

Schools

Infrastructure Strategy	Institutionalize Safe Routes to/from School (SRTS) <i>(within school policies and practices)</i>		
Goal(s)	Increase physical activity in community settings		
Justification (including potential for sustainability)	<p>SRTS is a nationally recognized program that been shown to increase student activity before and after school. A 2008 study in Preventing Chronic Disease (V5,#3,CDC), also found that “SRTS projects in urban areas can improve the walking and bicycling environment for adults as well as for children”.</p> <p>This strategy will be done at no cost to HEAL with in-kind work of our partner, the Sonoma County Bike Coalition (SCBC). The DHS applied for and received SRTS funding for schools in south Santa Rosa beginning school year 2009-2010 through 2011-12. Additionally, Kaiser funded the National SRTS Partnership to implement a two-year pilot SRTS program at Kawana School beginning in 2008. The pilot was successful at increasing students walking and biking and Kaiser refunded it for an additional year. The SCBS was contracted to implement the grant at HEAL schools which includes the 4 E’s – encouragement, education, evaluation, enforcement. The program directs schools to encourage students to walk and bike through incentivized programs. The program also recruits parent leadership teams at schools to organize parents into Walking School Buses as a way for parents to feel confident their student are supervised on the way to school. The education portion of the program is discussed in the next strategy.</p> <p>Sustainability of SRTS encouragement is part of the countywide SRTS promotion effort led by Health Action, who provides annual support of Walk and Roll to School Day. Additionally, SCBC receives funding from a number of sources to assist their local efforts.</p>		
Sub-population(s)	Objective(s)	Evaluation	Activities
Students at each school: Roseland 780 Sheppard 750 Kawana 388	<p>By 12/31/13, expand participation in and institutionalize of SRTS programs at participating schools to promote walking and biking to school (i.e. walking school buses, walk and roll to school, parent leadership teams)</p> <p>By 12/31/13, parent SRTS leadership teams will assist with the Neighborhood Built Environment Walkability and Bikability Improvement strategy activities.</p> <p>By 12/31/13, a tally of students will demonstrate at least a 15% increase in walking, biking or other transportation biking to school over fall 2009 baseline tallies</p>	<p>Student tallies of transportation mode</p> <p>Interviews with SRTS leader to assess sustainability</p>	<ul style="list-style-type: none"> - Partner with the Sonoma County Bike Coalition (SCBC) to implement efforts - Recruit and train parent team leaders to encourage walking and biking to school - Work with parent team leaders to conduct walking audits and share findings with Public Works - Develop walking school buses and biking trains - Develop and promote SRTS maps to encourage participation in walking school busses - SCBC will monitor and ensure

			institutionalization of SRTS in the schools, including incorporation into district wellness policy
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Education Strategy	Safe Routes to/from School (SRTS) Classroom Education		
Goal(s)	Increase physical activity in institutional settings		
Justification (including potential for sustainability)	<p>Evaluation conducted on SRTS indicates that it can successfully increase safety and physical activity before and after school (CDC).</p> <p>The SRTS education is provided by teachers to students at no cost through the SCBC grant. Part of the safety education is a school bike rodeo where 4th graders receive bike helmets, practice safe biking skills, and receive photo licenses.</p> <p>The teachers will continue to provide the education after the grant sunsets.</p>		
Sub-population(s)	Objective(s)	Evaluation	Activities
3,600 parents and their children: Roseland 780 Sheppard 750 Kawana 388	<p>By 12/31/13, schools will maintain and institutionalize SRTS education program in participating schools to promote safe walking and biking to school.</p> <p>By 12/31/13, schools will maintain and institutionalize SRTS education and encouragement campaign to inform public of bike/pedestrian safety and SRTS related efforts</p> <p>By 12/31/13, a survey of parents will demonstrate a shift in perceptions about walking and biking to school, with at least 10% of parents having more positive views.</p>	<p>Parent survey with questions regarding knowledge, behavior and barriers.</p> <p>Interviews with SRTS leader to assess sustainability</p>	<ul style="list-style-type: none"> - Partner with the Sonoma County Bike Coalition (SCBC) to implement efforts - Train teachers to implement three 30-minute SRTS lessons three times a year for grades K-6. - Conduct school bike rodeos for 4th graders where students receive bike helmets, practice safe biking skills, and receive photo licenses. - Launch public safety awareness campaign - Develop SRTS maps for each school - SCBC will monitor and ensure institutionalization of SRTS in the schools. including incorporation into district wellness policy - SCBC will conduct annual evaluation

Education Strategy	Structured Classroom Nutrition and Physical Activity Classroom Education		
Goal(s)	Decrease calorie Consumption Increase fruits and vegetables consumption Increase physical activity in community settings		
Justification (including potential for sustainability)	<p>Based on Network for a Healthy California's (The Network) research, students in grades 4-5 show the most responsive elementary age group to classroom based education on fruits and vegetable consumption. Evaluation funded by the CDC indicated that a 14 percent increase in produce consumption if a multi-channel, community-wide approach supplemented the school activities.¹ Additionally, this education will include activities around decreasing sugar-loaded beverages which will decrease calorie consumption. Evidence to support Rethink Your Drink education is described under the corresponding strategy. The education will also include SRTS education. Evidence for the efficacy of SRTS on promoting physical activity is discussed above.</p> <p>This strategy leverages the work of our partners at the Network for Healthy California to provide a sustainable, evidence-based, Children's Power Play! education program and resources at no cost to the HEAL grant. Children's Power Play! Provides 20 activities around fruit/vegetable and physical activity promotion. The Network will work with interns to provide by biweekly education, including the SRTS education, Rethink Your Drink, and Harvest of the Month. Once adopted by the teachers, the educational program be self-sustaining.</p>		
Sub-population(s)	Objective(s)	Evaluation	Activities
<p><u>Year 1</u> 4-5 graders at each school 4-5 grade teachers</p> <p><u>Year 2</u> Students at each school: Roseland 780 Sheppard 750 Kawana 388 All Teachers</p>	<p>By 5/31/12, 4-5 grade students will receive 30 minutes of structured classroom-based nutrition and physical activity education curriculum every other week.</p> <p>By 12/31/13, all students will receive 30 minutes of structured classroom- based nutrition and physical activity education curriculum every other week.</p> <p>By 12/21/13, students in 4-5 grades will demonstrate increased consumption of fruits and vegetables; decreased consumption of discretionary calories, and increased physical activity.</p>	<p>Document curriculum implementation</p> <p>Student survey of nutrition/physical activity knowledge and behaviors</p>	<ul style="list-style-type: none"> - Work with the district wellness committee regarding development of policy and adoption of program and evaluation - Work with school administration and board to ensure support for the program and policy - Collaborate with Network for Healthy California, Sonoma County Bike Coalition, teachers, school administration, and other partners to identify and implement education for 4-5 graders -Identify classroom curriculum, in addition to Harvest of the Month, Rethink Your Drink, and Safe Routes to School education - Train teachers to implement curriculum during year two

¹ Children's Power Play! Campaign Research and Evaluation, <http://www.cdph.ca.gov/programs/cpns/Pages/PowerPlayResearchEvaluation.aspx>

