

**Healthy Communities San Mateo County  
Prevention of Childhood Obesity Blueprint: Call to Action**

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**INSERT 1 LETTER OF INTRODUCTION (SCOTT, CHARLENE, ROSE?)**

## HIGHLIGHTS

With guidance and support from Supervisor Rose Jacobs Gibson and the County Health Department, the Healthy Communities San Mateo County Prevention of Childhood Obesity Taskforce has been meeting since April of 2005 to produce this Blueprint. The participatory process of over 250 community leaders resulted in the following recommendations.

**Goal 1: To improve and sustain access to healthy food and physical activity at the community, organizational, and environmental levels.**

***Objective 1:* By 2010, all residents will have access to high-quality, appealing, and affordable fruits, vegetables, and other healthy foods.**

***Objective 2:* By 2010, there will be convenient access to safe, high quality parks, playgrounds, indoor and outdoor sports and recreation facilities (i.e. basketball courts and tennis courts) with affordable programs and green space in all neighborhoods.**

***Objective 3:* By 2008, ensure that information about healthy food and physical activity is available at a culturally competent and appropriate reading level for all targeted populations.**

***Objective 4:* By 2008, foster ongoing collaboration among Prevention of Childhood Obesity Taskforce and its affiliated agencies with the planning, transportation, and city management leaders of San Mateo County.**

***Objective 5:* By 2007, determine the feasibility of a junk food tax with the funds raised dedicated to obesity prevention.**

***Objective 6:* By 2011, the density of fast food outlets and mobile food will be restricted in neighborhoods and prohibited around schools and playgrounds.**

***Objective 7:* By 2007, there will be a County Clearinghouse of recommended nutrition and physical activity educational materials, curricula, marketing materials, calendar of events, agency contact information, and a referral system to technical assistance resources available for the entire community of San Mateo County.**

**Goal 2: To improve and sustain access to healthy food and physical activity in the school setting.**

***Objective 1:* By 2006, there will be an online clearinghouse of resources and in-person technical assistance offered for local school districts to develop federally mandated local school wellness policies (See Appendix for Local School Wellness**

**Policy description).** All school districts will have a local wellness policy developed by June of 2006.

***Objective 2:*** By 2008, every school district in San Mateo County will have a youth advisory board in order to provide input on nutrition and physical activity policy and program decisions.

***Objective 3:*** By 2009, the youth of San Mateo County will design, implement, and lead a physical activity and nutrition social marketing campaign.

**Goal 3:** To improve and sustain healthy eating and physical activity environments in the “after school” setting.

***Objective 1:*** By 2007, after school care facilities will be notified of recommended nutrition policies for healthy meals, snacks and beverages (including those available through vending machines) that follow the SB 12 and SB 965 standards for schools.

***Objective 2:*** By 2008, after school care facilities will provide a minimum of 10 minutes per hour of care for children to engage in a variety of physical activity options that reinforce a healthy lifestyle.

***Objective 3:*** By 2008, after school curriculums and programs will include nutrition and health education components that are interactive, fun and practical for children.

***Objective 4:*** By 2008, after school curriculums and programs will include nutrition and health education components that are interactive, fun and practical for parents.

***Objective 5:*** By 2009, after school facilities will prohibit on-site marketing or contracting of unhealthy foods/beverages via vending machines, posters and other print materials or electronic sources.

***Objective 6:*** By 2007, there will be a system of identification, replication and acknowledgement of successful after school programs and best practices in San Mateo County.

**Goal 4:** To improve nutrition and physical activity environments in the preschool and child care services setting.

***Objective 1:*** By 2007, licensed preschool/childcare providers will collaborate with parents and the community in providing culturally appropriate education on benefits of nutrition, physical activity and limited TV viewing.

***Objective 2:*** By 2008, licensed preschool/childcare providers will incorporate nutrition education and physical activity as integral parts of their curriculum. Physical activity should be appropriate for the preschool-aged developmental level

and physical health status. Preschool children should not be sedentary for more than 60 minutes at a time (California Center for Physical Activity, <http://www.caphysicalactivity.com>).

**Objective 3:** By 2009, licensed preschool/childcare facilities will add stimulating indoor/outdoor areas and play equipment that promotes physical activity and meets or exceeds recommended safety standards.

**Objective 4:** By 2007, licensed preschool/childcare facilities will limit television, computer and video game viewing during hours of operation. Sedentary behaviors should be kept to a minimum- no more than 1 hour per day total (California Center for Physical Activity, <http://www.caphysicalactivity.com>).

**Objective 5:** By 2007, licensed preschool/childcare providers, in partnership with parents and the community, will advocate for access to recreation activities and safe and healthy environments.

**Objective 6:** By 2008, develop plan and pilot all appropriate activities from the above objectives in Head Start programs and other willing preschool and childcare service sites in the County.

**Goal 5:** To improve and sustain access to healthy nutrition and physical activity information and environments in the healthcare setting.

**Objective 1:** By 2006, the healthcare community will encourage, support, and protect Breastfeeding in order to meet or exceed Healthy People 2010 Breastfeeding Goals of Initiation (75%), 6 Months (50%), and 1 Year (25%).

**Objective 2:** By 2007, the healthcare community will collaborate with schools, after school programs, and other community agencies to develop or replicate linguistically and culturally appropriate social marketing messages for children and their families to promote healthy eating and active living.

**Objective 3:** By 2007, the healthcare community will develop a structure to review and develop linguistically and culturally appropriate health education materials and curriculum on healthy eating and active living.

**Objective 4:** By 2007, San Mateo County child and adolescent healthcare providers will receive quarterly trainings on assessments, guidelines, and management practices associated with reducing risks associated with childhood obesity and health disparities.

**Objective 5:** By 2007, the healthcare community will regularly partner with preschool/childcare, school, and after school programs to encourage active living, assist in the identification, development, and promulgation of nutrition education programs and materials, and support efforts to promote healthy foods in these

**environments. There will be a San Mateo County Speakers' Network to provide a healthcare perspective on prevention of chronic diseases that result from poor nutrition and inadequate physical activity.**

***Objective 6:* By 2008, all healthcare facilities in San Mateo County will create and implement Wellness Policies to promote healthy eating and physical activity environments for staff, patients/clients, and visitors.**

***Objective 7:* By 2008, the healthcare community, in collaboration with schools and other community groups, will advocate for local government and community actions that improve access and opportunities for physical activity, nutrition education and healthy food in all communities in San Mateo County.**

## **BACKGROUND PART I: HISTORY OF HEALTHY COMMUNITIES SAN MATEO COUNTY**

### Background

San Mateo County community members and organizations recognize that health disparities exist throughout many arenas of health care and health outcomes in this county and are committed to eliminating them. With guidance and support from Supervisor Rose Jacobs Gibson and the County Health Department, the County community came together in May 2004 at the first *Healthy Communities Summit* to begin identifying local disparities and developing a plan of action to reduce them.

After several follow-up meetings and a thorough review of the data, the community and organizations involved in this process identified three priority areas<sup>1</sup> on which to concentrate through a strategic planning process: Prevention of Childhood Obesity; Alcohol, Tobacco and Other Drug Prevention; and Linguistic Access to Health Care Services. The initiative, named *Healthy Communities San Mateo: A Community Health Improvement Initiative to Eliminate Health Disparities*, started to address these issue-specific areas due to the high rates of overweight and obesity, and substance use/abuse in communities that experience increased health disparities. Significant disparities in health outcomes have also been identified in populations that lack linguistic access to services and programs.

The purpose of an initiative that focuses on eliminating health disparities is to improve the overall health<sup>2</sup> and well-being of San Mateo County residents, paying particular attention to communities and populations with adverse health outcomes and higher mortality/morbidity rates than others. The specific goals of these efforts are to reduce rates of overweight and obesity in children, use of alcohol, tobacco and other drugs, and linguistic barriers to care in those populations most vulnerable to poor health outcomes. The planning process entails the formation of a working task force for each priority area, as well as formative research activities that will result in written recommendations and strategic plans.

### Strategy

The *Healthy Communities Initiative* utilizes the Spectrum of Prevention<sup>3</sup> model, a framework that encourages a multifaceted scope of solutions to a given problem. According to this model, strategic plans that incorporate solutions from all levels of the Spectrum are more successful and sustainable than those of limited breadth. This approach recognizes that addressing complex health issues requires a collaborative approach among stakeholders and will entail a commitment to change on a variety of levels.

<sup>1</sup> Mental health was also discussed as a priority area, and is being addressed separately by the Mental Health Services Act (Prop. 63) Planning. The results of this effort will also be linked to the three directives discussed here.

<sup>2</sup> World Health Organization definition: "Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." (<http://www.who.int/about/definition/en/>; 06/23/05)

<sup>3</sup> Cohen, L; Swift, S. "The Spectrum of Prevention: Developing a Comprehensive Approach to Injury Prevention." *Injury Prevention* 1999; 5:203-207.

