

CRITICAL CONDITION

sedentary lifestyle

- 28% of San Franciscans say they get no moderate or vigorous activity at all. (Source: California Health Interview Survey, 2001)
- 80% of SF students in grades 5, 7, & 9 failed the District's 2002 physical fitness test. (Source: SF Unified School District)

hypertension

- 22% of San Franciscans have hypertension (high blood pressure).
- Lack of exercise and poor nutrition increase the risk of hypertension.
- Hypertension requires ongoing drug therapy and is a major cause of heart disease and stroke.

diabetes

- 6.5% of San Franciscans have diabetes.
- The prevalence for type 2 diabetes (the most common type, currently more than 90% of cases) is increasing.
- Type 2 diabetes is a major cause of heart disease, stroke, blindness, and amputation.

elevated body mass index

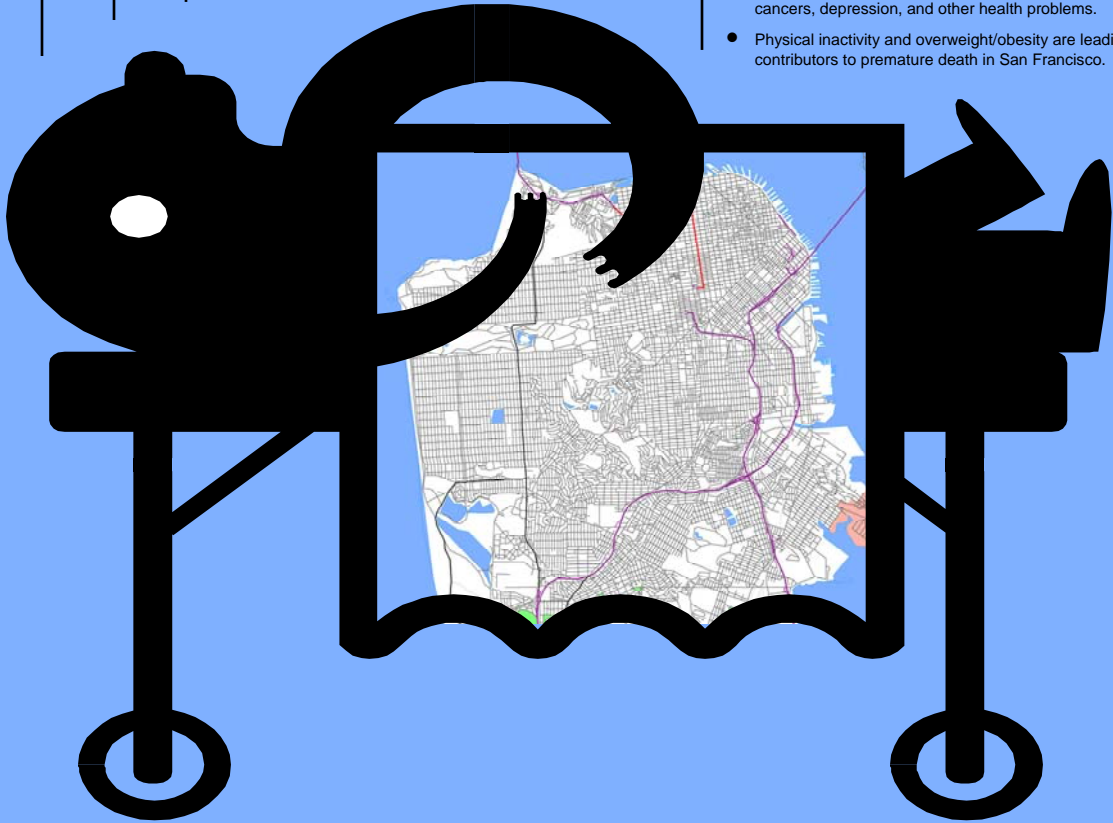
- 38% of San Franciscans (adults/adolescents) are overweight or obese, including 48% of Latinos and 65% of African Americans.
- One quarter of San Francisco children are overweight, more than a 10% increase between 2001 and 2004.
- Higher BMI increases the risk of type 2 diabetes, hypertension, high cholesterol, and heart disease.
- Due to higher BMI, children born today may have a shorter life expectancy than their parents. (Institute of Medicine, Preventing Childhood Obesity: Health in the Balance. 2005)

heart disease

- Heart disease is the leading cause of death in San Francisco.
- The main causes of heart disease are smoking, sedentary lifestyle, and elevated BMI.
- Physical inactivity and overweight/obesity are independent risks for heart disease.

other complications

- In addition to the risks identified above, sedentary behavior and elevated BMI are associated with high cholesterol, osteoarthritis of the knee & hip, some cancers, depression, and other health problems.
- Physical inactivity and overweight/obesity are leading contributors to premature death in San Francisco.



