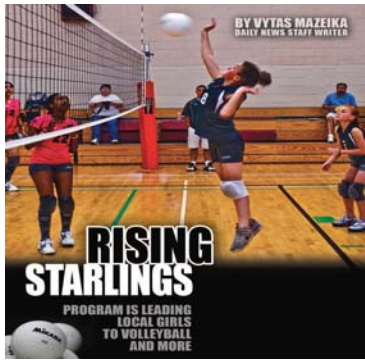


GET HEALTHY SAN MATEO COUNTY TASK FORCE EVALUATION REPORT JULY 2008-JUNE 2009

The pictures below represent some highlights of the Task Force and our partner agencies from 2008-2009.

The Get Healthy San Mateo County Task Force launched the youth blog and the local activity resource directory (www.yspacesmc.org/blog and http://www.yspacesmc.org/Program_Search.aspx).



The San Mateo County Visitors Bureau, the San Mateo County Farm Bureau and the San Mateo County Agricultural Commissioner, sponsored a contest for a label that identifies San Mateo County grown products. Look for this label in stores in the fall of 2009.

Starlings Volleyball Club continues to expand and now offers affordable physical activity for young women from Bayside Middle School and several other schools in Redwood City.



Family Services Agency-sponsored parent workshop with instructor Kevin Jackson.

INTRODUCTION

The Get Healthy San Mateo County Task Force (Task Force) developed a *Blueprint for Prevention of Childhood Obesity: A Call to Action (Blueprint)* in 2006. For the past three years, the Task Force has implemented nutrition and physical activity-related goals outlined in the *Blueprint*. An Advisory Council continues to oversee the Task Force and members of the Task Force participate in one of six committees. In addition to the committees, partner organizations, individuals, and government officials are undertaking important efforts around healthy eating and physical activity.

The Evaluation Committee of the Task Force is responsible for evaluating Task Force members' experiences with this collaborative and assessing the impact of these activities on the health of San Mateo County children. This third evaluation report describes how funds have been allocated by the Task Force, summarizes evaluation data (Appendix 1), identifies progress made in meeting Blueprint objectives and activities not outlined in the Blueprint (Appendix 2), and provides quantitative data on the status of overweight, underweight and healthy behavior among children in the county (Appendix 3).¹ The Evaluation Committee recognizes that the efforts of many stakeholders may not be fully captured here as the Get Healthy San Mateo County movement stretches far beyond those activities in the "formal" Task Force.

FUNDING ALLOCATIONS

The Get Healthy San Mateo County Advisory Council awards small grants to various committees and organizations committed to increasing access to healthy foods and physical activity. The table below details recipients of funding for the cycles 2006-2007, 2007-2008, and 2008-2009.

2006-2009 Recipients of Funding from the Get Healthy San Mateo County Task Force		
Organization/Committee of the Task Force	Activity	Year (s) Received Funding
Access to Healthy Foods and Physical Activity Committee	Coordinated mobile activity van in North Fair Oaks	2007, 2008
Preschool and Childcare Providers Committee	Developed and printed nutrition and physical activity guidelines for preschools/childcare centers	2008
School Wellness Policy Committee	Held school wellness policy workshop, offered mini-grants to school districts, and held Healthy Green Fundraising Fair	2006, 2007, 2008
Breastfeeding Committee	Printed breastfeeding resource guide and	2007, 2008

¹ Please note that this appendix contains quantitative data compiled in Dec. 2008. Much of the quantitative data lags at least one year behind the qualitative data.

	conducted lactation education trainings with physicians and their staff	
Youth and Social Marketing Committee	Conducted focus group discussions with youth	2007
Built Environment Committee	Printed a bicycle map	2007
Family Services Agency of San Mateo	Offered parent education classes on healthy eating/active living	2008
Our Second Home	Held nutrition classes for parents and childcare providers	2007
Clearinghouse Committee, Planeteria	Developed two clearinghouse websites	2008
EPA.net	Established a youth-led process for development and maintenance of the www.yspacesmc.org including the youth blog, top story and videos sections of the website	2008
Second Harvest Food Bank	Implemented produce mobile program to low-income families in Daly City that lack access to fresh fruits and vegetables	2008
Puente de la Costa Sur	Conducted culturally appropriate nutrition education and basic cooking classes to migrant workers and their families in Pescadero	2008

METHODOLOGY

Staff from the San Mateo County Health System implemented two surveys in May and June 2009, one that asked individual questions of Task Force members and one that requested information about committees and their work. A total of 48 Task Force members responded to the individual member survey and six committees completed the committee survey. Approximately two-thirds of our total “regular” Task Force members, defined as individuals who participated in one or more committee meetings, responded to the individual survey.

FINDINGS

This section includes a few highlights from the collected surveys. For more detailed results, see Appendix 1. Table 1 indicates progress made on the 29 objectives and 111 action items listed in the *Blueprint* between 2006 and 2009.²

² See Appendix 2 for a complete listing of the progress made on the objectives and action items in the *Blueprint*.

Table 1: Progress Made on 29 Objectives and 111 Action Items Listed in Blueprint to Date				
<u>Objectives</u>	<u>Action Items</u>			
<u>In Progress</u>	<u>Completed</u>	<u>In Progress</u>	<u>Not Done</u>	<u>Total</u>
<u>27</u>	<u>47</u>	<u>28</u>	<u>36</u>	<u>111</u>

The identified date of completion for the blueprint objectives is 2010 which is the end of the upcoming implementation year. Responses from committee surveys indicated that members of the Task Force are interested in updating the Blueprint this year.

