



CALIFORNIA TASK FORCE ON Youth and Workplace Wellness

The California Task Force on Youth and Workplace Wellness (Wellness Task Force) implemented three programs in 2008: **CA Fit Business Awards**, a series of policy briefings, and the **Step Into Fitness Faire**. (The School Wellness Challenge was tabled due to a new project being formulated for 2009-2010.) The highlights and accomplishments of each of these programs are outlined below.

CA (California) Fit Business Awards

Despite economic challenges throughout the State and Nation, 78 businesses applied for the 2008 California Fit Business Award. Nearly one-third of the applicants were new to the program and included such large businesses as Intel, Johnson and Johnson Family of Companies and Nestlé USA. (See award program for more details regarding honorees.) This type of expansion speaks to our increased visibility and to our quality of services. The CA Fit Business Award program is designed not only to recognize California business leaders who actively implement programs to support workplace wellness, but also to assist employers who are emerging on this scene and need support in moving their programs forward. All business sectors (private, public, not for profit) are 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. Ninety-five percent of those responding to our post-award survey said the application process was either "Good" or "Excellent." Ninety-seven percent said they felt a sense of pride in their award level. One respondent reported that,

"It was incredible and rejuvenating to sit in a room with colleagues who truly value worksite wellness and have spent time and effort in developing integrated approaches [to wellness]."

Primary funding for this program came from Northern and Southern California Kaiser Permanente, Network for a Healthy California, The Health Trust, and various small donations. (See list of Donors/Sponsors.) The future appears bright for the Workplace Committee, which is looking to expand their scope of services in 2009 to include several wellness trainings and a "Fit for the Holidays" program.

Workplace Committee

Volunteer committee members include representatives from Kaiser Permanente, The FruitGuys, American Cancer Society, Savvy Fitness, 24 Hour Fitness, Blue Shield, California State Libraries, and Network for a Healthy California.

Policy Hearings and Briefings

The Policy Committee held two policy briefings during the spring of 2008. Primary funding for these topics came from Northern California Kaiser Permanente. Topics are outlined below. Our policy goal is to inform legislative members, legislative staff and members of the general public regarding bills currently before the legislature that have an impact on our mission.

- ❖ May 2, 2008 – School Meals: Policy Solutions to Bring Healthy Meals to School Kids Who Need them
- ❖ May 30, 2008 – Menu Labeling: What Consumers and Legislators Need to Know

A variety of experts presented at these events, including representatives from the Office of Assemblymember John Laird; Office of Assemblymember Bonnie Garcia; California Center for Public Health Advocacy; California Food Policy Advocates; California Restaurant Association.

Policy Committee

Volunteer committee members include representatives from The Dental Health Foundation, California Parks and Recreation Society, California Center for Public Health Advocacy, Cancer Prevention and Nutrition Section of the Network for a Healthy California, Prevention Institute, California Food Policy Advocates, and American Heart Association.

School Wellness Challenge and the Physical Education Research for Kids (PERK)

At the final Task Force meeting in 2007, the Task Force members chose to table the School Wellness Challenge in 2008 due to funding. However, in February of 2008, the Director was granted a funding extension from The California Endowment to pursue a new research project called, *Physical Education Research for Kids*, or PERK! For nearly six months Leah Cox met with a variety of potential partners for this project including a new Principal Investigator from Sacramento State University, UC Berkeley Center for Weight and Health, California Department of Education, California School Nurses Association, California Research Bureau, and California Association for Health, Physical Education, Recreation and Dance (CAHPERD). These new partners, along with our existing School Committee members, developed an outline for an ambitious project that would look at the “state of physical education in California’s K-12 schools.” In addition, we would present our findings at a hearing in 2009, which would include policy recommendations. As a final piece, the new team would develop a template “Healthy Report Card” in 2009, which would be piloted in several schools in 2010. These primary activities were expanded upon and proposed to The California Endowment in a new grant in August 2008.

School Committee

Volunteer committee members include representatives from California School Boards Association, California Project LEAN, Dairy Council of California, California Department of Education, and UC Berkeley, Department of Physical Education.



Step Into Fitness Faire

May Fitness Month included a variety of activities, which is listed on our May Fitness Month calendar. Included in this set of activities was our 5th Annual *Step Into Fitness Faire*. For the second year in a row, Pepsi Co. has been the primary sponsor for this event. As a part of our agreement, Pepsi Co. shares nutrition information about their various Smart Choice™ products including Naked Juice, IZZE beverages, and Flat Earth. The purpose of this program is to demonstrate the variety of products and services available to help working adults stay healthy! This event draws businesses from across the state and attendees are equally diverse. In addition to vendors, we also included Zumba, Salsa, and Bodyvive lessons.

In 2008, sixty vendors demonstrated their wares and services. Some of our new vendors included Fleet Feet Sports, Curves for Women, Massage Therapy by Zach, and Sacramento Natural Foods Co-Op.

2008 Significant Sponsors and Donors

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

The following businesses and organizations represent sponsors that support general operating costs for multiple programs and projects.

- 24 Hour Fitness
- Northern California Kaiser Permanente
- Southern California Kaiser Permanente

2008 California Fit Business Sponsors and Donors

- Breakaway Performance
- California Consumers United
- Chang Charitable Fund, The
- Dairy Council of California
- Fleet Feet Sports, Fair Oaks
- Fruit Guys, The
- Health Trust, The
- Kaiser Permanente, North Valley
- Kaiser Permanente, Santa Clara
- Nestlé USA
- Northern California Kaiser Permanente
- Presidio Benefits Group, Inc.
- Southern California Kaiser Permanente
- Sybase
- Trader Joe's
- Wells Fargo/ABD Insurance Services

2008 School Wellness Challenge/ PERK Sponsors

- California Endowment, The
- Northern California Kaiser Permanente

2008 Step Into Fitness Faire Sponsor

- Pepsi Co.

2008 Significant Volunteers

Representatives from the following organizations greatly contributed to the Wellness Task Force in 2008:

- 24 Hour Fitness
- American Cancer Society
- American Heart Association
- Blue Shield of California
- California Association for Health, Physical Education, Recreation and Dance
- California Center for Public Health Advocacy
- California Department of Education
- California Food Policy Advocates
- California Project LEAN
- California Research Bureau
- California School Boards Association
- California School Nurses Association
- California State Libraries
- California State Parks and Recreation Society
- California State University Sacramento
- Dairy Council of California
- Dental Health Foundation, The
- FruitGuys, The
- Natural Products Association West
- Network for a Healthy California
- Northern California Kaiser Permanente
- Savvy Fitness Associates
- Silicon Valley Leadership Group
- Strategic Alliance
- University of California, Berkeley, Center for Weight and Health
- 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).