**Table 1: Spectrum of Prevention**

<b>Level of Spectrum</b>	<b>Definition of Level</b>
1. Strengthening Individual Knowledge and Skills	Enhancing an individual's capability of preventing injury or illness and promoting safety
2. Promoting Community Education	Reaching groups of people with information and resources to promote health and safety
3. Educating Providers	Informing providers who will transmit skills and knowledge to others
4. Fostering Coalitions and Networks	Bringing together groups and individuals for broader goals and greater impact
5. Changing Organizational Practices	Adopting regulations and shaping norms to improve health and safety
6. Influencing Policy Legislation	Developing strategies to change laws and policies to influence outcomes

Source: The Prevention Institute;

[http://www.preventioninstitute.org/spectrum\\_injury.html](http://www.preventioninstitute.org/spectrum_injury.html); (06/23/05)

## **BACKGROUND PART II: PREVENTION OF CHILDHOOD OBESITY TASKFORCE AND FORMATIVE RESEARCH**

At the conclusion of the Health Summit meetings, the first step in focusing specifically on prevention of childhood obesity was to form a dynamic Taskforce and hold a kick off meeting on April 4, 2005. Through an ongoing outreach effort, the Taskforce membership has eventually reached over 250 voluntary members and is still growing (See Appendix for list of members). The Taskforce has met ten times between April of 2005 and the release of the Blueprint in April of 2006. The participants include leaders from the school, preschool, childcare, after school, healthcare, and community sectors of San Mateo County and formed workgroups in these same categories. The Action Plan section of the Blueprint features steps under each of these sectors as well. Through a highly participatory process, the Healthy Communities San Mateo County Prevention of Childhood Obesity Taskforce created this Blueprint and will oversee its implementation.

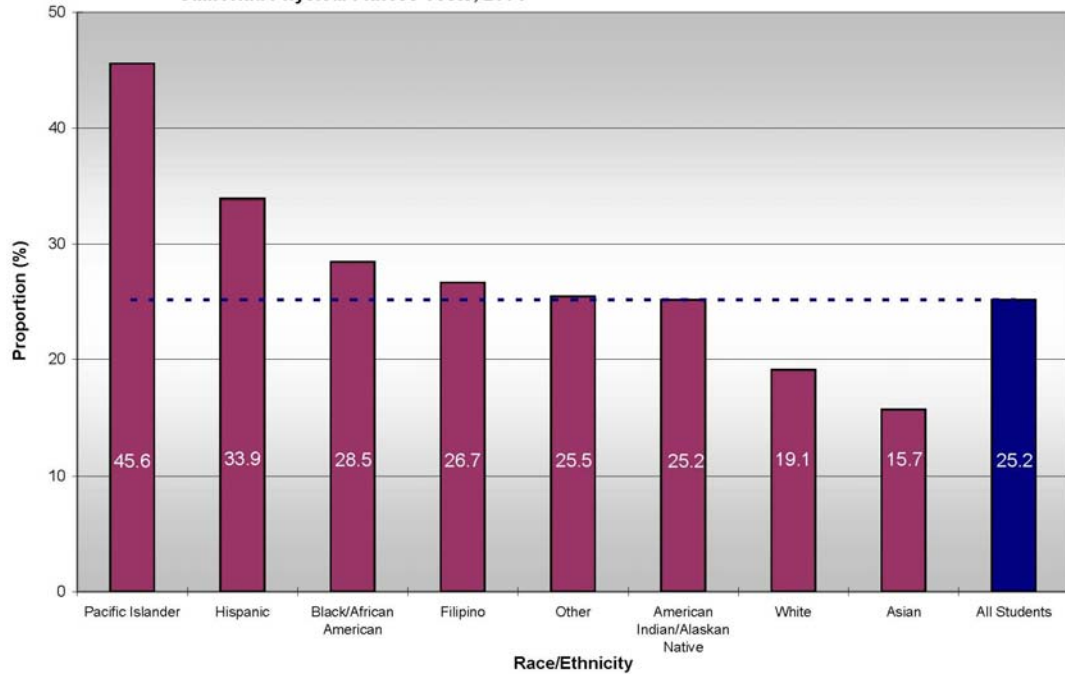
Based on quantitative and qualitative research and field-specific knowledge, Taskforce members discussed priorities, best practices, existing programs, and innovative changes that they thought would need to happen in order to increase healthy eating and physical activity among children and also identified the programs and agencies that were already working on these issues in San Mateo County (See Appendix).

### **QUANTITATIVE DATA**

**\*This is a ROUGH draft of the quantitative data and it is still in review- it is therefore open to feedback and subject to change.**

Below please find data pertaining to obesity, physical activity, and nutrition in San Mateo County youth. Data sources for this information include California Center for Public Health Advocacy, California Healthy Kids Survey, and the California Department of Education PFT.

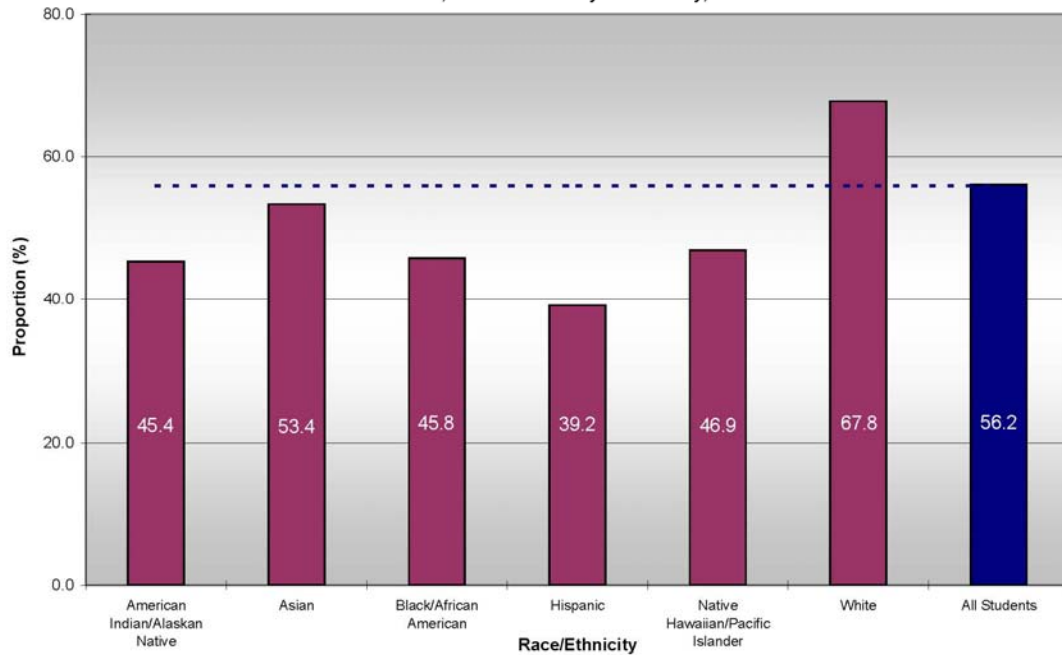
**Figure 1. Overweight students in San Mateo County  
California Physical Fitness Tests, 2004**



Source: California Center for Public Health Advocacy. Email communication, October 2005.

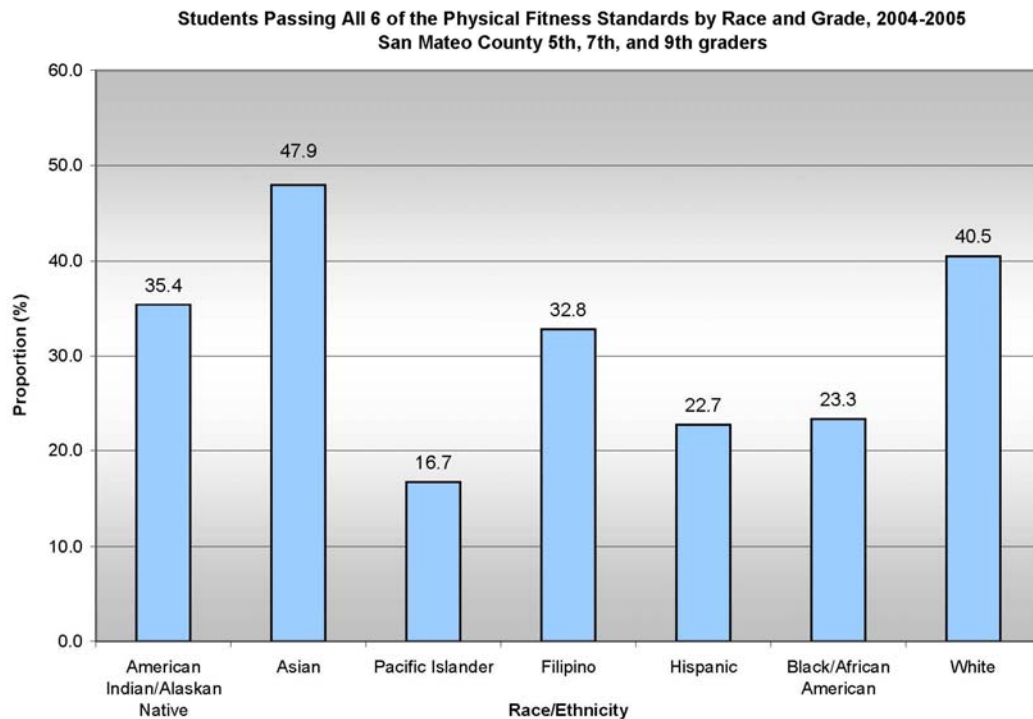
Data from the 2004 California Physical Fitness Tests found that 25.2% of San Mateo County youth were overweight (>90<sup>th</sup> percentile in the body composition portion of the PFT). Pacific Islanders (45.6%), Hispanics (33.9%), and Black/African American (28.5%) youth had the highest incidence of being over weight while White (19.1%) and Asian (15.7%) had the lowest incidence.

**Figure 5. Proportion of students doing physical activity for at least 20 minutes that made you sweat and breathe hard at least 5 days in the last week. San Mateo County 7th, 9th, 11th graders and nontraditional schools combined, California Healthy Kids Survey, 2003**



Source: California Healthy Kids Survey, San Mateo County, 2003.

7<sup>th</sup>, 9<sup>th</sup>, 11<sup>th</sup> and non-traditional grade students were asked how many days in the last week they had engaged in vigorous physical activity. Overall, 56.2% of students participated in physical activity for at least 20 minutes that made them sweat and breathe hard at least 5 days in the past week. White students reported rigorous physical activity the most often (67.8%) while Hispanic student reported the least often (39.2%).



