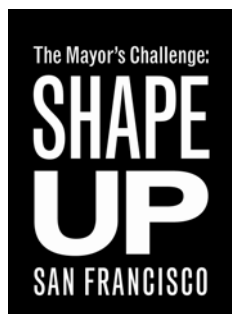


Shape Up SF Coalition to Release Policy Recommendations to Create Environments that Promote Physical Activity



San Francisco, CA – With the increasing prevalence of obesity and chronic disease such as diabetes, particularly among children, along with associated rising health care costs, Shape Up San Francisco’s work to create environments that make the healthy choice the easy choice is more important than ever.

On December 6, 2010, Shape Up SF will be releasing a set of policy recommendations intended to provide long term guidance to create environments conducive to physical activity. The event will take place at the Transportation Committee meeting of San Francisco’s Planning and Urban Research Association (SPUR) from 12:30 to 1:30 PM at 654 Mission St.

Shape Up San Francisco’s Physical Activity Council (PAC) received a grant from The California Endowment to analyze policies and their impact on opportunities for physical activity. The project involved a literature review of policies at local, state and national levels, as well as key city planning documents to identify potential barriers to physical activity. Twenty-one interviews were conducted with key staff from 16 City and County of SF government departments. The PAC Policy Committee identified *recommendations across five categories: 1) Health in All Policies; 2) Physical Education; 3) Active Transportation; 4) Open Space; and 5) Recreation.*

“In reviewing the opportunities and barriers to improve health through physical activity, the PAC identified numerous policies and programs that support active transportation and shaping the built environment such as Transit First, the Bicycle Plan, the Better Streets Plan, Safe Routes to School, Pavement to Parks, etc.,” explains Peter Albert, Physical Activity Council member and Manager of Urban Planning Initiatives for the SF Municipal Transportation Agency.

“The PAC also recognized that some policies, despite stated beneficial objectives of urban planning and development, have or had the unintended effect of limiting opportunities to increase physical activity. Examples of these objectives include improving air quality by reducing congestion and parking problems, promoting access equity to facilities and open space and reducing risk of injury, theft or lawsuit.”

“These recommendations have potential to make a real impact in creating environments that make it easy and fun to be physically active,” states Christina Goette, Senior Health Program Planner for the Department of Public Health and lead staff for the Shape Up SF initiative. “We’re excited to announce that Shape Up SF has momentum, partner and funding support in moving a number of our recommendations forward.”

Event speakers include Diane Aranda, Program Manager for The California Endowment, Charles M. Collins, President and CEO of YMCA SF and Co-Chair of the Physical Activity Council, Susan G. Zieff, Ph.D., Professor of Kinesiology at San Francisco State University, Peter A. Albert, SFMTA, and Christina Goette, MPH, SFDPH.

Shape Up SF’s mission is to increase the awareness of and opportunities for increased physical activity and improved nutrition where people live, play, work and learn. For more information, contact Christina Goette, Department of Public Health, (415) 581-2422 or visit the website at www.shapeupsf.org.

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