



Healthy Communities
SAN MATEO COUNTY

BLUEPRINT FOR PREVENTION OF CHILDHOOD OBESITY

A CALL TO ACTION

Progress Report

Following the adoption of the Blueprint, the Get Healthy San Mateo County Task Force (Task Force) developed Year 1 implementation and Year 2 implementation plans from the initial objectives outlined in the planning process. As the Task Force enters the third year of implementation, it is helpful to revisit these objectives, summarize progress in completing the associated action steps as a means for assessing the overall achievements of the Task Force and celebrate the many successes.

The following notes progress made in reaching the Blueprint objectives. As the Task Force has grown and members have taken their learnings and commitment back to their own organizations, significant additional activity has also taken place; much of which is not captured here.

The accomplishments listed in the Progress Report stretch far beyond the committees of the Task Force and include work undertaken across San Mateo County in a movement towards a healthier community. Skim through the Blueprint priority areas, objectives and action steps to see: what has already been completed; what is “in progress”; and interesting highlights from committees and community efforts.

2006-2008 Recipients of Funding from the Get Healthy San Mateo County Task Force

| Organization/Committee of the GHSMC Task Force | Activity |
|---|---|
| Access to Healthy Foods and Physical Activity Committee | Mobile Activity Van in North Fair Oaks |
| Preschool and Childcare Providers Committee | Development and printing of nutrition and physical activity guidelines for preschools/childcare centers |
| School Wellness Policy Committee | School wellness policy workshop and mini-grants to eight school districts Healthy Green Fundraising Fair |
| Breastfeeding Committee | Printing breastfeeding resource guide |
| Youth and Social Marketing Committee | Focus group discussions with youth |
| Built Environment Committee | Bicycle map |
| Family Service Agency of San Mateo | Parent education classes on healthy eating/active living |
| Our Second Home | Nutrition classes for parents and childcare providers |
| Clearinghouse Committee | Development of a clearinghouse website and funds for website designer to create website |
| After School Committee | Development and printing of "Gold Apple Standards for Healthy Eating and Physical Activity" |

Priority Area 1: Community/Environment

GOAL: To improve and sustain access to healthy food and physical activity at the community, organizational, and environmental levels.

Objective 1: By 2010, all residents will have access to high-quality, appealing, and affordable fruits, vegetables, and other nutritious foods.

| | Action Steps | Status |
|---|--|--------------------|
| 1 | Determine locations where fruits, vegetables, and other healthy foods are sold/not sold through regional mapping project and other assessment activities. | In Progress |
| 2 | Identify priority communities/ neighborhoods in need of increased access to healthy foods. | In Progress |
| 3 | Identify local, regional, and state organizations and individuals who can assist communities in expanding access to healthy food (both food to people and people to food). | In Progress |
| 4 | Identify Best Practices in literature for assisting communities in expanding access to healthy food, including incentives for bringing markets into these areas. | ✓ |
| 5 | Develop strategic plan with identified coalitions as lead agencies to increase access to high quality, healthy, affordable food. | In Progress |

Collective Roots and many community members partnered to establish the East Palo Alto farmers' market. Since June 2008 nearly 300 East Palo Alto residents attend the market each Sunday.

Objective 2: By 2010, there will be a plan in place to provide convenient access to safe, high quality parks, playgrounds, indoor and outdoor sports and recreation facilities with affordable programs and green space in all neighborhoods.

| | Action Steps | Status |
|---|---|--------------------|
| 1 | Determine locations where physical activity opportunities are available through regional mapping project and other assessment activities. | |
| 2 | Identify priority communities/ neighborhoods in need of increased access to physical activity. | In Progress |
| 3 | Identify local, regional, and state organizations and individuals who can assist communities in expanding access to physical activity (both intentional and unintentional). | In Progress |
| 4 | Identify Best Practices in literature for assisting communities in expanding access to physical activity. | |
| 5 | Develop strategic plan, and in collaboration with identified key stakeholders, form coalitions as lead agencies to increase access to physical activity. | In Progress |

After mapping community parks, the Access Committee established a Mobile Activities Van to visit areas in Redwood City and North Fair Oaks where there are few parks. They set up balls and cones and offer children other equipment to play with.