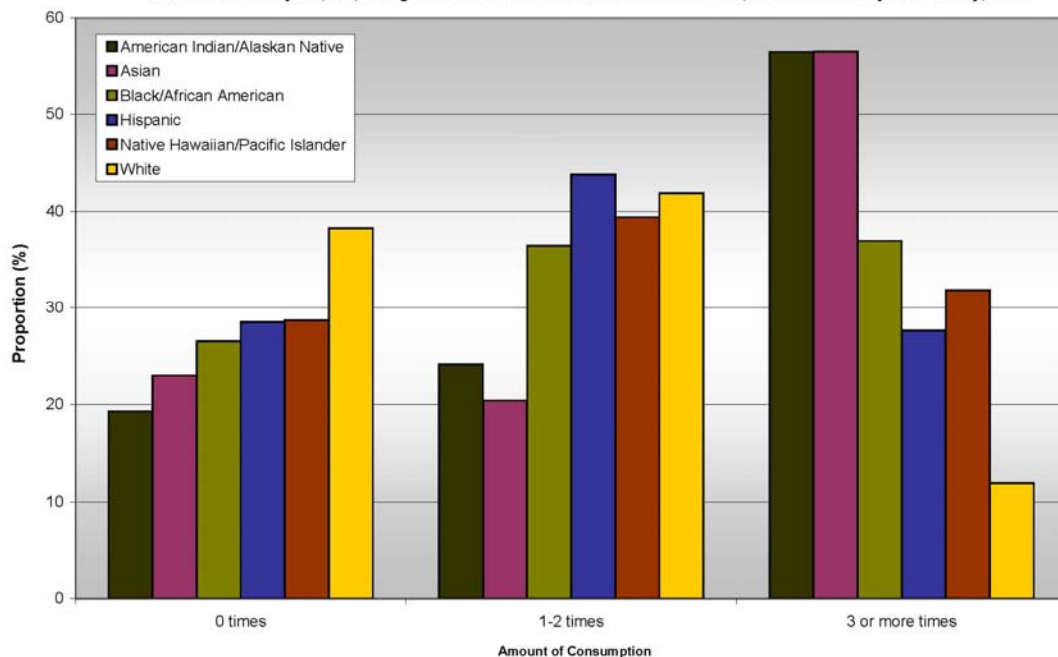
Source: California Department of Education Physical Fitness Testing Results. <http://www.cde.ca.gov/ta/tg/pfi/>. January 2006.

Students in grades 5, 7, and 9 were evaluated on six physical fitness standards. Overall, Asian and White students had the largest percentage of students passing all six standards. Pacific Islander, Hispanic, and Black/African American had the lowest percentage of students passing all six standards.

The CHKS surveyed 7<sup>th</sup>, 9<sup>th</sup>, 11<sup>th</sup> and non-traditional students about food consumption in the past 24 hours. The 24-hour recall provides a good point estimate, but should be viewed with some caution when drawing conclusions about students' dietary habits. Two-thirds of students reported drinking milk or eating yogurt less than three times in the previous 24-hour period. Additionally, almost 65% of students reported consuming at least one soda pop. While 46% of students reported drinking 100% fruit juice two or more times in the previous 24-hour period, 47% reported consuming fruit less than two times. Almost two-thirds of students reported consuming fried potatoes at least one time in the last 24 hours. Approximately 70% of students reported consuming vegetables less than three times in the previous 24-hour period.

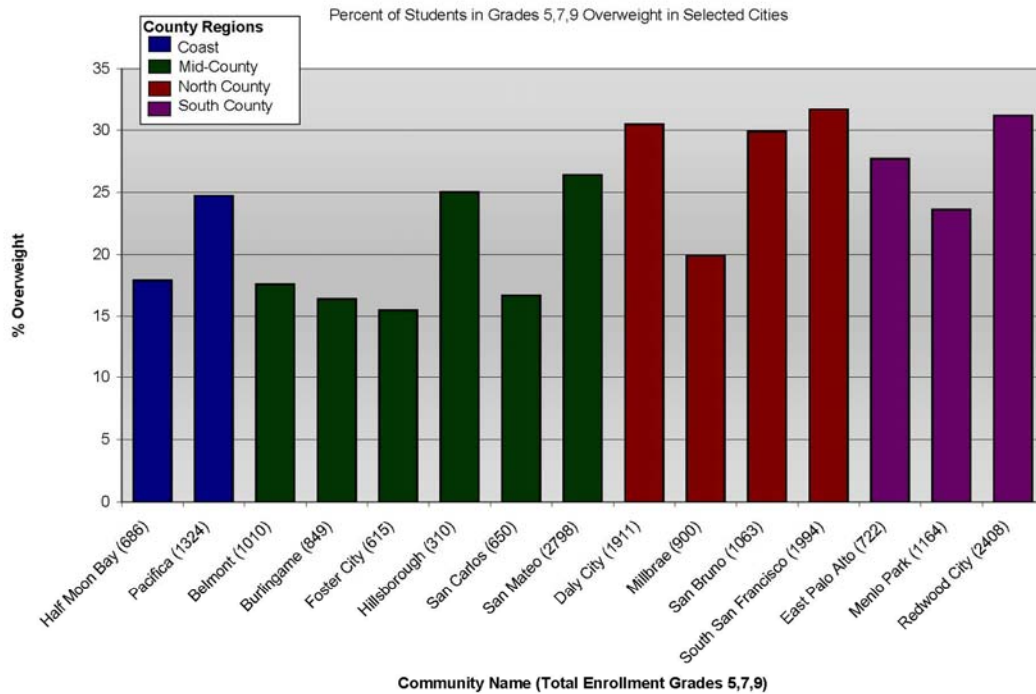
Note: Fried potatoes includes french fries, potato chip, or other fried potatoes. Vegetables includes salad and non-fried potatoes. Fruit does not include 100% fruit juices.

**Figure 8. In the past 24 hours, how many times did you drink soda pop?**  
 San Mateo County 7th, 9th, 11th graders and nontraditional schools combined, California Healthy Kids Survey, 2003



Source: California Healthy Kids Survey, San Mateo County, 2003.

7<sup>th</sup>, 9<sup>th</sup>, 11<sup>th</sup>, and non-traditional students were asked about soda pop consumption in the past 24 hours. Less than 30% of all races, except Whites (almost 40%), reported no consumption of soda pop in the last 24 hours. American Indian/Alaskan Native and Asian students most often reported consuming at least three soda pops in the past 24 hours, while White students report frequency of consumption the least.



Source: California Center for Public Health Advocacy. The Growing Epidemic: Child Overweight Rates in California's Cities Communities, 2004. Accessed from <http://www.publichealthadvocacy.org>.

Overweight was calculated from the California Physical Fitness Test in 2004 in selected cities in San Mateo County. The percent of overweight students in grades 5, 7, and 9 ranged from 15.5% (Foster City) to 31.7% (South San Francisco).

## QUALITATIVE DATA

In order to receive input from missing stakeholders, focus groups were conducted throughout the northern, central, southern and coastside regions of the County with youth and parents. It should be noted, however, that youth and parents did participate in several of the Taskforce meetings as well. The Taskforce contracted with Harder and Company Consulting Firm to conduct seven focus groups with parents in English and Spanish and 9 focus groups with youth in English and Spanish. In addition, they conducted 13 in-depth interviews with key informants from the County and the State. The full report is located in the Appendix. Highlighted conclusions from the focus groups include:

- Neighborhood safety is the strongest barrier to physical activity.
- Lack of transportation is a barrier for both access to physical activity and healthy food options.
- Parents and youth feel that school food is not healthy enough or that in general there is an unhealthy school environment.
- There is a lack of physical activity offered and mandated in High School.
- There is a high prevalence of fast food restaurants in communities
- Children and parents watch too much television
- There is an unbalanced mix of unhealthy marketing compared to healthy marketing to children and youth specifically.
- The Built Environment needs to change.
- There is low access to healthcare for some populations in this County.

Highlighted strategies recommended from the key informants interviewed included:

- Research and implement effective policies.
- Improve healthy offerings in schools.
- Increase physical activity options at school and in the community.
- Collaborate with other organizations that are working on similar issues.
- Control or eliminate unhealthy vending.
- Increase parent education.
- Increase community and school gardens.
- Start awareness raising campaigns that support current policies.
- Bring farmers markets to low resource, low income neighborhoods.