			<ul style="list-style-type: none"> - Link classroom education to parent education forums and school newsletter articles/recipes to encourage opportunities and reinforcement in the home. - Create a monitoring plan to determine participation and use of the program - Assist with evaluation
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Infrastructure Strategy	Install Water Stations		
Goal(s)	Decrease calorie Consumption		
Justification (including potential for sustainability)	<p>Since Senate Bill 1413 became law, schools will have to address water sources in the cafeteria in the coming years. The Network for a Healthy California, will assist schools with funding for water stations and water bottles as well as provide Rethink Your Drink resources.</p> <p>This strategy supports the Rethink Your Drink education around decreasing sugar loaded beverages and increasing water consumption, which will be incorporated into the 30 minute classroom nutrition education strategy described above.</p> <p>Schools will maintain the stations once in place.</p>		
Sub-population(s)	Objective(s)	Evaluation	Activities
Students at each school: Roseland 780 Sheppard 750 Kawana 388	<p>By 1/1/12, schools will make free, fresh drinking water available in school food service areas in accordance with SB1413.</p> <p>By 5/30/12, a survey of students will demonstrate that at least 50% of children will report a decrease in consumption of sugar sweetened beverages</p>	<p>Before/after photos</p> <p>Student survey questions regarding SSB consumption</p>	<ul style="list-style-type: none"> - Work with the district wellness committee regarding decisions around station, evaluation, and incorporating into policy - Work with school administration and board to ensure support for the station and policy - Research options for providing fresh drinking water and

			compostable cups - Purchase and install water source - Link drinking water and station to Rethink Your Drink education and beverage tracking activity. - Provide encouragement to replace drinking sugar-loaded beverages with water through school newsletters and parent forums. - Assist with evaluation
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Education Strategy	Rethink Your Drink Education		
Goal(s)	Decrease calorie Consumption		
Justification (including potential for sustainability)	<p>A 2008 evaluation of the Soda Free Summer (SFS) Campaign found that almost half of the survey respondents who took the SFS pledge said they decreased soda consumption and 40% increased water consumption.²</p> <p>The Network for a Healthy California's Rethink Your Drink Campaign was designed with strategies similar to SFS. Our strategy will be to impact soda and water consumption at home through education at the school (i.e. daily beverage tracking diary) and including parent education through the forums and newsletters.</p> <p>The Network will work with interns to provide by biweekly education, including the Rethink Your Drink. Once adopted by the teachers, the educational program be self-sustaining.</p>		
Sub-population(s)	Objective(s)	Evaluation	Activities
4-5 graders at each school Students at each school: Roseland 780 Sheppard 750 Kawana 388	<p>By 5/31/12, 4-5 grade students participate in Rethink Your Drink education and beverage tracking activity as part of their classroom-based nutrition and physical activity education curriculum every other week.</p> <p>By 12/31/13, Rethink Your Drink will be part of what all elementary students will receive in 30 minutes of structured classroom- based nutrition</p>	<p>Document Rethink Your Drink curriculum implementation</p> <p>Student survey questions regarding SSB consumption</p> <p>Parent survey</p>	<p>- Work with the district wellness committees regarding adoption of program, evaluation, and incorporating into policy</p> <p>- Work with school administration and board to ensure support for the program and policy</p> <p>-Collaborate with Network for Healthy California to implement</p>

² Evaluation of Soda Free Summer 2008: Findings from a six county effort to decrease sweetened beverage consumption, <http://apha.confex.com/apha/137am/webprogram/Paper204981.html>

	<p>and physical activity education curriculum each week.</p> <p>By 5/30/12, at least 50% of students will report no soda consumption in the past 24 hours three months after the training.</p>		<p>Rethink Your Drink during classroom nutrition education lesson.</p> <ul style="list-style-type: none"> - Conduct parent forum around decreasing sugar-loaded beverages and increasing water consumption. - Link sugar-loaded beverage education to school newsletter articles to encourage opportunities and reinforcement in the home. - Assist with evaluation
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Infrastructure Strategy	Implement and institutionalize Second Chance Breakfast <i>(to ensure all students at schools eat breakfast)</i>		
Goal(s)	Increase fruits and vegetables consumption		
Justification (including potential for sustainability)	<p>A 2009 study published in the Journal of the American Dietetic Association found that students that eat school breakfast have lower BMI's.³ A study in the same issue found students eating school lunches consumed more fruits and vegetables.⁴</p> <p>Second Chance breakfast will provide an opportunity for all students who did not eat breakfast at school or home to eat breakfast at morning recess.</p> <p>Breakfast First (http://www.breakfastfirst.org), a campaign of California Food Policy Advocates, found the Roseland School District stands to gain more than \$200,000, by instituting universal breakfast. In a time when school budgets have been cut deeply by the state, this funding will assist in the sustainability of the program.</p>		
Sub-population(s)	Objective(s)	Evaluation	Activities
Students at each school: Roseland 780 Sheppard 750 Kawana 388	<p>By 8/1/11, school breakfast will include at least three of the five food groups and will meet each of the following nutritional requirements:</p> <ul style="list-style-type: none"> • Offer fresh fruit or vegetable each day 	Document policy and practice changes in second chance breakfast implementation	- Coordinate with HEAL and district wellness committee to explore Second Chance Breakfast program

³ School Breakfast Program but Not School Lunch Program Participation Is Associated with Lower Body Mass Index, [http://www.adajournal.org/article/S0002-8223\(08\)02051-8/abstract](http://www.adajournal.org/article/S0002-8223(08)02051-8/abstract)

⁴ School Meals: Types of Foods Offered to and Consumed by Children at Lunch and Breakfast, [http://www.adajournal.org/article/S0002-8223\(08\)02055-5/abstract](http://www.adajournal.org/article/S0002-8223(08)02055-5/abstract)

<p>Students participating in free/reduced lunch program: Roseland 639 Sheppard 577 Kawana 384</p>	<p>of the week</p> <ul style="list-style-type: none"> • Limit sugar in cereals and pastries to 6 grams • Offer at least a serving of whole grains 3 or more days each week • Offer only low-fat and fat-free milk each day (no sweetened milks) <p>By 8/1/11, all schools will implement second chance breakfast and institutionalize it in its policies and practice.</p>		<ul style="list-style-type: none"> - Work with school administration and board to ensure support for the program and policy - Work with teachers, school administrators and food services to facilitate decisions and implementation of Second Chance Breakfast - Assist with promotion of Second Chance Breakfast to school community - Work with school food providers to meet nutritional requirements - Collaborate with Network for Healthy California partners to train cafeteria staff on nutrition education and food safety - Work with Health Action Food System Alliance subcommittee to explore farm to school opportunities - Apply for Fruit and Vegetable grants as necessary - Convene student advisory group to provide feedback on meals - Provide Harvest of the Month promotion - Adults will promote the consumption of healthy breakfast - Work with School Wellness Committee to assess success of program and adopt Second Chance Breakfast into policy - Assist with evaluation
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Infrastructure Strategy	Implement Healthy School Lunches That Exceed Existing Federal Requirements
Goal(s)	Increase fruits and vegetables consumption

<p>Justification (including potential for sustainability)</p>	<p>More that 77% of students in the target communities receive free or reduced meals. Research has shown that children who participate in National School lunch program eat more fruits and vegetables than their peers. However, only less than 30% consume adequate fruit and 36% adequate vegetables with the majority of meals providing inadequate nutrients.⁵</p> <p>Child Nutrition Reauthorization is expected to provide a higher reimbursement rate for free/reduced lunch meals, which can promote sustainability. Food service providers for the schools are supportive at creating healthy meals that the students like.</p>		
<p>Sub-population(s)</p>	<p>Objective(s)</p>	<p>Evaluation</p>	<p>Activities</p>
<p>Students at each school: Roseland 780 Sheppard 750 Kawana 388</p> <p>Students participating in free/reduced lunch program: Roseland 639 Sheppard 577 Kawana 384</p>	<p>By 8/1/11, school lunches will meet each of the following nutrition requirements in accordance with the new school wellness policies:</p> <ul style="list-style-type: none"> • Offer a different vegetable each day of the week • Offer dark green or orange vegetables 3 or more days each week • Offer dry beans and/or peas 1 or more days each week • Offer a different fruit each day of the week (at least 2 days bring fresh fruit) • Offer at least a serving of whole grains 3 or more days each week • Offer only low-fat and fat-free milk each day (no sweetened milks) <p>By 8/1/11, all schools will implement healthier lunches and institutionalize it in its policies and practice.</p>	<p>Review of school menus (supplement with interviews of school lunch staff or observation as needed)</p>	<ul style="list-style-type: none"> - Work with the district wellness committee regarding adoption of program, evaluation, and incorporating into policy - Work with school administration and board to ensure support for the program and policy - Collaborate with Network for Healthy California partners to develop implementation plan - Work with school food providers to meet requirements - Train cafeteria staff on nutrition and Harvest of the Month - Convene student advisory group to provide feedback on meals - Partner with student council to conduct monthly taste tests to educate students and identify healthy foods for menus - Provide Harvest of the Month resources from the Network. - Adults will promote the consumption of healthy lunch - Assist with evaluation

