

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



San Mateo County Board of Supervisors

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Dear Fellow San Mateo County Community Leaders,

I want to thank and congratulate all of the San Mateo County community members who have answered the call and worked together to address the issue of childhood obesity through developing the “Blueprint for Preventing Childhood Obesity Report”. As this Blueprint documents, obesity has taken a toll on our children and is a challenge we must address to build a healthy community and promote the well being of young people.

Recognizing the importance of addressing health disparities, I initiated a Health Disparities Summit in 2004. As a follow up to this summit, we convened community members who identified childhood obesity as an issue that requires significant attention and one that can address numerous factors that impact health disparities. Data show that obesity has an even greater effect on low-income communities and communities of color. I am committed to continuing to lead and support the recommendations outlined in this plan to achieve our vision of a healthy community, where all children can thrive and reach their maximum potential.

When you read the plan, you will find that the level of obesity among children in our community is a cause for great concern – 25% or 4,900 children in San Mateo County are overweight; and among Pacific Islander, Hispanic, African American and Filipino children, the rates are even higher. These rates contribute not only to poor health among children, but also to increased prevalence of chronic diseases that persist into adulthood. We spoke with young people and parents about some of the barriers that prevent children from eating healthy food and having opportunities for physical activity. The obstacles do not simply reflect poor health behaviors, but issues of poverty and economic development, social and cultural norms, television viewing habits, the availability of junk food and fast food, and public policy decisions regarding food and activity options within schools and other settings.

This Blueprint represents the first step towards strengthening a partnership across sectors as leaders of schools, preschools, after-school programs, health care organizations and communities in San Mateo County have worked together to outline the goals we desire to achieve. We all have a role in working to reduce childhood obesity, and I am proud of the spirit of cooperation and commitment that exists in our county to improve the quality of life for our children.

I look forward to working with you to reduce childhood obesity in San Mateo County.

Sincerely,

A handwritten signature in cursive script, reading "Rose Jacobs Gibson". The signature is written in dark ink and is positioned above the typed name.

The Honorable Rose Jacobs Gibson
San Mateo County Board of Supervisors

EXECUTIVE SUMMARY

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 Taskforce is composed of over 250 dedicated leaders from local school districts, community coalitions, parks and recreation departments, boys and girls clubs, YMCA's, PTA's, advocacy agencies and all of the hospitals in the county. Through a unique participatory process, San Mateo County has committed to working on a series of objectives that will be enacted at the school, after school, healthcare, preschool, and community/environment levels. Key objectives include:

- By 2007, there will be an online clearinghouse of resources and ongoing technical assistance offered for local school districts to assist them in developing federally mandated local school wellness policies addressing food served at schools for breakfast and lunch, vending machine and ala carte items, physical education, and health education.
- By 2010, all residents will have access to high-quality, appealing, and affordable fruits, vegetables, and other healthy foods.
- By 2010, there will be a plan in place to provide convenient access to safe, high quality parks, playgrounds, indoor and outdoor sports and recreation facilities with affordable programs and green space in all neighborhoods.
- By 2010, 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.
- By 2010, San Mateo County will have a youth advisory council to provide input on nutrition and physical activity policy and program decisions.
- By 2010, after school facilities will prohibit on-site marketing or contracting of low nutrient foods/beverages via vending machines, posters and other print materials or electronic resources.
- By 2010, licensed preschool and child care providers will collaborate with parents and the community in providing culturally appropriate education on the benefits of nutrition, physical activity and limited TV viewing.
- By 2010, all healthcare facilities in San Mateo County will create and implement facility wellness policies to promote healthy eating and physical activity environments for staff, patients/clients, and visitors.
- By 2010, regularly partner with preschool/childcare, school, and after school programs to produce a San Mateo County Speakers' Network focused on the benefits of adequate nutrition and physical activity including the prevention of chronic diseases.

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 (see Background Part II section), the community and organizations involved in this process identified two priority areas¹ on which to concentrate through a strategic planning process: Prevention of Childhood Obesity and Alcohol, Tobacco, and Other Drug Prevention. The initiative, named *Healthy Communities San Mateo County: 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. An assessment on linguistic access to health services is also currently taking place as a result of the Summit.

¹ Mental Health was also discussed as a priority area and is being addressed by the Mental Health Services Act (Prop 63) planning. The results of this effort will also be linked to the three directives discussed here.

Strategy

The *Healthy Communities Initiative* utilizes the Spectrum of Prevention² 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 complex health issues require a collaborative approach among stakeholders and a commitment to change on a variety of levels to be successfully addressed.

Table 1: Spectrum of Prevention

Level of Spectrum	Definition of Level
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; (06/23/05)

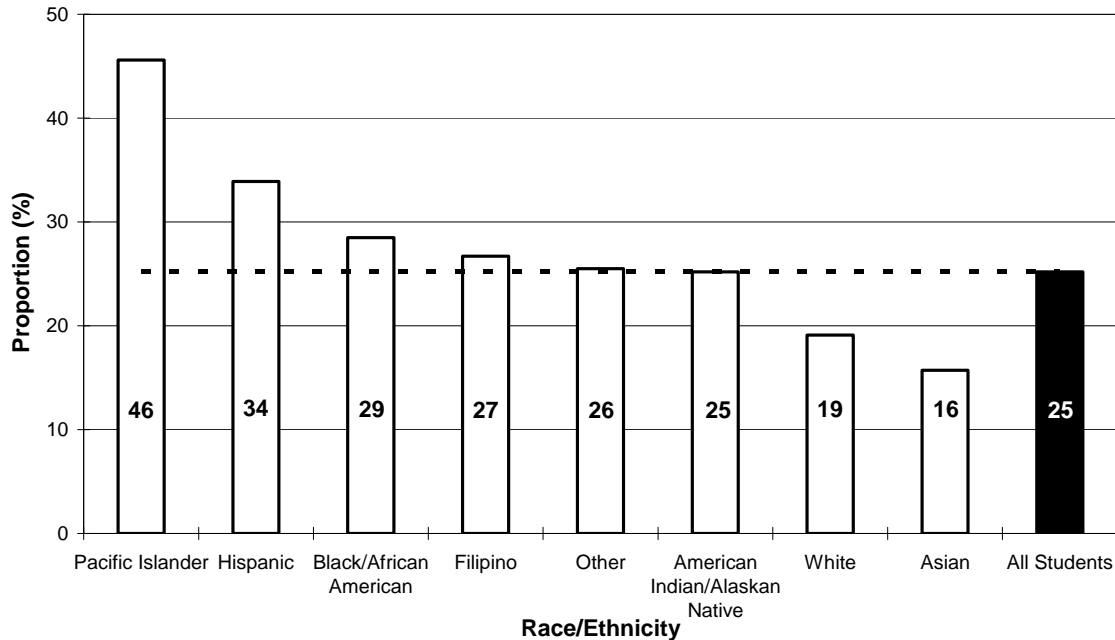
² Cohen, L.; Swift, S. "The Spectrum of Prevention: Developing a Comprehensive Approach to Injury Prevention." *Injury Prevention* 1999; 5:203-207.

BACKGROUND PART II: THE PROBLEM

Childhood overweight and obesity is defined as children whose body composition based on skinfold measurements and body mass index calculations done during the California Physical Fitness Tests fall into at least the 90th percentile when compared to their peers. It is a prevalent epidemic across San Mateo County, just as it is in the state of California and in the United States. This is particularly true in specific racial and ethnic groups, increasing disparities across populations. Excess weight leads to higher risk of cardiovascular disease, type 2 diabetes, hypertension, stroke, certain types of cancer, as well as mental, emotional, and social stress.

Twenty-five percent of 5th, 7th, and 9th graders in San Mateo County are overweight. This rate is higher in Pacific Islander, Hispanic, African American, and Filipino populations.

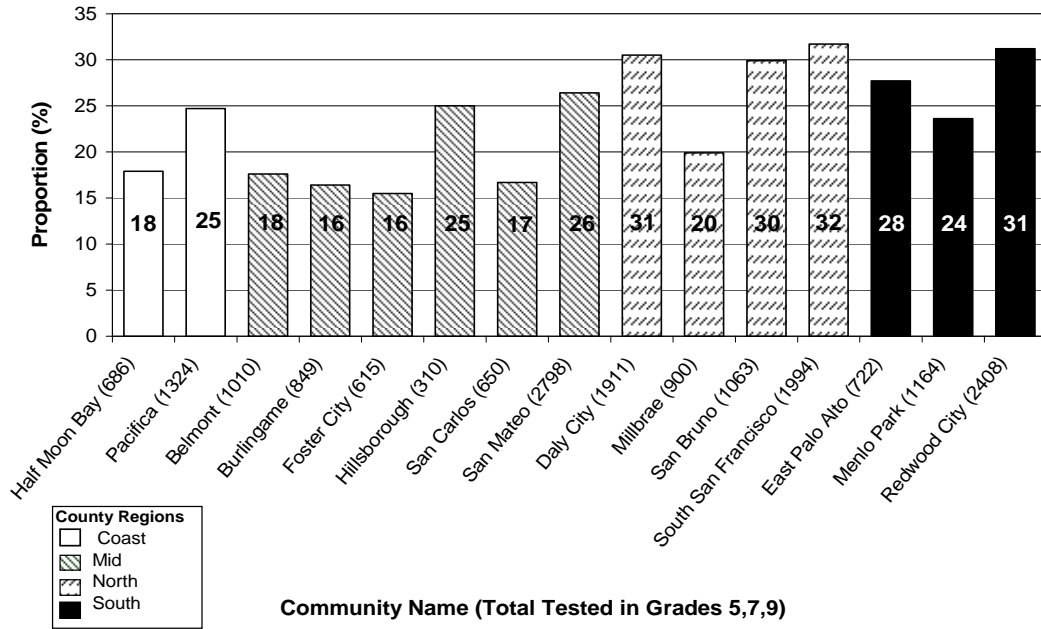
Figure 1. Overweight students in San Mateo County, California Physical Fitness Test, 2003-2004 school year



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

Specific geographic regions of San Mateo County also demonstrate higher rates of childhood overweight. The North County and South County regions have higher rates than the Central and Coastside regions of the county. For example, South San Francisco, Daly City, and San Bruno demonstrate rates of at least 30 percent, while East Palo Alto and Redwood City demonstrate rates of at least 28 percent.

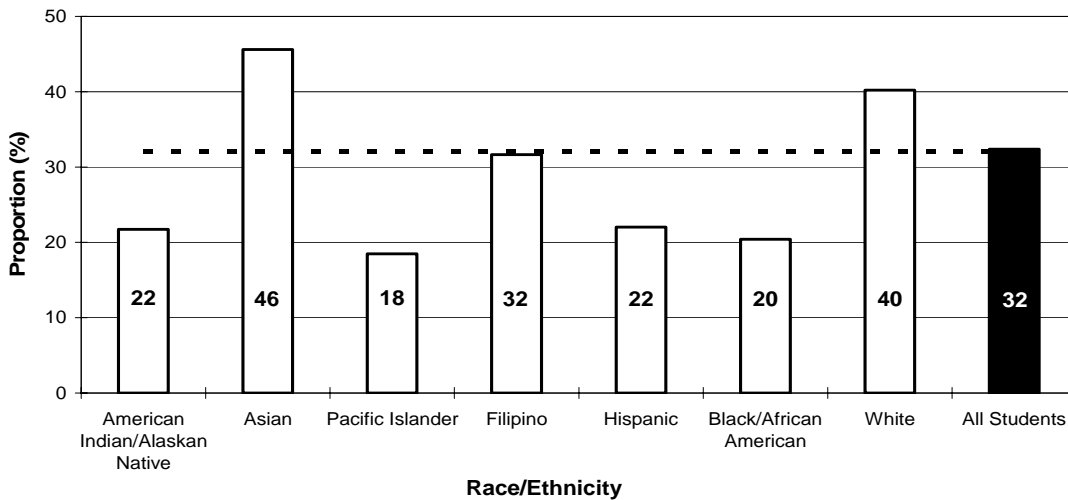
Figure 2. Proportion of Students in Grades 5,7,9 Overweight in Selected Cities in San Mateo County, California Physical Fitness Test, 2003-2004 School Year



Source: California Center for Public Health Advocacy. The Growing Epidemic: Child Overweight Rates in California's Cities and Communities, 2004.

Nutrition and physical activity behaviors are also important to assess. The results of the 2004 California Physical Fitness test show that only 33 percent of students in San Mateo County passed all 6 of the fitness standards. This is much lower in African American, Hispanic, and Pacific Islander populations.

