



San Francisco Childhood Nutrition & Physical Activity Task Force

Goal: To improve the health of San Francisco’s children and youth by increasing access to nutritious foods and to promote physical activity opportunities.

NUTRITION		
Recommendation	Potential Strategies	Who
<p>ENVIRONMENT:</p> <p>1. Ensure that at least one reasonably large outlet/vendor that sells healthy, nutritious foods, including fresh vegetables and fruits is easily accessible to residents in all sectors of San Francisco.</p>	<p>a. Ensure that every neighborhood in San Francisco has access to affordable fresh fruits and vegetables through either (a) reasonably large outlet/vendor, (b) locally-owned vendor that provides fresh fruit and vegetables, as well as a selection that meets the ethnic and cultural needs of the specified area/neighborhood, (c) farmer’s market, (d) community supported agriculture (subscription service), (e) community garden and/or (f) good neighbor policies.*</p> <p>b. Increase capacity of community members to establish local small businesses (e.g. fresh meat market, produce market, etc).</p> <p>c. Encourage the Board of Supervisors to promote having a Farmer’s Market in each District.</p> <p>d. Ensure agencies that distribute food have evening and weekend hours.</p> <p>e. Collaborate with Environmental Health’s Eastern Neighborhoods Health Impact Assessment, to support zoning efforts to improve health.</p>	<p>Small Business Commission, Planning Department, Department of Children, Youth & Their Families, Department of Public Health - Environmental Health Section, California WIC Association, CA WIC Program</p>
<p>2. Establish and/or improve city/county interagency collaboration in order to promote access to healthy, nutritious foods.</p>	<p>a. Review the process on how grocery stores are sited.</p> <p>b. Incorporate and build capacity for community involvement in neighborhood zoning.</p> <p>c. Build on existing partnerships with WIC and Food Stamp vendors to expand healthy food choices and improve product placement.</p>	<p>Department of Public Health, Planning Department, Redevelopment Department, Food Security Council, Local Grocers’ Associations</p>



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<p>ORGANIZATIONAL:</p> <p>3. Encourage students and staff to eat healthy food on school campus.</p>	<p>a. Support implementation of SFUSD’s Nutrition & Physical Fitness Policy.</p> <p>b. Support SFUSD’s efforts to increase enrollment in their free or reduced lunch program.</p> <p>c. Eliminate student access to catering trucks while school-based activities occur.</p> <p>d. Encourage the selling of healthy foods in staff room vending machines.</p>	<p>San Francisco Unified School District</p>
<p>4. Encourage the Board of Supervisors, City/County Departments and Commissions to adopt “good nutrition” policies for their staff and community events.</p>	<p>a. Ensure that all City-sponsored functions, events and meetings make a good faith effort to provide healthy foods.</p> <p>b. Encourage sale of healthy food at city-sponsored vending machines.</p>	<p>Board of Supervisors, City/County Departments, Commissions</p>



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5. Increase the enrollment and retention of eligible clients into the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) and Food Stamp programs.	<ul style="list-style-type: none"> a. Recommend that the federal guidelines for WIC be revised to include access to fruits and vegetables and that the eligible foods are culturally appropriate. b. Advocate for a California WIC Fruit and Vegetable pilot program. c. Advocate for WIC to expand the definition of authorized vendor to include certified farmers’ markets. d. Increase education and training for health care providers to ensure they are maximizing their referrals of eligible women and their children into WIC. e. Strengthen the collaboration between DHS and DPH to increase coordination, referral and follow-up with clients who are eligible for both WIC and Food Stamp programs. 	Department of Public Health, Department of Human Services, Board of Supervisors, American Academy of Pediatrics, American Dietetic Society
AWARENESS/BEHAVIOR CHANGE: 6. Participate in a City-wide Nutrition & Physical Awareness Month campaign (joint recommendation with Physical Activity)	<ul style="list-style-type: none"> a. Coordinate healthy nutrition and physical activity programs in schools, city agencies/departments, communities, etc. b. Conduct campaign to encourage students to eat school lunches that abide by new SFUSD nutrition guidelines. 	City/County Departments, San Francisco Unified School District, private/parochial schools, faith communities



