



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) farmer’s market, (c) community supported agriculture (subscription service), (d) community garden and/or (3) good neighborhood policies.*</p> <p>b. Increase capacity of communities members to establish a local small business (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 Dept., DCYF, DPH - Environmental Health Section</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>DPH - Environmental Health, Planning Dept., Redevelopment Dept., Food Security Council</p>



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<p>ORGANIZATIONAL:</p> <p>3. Encourage students and staff to eat healthy food on school campus.</p>	<ul style="list-style-type: none"> a. Support implementation of SFUSD’s Nutrition & Physical Fitness Plan b. Support SFUSD’s efforts to increase enrollment in their free or reduced lunch program. c. Eliminate student access to catering trucks while school-based activities occur. d. Encourage the selling of healthy foods in vending machines in staff rooms. 	SFUSD
<p>4. Encourage the Board of Supervisors, City/County Departments and Commissions to adopt “good nutrition” policies for their staff and community events.</p>	<ul style="list-style-type: none"> a. All City-sponsored functions, events and meetings should make a good faith effort to provide healthy foods. 	BOS, City/County Departments, Commissions
<p>5. Increase the enrollment and retention of eligible clients into the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) and Food Stamp program.</p>	<ul style="list-style-type: none"> a. Strongly recommend that the federal guidelines for WIC be revised to include access to fruits and vegetables and that the eligible foods are culturally appropriate (promote San Francisco as a pilot city for expanding WIC program Food Packages to include fruits and vegetables. Increase focus on eligible yet under-enrolled populations.) b. Increase education and training for health care providers to ensure they are maximizing their referrals of eligible women and their children into WIC. c. 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. 	DPH, DHS, BOS, American Academy of Pediatrics, Dietician Societies (specific names?)



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<p>AWARENESS/BEHAVIOR CHANGE:</p> <p>6. Participate in a City-wide Nutrition & Physical Awareness Month campaign (joint recommendation with Physical Activity)</p>	<p>a. Coordinate healthy nutrition and physical activity programs in schools, city agencies/departments, communities, etc.</p> <p>b. Conduct campaign to encourage students to eat school lunches that abide by new SFUSD nutrition guidelines.</p>	<p>SFUSD, private/parochial schools, city depts., faith communities, etc.</p>
<p>7. Increase the proportion of mothers who breastfeed their babies through 5 to 6 months of age.</p>	<p>a. San Francisco General Hospital will fully implement the WHO and UNICEF Baby-Friendly Hospital Initiative.</p> <p>b. The City and County of SF will encourage all hospitals to implement the WHO and UNICEF Baby-Friendly Hospital Initiative.</p> <p>c. Improve prenatal education for all women on the positive health benefits (to both mother and baby) of breastfeeding.</p> <p>d. Discourage baby formula advertisement in San Francisco.</p> <p>e. Initiate campaign to educate employers on CA law supporting breastfeeding Workplace Accommodation – AB 1025 (2001).</p> <p>f. Educate all infant care providers on the “baby-friendly” guidelines.</p>	<p>DPH, CPMC, UCSF, Kaiser, St. Luke’s, Chamber of Commerce, First 5 Commission, DHS (Family Resource Centers)</p>
<p>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)</p>	<p>a. Compile an online list of nutrition and physical activity programs and resources for San Francisco children, youth and their families.</p> <p>b. Promote behavior redirection instead of diet restriction.</p> <p>c. Educate on portion sizes and portion control.</p>	<p>DPH, Public Library, American Academy of Pediatrics, SFHP</p>



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<p>POLICY</p> <p>1. 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>DPH, DRP, SFUSD, DCYF</p>



