



# CALIFORNIA TASK FORCE ON Youth and Workplace Wellness

## 2006 ANNUAL REPORT

Each year the Wellness Task Force strives to increase the number of people participating in wellness programs. This is accomplished through a series of wellness projects, programs and policies relevant to obesity prevention. Funding was made available through Northern California Kaiser Permanente and The California Endowment.

*Elevate nutritional health and physical activity on legislators' agenda by educating lawmakers and advocates regarding critical obesity/diabetes issues, including current research and local and state initiatives.*

### Partnerships and Presentations

The California Task Force on Youth and Workplace Wellness has experienced significant forward momentum this year. We have forged new partnerships and presented our health and wellness information to numerous agencies, legislators, private businesses and the general public through a series of public forums. These presentations were funded primarily by The California Endowment.

#### *Wellness Toolkit Release*

On February 8, 2006, in support of Senate Resolution 90, the Task Force released its first Wellness Toolkit to the public during a press event and open forum at the State Capitol. Several hundred people attended the event, including interested members of the public, legislators, and legislative staff members.



The Wellness Toolkit includes:

- An impact statement noting some of the major effects of the obesity epidemic in California;
- A Community Assessment Tool, which will help legislators to find the hidden opportunities in their district (provided by ENACT and The Prevention Institute);
- A comprehensive resource list of businesses, organizations, and programs that work to keep Californian's healthy;
- A copy of SCR 90; and
- Information on the Superintendents' Challenge and Fit Business Award.

Speakers at this event included:

- Senator Tom Torlakson (D-7)
- Ultramarathon runner, Dean Karnazes
- The FruitGuys Founder/CEO, Chris Mittelstaedt
- Statewide Youth Board on Obesity Prevention member, Justin Saks
- Wellness Task Force Director, Leah Cox

### **Informational Luncheons**

In May 2006, the Task Force continued its legislative information sessions with two luncheons at the State Capitol. The first luncheon titled, *Cutting Edge Policies to Address the Obesity Epidemic: Every Californian Deserves Access to Healthy Food*, focused on two grocery store bills pertaining to gaining access to fresh fruits and vegetables (AB 2384 and SB 1329). Speakers provided a wealth of materials about access to fresh foods in underserved areas.

Speakers at the May luncheon included:

- Kenneth Hecht, Executive Director, California Food Policy Advocates
- Dr. Harold Goldstein, Public Health Advocacy
- Sonja Huerta, Statewide Youth Board on Obesity Prevention
- Dr. Judith Bell, Policy Link

The Task Force conducted a second luncheon in June 2006 focusing on SB 362, also known as the *Physical Education Bill*. The second luncheon titled, *Don't Drop the Ball: The Critical Role of Physical Education in Fighting Childhood Obesity*, enlightened audiences to the new physical education standards and how they are supposed to be applied in K-12 schools. In addition, a high school student from Stockton, CA provided a fresh perspective on the effectiveness of his K-12 physical education classes. Finally, attendees received a copy of the report recently acquired by California Center for Public Health Advocacy which stipulates the minimum amount of time required for physical education activities and compliance with those standards by California K-12 schools.

Speakers at the June luncheon included:

- Kathryn Scott, Physical Education Director, UC Berkeley
- Amanda Purcell, California Center for Public Health Advocacy
- Patrick McGowen, Statewide Youth Board on Obesity Prevention

At both luncheons, members from both major political parties as well as members of the public attended and contributed to the luncheon, and ensuing question and answer session.

*Identify and promote promising practices and models of good nutrition, physical activity, and healthy food access in California schools and workplaces.*

### **2005-06 Superintendents' Challenge\***

The annual California Superintendents' Challenge is a joint awards program overseen by the Task Force and the office of State Superintendent Jack O'Connell. School districts and County Offices of Education across California are challenged to improve the health of students through the development and implementation of policies that promote proper nutrition and regular physical activity. The Task Force creates an annual application and review process which then bestows the Superintendents' Challenge award on those applicants with the most exemplary nutrition and/or physical activity policies.



In 2006, each winning district received recognition at a special awards ceremony on June 5th in Daly City. Winners received a check for \$4,200 provided by the Dairy Council of California (DCC), a Challenge banner (underwritten by the American Cancer Society), and a Task Force certificate.