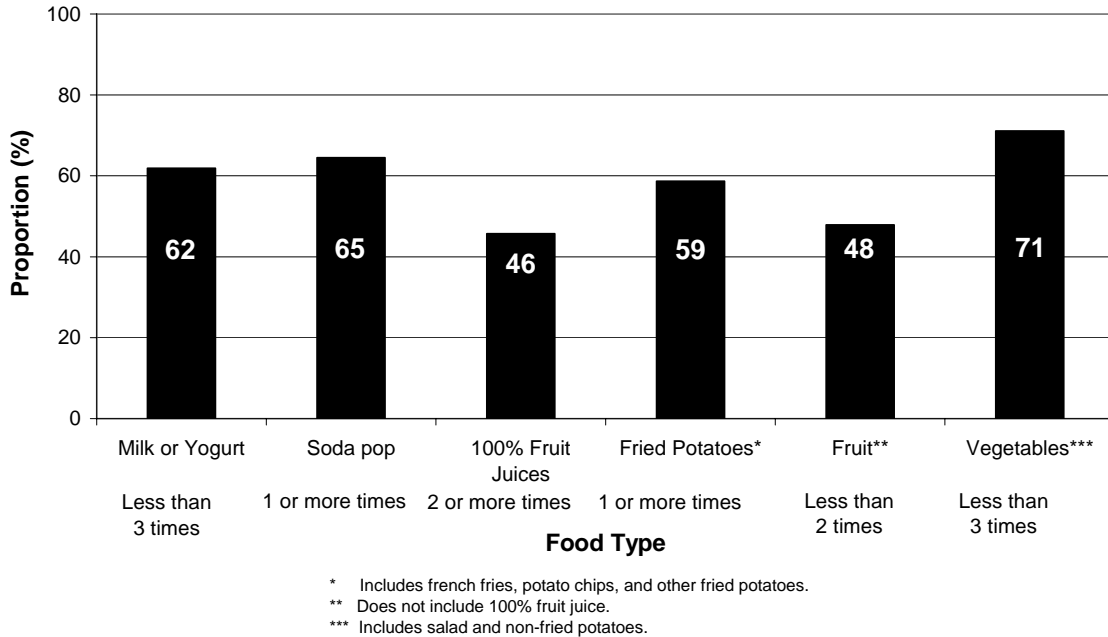
Figure 3. Students Passing all 6 of the Physical Fitness Standards by Race and Grade, San Mateo County 5th, 7th, and 9th graders, 2003-2004 school year



Source: California Department of Education Physical Fitness Test Results. Accessed from <http://www.cde.gov/ta/tg/pf/> January 2006.

According to the 2003 California Healthy Kids Survey, 71 percent of children in San Mateo County do not eat the recommended amount of vegetables per day, 48 percent do not eat the recommended amount of fruit, and 65 percent drink at least 1 serving of soda pop per day.

**Figure 4. Consumption of different foods in the past 24 hours.
San Mateo County 7th, 9th, 11th graders and nontraditional schools combined,
California Healthy Kids Survey, 2003-2004 school year**



Source: California healthy Kids Survey, San Mateo County, 2004.

In addition to the data presented in this Blueprint, a report is being released by the San Mateo County Health Department titled "Report on Overweight and Obesity in Children and Adolescents, April 2006" which includes data on childhood overweight and obesity prevalence in 2000-2001 analyzed by the Health Department. The research cited above included 2003-04 data that were analyzed by the California Center for Public Health Advocacy (CCPHA). While both sources of data originate from the California Physical Fitness Test, the methods used for data analysis differ, as do the study populations. Therefore, these data should only be compared with caution. The Health Department is developing a platform to perform analysis of these data in a consistent manner that will enable future monitoring of trends in childhood obesity.

BACKGROUND PART III: PREVENTION OF CHILDHOOD OBESITY TASKFORCE



According to the 2005 Institute of Medicine report, *Preventing Childhood Obesity: Health in Balance*³, an aspiration for local governments is to provide coordinated leadership and support for prevention of childhood obesity efforts, particularly for high-risk populations. The Institute of Medicine committee recommends doing this through a collaborative effort of stakeholders to increase resources and opportunities for physical activity and healthy eating.

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 more than 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 community, school, after school, preschool/childcare, and healthcare sectors of San Mateo County and formed workgroups in these same categories.

The **Community/Environment/Business Workgroup** was facilitated by 2 dedicated leaders of local community-based organizations and included representatives from city planning/management agencies, the library system, community-serving organizations, hospitals, public health, advocacy organizations, and others.

The **School Workgroup** was facilitated by a committed leader of a youth-advocacy agency and a parent who also is a director of a corporate wellness company. This workgroup included representatives from the County Office of Education and local school districts, as well as public health, parents, youth, and others.

The **After School Workgroup** was facilitated by a dedicated leader of a local Parks and Recreation Department and a dedicated leader from the community-wide food bank. This workgroup consisted of representatives from boys and girls clubs, YMCA's, parks and recreation departments, public health, and others.

The **Preschool/Child Care Workgroup** was facilitated by a dedicated Health Department Nutrition Manager and included representatives from Head Start, Even Start, the Child Care Coordinating Council, advocates, and others.

The **Healthcare Workgroup** was facilitated by a committed director from the hospital community and a committed pediatrician from a nonprofit integrated healthcare delivery system. The workgroup consisted of representatives from every Hospital in San Mateo County and others.

Through a highly participatory process, the Healthy Communities San Mateo County Prevention of Childhood Obesity Taskforce created this Blueprint and will oversee its implementation. The Action Plan section of the Blueprint features steps developed by each of these workgroups.

³ Source: Institute of Medicine, *Preventing Childhood Obesity: Health in the Balance*, 2005

After reviewing the data above, the Taskforce determined that additional information was needed to create an action plan. 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. Youth and parents also participated in several of the Taskforce meetings. The Taskforce contracted with Harder and Company

“We should tell them (the school) to keep the playground and courts open and the gym as well so that children can come play here without paying a lot.”

Consulting Firm to conduct seven focus groups with parents in English and Spanish and nine focus groups with youth in English and Spanish. In addition, they conducted thirteen in-depth interviews with key informants from the County and the State. The full report is available from the San Mateo County Health Department. Key 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 and that, in general, the school environment is unhealthy.
- There is a lack of physical activity offered and mandated in High School.
- There is a high prevalence of fast food restaurants in some communities.
- Children and parents watch too much television.
- There is an unbalanced mix of unhealthy marketing compared to healthy marketing to children and youth.
- The built environment, such as lack of sidewalks for walking to school, needs to change.
- There is low access to healthcare for some populations in this County.

“I don’t let my child play outside because there are drive-bys”

Important strategies recommended from the key informants interviewed include:



- 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 in schools, recreation centers, hospitals, and other settings.
- Increase parent education on nutrition and physical activity.
- Increase the number of community and school gardens.
- Start awareness raising campaigns that support current policies, such as the local school wellness policies.
- Bring farmers markets to low resource, low income neighborhoods.

“Fast food restaurants where we live don’t help—they make parents not want to cook. For a while we didn’t have any fast food places to go. Now we have it all.”

In addition to the quantitative and qualitative data reviewed, the following County reports helped to advise specific community needs (all available through San Mateo County Health Department):

- 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

To determine promising practices in prevention of childhood obesity, the following were influential:

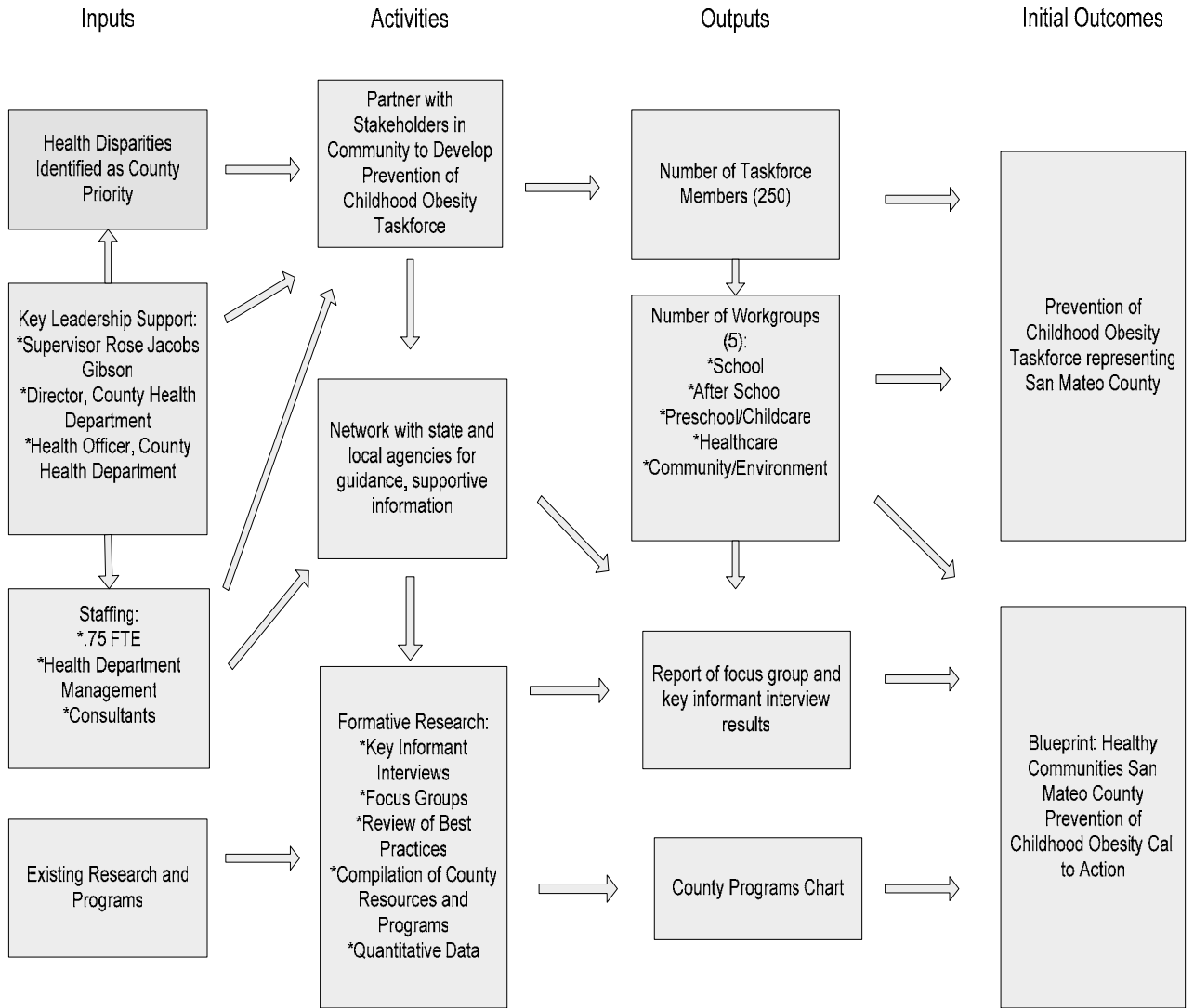
- Preventing Childhood Obesity, Health in Balance, Institute of Medicine of the National Academies, 2005
- California Department of Education State Superintendent of Public Instruction, Jack O'Connell's Taskforce for Childhood Obesity, Type 2 Diabetes, and Cardiovascular Disease, May 2005
- California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

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



LOGIC MODEL OF PROCESS

This chart visually demonstrates the strategic planning process that has taken place so far.



ACTION PLAN

Taskforce members crafted the Action Plan by discussing promising practices, priorities in specific communities, existing programs and innovative changes that 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).

The overall mission of the Taskforce is 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.
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Spectrum of Prevention Levels	Objective 1	Objective 2	Objective 3	Objective 4	Objective 5	Objective 6	Objective 7
Strengthening Individual Knowledge and Skills			X				
Promoting Community Education	X	X	X				X
Educating Providers				X			X
Fostering Coalitions and Networks	X	X	X	X		X	X
Changing Organizational Practices			X	X		X	X
Influencing Policy Legislation	X	X		X	X	X	

* Strategies include seeking all possible resources and funding options.