⁵ U.S. Department of Agriculture, Food and Nutrition Service, Office of Research, Nutrition and Analysis, *Diet Quality of American School-Age Children by School Lunch Participation Status: Data from the National Health and Nutrition Examination Survey, 1999-2004*, by Nancy Cole and Mary Kay Fox. Project Officer: Jenny Laster Genser, Alexandria, VA: 2008. Healthier US School Challenge, <http://www.fns.usda.gov/tn/healthierus/index.html>)

Education Strategy	Harvest of the Month <i>(to provide education and promote fruit and vegetable consumption)</i>		
Goal(s)	Increase fruits and vegetables consumption		
Justification (including potential for sustainability)	<p>Harvest of the Month is a successful program developed and evaluated by the Network to increase consumption of fruits and vegetables among students.</p> <p>It isn't enough to provide more fruits and vegetables for students; they need to be marketed to them as well. Harvest of the Month promotion in the cafeteria and classroom education, along with lunch time tastings, has been successful in increasing consumption. Additionally, the Network can provide training and other resources at no cost to HEAL. This education would be repeated in parent forums and school newsletters. Healthy Food Outlets could high light the fruit or vegetable of the month.</p> <p>Harvest of the Month is a free program supported that can be downloaded from the web and supported by food providers. The Network will work with interns to provide by biweekly education to the classroom. Once adopted by the teachers, the educational program be self-sustaining.</p>		
Sub-population(s)	Objective(s)	Evaluation	Activities
Students at each school: Roseland 780 Sheppard 750 Kawana 388	<p>By 9/1/11, schools will implement Harvest of the Month campaigns through food service.</p> <p>By 5/31/12, 4-5 grade students participate in Harvest of the Month education part of their classroom-based nutrition and physical activity education curriculum every other week.</p> <p>By 12/31/13, Harvest of the Month will be part of what all elementary students will receive in 30 minutes of structured classroom- based nutrition and physical activity education curriculum each week.</p> <p>By 12/31/13, a survey of children will demonstrate that at least 60 percent of children will see an increase in fruit and vegetable consumption by at least 1 serving of each per day.</p>	<p>Documentation of Harvest of the Month implementation</p> <p>Parent and/or student survey with questions regarding fruit and vegetable consumption</p>	<ul style="list-style-type: none"> - Work with the district wellness committee regarding adoption of program, evaluation, and incorporating into policy - Work with school administration and board to ensure support for the program and policy - Collaborate with the Network for a Health California to develop and implement Harvest of the Month (HOM). - Work with school food providers to meet HOM requirements (highlight and serve fruit or vegetable on menu) - Train cafeteria staff and student advisory group to promote HOM in lunch room - Collaborate with student advisory group to assist with monthly taste tests and HOM promotion. - Conduct monthly taste tests to educate students and identify healthy foods for menus - Provide HOM to parents through school newsletters and parent forums Provide HOM education as part of half

			<p>hour classroom nutrition and physical activity education session</p> <ul style="list-style-type: none"> - Invite teachers to promote HOM while supervising in cafeteria. - Collaborate with the Healthy Food Outlets to highlight the fruit or vegetable of the month. -Assist with evaluation
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Infrastructure Strategy	Institutionalize Increase Opportunities for Physical Activity in the Classroom		
Goal(s)	Increase physical activity in institutional settings		
Justification (including potential for sustainability)	<p>A 2009 assessment of the school wellness policies and programs estimated that students at the students at Roseland, Bellevue, and Kawana Elementary were receiving between 20-30 minute of physical activity per week. A 2008 Public Health Institute review of best practices for students, Physical Education Research for Kids (PERK), classroom activity breaks were found to be a successful strategy to increase activity in students as well as focus. This strategy will increase moderate to vigorous activity to 50 minutes per week for students.</p> <p>The districts can only afford a PE specialist to work with 4-6 grade students only one hour per week. Students need one hour day of physical activity. Though teachers are pressed to include mandated hours of instruction to meet Program Improvement mandates, they can provide 10 minute activity breaks to help students focus if the break integrates into their curriculum. Additionally, encouragement and training for teachers during Phase I of HEAL-CHI may provide an additional 100 minutes per week of standards-based, physical education outside the classroom.</p> <p>The Network staff will provide resources and training to teachers within their scope of work providing sustainability when new teachers join the staff..</p>		
Sub-population(s)	Objective(s)	Evaluation	Activities
<p>Students at each school: Roseland 780 Sheppard 750 Kawana 388</p> <p>150 teachers and school administrators</p>	<p>By 8/31/11, all teachers will receive training in institute 10-minutes of classroom physical activity daily.</p> <p>By 12/31/13, all elementary students will receive in 50 minutes of structured classroom physical activity per week.</p> <p>By 12/31/11, a survey of teachers will</p>	<p>Teacher survey with questions regarding classroom physical activity and outdoor PE</p>	<ul style="list-style-type: none"> - Work with the district wellness committee regarding adoption of program, evaluation, and incorporating into policy if successful. - Work with school administration and board to ensure support for the program and policy - Collaborate with Network for

	<p>demonstrate that at least 50% of teachers are leading 50 minutes of classroom physical activity a week.</p> <p>By 5/30/12, a survey of teachers will demonstrate that at least 60% of teachers are leading 50 minutes of classroom physical activity a week.</p> <p>By 12/31/13, a survey of teachers will demonstrate that 90% of teachers are leading at least 50 minutes of classroom physical activity a week.</p>		<p>Healthy California partners to develop implementation plan & curriculum</p> <ul style="list-style-type: none"> -Identify classroom physical activity programs - Engage teachers at each school to obtain input on how to implement and monitor - Train teachers to implement 10-minute classroom program - Train and encourage teachers to do 20-30 minutes of outside physical education per day (e.g., CATCH) -Assist with evaluation
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Infrastructure Strategy	Increase Opportunities for Physical Activity during Recess		
Goal(s)	Increase physical activity in institutional settings		
Justification (including potential for sustainability)	<p>A 2009 assessment of the school wellness policies and programs estimated that students at the students at Roseland, Bellevue, and Kawana Elementary were receiving between 20-30 minute of physical activity per week. In a 2008 Public Health Institute review of best practices for students, Physical Education Research for Kids (PERK), described enhanced recess as a best practice for increasing moderate to vigorous physical activity.</p> <p>Students and playground supervisors will be trained in recess games and conflict resolution at the beginning of each school year and playground equipment provided. We will work with interns to provide encouragement and stimulation. Additionally, the incentivized recessed walking program, Mileage Club, began during this grant period will continue to be an option for students at recess.</p> <p>We will have Mileage Club and trainings for recess game training for students incorporated into the wellness policy for sustainability.</p>		
Sub-population(s)	Objective(s)	Evaluation	Activities
Students at each school: Roseland 780 Sheppard 750 Kawana 388	By 12/31/13, students will be trained on recess games and conflict resolution at the beginning of each school year.	Documentation of training implementation Observation of active recess minutes	- Collaborate with Network for Healthy California partners to develop implementation/training plan

