set up on large folding tables for clients to pick and choose what they need for their families. The experience is similar to shopping at a farmer's market. The Food Bank has successfully acquired massive quantities of donated produce through our network of local growers and Feeding America. The tractor and trailer were made available by a \$207,000 donation by Symantec Corp. who insisted that the equipment include a hybrid truck.

Since launching the Produce Mobile Program in the Fall of 2005, we have established approximately 14 regular distributions at local agencies, benefiting nearly 2,000 low-income households each month. The following agencies have partnered to host distributions: Ecumenical Hunger Program in East Palo Alto, Onetta Harris Community Center in Menlo Park, four schools in Redwood City, Macedonia Church of God in Christ in San Mateo and other agencies throughout the County.

As the popularity of the Produce Mobile Program swells, the Food Bank is working hard to secure the resources needed to support its expansion. The Food Bank feels that it is critically important to provide access points for fresh fruits and vegetables to the individuals and families who cannot afford or have access barriers. The Food Bank is actively looking for new Produce Mobile partners. To learn more about hosting a distribution and/or supporting the Food Bank's Produce Mobile Program contact Mark Kokoletsos at 650-610-0800 x402 or mkokoletsos@shfb.org.

Kidsdata.org Is Now Statewide: Find Data for Every City, School District, and County in CA by Felicity Ayles



Data on the health and well being of children across California is now more accessible than ever before. [Kidsdata.org](#), a children's health website developed by the Lucile Packard Foundation for Children's Health, just expanded statewide, offering data for all counties, cities, and school districts in California -- nearly 1,600 regions. Data are available for dozens of topics measuring the health and well being of children, and much [more data will be phased in](#) throughout 2010. Learn how kids in your community are faring at <http://www.kidsdata.org>.

What's Going On?

YUCA and CDI Release Existing Conditions Report on Community Health Concerns by Cathleen Baker

The Ravenswood Business District, a large area in East Palo Alto, will be redeveloped in the coming years. Youth United for Community Action (YUCA) and the Community Development Institute (CDI) are leading a collaboration, referred to as the RBD Coalition, to ensure that redevelopment improves housing, environmental conditions, jobs, neighborhood completeness, transportation, and social cohesion to contribute to better health outcomes for the residents of East Palo Alto.

Human Impact Partners (HIP), a non-profit firm that works with communities to conduct health impact assessments, facilitated a process and partnered with the San Mateo County Health System to collect existing conditions data on each of these issues. See graphs on top right for an example of the Pedestrian Environmental Quality Index data that was collected as part of this assessment. The resulting existing conditions report is available [here](#). HIP will also provide health analyses of the community plan and of the City's plan as they are formulated.



Source: Human Impact Partners, <http://humanimpact.org/Projects.html>

What's Going On?

Active Public Spaces by Cathleen Baker

The October Active Public Spaces event, spearheaded by Supervisor Carol Groom, was a complete success! This half-day event kicked off with a rousing keynote address by Gil Penalosa, the Executive Director for [Walk and Bike for Life](#), who is collaborating with cities throughout the world to give "the streets back to people" and build safe physical activity into everyday life. The breakout and discussion sessions that followed allowed the more than 150 participants to explore strategies and practical tools to increase access to active public spaces through park equity mapping, joint use agreements, and school/community gardens.

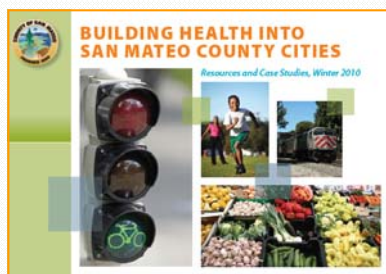
In the words of one attendee, the day was "truly inspiring. I think we all took away a lot of great ideas!" Efforts throughout the Peninsula are building on the momentum of the event. Several participants are building collaborations from the connections that were formed that day. On three separate weekends last fall, the [Get Active San Mateo County's Take a Hike](#) initiative led participants on three mile hikes to discover [San Mateo County Parks](#).



Healthy Planning in Action

Efforts in San Mateo County to build healthier communities were recently featured in an article in the February 2010 issue of the American Planning Association. [Build environment](#) activities by San Mateo County, the Task Force and its community partners were highlighted for successfully forging together the two disciplines of public health and planning, and for being in the forefront of creating practical tools, guidelines and strategies to support this work. Click [here](#) to view the article.

Click to view the [Building Health into San Mateo County Cities Toolkit](#).



Let's Move Campaign

The [Let's Move campaign](#) is a national initiative led by First Lady Michelle Obama that focuses on four key components (healthy choices, healthier schools, increasing physical activity and accessibility and affordability of healthy food) to prevent childhood obesity. Check out the [website](#)!

Events

- 03/09/10 – Yale Rudd Center Soft Drink Tax Webinar (11:00 a.m.-12:00 p.m.)
 - ⇒ Join Rudd Center Director, Kelly D. Brownell, PhD, for a discussion on soft drink taxes and how they can address obesity. Dr. Brownell will offer an overview of the rationale, relevant science, and economic and policy considerations of soft drink taxes. Click [here](#) to RSVP for the event.
- 03/11/10 – Policy in Action Trainings: Maximizing physical activity opportunities in tough budget times (Alameda County Office of Education, 313 W. Winton Ave., Hayward, 9:30 a.m.-3:30 p.m.)
 - ⇒ Learn how to: 1) strengthen physical education and physical activity opportunities for students without sacrificing the bottom line, 2) utilize tools, sample policies and case studies to develop comprehensive physical activity policies, and 3) develop strategies to improve the quantity and quality of student physical activity before, during and after school through: physical education, recess, classroom activities, safe routes to school, joint use of facilities and before/after school programs. Click [here](#) for more information.
- To stay updated on upcoming events, go to the GetHealthySMC.org [calendar](#) at <http://www.gethealthysmc.org/130-Calendar.aspx>.

SAVE THE DATE

What: [Get Healthy San Mateo County Task Force Meeting](#)



When: [April 5th from 4:30-6:00 p.m.](#)

Where: [William E. Walker Recreation Center Bluebird Room \(650 Shell Blvd., Foster City\)](#)

Show Me The Money!

- After School Education and Safety Grant
Deadline: 06/30/10
 - ⇒ The After School Education and Safety (ASES) Program provides funding to local educational agencies to create safe physical and emotional environments, educational and literacy programs, and enrichment elements including physical fitness, recreation and coordinated school health. Click [here](#) for more information.
- To stay updated on available funding opportunities, go to the GetHealthySMC.org [funding resources](#) page at <http://www.gethealthysmc.org/61-Funding.aspx>.

