

Get Healthy *San Mateo County Task Force*

www.gethealthysmc.org

www.yspacesmc.org

Vol. 3, Issue 1, July 2009

What's Going On?

Centennial Way Linear Park Opens in South San Francisco (SSF)
by Sharon Ranals



Build it and they will walk, jog, bike, skateboard, push strollers, use wheelchairs, and in general, come and enjoy it! Centennial Way, a 2.85 mile linear park constructed on top of the BART tube, was completed in May 2009. Its tremendous popularity has been surprising even to project advocates and architects, bringing an active summer season into full swing.

The linear park is anchored by the SSF and San Bruno BART Stations at each end. Separated from automobile traffic, the trail creates a pedestrian and bicycle-friendly green belt that runs through the city like a spine, passing by several schools, through many neighborhoods, and adjacent to the flagship Orange Memorial Park. Safe intersections were designed where the path crosses streets, with enhanced plazas to denote entry points. Amenities include interpretive signage, kiosks with maps and way-finding information, benches, lighting, irrigation, landscape, trash receptacles, hundreds of trees, and a 1.7 acre dog park, complete with separate areas for large and small dogs, and a 10' by 16' foot dog sculpture.



The \$6.5 million project was constructed with federal and state grants, including Metropolitan Transportation Commission's (MTC) Transportation for Livable Communities, Safe Routes to School, and the Environmental Enhancement and Mitigation program. SSF is grateful for this new pedestrian and bicycle infrastructure, and is looking forward to promoting its use for non-motorized transportation and a healthier lifestyle for residents.

For information, contact Sharon.Ranals@ssf.net, Director of Parks and Recreation, City website SSF.NET, 650-829-3800.

Resource Directory and Youth Blog are Now Live!

The Get Healthy San Mateo County (GHSMC) Task Force websites (www.gethealthysmc.org and www.yspacesmc.org) now feature a local activity resource directory and a youth blog.

The resource directory is a database of local organizations that offer physical activity programs and nutrition education activities. Check it out at: http://www.yspacesmc.org/Program_Search.aspx

The youth blog is a venue for youth in San Mateo County to get and share information about eating right, being active, and ways to make their communities a healthier place to live. Check it out at: <http://www.yspacesmc.org/blog>



If you are interested in adding your organization to the resource directory, promoting the youth blog, or have feedback on how to improve the sites, contact Naida Pare at npare@co.sanmateo.ca.us or call (650)573-2496.

Task Force Making Headlines

Supervisor Rose Jacobs Gibson wrote an Op-ed published in the Mercury News regarding the American Academy of Pediatrics' (AAP) policy statement on how the design of neighborhoods affect children's health. The article recognized the GHSMC Task Force's efforts to build "neighborhoods and communities that support healthy eating and physical activity," and highlighted the Task Force Access Committee's Movimiento! Program as an example of how San Mateo County is taking action in making our communities healthier. Go to http://www.mercurynews.com/peninsula/ci_12774204?nclick_check=1 to view the article written by Supervisor Jacobs Gibson. Visit <http://aappolicy.aappublications.org/cgi/reprint/pediatrics.123/6/1591.pdf> to view the AAP policy statement.

Events

- **Active Public Spaces Convening**
⇒ Supervisor Carole Groom will host a convening in mid-October on Active Public Spaces. This convening will bring together health officials, city staff, elected school leadership and community-based organizations to learn about innovative ways of increasing public spaces which promote social connection and physical activity, and to share local work in this area. The keynote speaker is Gil Penalosa, the Executive Director for Walk and Bike for Life and former Commissioner of Parks, Sports and Recreation for the City of Bogota, Colombia. The convening will provide practitioners with tools for increasing parks and public spaces as a way of improving the health of San Mateo County residents. For more information, please contact Eric Pawlowsky at (650) 363-4314 or e-mail at epawlowsky@co.sanmateo.ca.us.