	<p>By 5/31/12, surveys of students, playground supervisors and teachers, will show 50 percent increase in the number of students participating in recess games.</p> <p>By 5/31/13, surveys of students, playground supervisors and teachers, will show 70 percent increase in the number of students participating in new games at recess in the last day.</p>	<p>(using SOFIT observation tool)</p>	<ul style="list-style-type: none"> - Identify active recess program(s) - Obtain necessary equipment and possible infrastructure changes - Train playground supervisors on games and conflict resolution - Train students on how to play games and conflict resolution - Create a monitoring plan to determine participation and use of the program -Ensure that active recess incorporated into school wellness policy.
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School Districts

<p>Infrastructure Strategy</p>	<p>Improve School District Wellness Policies (Source: http://www.collectiveroots.org/school_health_wellness_policies) Federal law required school boards across the country to adopt and implement a district-wide school wellness policy by the beginning of the 2006-07 school year. The law includes a requirement that parents/guardians and the community be involved in the development of this new policy. The federal Child Nutrition and Women, Infants and Children Reauthorization Act of 2004 requires each school board in districts participating in the National School Lunch Program (42 USC 1751-1769) or the Child Nutrition Act of 1966 (42 USC 1771-1791, including the School Breakfast Program) to adopt and implement a policy that, at a minimum, must include the following:</p> <ul style="list-style-type: none"> • Goals for nutrition education, physical activity, and other school-based activities. • Nutrition guidelines selected by the district for all foods available on each campus during the school day. • An assurance that guidelines for reimbursable school meals will not be less restrictive than federal regulations. • A plan for measuring implementation of the wellness policy. • The law requires that certain persons be involved in the development of the student wellness policy. 		
<p>Goal(s)</p>	<p>Decrease calorie Consumption Increase fruits and vegetables consumptions Increase physical activity in institutional settings</p>		
<p>Justification (including potential for sustainability)</p>	<p>School districts currently have wellness polices in place, but implementation of those policies has been challenging due to issues related to No Child Left Behind and the recession . The goal is to strengthen existing wellness policies by aligning them with those developed in best practice programs, such as Shape Up Somerville⁶, and CDC⁷ and Policy Link⁸ recommendations.</p> <p>Policies and district wellness committees will be in place beyond the grant period.</p>		
<p>Sub-population(s)</p>	<p>Objective(s)</p>	<p>Evaluation</p>	<p>Activities</p>
<p>Students at each school: Roseland 780 Sheppard 750 Kawana 388</p> <p>150 teachers and school administrators</p>	<p>By 9/1/11, more robust schools wellness policies will be passed by the school district to improve eating and activity environments of the school, including:</p> <ul style="list-style-type: none"> • Policies affecting food • Classroom environment • Physical activity • School health environment • Before and after school environment <p>By 5/31/13, evaluations will indicate 85%</p>	<p>Annual school wellness assessment</p>	<ul style="list-style-type: none"> - School wellness liaison to attend and support district wellness committees - District Wellness Committees will meet at least four occasions per school year to implement, evaluate and modify their wellness policies, and record outcomes. - Secure board and administrative support of modified wellness policies - Assist District Wellness

⁶ Shape up Somerville, Tufts University, http://nutrition.tufts.edu/1174562918285/Nutrition-Page-nl2w_1179115086248.html.

⁷ Recommended Community Strategies and Measurements to Prevent Obesity in the United States: Implementation and Measurement Guide, July 2009. http://www.cdc.gov/obesity/downloads/community_strategies_guide.pdf

⁸ Promising Strategies for Creating Health Eating and Active Living Environments, 2008. http://www.eatsmartmovemorenc.com/TheEvidence/Texts/Convergence_Partnership_HEAL.pdf

	compliance with school wellness policies.		Committees in communicating the modified policies
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Education Strategy	Implement of School Wellness Program		
Goal(s)	Decrease calorie Consumption Increase fruits and vegetables consumptions Increase physical activity in institutional settings		
Justification (including potential for sustainability)	<p>An April 2010 assessment of the implementation of the school wellness policies (e.g., policy dissemination, parent/student engagement, healthy eating, and physical activity) at Roseland, Sheppard, and Kawana Elementary yielded a score of 70, 66, and 63 (out of 101), respectively.</p> <p>Due to limited time, resources and funding as a result of No Child Left Behind and the recession, school districts have a difficult time ensuring that schools are meeting district wellness policies. There is therefore a need to implement a sustainable program and monitoring plan based on best practice programs, such as Shape Up Somerville, and CDC and Policy Link recommendations.</p> <p>The project seeks to foster a sustainable partner network to assist schools engages parents, students, teachers, food service staff, and school administrators on implementation wellness program.</p>		
Sub-population(s)	Objective(s)	Evaluation	Activities
<p>Students at each school: Roseland 780 Sheppard 750 Kawana 388</p> <p>150 teachers and school administrators</p>	<p>By 9/1/11, all schools will institutionalize school wellness policies that include, but are not limited to:</p> <ul style="list-style-type: none"> • 100% healthy fundraisers • No unhealthy classroom parties, snacks, etc. • <i>Breakfast First</i> nutritional requirements • <i>Healthier US School Challenge</i> nutritional requirements for lunches • Active recess • 10-min classroom physical activity <p>By 8/1/11, schools will develop “wellness” back to school night component to promote school policies (<i>i.e. healthy fundraiser, healthy snacks, SRTS maps, parent groups</i>)</p> <p>By 5/31/13, all school will be in compliance with up to 85% of new school wellness policies.</p> <p>By 5/31/13, evaluations will indicate 85%</p>	<p>Annual school wellness assessment</p>	<ul style="list-style-type: none"> - Partner with the Healthy Student Initiative to provide schools with resources - Assist District Wellness Committees in communicating school wellness policies - Partner with district wellness committees to develop “wellness” back to school night component - Partner with school to engage parents and align student nutrition/physical activity education curriculum with parent forums - Conduct annual school wellness assessment

	compliance with school wellness policies.		
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<p>Infrastructure Strategy</p>	<p>Develop Worksite Wellness Policies at Schools</p> <p>This proposal utilizes a workplace environmental assessment as a tool that can be used to create worksite wellness policies for the Roseland and Bellevue School Districts. The workplace environmental assessment was adapted from the Network for a Health California's <i>Check for Health: Workplace Environmental Assessment</i>⁹. The assessment is used to evaluate the culture of health in an organization and how well that culture supports employees' healthy eating and physical activity habits. Worksites are assessed in five key areas: health promotion programs and services, food environment, physical activity environment, policies and incentives, and health values and norms. Once assessed, the worksite receives a <i>Worksite Wellness Scorecard</i>, developed by HEAL, identifying areas that meet <i>minimum standards</i> and areas that need improvement. The worksite then implements policies and programs needed to improve the score using free online worksite wellness toolkit. A follow-up assessment is conducted a year after the initial assessment.</p>		
<p>Goal(s)</p>	<p>Decrease calorie Consumption Increase fruits and vegetables consumptions Increase physical activity in institutional settings</p>		
<p>Justification (including potential for sustainability)</p>	<p>Pre- and past- assessments conducted on five south Santa Rosa businesses show, at minimum, a doubling of the worksite wellness score for all businesses one year after implementation.</p> <p>Although few studies exist on the effects of school worksite wellness programs on helping create behavior changes among staff and students, those that have been conducted show it is possible.¹⁰ According to the Alliance for a Healthier Generation,¹¹ "the conditions that affect the health of [school] employees also influences that health and learning of the students." The goal of a school worksite wellness program is to help strengthen teacher's support of school wellness policies through education and leading by example.</p> <p>Policies and district wellness committees will be in place beyond the grant period.</p>		
<p>Sub-population(s)</p>	<p>Objective(s)</p>	<p>Evaluation</p>	<p>Activities</p>

⁹ Network for a Health California, California Fit Business Kit, Check for Health: Workplace Environmental Assessment, http://www.co.san-bernardino.ca.us/eatwell/documents/check_for_health_workplace.pdf

¹⁰ School worksite wellness programs: a strategy for achieving the 1990 goals for a healthier America; Maysey DL, et al. 1988 Spring;15(1):53-62.