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

	Action Steps	Potential Partners
1	Determine locations where fruits, vegetables, and other healthy foods are sold/not sold through regional mapping project and other assessment activities.	Taskforce Community Workgroup, Stanford University Students, Farmers Markets, Supermarkets, Convenience Stores, Community Gardens, Chambers of Commerce, GIS Programming Agencies, Farming Cooperatives, Second Harvest Food Bank, Sustainable San Mateo, Business License Bureaus, County Health Department.
2	Identify priority communities/ neighborhoods in need of increased access to healthy foods.	Taskforce Community Workgroup, Stanford University Students, Farmers Markets, Supermarkets, Convenience Stores, Community Gardens, Schools, County Human Services Agency, Faith Based Organizations, Second Harvest Food Bank, Senior Centers, County Health Department.
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).	Taskforce Community Workgroup, Bay Area Nutrition and Physical Activity Collaborative (BANPAC), California Food Policy Advocates, Stanford University, Farmers Markets, Supermarkets, Convenience Stores, Farm Bureau, SamTrans, 4H Club, Faith Based Organizations, Literacy for Environmental Justice, Community Gardens, County Health Department.
4	Identify Best Practices in literature for assisting communities in expanding access to healthy food, including incentives for bringing markets into these areas.	Taskforce Community Workgroup, Stanford University, Peninsula Library System, Second Harvest Food Bank, Hospital Consortium, County Health Department.
5	Develop strategic plan with identified coalitions as lead agencies to increase access to high quality, healthy, affordable food.	Taskforce Community Workgroup, County Community Partnerships, Farmers Markets, Supermarkets, Convenience Stores, Community Gardens, Hospital Consortium, County Health Department.

Objective 2: By 2010, there will be a plan in place to provide convenient access to safe, high quality parks, playgrounds, indoor and outdoor sports and recreation facilities with affordable programs and green space in all neighborhoods.

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

Objective 3: By 2010, 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>Potential Partners</i>
1	Convene a group of experts on health literacy related to healthy eating.	Taskforce Community Workgroup, Peninsula Library System, County Office of Education, Hospital Consortium, County Nutrition Services, County Community Partnerships, Adult Education and ESL providers, Faith-based groups, Parenting programs, Preschools, Child care centers, Supermarkets, County Health Department.
2	Assess key information on healthy eating and physical activity in relation to accuracy, relevance, and reading level.	Taskforce Community Workgroup, Peninsula Library System, County Office of Education, Hospital Consortium, County Nutrition Services, County Community Partnerships, Adult Education and ESL providers, Faith-based groups, Parenting programs, Preschools, Child care centers, Supermarkets, County Health Department.
3	Design and implement a strategy to make the information available to the public.	Taskforce Community Workgroup, Peninsula Library System, County Office of Education, Hospital Consortium, County Nutrition Services, County Community Partnerships, Adult Education and ESL providers, Faith-based groups, Parenting programs, Preschools, Child care centers, Supermarkets, County Health Department.

Objective 4: By 2010, 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>Potential Partners</i>
1	Partner with key members of planning, transportation, city management and other agencies to create regularly scheduled opportunities to collaborate.	Taskforce Community Workgroup, Public Health Institute Law Program, City/ County Planners, City Managers, Stanford University, Peninsula Pedestrian and Bicycle Coalition, County Environmental Services Agency, County Health Department.
2	Research and identify best practices in developing general plans to increase physical activity and healthy eating environments for communities.	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.
3	Research existing community general plans within San Mateo County and outside of the County to understand what exists and what is possible.	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.
4	Highlight general plans in the County demonstrating best practices and provide opportunity for communities to network.	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.
5	Develop training materials and sample templates for communities to refer to, posted on the County Clearinghouse.	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.

Objective 5: By 2010, determine the feasibility of a “junk food tax” with the funds raised dedicated to obesity prevention.

	<i>Action Steps</i>	<i>Potential Partners</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 to investigate the feasibility of a tax.	Taskforce Community Workgroup, County Board of Supervisors, California Food Policy Advocates, Legislative Information Agencies, Council of Nonprofits (Thrive), Alliance for Children, Peninsula Interfaith Action (PIA), Chambers of Commerce, Second Harvest Food Bank, County Health Department.
2	Develop “wish list” for funding dedicated to supporting quality nutrition and inclusive physical activity programs and services.	Taskforce Community Workgroup, County Board of Supervisors, California Food Policy Advocates, Legislative Information Agencies, Council of Nonprofits (Thrive), Alliance for Children, Peninsula Interfaith Action (PIA), Chambers of Commerce, Second Harvest Food Bank, County Health Department.
3	Identify local legislators and other agencies to develop advocacy plan.	Taskforce Community Workgroup, County Board of Supervisors, California Food Policy Advocates, Legislative Information Agencies, Council of Nonprofits (Thrive), Alliance for Children, PIA, Chambers of Commerce, Second Harvest Food Bank, County Health Department.

Objective 6: By 2010, the number and type of fast food outlets, mobile food vendors, and ice cream trucks around schools and playgrounds will be reviewed and evaluated to determine whether they should be restricted or if incentives should be provided to them to carry healthier choices.

	<i>Action Steps</i>	<i>Potential Partners</i>
1	Inventory and map current fast food outlets and mobile food carts in 5 identified neighborhoods.	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.
2	Analyze results of inventory to determine areas of high density, proximity to schools, and nutritional quality of foods offered.	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.
3	Research and document rationale for restricting density or providing incentives for healthier choices for these outlets.	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.
4	Develop strategy to reduce density or increase healthy choices in one pilot community of concern by seeking community partnerships and researching avenues of penetration.	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.
5	Analyze lessons learned from pilot to pursue additional areas of focus for density reduction.	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.

Objective 7: By 2010, 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>Potential Partners</i>
1	Identify lead agency to oversee the 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.	Lead Agency, BANPAC, Taskforce Community Workgroup, Taskforce School Workgroup, Taskforce Preschool/Childcare Workgroup, Taskforce After School Workgroup, Taskforce Healthcare Workgroup, Peninsula Library System, County Office of Education, Community-Based Organizations, County Health Department.
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.	Lead Agency, BANPAC, Taskforce Community Workgroup, Taskforce School Workgroup, Taskforce Preschool/Childcare Workgroup, Taskforce After School Workgroup, Taskforce Healthcare Workgroup, Peninsula Library System, County Office of Education, Community-Based Organizations, County Health Department.
3	Appropriately resource the County Clearinghouse and promote its usage throughout the County.	Lead Agency, BANPAC, Taskforce Community Workgroup, Taskforce School Workgroup, Taskforce Preschool/Childcare Workgroup, Taskforce After School Workgroup, Taskforce Healthcare Workgroup, Peninsula Library System, County Office of Education, Community-Based Organizations, County Health Department.

Priority Area 2: Schools

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

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

Objective 1 By 2007, there will be an online system of resources and in-person, ongoing technical assistance offered for local school districts to assist them in developing federally mandated local school wellness policies (for more information on the policy see <http://www.californiahealthykids.org>).

	<i>Action Steps</i>	<i>Potential Partners</i>
1	Collect organization websites, reviewed and recommended sample policies, and associated materials and trainings to post on the San Mateo Educational Research Center (SMERC) website.	Taskforce School Workgroup, County Office of Education, California Healthy Kids Resource Center, local school district staff, Parent Teacher Association (PTA), Youth and Family Enrichment Services (YFES), County Health Department.
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.	Taskforce School Workgroup, Stanford University Students, County Office of Education, California Healthy Kids Resource Center, local school district staff, PTA, YFES, County Health Department.

3	Conduct focus groups with teachers and other school officials in order to determine additional technical resource needs.	Taskforce School Workgroup, Stanford University Students, County Office of Education, California Healthy Kids Resource Center, local school district staff, PTA, YFES, County Health Department.
4	Create a fact sheet for teachers and school officials based on results of above.	Taskforce School Workgroup, Stanford University Students, County Office of Education, California Healthy Kids Resource Center, local school district staff, PTA, YFES, County Health Department.
5	Provide staff time to coordinate technical assistance services to school districts, particularly those located in lower resource communities.	Taskforce School Workgroup, Stanford University Students, County Office of Education, California Healthy Kids Resource Center, local school district staff, PTA, YFES, County Health Department.

Objective 2: By 2010, San Mateo County will have a youth advisory council to provide input on nutrition and physical activity policy and program decisions.

	<i>Action Steps</i>	<i>Potential Partners</i>
1	Establish a school district specific committee to focus on the steps toward youth involvement.	Taskforce School Workgroup, Local School District Staff, San Mateo County Board of Supervisors, YFES, Youth Leadership Institute (YLI), County Office of Education, PTA, YMCA, County Health Department.
2	The committee will identify barriers or concerns about youth involvement.	Taskforce School Workgroup, Local School District Staff, San Mateo County Board of Supervisors, YFES, YLI, County Office of Education, PTA, YMCA, County Health Department.
3	The 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.	Taskforce School Workgroup, Local School District Staff, San Mateo County Board of Supervisors, YFES, YLI, County Office of Education, PTA, YMCA, County Health Department.

4	The committee will work through the logistics of youth involvement by addressing the following issues: stipends, mentorship, transportation, recruitment, timeline for forming youth advisory board.	Taskforce School Workgroup, Local School District Staff, San Mateo County Board of Supervisors, YFES, YLI, County Office of Education, PTA, YMCA, County Health Department.
5	Recruit diverse group of youth through all schools in district.	Taskforce School Workgroup, Local School District Staff, San Mateo County Board of Supervisors, YFES, YLI, County Office of Education, PTA, YMCA, County Health Department.
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.	Taskforce School Workgroup, Local School District Staff, San Mateo County Board of Supervisors, YFES, YLI, County Office of Education, PTA, YMCA, County Health Department.

Objective 3: By 2010, San Mateo County will assemble a taskforce of youth who will design, implement, and lead a physical activity and nutrition social marketing campaign.

	<i>Action Steps</i>	<i>Potential Partners</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.	Taskforce School Workgroup, Taskforce Healthcare Workgroup, Taskforce Community Workgroup, Prosocial Communications, Shapingyouth.com. County Office of Education, YFES, YLI, YMCA.
2	Work with youth advisory boards (Objective #2) on assessing successes of social marketing campaigns at schools throughout the County.	Taskforce School Workgroup, Taskforce Healthcare Workgroup, Taskforce Community Workgroup, Local School Districts, Youth Advisory Board members, Prosocial Communications, Shapingyouth.com, County Office of Education, YFES, YLI, YMCA.

3	Work with youth advisory boards (Objective #2) to create a social marketing campaign at schools throughout the County.	Taskforce School Workgroup, Taskforce Healthcare Workgroup, Taskforce Community Workgroup, Local School Districts, Youth Advisory Board members, Prosocial Communications, Shapingyouth.com, County Office of Education, YFES, YLI, YMCA.
4	Work with youth advisory boards (Objective #2) to implement a social marketing campaign at schools throughout the County.	Taskforce School Workgroup, Taskforce Healthcare Workgroup, Taskforce Community Workgroup, Local School Districts, Youth Advisory Board members, Prosocial Communications, Shapingyouth.com, County Office of Education, YFES, YLI, YMCA.

Priority Area 3: After School

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

<i>Spectrum of Prevention Levels</i>	<i>Objective 1</i>	<i>Objective 2</i>	<i>Objective 3</i>	<i>Objective 4</i>	<i>Objective 5</i>	<i>Objective 6</i>
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 2010, 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>Potential Partners</i>
1	Create specific, realistic guidelines for recreational programs that serve children and youth.	Taskforce After School Workgroup, Taskforce Healthcare Workgroup, Parks and Recreation Departments, Boys & Girls Clubs, YMCA, Second Harvest Food Bank, County Health Department.

2	Replicate and distribute District IV Parks and Recreation “Great Snack-Off Healthier Vending Options” List, available on the County Clearinghouse.	Taskforce After School Workgroup, Parks and Recreation Departments, Boys & Girls Clubs, YMCA’s, Second Harvest Food Bank, County Health Department.
3	Obtain a contact person at each after -school program site for communication.	Taskforce After School Workgroup, Parks and Recreation Departments, Boys & Girls Clubs, YMCA, Second Harvest Food Bank, County Health Department.
4	Create mail and email databases for distribution. Develop method to update database.	Taskforce After School Workgroup, Parks and Recreation Departments, Boys & Girls Clubs, YMCA, Second Harvest Food Bank, County Health Department.
5	Advocate for City Councils and Organization Boards to support and pass policies or ordinances.	Taskforce After School Workgroup, Parks and Recreation Departments, Boys & Girls Clubs, YMCA, Second Harvest Food Bank, Legislators, County Health Department.
6	Proactively include youth and parents in planning, implementation, and evaluation.	Taskforce After School Workgroup, YFES, YLI, Parks and Recreation Departments, Boys & Girls Clubs, YMCA, Second Harvest Food Bank, PTA, County Health Department.

Objective 2: By 2010, after school care programs 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>Potential Partners</i>
1	Utilize reviewed curricula from County Clearinghouse.	Taskforce After School Workgroup, Taskforce Community Workgroup, Taskforce School Workgroup, Taskforce Preschool/Childcare Workgroup, Taskforce After School Workgroup, Taskforce Healthcare Workgroup, Peninsula Library System, County Office of Education, Community-Based Organizations, Community Colleges, County Health Department.