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7. Increase the proportion of mothers who breastfeed their babies through 4 to 6 months of age.	<ul style="list-style-type: none"> a. The City and County of San Francisco will encourage all hospitals to become designated as Baby Friendly by the World Health Organization (WHO) and United Nations Children’s Fund (UNICEF) Baby-Friendly Hospital Initiative accreditation process. b. Improve prenatal education for all women on the positive health benefits (to both mother and baby) of breastfeeding. c. Discourage baby formula advertisement in San Francisco. d. Initiate campaign to educate employers on CA law supporting breastfeeding Workplace Accommodation – AB 1025 (2001). e. Educate all infant care providers on the “baby-friendly” guidelines. f. Promote the norm of exclusively breastfeeding and support informed and appropriate complementary infant and toddler feeding. g. Ensure the availability of Lactation Rooms in all City and County buildings. h. Conduct public education campaigns with appropriate early feeding messages. 	Department of Public Health, San Francisco General Hospital, California Pacific Medical Center, University of California San Francisco Hospital, Kaiser Permanente, St. Luke’s Hospital, Chamber of Commerce, First 5 Commission, Department of Human Resources (Family Resource Centers)
8. Expand healthful nutrition and physical activity information and resources for health care providers, community groups who work with children, youth, and families, and parents/guardians. (Joint recommendation with Physical Activity)	<ul style="list-style-type: none"> a. Compile an online list of nutrition and physical activity programs and resources for San Francisco children, youth and their families. b. Promote behavior redirection instead of diet restriction. 	Department of Public Health, Public Library, American Academy of Pediatrics, San Francisco Health Plan



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<p>ENVIRONMENT:</p> <p>1. Create environments that are safe for all types of physical activity.</p>	<p>a. Support Active Community Environments (defined as: characteristics of our communities such as proximity of facilities, street design, density of housing, availability of public transit and of pedestrian and bicycle facilities that play a significant role in promoting or discouraging physical activity.)</p> <p>b. Complete Citywide bike routes.</p>	<p>Department of Public Health, Planning Department, Department of Parking and Transportation, Redevelopment Department, Housing Authority, Department of Recreation & Parks, San Francisco Unified School District, Community Based Organizations, coalitions, private entities (e.g. churches)</p>
<p>2. Create opportunities for youth to safely walk/bike to and from school.</p>	<p>a. Create “safety corridors” between schools, recreation centers, and other community based organizations for children and youth.</p> <p>b. Create Safe Routes to school.</p> <p>c. Allow bikes on SFUSD buses and on campuses and create safe and secure places for them to be stored when not being used.</p>	<p>Department of Public Health, Planning Department, Department of Parking and Transportation, Redevelopment Department Housing Authority, Department of Recreation & Parks, San Francisco Unified School District, Community Based Organizations, Private entities (e.g. churches)</p>
<p>3. Improve transportation options for underserved communities/neighborhoods.</p>	<p>a. Establish and/or increase interdepartmental collaboration between DPH, DCYF, Muni, DRP, SFUSD, etc.</p> <p>b. Create safe transportation to non-school based after school programs (e.g. Boys and Girls Clubs).</p>	<p>Department of Public Health, Department of Children, Youth & Their Families, MUNI, Department of Recreation & Parks, San Francisco Unified School District</p>



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<p>ORGANIZATIONAL:</p> <p>4. Organizations have environments that provide optimal opportunities for physical activity for all youth.</p>	<ul style="list-style-type: none"> a. Involve youth in the development of programs and creation of spaces that increase physical activity. b. Conduct an assessment of all public recreation & park & SFUSD facilities for physical activity. c. Develop a structure in each public physical activity facility to promote youth participation in program development, implementation, and assessment. d. Promote youth employment programs as funding sources to bring neighborhood youth to local physical activity facilities to assist with programming. e. Offer professional development to all staff that deliver physical activity programs to youth and include training on youth development, best practices and quality sports programming as well as how to be respectful of all children. f. Adopt guidelines on quality physical activity programs for youth that emphasizes the inclusion of all youth, age-appropriate activities, giving youth options for different types of programs, and supports youth with special needs. g. Refurbish/upgrade existing facilities at schools & recreation centers. h. Create an incentive for programs to provide and advertise scholarships for sports programs otherwise inaccessible to low-income youth. i. Provide incentives to make effective physical activity programs available in areas with few such programs. 	<p>San Francisco Unified School District, Department of Recreation & Parks, Department of Children, Youth & Their Families, Department of Public Health, Community Based Organizations</p>



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5. Develop partnerships across public and private agencies to increase physical activity opportunities.	<ul style="list-style-type: none"> a. City funders should mandate partnerships to increase physical activity for children and youth and provide opportunities for such collaboration. b. Review existing guidelines on quality physical activity programs. c. Engage non-profits (e.g. Walk SF, SF Bicycle Coalition, etc.) to provide professional development training. d. Include physical education/activity in Individual Education Plans (SFUSD) plans for special needs youth e. Institute a system that supports use of public facilities for physical activity programs for youth at cost or at reduced cost f. Enforce physical education requirements in SFUSD. g. Ensure/Mandate that public recreational facilities (DRP, SFUSD) are being used to capacity: <ul style="list-style-type: none"> ▪ Develop action plans for sites not at capacity ▪ Ensure the use of facilities by a broad cross-section of youth from the community (boys and girls, racial/ethnic groups, weight-neutral programs, non-competitive options, etc.). ▪ Facilities that do not have staff capacity to fully program should develop relationships with outside organizations to provide low-cost or free programming for youth. ▪ Ensure all public facilities are designated for children/youth from 3:00 p.m. – 6:00 p.m. weekdays for after-school programming. ▪ Insurance, maintenance, and other regulatory issues must be dealt with at the leadership levels (e.g. Mayor's Office). ▪ Promote availability of SFUSD facilities for rent. 	Mayor’s Office Department of Public Health, Department of Recreation & Parks, Department of Children, Youth & Their Families, San Francisco Unified School District, Community Based Organizations, Coalitions