¹¹ Alliance for a Healthier Generation, School Employee Wellness, <http://www.healthiergeneration.org/schools.aspx?id=3393>

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<p>150 teachers and school administrators at Roseland, Sheppard, and Kawana Elementary</p>	<p>By 9/1/11, based on school environmental assessment and employee health risk assessment, worksite wellness policies for the school district will be developed (<i>e.g., healthy meetings, healthy vending, walking program</i>)</p> <p>By 5/31/13, schools will double the environmental assessment scores</p>		<ul style="list-style-type: none"> - Conduct pre- and post-environmental assessment - Partner with St. Joseph's Health System to conduct Health Risk Assessments - Identify sample worksite wellness policies - Partner with Roseland and Bellevue school districts to develop written policies
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Education Strategy	Implement Worksite Wellness Program		
<p>Goal(s)</p>	<p>Decrease calorie Consumption Increase fruits and vegetables consumptions Increase physical activity in institutional settings</p>		
<p>Justification (including potential for sustainability)</p>	<p>(See justification for worksite wellness policies)</p> <p>The purpose of this strategy is to develop a worksite wellness program that provides teachers and school administrators with nutrition and physical activity education and support that is tied to school wellness efforts. A review worksite wellness programs points to the effectiveness of multi-level interventions, point-of-decision prompts, and walking clubs (with pedometers) at creating behavior change among employees.</p> <p>The project seeks to tie implementation of worksite wellness policies to the school wellness program under the guidance of the district wellness committees in order to sustain the program.</p>		
Sub-population(s)	Objective(s)	Evaluation	Activities
<p>150 teachers and school administrators at Roseland, Sheppard, and Kawana Elementary</p>	<p>By 9/1/11, all schools will implement worksite wellness programs that may include, but are not limited to, employee health risk assessments, school policy and nutrition education, healthy meetings, healthy vending, and a walking program.</p> <p>By 6/30/12, a survey of teachers and school administration will demonstrate that at least 50% of adults will report increasing fruit and vegetable intake by at least 1 serving of each per day from baseline.</p> <p>By 6/30/12, a survey of teachers and school administration will demonstrate that at least 25% of adults will report moderate to heavy physical activity at least two hours a week.</p>	<p>Health Risk Assessment</p> <p>Baseline and follow-up worksite wellness employee survey, with questions regarding fruit and vegetable intake and physical activity</p>	<ul style="list-style-type: none"> - Assist District Wellness Committees in communicating worksite wellness policies - Partner with St. Joseph Health System’s Workforce Health Initiative to: <ol style="list-style-type: none"> 1) provide health risk assessments to inform employees of their personal health risks and detail how they can achieve better health through specific lifestyle changes 2) Provide each school or school district with a “health snapshot” of the workforce 3) Provide prevention, screening and education services, as needed - Partner with Kaiser and/or the Center for Well-Being to provide technical assistance to develop and implement worksite wellness program components - Work with schools to develop a

			plan to monitor policy implementation
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Community & Neighborhoods

<p>Infrastructure Strategy</p>	<p>Healthy Food Outlet Project</p> <p>The Healthy Food Outlet Project was created to help food outlets (grocery stores, small markets, and convenience stores) provide customers with healthy food options while at the same time helping stores to increase customer loyalty and store profits. The project seeks to establish a standard store quality threshold based on the availability and quality of fresh produce, healthy food, and advertising in stores. Once a participating food outlet has been assessed, the store receive a <i>Food Center Quality Scorecard</i> identifying areas that meet <i>Quality Score Standards</i> and areas that need improvement. Food outlet staff then make healthy changes needed to improve the score using the project's toolkit. After changes are made, a follow-up assessment is conducted to determine if the food outlet meets minimum requirements needed to be recognized as a Healthy Food Outlet. Stores that meet minimum <i>Quality Score Standards</i> receive promotional materials and publicity to educate consumers about the Healthy Food Outlet recognition program. Annual assessments are conducted to verify compliance with program guidelines.</p>		
<p>Goal(s)</p>	<p>Decrease calorie Consumption Increase fruits and vegetables consumptions</p>		
<p>Justification (including potential for sustainability)</p>	<p>A 2007 assessment of food outlets in the target neighborhoods showed only 21% (4/19) of food outlets met minimum quality score standards.¹² A major grocery store (Lola's Market) in the neighborhoods participated in the Healthy Food Outlet Pilot project, expanding their produce section, and recently reported a significant increase in the tonnage of fresh produce sold.</p> <p>Studies show that in communities characterized by limited access to affordable, healthy foods and dominated by an abundance of stores where cheaper, pre-packaged, less healthy foods are sold, residents experience a higher prevalence of obesity and diabetes.¹³ Evidence suggests when people have access to healthier foods, they make healthier choices, and working with food outlets to improve store attractiveness and access to healthier products can also improve local economies and create jobs.¹⁴</p> <p>The program is designed to increase business profits, which will help to sustain efforts into the future. The Community Activity and Nutrition Coalition's food environment subcommittee will continue to provides oversight for the program in order to sustain the program through grant/research funding and development of a volunteer program.</p>		
<p>Sub-population(s)</p>	<p>Objective(s)</p>	<p>Evaluation</p>	<p>Activities</p>
<p>4,500 residents who live within ½ mile of food outlets</p> <p>Up to 3,600 parents of Roseland, Sheppard, and Kawana Elementary schools</p>	<p>By 12/31/11, up to eight (8) food outlets will implement in store changes to increase healthy food options available to customers, while decreasing unhealthy (e.g., increasing the amount of fresh produce offered, stocking healthy staple foods, participating in food assistance programs)</p>	<p>Pre and post manager's survey</p> <p>Pre and post environmental assessment</p> <p>Sales data tracking</p>	<ul style="list-style-type: none"> - Convene monthly project meetings with steering committee - Secure agreements to participate from food outlets - Conduct baseline assessment on food outlets - Connect food outlets with, redevelopment programs,

¹² Communities of Excellence in Nutrition, Physical Activity, and Obesity (CX³) assessment, 2007.

¹³ Designed for Disease: The Link Between Local Food Environments and Obesity and Diabetes, April 2008, www.healthpolicy.ucla.edu/pubs/Publication.aspx?pubID=250

¹⁴ A National Fresh Food Financing Initiative: An Innovative Approach to Improve Health and Spark Economic Development. A Report by PolicyLink, The Food Trust, and the Reinvestment Fund; 2009.