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.	Taskforce After School Workgroup, Parks and Recreation Departments, Boys & Girls Clubs, YMCA, Sports 4 Kids, Hospital Consortium, SPARK, Stanford University, Community Colleges, County Health Department.
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Objective 3: By 2010, 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>Potential Partners</i>
1	Utilize reviewed curricula from County Clearinghouse.	Taskforce After School Workgroup, Taskforce Community Workgroup, Taskforce School Workgroup, Taskforce Preschool/Childcare Workgroup, Taskforce Healthcare Workgroup, Peninsula Library System, County Office of Education, Community-Based Organizations, Community Colleges, County Health Department.
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.	Taskforce After School Workgroup, Taskforce Healthcare Workgroup, County Nutrition Services, Parks and Recreation Departments, Boys & Girls Clubs, YMCA's, County Health Department, Stanford University, Second Harvest Food Bank, UC Cooperative Extension, Community Colleges, County Health Department.

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>Potential Partners</i>
1	Utilize reviewed curriculums from County Clearinghouse.	Taskforce After School Workgroup, Taskforce Community Workgroup, Taskforce School Workgroup, Taskforce Preschool/Childcare Workgroup, Taskforce Healthcare Workgroup, Peninsula Library System, County Office of Education, Community-Based Organizations, Community Colleges, County Health Department.

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.	Taskforce After School Workgroup, Taskforce Healthcare Workgroup, Parks and Recreation Departments, Boys & Girls Clubs, YMCA, Stanford University, Second Harvest Food Bank, UC Cooperative Extension, Community Colleges, County Health Department.
3	Child and youth serving facilities and healthcare agencies will provide educational materials and referral system for parents.	Taskforce After School Workgroup, Taskforce Healthcare Workgroup, Parks and Recreation Departments, Boys & Girls Clubs, YMCA, Stanford University, Second Harvest Food Bank, UC Cooperative Extension, County Health Department.

Objective 5: By 2010, after school facilities will prohibit on-site marketing or contracting of low nutrient foods/beverages via vending machines, posters and other print materials or electronic sources.

	<i>Action Steps</i>	<i>Partners</i>
1	Arrange technical assistance services from Public Health Institute Law Program and other BANPAC agencies.	Taskforce After School Workgroup, Public Health Institute Law Program, BANPAC, Parks and Recreation Departments, Boys & Girls Clubs, YMCA, County Health Department.
2	Encourage every child and youth serving facility to create and implement a policy that bans marketing of unhealthy foods and beverages onsite. Utilize District IV Parks and Recreation "Great Snack-Off Healthier Vending Options" List.	Taskforce After School Workgroup, BANPAC, Parks and Recreation Departments, Boys & Girls Clubs, YMCA, Second Harvest Food Bank, County Health Department.
3	Post appropriate steps and distribute materials on County Clearinghouse.	Taskforce After School Workgroup, County Health Department.

Objective 6: By 2010, 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>
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.	Taskforce After School Workgroup, Taskforce Healthcare Workgroup, Parks and Recreation Departments, Boys & Girls Clubs, YMCA, Second Harvest Food Bank, County Health Department.
2	There will be a yearly awarding process for agencies demonstrating compliance with best practices.	Taskforce After School Workgroup, Parks and Recreation Departments, Boys & Girls Clubs, YMCA, Second Harvest Food Bank, County Health Department.

Priority Area 4: Preschool/Child Care Services

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

<i>Spectrum of Prevention Levels</i>	<i>Objective 1</i>	<i>Objective 2</i>	<i>Objective 3</i>	<i>Objective 4</i>	<i>Objective 5</i>	<i>Objective 6</i>
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 2010, licensed preschool/childcare providers will collaborate with parents and the community in providing culturally appropriate education on benefits of nutrition, physical activity and limited television viewing.

	<i>Action Steps</i>	<i>Potential Partners</i>
1	Assess nutrition and physical activity standards currently available at licensed preschool/childcare locations in the County, focusing primarily on Head Start facilities.	Taskforce Preschool/ Childcare Workgroup, Stanford University Students, Child Care Coordinating Council (4 C's), Preschool for All, First 5, Child Development Centers, Community Colleges, County Health Department.

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.	Taskforce Preschool/ Childcare Workgroup, Stanford University Students, 4 C's, Preschool for All, First 5, Child Development Centers, Community Colleges, Common Sense Media, County Health Department.
3	Identify and assess "best practices" for nutrition and PA programs aimed at preschools available through literature and web-based searches.	Taskforce Preschool/ Childcare Workgroup, Stanford University Students, Child Care Coordinating Council (4 C's), Preschools, First 5, Child Development Centers, Community Colleges, County Health Department.
4	Create and distribute specific, realistic guidelines for preschools and childcare programs on nutrition and physical activity standards.	Taskforce Preschool/ Childcare Workgroup, Stanford University Students, 4 C's, Preschool for All, First 5, Child Development Centers, Community Colleges, County Health Department.

Objective 2: By 2010, licensed preschool/childcare providers will incorporate healthy nutrition and physical activity standards as integral parts of their curricula. Physical activity should be appropriate for the preschool-aged developmental level and physical health status. Sedentary behaviors should be kept to a minimum of no more than one hour per day total (California Center for Physical Activity, <http://www.caphysicalactivity.com>).

	<i>Action Steps</i>	<i>Potential Partners</i>
1	Utilize the results of action steps in Objective 1.	Taskforce Preschool/Childcare Workgroup, Taskforce Healthcare Workgroup, First 5, Preschool for All, El Concilio, Stanford University, Even Start, Head Start, 4 C's, County Health Department.

2	Licensed preschool/childcare programs 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.	Taskforce Preschool/Childcare Workgroup, Taskforce Healthcare Workgroup, First 5, Preschool for All, El Concilio, Stanford University, Even Start, Head Start, 4 C's, County Health Department.
3	Disseminate curriculums, trainings, and materials on County Clearinghouse.	Taskforce Preschool/Childcare Workgroup, Taskforce Healthcare Workgroup, First 5, Preschool for All, El Concilio, Stanford University, Even Start, Head Start, 4 C's, County Health Department.

Objective 3: By 2010, licensed preschool/childcare programs 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>Potential Partners</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.	Taskforce Preschool/Childcare Workgroup, Taskforce Healthcare Workgroup, Consultants (Kaboom, Rebuilding Together, Smart Kids, Hands Across America), First 5, El Concilio, Stanford University, Even Start, Head Start, 4 C's, County Health Department.
2	Assess preschool/childcare facility environment for stimulating indoor/outdoor areas and play equipment that promotes physical activity and meets/exceeds recommended safety standards.	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, Even Start, Head Start, 4 C's, County Health Department.

3	Obtain or design a tool to assess physical activity/safety environment at preschools and childcare programs.	Taskforce Preschool/Childcare Workgroup, Taskforce Healthcare Workgroup, Consultants (Kaboom, Rebuilding Together, Smart Kids, Hands Across America) , First 5, El Concilio, Stanford University, Even Start, Head Start, 4 C's, County Health Department.
4	Develop recommended standards for preschool/childcare environments that promote physical activity and meet/exceed recommended safety standards.	Taskforce Preschool/Childcare Workgroup, Taskforce Healthcare Workgroup, Consultants (Kaboom, Rebuilding Together, Smart Kids, Hands Across America) , First 5, El Concilio, Stanford University, Even Start, Head Start, 4 C's, County Health Department.
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.	Taskforce Preschool/Childcare Workgroup, Taskforce Healthcare Workgroup, San Mateo County First 5, El Concilio, Stanford University, Even Start, Head Start, 4 C's, County Health Department.
6	Provide certificate to sites that promote healthful eating and/or physical activity.	Taskforce Preschool/Childcare Workgroup, Taskforce Healthcare Workgroup, San Mateo County First 5, El Concilio, Stanford University, Even Start, Head Start, 4 C's, County Health Department.

Objective 4: By 2010, licensed preschool/childcare facilities will limit television, computer and video game viewing during hours of operation.

	<i>Action Steps</i>	<i>Potential Partners</i>
1	Survey preschool/childcare providers about current practices regarding viewing time and content of television, computer, video gaming viewing during hours of operation.	Taskforce Preschool/Childcare Workgroup, Stanford University Students, County Health Department.

2	Review and develop recommended standards for preschool/childcare providers regarding television, computer, and video game viewing during hours of operation.	Taskforce Preschool/Childcare Workgroup, Taskforce Healthcare Workgroup, First 5, Preschool for All, El Concilio, Stanford University, Even Start, Head Start, 4 C's, County Health Department.
3	Distribute recommended standards for preschool/childcare providers regarding viewing time and content of television, computer, and video game viewing during hours of operation via online clearinghouse.	Taskforce Preschool/Childcare Workgroup, Taskforce Healthcare Workgroup, First 5, Preschool for All, El Concilio, Stanford University, Even Start, Head Start, 4 C's, County Health Department.

Objective 5: By 2010, licensed preschool/childcare providers, in partnership with parents and the community, will support access to recreation activities and safe and healthy environments.

	<i>Action Steps</i>	<i>Potential Partners</i>
1	Partner with local community collaboratives to gage all options available in identified low resource communities for preschool-aged children and families. Ensure preschool-aged children are included as target populations in the planning.	Taskforce Preschool/Childcare Workgroup, County Community Partnerships, Even Start, Head Start, First 5, 4 C's, Preschool for All, Parks and Recreation Departments, County Health Department.
2	Disseminate recommended guidelines for recreation activities and safe and healthy environments for the preschool-aged population via County Clearinghouse.	Taskforce Preschool/Childcare Workgroup, Taskforce Community Workgroup.

Objective 6: By 2010, develop plan and pilot all appropriate activities from the above objectives in willing preschool and childcare program sites in the County.

	<i>Action Steps</i>	<i>Potential Partners</i>
1	Seek and apply funding to willing preschool and childcare service sites to implement agreed upon activities to be piloted.	Taskforce Preschool/Childcare workgroup, Taskforce Healthcare Workgroup, Head Start, Preschool for All, Lucille Packard Children's Hospital, Stanford University, County Health Department.
2	Craft timeline and work plan for implementation and evaluation activities to be piloted.	Taskforce Preschool/Childcare workgroup, Taskforce Healthcare Workgroup, Head Start, Preschool for All, Lucille Packard Children's Hospital, Stanford University, County Health Department.
3	Disseminate recommendations via County Clearinghouse and trainings for other preschool and childcare facilities in the County.	Taskforce Preschool/Childcare workgroup, Taskforce Healthcare Workgroup, Head Start, Preschool for All, Lucille Packard Children's Hospital, Stanford University, County Health Department.

Priority Area 5: Healthcare

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

<i>Spectrum of Prevention Levels</i>	<i>Objective 1</i>	<i>Objective 2</i>	<i>Objective 3</i>	<i>Objective 4</i>	<i>Objective 5</i>	<i>Objective 6</i>	<i>Objective 7</i>
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 2010, encourage, support, and protect Breastfeeding as the foundation of healthy nutrition, in order to meet or exceed Healthy People 2010 Breastfeeding Goals of Initiation (75%), 6 Months (50%), and 1 Year (25%).

	<i>Action Steps</i>	<i>Potential Partners</i>
1	Conduct inventory of existing breastfeeding programs in the County, including those provided by hospitals, clinics, healthcare providers, community organizations, and the workplace.	<u>Lead: Sequoia Hospital Lactation Center</u> , Taskforce Healthcare Workgroup, Healthy Communities Collaborative, San Mateo County Breastfeeding Taskforce, Nursing Mothers Council, La Leche League, Kaiser Permanente Lactation Services, Lucille Packard Children’s Hospital, Women Infants Children (WIC) Breastfeeding Care Center, Mills Peninsula Health Services, Seton Medical Center, Prenatal Providers, Pediatric Providers, County Health Department.

2	Create and maintain on the County Clearinghouse a list of Breastfeeding programs and best practices.	<u>Lead: Sequoia Hospital Lactation Center</u> , Taskforce Healthcare Workgroup, Healthy Communities Collaborative, San Mateo County Breastfeeding Taskforce, Nursing Mothers Council, La Leche League, Kaiser Permanente Lactation Services, Lucille Packard Children’s Hospital, WIC Breastfeeding Care Center, Mills Peninsula Health Services, Seton Medical Center, Prenatal Providers, Pediatric Providers, County Health Department.
3	Conduct assessment on need for marketing/message campaign on Breastfeeding for San Mateo County.	<u>Lead: Sequoia Hospital Lactation Center</u> , Taskforce Healthcare Workgroup, Healthy Communities Collaborative, San Mateo County Breastfeeding Taskforce, Nursing Mothers Council, La Leche League, Kaiser Permanente Lactation Services, Lucille Packard Children’s Hospital, WIC Breastfeeding Care Center, Mills Peninsula Health Services, Seton Medical Center, Prenatal Providers, Pediatric Providers, County Health Department.
4	Create and implement plan for marketing/message Breastfeeding campaign.	<u>Lead: Sequoia Hospital Lactation Center</u> , Taskforce Healthcare Workgroup, Healthy Communities Collaborative, San Mateo County Breastfeeding Taskforce, Nursing Mothers Council, La Leche League, Kaiser Permanente Lactation Services, Lucille Packard Children’s Hospital, WIC Breastfeeding Care Center, Mills Peninsula Health Services, Seton Medical Center, Prenatal Providers, Pediatric Providers, County Health Department.

