

# Success Stories and Collaboration in Nutrition Education

October 5, 2011



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# Healthy Shasta Collaborative



## HEALTHY SHASTA

*Vision: A community where the healthy choice is the easy choice.*

*Mission: We are a partnership and a movement that promotes healthy eating and physically active lifestyles through environmental, policy and organizational change.*

### 5 Year Outcomes

#### Initiatives

<p><b>Healthy Schools</b></p> <p>Improve the health status of students and their families in Shasta County schools by students adopting life-long, healthy habits.</p>	<p><b>Food Systems</b></p> <p>Inspire a culture that values healthy food and promotes healthy eating.</p>	<p><b>“Walk the Talk”</b></p> <p>Create environmental, policy, and organizational changes among partners of Healthy Shasta to make healthy eating and physical activity choices easier for the people each organization serves.</p>	<p><b>Walking/Biking</b></p> <p>Create environments that make bicycling and walking easier, safer and more convenient for transportation and recreation.</p>	<p><b>Healthy Communities/ Built Environment</b></p> <p>Create a community design that supports healthy and active lifestyles.</p>
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After 5 years, this is what we’d like to see in Shasta County...

<p><b>Healthy Schools</b></p> <p><u>Healthy Students Initiative:</u></p> <p><i>In selected schools...</i></p> <p>Students and families with school-aged children are more physically active.</p> <p>Students have access to and consume healthier food and beverages on school campuses.</p> <p>Families and other stakeholders have increased knowledge about healthy lifestyle practices, and they advocate for environments that support healthy eating and physical activity.</p> <p>Schools implement policies and systems that support healthy physical activity and nutrition environments.</p>	<p><b>Food Systems</b></p> <p>Worksites, after-school programs, and organizations that serve children and families implement food policies that ensure all meals, snacks, beverages, and vending machines include healthy, affordable choices.</p> <p>An increase of healthy, affordable foods available and/ or promoted at restaurants, cafeterias, vending machines, corner stores, and grocery stores.</p> <p>Strong support of local foods and farmers markets among community members and leaders.</p>	<p><b>“Walk the Talk”</b></p> <p>More organizations and governmental agencies take healthy eating and physical activity into consideration when making decisions and setting policies.</p> <p>Healthy Shasta partners serve as role models in providing convenient, affordable, and enticing choices for healthy eating and physical activity for their employees and customers.</p>	<p><b>Walking/Biking</b></p> <p>The needs of bicyclist and pedestrians are incorporated in all new road construction, road rehabilitation, and development projects.</p> <p>Increased connectivity within cities and neighborhoods (people can conveniently and safely walk or bike between home, work, errands, etc).</p> <p>More people walking and bicycling for both recreation and transportation.</p>	<p><b>Healthy Communities/ Built Environment</b></p> <p>Residents understand and embrace the concept of healthy community design.</p> <p>All four jurisdictions within the county will adopt and implement standards, codes, and regulations that support healthy and active lifestyles.</p>
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# FARMERS' MARKETS

Shasta Growers Association

2010  
CERTIFIED

## CHEF AT THE MARKET

Saturday Market  
June - August  
9:30 am  
Cooking  
demonstration  
and tasting  
using fresh  
ingredients from  
the market

## MARKET LOCATIONS

EBT

Check  
accepted  
at this  
Market

### Redding Market

Saturday, April 10 - December 18

7:30 am - noon  
City Hall West Parking Lot  
777 Cypress Avenue, Redding

### Turtle Bay Market

Sunday, June 13 - September 26

8:30 am - noon  
Turtle Bay Parking Lot  
840 Sundial Bridge Drive, Redding

### Marilyn Miller Market

Tuesday, June 18 - October 12

7:30 am - noon  
Shasta Center Parking Lot  
(Next to Dairy Queen)  
1700 Churn Creek Road, Redding

### Burney Market

### Anderson Market

Thursday, June 3 - September 30

7 am - noon  
Shasta District Fairgrounds  
1890 Briggs Street, Anderson

### Bella Vista Market

Thursday, May 27 - October 14

7:30 am - noon  
22509 Old Alturas Road, Bella Vista  
(corner of Old Alturas & Deschutes)

### MarketFest Market



# Healthy Shasta Market Money 2010

- Shasta County HHSA Cal Fresh program partnered with Healthy Shasta
- Two \$25 vouchers mailed to 10,000 households
- Vouchers redeemed at the Saturday Farmers' Market and for \$25 worth of wooden tokens for fresh produce
- 2931 vouchers redeemed for \$66,394 in support of local farmers



**EBT at the  
FARMERS MARKET**

**\$25**

**FREE Healthy Shasta "Market Money"**

**at the Redding Farmers' Market  
Saturday, 7:30 am - noon  
777 Cypress Avenue**

Show your EBT card and redeem this postcard on any Saturday from June 12 - September 25, 2010 and receive \$25 in "Market Money" to purchase fresh fruit, vegetables, vegetable plants and more!