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<p>150 teachers/school administrators at Roseland, Sheppard, and Kawana Elementary schools</p> <p>7,948 south Santa Rosa patients at the Santa Rosa Community Health Centers</p>	<p>By 12/31/11, Quality Score Standards for all participating food outlets will increase at least 15 percent over baseline.</p> <p>By 12/31/12, a survey of produce (and/or healthy food) sales/tonage will demonstrate that sales have increased since participation in the program.</p>		<p>loan/rebate programs, WIC/Food Stamps, and/or Network retail program</p> <ul style="list-style-type: none"> - Provide technical assistance to improve store quality scores - Conduct follow-up assessment at end of each year
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Education Strategy	Healthy Food Outlet Promotion		
Goal(s)	Decrease calorie Consumption Increase fruits and vegetables consumptions		
Justification (including potential for sustainability)	<p>A 2007 assessment of food outlets in the target neighborhoods showed only none of 19 food outlets assessed met minimum standards healthy food advertising.¹⁵</p> <p>Research shows that limiting advertisements of less healthy foods and beverages as a strategy to prevent obesity.^{16, 17}</p> <p>(See Healthy Food Outlet Project justification for potential for sustainability) Also, in store promotion will continue through an ongoing partnership with the Network for a Health California's Retail Program which provides food outlets with free in-store advertising materials.</p>		
Sub-population(s)	Objective(s)	Evaluation	Activities
<p>4,500 residents who live within ½ mile of food outlets</p> <p>Up to 3,600 parents of Roseland, Sheppard, and Kawana Elementary schools</p> <p>150 teachers/school administrators at Roseland, Sheppard, and Kawana Elementary schools</p> <p>7,948 south Santa Rosa patients at the Santa Rosa Community Health Centers</p>	<p>By 12/31/11, up to eight (8) food outlets will implement in-store marketing and promotion changes to increase healthy food advertising and decrease unhealthy.</p> <p>By 12/31/11, at least 75% of qualifying food outlets will take advantage of Network for a Healthy California's Retail Program, promoting healthy food through advertising (including Harvest of the Month)</p> <p>By 8/1/11, a healthy eating forum for the parents of children attending Roseland, Sheppard, and Kawana elementary school will be developed, promoting the purchase of healthy foods at local food outlets</p> <p>By 8/1/11, Healthy Food Outlet promotional materials will be distributed to teachers/school administrators at Roseland, Sheppard, and Kawana Elementary schools</p>	<p>Pre and post manager's survey</p> <p>Pre and post environmental assessment</p> <p>Sales data tracking</p> <p>Baseline and follow-up parent survey</p> <p>Baseline and follow-up worksite wellness employee survey</p>	<p>- Partner with the Network Retail Program to provide in-store advertising to promote healthy food</p> <p>- Develop annual press release to inform community of program</p> <p>- Develop educational campaign to promote Healthy Food Outlet Project to parents, teachers, school administrators, and clinic patients (e.g., website, promotional materials, school newsletter inserts or articles)</p> <p>- Distribute materials through parent forums, schools and clinics</p>

¹⁵ Communities of Excellence in Nutrition, Physical Activity, and Obesity (CX³) assessment, 2007.

¹⁶ Recommended Community Strategies and Measurements to Prevent Obesity in the United States: Implementation and Measurement Guide, July 2009.

http://www.cdc.gov/obesity/downloads/community_strategies_guide.pdf

¹⁷ Promising Strategies for Creating Health Eating and Active Living Environments, 2008. http://www.eatsmartmovemorenc.com/TheEvidence/Texts/Convergence_Partnership_HEAL.pdf

	<p>By 8/1/11, Santa Rosa Community Health Centers staff will be provided with Health Food Outlet promotional materials to distribute to patients.</p> <p>By 5/31/12 and 5/31/13, a survey of parents and teachers/school administrators will show that at least 50% are aware of the Healthy Food Outlet Project and 50% have visited a participating food outlet.</p>		
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<p>Infrastructure Strategy</p>	<p>Smart Meal Restaurant Program</p> <p>The Smart Meal Program establishes nutrition requirements specifically designed for restaurant meals (including delis). Restaurants showcase entrees that are lower in fat, calories, and sodium and include components such as grains, fruits, and vegetables by highlighting them with the Smart Meal seal. Promotional materials and publicity efforts educate consumers about what the Smart Meal seal signifies when seen on a menu, menu insert, and/or menu board.</p>		
<p>Goal(s)</p>	<p>Decrease calorie Consumption Increase fruits and vegetables consumptions</p>		
<p>Justification (including potential for sustainability)</p>	<p>A 2007 assessment of restaurants in the target neighborhoods showed only none of eight fast food restaurants assessed met minimum standards healthy food offerings and advertising.¹⁸</p> <p>Smart Meal has been recognized by the CDC as a practiced-based program worthy of implementation in other states.¹⁹</p> <p>The program is designed to increase business profits, which will help to sustain efforts into the future. The Community Activity and Nutrition Coalition's food environment subcommittee will continue to provide oversight for the program in order to sustain the program through grant/research funding and development of a volunteer program.</p>		
<p>Sub-population(s)</p>	<p>Objective(s)</p>	<p>Evaluation</p>	<p>Activities</p>
<p>4,500 residents who live within ½ mile of food outlets</p> <p>Up to 3,600 parents of Roseland, Sheppard, and Kawana Elementary schools</p> <p>150 teachers/school administrators at Roseland, Sheppard, and Kawana Elementary schools</p> <p>7,948 south Santa Rosa patients at the Santa Rosa Community Health</p>	<p>By 12/31/11, at least 10 restaurants in the target neighborhoods will develop two adult and one kids Smart Meal, which will meet nutritional requirements for fat, calories, sodium as well as including lean meats, fruits, vegetables, and whole grains.</p> <p>By 12/31/11, a survey of Smart Meal sales will demonstrate that sales have increased since the meals were introduced at participating restaurants.</p>	<p>- Smart Meal sales data collection to determine economic impact on business</p> <p>- Manager's interview to evaluate program</p>	<p>- Convene monthly project meetings with steering committee</p> <p>- Secure agreement to participate from restaurants</p> <p>- Conduct analysis on proposed meals</p> <p>- Provide technical assistance to restaurants to meet project guidelines</p> <p>- Conduct restaurant staff training</p>

¹⁸ Communities of Excellence in Nutrition, Physical Activity, and Obesity (CX³) assessment, 2007.

¹⁹ Colorado's Smart Meal Program Receives National Recognition, Colorado Department of Public Health and the Environment press release, Sept 16, 2009; www.cdph.state.co.us/release/2009/091609.html.

Centers			
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Education Strategy	Healthy Restaurant Meal Promotion		
Goal(s)	Decrease calorie Consumption Increase fruits and vegetables consumptions		
Justification (including potential for sustainability)	The Institute of Medicine recommends offering incentives for restaurants that promote healthier options. ²⁰ The program includes making nutritional information available to customers in the restaurant and promoting menu labeling to the public. ²¹ Federal Patient Protection and Affordable Care Act will require menu labeling for chain restaurants ²² California Menu Labeling Law (SB 1420) will require menu labeling for chain restaurants beginning in 2011. ²³ (See Smart Meal Restaurant Program justification for potential for sustainability)		
Sub-population(s)	Objective(s)	Evaluation	Activities
<p>4,500 residents who live within ½ mile of food outlets</p> <p>Up to 3,600 parents of Roseland, Sheppard, and Kawana Elementary schools</p> <p>150 teachers/school administrators at Roseland, Sheppard, and Kawana Elementary schools</p> <p>7,948 south Santa Rosa patients at the Santa Rosa Community Health Centers</p>	<p>By 12/31/11, at least 10 restaurants will implement in-store marketing and promotion changes to increase sales of Smart Meals</p> <p>By 12/31/11, site visits at participating restaurants will demonstrate that restaurants are maintaining marketing and promotion requirements.</p> <p>By 8/1/11, a healthy eating forum for the parents of children attending Roseland, Sheppard, and Kawana elementary school will be developed, promoting the purchase of Smart Meals at participating restaurants and educating about reading menu labels</p> <p>By 8/1/11, Smart Meal promotional materials will be distributed to teachers/school administrators at Roseland, Sheppard, and Kawana Elementary schools</p> <p>By 8/1/11, Santa Rosa Community Health Centers staff will be provided with Smart Meal</p>	<p>Secret shopper visits</p> <p>Smart Meal sales data collection to determine economic impact on business</p> <p>Baseline and follow-up parent survey</p> <p>Baseline and follow-up worksite wellness employee survey</p>	<ul style="list-style-type: none"> - Participating restaurants will create men/menu inserts promoting Smart Meal - Develop annual press release about program - Develop educational campaign to promote Smart Meals to parents, teachers, school administrators, and clinic patients (e.g., website, promotional materials, school newsletter inserts or articles, punch card program) - Distribute materials through parent forums, schools and clinics