Objective 2: By 2010, 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>Potential Partners</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 healthy messages available. Partner with all agencies that promote these messages.	Taskforce Healthcare Workgroup, Taskforce School Workgroup, Shapingyouth.com, YFES, YLI, County Health Department.

2	Review focus group data from San Mateo County, 2005 for ideas.	Taskforce Healthcare Workgroup, Taskforce School Workgroup, Shapingyouth.com, YFES, YLI, County Health Department.
3	Conduct several youth fishbowl sessions to design social marketing messages that will attract children and youth.	Taskforce Healthcare Workgroup, Taskforce School Workgroup, Shapingyouth.com, YFES, YLI, County Health Department.
4	Conduct several focus groups with parents to design social marketing messages that will attract entire families.	Taskforce Healthcare Workgroup, Taskforce School Workgroup, Shapingyouth.com, YFES, YLI, County Health Department.
5	Develop, design, and pilot social marketing messages in collaboration with schools, after school programs, and community-based organizations.	Taskforce Healthcare Workgroup, Taskforce School Workgroup, Shapingyouth.com, YFES, YLI, County Health Department.
6	Utilize County Clearinghouse as vehicle for distribution of marketing messages and materials.	Taskforce Healthcare Workgroup, Taskforce School Workgroup, Shapingyouth.com, YFES, YLI, County Health Department.

Objective 3: By 2010, 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>Potential Partners</i>
1	Conduct inventory, categorize, and assess existing health education materials on healthy eating and active living for children, youth, and their families.	Taskforce Healthcare Workgroup, Taskforce Community Workgroup, Hospital Consortium, Kaiser Permanente, County Office of Education, County Health Department.
2	Identify unmet areas of need and develop or obtain materials to meet the needs.	Taskforce Healthcare Workgroup, Taskforce Community Workgroup, Hospital Consortium, Kaiser Permanente, County Office of Education, County Health Department.

3	Disseminate materials on County clearinghouse website.	Stanford University Students, Taskforce Healthcare Workgroup, Taskforce Community Workgroup, Hospital Consortium, Kaiser Permanente, County Office of Education, County Health Department.
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Objective 4: By 2010, San Mateo County child and adolescent healthcare providers will receive trainings on assessments, guidelines, and management practices associated with reducing risks associated with inadequate nutrition, lack of regular physical activity, childhood obesity and health disparities.

	<i>Action Steps</i>	<i>Potential Partners</i>
1	Coordinate with County Health Department, San Mateo County Medical Association, Hospital Consortium, Kaiser Permanente, and American Association of Pediatrics to develop list of providers.	<u>Lead: Kaiser Permanente</u> , Taskforce Healthcare Workgroup, Pediatric Providers, County Health Department.
2	Review Best Practices and survey providers on training needs.	<u>Lead: Kaiser Permanente</u> , Taskforce Healthcare Workgroup, Pediatric Providers, County Health Department.
3	Schedule and promote provider trainings by partnering with all County organizations in Taskforce, consultants, and members of Speakers Bureau (see Objective #5).	<u>Lead: Kaiser Permanente</u> , Taskforce Healthcare Workgroup, Pediatric Providers, County Health Department.

Objective 5: By 2010, regularly partner with preschool/childcare, school, and after school programs to produce a San Mateo County Speakers' Network focused on the benefits of adequate nutrition and physical activity including the prevention of chronic diseases.

	<i>Action Steps</i>	<i>Potential Partners</i>
1	Identify liaisons to preschool/childcare, school, after school, and other community programs.	<u>Lead: Hospital Consortium and Kaiser Permanente</u> , Taskforce Healthcare Workgroup, Taskforce School Workgroup, Taskforce After School Workgroup, Taskforce Preschool/Childcare Workgroup, Sequoia Health Care District, County Health Department.

2	Support schools and other agencies on mandated and non-mandated wellness policies on healthy eating and active living.	<u>Lead: Hospital Consortium and Kaiser Permanente,</u> Taskforce Healthcare Workgroup, Taskforce School Workgroup, Taskforce After School Workgroup, Taskforce Preschool/Childcare Workgroup, Sequoia Health Care District, County Health Department.
3	Review and post approved curricula and materials on County Clearinghouse.	<u>Lead: Hospital Consortium and Kaiser Permanente,</u> Taskforce Healthcare Workgroup, Taskforce School Workgroup, Taskforce After School Workgroup, Taskforce Preschool/Childcare Workgroup, Sequoia Health Care District, County Health Department.
4	Conduct informal assessment of the needs of agencies for potential healthcare provider speakers.	<u>Lead: Hospital Consortium and Kaiser Permanente,</u> Taskforce Healthcare Workgroup, Taskforce School Workgroup, Taskforce After School Workgroup, Taskforce Preschool/Childcare Workgroup, Sequoia Health Care District, County Health Department.
5	Identify target populations, agencies, and topic areas requiring lectures, trainings, and activities.	<u>Lead: Hospital Consortium and Kaiser Permanente,</u> Taskforce Healthcare Workgroup, Taskforce School Workgroup, Taskforce After School Workgroup, Taskforce Preschool/Childcare Workgroup, Sequoia Health Care District, County Health Department.
6	Advertise Speakers Bureau on County Clearinghouse.	<u>Lead: Hospital Consortium and Kaiser Permanente,</u> Taskforce Healthcare Workgroup, Taskforce School Workgroup, Taskforce After School Workgroup, Taskforce Preschool/Childcare Workgroup, Sequoia Health Care District, County Health Department.

Objective 6: By 2010, all healthcare facilities in San Mateo County will create and implement facility Wellness Policies to promote healthy eating and physical activity environments for staff, patients/clients, and visitors.

	<i>Action Steps</i>	<i>Potential Partners</i>
1	Review existing facility Wellness Policies, including County Health Department.	<u>Lead: Hospital Consortium + Kaiser Permanente,</u> Taskforce Healthcare Workgroup, Lucille Packard Children’s Hospital, Mills Peninsula Health Services, Seton Medical Center, San Mateo Medical Center, Ravenswood Health Center, 5 a Day Worksite Campaign, County Health Department.

2	Create and offer training to facility directors and managers on benefits to implementing a Wellness Policy.	<u>Lead: Hospital Consortium + Kaiser Permanente</u> , Taskforce Healthcare Workgroup, Lucille Packard Children’s Hospital, Mills Peninsula Health Services, Seton Medical Center, San Mateo Medical Center, Ravenswood Health Center, 5 a Day Worksite Campaign, County Health Department.
3	Create file of sample wellness policies and templates; post on County Clearinghouse website.	<u>Lead: Hospital Consortium + Kaiser Permanente</u> , Taskforce Healthcare Workgroup, Lucille Packard Children’s Hospital, Mills Peninsula Health Services, Seton Medical Center, San Mateo Medical Center, Ravenswood Health Center, 5 a Day Worksite Campaign, County Health Department.

Objective 7: By 2010, 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>
1	Identify representatives of healthcare community as liaisons to preschool/childcare, school, after school, and other community programs.	Taskforce Healthcare Workgroup, Hospital Consortium, Kaiser Permanente, Ravenswood Health Center, San Mateo County Medical Association, County Health Department.
2	Encourage healthcare providers to participate in community collaborative meetings, offer professional assistance, join advocacy efforts, and ensure that agency efforts are meeting the needs of community members.	Taskforce Healthcare Workgroup, Hospital Consortium, Kaiser Permanente, Ravenswood Health Center, San Mateo County Medical Association, County Health Department.

3	Encourage healthcare providers to attend trainings and workshops on local policy development, environmental, and organizational change to promote healthy eating and active living. Post trainings and workshops on County Clearinghouse.	Taskforce Healthcare Workgroup, Hospital Consortium, Kaiser Permanente, Ravenswood Health Center, San Mateo County Medical Association, County Health Department.
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The report is also available at:
<http://www.smhealth.org/hppp>



San Mateo County Prevention of Childhood Obesity Taskforce

We offer a special thank you to Angela Sajuthi, Isabel Ruiz Guerrero, and Sylvia Delay for assisting with the Taskforce support.

We offer a special thank you to Michelle Thayer and Beverly Thames for their work on the Blueprint document.

We thank the following Taskforce members for all of their time and incredible commitment with a special thank you to the Advisory Council for its guidance and support.

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Maureen Perron, Coastside Health Committee, Chair, Community/Environment Workgroup

Francine Serafin-Dickson, Hospital Consortium of San Mateo County, Chair, Healthcare Workgroup

Jennifer Stimson, San Mateo County Health Department, Chair, Preschool/Childcare Workgroup

Susan Takalo, Second Harvest Food Bank, Chair, After School Workgroup

Taskforce Members

Vennie Acebedo, California Health Initiative	Nicole Acquisti, City of Pacifica Parks and Recreation
Ayodele A-Kinchen, Community Development Institute	Kathleen Alexander, Ravenswood Family Health Center
Jason Allen, Boys and Girls Clubs of the Peninsula	April Allen Watson, Sequoia Hospital Health and Wellness
Kristen Anderson, Redwood City Child Care Center	Lisa Aozasa, San Mateo County Planning and Building Division
Barbara Applegate, San Mateo County Office of Education	Jeanine Asche, San Mateo County Library
Kathleen Barbarino, San Mateo County Grand Jury	Kathleen Barco, Kaiser Permanente RWC
Ted Barone, Burlingame School District	Jeanne Barrett, Borel Private Bank & Trust Company
Angel Barrios, Child Care Coordinating Council (4C's)	Laurie Bauer, Ravenswood City School District
Bill Baynes, Prosocial Communications	Yvette Rivas Bedrosian, MS, RD, San Mateo County Health Department - CHDP Program
Cynthia Bell, Hillside School	Laura Bent, Peninsula Family YMCA
Bernestine Benton, Black Infant Health Program	Chris Beth, Redwood City Parks, Recreation and Community Services
Janine Bishop, Lucile Packard Children's Hospital	Korianne Blankenbiller, Childrens' Creative Learning Centers
Rachel Borovina, San Mateo Medical Center	Rebecca Bradshaw, Project Read
Tricia Brovelli, Kaiser Permanente	Gloria Brown, African American Health Committee
Daryl Browne, Mental Health Services	Jeffrey Bruno, Child Assessment & Family Solutions
Luisa Buada, Ravenswood Family Health Center	Iris Bustos, Sequoia Youth Advisory Board
Cindy Byrne, Bay Area Parent Magazine	Edith Cabuslay, San Mateo County Health Department
Lindsay Caldwell, City of Burlingame	Sheila Canzian, City of San Mateo
Eli Cardenas, YMCA	Lawrence Carr, Stanford Hospital and Clinics

Michelle Caughey, Kaiser South San Francisco Medical Center	JoAnna Caywood, Lucile Packard Foundation for Children's Health
Janet Chaikind, San Mateo Medical Center	Jennifer Chancay, Kaiser Permanente
Celeste Chavez, Mills Peninsula Health Services	Justine Choy, Peninsula Community Foundation
Patrice Christensen, San Mateo County Emergency Medical Services	Kristina Chu, Office of Leland Yee
Susan Ciccarelli-Vana, San Mateo County, Heart Program	Mia Clark, Nutrition Consultant
Kim Combs, Vista/AmeriCorp for the Child Development Centers of Redwood City	Jim Comstock, Seton Medical Center
Paul Council, City of San Mateo Parks and Recreation	Jeff Crandell, Whole Child Fitness
Kathryn Cross, 17th District PTA	Susie Cuara, King County Preschool
Amanda Cue, Youth Leadership Institute	Daniel Dadoun, Mid-Peninsula Boys and Girls Club
Maria Dayaw, Daly City ACCESS	Kristina De Leuw, Mills Peninsula Health Services
Nora Decaro, Sequoia Union High School District	Sylvia DeLay, San Mateo County Health Department
Tay Deldridge, Ravenswood Family Health Center	Nirmala Dillman, Child Care Coordinating Council (4C's)
Danele Dixon, City of South San Francisco	Mary Doherty, City of Belmont
Kym Dorman, Harder & Company	Gladwyn D'Souza, Peninsula Bicycle and Pedestrian Coalition
Ellen Dunn-Malhotra, Health Plan of San Mateo	Stephanie Ekoniak, Junior League of Mid-Peninsula
Sylvia Espinoza, Sequoia Teen Wellness Center	Nancy Evans, The Center for Youth
Patrice Fabel, Senator Speier's Office	Laura Fanucchi, HIP Housing
Dolores Farrell, Emergency Social Services	Cornelia Finkbeiner, MPCSD
Gloria Flores-Garcia, El Concilio of San Mateo County	May Fong, City College of San Francisco, Consumer Education
Pat Fourie, SSFUSD	Jordana Freeman, City of Redwood City