This year's winners were:

- *Kernville Union School District* - Kernville Union School District (KUSD) serves over 1,000 preschool through eighth grade students in five rural communities in the Sierra Nevada Mountains of Kern County. KUSD partnered with the California Nutrition Network in 1998 and developed a proactive approach to student wellness.
- *Jefferson Union High School District* - The Jefferson Union High School District serves approximately 5000 students in grades 9 through 12, with schools located in Daly City and Pacifica. Strongly believing that safe and healthy students are going to be better learners and positive decision makers, and with input from a wide range of stakeholder groups through the District Wellness Committee, the district developed comprehensive Wellness Policies and Procedures.
- *Stanislaus Union School District* - Stanislaus Union School District is a K-8 district which serves approximately 3100 diverse students in north Modesto. A highlight of this policy is the physical education program implemented at each junior high school campus. This program promotes goal-setting and a diverse curriculum, where students are excited about participating in physical education courses.

The 2006 Superintendents' Challenge award ceremony took place at Jefferson High School in Daly City in a newly renovated cafeteria. Nearly 100 students attended the event, as well as representatives from each of the winning districts. Speakers included, Senator Tom Torlakson (D-7), Phyllis Bramson-Paul (California Department of Education), and Tammy Anderson-Wise (Dairy Council of California).

### ***New 2006-07 School Wellness Challenge***

The Superintendents' Challenge has been transformed into the new *School Wellness Challenge* in order to assist schools in developing an Implementation and Monitoring Plan for their newly adopted Local Wellness Policies (LWP).


As of June 2006, all schools nationwide were required to adopt a LWP that provides guidelines for how a particular district chooses to address nutrition and physical activity on their campuses. Through a short survey, the Task Force discovered that districts were now clamoring for assistance in *implementing* their LWPs in the most efficient and cost-effective manner possible. This message resulted in the formation of the new School Wellness Challenge. To date, we have recruited 25 California school districts (with a waiting list of 28 additional districts) to participate in the School Wellness Challenge: a LWP implementation training program. As a part of the new Challenge, the Task Force will provide the most current research, tools and experts available to California schools. This project is in partnership with Action for Health Kids California, Department of Health Services, Department of Education, California School Boards Association, Dairy Council of California, and educators across the state.

### **2006 California Fit Business Award\***

The annual California Fit Business Award was created by the Wellness Task Force, in partnership with the *California 5 a Day - Be Active! Worksite Program*, to recognize businesses that have demonstrated a commitment to employee wellness by creating healthy work environments. Fit Business Award winners agree that it makes good business sense to have a healthy workforce.



On October 25, 2006, the Task Force recognized eight businesses at a special awards ceremony where winners received a Senate Resolution, crystal trophy (underwritten by the American Cancer Society), and a certificate from the Lieutenant Governor acknowledging their exemplary programs. This year's winners are:

- *Redi-Tag, winner of the less than 25 employees category:* This small company strives to make a healthy lifestyle fun, easy, and rewarding. They encourage participation in 5K runs/walks and host a Health Challenge every year that includes rewards for the winners. To make healthy eating easy, Redi-Tag embraces healthy food in company lunches and vending machines and teaches employees about good nutrition.
- *The Lapham Company, winner of the 25-99 employees category:* This small company provides home-cooked, healthy lunches for employees three times a week. In addition, pilates classes are offered multiple times per week in their on-site exercise room. Employees claim the focus on healthy foods has greatly impacted their purchasing and cooking habits outside of work.
 
- *Grundfos Pumps Manufacturing Company, winner of the 100-299 employees category:* Grundfos has implemented a voluntary health risk assessment, where each employee receives three goals to strive for. When employees reach these goals, they are awarded prizes or other incentives. Company programs include walking clubs, lunch and learn sessions, mandatory stretching breaks on company time, and healthier food options highlighted in their vending machines.
- *Shimano American Company, winner of the 100-299 employees category:* Besides creating some of the world's best cycling components, Shimano American is striving to create a healthy workforce. This year Shimano launched the "Shimano Fit Program" that consisted of a health fair, free health screenings and financial rewards for employees who exercise regularly. In addition, Shimano provides gym club reimbursement and pedometers to keep track of those participating in their multi-hundred mile walking clubs.
- *Anheuser-Busch, Los Angeles Brewery, winner in the 300-999 employees category:* Anheuser-Busch, Los Angeles Brewery provides a variety of healthy food options, including fresh fruit on a daily basis. They also have an on-site gym and employees have access to a personal trainer. Through their "Ability for Life" program, Anheuser-Busch provides health screenings, educational programs, and a 10,000 steps walking program.
- *USAA, winner in the 300-999 employees category:* As a two-time Fit Business Award winner, USAA continues to provide exemplary programs for their employees. This includes an on-site fitness center with access to personal trainers. USAA also offers an exceptional cafeteria where healthy food is promoted and is in the foreground as employees come through to choose their meal options. In addition USAA provides a list of wellness tools for employees to access and use throughout the workday.
- *Sacramento Municipal Utilities District (SMUD), winner 1000+ employees category:* Highlights of SMUD's wellness program include an on-site gym facility with access to personal trainers, massage therapists, and nutritionists. SMUD also provides on-going jogging and walking clubs, lunch and learn sessions, and subsidizes a healthy lunch program for employees.