## Redding

### Redding Market

Sat, Apr 9 - Dec 17  
7:30 am - noon  
Civic Center  
West Parking Lot  
777 Cypress Avenue, Redding

**EBT Gladly Accepted**

### Turtle Bay Market

Sun, June 12 - Sept 25  
8 am - noon  
Sundial Bridge Parking Lot  
Opposite 844 Sundial Bridge Drive,  
Redding

### Marilyn Miller Market

Tues, June 14 - Oct 11  
7:30 am - noon  
Shasta Center Parking Lot  
1700 Churn Creek Rd., Redding

## South County

### Cottonwood Market

Wed, June 8 - Aug 31  
7:00 am - noon  
Cottonwood Community Center  
20595 Gas Point Rd., Cottonwood

### Anderson Market

Thurs, May 19 - Sept 29  
7:30 am - 1 pm  
Shasta Outlets Parking Lot  
1699 Hwy 273, Anderson

### Chef at the Market

Every Saturday at the  
Redding Market  
May 21st - Sept 24th  
9:30 - 11 am  
Cooking demonstration & tasting using  
fresh ingredients from the market

## East County

### Mountain Market

Tues, May 10 - Oct 25  
4:30 - 6:30 pm  
Shingletown Medical Center  
31292 Alpine Meadows Rd.,  
Shingletown

**EBT Gladly Accepted**

### Palo Cedro Market

Wed, June 1 - Oct 26  
4 - 6:30 pm  
Farm Bureau Parking Lot  
(next to post office)  
9444 Deschutes Rd., Palo Cedro

**EBT Gladly Accepted**

### Burney Market

Wed, July 13 - Oct 5  
3 - 6 pm  
Angelina's Restaurant Parking Lot  
37143 Main Street, Burney



Visit [www.healthyshasta.org](http://www.healthyshasta.org) or call 225-5351 for more farmers' market information  
Farmers' markets operated by Shasta Growers Association, Mountain Growers Association, and Cottonwood Community Park

# Healthy Shasta Money Market 2011

- 11,000 \$25 vouchers mailed to Cal Fresh recipients
- Redeemable at 5 different farmers' market locations with EBT
- As of 9/21/11:  
**3648 vouchers redeemed**  
**\$66,945 worth of HS tokens**  
**spent at farmers' markets**



Redeem this card for  
**\$25 FREE Healthy Shasta  
Market Money**

Show your EBT card and redeem this postcard at the Redding, Palo Cedro, Enterprise, Anderson, Burney or Shingletown Farmers' Markets and receive \$25 in FREE "Market Money" to buy fresh fruit, vegetables, vegetable plants and more!

Postcard must be redeemed by October 1, 2011.  
Cannot be redeemed for cash.



# Healthy Shasta Money Market 2011 Bonus Week

**EBT BONUS WEEK**



**Redeem this card  
Sept. 13-17, 2011 only**

Swipe your EBT card for \$5, get \$25  
in Market Money or redeem card  
without using EBT and receive  
\$10 in Market Money.

Use Market Money tokens through October 31, 2011  
at participating farmers' markets (on back) to buy fresh  
fruits, vegetables and more.

Cannot be redeemed for cash

- **Second voucher provided 2 options:**
  - swipe EBT card for at least \$5 and receive a bonus of \$25 in Healthy Shasta tokens
  - OR**
  - if they chose not to use their EBT card, receive \$10 in tokens
- **As of 9/21/11:**
  - 1337 vouchers redeemed
  - \$20,185 spent at farmers' markets
- **Total: \$87,130**

# Capacity Building for Healthy Change

## Goal 1:

- **Build capacity in Local Health Departments**
- **to implement comprehensive, multi-level interventions based on public health approaches**
- **to support the Network in its goals of increasing fruit and vegetable consumption, physical activity, and federal food assistance participation,**





# **Capacity Building for Healthy Change**

## **Objective 1**

- **Establish a learning collaborative to provide networking opportunities**
- **support the sharing of successes and promising practices**
- **through webinars, tool-kits, training materials**

# Capacity Building for Healthy Change

## Objective 2

- **Develop new County Nutrition Action Partnerships (C-NAP) in at least 24 CA health jurisdictions**
- **Provide support to existing CNAPS**
- **in increase coordination and impact of nutrition promotion programs/projects**



# Capacity Building for Healthy Change

## Objective 6

- Provide statewide leadership on nutrition issues at working meetings, conferences, trainings
- and through other relevant leadership activities to CCLHO, CHEAC, **CWDA** and DPNH and similar groups

# Thank you!

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