In addition to the quantitative and qualitative data reviewed, the following additional reports helped to advise specific community needs:

- El Concilio of San Mateo County Community Health Needs Assessment, June 2004

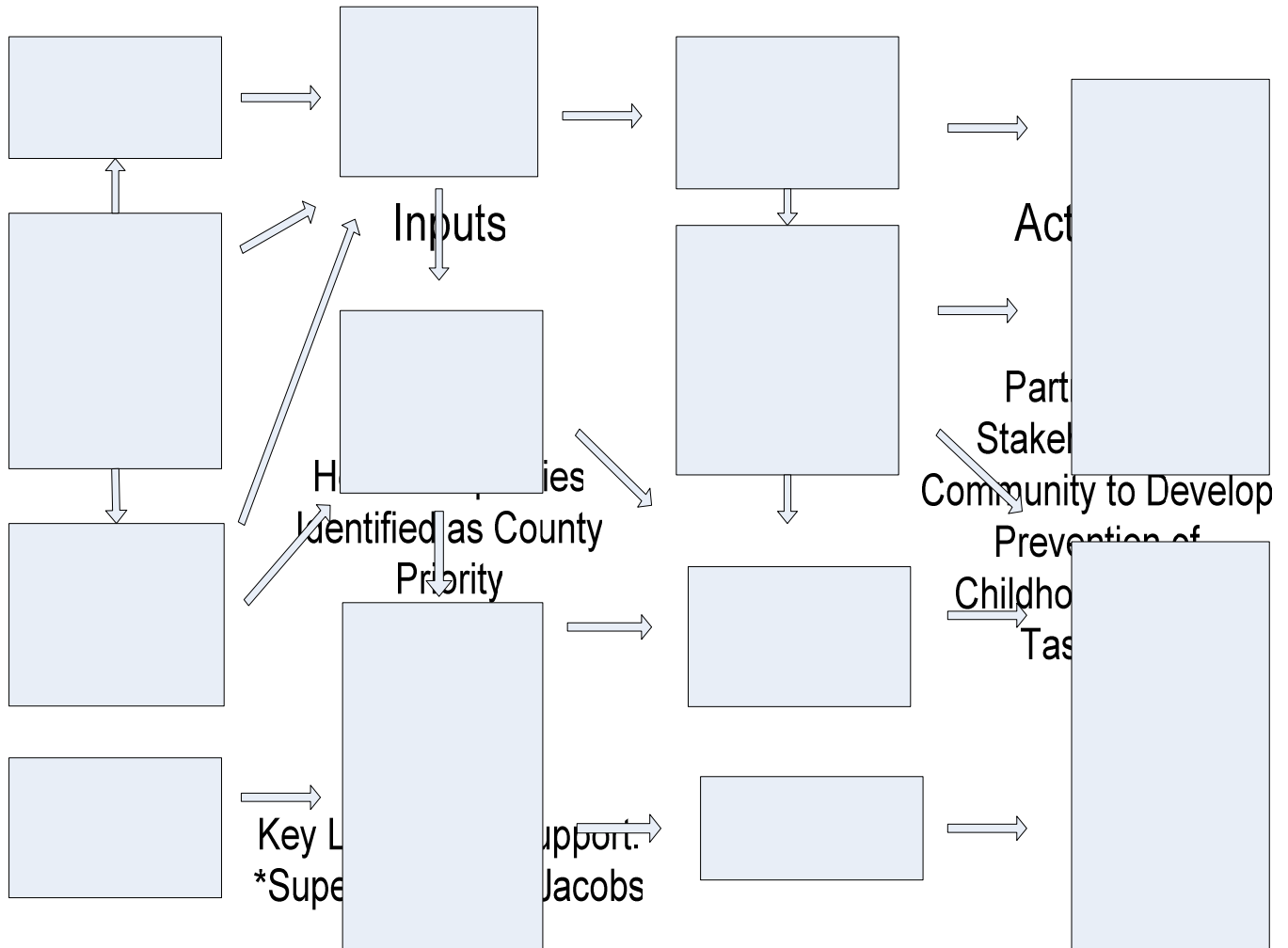
- Nutrition in San Mateo County Schools, 2003-2004 San Mateo County Civil Grand Jury
- The Food and Physical Activity Environment in San Mateo County Middle Schools Assessment Report, Stanford University Community Health Assessment Students, Spring 2005

The following sources were highly influential in determining promising practices:

- Preventing Childhood Obesity, Health in Balance, Institute of Medicine of the National Academies, 2005
- California Department of Education State Superintendent of Public Instruction , Jack O’Connell’s Taskforce for Childhood Obesity, Type 2 Diabetes, and Cardiovascular Disease
- California Department of Health Services Policy Statement to Reduce Obesity and Overweight, November 2004
- The Strategic Alliance for Healthy Food and Activity Environments, [www.eatbettermovemore.org](http://www.eatbettermovemore.org)

Please also note that many other reports, articles, and websites were reviewed by Taskforce members to influence the Blueprint but are too numerous to name.

**Logic Model of Process**



\*Director, County Health Department

\*Health Officer, County Health Department

Network with state and local agencies for guidance, supportive information

Staffing:

\*.75 FTE

\*Health Department

Management

\*Consultants

Formative Research:

## ACTION PLAN

**Mission of Taskforce:** To work collaboratively with all stakeholders to develop strategies that will reduce and prevent obesity and other health risks of unhealthy eating and lack of physical activity among all children in San Mateo County.

### Priority Area 1: Community/Environment

**Goal:** To improve and sustain access to healthy food and physical activity at the community, organizational, and environmental levels.

<b>Spectrum of Prevention Levels</b>	<b>Objective 1</b>	<b>Objective 2</b>	<b>Objective 3</b>	<b>Objective 4</b>	<b>Objective 5</b>	<b>Objective 6</b>	<b>Objective 7</b>
Strengthening Individual Knowledge and Skills			<b>X</b>				
Promoting Community Education	<b>X</b>	<b>X</b>	<b>X</b>				<b>X</b>
Educating Providers				<b>X</b>			<b>X</b>
Fostering Coalitions and Networks	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>		<b>X</b>	<b>X</b>
Changing Organizational Practices			<b>X</b>	<b>X</b>		<b>X</b>	<b>X</b>
Influencing Policy Legislation	<b>X</b>	<b>X</b>		<b>X</b>	<b>X</b>	<b>X</b>	

**Objective 1:** By 2010, all residents will have access to high-quality, appealing, and affordable fruits, vegetables, and other healthy foods.

<b>Action Steps</b>	<b>Partners</b>
<b>1. Determine locations where fruits, vegetables, and other healthy foods are sold/not sold through regional mapping project and other assessment activities.</b>	<b>Taskforce Community Workgroup, Stanford University Students, Farmers Markets, Supermarkets, Convenience Stores, Community Gardens, County Health Department.</b>
<b>2. Identify priority communities/neighborhoods in need of increased access to healthy foods.</b>	<b>Taskforce Community Workgroup, Stanford University Students, Farmers Markets, Supermarkets, Convenience Stores, Community Gardens, County Health Department.</b>
<b>3. Identify local, regional, and state organizations and individuals who can assist communities in expanding access to healthy food (both food to people and people to food).</b>	<b>Taskforce Community Workgroup, BANPAC, California Food Policy Advocates, Stanford University, Farmers Markets, Supermarkets, Convenience Stores, County Health Department.</b>
<b>4. Identify Best Practices in literature for assisting communities in expanding access to healthy food.</b>	<b>Taskforce Community Workgroup, Stanford University, Peninsula Library System, County Health Department.</b>
<b>5. Develop strategic plan with identified coalitions as lead agencies to increase</b>	<b>Consultant, Taskforce Community Workgroup, County Community</b>

<i>access to high quality, healthy, affordable food.</i>	<i>Partnerships, Farmers Markets, Supermarkets, Convenience Stores, Community Gardens, County Health Department.</i>
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**Objective 2: By 2010, there will be convenient access to safe, high quality parks, playgrounds, indoor and outdoor sports and recreation facilities (i.e. basketball courts and tennis courts) with affordable programs and green space in all neighborhoods.**

<i>Action Steps</i>	<i>Partners</i>
<i>1. Determine locations where physical activity opportunities are available through regional mapping project and other assessment activities.</i>	<i>Taskforce Community Workgroup, Stanford University Students, Park and Recreation Departments, School Recreation Programs, Transportation Agencies, Boys and Girls Clubs, YMCA's, County Health Department.</i>
<i>2. Identify priority communities/ neighborhoods in need of increased access to physical activity.</i>	<i>Stanford University Students, Taskforce Community Workgroup, Park and Recreation Departments, School Recreation Programs, Transportation Agencies, Boys and Girls Clubs, YMCA's, County Health Department.</i>
<i>3. Identify local, regional, and state organizations and individuals who can assist communities in expanding access to physical activity (both intentional and unintentional).</i>	<i>Taskforce Community Workgroup, BANPAC, Park and Recreation Departments, School Recreation Programs, Transportation Agencies, Boys and Girls Clubs, YMCA's, Sports 4 Kids, SPARK, KaBoom, Peninsula Bicycle and Pedestrian Coalition, County Health Department.</i>
<i>4. Identify Best Practices in literature for assisting communities in expanding access to physical activity.</i>	<i>Taskforce Community Workgroup, Stanford University, Peninsula Library System, County Health Department.</i>
<i>5. Develop strategic plan with identified coalitions as lead agencies to increase access to physical activity.</i>	<i>Consultant, Taskforce Community Workgroup, County Community Partnerships, County Health Department.</i>

**Objective 3: By 2008, ensure that information about healthy food and physical activity is available at a culturally competent and appropriate reading level for all targeted populations.**

<i>Action Steps</i>	<i>Partners</i>
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<p><i>1. Convene group of experts on health literacy related to healthy eating.</i></p>	<p><i>Taskforce Community Workgroup, Peninsula Library System, County Office of Education, County Health Department, County Nutrition Services, Community-Based Organizations, Adult Education and ESL providers, faith-based groups, parenting programs, preschools, child care centers, supermarkets, health journalists.</i></p>
<p><i>2. Assess key information on healthy eating and physical activity in relation to accuracy, relevance, and reading level.</i></p>	<p><i>Taskforce Community Workgroup, Peninsula Library System, County Office of Education, County Health Department, County Nutrition Services, Community-Based Organizations, Adult Education and ESL providers, faith-based groups, parenting programs, preschools, child care centers, supermarkets.</i></p>
<p><i>3. Define key domains of information to access (nutrition, education, food labels, public program information-?).</i></p>	<p><i>Taskforce Community Workgroup, Peninsula Library System, County Office of Education, County Health Department, County Nutrition Services, Community-Based Organizations, Adult Education and ESL providers, faith-based groups, parenting programs, preschools, child care centers, supermarkets.</i></p>

**Objective 4:** By 2008, foster ongoing collaboration among Prevention of Childhood Obesity Taskforce and its affiliated agencies with the planning, transportation, and city management leaders of San Mateo County.