Do you know youth who would like to contribute to the next Task Force newsletter in Dec. 2009? For articles, comments or suggestions, contact Naida Pare at npare@co.sanmateo.ca.us or (650)573-2496.

What's Going On?

Soda Free Summer by Jennifer Gabet and Eliana Schultz

San Mateo County's Soda Free Summer Campaign is focusing on young children and their families. Nutritionists from Family Health Services Nutrition Program and the UC Cooperative Extension (UCCE) are providing education to preschool and Head Start teachers, parents and families at WIC locations on the sugar content of beverages and snacks. The nutritionists are using a new curriculum/tool kit developed by First 5 San Francisco called "Drink Water, Said the Otter." First 5 of San Mateo County is partnering with San Mateo County nutritionists to provide copies of the tool kit that will be used in the education sessions.



In addition, the Soda Free Summer commitment cards that encourage individuals to be soda free are available for distribution to San Mateo County residents. The commitment cards have facts on sugar consumption and may be mailed to the Bay Area Nutrition and Physical Activity Collaborative (BANPAC) at the end of the summer for a Bay Area-wide drawing of active living prizes. Spanish commitment cards are also available for distribution as soon as possible. Call while supplies last. For information on how to obtain the cards for distribution in your summer programs, please contact Jennifer Gabet at UCCE at (650)871-7559, jgabet@ucdavis.edu or Eliana Schultz at Family Health Services at (650)573-3511.

Member/Program Spotlight

Farmers' Market Reopens with Electronic Benefits Transfer (EBT) Cards, New Fresh Checks Program, and Food Justice Leaders by David Kane



The East Palo Alto (EPA) Community Farmers' Market is making food affordable during tough economic times by launching new programs to help families purchase healthy produce. Individuals receiving food stamps can now use their Electronic Benefit Transfer (EBT) cards to shop at the weekly Saturday market. Mothers receiving WIC farmers' market coupons, and senior citizens receiving senior farmers' market coupons can now use them to purchase healthy produce.

Customers using these forms of payment will also receive an extra \$5 to use at the market. The EPA Fresh Check program distributes \$5 gift certificates to any customer that pays with food stamps, WIC or Senior market checks. Some customers can double their purchasing power, and all customers receive extra money.

Three local high school students were hired to work as the market's Food Justice Leaders, learning about business, agriculture and community work while providing friendly customer service and publicizing the market in their neighborhoods. They are participating in a new paid leadership and job training program throughout the summer, with a focus on food access and justice.

In addition to fresh locally grown produce, the market will feature Health Navigators from the Ravenswood Family Health Center who will be on site with answers to questions about how diet affects wellness. Representatives from the EPA Regional Backyard Gardener Network and San Mateo County Master Gardeners will also be present to provide tips on growing your own food.

The EPA Community Farmers' Market opened for its second season on June 13, and will take place every Saturday from 2pm to 5pm at EPA City Hall and Library, 2415 University Avenue. More info is available at www.epafarmersmarket.org.

Dairy Council of California by Nicolina Mulcahy

The Dairy Council of California helps to improve the lives of millions of Californians each year through nutrition education and strives to enhance the health and well-being of children and adults by enabling individuals to make healthy lifestyle choices. The Dairy Council of California provides free programs and resource materials to educators and health professionals in California. Our school programs connect to core curriculum, making it easier for teachers to offer nutrition education while teaching California content standards. The programs are research-based and lead to positive behavior change in food and activity choices. Dairy Council's programs consider the whole person, addressing emotional, mental and social well-being in addition to physical aspects of health. Individuals are encouraged to make healthy lifestyle decisions using food and activities that match their unique needs and preferences.



Our nutrition education program materials are free to K-12 teachers in California. To order your free nutrition workbooks, e-mail (nmulcahy@dairycouncilofca.org) or fax (510-277-9010) the following information: 1) Your First & Last Name, 2) School Name, 3) School District, 4) Grade, and 5) Number of student workbooks needed in English or Spanish (note: middle school program materials are not available in Spanish). For more information, contact Nicolina Mulcahy at (510)286-0490.

