

Our Children, Our Families Council
Summary of Shape Up San Francisco

April 16, 2015

Goals of the Effort

The Shape Up SF Initiative's mission is to increase the awareness of and opportunities for increased physical activity and improved nutrition through primary prevention and systems change. Shape Up's vision is for all San Franciscans to have access to healthy eating & active living where they live, work, learn, and play. Shape Up's priorities are to:

- 1) Increase physical activity
- 2) Increase access to healthy food
- 3) Decrease consumption of sugary drinks

Shape Up's priorities have been narrowed over time to focus the group's work and increase its impact. Instead of seeking to have a broad impact and overlap with functioning organizations in San Francisco, Shape Up has focused on areas where they have identified gaps. For example, Shape Up recognized that there was no effort in the city to promote physical education in elementary schools. Shape Up has focused on filling that gap.

Focal Population of the Effort

Shape Up's focus is city-wide, but is especially focused on the population with the greatest health disparities. Much of their work is focused on Bayview and is growing in the Tenderloin and Mission neighborhoods.

Impact

Shape Up initiated an extensive advertising campaign called "open truth" to show that opening a can of coke can be detrimental to one's health. They recorded videos of youth performing spoken word on videos about type II diabetes.

Shape Up advocated for more physical education classes in elementary schools, especially in low-income schools where programs had been cut. In 2010, there were six PE specialists out of 72 schools in the school district, paid for by the SFUSD Public Education Enrichment Fund. They were responsible for working with classroom teachers to incorporate physical education into their curriculum. Now the PEEF supports 36 PE specialists and has authorization to get to 47. Before, only the high performing schools were taking advantage of the district's PE program, low performing schools felt like they couldn't prioritize physical education. Now, the district has developed a systematic way of assigning the PE specialists so that all the schools will be touched by the program.

Shape Up was active in the renewing and restructuring of the Wellness Policy for the school district. The original policy was created in 2003, and now a seat has been created for a PE specialist on the committee that oversees the policy. Safe Routes to School was started by Shape Up at five schools in 2009, and is now working in 25 schools.

Challenges

Funding. Shape Up has no steady stream of funding for programs. It can also be difficult sometimes to separate politics from public health issues.

Origins of the Effort

Shape up SF launched in 2006 as the Mayor's Challenge Shape Up SF. The effort was a mandate of Mayor Gavin Newsom focused on childhood obesity. In the beginning, Shape Up was co-staffed by DCYF and the Department of Public health. Shape Up is now focused on reducing chronic problems and diseases related to obesity, not about obesity prevention.

Leading the Effort

The director of Shape Up is Kristina Goette, the chronic disease prevention specialist for the Department of Public Health. Marianne Szeto, who manages the day to day operations, is a contractor, and funding for her work comes from Kaiser Permanente, federal funding, state funding from Safe Routes to School, Kaiser Regional, city general fund and MetaFund.

Members of the Effort

Shape Up is led by a steering committee with 12 members. Many other organizations work with Shape Up with varying levels of interaction.

Coalition Steering Committee:

Bea Duncan, American Cancer Society and American Heart Association, Co-Chair

Chuck Collins, YMCA of SF, Co-Chair

Cassie Ray, American Cancer Society

Brittini Chicuata, American Heart Association

Julie Kaufmann, American Heart Association

Maya Rodgers, Bayview HEAL Zone

Amy Nelson, Children's Council of SF

Jim Illig, Kaiser Permanente Community Benefits

Lani Kent, Mayor's Office

Eric Pawlowsky, Recreation and Parks

Levi Johnson, Recreation and Parks

Roberto Vargas, UCSF Community Engagement and Health Policy Program

Structure of the Effort

Shape Up was initially oriented around sectors when it was launched: schools, neighborhoods, healthcare clinics, etc. The group has narrowed its focus as an initiative into three priority areas: increasing access to healthy food, opportunities for physical activity and decreasing consumption of sugary drinks.. The Coalition takes more of an advocacy role while the Shape Up SF initiative leads its programs with its grant funding without taking a political stance.

The steering committee of the coalition meets monthly, and the coalition meets quarterly. The group communicates via newsletter, archives on their website, and email list serve.

The Role of Data

Shape Up builds in evaluation to guide its programming efforts. When they launched an awareness program recently, they followed up with an extensive evaluation of the campaign to determine its effectiveness. They evaluated shifts in attitude from the campaigns and surveyed parents about their childrens' environment at school. They also collect data in schools at the beginning and end of each school year.

Related Documents

- Meeting agendas and a draft of Shape Up's strategic plan can be found at www.shapeupsfcoalition.org
- Details about Shape Ups "Open Truth" campaign can be found at www.opentruthnow.org
- Shape Up San Francisco's Choose Healthy Drinks Campaign Final Evaluation Report