

SOUTH SHASTA

HAPPY VALLEY DAINING



ACTIVE COMMUNITIES

SOUTH SHASTA

Healthy Eating, Active Communities

WHAT MAKES A HEALTHY COMMUNITY?

At South Shasta HEAC, we know that what surrounds us shapes us — that our environment shapes our bodies, our minds and our health.

Some building blocks of healthy communities are well known, such as clean air, safe drinking water and quality health care. Others may not be as obvious, such as access to fresh produce and other healthy foods, the number of walking trails and bike paths, and the availability of safe places for children and families to play. All of these things have an important impact on our children's health and the health of our communities.

Healthy communities mean healthy children. When our community is unhealthy, our young people suffer the most, with heightened risk for diabetes, hypertension and childhood obesity. Many experts believe that chronic disease related to obesity is the single greatest public health threat facing California and our nation. Some experts even predict that today's young people may be the first in American history to live sicker and die younger than their parents' generation. Fortunately, it doesn't have to be that way. We've begun to make important changes in our community - but we need your help.

WHO ARE WE?

We are the partners of the South Shasta Healthy Eating, Active Communities (HEAC) initiative. Funded by The California Endowment, this effort brings together schools, community organizations and the Shasta County Public Health Department to bring about policy and environmental changes that expand opportunities for healthy nutrition and physical activity in our communities.

Since we began our collaboration in 2005, we have helped create important changes right here in South Shasta County that are already making a difference.

- A new farmers' market in Anderson—soon to expand to 2 days per week
- Kid Healthy Choices displays at local markets
- Major improvements to area parks achieved or in progress
- Community walking guides for Anderson and Cottonwood
- 20 acre land donation for Happy Valley Park

Read more about our achievements in the following pages.

Won't you join us?

We all share responsibility for creating healthier environments. Read the following pages to learn more about what has changed already, and how you can join in to help make our community and children even healthier in the years ahead.

Our Partners

Shasta County Public Health, Southwest Regional Office

Anderson Partnership for Healthy Children

South County School Districts:

Anderson Union High School, Cascade Union

Cottonwood Union, Happy Valley Union

City of Anderson, Shasta County Child Abuse Prevention Council, Cottonwood Park Board and Community Center, Happy Valley Park Committee, Happy Valley Farm Trail, South County Farmers' Market



Healthy Eating, Active Communities is a program of the California Endowment.

BUILDING HEALTHY COMMUNITIES

With South County Schools



South Shasta Schools worked with Healthy Eating, Active Communities on policy and environmental changes to:

- Increase fruits and vegetables offered at lunch
- Increase healthy meal choices
- Improve menu planning through using a nutrition analysis program
- Increase meal program participation

WHAT WE'VE DONE

SOUTH SHASTA SCHOOLS: PHYSICAL ACTIVITY ENVIRONMENTS

Schools in South Shasta have worked hard to increase physical activity within the school day and after school. Schools are offering intramurals, weight training and physical activities during lunch. They have purchased outdoor and indoor equipment and put in tracks for students to use during recess, lunch, and after school and for community use at other times.



WHAT'S NEXT...

- Continue to work with school food service to increase participation in school meals, marketing of meals and offering healthy menu choices.
- Ensure implementation of California's required minutes for PE, and at least 50% vigorous activity in PE.

WHAT YOU CAN DO...

- Learn and support your school's wellness policies. Parents can help by donating healthy holiday and birthday party snacks.
- Ask your school principal how you can get involved to help create a healthy school environment.

SOUTH SHASTA SCHOOLS: NUTRITION ENVIRONMENTS

Schools in South Shasta are making efforts to decrease food rewards in class. They are also encouraging parents to bring in healthy school snacks and healthy party items. Schools have eliminated soda sales.



Anderson High School Food Service, receives recognition for Excellence in Public Health.



Meadow Lane Elementary School lunch intramurals

BUILDING HEALTHY COMMUNITIES

With Local Residents

WHAT WE'VE DONE

HOW SHALL WE GROW?

Over 300 Cottonwood and Happy Valley residents took part in our year-long community visioning project, to help communicate their communities' vision for a healthy future.