The Mayor's Challenge:

**SHAPE
UP**
SAN FRANCISCO

San Francisco, like many cities, is facing a crushing epidemic of chronic diseases that can be directly correlated to poor nutrition and sedentary behavior. The challenge now for San Francisco's leaders is to promote a proactive plan for creating healthy eating and active living environments.



INVOICE

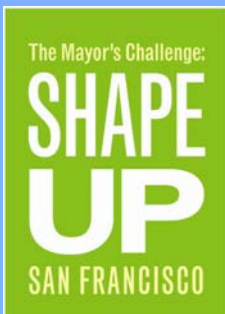
TO: City & County of San Francisco
 1 Dr. Carlton B. Goodlett Place
 San Francisco, CA 94102

STATEMENT DATE	AMOUNT DUE
4-26-06	\$1,157,886,555

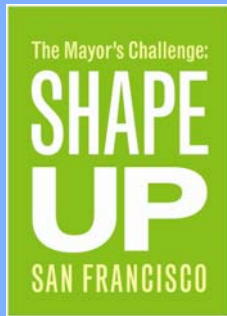
CURRENT	30 DAYS	60 DAYS	90+ DAYS	TOTAL BAL	INS ESTIMATE	DEFERRED	DUE NOW
X				\$1,157,886,555			

DATE	DESCRIPTION	CHARGES	PAYMENTS
	<p>PHYSICAL INACTIVITY: Estimated costs of physical inactivity in San Francisco:</p> <p>Medical care costs: \$99,408,309 Workers Comp costs: \$2,142,779 Lost productivity costs: \$1,056,335,467 TOTAL COSTS: \$1,157,886,555</p> <p><i>OVERWEIGHT/OBESITY:</i> Sedentary lifestyles lead to overweight/obesity. The costs of obesity (excluding overweight) at a firm with 1,000 employees are estimated to be \$285,000 per year. (Source: Finkelstein et al. The costs of obesity among full-time employees. Am J Health Promot. 2005 Sep-Oct; 20:45-51)</p> <p>Medicare costs for those who were obese when they were middle aged are roughly twice as great as those who were ideal weight. (Source: Daviglus ML. Relation of body mass index in young adulthood and middle age to Medicare expenditures in older age. JAMA. 2004 Dec 8; 292:2743-9.)</p> <p><i>DIABETES:</i> Estimated Diabetes Costs for SFDPH, 2005: <u>\$25 Million</u></p> <ul style="list-style-type: none"> Over 60,000 outpatient and emergency visits with diabetes as a diagnosis Over 13,600 inpatient days with diabetes as a priority 1, 2 or 3 diagnosis 		

NOTES	PROVIDERS
<i>The costs appear as lost productivity and direct medical costs.</i>	



If just 5% of inactive San Franciscans became physically active, it could save an estimated \$57,894,328 per year.
 (Source: Robert Wood Johnson, Active Living Leadership, Calculator)



A mission to increase awareness of, and opportunities for, increased physical activity and improved nutrition through message and action.

**The Mayor's Challenge:
Shape Up San Francisco**

NAME San Francisco AGE All
 ADDRESS _____ DATE 4-26-06
 Rx ILLEGAL IF NOT SAFETY BLUE BACKGROUND

Rx

Create environments that promote healthy living!

Refill _____ times
 DO NOT SUBSTITUTE _____
 To ensure brand name dispensing, check and initial box.

3DIM1427899

SHAPE UP TREATMENT PLAN

- Complete the streets for improved walking and biking
Decrease car dependence. Make walking and biking more available to most San Franciscans by creating safe walking/biking routes, traffic laws, and traffic calming.
- Include health criteria in development plans
Add health to area, general, and redevelopment plans. Create access to, and availability of, facilities and parks so that all children and families will have access to opportunities for physical activity, regardless of income.
- Provide access to healthy food in all neighborhoods
Ensure that fresh/healthy foods are easily accessible in low-income neighborhoods and communities of color, and to seniors, the disabled, and people with limited transportation options.
- Support mothers who breastfeed
Increase the number of mothers who breastfeed through more supportive health care systems and workplaces and an increasing access to lactation support services.
- Limit media influence on children and families
Limit influence of media and food industry marketers on children and families. Explore innovative ways to prevent predatory marketing practices on children and families.
- Adopt healthy worksite guidelines
Develop healthy worksite standards to provide healthy, sustainable foods at all meetings and events; insurance company incentives to employers for health and wellness activities; vending machine legislation.
- Coordinate food systems and physical activity
Create an institutional food systems and physical activity presence. This includes broad community representation within city government to direct resources and hold city agencies, schools, and business/community organizations accountable for food and physical activity recommendations.
- Promote community aesthetic/atmosphere of safety
Promote overall community aesthetic and safe neighborhoods to encourage outdoor physical activity and recreation: no litter/graffiti, clean trash bins, well-lit streets/parks/recreation areas, police/security patrol, Neighborhood Watch.