Objective 3: By 2010, ensure that information about healthy food and physical activity is available at a culturally competent and appropriate reading level for all targeted populations.

| | Action Steps | Status |
|---|---|--------------------|
| 1 | Convene a group of experts on health literacy related to healthy eating. | |
| 2 | Assess key information on healthy eating and physical activity in relation to accuracy, relevance, and reading level. | |
| 3 | Design and implement a strategy to make the information available to the public. | In Progress |

Objective 4: By 2010, foster ongoing collaboration among Get Healthy San Mateo County Task Force and its affiliated agencies with the planning, transportation, and city management leaders of San Mateo County.

Parks, Housing, Public Works, Health and Planning meet every other month to collaborate on planning and land-use projects. The Health Department has dedicated a staff person to growing and supporting this work.

| | Action Steps | Status |
|---|--|---------------|
| 1 | Partner with key members of planning, transportation, city management and other agencies to create regularly scheduled opportunities to collaborate. | ✓ |
| 2 | Research and identify best practices in developing general plans to increase physical activity and healthy eating environments for communities. | ✓ |
| 3 | Research existing community general plans within San Mateo County and outside of the County to understand what exists and what is possible. | ✓ |
| 4 | Highlight general plans in the County demonstrating best practices and provide opportunity for communities to network. | ✓ |
| 5 | Develop training materials and sample templates for communities to refer to, posted on the County Clearinghouse. | ✓ |

The University of California Berkeley's Undergraduate Public Health Coalition developed tools and fact sheets on transit oriented development and its benefits for community health.

Objective 5: By 2010, determine the feasibility of a “junk food tax” with the funds raised dedicated to obesity prevention.

| | Action Steps | Status |
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| 1 | Research existing local “junk food tax” efforts in communities of California and in other states to understand successful strategies. Partner with expert agencies to investigate the feasibility of a tax. | |
| 2 | Develop “wish list” for funding dedicated to supporting quality nutrition and inclusive physical activity programs and services. | |
| 3 | Identify local legislators and other agencies to develop advocacy plan. | |

Objective 6: By 2010, the number and type of fast food outlets, mobile food vendors, and ice cream trucks around schools and playgrounds will be reviewed and evaluated to determine whether they should be restricted or if incentives should be provided to them to carry healthier choices.

| | Action Steps | Status |
|---|--|--------------------|
| 1 | Inventory and map current fast food outlets and mobile food carts in 5 identified neighborhoods. | In Progress |
| 2 | Analyze results of inventory to determine areas of high density, proximity to schools, and nutritional quality of foods offered. | In Progress |
| 3 | Research and document rationale for restricting density or providing incentives for healthier choices for these outlets. | In Progress |
| 4 | Develop strategy to reduce density or increase healthy choices in one pilot community of concern by seeking community partnerships and researching avenues of penetration. | In Progress |
| 5 | Analyze lessons learned from pilot to pursue additional areas of focus for density reduction. | |

Youth in Daly City's Project HEART mapped restaurants around Jefferson High and rated food outlets based on their calories and fat content. They are exploring policy actions to reduce the concentration of fast-food.

Objective 7: By 2010, there will be a County Clearinghouse of recommended nutrition and physical activity educational materials, curricula, marketing materials, calendar of events, agency contact information, and a referral system to technical assistance resources available for the entire community of San Mateo County.

| | Action Steps | Status |
|---|---|---|
| 1 | Identify lead agency to oversee the development of an online clearinghouse. Create workgroup with representatives from each of the school, preschool/childcare, after-school, healthcare, and community workgroups to provide input. | ✓ www.gethealthysmc.org will be launched September 2008! |
| 2 | Assess the educational material, curriculum, marketing material, calendar of events, agency contact information, and a referral system to technical assistance resources needs of all workgroups. Develop plan and peer-reviewed system to address needs. | ✓ |
| 3 | Appropriately resource the County Clearinghouse and promote its usage throughout the County. | In Progress |

Priority Area 2: Schools

GOAL: To improve and sustain access to healthy food and physical activity in the school setting.