In Anderson, we helped involve the community in supporting health language in the General Plan by:

- Using door hangers to notify residents of meetings
- Getting youth involved through art
- Setting up community meetings
- Providing trainings and workshops
- Helping connect residents with city and county officials

PHOTOVOICE: LATINOS IN ACTION

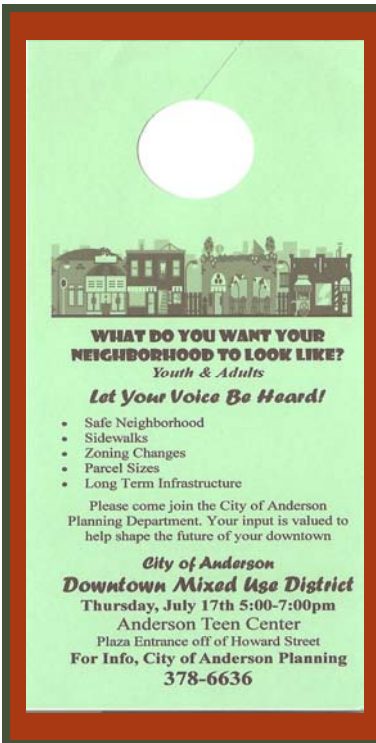


- In Cottonwood, a PhotoVoice project helped residents share ideas about making it safer and easier to walk and creating other opportunities for people to be physically active.
- They also raised funds for community park improvements.

Door hangers encouraged residents to get involved in Anderson's plans for the future.



Community members attend workshops on healthy communities, using maps, markers and sticky notes to show how they want their towns to grow.



WHAT'S NEXT...

- Present "How Shall We Grow" vision to Supervisors and to inform the County General Plan update.
- Involve residents in the County's General Plan update and Parks Trails and Open Space Master Plan.
- Support community projects that give people more opportunities to be physically active and eat healthy food.

WHAT YOU CAN DO...

- Contact us to learn about healthy development and ways to support it.
- Get involved in decisions that will shape future growth. Tell your representatives you care about parks and trails.
- Organize or take part in a project that makes it easier or safer to walk, bike and play in your neighborhood.

BUILDING HEALTHY COMMUNITIES

With Local Youth



Through *PhotoVoice* projects, youth learned to bring their concerns about walking and biking safety to the attention of city officials.

The group at left is shown meeting with the city engineer. The city responded by making sidewalks and intersections safer.

PhotoVoice is an activity that helps residents talk about their communities through pictures.



BEFORE



AFTER

WHAT WE'VE DONE

YOUTH PROJECTS

To encourage residents to get physically active, youth helped create Walking Guides for Anderson and Cottonwood.



Youth walked trails and neighborhoods

to assess walkability and collect data for maps and walking guides.



VISIONING

Over 200 youth participated through art projects, essays and focus groups to shape their community vision for the future.



A Youthful Vision for Anderson's Downtown

WHAT'S NEXT...

- More youth *PhotoVoice* and community assessment projects to identify barriers to physical activity and healthy eating.
- Promote use of Walking Guides for safe places to walk.

WHAT YOUTH CAN DO...

- Get involved in a health promotion activity at your school or community center.
- Offer to teach a dance or exercise class at your local school or community center.
- Thank local merchants who offer and advertise healthy choices (and purchase the healthy options!)
- Help with a community park improvement projects.

Youth work on community maps with Supervisor Les Baugh at a How Shall We Grow workshop.



Anderson Walks Guide



The City of Anderson

BUILDING HEALTHY COMMUNITIES

With Access to Healthy Food

WHAT WE'VE DONE

HEALTHY SNACK ZONES

The City of Anderson Parks and Recreation Department designates "Healthy Snack Zones" for Park Department sponsored activities and events. Recreation Supervisor, Pam Lewis, works with parents to offer healthy choices at league snack bars.

**HEALTHY
SNACK
ZONE**

FOOD BANK DISTRIBUTION

Public Health Nutritionist, Erika Rambur, demonstrates healthy cooking using items distributed by the local food bank.



MEDICAL PROVIDERS

South County medical offices adopted policies and posted signs requesting pharmacy representatives to bring only healthy food options into their facilities.



