

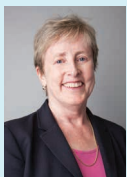
livewell



(Pictured) The “Ocean Walkers” moai meets four times a week to walk and socialize along a two-mile stretch of The Strand in Hermosa Beach. The tightly-knit walking group was formed more than four years ago through the Blue Zones Project.



Beach Cities
Health District



Letter from the CEO

Dear Beach Cities Resident,

At Beach Cities Health District (BCHD), our mission is to measurably improve health and well-being in the Beach Cities. We know 80% of chronic disease is preventable, so our staff, volunteers and partners work tirelessly to prevent illness and make healthy choices easy choices in our community.

Here are a few highlights:

Drop in Childhood Obesity

The childhood obesity rate in Redondo Beach elementary schools dipped to the lowest point in decades – plunging from 20% in 2004 to just 9% today.

Creating a 'Blue Zone'

Through the efforts of Blue Zones Project, 25% of residents (21,194) have pledged to adopt healthier behaviors; 94 restaurants are serving healthier food; and city governments are championing healthy "Living Streets" and smoke-free policies.

Senior Falls Decrease

Our care managers and volunteers successfully reduced the fall rate among isolated and disabled seniors to a six-year low of 5.3%.

While these successes are encouraging, there is still more to be done in the coming years, including increasing health services for the growing 55-70 age demographic and continuing to expand the success of Blue Zones Project.

I hope you will take a minute to read through this annual report. It outlines our successes and areas of greatest need. I hope you will be inspired to help us create a healthy beach community.

Your partner in health,

Susan M. Burden

Susan Burden
Chief Executive Officer
Beach Cities Health District

Life

Programs for every stage of



YOUTH

- Nutrition Education
- School Gardens
- Social-Emotional Learning
- Physical Activity
- Substance Abuse Prevention
- Fitness Classes
- Walking School Bus



ADULTS

- Blue Zones Project®
- Covered California™
- Low-Cost Health Club Memberships
- Health Referrals for the Underinsured/Uninsured
- Volunteer Opportunities



OLDER ADULTS

- Planning for Successful Aging
- Assistance to Maintain Independence
- Peer Counseling
- MoveWell In-Home Exercise
- Errand Assistance
- Social/Conversational Support
- Health Referrals for the Underinsured/Uninsured

CELEBRATING 60 YEARS

BEACH CITIES HEALTH DISTRICT IS ONE OF THE LARGEST preventive health agencies in the nation, and has served the communities of Hermosa Beach, Manhattan Beach and Redondo Beach since 1955. It offers an extensive range of dynamic health and wellness programs, with innovative services and facilities to promote health and prevent diseases across the lifespan – from pre-natal and children to families and older adults.



BOARD OF DIRECTORS

Dr. Michelle Bholat
Dr. Noel Chun
Jane Diehl
Vanessa Poster

CHIEF OFFICERS

Susan Burden
Chief Executive Officer
Jackie Berling
Chief Wellness Officer

VISION A
healthy
beach
community.

MISSION

To enhance community health through partnerships, programs and services for people who live and work in Hermosa Beach, Manhattan Beach and Redondo Beach.

