



banpac
Bay Area Nutrition &
Physical Activity Collaborative

Bay Area Moves BAM!
Promising Practices Sharing Forum
September 17, 2014



Acknowledgements

- Thank you to BANPAC Leadership Council!
- Thank you to our funders!



Agenda

9:00 – 9:45	BANPAC Leadership Council Updates
9:45 – 10:00	Statewide Physical Activity Efforts
10:00 – 10:30	Bay Area Moves Physical Activity Initiative
10:30 – 11:15	You've Got to Move It, Move It!
11:15 – 12:45	Promising Practices Exchange
12:45 – 1:00	Nutrition Facts Label Youth Outreach Campaign, Prize Drawing and Evaluation

Leadership Council Update

Mark Elkin
San Francisco Unified School District

Overview of BANPAC

- Welcome BANPAC members!
Not a member? Please join @ www.banpac.org !
- Formed in 2003, BANPAC is a regional collaborative of 250 health-related organizations with over 500 members dedicated to empowering communities to make system and environmental change to support better nutrition, physical activity, and increased access to healthy foods in low income communities.
- In 2014, BANPAC expanded from 6 to 9 Bay Area Counties (Alameda, Marin, Contra Costa, San Francisco, San Mateo, Santa Clara, Napa, Sonoma, Solano)

Happy 11th Birthday!



BANPAC Initiatives

- **ReThink Your Drink**
- **Pledge the Practice! Pass the Policy!** assists organizations to pass and implement healthy food, beverage and physical activity policies in schools and organizations
- **Bay Area Moves (BAM!)** promotes free and low cost physical activity resources, engages physical activity partners, and provides training support to increase physical activity opportunities

Pledge the Practice! Pass the Policy!

Provided training, technical assistance, and healthy beverage toolkit resources to over 75 organizations in the Bay Area to adopt healthy beverage/wellness policies that meet the Public Health Institute's 100% healthy beverage standards

- Impacted 750,000 residents
- Policy Brief evaluating 20 organizations available online at www.banpac.org



Pledge the Practice! Pass the Policy!

Policy Brief Take-Aways:

- Healthy beverage policies change the environment
- The # of organizations serving or selling sweetened beverages decreased; the variety of non sugar-sweetened beverages increased
- It is feasible for different types of organizations to adopt healthy beverage policies

BANPAC Accomplishments



Collaboration between all of the Bay Area counties to educate and empower our communities to Rethink Your Drink was a huge BANPAC achievement. Our biggest accomplishment has always been that we have so many wonderful and diverse organizations that come together to collectively help our communities make positive lifestyle changes and increase access to healthy foods and physical activity.



Gwenn White
Contra Costa County Health Services

BANPAC's greatest accomplishments have been **getting sugary beverages and their health impact in the public eye** through the Rethink Your Drink Campaign and using gold standard healthy beverage policies to benefit over ¼ million Bay Area residents."



Susan Karlins
Director of Program,
Second Harvest Food Bank

BANPAC seeded the **sugar-sweetened beverage movement** – regionalized the Rethink Your Drink campaign and the education and training materials, raised public awareness, and transformed it into an organizational policy framework and provided consultation and support to other regions in the country to take it on!”



Darlene Fujii
Alameda County Public Health

BANPAC’s greatest accomplishment has been **mobilizing and educating people** in all Bay Area counties on healthy eating policies, from school wellness policies to healthy vending policies to healthy beverage policies. Pledge the Practice! Pass the Policy! has been a huge success!



Lisa Craypo
Ad Lucem Consulting

One of BANPAC’s great accomplishments was the number of **partners that were trained through the various BANPAC quarterly meetings or the physical activity forums** that were held over the last ten years.

