



Issue No. 2

April 2009

## Activate Shasta!

### In This Issue

Walkability Expert Mark Fenton

Nominate an Action Hero!

YMCA Healthy Kids Day

Week of the Young Child

Farmers' Market Now Open!

Bike to Work Week

### Quick Links

[Healthy Shasta](#)

[National Center for Safe Routes to School](#)

[Shasta Family YMCA](#)

[First 5 Shasta](#)

[Shasta Growers Association](#)

[Food Routes](#)

Subscribe to Our Newsletter!

[www.healthyshasta.org](http://www.healthyshasta.org)

## Happy Spring!

## Mark Fenton is coming to Shasta County!

Mark Fenton is an entertaining and nationally renowned expert on walking, healthy community design and safe routes to school.

*FREE Healthy Community Design & Walkability Workshop* - May 6th, 5:30 - 7:30 pm

Arrive at 5:30 pm for an insightful 'walkabout' on the streets of Redding. Then move inside for an engaging and entertaining discussion about creating an environment that is inviting, convenient, and safe for pedestrians and bicyclists. Light snacks served. Shasta College Health Sciences Center (1400 Market Street, Downtown Redding) - meet outside at corner of Market and Tehema at 5:30 pm for walkabout or 6 pm in Room 8220. Call 245-6457 for more information.

*FREE Safe Routes to School (SRTS) Workshop* - May 7th, 2 - 4:30 pm

This workshop will provide individuals and schools the opportunity to learn best practices and creative models for getting more kids safely walking and biking to school more often. Learn about new local SRTS resources and how to utilize the 5E's of Safe Routes. Shasta Lake School, 4620 Vallecito Street, Shasta Lake City. Please RSVP by April 23rd at 245-6457. To learn more about SRTS, visit the [National Center for Safe Routes to School](#) website.

## Nominate an Action Hero by April 30th!

Healthy Shasta will be recognizing individuals, groups, youth, businesses and organizations in Shasta County that go above and beyond to make healthy eating and physical activity choices easier for others. Nominate an "Action Hero" you know of that makes healthy eating and active living easier, more accessible and more enticing for others! It might be a friend, employee, youth, business, organization, or group that goes the extra mile to help others live a healthy lifestyle. Up to four Healthy Shasta Action Heroes will be selected. Visit the [Healthy Shasta](#) website for more information and to download the nomination form or call 229-8243.

## YMCA Healthy Kids Day is April 18th!

A FREE community event filled with activities and resources for the entire family, including: healthy activities (games, jump house, obstacle course), local agencies presenting health and safety information, demonstrations and performances, and Spring & Summer YMCA Program information.

Saturday, April 18th, 1 - 4 pm at the Shasta Family YMCA (1155 N. Court Street, Redding). For more information, call 246-9622.

## First 5 Shasta presents: Week of the Young Child, April 18-25th

Have you seen the Paperdolls on display around Shasta County? The Paperdolls announce the Week of the Young Child, reminding us that children bring communities together, and we're bringing our community together for children.



Join the celebration that offers free and discount child-focused activities from April 18-25th, plus this year's bonus of a Children's Concert by the North State Symphony on April 17th. For parents and professionals, 'A Smart Start for a Wired World' on April 18th will feature author and educational psychologist Dr. Jane Healy exploring the impact of technology and media on brain development, behavior, and learning.

There's something for everyone! Get your Week of the Young Child calendar at [First 5 Shasta](#) or by calling 229-8300.

## Shasta County Certified Farmers' Markets

The Shasta Growers Association opened the 2009 farmers' market season on April 4th with the Redding Saturday Market. Stop by next Saturday from 7:30 - noon at 777 Cypress Avenue (next to Redding City Hall) to buy local produce and meet some of the wonderful people who grow food for our community.

*Why buy local?* You'll get exceptional taste and freshness, strengthen the local economy, support family farms and so much more. Kids like fruits and vegetables that *taste good*. That's exactly what you will find at the farmers' market - produce harvested when it is perfectly ripe means better flavor and quality for your hard-earned dollar.

Other farmers' market locations will open in June. For more information, visit the [Shasta Growers Association](#) website. To learn more about the benefits of eating locally, visit [foodroutes.org](#).

## Celebrate Bike to Work Week May 11-15th!

Join thousands of other bicycle commuters across California and enjoy a fun and energizing bicycle ride to work May 11-15th. Local events are planned throughout the week including:

- Tours of the Cypress Bridge Construction Project (Tuesday) and Dana to Downtown Bikeway Project (Wednesday)
- Energizer Stations where businesses provide free breakfast snacks to commuters (7-9 am Wednesday)
- Bike Commute Clinics (Tuesday, Wednesday)
- A lunchtime bike ride and maintenance workshop (Thursday)
- Free pancake breakfast and bike parking at the Redding Rodeo Pancake breakfast (Friday)

Redding bicycle commuter maps, water bottles, and prizes for those that participate. Call NorCal Bicycle Partnership at 225-3478 for more information and tour reservations or check out [www.healthyshasta.org](http://www.healthyshasta.org) later in April for details.

**Healthy Shasta: Making the healthy choice the easy choice in Shasta County!**



Healthy Shasta | 530-229-8243 | 2660 Breslauer Way | Redding | CA | 96001