Objective 1 By 2007, there will be an online system of resources and in-person, ongoing technical assistance offered for local school districts to assist them in developing federally mandated local school wellness policies (for more information on the policy see <http://www.californiahealthykids.org>).

| | Action Steps | Status |
|---|--|---------------|
| 1 | Collect organization websites, reviewed and recommended sample policies, and associated materials and trainings to post on the San Mateo Educational Research Center (SMERC) website. | ✓ |
| 2 | Collect contact information and assess the technical assistance needs of all school districts in San Mateo County linked to the development or implementation of the School Wellness Policy. | ✓ |
| 3 | Conduct focus groups with teachers and other school officials in order to determine additional technical resource needs. | |
| 4 | Create a fact sheet for teachers and school officials based on results of above. | |
| 5 | Provide staff time to coordinate technical assistance services to school districts, particularly those located in lower resource communities. | ✓ |

After reviewing each school's wellness policy, the School Wellness Policy Committee conducted a workshop on *How to Implement Your School District's Wellness Policy* - this session was attended by 16 school districts. Follow-up included the distribution of 8 mini-grants to implement some component of their wellness policy.

Kaiser Permanente committed to two years of funding for a full-time Health Educator focused on the implementation of school districts' wellness policies and improved coordination between schools and the Get Healthy San Mateo County Task Force!

Objective 2: By 2010, San Mateo County will have a youth advisory council to provide input on nutrition and physical activity policy and program decisions.

| | Action Steps | Status |
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| 1 | Establish a school district specific committee to focus on the steps toward youth involvement. | |

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| 2 | The committee will identify barriers or concerns about youth involvement. | ✓ |
| 3 | The committee will define goals and objectives for youth involvement in their school district. These goals should be considered within the framework of the school district's wellness policy and other related activities. | |
| 4 | The committee will work through the logistics of youth involvement by addressing the following issues: stipends, mentorship, transportation, recruitment, timeline for forming youth advisory board. | |
| 5 | Recruit diverse group of youth through all schools in district. | |
| 6 | Training for adult members of committee and youth. The goal of this training is building youth-adult partnerships and ensuring youth have meaningful leadership roles in decisions about nutrition and physical activity in schools. | ✓ |

Objective 3: By 2010, San Mateo County will assemble a taskforce of youth who will design, implement, and lead a physical activity and nutrition social marketing campaign.

| | Action Steps | Status |
|---|--|--------------------|
| 1 | Review process and results of Daly City HEART social marketing program and other published programs. Review successes in youth-led nutrition and physical activity social marketing campaigns. | In Progress |
| 2 | Work with youth advisory boards (Objective #2) on assessing successes of social marketing campaigns at schools throughout the County. | |
| 3 | Work with youth advisory boards (Objective #2) to create a social marketing campaign at schools throughout the County. | In Progress |
| 4 | Work with youth advisory boards (Objective #2) to implement a social marketing campaign at schools throughout the County. | In Progress |

Priority Area 3: After School

GOAL: To improve and sustain healthy eating and physical activity environments in the “after school” setting.

Objective 1: By 2010, after school care facilities will be notified of recommended nutrition policies for healthy meals, snacks and beverages (including those available through vending machines) that follow the SB 12 and SB 965 standards for schools.

| | Action Steps | Status |
|---|--|--------------------|
| 1 | Create specific, realistic guidelines for recreational programs that serve children and youth. | In Progress |

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| 2 | Replicate and distribute District IV Parks and Recreation “Great Snack-Off Healthier Vending Options” List, available on the County Clearinghouse. | |
| 3 | Obtain a contact person at each after-school program site for communication. | In Progress |
| 4 | Create mail and email databases for distribution. Develop method to update database. | |
| 5 | Advocate for City Councils and Organization Boards to support and pass policies or ordinances. | ✓ |
| 6 | Proactively include youth and parents in planning, implementation, and evaluation. | |

Objective 2: By 2010, after school care programs will provide a minimum of 10 minutes per hour of care for children to engage in a variety of physical activity options that reinforce a healthy lifestyle.