- *The County of Ventura, winner 1000+ employees category:* The County of Ventura asks employees and their spouses to voluntarily complete a Wellness Profile that evaluates their cholesterol, blood pressure, BMI, glucose and other risk factors. Employees/spouses then receive ongoing health coaching to help with difficult lifestyle changes. Participants also receive assistance through classes (eg. healthy cooking, exercise, weight loss and diabetes classes) combined with the County's supportive health resources and policies.

### **May Fitness Month\***

May Fitness Month is distinguished by the number of health and wellness activities promoted throughout the month and the number of people who participate in these events. Each year participation has increased, clearly demonstrating the desire for knowledge of and access to nutritious foods and physical activity.



*May Fitness Month Activities* included:

- Senator Torlakson’s Walk & Talk Town Hall Meeting
- Take the Stairs Challenge
- Fitness Faire (5/17/06)
- “Lunch in the Park” with the California Diabetes Association
- Weekly Health Tips emailed to all Capitol staff
- Legislative luncheon/forum (see *Informational Luncheons* above)
- The Task Force’s first annual “Bike to Work” ride. (Senator Tom Torlakson and Assemblymember Lloyd Levine bicycled from Antioch to Sacramento. Senator Deborah Ortiz, Lieutenant Governor Cruz Bustamante, Task Force Director Leah Cox, and several staff members met up and rode with Asm. Levine and Senator Torlakson from Elk Grove to the Capitol).

### *May Fitness Faire*

Sunshine and a large number of vendors contributed to the success of this year’s event. We had planned for approximately 400 members of the public to participate. In actuality, an estimated 1200 people walked, ate, and hula-hooped their way through the faire.

Lines of people circled the sidewalks as vendors quickly gave samples and materials to interested onlookers. In addition, the faire captivated audiences through a variety of on-going and interactive events including hula-hooping instruction and contests, jump rope demonstrations, salsa dance lessons, fitness testing, body fat testing, and live, energetic music to get people moving. The growing




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\* General operating costs and funding for these projects was provided by Kaiser Permanente, Northern California Division.

interest and enthusiasm for the Fitness Faire has prompted the Task Force to review the timeline in order to start planning earlier in the year for the event. We anticipate even larger participant outcomes in 2007.

#### 2006 Fitness Faire Vendors:

- 24 Hour Fitness
- American Diabetes Association
- American Heart Association
- American Lung Association – Breathe California
- CSU Stanislaus
- CA 5 a Day Campaign
- California Parks and Recreation Society
- California State Parks
- California Strawberry Association
- California WIC Association
- Capitol Athletic Club
- ChampBev (Cytomax)
- Dairy Council of California
- Girl Scouts
- Kaiser Permanente
- Kid Tribe
- IZZE Beverages
- Naked Juice
- River City Rowing
- Romano Marchetti Band
- Sacramento Aquatic Center
- Sensible Foods

#### **2006 Significant Funders and Contributors**

The work of the Task Force could not be accomplished without the dedication and support of our various collaborative partners and financial sponsors.

- Kaiser Permanente – Northern California Division
- The California Endowment
- Dairy Council of California
- California Center for Civic Participation
- American Cancer Society (awards)
- California Superintendent of Public Instruction (in-kind)
- FruitGuys, The (donations)
- Sensible Foods (donations)
- IZZE Beverages (donations)

## **2006 Significant Volunteers**

Representatives from the following organizations have greatly contributed to the Wellness Task Force:

- 24 Hour Fitness
- American Cancer Society
- American Heart Association
- California State PTA
- California Center for Physical Activity
- California Center for Public Health Advocacy
- California Children's 5 a Day Campaign
- California Department of Education
- California Department of Health Services
- California Food Policy Advocates
- California Project LEAN
- California School Boards Association
- California School Nurses Organization
- California State Library
- Community Health Councils, Inc.
- FruitGuys, The
- Healthy Business Designs, LLC
- Kaiser Permanente
- Meadows Unlimited
- Mercy Preventive Health Center
- National Nutritional Foods Association
- Public Broadcasting Stations
- Riverside County Department of Public Health
- Samuels and Associates
- San Bernardino County Department of Public Health
- Savvy Fitness Associates
- Statewide Youth Board on Obesity Prevention
- Strategic Alliance
- University of California, Berkeley, Physical Education Department
- Worksite Wellness LA