Task Force Committee Updates

- ⇒ **Access to Healthy Foods and Physical Activity Committee**
 - Started the Movimiento! Program (mobile activity van) for the summer
 - The mobile activity van is providing services to youth five days a week in Friendship Park and Andrew Spinus Park located in the North Fair Oaks area
 - Committee is also looking for funding to ensure the continuation of these services for next year
- ⇒ **Afterschool Committee**
 - Launched the Healthy Apple Award Program, which recognizes the efforts of afterschool providers to implement healthy eating and physical activity as a component of their program
 - Conducted two trainings for the California Parks & Recreation, District IV Bay Area Institute and the Youth Teen Recreation Service Meeting
 - Conducted a Healthy Apple Award and nutrition training for afterschool programs in March 2009
- ⇒ **Breastfeeding Committee**
 - Will offer education workshops to physicians on breastfeeding
 - Working on projects for Breastfeeding Week in August 2009
- ⇒ **Evaluation Committee**
 - Finalized the 2007-2008 evaluation report
 - Distributed and collected individual and committee surveys from Task Force members for the 2008-2009 evaluation report
- ⇒ **Preschool and Childcare Providers Committee**
 - Disseminated nutrition, physical activity, and TV viewing guidelines developed by committee to preschool and childcare providers in San Mateo County
 - Conducted a workshop to Child Care Coordinating Council (4C's) providers on how to use these guidelines
- ⇒ **School Wellness Policy Committee**
 - Awarded mini-grant funds to six school districts (Cabrillo Unified, Jefferson Elementary, Jefferson Union High, Ravenswood, Redwood City and Sequoia Union) to implement a component of their school wellness policy
 - Will coordinate a forum on September 23, 2009 from 5:30-8:00 p.m. at the Community Room in the Redwood City Library (1044 Middlefield Road) on topics such as farm to school, school nutrition/food service, and school gardens

Events

- All summer – Kids Bowl Free (Bel Mateo Bowl, Serra Bowl, and Palo Alto Bowl)
- ⇒ Kids Bowl Free is a program that gives two free games of bowling to children everyday all summer long. To register, visit <http://www.kidsbowlfree.com/sfpen.php>.
- 07/27/09 - 07/29/09 – CDC's Inaugural Conference on Obesity Prevention and Control (Omni Shoreham Hotel, 2500 Calvert Street NW, Washington D.C.)
- ⇒ Weight of the Nation is designed to provide a forum to highlight progress in the prevention and control of obesity through policy and environmental strategies and is framed around four intervention settings: community, medical care, school, and workplace. For more information, visit <http://quest.cvent.com/EVENTS/Info/Summary.aspx?e=815f3980-e9c7-4a48-8569-a6daf4e39e8b>.
- 07/28/09 – Healthy Retail Rating Systems Webinar (10:00 a.m.-11:30 a.m.)
- ⇒ Planning for Healthy Places (www.healthypartners.org) is hosting a webinar that will discuss the importance of healthy retail establishments in low-income communities as well as provide insight into the necessary partnerships, infrastructure, and marketing support needed for a successful program. The webinar will be held via WebEx. Go online (www.webex.com) and enter the meeting number (963 615 986) and password (Planning1). Call 866-229-3239 for technical support.
- 09/23/09 – Screening for "California Schools: America's Future" (Bayside Theatre, 2025 Kehoe Avenue, San Mateo, 7:00 p.m.-9:00 p.m.)
- ⇒ The San Mateo-Foster City Education Foundation is hosting an educational forum to view John Merrow's documentary video. Learn about the urgent need for additional funding in order to provide quality education to children in California. For more information, visit www.forkidsedfund.org.