Michelle Fries, Peninsula Partnership for Children, Youth and Families	Holly Fulghum-Nutters, Project Read, North San Mateo County
Angela Gandhi, Youth Commission San Mateo County	Emma Garcia, Hoover School
Terry Gavin, Junipero Serra Elementary School	Lynda Gayden, Child Abuse Prevention Center
Linford Gayle, Consumer Affairs, Mental Health	Maura Georges, Kaiser Permanente
Marianne Gerson, Medical Consultant	Janelle Giangerelli, San Mateo County Health Department
Pamela Gibson, San Mateo County	Kathy Giraud, San Carlos Parks & Recreation
Margaret Glomstad, Highlands Recreation District	Polly Gloudemans, County of San Mateo
Alicia Goldstein, San Mateo County Office of Education	Beth Grady, Kaiser Permanente - South San Francisco Health Center
Carole Groom, Mills-Peninsula Health Services	Isabel Guerrero, San Matro County Health Department
Lydia Guzman, Nutrition Services, San Mateo County Health Department	Mark Haggarty, Commission Status of Women San Mateo County
Tiffany Hall, Foster City Parks and Recreation Department	Orlinda Hamel, OICW
Ellie Hananouchi, Student Store, Carlmont High School	Adilah Haqq, Redwood City Parks, Recreation and Community Services
Diana Harlick, First 5 San Mateo County	Barbara Harrelson, Hospital Council of Northern and Central California
Alexa Hauser, County of San Mateo Office of Education	Chris Hayes, Brisbane Parks and Recreation Department
Cristina Heinz, San Mateo County Health Department	Jeanne Helland, 17th District PTA
Susan Henkin-Haas, San Mateo County Human Services Agency	Delphine Henri, O'Rorke, Inc.
Lisa Hernandez, UCSF / San Mateo County Health Dept.	Belinda Hernandez, Ravenswood Family Health Center
Diane Hester, Sequoia Union High School District	David Hook, San Mateo Medical Center
Malcolm Hoover, OICW	Sue Horst, Daly City ACCESS

Lynn Janatpour, Borel Private Bank and Trust Company	Paulette Johnson, San Mateo County Office of Education
Tyrone Jones II, Childrens' Creative Learning Center	Amy Jussel, Shaping Youth.com
Kathy Kaeha, Sequoia High School	Shebreh Kalantari, United Way of Santa Cruz County
Adam Keigwin, Office of Leland Yee	JoAnn Kemist, Sequoia Health Services
Diana Kirk, San Mateo Medical Center	Mary Klein, Peninsula Interfaith Action
Sarah Knowles, San Mateo County Health Department	Anne Kolker, Parent
Gigi Kruse-Silva, Sequoia Union High School District	Anna Lague, Sodexo/Redwood City School District
Julie Lancelle, Pacifica Collaborative	Janet Lederer, Palo Alto Medical Foundation
Patty Lee, Stanford University / Lucile Packard Children's Hospital	Scott Leslie, City of Pacifica Parks and Recreation
Art Lim, OEPA Board Member	Christina Lison, Our Second Home Family Support Center
Yi Liu-Polczynski, Bayshore Family Resource Center	Yolanda Llamas, Sequoia Adult/School
Susan Loftus, City of San Mateo	Evelyn Long, Commission on Status of Women
Helen Lum-Leong, Student Store, Carmont high School	Shelly Masur, Redwood City School Board
ST Mayer, San Mateo County Health Department	Laura McCaffrey, Project Read
Diana McDonnell, San Mateo County Health Department	Marie McKenzie, City of East Palo Alto
Jeanie McLoughlin, Preschool For All	Scott McMillan, Ravenswood City School District
Faye McNair Knox, One East Palo Alto	Susie Micely, Child Care Coordinating Council (4C's)
Pat Michelin, Peninsula Library System Community Information Program	Greg Milano, City of Burlingame
James Miller, San Mateo County Human Services Agency	LeAnn Mitchell, Consultant

Jonas Mok, Sports 4 Kids	Cindy Moon, Health Plan of San Mateo
Tracy Morton, San Mateo County Health Department	Michael Murray, Health Plan of San Mateo
Stacey Nitta, New Perspectives	Jan Norton, Seton Medical Center
Gloria Nudelman, Redwood City Even Start	Besem Obenson, San Mateo County Health Department
Sheila Ochowicz, Redwood City School District	Marilyn Olague, Sequoia Union High School District
Irma Orantes, Daly City Peninsula Partnership Collaborative	Susan Owens, Happy Hall School
Denise Patch, Daly City Parks and Recreation Department	Flor Perez, Bayshore Family Resource Center
Alberto Perez-Rendon, El Concilio of San Mateo County	Christopher Perrius, Boys & Girls Clubs of the Peninsula
Herb Pierre, San Mateo County Health Department	Barbara Pletz, Emergency Medical Services
Elaine Porter, South San Francisco Department of Recreation and Community Services	Jamila Pounds, Edgewood Kinship of San Mateo County
Sylvia Ramirez, San Mateo County Central Labor Council	Genevieve Reid, Geokids (USGS Campus)
Pamela Reliford, City of East Palo Alto Community Services	Pamela Riley, Ravenswood Family Health Center
Tom Robinson, Stanford University, Division of General Pediatrics and Stanford Prevention Research Center	Judy Romero, Teen Resource Center- Sequoia High School
Candace Roney, Lucile Packard Children's Hospital at Stanford	Kerstin Rosen, "Make It Happen" - Mills-Peninsula Health Services Weight Program
Alan Roth, Second Harvest Food Bank	Anne S., Edgewood Center for Children and Families
Annie Sadler, Minority Elders Commission on Aging	Angela Sajuthi, San Mateo County Health Department
Dana Schuster, Health At Every Size	Stephani Scott, Sequoia Healthcare District
Tajel Shah, Redwood City 2020	Erika Simpson, Ravenswood Family Health Center
Cheryl Sinclair, Seton Medical Center, Coastside	Jim Skeels, City of Brisbane

Valerie Sommer, South San Francisco Public Library	Cindy Stack-Keer, Kaiser Permanente, Behavioral Health, Department of Health Education
Susan Stansbury, Valley of Heart's Delight	Rosemarie Steel, OICW
Lorna Strachan, County of San Mateo Human Service Agency	Geri Sullivan, SPORT
Keith Sullivan, YMCA	Irene Sutter, Jefferson Elementary School District
Erika Takada, Harder and Company	Irene Takahashi, Kaiser Permanente, South San Francisco
Holly Taylor, Collective Roots	Michelle Thayer, San Mateo County Health Department
Mayra Torres, Student, Sequoia High School	Leah Triesch, Office of Senator Speier
Katie Troxler, Child Care Coordinating Council of San Mateo (4C's)	Scott Tsunehara, Kaiser Permanente
Evelyn Tu, San Mateo County Health Department	Gloria Valiente, San Mateo Medical Center
Michel Vasquez, San Mateo County Human Services Agency	Marie Violet, Sequoia Hospital
Denis Vorrises, Capuchino High School	Dottie Vura-Weis, San Mateo County Health Department
Eileen Walsh, Lucille Packard Foundation for Children's Health	Casey Ward, Our Second Home
April Watson, Sequoia Hospital	Jonah Weinberg, San Mateo County Transit District
B. Weiss, San Carlos Parks and Recreation	Julie Wesolek, Sequoia YMCA
Kimberly Wheeler, YMCA	Tami Whelen, San Mateo County Prenatal to Three Initiative
Vera Williams, San Mateo County Health Department	Mary Willis, SMFCSD
Evelyn Wong, Commission Status of Women	Jeanie Wong, San Francisco General Hospital
Erica Wood, Peninsula Partnership for Children, Youth, and Families	Edith Wu, Institute for Human and Social Development, Inc/Head Start & Early Head Start

John Yap, Youth Family and Enrichment Services

Brian Zamora, San Mateo County Health Department

Natalie Zanipatin-Smith, Kaiser Permanente

Cindy Zedeck, Stanford University

Leslie Zeiger, Hidden Villa Environmental Education Program

Philip Ziring, San Francisco Department of Public Health

San Mateo County Prevention of Childhood Obesity Program List

Name of Organization/Program	Contact Person	Phone Number	Email	Description
African American Community Health Advisory Committee	Gloria Brown	650-726-9059	grbrown@aachac.org	Addressing the health of the African American community in San Mateo County.
Healthy Lifestyles- San Mateo	Katya Henriquez, Community Health Worker	650-573-3696	khenriquez@co.sanmateo.ca.us	Multidisciplinary program that targets patients age 0-18 years and their families who are at risk for obesity and related co-morbidities. Staffed by an R.D., M.D., and CHW.
3-N Program: Hikes for the whole family!	Gloria Cahuich	650-573-3665	gcahuich@co.sanmateo.ca.us	Nature, Nurture and Nourishment: discover the beauty of county parks, burn calories, feel good.
Accessible Recreation Activities Program (Redwood City)	Stephanie Douglas, ARAP Coordinator	650-780-7313	SDouglas@redwoodcity.org.	Physical, social and life skills activities for ages 14 and up. Theater trips, art, drama, fitness classes and special events.
After School Grant Programs (Redwood City)	Adilah Haqq-Smith	650-780-7315	asmith@redwoodcity.org	Free after school programs available at many Redwood City School District schools.
After School Youth Recreation Program (Daly City)		650-991-8254		Free drop-in program, 9 sites in Daly City. 1st-6th grade.
AYSO Soccer	Tom Robinson, Karen Kemby	650-876-0750	arangel@aol.com	Youth Soccer league, which runs from late August into mid November. Available for children aged 4.5 to 18.
Bay Area Project LEAN	Bonnie Broderick	408-792-5216	bonnie.broderick@hhs.co.santa-clara.ca.us	Promotes healthful food choices and physical activity in order to reduce nutrition related chronic disease.
Betty Wright Swim Center	Lynda Joyce Steele, Executive Director (CAR)	650-494-1480	lynda@c-a-r.org or info@c-a-r.org	Fully Accessible pool for therapy, fitness and recreation for kids with disabilities.
BOK Ranch	Jessica Aronson, Program Director	650-366-2265		Therapeutic horseback riding to develop physical strength, balance, control, self-confidence and self-esteem for special needs kids.

Name of Organization/Program	Contact Person	Phone Number	Email	Description
Boys and Girls Club of the Peninsula (East Palo Alto, Menlo Park, Redwood City)	Jason Allen	650-330-1090	jallen@bgcp.org / Website: http://www.bgcp.org	The Boys & Girls Clubs of the Peninsula is a place where young people are welcome every day after school as well as during the summer hours to participate in a broad range of programs that inspire and enable them to achieve their full potential.
Boys and Girls Club-Coastside (Half Moon Bay)		650-712-9710	Website: http://www.bgc-coastside.org	
Boys and Girls Club-Mid-Peninsula (San Mateo, Daly City) - Nutrition and Physical Fitness Project	Dan Dadoun	650-347-9891	Website: http://www.midpenbgc.org	To improve the nutrition and physical fitness status of low-income, underserved youth and adults of the Bayshore community of Daly City through a nutrition education and physical fitness project located in the fitness center of a new community center.
Boys and Girls Club-North San Mateo Co. (S. San Francisco, Pacifica)		650-589-7090	Website: http://www.theclubs.org	
California Federation of Certified Farmers' Markets		530-753-9999	contact@cafarmersmarkets.com	Information on market places for farmers and consumers.
California Healthy Cities and Communities, Center for Civic Partnerships	Joan Twiss, Director	916-646-8680	chcc@civicpartnerships.org	San Carlos, EPA in San Mateo Co. Cities where the "Healthy Cities and Communities" programs have been implemented; communities that promote a positive physical environment, a vital economy and a supportive social climate. Received \$2,000 in support for the annual conference "Healthy Cities and Smart growth: Planning for Healthier Communities" to be held on April 21-22, 2005 in Berkeley.

