Healthy Eating & Active Living Initiatives

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San Francisco Chronic Disease Data

• From 2009-2012, heart disease, cancer, hypertension, stroke, COPD, colorectal cancer, and diabetes account for
  – 45% of all SF male deaths
  – 47% of all SF female deaths

• Disparities in mortality rates exist by ethnicity including for heart disease, cancer, stroke and diabetes.
  – the rate of death due to diabetes is 4.9 times higher in African Americans than whites.
Why does investment in prevention matter?

- **Behaviors & Environment**: 70%
- **Genetics**: 20%
- **Medical Care**: 10%

**National Health Expenditures**

- **Medical Services**: 96%
- **Prevention**: 4%

**Total**: $2.2 Trillion

**Source**: Centers for Disease Control and Prevention, Blue Sky Initiative, University of California at San Francisco, Institute of the Future, 2000
What is the return on investment for prevention?

Savings at 5 years

$5.60 (US)
$4.8 (CA)

Return on Investment

$16 Billion Annual Savings In 5 Years

($1.7 Billion CA)

## Population Health Division Strategic and Community Health Improvement Plans

<table>
<thead>
<tr>
<th>Area</th>
<th>Indicator</th>
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<tbody>
<tr>
<td><strong>Healthy Eating &amp; Physical Activity (CHIP)</strong></td>
<td>% residents who have food security (resource, access, consumption)</td>
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<td><strong>Food Market Access Score</strong></td>
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<td>% residents who maintain a healthy weight</td>
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<td>% adults that report a BMI ≥ 30</td>
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<td>% children and adolescents who consumed two or more glasses of soda or sugary drink yesterday</td>
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<td>% children/teens (2-17) who consume 5 or more fruits and vegetables daily</td>
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<td>%SFUSD students in Grades 5, 7, and 9 who score within the “High Risk” category (obese) for body composition on the Fitnessgram physical fitness test</td>
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<td>% residents who have adequate physical activity</td>
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<td>% physically fit SFUSD students who score 6 of 6 on the California Fitnessgram test</td>
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<td>Minutes/day residents spend walking/biking for non-leisure, utilitarian trips</td>
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<td><strong>Safe / Healthy Living Environments (CHIP)</strong></td>
<td>Number of severe and fatal pedestrian injuries</td>
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<td><strong>Black/African American Health</strong></td>
<td>% Blacks/African Americans with heart disease</td>
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Vision: All San Franciscans have access to healthy eating & active living where they live, work, learn & play.

Priorities:

1. Increase access to healthy food
   - Shape Up SF Initiative
   - Healthy Retail
   - Bayview HEAL Zone
   - D10 Wellness Collaborative
   - Community Transformation Initiative (ended 9/2014)

2. Increase opportunities for physical activity
   - Shape Up SF Initiative
   - PE Advocates
   - Safe Routes to School
   - Walking Challenge
   - Bayview HEAL Zone
   - D10 Wellness Collaborative
   - REACH

3. Decrease consumption of sugary drinks
   - Shape Up SF Initiative
   - Rethink Your Drink
   - Healthy Retail

(Ended 9/2014)
Increasing Access to Healthy Food

Priority 1 is achieved through:

• Shape Up SF Initiative
• Healthy Retail
• Bayview HEAL Zone
• Community Transformation Initiative (ended 9/2014)
• D10 Wellness Collaborative
Increasing Opportunities for Physical Activity

Priority 2 is achieved through:

• Shape Up SF Initiative
• PE Advocates
• Safe Routes to School
• Walking Challenge
• Bayview HEAL Zone
• D10 Wellness Collaborative
• REACH
• Community Transformation Initiative (ended 9/2014)
Decreasing Consumption of Sugary Drinks

Priority 3 is achieved through:

• Shape Up SF Initiative
• Rethink Your Drink
• Healthy Retail
Focus for 2015

• Shape Up SF Strategic Plan
  – Sugary Drink Awareness Campaign/s
  – Bayview HEAL Zone
    • Shared Transportation Shuttle
    • MLK Park improvements
    • Urban Agriculture
  – Physical Education/School Wellness
  – Safe Routes to School

• District 10 Wellness