<i>Action Steps</i>	<i>Partners</i>
<p><i>1. Partner with key members of planning, transportation, city management and other agencies and create regularly scheduled opportunities to collaborate.</i></p>	<p><i>Taskforce Community Workgroup, Public Health Institute (consultants), City Planners, City Managers, Stanford University, Peninsula Pedestrian and Bicycle Coalition, County Environmental Services Agency, County Health Department</i></p>
<p><i>2. Research and identify best practices in developing general plans to increase physical activity and healthy eating environments for communities.</i></p>	<p><i>Taskforce Community Workgroup, Public Health Institute (consultants), City Planners, City Managers, Stanford University, Peninsula Pedestrian and Bicycle Coalition, County Environmental Services Agency, County Health Department</i></p>
<p><i>3. Research existing community general</i></p>	<p><i>Taskforce Community Workgroup, Public</i></p>

<i>plans within San Mateo County and outside of the County to understand what exists and what is possible.</i>	<i>Health Institute (consultants), City Planners, City Managers, Stanford University, Peninsula Pedestrian and Bicycle Coalition, County Environmental Services Agency, County Health Department</i>
<i>4. Highlight general plans in the County demonstrating best practices and provide opportunity for communities to network.</i>	<i>Taskforce Community Workgroup, Public Health Institute (consultants), City Planners, City Managers, Stanford University, Peninsula Pedestrian and Bicycle Coalition, County Environmental Services Agency, County Health Department</i>
<i>5. Develop training materials and sample templates for communities to refer to, posted on the County Clearinghouse.</i>	<i>Taskforce Community Workgroup, Public Health Institute (consultants), City Planners, City Managers, Stanford University, Peninsula Pedestrian and Bicycle Coalition, County Environmental Services Agency, County Health Department</i>

**Objective 5: By 2007, determine the feasibility of a junk food tax with the funds raised dedicated to obesity prevention.**

<i>Action Steps</i>	<i>Partners</i>
<i>1. Research existing local junk food tax efforts in communities of California and in other states to understand successful strategies. Partner with expert agencies.</i>	<i>Taskforce Community Workgroup, County Board of Supervisors, California Food Policy Advocates, Legislative Information Agencies, Council of Nonprofits (Thrive), County Health Department.</i>
<i>2. Develop “wish list” for funding dedicated to obesity prevention.</i>	<i>Taskforce Community Workgroup, County Board of Supervisors, California Food Policy Advocates, Legislative Information Agencies, Council of Nonprofits (Thrive), County Health Department.</i>
<i>3. Identify local legislators and other agencies to develop advocacy plan.</i>	<i>Taskforce Community Workgroup, County Board of Supervisors, California Food Policy Advocates, Legislative Information Agencies, Council of Nonprofits (Thrive), County Health Department.</i>

**Objective 6: By 2011, the density of fast food outlets and mobile food will be restricted in neighborhoods and prohibited around schools and playgrounds.**

<i>Action Steps</i>	<i>Partners</i>
<i>1. Inventory and map current fast food outlets and mobile food carts in 5 identified neighborhoods.</i>	<i>Taskforce Community Workgroup, County Environmental Services Agency, City Planners, City Managers, Local School Districts, Stanford University Students, Fast Food Industry (Restaurant Association), Chamber of Commerce, County Health Department.</i>
<i>2. Analyze results of inventory to highlight areas of high density and proximity to schools.</i>	<i>Taskforce Community Workgroup, County Environmental Services Agency, City Planners, City Managers, Local School Districts, Stanford University Students, Fast Food Industry (Restaurant Association), Chamber of Commerce, County Health Department.</i>
<i>3. Research and document rationale for restricting density of these outlets.</i>	<i>Taskforce Community Workgroup, County Environmental Services Agency, City Planners, City Managers, Local School Districts, Stanford University Students, Fast Food Industry (Restaurant Association), Chamber of Commerce, County Health Department.</i>
<i>4. Develop strategy to reduce density in one pilot community of concern by seeking community partnerships and researching avenues of penetration.</i>	<i>Taskforce Community Workgroup, County Environmental Services Agency, City Planners, City Managers, Local School Districts, Stanford University Students, Fast Food Industry (Restaurant Association), Chamber of Commerce, County Health Department.</i>
<i>5. Analyze lessons learned from pilot to pursue additional areas of focus for density reduction.</i>	<i>Taskforce Community Workgroup, County Environmental Services Agency, City Planners, City Managers, Local School Districts, Stanford University Students, Fast Food Industry (Restaurant Association), Chamber of Commerce, County Health Department.</i>

**Objective 7:** By 2007, there will be a County Clearinghouse of recommended nutrition and physical activity educational materials, curricula, marketing materials, calendar of events, agency contact information, and a referral system to technical assistance resources available for the entire community of San Mateo County.

<i>Action Steps</i>	<i>Partners</i>
<i>1. Identify lead agency to oversee the</i>	<i>Lead Agency, Taskforce Community</i>

<p><i>development of an online clearinghouse. Create workgroup with representatives from each of the school, preschool/childcare, after-school, healthcare, and community workgroups to provide input.</i></p>	<p><i>Workgroup, Taskforce School Workgroup, Taskforce Preschool/Childcare Workgroup, Taskforce After School Workgroup, Taskforce Healthcare Workgroup, Peninsula Library System, County Office of Education, County Health Department, Community-Based Organizations</i></p>
<p><i>2. Assess the educational material, curriculum, marketing material, calendar of events, agency contact information, and a referral system to technical assistance resources needs of all workgroups. Develop plan and peer-reviewed system to address needs.</i></p>	<p><i>Lead Agency, Taskforce Community Workgroup, Taskforce School Workgroup, Taskforce Preschool/Childcare Workgroup, Taskforce After School Workgroup, Taskforce Healthcare Workgroup, Peninsula Library System, County Office of Education, County Health Department, Community-Based Organizations</i></p>
<p><i>3. Fully staff the County Clearinghouse and promote its usage throughout the County.</i></p>	<p><i>Lead Agency, Taskforce Community Workgroup, Taskforce School Workgroup, Taskforce Preschool/Childcare Workgroup, Taskforce After School Workgroup, Taskforce Healthcare Workgroup, Peninsula Library System, County Office of Education, County Health Department, Community-Based Organizations</i></p>

**Priority Area 2: Schools**

**Goal: To improve and sustain access to healthy food and physical activity in the school setting.**

<b>Spectrum of Prevention Levels</b>	<b>Objective 1</b>	<b>Objective 2</b>	<b>Objective 3</b>
Strengthening Individual Knowledge and Skills			
Promoting Community Education		<b>X</b>	<b>X</b>
Educating Providers	<b>X</b>	<b>X</b>	
Fostering Coalitions and Networks	<b>X</b>	<b>X</b>	<b>X</b>
Changing Organizational Practices	<b>X</b>	<b>X</b>	<b>X</b>
Influencing Policy Legislation	<b>X</b>	<b>X</b>	<b>X</b>

**Objective 1:** By 2006, there will be an online clearinghouse of resources and in-person technical assistance offered for local school districts to develop federally mandated local school wellness policies (See Appendix for Local School Wellness Policy description). All school districts will have a local wellness policy developed by June of 2006.

<b>Action Steps</b>	<b>Partners</b>
<b>1. Collect organization websites, reviewed and recommended sample policies, and associated materials and trainings to post on San Mateo County Office of Education SMERC website.</b>	<b>Taskforce School Workgroup, County Office of Education, County Health Department, local school district staff, PTA, YFES.</b>
<b>2. Collect contact information and assess the technical assistance needs of all school districts in San Mateo County linked to the development or implementation of the School Wellness Policy.</b>	<b>Taskforce School Workgroup, Stanford University Students, County Office of Education, County Health Department, Local School District Staff.</b>
<b>3. Provide staff time to coordinate technical assistance services to school districts, particularly those located in lower resource communities.</b>	<b>Taskforce School Workgroup, County Health Department, County Office of Education, Consultants.</b>

**Objective 2: By 2008, every school district in San Mateo County will have a youth advisory board in order to provide input on nutrition and physical activity policy and program decisions.**

<b>Action Steps</b>	<b>Partners</b>
<b>1. Establish a school district specific committee to focus on the steps toward youth involvement.</b>	<b>Taskforce School Workgroup, Local School District Staff, YFES, YLI, County Office of Education, County Health Department, PTA.</b>
<b>2. Committee will identify barriers or concerns about youth involvement.</b>	<b>Taskforce School Workgroup, Local School District Staff, YFES, YLI, County Office of Education, County Health Department, PTA.</b>
<b>3. Committee will define goals and objectives for youth involvement in their school district. These goals should be considered within the framework of the school district's wellness policy and other related activities.</b>	<b>Taskforce School Workgroup, Local School District Staff, YFES, YLI, County Office of Education, County Health Department, PTA.</b>
<b>4. Committee will work through the logistics of youth involvement by addressing the following issues: stipends, mentorship, transportation, recruitment, timeline for forming youth advisory board.</b>	<b>Taskforce School Workgroup, Local School District Staff, YFES, YLI, County Office of Education, County Health Department, PTA.</b>
<b>5. Recruit diverse group of youth through all schools in district.</b>	<b>Taskforce School Workgroup, Local School District Staff, YFES, YLI, County</b>

	<i>Office of Education, County Health Department, PTA.</i>
<i>6. Training for adult members of committee and youth. The goal of this training is building youth-adult partnerships and ensuring youth have meaningful leadership roles in decisions about nutrition and physical activity in schools.</i>	<i>Taskforce School Workgroup, Local School District Staff, YFES, YLI, County Office of Education, County Health Department, PTA.</i>

**Objective 3:** By 2009, the youth of San Mateo County will design, implement, and lead a physical activity and nutrition social marketing campaign.