Name of Organization/Program	Contact Person	Phone Number	Email	Description
Child Health & Disability Prevention Program (CHDP) Center for Healthy Weight-Seton Medical Center	Yvette Bedrosian, MS, RD Jan Norton	650-573-3924 650.991.6766	ybedrosian@co.sanmateo.ca.us jannorton@dochs.org	Nutrition information and referral for children under age 21. Improve your dietary habits and meet with our outpatient nutritionist. Physician referral required. Insurance may apply. To verify insurance coverage please contact your individual insurance carrier. If you do not have insurance, a special fee schedule may be arranged. For more information please call.
Coastside Health Committee (Hatch School HEAL Project)	Maureen Perron	650-726-6445	coastsidehealth@coastside.net	This program involves a school garden curriculum, noontime fitness and farm to school components targeting six second and third grade classrooms at Hatch Elementary School in Half Moon Bay.
Collective Roots-East Palo Alto	Holly Taylor	650-704-9826	holly@collectiveroots.org	The mission of Collective Roots Garden Project (CRGP) is to actively engage students in hands-on learning that encourages healthy lifestyles, leadership skills, stewardship of the land, and a stronger sense of community.
Community Association for Rehabilitation (CAR)	Lynda Joyce Steele, Executive Director	650-494-0550	lynda@c-a-r.org Website: http://www.c-a-r.org	Creative Recreation after school program in Palo Alto.
Daly City Peninsula Partnership	Irma Orantes	650-746-8305	iorantes@dalycity.org	Focus on children's well-being in San Mateo County.
El Concilio	Ortensia Lopez, Executive Director	650-373-1080	or10sia@aol.com	Coalition of organizations and individuals committed to improving quality of life, education, employment opportunities, and health care for Latinos in San Mateo County.

Name of Organization/Program	Contact Person	Phone Number	Email	Description
East Palo Alto Head Start/ Stanford University	Edith Wu	650-246-1706	ewu@ihdinc.org	Head Start is a federally-funded program that has proven successful and effective for children and families. It provides free, comprehensive child development and educational programs, as well as support services for children from ages three to five and their families. The program includes a developmentally-appropriate curriculum that reflects the varied ethnic, cultural, and linguistic backgrounds of the children and families it serves. Currently the San Mateo Head Start program serves more than 700 children in centers, and home-based programs.
Get Fit EPA	Kathy Alexander	650-330-7418	Kalexander@ravenswoodfhc.org	A collaborative of 14 agencies, including Ravenswood Family Health Center, Ravenswood School District, City of East Palo Alto Community Services, El Concilio, Lucile Packard Children's Hospital, SMC Health Services, YMCA, Boys and Girls Club and other non-profit agencies. It is organizing a community campaign to promote healthy eating and fitness activities and to increase community resources in East Palo Alto.
Girl Scouts	Yacine Bell, Community Development Director	510-562-8470	yacine@girlscoutsbayarea.org Website: http://www.girlscoutsbayarea.org	Camps, recreation activities, social and leadership development for girls ages 5-17.
Global Community	Susan Stansbury	650-328-7756	sstansbury@globalcommunity.org	Resource clearinghouse for school gardens.
Go Girls! (Peninsula Covenant Community Center)	Tim Sandquist, Director	650-364-6272	http://www.peninsulacovenant.com	Focus on body image, nutrition, physical activity.
Head Start	Amy Liew, Executive Program Director	650-871-5613	info@ihdinc.org	Offers a child and family development program for low-income families. Serves children age 5 or under and includes nutrition classes.

Name of Organization/Program	Contact Person	Phone Number	Email	Description
Healthy Kids- Mills Peninsula Health Services	Carole Groom	650-696-5275	groomc@sutterhealth.org	Works with San Mateo County schools, and provides hands-on nutrition and exercise program for middle schools. Currently the program is only active in Burlingame, but is expanding to the other districts within the county.
Jewish Community Center (Peninsula JCC)	Todd Braman, Program Director	650-212-7522	tbraman@pjcc.org Web Site: http://www.pjcc.org	Cultural and recreational programs; early childhood centers, summer camps.
Jewish Family and Children's Services (Early Childhood Mental Health Project)	Laurel K.		LaurelK@jfccs.org	Received \$50,000 in second-year support for the Early Childhood Mental Health Project at two Peninsula childcare sites and the San Mateo County Early Head Start/Head Start program.
Junior Giants-Daly City	Denise Patch	650-991-9004, 650-746-8345 (Summer)	dpatch@dalycity.org	Free non-competitive summer baseball program for kids (ages vary by program). Open to all boys and girls, regardless of income.
Junior Giants-East Palo Alto	Raymond Askew	650-207-1943		Free non-competitive summer baseball program for kids (ages vary by program). Open to all boys and girls, regardless of income.
Junior Giants-Redwood City	Chris Rasmussen	650-556-1650		Free non-competitive summer baseball program for kids (ages vary by program). Open to all boys and girls, regardless of income.
Junior Giants-San Bruno	Bob Greenburg	650-873-0856		Free non-competitive summer baseball program for kids (ages vary by program). Open to all boys and girls, regardless of income.
Junior Giants-San Carlos	Don Davenport	650-802-4277		Free non-competitive summer baseball program for kids (ages vary by program). Open to all boys and girls, regardless of income.
Junior Giants-San Mateo	Amber Shong	650-522-7553		Free non-competitive summer baseball program for kids (ages vary by program). Open to all boys and girls, regardless of income.

Name of Organization/Program	Contact Person	Phone Number	Email	Description
Junior Giants-South SF		650-589-1090 ext. 21		Free non-competitive summer baseball program for kids (ages vary by program). Open to all boys and girls, regardless of income.
Kaiser Permanente Redwood City Medical Center	Maura Georges, MSW, MPH	650-299-4950	maura.georges@kp.org	<p>Programs: 1) Healthy Kids, Healthy Families: overview to healthy lifestyle, healthy eating & activity for children 8-15 and their families. 2) Shapedown: Family-based 9-session weight management program for children 8-15 and their parents. Families learn skills to incorporate healthy eating and pleasurable activity into their lifestyle. 3) Farmer's Market: Kaiser holds a weekly Farmer's Market every Wednesday, from 10am-2pm, on the corner of Veterans Blvd and Maple St. The Farmers' Market was introduced to encourage our staff and patients to eat more healthy foods such as fruits, vegetables, and whole grain items. 4) Breastfeeding Education & Support: Prenatal Breastfeeding class for expectant parents; Postpartum education, instruction & advice from RN Lactation Consultants. 5) Family Educational Materials on weight management, healthy eating and physical activity available through members.kp.org and through Physician Homepages at http://www.permanente.net.</p>
Kids Are Giants Too (Sequoia Hospital)	Marie Violet	650-367-5995	mviolet@chw.edu	Partnership with Sequoia Hospital and SF Giants for Fourth Grade students in Redwood City and San Carlos. "Eat Healthy, Stay Active, and Be Tobacco Free". Program includes an activity book and fieldtrip to SBC Park.
Kids Club After School Recreation (San Bruno)		650-616-7180		At Allen, Belle Air, and Portola Schools. Grades 4-6.

Name of Organization/Program	Contact Person	Phone Number	Email	Description
Kids Nutrition Club- San Carlos Parks and Recreation	Carolyn McDowell	650-802-4166	cmcdowell@cityofsancarlos.org	Children are taught about nutrition in the after-school setting.
Latina Curves-Sequoia HS/ Youth and Family Enrichment Services/ Kaiser	Anne Hipskind	650-591-9623 ext. 108	anne.hipskind@yfes.org	A support group for Latina Youth wanting a safe place to learn about nutrition, exercise and how to love and treat their body. Topics include: nutrition, exercise, women's health, Latin Culture, and self-esteem. The program is open to all Sequoia young Latinas 9th through 12th grade.
Lifestyle Program (African American Health Advisory)	Leah Grass, Charlotte Carlson			13 week program at juvenile hall.
Lucile Salter Packard Children's Hospital at Stanford	Grace Shih, MS, RD, CNSD	650-497-8292		Provides individual counseling for all eating disorders. No group counseling available. English/Chinese. MEDI-CAL not accepted
Lucille Packard Children's Hospital Center for Health Weight	Tom Robinson, Karen Kemby	650-724-4398	kkemby@stanfordmed.org	a comprehensive program designed to prevent and treat overweight and obesity in children and adolescents.
Make Time for Fitness Walking Courses (Sequoia Hospital)	Marie Violet	650-367-5995	mviolet@chw.edu	Partnership with Sequoia Hospital and SF Giants. Walking courses painted on Redwood City and San Carlos School playgrounds. Laps are measured to equal 1 mile. Goal is to provide a fun environment to promote physical activity.
Movin' on the Coast	Maureen Perron	650-573-3947	omperron@comcast.net	Movin' On The Coast is a partnership of agencies dedicated to helping improve the cardiovascular health of San Mateo County coastsiders by offering fun fitness events on a regular basis, for all ages and abilities. It is a collaborative effort to increase awareness of the importance of physical activity.

Name of Organization/Program	Contact Person	Phone Number	Email	Description
New Perspectives @ Ravenswood School District (East Palo Alto)	Stacey Nitta	650-330-7452	snitta@bacr.org	Sports, arts and crafts, environmental education, life skills developmental lessons, drug and alcohol prevention, team building and leadership activities.
New School Better Neighborhoods	David Abel, Managing Director		david@nsbn.org http://www.nsbnsbn.org/index.php	New Schools / Better Neighborhoods (NSBN) is a civic advocacy organization formed to promote a 21st Century vision for California's urban school districts: new schools should be centers of neighborhoods and likewise, neighborhoods and communities should serve as centers of learning. NSBN is a project of the non-profit group Community Partners.
Our Second Home (Early Childhood Family Support Center)	Casey Ward	650-301-3300	casey@oursecondhome.org	
Pacific Athletic Club-Redwood City		650-593-5700 (Programs Office), 650-593-1313 (Children's Center)	info@pacclub.com	Sports club, allows children
Pacifica Collaborative	Julie Lancelle	650-738-6693	jlancelle@pacificasd.org	Our mission is to foster learning, healthy growth and positive change for Pacifica's children, youth and families through community collaboration (in and out of Pacifica).
Packard-Stanford Pediatric Weight Control Program	Cindy Zedeck	650-725-4424	czedeck@stanfordmed.org	A family-based, behavioral and educational program designed to promote healthy eating and exercise habits for overweight children and their families
PAL (Police Athletic League) Judo Program, Foster City	Officer Mike Buckle	650-286-330	smpal@cityofsanmateo.org	Training in Japanese martial arts for kids ages 5 and up.
PAL (Police Athletic League), San Mateo	Officer Mike Buckle, Executive Director	650-522-7725	smpal@cityofsanmateo.org	Outdoor trips, sports leagues, martial arts, teen outings, ropes courses, etc.

Name of Organization/Program	Contact Person	Phone Number	Email	Description
PARCA	Jerry Martin, Director of Programs	650-312-0730	jerrym@parca.org	Provides recreational and social activities for children with disabilities and their families. REACH program, integrated before and after-school as well as summer day camp programs.
Parks and Recreation-Belmont	Mary Doherty	650-595-7441	mdoherty@belmont.gove	Belmont Parks and Recreation offers a wide variety of sports and dance for youth and adults.
Parks and Recreation-Brisbane	Jim Skeels	415-467-6330	jskeels@ci.brisbane.ca.us	City Parks and Recreation.
Parks and Recreation-Burlingame	Randy Schwartz	650-558-7300	rschwartz@burlingame.org	Burlingame Parks and Recreation offers a variety of youth sports, movement & dance classes, playgrounds, walking/biking trails, swim lessons and vacation camps are just a few of the programs that promote fitness and health. In addition, Burlingame Parks and Recreation also offers "Give Me Five: Intervention Program For Overweight Children (age Parent/Child 6-17 years)." Through hands-on, fun, interactive learning, children and their parents discover how to make simple changes in eating, activity, and family time to combat weight gain and obesity. Explore the hiding places of sugar and how it may contribute to weight gain. Measure portion sizes and learn what to eat when you are eating out. Send time in physical activity and learn how to measure heart rates and get them revved-up with movement and exercise that gets results. Engage as a family and have lots of fun while discovering simple changes for healthy living.