Access to healthy and affordable food has an impact on children's health.

KID HEALTHY CHOICES

Anderson Middle School students worked with the local Wal-Mart to design "Kid Healthy Choices" displays at two check stands.

Sales increased, and tripled for many items.

A third check stand includes a cold-box for water, cheese and yogurt.

Wal-Mart intends to expand the concept when two regional super stores open.

KID HEALTHY CHOICES

SARCO and AFG, two local convenience stores, also worked with youth to add "Kid Healthy Choices" displays at the front of their stores.



WHAT'S NEXT...

- Work with restaurants to identify or develop healthy menu options.
- Continue to work with parents and sports leagues to promote healthier choices at snack bars.
- Work with local markets and snack food distributors to maintain and increase Kid Healthy Choices displays in the South County.

WHAT YOU CAN DO...

- Parents can ask grocers to establish candy-free aisles or to have "Kid Healthy Choices" at check stands.
- Help your local sports league or group to offer healthy snacks.

BUILDING HEALTHY COMMUNITIES

With Farms and Gardens



Visit the South County Farmers' Market
Thursday mornings at Anderson Fairgrounds

Farmer of the Week highlights a farmer each week, helping our community learn about:

- Where their food comes from,
- How to find fresh, local produce, and
- The best, most nutritious recipes for in-season foods.

Sustainable local farming and community gardens help make sure that fresh fruits and vegetables are available to everyone!

WHAT WE'VE DONE

FARMERS' MARKET



We worked with Happy Valley Farmers to start a Farmers' Market in Anderson, increasing availability of locally grown produce. Led by Market Manager, Myron Kreger, the market is in its third year and looking to expand to two days in the future.



HAPPY VALLEY FARM TRAIL



We helped with the updating and redesign of Happy Valley Farm Trail map, expanding business for local farmers.



SCHOOL GARDENS

We worked with South Shasta schools to start, expand or improve school gardens throughout South Shasta County.

COMMUNITY GARDENS

Our latest project: working with the faith community food bank, and schools, to create community gardens and bring excess produce to food banks.

Happy Valley Farm Trail

— est. 1987 —



Farmers'
Serving the Community
Since 1890

Map & Member's Listing
2008

WHAT'S NEXT...

- Work with local churches and food banks to assure access to healthy foods.
- Promote acceptance of food stamps and WIC vouchers at Farmers Markets.
- Promote use of locally grown produce in schools and restaurants.

WHAT YOU CAN DO...

- Join a community garden.
- Shop local farms and farmers' markets.
- Let your child's school know serving fresh local produce is important to you.
- Support policies that preserve agricultural land.

BUILDING HEALTHY COMMUNITIES

With Parks & Trails



Cottonwood Community Park's blueprint plan will expand both picnic and play areas to include:

- BBQ's
- Picnic Tables
- Basketball Courts
- Drinking Fountain
- Additional Lighting
- More Shade Trees
- Lawn

The finished product is a point of community pride and as a family-friendly place to be active.



WHAT'S NEXT...

- Secure funds and a trustee for Happy Valley Park.
- Acquire funding for and complete a Master Plan for the Happy Valley Park.
- Secure funds and resources to complete Cottonwood Park improvements.
- Assure a strong South County voice in Parks Trails and Open Space Master Plan.

WHAT'S YOU CAN DO...

- Take part in community meetings and be a strong voice for parks, trails and open space.
- Get out and enjoy existing parks and trails with family and friends.
- Volunteer your time on a community park improvement project.
- Raise funds to support and maintain our community parks.



WHAT WE'VE DONE



COTTONWOOD PARK

Latinos In Action and the Cottonwood Community Center completed a blueprint for park improvement projects and are raising funds to complete them.



HAPPY VALLEY PARK

The Happy Valley Park Committee received a donation of 20 acres for a community park. The Trust for Public Lands provided a feasibility study on options for financing it.



VOLONTE PARK

The City of Anderson completed major park improvements in Volonte Park. New trails and exercise stations give residents more opportunities to be physically active.



PARK IMPROVEMENTS

Community members are meeting with the Parks and Recreation Director to identify desirable projects and resources for further Volonte Park and Anderson River Park improvements.