²⁰ Institute of Medicine, Local Government Actions to Prevent Childhood Obesity, Report Brief, Sept 2009. <http://www.rwjf.org/files/research/20090901iomreport.pdf>

²¹ Promising Strategies for Creating Health Eating and Active Living Environments, 2008. http://www.eatsmartmovemorenc.com/TheEvidence/Texts/Convergence_Partnership_HEAL.pdf

²² Wellness and Prevention Provision in the Patient Protection and Affordable Care Act, http://healthbenefitsnews.com/wp-content/uploads/2010/05/WELLNESS_ppaca_Issue-Brief-May-2010.pdf

²³ California Senate Bill 1420, <http://www.co.lake.ca.us/Assets/Health/EH+docs/Food/CalCode+Senate+Bill+1420.pdf>

	<p>promotional materials to distribute to patients.</p> <p>By 5/13/12 and 5/31/13, a survey of parents and teachers/school administrators will show at least 50% of those surveyed will be aware of Smart Meal program and at least 25% have purchased a Smart Meal for themselves and/or children during the past school year.</p>		
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Infrastructure Strategy	Neighborhood Built Environment Walkability and Bikability Improvements		
Goal(s)	Increase physical activity in community settings		
Justification (including potential for sustainability)	<p>The designation of Roseland, and a small portion of Kawana Springs, as redevelopment zones points to a need to create safer, more livable neighborhoods. Walkability assessments of south Santa Rosa over the past three years have identified a variety of built environment issues that limit walking and biking (e.g., missing sidewalks, poor lighting, inadequate crosswalks). The proposed catchment areas contain two parks (one in development), with three additional parks within a ½ mile of the neighborhoods). There are approximately 8 parks and one creek trail proposed for in or around the neighborhoods that could provide recreational facilities.</p> <p>Research shows that enhancing infrastructure to support walking and biking and improving access to outdoor facilities are effective strategies for obesity prevention.^{24, 25} Resident engagement and leadership development programs can help move these efforts forward as residents can build long-term relationships with city and county officials. Efforts such as St. Joseph Health System A.C.T.I.O.N. leadership development program²⁶ and the Greenfield Walking Group in Bakersfield have resulted in significant infrastructure and safety improvements in low-income communities.²⁷</p> <p>Infrastructure changes will be in place beyond the grant period.</p>		
Sub-population(s)	Objective(s)	Evaluation	Activities
Residents within ½ mile of the schools. <i>(Specific sub-population to be identified upon selection of specific safety-related issue)</i>	<p>By 12/31/13, residents will increase capacity to advocate, engage and communicate with peers and city/county officials in order to position themselves to be engaged in future development projects (i.e. parks, trails) beyond the life of the grant.</p> <p>By 12/31/11, a list of needed build environment infrastructure improvements will be identified in each neighborhood and presented to the City and/or County Public Works Departments for prioritization.</p>	<p>Walking audits</p> <p>Photographs (before/after)</p>	<ul style="list-style-type: none"> - Conduct leadership training for residents in the target neighborhoods - Provide ongoing mentoring for the graduates of the leadership training - Partner with Safe Routes to School (SRTS), Healthy Food Outlet Project, and Leadership Training Program to identify the most used walking/biking routes. - Conduct walking audits - Develop list of needed

²⁴ Recommended Community Strategies and Measurements to Prevent Obesity in the United States: Implementation and Measurement Guide, July 2009.

http://www.cdc.gov/obesity/downloads/community_strategies_guide.pdf

²⁵ Active Transportation: Making the Link from Transportation to Physical Activity and Obesity, Research Brief, Summer 2009; http://www.activelivingresearch.org/files/ALR_Brief_ActiveTransportation.pdf

²⁶ ACTION Grassroots Leadership Training & Mentoring program of St. Joseph Health System – Sonoma County. In FY10, graduates of this program engaged their neighbors in 5 communities in Sonoma County in over 20,000 community acts to address obstacles to healthy eating and physical activity. These actions resulted in the creation of 6 community gardens, 3 local public policy/land use changes, and creation of new opportunities for physical activity through walking groups, yoga and other classes provided by community volunteers engaged by grassroots leaders.

²⁷ The Greenfield Walking Group – Transforming a Park, Transforming a Community, http://www.csufresno.edu/ccchs/institutes_programs/CCROPP/activities/success_stories/greenfield.pdf

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	<p>By 12/31/13, as a result of advocacy efforts on the part of residents, at least three infrastructure improvements will result in increased walking or biking.</p>		<p>infrastructure improvements - Work with leadership training graduates to advocate for improvements with city and county Public Works Departments - Partners with Sonoma County Bike Coalition to develop SRTS maps.</p>
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Infrastructure Strategy	Develop/Enforce Safety Related Policies (e.g. pedestrian, gang, loitering, graffiti, crime, traffic)		
Goal(s)	Increase physical activity in community settings		
Justification (including potential for sustainability)	<p>A 2007 survey of 525 south Santa Rosa residents identified a variety of safety issues that were barriers to physical activity (e.g., gangs/violence, traffic).</p> <p>CDC and Institute of Medicine recommend enhancing traffic and personal safety in areas where people are or could be physically active^{28, 29} Resident engagement and leadership development programs can help move these efforts forward as residents can build long-term relationships with city and county officials. Efforts such as St. Joseph Health System A.C.T.I.O.N. leadership development program, South Santa Rosa's Safe Routes to School program, and the Greenfield Walking Group in Bakersfield have resulted in significant infrastructure and safety improvements in low-income communities.</p> <p>The project seeks to foster existing safety-related coalitions or networks (e.g., safe routes to school, gang prevention, Safe Kids Sonoma County) to continue to address safety related issues long-term.</p>		
Sub-population(s)	Objective(s)	Evaluation	Activities
Residents within ½ mile of the schools. <i>(Specific sub-population to be identified upon selection of specific safety-related issue)</i>	<p>By 12/31/13, residents will increase capacity to advocate, engage and communicate with peers and city/county officials in order to position themselves to advocate for solutions to safety-related issues.</p> <p>By 12/31/11, a list of safety-related issues (e.g. pedestrian, gang, loitering, graffiti, crime, traffic) build will be identified for each neighborhood and presented to the appropriate community partners.</p> <p>By 12/31/13, a survey of parents of Kawana, Roseland, and Sheppard Elementary students will demonstrate that at least 50% of parents will report improvement of perceived safety to and from school</p> <p><i>(Additional outcome will be developed once</i></p>	<p>SRTS parent survey</p> <p><i>(Additional evaluation measures will be developed once safety-related issues have been identified)</i></p>	<ul style="list-style-type: none"> - Conduct leadership training for residents in the target neighborhoods - Provide ongoing mentoring for the graduates of the leadership training - Partner with Safe Routes to School (SRTS) and Leadership Training Program to develop a list of safety-related issues - Contact community partners (e.g., Sheriff, Police) that address safety issues - Work with leadership training graduates to advocate for the development or enforcement of safety-related policies