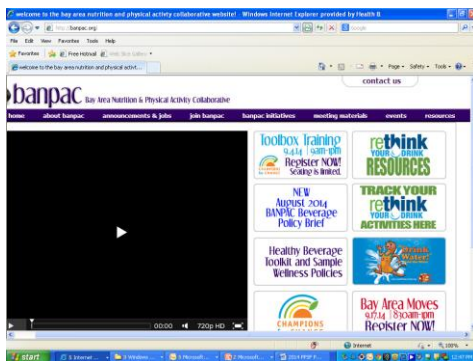


Jo Seavey-Hultquist
Kaiser South Bay Community Benefit Manager

BANPAC has done a great job of making Rethink Your Drink, Healthy Beverage Toolkit, and Potter the Otter resources available to Bay Area providers through the **BANPAC website**.



Mark Elkin
San Francisco Unified School District



Pledge the Practice! Pass the Policy! in Schools 2014

Tuline Baykal and Dan McClure
McClure Nelson Associates

Pledge the Practice! Pass the Policy! Schools

- Funded by a grant from Kaiser Permanente N. California Community Benefit Program
- BANPAC presented RYD educational and policy presentations and classroom materials and exhibits to 30 schools, 24 Head Start centers at the CHSA, and 6 youth/after school organizations.
- Policy training and technical assistance were provided to three school districts and 12 schools

Pledge the Practice! Pass the Policy! Schools...

- Eight schools have signed MOUs with BANPAC to develop and implement wellness policy for staff and teachers that meet the Public Health Institute's 100% Healthy Beverage Standards for Adults.
 - Six schools have passed and implemented policies
 - Two schools in the process of passing and implementing policies

Congratulations

Staff School Wellness Policy Leaders!

- **Bryant Elementary School**, San Francisco Unified School District Beverage policy
- **Dewey Academy High School**, Oakland Unified School District Food, beverage, and physical activity policy
- **ER Taylor Elementary School**, San Francisco Unified School District Beverage, candy-free, and parent organization beverage policy
- **Manzanita SEED Elementary School**, Oakland Unified School District Food, beverage, physical activity, candy-free, and parent organization beverage policy
- **RISE Elementary School**, Oakland Unified School District Food, beverage, physical activity, and candy-free policy
- **Sheridan Elementary School**, San Francisco Unified School District Food, beverage, physical activity, and parent organization beverage policy



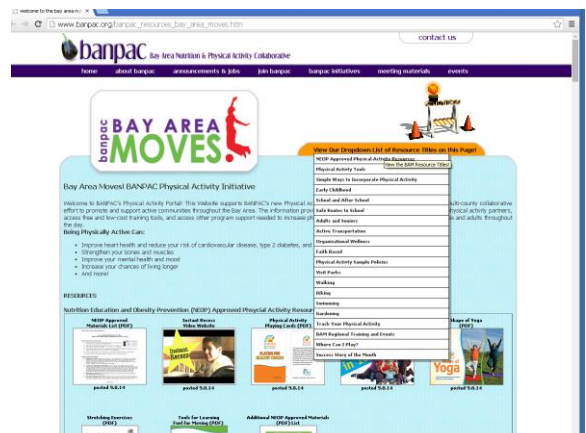
Physical Activity Initiative

Carmen Bogan, Physical Activity Coordinator

New Directions: Bay Area Moves (BAM!) Physical Activity Initiative

Goal: Improve the health, fitness, and quality of life among low income SNAP eligible Bay Area residents through increased physical activity opportunities throughout the day

- Focus on promoting free and low cost physical activity resources
- Inclusive of all types of physical activity
- Applicable to populations, such as SNAP eligible seniors, adults, and children
- Audience: providers, such as teachers, after school program staff, staff from community-based organizations, senior centers, faith-based organizations, and local health departments and implementing agencies



BAM! Strategies

- **Create a Physical Activity Web Resource Portal**

The online portal will be located on the BANPAC website and will house physical activity programs, toolkits, resources, trainings, tip sheets, best practices, and success stories. http://www.banpac.org/banpac_resources_bay_area_moves.htm

- **Engage Existing Physical Activity Organizational Partnerships and Build New Partnerships**

Existing and new physical activity partners and community organizations will be engaged in the initiative (organizations that reflect the diversity of the Bay Area Region).

- **Develop and Implement Physical Activity Trainings and Programming Support for Providers**

From January- March 2014, we will host a series of trainings for providers