<i>Action Steps</i>	<i>Partners</i>
<i>1. Review process and results of Daly City HEART social marketing program and other published programs. Review successes in youth-led nutrition and physical activity social marketing campaigns.</i>	<i>Taskforce School Workgroup, Prosocial Communications, County Office of Education, YFES, YLI.</i>
<i>2. Work with youth advisory boards (Objective #2) on assessing, creating, and implementing a social marketing campaign at schools throughout the County.</i>	<i>Taskforce School Workgroup, Taskforce Healthcare Workgroup, Local School District Staff, Youth Advisory Board members, Prosocial Communications, County Office of Education, YFES, YLI.</i>

**Priority Area 3: After School**

**Goal:** To improve and sustain healthy eating and physical activity environments in the “after school” setting.

<b>Spectrum of Prevention Levels</b>	<b>Objective 1</b>	<b>Objective 2</b>	<b>Objective 3</b>	<b>Objective 4</b>	<b>Objective 5</b>	<b>Objective 6</b>
Strengthening Individual Knowledge and Skills		X	X	X		
Promoting Community Education		X	X	X		
Educating Providers		X	X		X	
Fostering Coalitions and Networks				X		X
Changing Organizational Practices	X	X	X	X	X	
Influencing Policy Legislation	X				X	

**Objective 1:** By 2007, after school care facilities will be notified of recommended nutrition policies for healthy meals, snacks and beverages (including those available through vending machines) that follow the SB 12 and SB 965 standards for schools.

<i>Action Steps</i>	<i>Partners</i>
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<i>1. Create specific, realistic guidelines for recreational programs that serve children and youth.</i>	<i>Taskforce After School Workgroup, Taskforce Healthcare Workgroup, Parks and Recreation Departments, Boys &amp; Girls Clubs, YMCA's, Second Harvest Food Bank, County Health Department.</i>
<i>2. Replicate and distribute District IV Parks and Recreation "Great Snack-Off Healthier Vending Options" List</i>	<i>Taskforce After School Workgroup, Parks and Recreation Departments, Boys &amp; Girls Clubs, YMCA's, Second Harvest Food Bank, County Health Department.</i>
<i>3. Obtain a contact person at each after-school facility site for communication.</i>	<i>Taskforce After School Workgroup, Parks and Recreation Departments, Boys &amp; Girls Clubs, YMCA's, Second Harvest Food Bank.</i>
<i>4. Create mail and email databases for distribution.</i>	<i>Taskforce After School Workgroup, Parks and Recreation Departments, Boys &amp; Girls Clubs, YMCA's, Second Harvest Food Bank.</i>
<i>5. Advocate for City Councils and Organization Boards to support and pass policies or ordinances.</i>	<i>Taskforce After School Workgroup, Parks and Recreation Departments, Boys &amp; Girls Clubs, YMCA's, Second Harvest Food Bank, Legislators.</i>
<i>6. Proactively include youth and parents in planning, implementation, and evaluation.</i>	<i>Taskforce After School Workgroup, YFES, YLI, Parks and Recreation Departments, Boys &amp; Girls Clubs, YMCA's, Second Harvest Food Bank, PTA</i>

**Objective 2:** By 2008, after school care facilities will provide a minimum of 10 minutes per hour of care for children to engage in a variety of physical activity options that reinforce a healthy lifestyle.

<i>Action Steps</i>	<i>Partners</i>
<i>1. Utilize reviewed curricula from County Clearinghouse.</i>	<i>Lead Agency, Taskforce Community Workgroup, Taskforce School Workgroup, Taskforce Preschool/Childcare Workgroup, Taskforce After School Workgroup, Taskforce Healthcare Workgroup, Peninsula Library System, County Office of Education, County Health Department, Community-Based Organizations</i>
<i>2. After school care facilities will provide staff with at least one training per year on leading inclusive, non-competitive physical activity sessions and promoting positive activity behaviors (See Appendix</i>	<i>Taskforce After School Workgroup, Parks and Recreation Departments, Boys &amp; Girls Clubs, YMCA's, County Health Department, Sports 4 Kids, Hospital Consortium + Kaiser Permanente ,</i>

<i>for ideas given during focus groups).</i>	<i>SPARK, Stanford University.</i>
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**Objective 3: By 2008, after school curriculums and programs will include nutrition and health education components that are interactive, fun and practical for children.**

<i>Action Steps</i>	<i>Partners</i>
<i>1. Utilize reviewed curricula from County Clearinghouse.</i>	<i>Lead Agency, Taskforce Community Workgroup, Taskforce School Workgroup, Taskforce Preschool/Childcare Workgroup, Taskforce After School Workgroup, Taskforce Healthcare Workgroup, Peninsula Library System, County Office of Education, County Health Department, Community-Based Organizations</i>
<i>2. After school care facilities will provide at least one training per year to staff on childhood and adolescent nutrition, fun nutrition activities, and other related health education activities (See Appendix for ideas given during focus groups).</i>	<i>Taskforce After School Workgroup, County Nutrition Services, Parks and Recreation Departments, Boys &amp; Girls Clubs, YMCA's, County Health Department, Stanford University, Second Harvest Food Bank, Hospital Consortium + Kaiser Permanente, UC Cooperative Extension.</i>

**Objective 4: By 2008, after school curriculums and programs will include nutrition and health education components that are interactive, fun and practical for parents.**

<i>Action Steps</i>	<i>Partners</i>
<i>1. Utilize reviewed curriculums from County Clearinghouse.</i>	<i>Lead Agency, Taskforce Community Workgroup, Taskforce School Workgroup, Taskforce Preschool/Childcare Workgroup, Taskforce After School Workgroup, Taskforce Healthcare Workgroup, Peninsula Library System, County Office of Education, County Health Department, Community-Based Organizations</i>
<i>2. After school care facilities will provide at least one training per year to parents on family nutrition, fun nutrition activities, and other related health education activities.</i>	<i>Taskforce After School Workgroup, Taskforce Healthcare Workgroup, Parks and Recreation Departments, Boys &amp; Girls Clubs, YMCA's, County Health Department, Stanford University, Second Harvest Food Bank, UC Cooperative Extension.</i>
<i>3. Child/Youth Serving and Healthcare</i>	<i>Taskforce After School Workgroup,</i>

<i>Agencies will provide educational materials and referral system for parents.</i>	<i>Taskforce Healthcare Workgroup, Parks and Recreation Departments, Boys &amp; Girls Clubs, YMCA's, County Health Department, Stanford University, Second Harvest Food Bank, UC Cooperative Extension.</i>
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**Objective 5:** By 2009, after school facilities will prohibit on-site marketing or contracting of unhealthy foods/beverages via vending machines, posters and other print materials or electronic sources.

<i>Action Steps</i>	<i>Partners</i>
<i>1. Arrange technical assistance services from Public Health Institute Law Program and other BANPAC agencies.</i>	<i>Taskforce After School Workgroup, Public Health Institute, BANPAC, County Health Department, Parks and Recreation Departments, Boys &amp; Girls Clubs, YMCA's.</i>
<i>2. Encourage every child and youth serving facility to create and implement a policy that bans marketing of unhealthy foods and beverages onsite.</i>	<i>Taskforce After School Workgroup, County Health Department, BANPAC, Parks and Recreation Departments, Boys &amp; Girls Clubs, YMCA's, Second Harvest Food Bank.</i>
<i>3. Post appropriate steps on County Clearinghouse. Distribute materials through contact database.</i>	<i>Taskforce After School Workgroup, County Health Department.</i>

**Objective 6:** By 2007, there will be a system of identification, replication and acknowledgement of successful after school programs and best practices in San Mateo County.

<i>Action Steps</i>	<i>Partners</i>
<i>1. Replicate and distribute San Mateo County Program Spreadsheet (See Appendix) to all agencies identified in Objective 2. Update this spreadsheet at least on a yearly basis.</i>	<i>Taskforce After School Workgroup, Taskforce Healthcare Workgroup, Parks and Recreation Departments, Boys &amp; Girls Clubs, YMCA's, Second Harvest Food Bank, County Health Department.</i>
<i>2. There will be a yearly awarding process for agencies demonstrating compliance with best practices.</i>	<i>Taskforce After School Workgroup, Parks and Recreation Departments, Boys &amp; Girls Clubs, YMCA's, Second Harvest Food Bank, County Health Department.</i>

**Priority Area 4: Preschool/Child Care Services**

**Goal:** To improve nutrition and physical activity environments in the preschool and child care services setting.

<b>Spectrum of Prevention Levels</b>	<b>Objective 1</b>	<b>Objective 2</b>	<b>Objective 3</b>	<b>Objective 4</b>	<b>Objective 5</b>	<b>Objective 6</b>
Strengthening Individual Knowledge and Skills		X				
Promoting Community Education	X	X		X	X	X
Educating Providers	X	X	X	X	X	X
Fostering Coalitions and Networks	X				X	X
Changing Organizational Practices	X	X	X	X		X
Influencing Policy Legislation			X			X

**Objective 1: By 2007, licensed preschool/childcare providers will collaborate with parents and the community in providing culturally appropriate education on benefits of nutrition, physical activity and limited TV viewing.**

<i>Action Steps</i>	<i>Partners</i>
<i>1. Assess current nutrition and physical activity education currently available at licensed preschool/childcare locations in the County, focusing primarily on Head Start facilities.</i>	<i>Taskforce Preschool/ChildCare Workgroup, Stanford University Students, County Health Department</i>
<i>2. Review results of San Mateo County First 5/El Concilio and Stanford University focus groups with parents to identify culturally appropriate education on the benefits of nutrition, physical activity and limited TV viewing. Conduct more focus groups as needed.</i>	<i>Taskforce Preschool/ ChildCare Workgroup, First 5, El Concilio, Stanford University, County Health Department</i>
<i>3. Create and distribute specific, realistic guidelines for preschools and childcare facilities on nutrition and physical activity standards.</i>	<i>Taskforce Preschool/ Childcare Workgroup, First 5, El Concilio, Stanford University Students, Stanford University, Hospital Consortium + Kaiser Permanente, Early Start, Head Start, County Health Department Nutrition Services.</i>