²⁸ Recommended Community Strategies and Measurements to Prevent Obesity in the United States: Implementation and Measurement Guide, July 2009. http://www.cdc.gov/obesity/downloads/community_strategies_guide.pdf

²⁹ Institute of Medicine, Local Government Actions to Prevent Childhood Obesity, Report Brief, Sept 2009. <http://www.rwjf.org/files/research/20090901iomreport.pdf>

	<i>safety-related issues have been identified)</i>		
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Infrastructure Strategy	Institutionalize Increased Physical Activity Classes in the Community		
Goal(s)	Increase physical activity in community settings		
Justification (including potential for sustainability)	<p>An 2009 assessment conducted of the physical activity environment shows 10 known community sports and fitness programs available in the proposed catchment neighborhoods, mostly for adults.</p> <p>The CDC and Institute of Medicine recommends improving access to public and private recreational facilities in communities with limited recreational options through reduced costs, increased operating hours, and development of culturally appropriate activities.</p> <p>Policy changes will be in place beyond the grant period.</p>		
Sub-population(s)	Objective(s)	Evaluation	Activities
<p>Students at each school: Roseland 780 Sheppard 750 Kawana 388</p> <p>Up to 3,600 parents of Roseland, Sheppard, and Kawana Elementary schools</p> <p>150 teachers/school administrators at Roseland, Sheppard, and Kawana Elementary schools</p> <p>7,948 south Santa Rosa patients at the Santa Rosa Community Health Centers</p>	<p>By 12/31/11, work with all public and private community spaces (e.g., schools, parks, Burbank Housing) in the target neighborhoods to develop and implement policies to provide, through partnerships, at least two community physical activity classes per week for adults and two for youth.</p> <p>By 5/31/12 and 5/31/13, a survey of parents will show that at least 25% and 35% of adults, respectively, will report moderate to heavy physical activity at least two hours a week.</p>	<p>Facilities assessment</p> <p>Baseline and follow-up parent survey</p> <p>Baseline and follow-up worksite wellness employee survey</p>	<ul style="list-style-type: none"> - Convene Physical Activity Task Force to oversee the increase in physical activity opportunities in the target neighborhoods and provide guidance on the development of education campaign - Assess facilities and community spaces - Assess physical activity needs of parents and kids - Contact physical activity partners (e.g., Boys and Girls Club, YMCA, Zumba instructors) to provide ongoing physical activity in the target neighborhoods - Develop promotional campaign (e.g., website, promotional materials, school newsletter inserts or articles) to promote facility availability and physical activity opportunities to parents, teachers, school administrators, and clinic patients - Distribute materials through parent forums, schools and clinics

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Education Strategy	Parent Education Program
Goal(s)	Decrease calorie Consumption Increase fruits and vegetables consumptions Increase physical activity in community settings

<p>Justification (including potential for sustainability)</p>	<p>The parent education program seeks to provide parents with the education and resources they need to reinforce at home nutrition and physical activity education their children receive in school. Residents and community partners report that the Latinos, which comprise a majority of students attending the target schools, turn to school and physicians for most of their health information. We are therefore distributing materials through clinics, schools, and parent forums at the school.</p> <p>The project seeks to foster a sustainable partner network to support schools in providing annual physical activity and nutrition forums to parents. Clinics screening, counseling and classes will be institutionalized. The promotional campaigns will include a website component, where community partners update their information and maintenance is overseen by a community coalition. Promotional materials for projects, such as Smart Meal an Healthy Food Outlet Project are available to the public for free, online.</p>		
Sub-population(s)	Objective(s)	Evaluation	Activities
<p>Up to 3,600 parents of Roseland, Sheppard, and Kawana Elementary schools</p> <p>7,948 south Santa Rosa patients at the Santa Rosa Community Health Centers</p>	<p>By 6/30/12, at least three annual forums on nutrition/healthy cooking will be offered for parents of Roseland, Sheppard, and Kawana Springs elementary schools each year. (e.g. <i>Rethink Your Drink, Harvest of the Month, Eating Right when Money's Tight</i>)</p> <p>By 6/30/12, at least three annual forums on physical activity will be offered for parents of Roseland, Sheppard, and Kawana Springs elementary schools each year. (e.g. <i>Safe Routes to School, Power Play, Becoming an Active Family</i>)</p> <p>By 12/31/13, Santa Rosa Community Health Centers will institutionalize BMI screening on all adults and children.</p> <p>By 12/31/13, Santa Rosa Community Health Centers will maintain and institutionalize counseling, referrals, and follow-up on all children at well-child checks and women of reproductive age.</p> <p>By 12/31/13, Santa Rosa Community Health Centers will maintain and institutionalize HEAL family classes for overweight children and Promatora de Salud waiting room mini-lessons.</p>	<p>Baseline and follow-up parent survey</p> <p>Baseline and follow-up worksite wellness employee survey</p> <p>Clinic data collection</p>	<ul style="list-style-type: none"> - Partner with the Network for a Healthy CA, schools, and community partners to provide nutrition and physical activity forums for parents. - Partner with the schools to create materials to promote parent forums - Convene Healthy Eating Task Force to identify community resources (e.g., nutrition, cooking classes, weight management) - Develop promotional campaign (e.g., website, promotional materials, school newsletter inserts or articles) to promote "healthy eating" resources to parents, teachers, school administrators, and clinic patients - Distribute materials through parent forums, schools and clinics - Continue to work with clinics to collect biometric data for evaluative purposes

	<p>By 6/30/12, a survey of elementary school parents will demonstrate that at least 50% of adults will report increasing fruit and vegetable intake by at least 1 serving of each per day.</p> <p>By 6/30/12, a survey of parents, teachers and school staff will demonstrate a 25% increase in the number of adults will report moderate to heavy physical activity at least two hours a week.</p> <p>By 6/30/12, a survey of parents will demonstrate that at least 50% will report no soda consumption in the past 24 hours three months after the training</p>		
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State

<p>Infrastructure Strategy</p>	<p>California Convergence Policy Advocacy</p> <p>The California Convergence (CA Convergence) is funded by seven of the nations leading health foundations and public health agencies that have made investments in California communities to make comprehensive changes to improve food and fitness environments. The California Convergence aims to promote learning, synergy and collaboration among community programs that are at the cutting edge of shaping how we address obesity in this state, and the nation. These programs work to improve community health by improving food and physical activity environments, enabling people to make healthier choices.</p>		
<p>Goal(s)</p>	<p>Decrease calorie Consumption Increase fruits and vegetables consumptions Increase physical activity in community settings Increase physical activity in institutional settings</p>		
<p>Justification (including potential for sustainability)</p>	<p>- Policy adoption at the national, state, and local levels have been shown to be one of the most effective ways to create lasting and impactful changes that positively influence obesity prevention measures. - Sustainability of statewide policy will result with the passing of bills by the state legislature and governor.</p>		
<p>Sub-population(s)</p>	<p>Objective(s)</p>	<p>Evaluation</p>	<p>Activities</p>
<p>All residents in target neighborhoods</p>	<p>- By 12/31/13, as part of CA Convergence, in collaboration with Strategic Alliance, advance statewide policy to promote healthy eating and physical activity (e.g., stable funding for physical education in schools, statewide soda tax). - By 12/31/13, statewide bills sponsored by the CA Convergence will be made into law.</p>	<p>Document contribution to CA Convergence effort</p>	<p>- Participate in steering committee and/or task force(s) to provide guidance for the CA Convergence - Participate in CA Convergence networking opportunities - Partner with CAN-C policy advocacy subcommittee to support statewide policy initiatives on behalf of community partners - Engage leadership training graduates to engage in policy advocacy to support statewide policy initiatives</p>