Success Stories and Collaboration in Nutrition Education

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CCLHDN President
**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

<table>
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<th>Healthy Schools</th>
<th>Food Systems</th>
<th>“Walk the Talk”</th>
<th>Walking/Biking</th>
<th>Healthy Communities/Built Environment</th>
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</thead>
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<tr>
<td>Improve the health status of students and their families in Shasta County schools by students adopting life-long, healthy habits.</td>
<td>Inspire a culture that values healthy food and promotes healthy eating.</td>
<td>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.</td>
<td>Create environments that make bicycling and walking easier, safer and more convenient for transportation and recreation.</td>
<td>Create a community design that supports healthy and active lifestyles.</td>
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After 5 years, this is what we’d like to see in Shasta County...

**Healthy Schools**

- **Healthy Students Initiative:**
  - In selected schools...
  - Students and families with school-aged children are more physically active.
  - Students have access to and consume healthier food and beverages on school campuses.
  - Families and other stakeholders have increased knowledge about healthy lifestyle practices, and they advocate for environments that support healthy eating and physical activity.
  - Schools implement policies and systems that support healthy physical activity and nutrition environments.

**Food Systems**

- 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.
- An increase of healthy, affordable foods available and/or promoted at restaurants, cafeterias, vending machines, corner stores, and grocery stores.
- Strong support of local foods and farmers markets among community members and leaders.

**“Walk the Talk”**

- More organizations and governmental agencies take healthy eating and physical activity into consideration when making decisions and setting policies.
- 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.

**Walking/Biking**

- The needs of bicyclists and pedestrians are incorporated in all new road construction, road rehabilitation, and development projects.
- Increased connectivity within cities and neighborhoods (people can conveniently and safely walk or bike between home, work, errands, etc).
- More people walking and bicycling for both recreation and transportation.

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www.HealthyShasta.org
# Farmers' Markets

**Shasta Growers Association**

![Certified 2010 Logo]

## Market Locations

<table>
<thead>
<tr>
<th>Market</th>
<th>Dates</th>
<th>Time</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>Redding Market</td>
<td>Saturday, April 10 - December 18</td>
<td>7:30 am - noon</td>
<td>City Hall West Parking Lot, 177 Cypress Avenue, Redding</td>
</tr>
<tr>
<td>Turtle Bay Market</td>
<td>Sunday, June 13 - September 26</td>
<td>8:30 am - noon</td>
<td>Turtle Bay Parking Lot, 840 Sundial Bridge Drive, Redding</td>
</tr>
<tr>
<td>Marilyn Miller Market</td>
<td>Tuesday, June 18 - October 12</td>
<td>7:30 am - noon</td>
<td>Shasta District Fairgrounds, 1890 Briggs Street, Anderson</td>
</tr>
<tr>
<td>Anderson Market</td>
<td>Thursday, June 3 - September 30</td>
<td>7 am - noon</td>
<td>Shasta District Fairgrounds, 1890 Briggs Street, Anderson</td>
</tr>
<tr>
<td>Bella Vista Market</td>
<td>Thursday, May 27 - October 14</td>
<td>7:30 am - noon</td>
<td>22609 Old Alturas Road, Bella Vista (corner of Old Alturas &amp; Deschutes)</td>
</tr>
<tr>
<td>Burney Market</td>
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<td>MarketFast Market</td>
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<td>MarketFast Market</td>
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</table>

*CHEF AT THE MARKET*

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

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

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

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

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**South County**

**Cottonwood Market**
Wed, June 8 - Aug 31
7:00 am - noon
Cottonwood Community Center
28595 Gas Point Rd., Cottonwood

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

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**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

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**East County**

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

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**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

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

Visit www.healthyshasta.org or call 225-5351 for more farmers’ market information

*Farmers’ markets operated by Shasta Grocers Association, Mountain Grocers 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
Healthy Shasta Money Market 2011
Bonus Week

- Second voucher provided 2 options:
  - swipe EBT card for at least $5 and receive a bonus of $25 in Healthy Shasta tokens
  - 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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