| | Action Steps | Status |
|---|---|--------------------|
| 1 | Utilize reviewed curricula from County Clearinghouse. | In Progress |
| 2 | After school care facilities will provide staff with at least one training per year on leading inclusive, non-competitive physical activity sessions and promoting positive activity behaviors. | |

Objective 3: By 2010, after school curriculums and programs will include nutrition and health education components that are interactive, fun and practical for children.

| | Action Steps | Status |
|---|---|---------------|
| 1 | Utilize reviewed curricula from County Clearinghouse. | |
| 2 | After school care facilities will provide at least one training per year to staff on childhood and adolescent nutrition, fun nutrition activities, and other related health education activities. | |

Objective 4: By 2008, after school curricula and programs will include nutrition and health education components that are interactive, fun and practical for parents.

| | Action Steps | Status |
|---|---|---------------|
| 1 | Utilize reviewed curricula from County Clearinghouse. | |
| 2 | After school care facilities will provide at least one training per year to parents on family nutrition, fun nutrition activities, and other related health education activities. | |

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| 3 | Child and youth serving facilities and healthcare agencies will provide educational materials and referral system for parents. | ✓ |
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Objective 5: By 2010, after school facilities will prohibit on-site marketing or contracting of low nutrient foods/beverages via vending machines, posters and other print materials or electronic sources.

| | Action Steps | Status |
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| 1 | Arrange technical assistance services from Public Health Institute Law Program and other BANPAC agencies. | |
| 2 | Encourage every child and youth serving facility to create and implement a policy that bans marketing of unhealthy foods and beverages onsite. Utilize District IV Parks and Recreation "Great Snack-Off Healthier Vending Options" List. | |
| 3 | Post appropriate steps and distribute materials on County Clearinghouse. | |

Objective 6: By 2010, there will be a system of identification, replication and acknowledgement of successful after school programs and best practices in San Mateo County.

| | Action Steps | Status |
|---|---|--------------------|
| 1 | Replicate and distribute San Mateo County Program Spreadsheet (See Appendix) to all agencies identified in Objective 2. Update this spreadsheet at least on a yearly basis. | |
| 2 | There will be a yearly awarding process for agencies demonstrating compliance with best practices. | In Progress |

Priority Area 4: Preschool/Child Care Services

GOAL: To improve nutrition and physical activity environments in the preschool and child care services setting.

Objective 1: By 2010, licensed preschool/childcare providers will collaborate with parents and the community in providing culturally appropriate education on benefits of nutrition, physical activity and limited television viewing.

| | Action Steps | Status |
|---|---|---------------|
| 1 | Assess nutrition and physical activity standards currently available at licensed preschool/childcare locations in the County, focusing primarily on Head Start facilities. | ✓ |
| 2 | Review results of San Mateo County First 5/ El Concilio and Stanford University focus groups with parents to identify culturally appropriate education on the benefits of nutrition, physical activity and limited TV | ✓ |

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| | viewing. Conduct more focus groups as needed. | |
| 3 | Identify and assess “best practices” for nutrition and PA programs aimed at preschools available through literature and web-based searches. | ✓ |
| 4 | Create and distribute specific, realistic guidelines for preschools and childcare programs on nutrition and physical activity standards. | In Progress |

Objective 2: By 2010, licensed preschool/childcare providers will incorporate healthy nutrition and physical activity standards as integral parts of their curricula. Physical activity should be appropriate for the preschool-aged developmental level and physical health status. Sedentary behaviors should be kept to a minimum of no more than one hour per day total (California Center for Physical Activity, <http://www.caphysicalactivity.com>).

| | Action Steps | Status |
|---|--|--------------------|
| 1 | Utilize the results of action steps in Objective 1. | |
| 2 | Licensed preschool/childcare programs will offer at least one professional development training per year to enable staff to prepare culturally appropriate healthy food, model positive eating behaviors, ensure safe food handling and conduct enjoyable physical activities. | ✓ |
| 3 | Disseminate curriculums, trainings, and materials on County Clearinghouse. | In Progress |

The Preschool and Childcare Providers Committee created nutrition and physical activity guidelines for preschools and childcare centers. They also received funds to print these in a shiny format!