SAVE THE DATE

The next Get Healthy San Mateo County Task Force meeting will be held on September 14, 2009.

What's Going On?

Puente de la Costa Sur by Kerry Lobel

With funding from the GHSMC Task Force, Puente de la Costa Sur in Pescadero conducted a five-week nutrition workshop called Taller de Nutrición for thirteen



women, one man, and their children. Most participating families work at the area's farms and nurseries. Because most of the adult program participants speak Spanish as their first language and have low literacy levels, program staff did extensive research to find culturally relevant materials. The curriculum for Taller de Nutrición is based on a program developed by the Latino Nutrition Coalition (LNC). The program is designed to inspire Latinos to improve and maintain their health through traditional foods and active lifestyles. The LNC creates practical, culturally-aware materials in English and Spanish that help Latinos combine the best of their healthy food traditions with the realities of modern American life.

Evaluation results of the workshop demonstrated that participants' behaviors changed as a result of the course with participants exercising more, eating fewer fats and less salt, eating new foods and becoming more aware consumers. Each participant will also receive a season of organic food boxes from Blue House Farm.

Joint Use Website Launched

Jointuse.org is an interactive website created by the Joint Use Statewide Task Force (JUST) to ensure that all children have a safe space to play.



Joint use is defined as an agreement between a school and either a city or private organization to share indoor or outdoor space such as a gymnasium, field or playground. By showcasing successes as well as problems, Jointuse.org provides tools and resources advocates need to launch successful joint use agreements.

The website features information on joint use policies, a checklist, agreement templates, funding resources, and success stories. It even has a joint use locator where you can enter your address and receive contact information from organizations near you that currently have joint use agreements with other organizations in your area.

Look out for our next Task Force
newsletter in Dec. 2009!!!



Show Me The Money!

- **Wellpoint Foundation Grants**
Deadlines: 08/19/09 and 10/01/09
⇒ The Wellpoint Foundation invests in efforts that champion healthy behaviors, health risk prevention, and healthy environments. Visit http://www.wellpointfoundation.org/wps/portal/wellpointfoundation?content_path=noapplication/f2/s0/t0/pw_a108240.htm&label=Apply%20For%20Funding&rootLevel=2 for more information.
- **Bikes Belong Grant Program**
Deadline: 08/24/09
⇒ Bikes Belong strives to put more people on bicycles by funding projects that leverage federal funding and build momentum for bicycling in communities across the U.S. such as bike paths, lanes, and routes, as well as bike parks, mountain bike trails, BMX facilities, and large-scale bicycle advocacy initiatives. For more information, visit <http://www.bikesbelong.org/grants>.
- To stay updated on available funding opportunities, go to the GetHealthySMC.org funding resources page at <http://www.gethealthysmc.org/61-Funding.aspx>.

Events

- **10/06/09 - 10/07/09 – School Wellness Conference (Anaheim Marriott, 700 West Convention Way, Anaheim)**
⇒ The 2009 School Wellness Conference will build on the inaugural conference that focused on best practices and resources; statewide success stories and model program workshops; improved access to healthy foods and physical activity opportunities; sample district policies that promote health on school campuses; and strategies to help schools succeed in implementing and evaluating their local school wellness policies. Visit <http://swc.csba.org/Default.aspx> for more information.
- **11/17/09 - 11/18/09 – 16th Annual Cultural Competence Summit (Hyatt Regency, 1333 Bayshore Highway, Burlingame)**
⇒ This year's theme, Embracing Social Justice and Equity to Build Healthier Communities, is meant to unite service providers, community members and leaders, policymakers, consumers and family members, and others to address issues of the impact of culture and language on health disparities. E-mail culturalcompetence-summit2009@co.sanmateo.ca.us or call 650-573-2341 for more info.
- ⇒ To stay updated on events in your community, go to the GetHealthySMC.org calendar at <http://www.gethealthysmc.org/130-Calendar.aspx>.