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<p>AWARENESS/BEHAVIOR CHANGE:</p> <p>6. Board of Supervisors and the Mayor will issue recommendations of ideal levels of physical activity for children and youth to City/County Departments.</p>	<ul style="list-style-type: none"> ▪ The city/county will recommend the following goals for physical activity: ▪ Elementary school-aged children and youth should accumulate between 30 to 60 minutes of moderate, age- and developmentally-appropriate physical activity from a variety of activities on all, or most, days of the week. ▪ All children and youth should be physically active daily, or nearly every day, as part of play, games, sports, work, transportation, recreation, physical education, or planned exercise, in the context of normal, everyday family, school, and community activities. ▪ Adolescents should engage in three or more sessions per week of activities that last 20 minutes or more at a time and that require moderate to vigorous levels of exertion. All youth should meet these minimum requirements. ▪ The benefits of physical activity should also be made available to children and youth with special needs (i.e., physical, mental, and emotional) ▪ Ensure that physical activity is not overly competitive nor so focused on educating about the benefits of physical activity that it diminishes the fun and motivating factors for youth and families. <p><small>*modified based on Centers for Disease Control and Prevention recommendations www.cdc.gov/HealthyYouth/physicalactivity/promoting_health/background.htm</small></p>	<p>Department of Public Health, Department of Recreation & Parks, San Francisco Unified School District, Department of Children, Youth & Their Families</p>



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7. Implement city-wide awareness campaign(s) developed by youth for San Francisco.	<ul style="list-style-type: none"> a. Develop a nutrition/physical activity campaign with youth and other stakeholder input. b. Identify proven strategies to encourage youth to incorporate up to 60 minutes of moderate physical activity daily (including before, during, and after school). c. Identify and develop resources for campaign. d. Involve local athletes as spokespeople. e. Educate families, through health providers, schools, childcare centers, about incorporating physical activity into daily life for all children/youth including those with special needs. f. Incorporate physical activity into transportation to/from school, work, etc. (e.g. cycling, walking) g. Provide training to health care workers around patient referrals to community physical activities and develop user friendly, effective referral systems for them to use. h. Engage the Police Activities League (ensure that there is a PAL officer in each school). i. Encourage the Mayor’s Office to make a public statement around importance of physical activity. j. Implement city-wide youth sports tournaments sponsored by the Mayor to attract private sponsors and donors, create a network of neighborhood-based programs across the city, and provide a series of high-profile annual events that can promote youth physical activity, sport, and health. k. Promote children and youth involvement at walking/running events by making it free for youth under 16. 	Department of Public Health, Department of Recreation & Parks, Department of Children, Youth & Their Families, San Francisco Unified School District, Mayor’s Office, Community Based Organizations, coalitions



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8. Inform parents and youth of low cost/free physical activity opportunities during the summer.	<ul style="list-style-type: none"> a. Use the SF Public Library’s database to disseminate information on city-wide physical activity opportunities. b. Utilize mass mailing in the schools and advertisements in newspapers (city newspaper, school newspaper/newsletter, neighborhood paper, school radio/loudspeaker announcements.) c. Encourage health plans to hand out pedometers to youth. 	Department of Public Health, Department of Recreation & Parks, Department of Children, Youth & Their Families, San Francisco Unified School District, SF Health Plan, Community Based Organizations, child care centers

FUNDING		
Recommendation	Potential Strategies	Who
1. Create a revenue stream to fund the Childhood Nutrition and Physical Activity recommendations.	<ul style="list-style-type: none"> a. Levy a fee or tax on soft drinks and/or fast foods. b. Encourage the Board of Supervisors to support a state-wide effort to levy a tax on soda and/or fast foods. c. Establish public/private partnership to leverage the philanthropy community. d. Establish partnership with fast food industry to assist in funding nutrition and physical activity programs. e. Support federal and/or state legislation that institutes or expands funding for nutrition education and physical activity opportunities for children, youth and families. f. Advocate for a streamline application process in all Federal Nutrition Programs. g. Include funding to pay for qualified staff who are content specialists in nutrition and physical activity in all future grant applications, where appropriate. h. Consider existing funding streams such as Prop H and Prop 63. 	State Representatives, Board of Supervisors, private foundations, Community Based Organizations, private industry, California WIC Association (CWA), CA WIC Program, United States Department of Agriculture