Table 2 documents the number of active committees of the GHSMC Task Force and the approximate number of participants on each committee. It suggests a decline between 2006 and 2009 in the number of active committees and a relatively steady number of participants involved in committees over the past three years.

Table 2: Number of Active Committees by Implementation Year		
Year	Number of Active Committees	Approximate Number of Participants in All Committees
2006-2007	9	54
2007-2008	8	60
2008-2009	6	52

The level of satisfaction with the Task Force and its Committees has consistently remained high over the past three years. About three-fourths of survey respondents also indicated that they continued to be comfortable with the way decisions are made in the Task Force. Over the past few years, fewer respondents have “strongly agreed” or “agreed” with the statements that the county better understands their community’s perspective, that the Task Force is able to recruit and retain a diverse membership, and that they personally can influence the Task Force. Respondents clearly indicated that programs and resources developed by the Task Force, such as the Clearinghouse websites, have enhanced their ability to meet constituents’ needs and provided them with knowledge applicable to their work. Refer to Appendix 1 for more detailed information about the data collected.

Recognizing that great work is taking place in both committees and by our key partners, the Evaluation Committee selected key accomplishments and challenges (Tables 3 and 4). Some of the recommendations came from surveys while others are suggestions from the Evaluation Committee.

Table 3: Key Accomplishments
<ul style="list-style-type: none"> Launched the youth blog (www.yspacesmc.org/blog) and initiated a contract with EPA.net for youth to oversee the blog and maintain the youth clearinghouse website. Youth and adults from four communities: Pescadero, the northern part of San Mateo, East Palo Alto, and North Fair Oaks, assessed their community's food

and physical activity environment as part of the Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3) project.

- Members of Youth United for Community Action (YUCA) of East Palo Alto compiled an inventory of community assets and services, held several community workshops with the Ravenswood Business District Coalition on healthy development, and implemented a pedestrian quality survey to analyze the safety and accessibility of streets and intersections in the study area.
- The School Wellness Policy Committee of the Task Force held two forums: one on ways to encourage healthy fundraisers at schools and one on collaborating with school board members.
- The Preschool and Childcare Providers Committee disseminated nearly 300 nutrition and physical activity guidelines to preschools and childcare centers.
- San Mateo County hospitals in the Hospital Consortium set the following goal for 2008-2009: increase the proportion of locally grown food in each hospital's menus by 10%. To accomplish this goal, the Hospital Consortium collaborated with members from the San Mateo Food System Alliance and the County Farm Bureau to bring together 9 growers and representatives from 7 hospitals to discuss farmers' produce and hospitals' needs.
- Twenty-three afterschool providers completed self-assessment forms for the Healthy Apple Award, an opportunity to demonstrate how their afterschool program meets certain standards for healthy snacks and physical activity.
- The Mobile Activity Van continued to offer opportunities for physical activity to low-income youth in three parks in North Fair Oaks.

Table 4: Challenges and Recommendations

CHALLENGES	RECOMMENDATIONS
<ul style="list-style-type: none"> • Evaluation report was lengthy and delayed. It was not utilized by many committees as they planned their objectives and goals. 	<ul style="list-style-type: none"> • Release a concise report at first Task Force meeting of each year. Evaluation Committee members should share results with each committee.
<ul style="list-style-type: none"> • Task Force committee members lack time to participate on committees as fully as they would like. 	<ul style="list-style-type: none"> • Explore other means of participation such as conference calls for meetings and for listening to updates about the Task Force.
<ul style="list-style-type: none"> • Some Task Force members expressed limited knowledge of the role and activities of the Advisory Council. 	<ul style="list-style-type: none"> • To better inform the Task Force of the Advisory Council's role, explore ways to share meeting minutes with Task Force, perhaps via the clearinghouse website, or encourage committee chairs to share highlights from Advisory Council meetings during their committee meetings.
<ul style="list-style-type: none"> • Money from the GHSMC Task Force was released late in the year. 	<ul style="list-style-type: none"> • Release Task Force money earlier in the year.
<ul style="list-style-type: none"> • Respondents felt Task Force membership does not fully 	<ul style="list-style-type: none"> • Explore alternate ways to secure input such as meeting with

represent diversity (e.g. demographic, regional and income) of San Mateo County.	community groups and existing collaboratives.
<ul style="list-style-type: none"> Some Task Force members expressed disconnection between the committees and the larger Task Force. 	<ul style="list-style-type: none"> Dedicate more Task Force meeting time to committee presentations. Post committee highlights on gethealthysmc.org.

CONCLUSION

As the Get Healthy San Mateo County Task Force begins the next year of implementation, the Evaluation Committee hopes that information in this report will guide the work of committees and community partners in continuing to positively influence the health of San Mateo County youth around healthy nutrition and physical activity. It is suggested that the Task Force, Advisory Council, and committees review the specific recommendations outlined in Table 4 to enhance internal processes and improve the overall effectiveness of the Task Force.

ACKNOWLEDGEMENTS

The Evaluation Committee expresses our sincere appreciation to the Advisory Council and members of the Task Force who completed the surveys, provided specific comments and recommendations, and who continue to give generously of their time and energy to move the vision of the Get Healthy San Mateo County Task Force forward.

Specific thanks are also given to the Board of Supervisors for supporting this effort, the San Mateo County Health System and staff of the Health Policy and Planning Division for their outstanding and ongoing financial and structural support of the Task Force and partner organizations.

Special thanks to the members of the Evaluation Committee: Anand Chabra, Daniel Brown, Alvaro Garza, Jennifer Gross, Oded Gurantz, Maryam Headd, Eliana Schultz and Dana Schuster.

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