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2. Develop new, sustainable funding sources to support physical activity and nutrition recommendations.	<ul style="list-style-type: none"> a. Develop resources dedicated to increasing opportunities for physical activity. b. Review Prop H and how it can be applied to physical activity opportunities in SFUSD. 	BOS, SFUSD, DPH, DCYF
ENVIRONMENT: 3. Create environments that are safe for all types of physical activity.	<ul style="list-style-type: none"> a. Complete Citywide bike routes. b. 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.) 	DPH, Planning Dept., DPT, Redevelopment Dept. Housing Authority, DRP, SFUSD, CBOs, Private entities (e.g. churches)
4. Create opportunities for youth to safely walk/bike to and from school.	<ul style="list-style-type: none"> a. Create “safety corridors” between schools, recreation centers, and other community based organizations for children and youth. b. Create Safe Routes to school. c. Allow bikes on SFUSD busses and on campuses. 	DPH, Planning Dept., DPT, Redevelopment Dept. Housing Authority, DRP, SFUSD, CBOs, Private entities (e.g. churches)
5. Improve transportation options for underserved communities/neighborhoods.	<ul style="list-style-type: none"> a. Establish and/or increase interdepartmental collaboration between DPH, DCYF, Muni, DRP, SFUSD, etc. b. Create safe transportation to non-school based after school programs (e.g. Boys and Girls Clubs). 	DPH, DCYF, Muni, DRP, SFUSD



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<p>ORGANIZATIONAL:</p> <p>6. Organizations have environments that provide optimal opportunities for physical activity for all youth.</p>	<ul style="list-style-type: none"> a. Provide training. b. Develop, distribute and train providers about guideline. c. Involve youth in the development of programs and creation of spaces that increase physical activity. d. Offer professional development to all staff that deliver physical activity programs to youth (include training on youth development, best practices and quality sports programming.) e. 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. f. Encourage funding to educate coaches and Physical Education teachers how to be respectful of all children and to not discriminate based on race/ethnicity, age, gender, weight, height, special needs, income, fitness level or ability. 	<p>SFUSD, DRP, DCYF, DPH, CBOs</p>



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<p>7. Develop partnerships across public and private agencies to increase physical activity opportunities.</p>	<ul style="list-style-type: none"> a. City funders should mandate partnerships to increase physical activity 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 training d. Include physical education/activity in Individual Education Plans (SFUSD) plans for special needs youth e. Promote availability of SFUSD facilities for rent. f. Refurbish/upgrade existing facilities at schools & recreation centers. g. Enforce physical education requirements in SFUSD. 	<p>DCYF, DRP, CBOs, DPH, SFUSD</p>



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<p>AWARENESS/BEHAVIOR CHANGE:</p> <p>8. Implement city-wide awareness campaign(s) developed by youth for San Francisco.</p>	<ul style="list-style-type: none"> a. Develop campaign with youth 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 youth and other target audiences in development of campaign. e. Involve local athletes as spokespeople. f. Educate families, through health providers, schools, child care centers, about incorporating physical activity into daily life for all youth including, special-needs youth. g. Incorporate physical activity into transportation to/from school, work, etc. (e.g. cycling, walking) h. Provide training to health care workers around patient referrals to community physical activities. i. Engage the police activities league (ensure that there is a PAL officer in each school). j. Encourage Mayor Newsom to make a public statement around importance of physical activity – tie into violence prevention work being done. 	<p>DPH, DCYF, DRP, CBO's, Coalitions (SF Bike Coalition)</p>

* Bold indicates a priority strategy



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<p>9. Inform parents and youth of low cost/free physical activity opportunities during the summer.</p>	<ul style="list-style-type: none"> a. Use the SF Public Library’s database to disseminate information on city-wide physical activity opportunities. b. Mass mailing in the schools and advertisements in newspapers (city newspaper, school newspaper/newsletter, neighborhood paper, school radio/loudspeaker announcements.) c. Health plans hand out pedometers to youth. 	<p>DCYF, DPH, DRP, SFUSD, SF Health Plan, CBOs, child care centers</p>
<p>FUNDING RECOMMENDATION</p> <p>1. Create a revenue stream to fund the Childhood Nutrition and Physical Activity recommendations.</p>	<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 movement 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. 	<p>State Representatives, BOS, private foundations, CBOs, private industry,</p>