Objective 3: By 2010, licensed preschool/childcare programs will add stimulating indoor/outdoor areas and play equipment that promote physical activity and meet or exceed recommended safety standards.

| | Action Steps | Status |
|---|--|--------------------|
| 1 | Identify best practices for preschool/childcare environments with stimulating indoor/outdoor areas and play equipment that promotes physical activity and meets or exceeds recommended safety standards. | |
| 2 | Assess preschool/childcare facility environment for stimulating indoor/outdoor areas and play equipment that promotes physical activity and meets/exceeds recommended safety standards. | |
| 3 | Obtain or design a tool to assess physical activity/safety environment at preschools and childcare programs. | |
| 4 | Develop recommended standards for preschool/childcare environments that promote physical activity and meet/exceed recommended safety standards. | In Progress |
| 5 | Distribute standards for preschool/childcare environments that promote physical activity and meet or exceed recommended safety standards to all preschools, childcare facilities, and related organizations (i.e. 4 C's) via County Clearinghouse. | In Progress |

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| 6 | Provide certificate to sites that promote healthful eating and/or physical activity. | |
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Objective 4: By 2010, licensed preschool/childcare facilities will limit television, computer and video game viewing during hours of operation.

| | Action Steps | Status |
|---|---|---------------|
| 1 | Survey preschool/childcare providers about current practices regarding viewing time and content of television, computer, video gaming viewing during hours of operation. | ✓ |
| 2 | Review and develop recommended standards for preschool/childcare providers regarding television, computer, and video game viewing during hours of operation. | In Progress |
| 3 | Distribute recommended standards for preschool/childcare providers regarding viewing time and content of television, computer, and video game viewing during hours of operation via online clearinghouse. | In Progress |

Objective 5: By 2010, licensed preschool/childcare providers, in partnership with parents and the community, will support access to recreation activities and safe and healthy environments.

| | Action Steps | Status |
|---|--|---------------|
| 1 | Partner with local community collaboratives to gauge all options available in identified low resource communities for preschool-aged children and families. Ensure preschool-aged children are included as target populations in the planning. | |
| 2 | Disseminate recommended guidelines for recreation activities and safe and healthy environments for the preschool-aged population via County Clearinghouse. | In Progress |

Objective 6: By 2010, develop plan and pilot all appropriate activities from the above objectives in willing preschool and childcare program sites in the County.

| | Action Steps | Status |
|---|--|---------------|
| 1 | Seek and apply funding to willing preschool and childcare service sites to implement agreed upon activities to be piloted. | |
| 2 | Craft timeline and work plan for implementation and evaluation activities to be piloted. | |
| 3 | Disseminate recommendations via County Clearinghouse and trainings for other preschool and childcare facilities in the County. | |

Priority Area 5: Healthcare

GOAL: To improve and sustain access to healthy nutrition and physical activity information and environments in the healthcare setting.

Objective 1: By 2010, encourage, support, and protect Breastfeeding as the foundation of healthy nutrition, in order to meet or exceed Healthy People 2010 Breastfeeding Goals of Initiation (75%), 6 Months (50%), and 1 Year (25%).

| | Action Steps | Status |
|---|---|--------------------|
| 1 | Conduct inventory of existing breastfeeding programs in the County, including those provided by hospitals, clinics, healthcare providers, community organizations, and the workplace. | ✓ |
| 2 | Create and maintain on the County Clearinghouse a list of Breastfeeding programs and best practices. | ✓ |
| 3 | Conduct assessment on need for marketing/message campaign on Breastfeeding for San Mateo County. | ✓ |
| 4 | Create and implement plan for marketing/message Breastfeeding campaign. | In Progress |

The Breastfeeding Committee developed a list of breastfeeding programs which was printed and disseminated to healthcare providers across the County.

