

Health Equity in Network Programs

Shasta County Public Health
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Shasta County

- Rural and remote
- Politically Conservative
- Population: 180,000
- 3,847 square miles
- Only 3 incorporated Cities

Healthy Shasta Collaborative

HEALTHY SHASTA
 Vision: A community where the healthy choice is the easy choice.
 Mission: We are a partnership and a movement that promotes healthy eating and physically active lifestyles through environmental, policy and organizational change.

5 Year Outcomes

Healthy Schools	Food Systems	"Walk the Talk"	Walking/Biking	Healthy Communities/ Built Environment
<p>Healthy Schools Improve the health status of students and their families in Shasta County schools by students adopting life-long, healthy habits.</p>	<p>Food Systems Inspire a culture that values healthy food and promotes healthy eating.</p>	<p>"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.</p>	<p>Walking/Biking Create environments that make bicycling and walking easier, safer and more convenient for transportation and recreation.</p>	<p>Healthy Communities/ Built Environment Create a community design that supports healthy and active lifestyles.</p>
<p>Healthy Schools In selected schools: Students and families with school-aged children are more physically active. Students have access to and consume healthier food and beverages on school campuses. Teachers and other stakeholders have increased knowledge about healthy lifestyle practices, and they advocate for environments that support healthy eating and physical activity.</p>	<p>Food Systems Walkways, 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 prepared at restaurants, cafeterias, vending machines, corner stores, and grocery stores. Strong support of local foods and farmers markets among community members and leaders.</p>	<p>"Walk the Talk" More organizations and governmental agencies take healthy eating and physical activity into consideration when making decisions and setting policies. Healthy Shasta partners serve as role models in providing convenient, affordable, and enticing choices for healthy eating and physical activity for their employees and customers.</p>	<p>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, transit, etc.) More people walking and bicycling for both recreation and transportation.</p>	<p>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.</p>

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

www.HealthyShasta.org

Healthy Kids Choice Program

- Increase availability of fresh fruit & vegetables in CX3 neighborhoods
- Healthy options for kids on restaurant menus
- Partnership with Healthy Shasta
- Expansion with Sodium Reduction Initiative funding

Criteria to Participate



- Offer and promote at least one HKC meal that includes:
 - Lean entrée option
 - Fruit, vegetable, bean or whole grain side dish
 - No sugar added beverage
- Fruit or vegetable available to substitute for french fries at no additional charge.
- No sugar added beverage available to substitute for soda at no additional charge.
- If dessert is offered, a fresh fruit option is available.

Incentives for Restaurants



- No/low cost for restaurant
- Registered Dietitian reviews menus
- Free promotional materials
- Media exposure and free marketing
- Listed on the Healthy Shasta website
- Affiliated with the Healthy Shasta movement
- 11 restaurants to date...more to come!

Healthy Kids Choice
\$3.95
 Kids 12 and under
 Includes Choice of Entrée, Side and Beverage

Entrée
 Turkey & Cheese Roll Ups
 Peanut Butter and Banana Sandwich
 Turkey and Cheese Sandwich
 Grilled Mozzarella Cheese Sandwich
 Salad Bar
Sandwiches Served on 100% Whole Grain Bread

Sides	Beverage
Apple Slices	Milk
Baby Carrots	100% Juice
Fruit of the Day	

Dessert
 Fruit Parfait \$3.95

HEALTHY SHASTA
 Better choices. Healthy changes.

Healthy Students Initiative (H.S.I.)

A seven-year Healthy Shasta project to improve the health and academic success of Shasta County students in three selected schools and to develop a healthy students roadmap for other local schools



School Gardens

- Bella Vista
- Cypress



Breakfast for All

Lassen View

- Free breakfast for all & family breakfasts
- Hidden puréed veggies in breakfast burritos and hidden spinach and carrots in the smoothies!
- Continued additional Kitchen staff
- Potato Slicer (wedges)
- Incentives – Quarterly drawings for prizes



Promoting School Meal Program

- Leveraging partnerships
 - Project Lean
 - Healthy Eating Active Communities (HEAC)
 - Shasta County Office of Ed



Increase Participation in Meal Program

- Food Service Director sends letters to parents
- Displays and assistance with forms at school events
- Nutrition Month presentations
- Lean n' Green Event

School Breakfast Promotion

- Recruitment Day and Back to School Nights
- Presented to Health Councils
- Staff meeting with incentives
- Lean and Green Events



Plant a Row for the Hungry

- Partnership with Shasta Food Group
- Community effort to “plant an extra garden row” for local food banks
- Over 34,500 pounds of food donated in 2010



Shasta Food Group

For more information contact:

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