**Objective 2: By 2008, licensed preschool/childcare providers will incorporate nutrition education and physical activity as integral parts of their curriculum. Physical activity should be appropriate for the preschool-aged developmental level and physical health status. Preschool children should not be sedentary for more than 60 minutes at a time (California Center for Physical Activity, <http://www.caphysicalactivity.com>).**

<i>Action Steps</i>	<i>Partners</i>
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<p><i>1. Utilize the results of action steps in Objective 1.</i></p>	<p><i>Taskforce Preschool/Childcare Workgroup, First 5, El Concilio, Stanford University, Hospital Consortium + Kaiser Permanente, Early Start, Head Start, 4 C's, County Health Department.</i></p>
<p><i>2. Licensed preschool/childcare facilities will offer at least one professional development training per year to enable staff to prepare culturally appropriate healthy food, model positive eating behaviors, ensure safe food handling and conduct enjoyable physical activities.</i></p>	<p><i>Taskforce Preschool/Childcare Workgroup, Healthcare Workgroup, First 5, El Concilio, Stanford University, Early Start, Head Start, 4 C's, County Health Department.</i></p>
<p><i>3. Disseminate curriculums, trainings, and materials on County Clearinghouse.</i></p>	<p><i>Taskforce Preschool/Childcare Workgroup, First 5, El Concilio, Stanford University, Hospital Consortium , + Kaiser Permanente, Early Start, Head Start, 4 C's, County Health Department</i></p>

**Objective 3:** By 2009, licensed preschool/childcare facilities will add stimulating indoor/outdoor areas and play equipment that promote physical activity and meet or exceed recommended safety standards.

<i>Action Steps</i>	<i>Partners</i>
<p><i>1. Identify best practices for preschool/childcare environments with stimulating indoor/outdoor areas and play equipment that promotes physical activity and meets or exceeds recommended safety standards.</i></p>	<p><i>Taskforce Preschool/Childcare Workgroup, Taskforce Healthcare Workgroup, Consultants (Kaboom, Rebuilding Together, Smart Kids, Hands Across America) , San Mateo County First 5, El Concilio, Stanford University, Early Start, Head Start, 4 C's, County Health Department.</i></p>
<p><i>2. Obtain or design a tool to assess physical activity/safety environment at preschools and childcare facilities.</i></p>	<p><i>Taskforce Preschool/Childcare Workgroup, Taskforce Healthcare Workgroup, Consultants (Kaboom, Rebuilding Together, Smart Kids, Hands Across America) , San Mateo County First 5, El Concilio, Stanford University, Early Start, Head Start, 4 C's, County Health Department.</i></p>
<p><i>3. Assess preschool/childcare facility environment for stimulating indoor/outdoor areas and play equipment that promotes physical activity and meets/exceeds recommended safety standards.</i></p>	<p><i>Taskforce Preschool/Childcare Workgroup, Taskforce Healthcare Workgroup, Consultants (Kaboom, Rebuilding Together, Smart Kids, Hands Across America) , San Mateo County First 5, El Concilio, Stanford University,</i></p>

	<i>Early Start, Head Start, 4 C's, County Health Department.</i>
<i>4. Develop recommended standards for preschool/childcare environments that promote physical activity and meet/exceed recommended safety standards.</i>	<i>Taskforce Preschool/Childcare Workgroup, Taskforce Healthcare Workgroup, Consultants (Kaboom, Rebuilding Together, Smart Kids, Hands Across America) , First 5, El Concilio, Stanford University, Early Start, Head Start, 4 C's, County Health Department.</i>
<i>5. Distribute standards for preschool/childcare environments that promote physical activity and meet or exceed recommended safety standards to all preschools, childcare facilities, and related organizations (i.e. 4 C's) via County Clearinghouse.</i>	<i>Taskforce Preschool/Childcare Workgroup, Taskforce Healthcare Workgroup, San Mateo County First 5, El Concilio, Stanford University, Early Start, Head Start, 4 C's, County Health Department.</i>

**Objective 4:** By 2007, licensed preschool/childcare facilities will limit television, computer and video game viewing during hours of operation. Sedentary behaviors should be kept to a minimum- no more than 1 hour per day total (California Center for Physical Activity, <http://www.caphysicalactivity.com>).

<i>Action Steps</i>	<i>Partners</i>
<i>1. Survey preschool/childcare providers about current practices regarding television, computer, video gaming viewing during hours of operation.</i>	<i>Taskforce Preschool/Childcare Workgroup, Stanford University Students, County Health Department.</i>
<i>2. Review and develop recommended standards for preschool/childcare providers regarding television, computer, video game viewing during hours of operation.</i>	<i>Consultants, Taskforce Preschool/Childcare Workgroup, Taskforce Healthcare Workgroup, San Mateo County First 5, El Concilio, Stanford University, Early Start, Head Start, 4 C's, County Health Department.</i>
<i>3. Distribute recommended standards for preschool/childcare providers regarding television, computer, video game viewing during hours of operation via online clearinghouse.</i>	<i>Consultants, Taskforce Preschool/Childcare Workgroup, Taskforce Healthcare Workgroup, San Mateo County First 5, El Concilio, Stanford University, Early Start, Head Start, 4 C's, County Health Department.</i>

**Objective 5:** By 2007, licensed preschool/childcare providers, in partnership with parents and the community, will advocate for access to recreation activities and safe and healthy environments.

<i>Action Steps</i>	<i>Partners</i>
<i>1. Partner with local community collaboratives to gage all options available in identified low resource communities for preschool-aged children and families.</i>	<i>Taskforce Preschool/Childcare Workgroup, County Community Partnerships, Early Start, Head Start, San Mateo County First 5, 4 C's, Parks and Recreation Departments, County Health Department.</i>
<i>2. Compose and review Best Practices Research for culturally appropriate recreational activities and safe environments for preschool aged children.</i>	<i>Taskforce Preschool/Childcare Workgroup, Stanford University, Kaiser Permanente, Early Start, Head Start, San Mateo County First 5, 4 C's, County Health Department.</i>
<i>3. Adopt or create recommended guidelines for culturally appropriate recreation activities and safe and healthy environments for the preschool-aged population.</i>	<i>Consultants, Taskforce Preschool/Childcare Workgroup, Taskforce Healthcare Workgroup, San Mateo County First 5, El Concilio, Stanford University, Early Start, Head Start, 4 C's, County Health Department.</i>
<i>4. Disseminate recommended guidelines for recreation activities and safe and healthy environments for the preschool-aged population via County Clearinghouse..</i>	<i>Taskforce Preschool/Childcare Workgroup, Taskforce Community Workgroup.</i>
<i>5. Create (or replicate) recreation programs for preschool children and their families addressing needs and best practices.</i>	<i>Taskforce Preschool/Childcare workgroup, County Community Partnerships, Early Start, Head Start, First 5, 4 C's, Parks and Recreation Departments, County Health Department.</i>

**Objective 6:** By 2008, develop plan and pilot all appropriate activities from the above objectives in Head Start programs and other willing preschool and childcare service sites in the County.

<i>Action Steps</i>	<i>Partners</i>
<i>1. Seek and apply funding to 10 Head Start sites or other willing preschool and childcare service sites to implement agreed upon activities to be piloted.</i>	<i>Taskforce Preschool/Childcare workgroup, Taskforce Healthcare Workgroup, Head Start, Lucille Packard, Stanford University, County Health</i>

	<i>Department.</i>
<i>2. Craft timeline and work plan for implementation and evaluation activities to be piloted.</i>	<i>Taskforce Preschool/Childcare workgroup, Taskforce Healthcare Workgroup, Head Start, Lucille Packard, Stanford University, County Health Department.</i>
<i>3. Disseminate recommendations via County Clearinghouse and trainings for other preschool and childcare facilities in the County.</i>	<i>Taskforce Preschool/Childcare workgroup, Taskforce Healthcare Workgroup, Head Start, Lucille Packard, Stanford University, County Health Department.</i>

**Priority Area 5: Healthcare**

**Goal: To improve and sustain access to healthy nutrition and physical activity information and environments in the healthcare setting.**

<b>Spectrum of Prevention Levels</b>	<b>Objective 1</b>	<b>Objective 2</b>	<b>Objective 3</b>	<b>Objective 4</b>	<b>Objective 5</b>	<b>Objective 6</b>	<b>Objective 7</b>
Strengthening Individual Knowledge and Skills	X		X				
Promoting Community Education	X	X	X		X		
Educating Providers	X	X	X	X	X	X	X
Fostering Coalitions and Networks	X	X		X	X	X	
Changing Organizational Practices	X			X		X	X
Influencing Policy Legislation						X	X

**Objective 1: By 2006, the healthcare community will encourage, support, and protect Breastfeeding in order to meet or exceed Healthy People 2010 Breastfeeding Goals of Initiation (75%), 6 Months (50%), and 1 Year (25%).**

<b>Action Steps</b>	<b>Partners</b>
<i>1. Conduct inventory of existing breastfeeding programs in the County.</i>	<i>Taskforce Healthcare Workgroup, Healthy Communities Collaborative, San Mateo County Breastfeeding Taskforce, Sequoia Lactation Center, Nursing Mothers Council, La Leche League, Kaiser Permanente Lactation Services, Stanford University Department of Breastfeeding, WIC, Prenatal Providers, Pediatric Providers, County Health Department.</i>
<i>2. Conduct assessment on need for marketing/message campaign on Breastfeeding for San Mateo County.</i>	<i>Consultant, Taskforce Healthcare Workgroup, Healthy Communities Collaborative, San Mateo County Breastfeeding Taskforce, Sequoia</i>