Name of Organization/Program	Contact Person	Phone Number	Email	Description
Parks and Recreation-Daly City	Ed Barney	650-991-8001	ebarney@dalycity.org	Hip-hop dance classes at Westlake School of Performing Arts. After school recreation for 6-12 yo. Summer youth recreation programs. Power Hour-HW assistance & PA. Mini Hoops League (1-2 gr). Youth B-Ball League (3-8 gr). Softball (5-18 yo). Flag football (3-6 gr). East Palo Alto offers a variety of dance classes that are open to youth.
Parks and Recreation-East Palo Alto	Pamela Reliford	650-853-3140	preliford@cityofepa.org	City Parks and Recreation.
Parks and Recreation-Foster City	Kevin Miller	650-286-3380	kmiller@fostercity.org	City Parks and Recreation.
Parks and Recreation-Half Moon Bay	Silvia Martin	650-726-8297	silviam@ci.half-moon-bay.ca.us	City Parks and Recreation.
Parks and Recreation-Menlo Park	Bob Roessler	650-330-2200	bbroessler@menlopark.org	City Parks and Recreation.
Parks and Recreation-Millbrae	Randy Schwartz	650-259-2360	rschwartz@ci.millbrae.ca.us	City Parks and Recreation.
Parks and Recreation-Pacifica	Michael Perez	650-738-7381	perezm@ci.pacifica.ca.us	City Parks and Recreation.
Parks and Recreation-Redwood City	Chris Beth	650-780-7250	cbeth@redwoodcity.org	Redwood City Parks and Recreation offers a variety of opportunities for youth and families to be active and learn about fitness and nutrition.
Parks and Recreation-San Bruno	Larry Mazzuca	650-616-7180	lmazzuca@ci.sanbruno.ca.us	City Parks and Recreation.
Parks and Recreation-San Carlos	Jeri Fujimoto	650-802-4382	jfujimoto@cityofsancarlos.org	City Parks and Recreation.
Parks and Recreation-San Mateo	Shiela Canzian	650-522-7400	scanzian@cityofsanmateo.org	City Parks and Recreation.
Parks and Recreation-South San Francisco	Elaine Porter	650-829-3800	elaine.porter@ssf.net	City Parks and Recreation - accepted funds in the amount of \$30,000 from the Friends of Parks and Recreations, available through Kaiser Permanente to implement FRESH program. Program will address the issue of childhood obesity and focus on teaching the importance of healthy eating and active living.

Name of Organization/Program	Contact Person	Phone Number	Email	Description
Peninsula Athletic League	Terry Stogner, Commissioner	650-802-5454	tstogner@smcoe.k12.ca.us	School-based athletic leagues.
Peninsula Bicycle & Pedestrian Coalition	Mike Nelson	650-291-7343	mnelson@michaelnelson.com http://www.PenBiPed.net/	The Peninsula Bicycle & Pedestrian Coalition is dedicated to understanding and advocating for the needs of all San Mateo County residents who desire to bike and walk as an alternative to the car. We work to: Reduce smog and congestion; Create a more livable community and greater recreational opportunities; Preserve historic and cultural objects by increasing the public space on our roads for bicycles and pedestrians; Educate the public on rights and responsibilities of all; Inform and connect various agencies and organizations in San Mateo County which have an interest in bicycling and pedestrian issues; Promote greater understanding of the benefits of increased bicycle and pedestrian access for transportation and recreation, both on road and off road.
Peninsula Covenant Community Center - Redwood City	Tim Sandquist, Director	650-364-6272	http://www.peninsulacovenant.com	Multi-sport club to meet physical, social and spiritual needs.
Peninsula Pop Warner	Joseph Tobia	408-778-9305	pwpigskin@yahoo.com	Youth Football and Cheerleading.
Prenatal Advantage: Black Infant Health Project	Bernestine Benton	650-363-7850, 650-599-3879	Bbenton@co.sanmateo.ca.us	Provides prenatal care referrals & health education classes, including nutrition education to pregnant African American women and teens.
Prenatal to Three Program (PRE TO THREE)	Tami Whelen, RD Ana Miramon, RD	650-573-2502	Twhelen@co.sanmateo.ca.us Amirammon@co.sanmateo.ca.us	Provides information, support, and care for families with pregnant women and children under 5.

Name of Organization/Program	Contact Person	Phone Number	Email	Description
Project Read - SSF	Holly Fulghum-Nutters	650-829-3870	fulghum-nutters@plsinfo.org	Adult and family literacy services through free one-on-one tutoring, classes, workshops, and outreach services through a mobile literacy van. The literacy van visits local health clinics and providers and offers health literacy assistance and information.
Ravenswood School District	Laurie Bauer	650-329-2800 ext. 143	lbauer@ravenswood.k12.ca.us	<p>SMART (Student Media Awareness to Reduce Television) Program - 16-Lesson curriculum developed by Stanford Prevention Research Center and Dr. Tom Robinson designed to motivate students to monitor their own viewing habits and then set a goal to reduce TV and video game use.</p> <p>Collective Roots-The mission of Collective Roots Garden Project (CRGP) is to actively engage students in hands-on learning that encourages healthy lifestyles, leadership skills, stewardship of the land, and a stronger sense of community.</p> <p>Reading Across My Pyramid- Reading Across MyPyramid is a nutrition and literacy program developed for Kindergarten through Third Grade. Children learn about food and nutrition by having children's storybooks with food-related themes read to them and then participating in hands-on nutrition activities.</p>

Name of Organization/Program	Contact Person	Phone Number	Email	Description
Redwood City 2020 (Teen Resource Center and Wellness Center)	Tajel Shah	650-423-2217	mail@redwoodcity.org http://www.redwoodcity2020.org/	Redwood City 2020 forges together a remarkable community partnership, designed to support the success of all youth and families and to engage and strengthen the community. This collaboration is comprised of the City of Redwood City, the Redwood City Elementary School District, the Sequoia Union High School District, San Mateo County, Stanford University/ John W. Gardner Center, Wells Fargo Bank, the Sequoia Healthcare District, and Kaiser Permanente.
Regional Parks and Recreation District IV Obesity Taskforce	Chris Beth	650-780-7253	cbeth@redwoodcity.org	Sequoia Hospital works with Redwood City schools to provide nutritional information, along with a fitness program.
Reikes Center- Menlo Park	John Cohen	650-364-2509	info@riekes.org	Athletics, creative arts, nature studies.
Redwood City Even Start California Endowment Grant: Active Kids	Gloria Nudelman	650-569-2332	gnudelman@rcsd.k12.ca.us	Two year grant for prevention of childhood obesity. Primary outcomes are increasing children's activity to an hour a day, reducing children's television viewing, providing parent nutrition institutes, utilizing parents as teachers in the after school program, and improving the nutritional content of school food.
Redwood City School District (John Gill School Active Kids)	Gloria Nudelman	650-569-2332	gnudelman@rcsd.k12.ca.us	To support a comprehensive obesity prevention pilot program for infants and toddlers, pre-school, elementary and middle school students and their parents in the Redwood City school district of San Mateo County.

Name of Organization/Program	Contact Person	Phone Number	Email	Description
San Carlos Youth Center	Jeri Fujimoto	650-802-4471	jfujimoto@cityofsancarlos.org	The San Carlos Youth Center is a drop in program that is offered to youth between 10 and 17 years old. They offer a variety of sports programs, organized group activities, a homework room, activity room which includes things like billiards, ping pong. They have a full size kitchen and offer healthy snacks to the youth that use the youth center.
San Francisco Bay Trail	Laura Thompson, Project Manager		laurat@abag.ca.gov http://baytrail.abag.ca.gov/	When complete, the Bay Trail will be a continuous 400-mile recreational corridor that will encircle the entire Bay Area, connecting communities to each other and to the Bay. To date, 240 miles of the Bay Trail, have been developed.
San Mateo County Nutrition Services, California Nutrition Network Programs	Lydia Guzman	650-573-2025	lguzman@co.sanmateo.ca.us	Teen Spa, 3N's program, Veggie Fairs, other nutrition education activities
San Mateo County Office of Education (Obesity Reduction and Fitness Advocacy Project)	Alicia Goldstein	650-802-5342	agoldstein@smcoe.k12.ca.us	To support a student-driven advocacy intervention to address the issues of unhealthy eating and physical inactivity among youth in San Mateo County.
San Mateo County Parks		650-363-4020	Website: http://www.eparks.net	San Mateo County Environmental Services Agency, Parks and Recreation Division.
San Mateo County Public Health Nutrition and Child Health Services	Eliana Schultz, Health Services Manager	650-573-3511	eschultz@co.sanmateo.com	Programs include: California Nutrition Network (Teen Spa); Women, Infants and Children (WIC); SHAPEDOWN; PRIMETIME Chronic Disease Prevention Program (including supermarket tours).

Name of Organization/Program	Contact Person	Phone Number	Email	Description
San Mateo County Women, Infant, Children Program	Eliana Schultz	650-573-2168	eschultz@co.sanmateo.com	Nutrition program for pregnant, postpartum, and breastfeeding women, infants, and children birth to 5.
Scouting	Dave Ernst	650-341-5633	Website: http://www.pacsky.org	Education program for boys: building character, citizenship training, personal fitness.
Second Harvest Food Bank of Santa Clara and San Mateo Counties	Susan Takalo, Assc. Director of Programs and Services	650-610-0800 ext. 212	stakalo@shfoodbank.com	Clearing house for donated and purchased food. Programs include: Operation Brown Bag for low-income seniors, Family Harvest for low-income families with children, Partners In Need for low-income volunteers, and Food Assistance to support nonprofit agencies.
Shapedown- San Mateo County Child Health and Disability Prevention Program	Yvette Bedrosian	650-573-3924	ybedrosian@co.sanmateo.ca.us	Weight Loss and Management Program for County. Also located at Kaiser RWC, UCSF Med Center, Palo Alto Medical Clinic.
South San Francisco Community Partnership	Valerie Sommer	650-829-3872	sommer@plsinfo.org	The SSFCP is a collaborative effort of the City of South San Francisco, South San Francisco Unified School District, SMO Health Department, local CBOs and the SSF community, working towards the goals of kindergarten success, literacy by third grade, and healthy children and families. The Education and a Healthy Community Committees comprised of community stakeholders meet on a regular basis and work on collaborative projects to build strong families/successful children.
Special Needs Program (San Carlos)	Bill Klieves, Program Coordinator	650-802-4383	bklieves@cityofsancarlos.org	Offers after school art, cooking, bowling, sports and other activities for children and teens with physical and/or developmental challenges.
Special Olympics, Northern California	Cathy Domanski, Regional Sports Director	925-944-8801	cathyd@sonc.org	A free sports program open to all persons with developmental disabilities, ages 6 and up, regardless of ability.

Name of Organization/Program	Contact Person	Phone Number	Email	Description
SPORT Program- LPCH in East Palo Alto	Dana Weintraub	650-724-4019	dana-weintraub@yahoo.com	Homework and Sports Program for overweight children.
Stanford University (Vaden Health Center)	Ira M. Friedman	650-725-1365		To support prevention education targeting high-risk behaviors and conditions that have a significant impact on the student population in San Mateo County.
Swimming Pool, Public (Pacifica)	Vicki Russo	650-738-7381	russov@ci.pacifica.ca.us	Pacifica Parks & Recreation offers a year round swim team that works out daily, Monday through Friday, between the hours of 4 and 6 PM. The Pacifica Sea Lions Swim Team is an age group team for children ages 4 to 18 and affiliated with USA Swimming. Daily workouts are structured to the child's ability and age. Workouts include stroke development, a high quality of aerobic endurance, and development in all major muscle groups, enhances natural flexibility, and develops superior coordination. Swimming is noted as the most injury-free children's sport and it is a sport that can last a lifetime.
Swimming Pool, Public (South San Francisco)	Gus Vellis	650-875-6973	gus.vellis@ssf.net	The Aquatics program of the City of South San Francisco offers a wide range of lesson programs and levels from the novice swimmer to the advanced. Lessons are offered in a group lesson setting or a semi-private format, and are offered at different times during the week. Each level works on existing abilities, and introduces new skills. Open (all ages) recreation swim hours are Friday nights from 7:00 pm - 8:30 pm, and Saturday and Sunday afternoons from 1:30 pm - 3:00 pm. Admission is \$2.50 per visit.

Name of Organization/Program	Contact Person	Phone Number	Email	Description
YMCA, East Palo Alto	Eli Cardenas, Branch Executive Director	650-328-9622	ecardenas@ymcamidpen.org	Offers sports programs, camps, aquatics, youth programs, and after school programs for youth.
YMCA, Peninsula Family (San Mateo)	Laura Bent, Executive Director	650-286-9622	rmcnamara@ymcasf.org	Offers fitness classes, sports programs, camps, youth programs, and more.
YMCA, Sequoia (Redwood City)	Niel Bergquist	650-368-4168	nbergquist@ymcamidpen.org	Offers fitness classes, sports programs, camps, aquatics, youth programs, and more. After school fitness and nutrition education program for Elementary children. Also has Fit Kids program (after school fitness and nutrition education program for Elementary children).
Youth Sports League of Redwood City (Redwood City PAL)	Chris Rasmussen	650-556-1650		Camps, basketball, boxing, karate, flag football, soccer, street hockey and volleyball programs.