Objective 2: By 2010, collaborate with schools, after school programs, and other community agencies to develop or replicate linguistically and culturally appropriate social marketing messages for children and their families to promote healthy eating and active living.

| | Action Steps | Status |
|---|---|--------------------|
| 1 | Conduct inventory of existing social marketing messages on healthy eating and active living visible in the County, paying particular attention to communities with fewer healthy messages available. Partner with all agencies that promote these messages. | |
| 2 | Review focus group data from San Mateo County, 2005 for ideas. | |
| 3 | Conduct several youth fishbowl sessions to design social marketing messages that will attract children and youth. | In Progress |
| 4 | Conduct several focus groups with parents to design social marketing messages that will attract entire families. | |
| 5 | Develop, design, and pilot social marketing messages in collaboration with schools, after school programs, and community-based organizations. | In Progress |

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| 6 | Utilize County Clearinghouse as vehicle for distribution of marketing messages and materials. | |
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Objective 3: By 2010, develop a structure to review and develop linguistically and culturally appropriate health education materials and curriculum on healthy eating and active living.

| | Action Steps | Status |
|---|--|--------------------|
| 1 | Conduct inventory, categorize, and assess existing health education materials on healthy eating and active living for children, youth, and their families. | In Progress |
| 2 | Identify unmet areas of need and develop or obtain materials to meet the needs. | |
| 3 | Disseminate materials on County clearinghouse website. | |

Objective 4: By 2010, San Mateo County child and adolescent healthcare providers will receive trainings on assessments, guidelines, and management practices associated with reducing risks associated with inadequate nutrition, lack of regular physical activity, childhood obesity and health disparities.

| | Action Steps | Status |
|---|--|--------------------|
| 1 | Coordinate with County Health Department, San Mateo County Medical Association, Hospital Consortium, Kaiser Permanente, and American Association of Pediatrics to develop list of providers. | ✓ |
| 2 | Review Best Practices and survey providers on training needs. | |
| 3 | Schedule and promote provider trainings by partnering with all County organizations in Taskforce, consultants, and members of Speakers Bureau (see Objective #5). | In Progress |

Objective 5: By 2010, regularly partner with preschool/childcare, school, and after school programs to produce a San Mateo County Speakers' Network focused on the benefits of adequate nutrition and physical activity including the prevention of chronic diseases.

| | Action Steps | Status |
|---|--|---------------|
| 1 | Identify liaisons to preschool/childcare, school, after school, and other community programs. | ✓ |
| 2 | Support schools and other agencies on mandated and non-mandated wellness policies on healthy eating and active living. | ✓ |

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| 3 | Review and post approved curricula and materials on County Clearinghouse. | ✓ |
| 4 | Conduct informal assessment of the needs of agencies for potential healthcare provider speakers. | ✓ |
| 5 | Identify target populations, agencies, and topic areas requiring lectures, trainings, and activities. | ✓ |
| 6 | Advertise Speakers Bureau on County Clearinghouse. | ✓ |

Objective 6: By 2010, all healthcare facilities in San Mateo County will create and implement facility Wellness Policies to promote healthy eating and physical activity environments for staff, patients/clients, and visitors.

| | Action Steps | Status |
|---|---|--------------------|
| 1 | Review existing facility Wellness Policies, including County Health Department. | ✓ |
| 2 | Create and offer training to facility directors and managers on benefits to implementing a Wellness Policy. | ✓ |
| 3 | Create file of sample wellness policies and templates; post on County Clearinghouse website. | In Progress |

Objective 7: By 2010, the healthcare community, in collaboration with schools and other community groups, will advocate for local government and community actions that improve access and opportunities for physical activity, nutrition education and healthy food in all communities in San Mateo County.

| | Action Steps | Status |
|---|---|--------------------|
| 1 | Identify representatives of healthcare community as liaisons to preschool/childcare, school, after school, and other community programs. | In Progress |
| 2 | Encourage healthcare providers to participate in community collaborative meetings, offer professional assistance, join advocacy efforts, and ensure that agency efforts are meeting the needs of community members. | ✓ |
| 3 | Encourage healthcare providers to attend trainings and workshops on local policy development, environmental, and organizational change to promote healthy eating and active living. Post trainings and workshops on County Clearinghouse. | |