



CALIFORNIA TASK FORCE ON Youth and Workplace Wellness

2007 Annual Report

The California Task Force on Youth and Workplace Wellness (Wellness Task Force) implemented four programs in 2007: **School Wellness Challenge**, **CA Fit Business Awards**, a series of policy briefings, and the **Step Into Fitness Faire**. The highlights and accomplishments of these programs are outlined below.

School Wellness Challenge

The Wellness Task Force transitioned in 2007 from merely recognizing a few exemplary districts throughout California, to training and catalyzing change in more than 40 districts. The ripple effect of our work is expected to influence more than 200,000 youth and nearly 25,000 school employees. We conducted five School Wellness Challenge trainings over a four month period (summarized below).

Our goal was to help those in charge of implementing Local School Wellness Policies (LSWP) develop a *written* implementation plan. As a result of our work, 95% of those who submitted final reports indicated they now have a written implementation plan. (Note: No participating districts reported having a written implementation plan during the initial survey.)

2007 School Wellness Challenge Trainings Provided

- ❖ Development and/or Maintenance of a School Wellness Council and Introduction to the Implementation Planning Process
- ❖ Understanding and Applying Federal and State Laws Related to Senate Bills 12 and 965
- ❖ Innovative Strategies for Physical Education and Physical Activity
- ❖ Tools and Methods for Communicating with Stakeholders
- ❖ Information about Growing and Sustaining a School Garden

A recognition event was held in June 2007 to applaud the efforts of participating school districts. In October 2007, Leah Cox presented the findings of this program at the School Wellness Conference in Anaheim, California (hosted by the California School Boards Association).

To read a more comprehensive report and subsequent brief, please visit our website at www.wellnesstaskforce.org. All trainings and materials developed for this program are available on our website, free of charge.

CA (California) Fit Business Awards

Like all of the Wellness Task Force programs in 2007, the CA Fit Business Awards (a project of our Workplace Committee) dramatically increased its outreach and participation in 2007. We saw a nearly 300% increase in applications (from 30 to 81) and a 900% increase in award



Cisco Systems, Inc. – Gold Award Winner

recipients (from 8 to 80). This program was designed not only to recognize California business leaders who have actively implemented programs to support workplace wellness, but also to assist employers who are emerging on this scene and need support in moving their programs forward. Applicants varied in size from as few as 16 employees to more than 70,000. All business sectors (private, public, not for profit) were invited to apply and to use our application as a tool to help them assess their wellness programs.

The response from this year's program has been overwhelmingly positive. Cheryl Johnson with the City of Thousand Oaks had this to say:

"I wanted to thank you personally after the awards ceremony.... What a marvelous ceremony and presentation!!! You might not receive enough appreciation for the hard work that goes into pulling something of that size and caliber but please know it did not go unnoticed. We were proud to be one of the award recipients and thank you for doing so much for a good cause."

The CA Fit Business Award program has quickly become one of the most recognizable wellness promotion and recognition programs in the State.

Policy Hearings and Briefings

The Policy Committee held three briefings and one hearing during the spring and summer of 2007. This was double the number of briefings/hearings held in 2006. Policy topics are outlined below. The goal of our Policy Committee is to educate legislative members, legislative staff and members of the general public regarding bills, or political topics of interest, specific to the Wellness Task Force mission. We originally estimated all four events would draw a total of 80 attendees; in reality, more than 240 people attended the events (tripling our projections!) as outlined below.

- ❖ April 13, 2007 - Ensuring Choice: *Access to Nutrition Information and Healthy Foods* (approximately 40 attendees)
- ❖ April 16, 2007 - Saving Lives, Saving Money: *An Economic Perspective on Workplace Wellness Programs* (approximately 60 attendees)
- ❖ April 20, 2007 - One Bite at a Time: *Figuring Out Trans Fats* (approximately 40 attendees)
- ❖ July 13, 2007 - Health Care Reform Briefing: *How are the health care reform bills going to keep you healthy?* (approximately 100+ attendees)

A variety of experts presented at these events, including representatives from the Office of Senator Alquist; Office of Assemblymember Leno; Office of Assemblymember Lieu; Office of Senator Kuehl; California Center for Public Health Advocacy; American Heart Association; Statewide Youth Board on Obesity Prevention; California Food Policy Advocates; Center for Weight and Health (UC Berkeley); California Department of Education; Kaiser Permanente; Association of Health Plans; American Federation of State, County and Municipal Employees; Voluntary Employee Benefits Association; Blue Shield; Department of Managed Care; and others.

Step Into Fitness Faire

Our goal at the Fitness Faire was to bring new and innovative wellness products and services to the attention of the public in a hands-on, interactive atmosphere. Vendors such as Kaiser Permanente shared information about their services, in company with many other health-related businesses, such as gyms, massage therapists and organic food retailers. This event drew businesses from across the state and attendees were equally diverse. In addition to vendors, we also expanded our interactive program to include hula-hooping (for adults!) and hip hop and salsa dance lessons.



Like every other Wellness Task Force program in 2007, this event doubled in size. In 2006, twenty vendors and an estimated 1200 participants attended the event. In 2007, forty-five vendors and an estimated 2500 people attended the Fitness Faire on State Capitol grounds. The faire targeted working adults interested in discovering new ways to innovatively apply wellness strategies to their every day life. Responses from vendors were extremely positive. One vendor remarked, “This was the perfect audience for me. These are the people we are trying to reach.” Participant enthusiasm was equally positive. Another participant commented, “This was great! I had no idea I could still hula-hoop.”

For more information, photographs, programs, training outlines, etcetera, please visit our website at www.wellnesstaskforce.org

2007 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.

- 24 Hour Fitness (In-kind)
- American Cancer Society (Awards)
- California Endowment, The
- California State Libraries (In-kind)
- Dairy Council of California
- Department of Public Health
- FruitGuys, The
- GlaxoSmithKline
- Kaiser Permanente of Northern California
- PepsiCo

2007 Significant Volunteers

Representatives from the following organizations greatly contributed to the Wellness Task Force in 2007:

- 24 Hour Fitness
- American Cancer Society
- American Heart Association
- California Center for Physical Activity
- California Center for Public Health Advocacy
- California Department of Education
- California Department of Public Health
- California Food Policy Advocates
- California Project LEAN
- California School Boards Association
- California State Libraries
- California State Parks and Recreation Society
- Dairy Council of California
- Dental Health Foundation, The
- Dominican University
- FruitGuys, The
- Healthy Business Designs, LLC
- Kaiser Permanente of Northern California
- National Products Association West
- Public Broadcasting Stations
- Savvy Fitness Associates
- Statewide Youth Board on Obesity Prevention
- Strategic Alliance
- Team UP For Youth
- University of California, Berkeley, Physical Education Department

Please visit the Wellness Task Force website for a complete list of Advisory Committee members (www.wellnesstaskforce.org).