	<i>Lactation Center, Nursing Mothers Council, La Leche League, Kaiser Permanente Lactation Services, Stanford University Department of Breastfeeding, WIC, Prenatal Providers, Pediatric Providers, County Health Department.</i>
<i>3. Create plan for marketing/message Breastfeeding campaign.</i>	<i>Consultant, Taskforce Healthcare workgroup, Healthy Communities Collaborative, San Mateo County Breastfeeding Taskforce, Sequoia Lactation Center, Nursing Mothers Council, La Leche League, Kaiser Permanente Lactation Services, Stanford University Department of Breastfeeding, WIC, Prenatal Providers, Pediatric Providers, County Health Department.</i>
<i>4. Create ongoing list of programs, nurseries, hospitals in County with Breastfeeding focus. Post list on County Clearinghouse.</i>	<i>Taskforce Healthcare Workgroup, Healthy Communities Collaborative, San Mateo County Breastfeeding Taskforce, Sequoia Lactation Center, Nursing Mothers Council, La Leche League, Kaiser Permanente Lactation Services, Stanford University Department of Breastfeeding, WIC, Prenatal Providers, Pediatric Providers, County Health Department.</i>

**Objective 2:** By 2007, the healthcare community will collaborate with schools, after school programs, and other community agencies to develop or replicate linguistically and culturally appropriate social marketing messages for children and their families to promote healthy eating and active living.

<i>Action Steps</i>	<i>Partners</i>
<i>1. Conduct inventory of existing social marketing messages on healthy eating and active living visible in the County, paying particular attention to communities with fewer healthier messages available. Partner with all agencies that promote these messages.</i>	<i>Consultant, Taskforce Healthcare Workgroup, Taskforce School Workgroup, County Health Department, YFES, YLI.</i>
<i>1. Review focus group data from San Mateo County, 2005.</i>	<i>Consultant, Taskforce Healthcare Workgroup, Taskforce School Workgroup, County Health Department, YFES, YLI.</i>
<i>3. Conduct several youth fishbowl sessions to design social marketing</i>	<i>Consultant, Taskforce Healthcare Workgroup, Taskforce School</i>

<i>messages that will attract children and youth.</i>	<i>Workgroup, County Health Department, YFES, YLI.</i>
<i>4. Conduct several focus groups with parents to design social marketing messages that will attract entire families.</i>	<i>Consultant, Taskforce Healthcare Workgroup, Taskforce School Workgroup, County Health Department, YFES, YLI.</i>
<i>5. Develop, design, pilot social marketing messages in collaboration with schools, after school programs, and community-based organizations.</i>	<i>Consultant, Taskforce Healthcare Workgroup, Taskforce School Workgroup, County Health Department, YFES, YLI.</i>
<i>6. Utilize County Clearinghouse as vehicle for marketing message and materials distribution.</i>	<i>Consultant, Taskforce Healthcare Workgroup, Taskforce School Workgroup, County Health Department, YFES, YLI.</i>

**Objective 3:** By 2007, the healthcare community will develop a structure to review and develop linguistically and culturally appropriate health education materials and curriculum on healthy eating and active living.

<i>Action Steps</i>	<i>Partners</i>
<i>1. Conduct inventory of existing health education materials on healthy eating and active living for children, youth, and their families.</i>	<i>Taskforce Healthcare Workgroup, Taskforce Community Workgroup, Hospital Consortium + Kaiser Permanente, County Health Department, County Office of Education.</i>
<i>2. Disseminate materials on County clearinghouse website.</i>	<i>Stanford University Students, Taskforce Healthcare Workgroup, Taskforce Community Workgroup, Hospital Consortium + Kaiser Permanente, County Health Department, County Office of Education.</i>

**Objective 4:** By 2007, San Mateo County child and adolescent healthcare providers will receive quarterly trainings on assessments, guidelines, and management practices associated with reducing risks associated with childhood obesity and health disparities.

<i>Action Steps</i>	<i>Partners</i>
<i>1. Coordinate with County Health Department, San Mateo County Medical Association, Hospital Consortium + Kaiser Permanente, AAP (?) to develop list of providers the trainings would pertain to. Identify coordinator of trainings.</i>	<i>Taskforce Healthcare Workgroup, Hospital Consortium + Kaiser Permanente, County Health Department.</i>

2. <i>Review Best Practices and survey providers of training needs.</i>	<i>Taskforce Healthcare Workgroup, Hospital Consortium + Kaiser Permanente, County Health Department.</i>
3. <i>Schedule and promote 4 provider trainings per year by partnering with all County organizations in Taskforce, consultants, and members of Speakers Bureau (see Objective #5).</i>	<i>Taskforce Healthcare Workgroup, Hospital Consortium + Kaiser Permanente, County Health Department.</i>

**Objective 5:** By 2007, the healthcare community will regularly partner with preschool/childcare, school, and after school programs to encourage active living, assist in the identification, development, and promulgation of nutrition education programs and materials, and support efforts to promote healthy foods in these environments. There will be a San Mateo County Speakers’ Network to provide a healthcare perspective on prevention of chronic diseases that result from poor nutrition and inadequate physical activity.

<i>Action Steps</i>	<i>Partners</i>
1. <i>Identify representatives of healthcare community as liaisons to preschool/childcare, school, after school, and other community programs.</i>	<i>Taskforce Healthcare Workgroup, Taskforce School Workgroup, Taskforce After School Workgroup, Taskforce Preschool/Childcare Workgroup, Hospital Consortium + Kaiser Permanente, County Health Department.</i>
2. <i>Support schools and other agencies on mandated and non-mandated wellness policies on healthy eating and active living.</i>	<i>Stanford University Students, Taskforce School Workgroup, Taskforce After School Workgroup, Taskforce Preschool/Childcare Workgroup, Hospital Consortium + Kaiser Permanente, County Health Department.</i>
3. <i>Review and post approved curriculums and materials on County Clearinghouse.</i>	<i>Stanford University Students, Taskforce Healthcare Workgroup, Taskforce School Workgroup, Taskforce After School Workgroup, Taskforce Preschool/Childcare Workgroup, Healthcare Consortium + Kaiser Permanente, County Health Department.</i>
4. <i>Conduct informal assessment of the needs of agencies for potential healthcare provider speakers.</i>	<i>Stanford University Students, Taskforce Healthcare Workgroup, Taskforce School Workgroup, Taskforce After School Workgroup, Taskforce Preschool/Childcare Workgroup, Hospital Consortium + Kaiser Permanente, County Health Department.</i>
5. <i>Identify target populations, agencies, and topic areas requiring lectures,</i>	<i>Taskforce Healthcare Workgroup, Hospital Consortium + Kaiser</i>

<i>trainings, and activities.</i>	<i>Permanente, County Health Department.</i>
<i>6. Advertise Speakers Bureau on County Clearinghouse.</i>	<i>Taskforce Healthcare Workgroup, Hospital Consortium + Kaiser Permanente, County Health Department.</i>

**Objective 6:** By 2008, all healthcare facilities in San Mateo County will create and implement Wellness Policies to promote healthy eating and physical activity environments for staff, patients/clients, and visitors.

<i>Action Steps</i>	<i>Partners</i>
<i>1. Review existing facility Wellness Policies, including County Health Department.</i>	<i>Taskforce Healthcare Workgroup, Hospital Consortium + Kaiser Permanente, County Health Department, 5 a Day Worksite Campaign.</i>
<i>2. Create file of sample wellness policies and templates; post on County Clearinghouse website.</i>	<i>Taskforce Healthcare Workgroup, Hospital Consortium + Kaiser Permanente, County Health Department, 5 a Day Worksite Campaign.</i>
<i>3. Create and offer training to facility directors and managers on benefits to implementing Wellness Policy.</i>	<i>Taskforce Healthcare Workgroup, Hospital Consortium + Kaiser Permanente, Speakers Bureau, County Health Department, 5 a Day Worksite Campaign.</i>

**Objective 7:** By 2008, the healthcare community, in collaboration with schools and other community groups, will advocate for local government and community actions that improve access and opportunities for physical activity, nutrition education and healthy food in all communities in San Mateo County.

<i>Action Steps</i>	<i>Partners</i>
<i>1. In combined effort with Objective # 5, identify representatives of healthcare community as liaisons to preschool/childcare, school, after school, and other community programs.</i>	<i>Taskforce Healthcare Workgroup, Hospital Consortium + Kaiser Permanente, County Health Department</i>
<i>2. Encourage healthcare providers to participate in community collaboration meetings to offer professional assistance, join advocacy efforts, and to ensure that agency efforts are meeting the needs of community members.</i>	<i>Taskforce Healthcare Workgroup, Hospital Consortium + Kaiser Permanente, Pediatric Providers, County Health Department.</i>
<i>3. Encourage healthcare providers to attend trainings and workshops on local policy development, environmental, and organizational change in order to affect</i>	<i>Taskforce Healthcare Workgroup, Hospital Consortium + Kaiser Permanente, Pediatric Providers, County Health Department.</i>

<i>healthy eating and active living positively. Post trainings and workshops on County Clearinghouse website.</i>	
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**APPENDIX**

- 1. Insert Taskforce Member List- 2-3 pages**
- 2. Insert County Program Spreadsheet- 10 pages**
- 3. Insert Focus Group Report- 82 pages (or cut to executive summaries)**
- 4. Description of Local School Wellness Policy- 3 pages**