ATAG



44,456

miles walked in the Walking School Bus Program

K-5
OBESITY
RATE

55%

SINCE
2007

5,600

elementary students
participated in LiveWell
Kids obesity prevention
program



650 **preschoolers** learned
to make healthy choices
through LiveWell Tots

PRE-K
OBESITY
RATE

37%

SINCE
2010

4,674

**Care Management
visits** to older adults

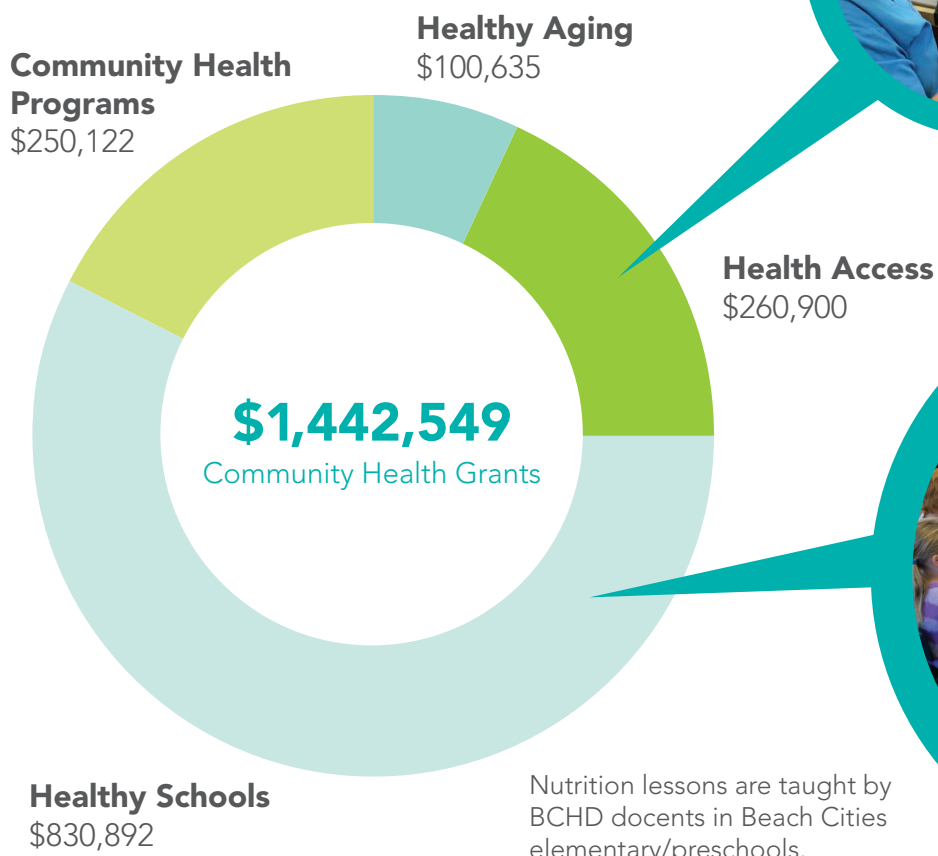
SENIOR
FALL RATE

60%

SINCE
2010

FINANCE

Community Health Grants

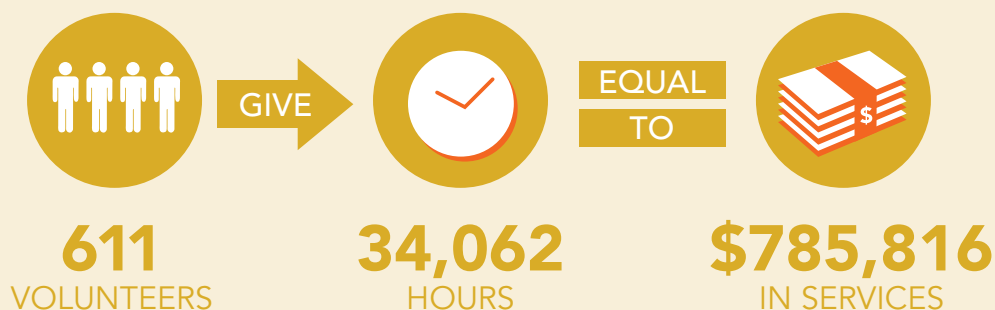


BCHD helps fund prescription glasses for low-income elementary school students.



Nutrition lessons are taught by BCHD docents in Beach Cities elementary/preschools.

Volunteer with BCHD



Volunteer Opportunities

- Older Adult In-Home Exercise
- Older Adult Errand Assistance
- Blue Zones Project
- Garden Angels
- Nutrition Docents
- Community Health Events
- AdventurePlex
- Center for Health & Fitness

bchd.org/volunteer

LiveWell Kids

BCHD launched LiveWell Kids in 2004 in response to an alarmingly high rate of childhood obesity in Redondo Beach elementary schools. Now in its eleventh year, the program puts BCHD staff and volunteer nutrition docents into schools throughout Redondo Beach and Hermosa Beach, where they annually teach 6,000 elementary students about proper nutrition, unhealthy food marketing ploys and gardening, while also engaging them in daily exercise and improving their access to fresh fruits and vegetables.

Since the program's implementation, the obesity rate in Redondo Beach has decreased 55%.



K-5 OBESITY RATE

2004
20%

2005
20%

2006
20%

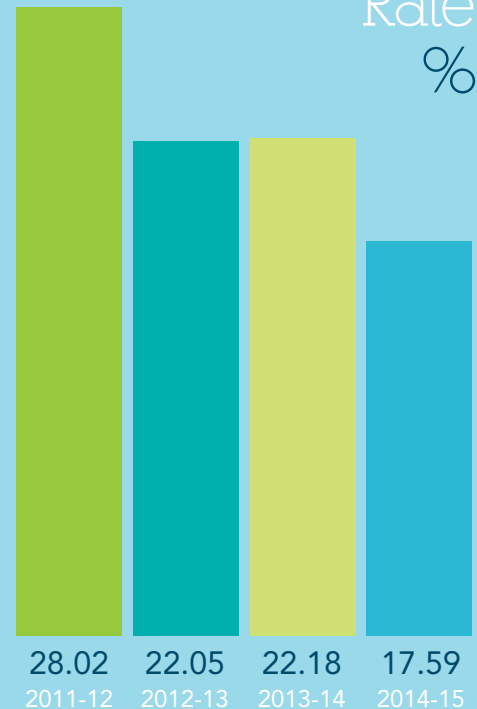
2007
20%

2008
14%

2009
15%



Kindergarten Obesity/ Overweight Rate %



MORE THAN A DECADE AGO, Beach Cities Health District (BCHD), in partnership with Redondo Beach Unified School District, launched a pair of programs to stem rising rates of obesity in Redondo Beach elementary schools. Since, the K-5 obesity rate has fallen 55%.

LiveWell Tots

In 2010, LiveWell Tots – the first comprehensive obesity prevention program for preschool-aged children – debuted in Redondo Beach. LiveWell Tots was created to expand on the success of LiveWell Kids by adapting evidence-based lessons to fit the learning levels and physical requirements of three- to five-year-olds. The goal was to slow the number of children entering kindergarten overweight or obese.

Since 2010, the rate of preschoolers entering kindergarten overweight or obese has dropped 37%.





Keeping Kids Healthy

Healthy habits developed at a young age can last a lifetime, so BCHD offers an array of youth programs and services to help grow a generation of healthy kids.

LiveWell Kids

A childhood obesity prevention program that provides elementary students with nutrition education, daily physical activity, increased access to fresh fruits and vegetables and school gardens.

LiveWell Tots

The first childhood obesity prevention program in the U.S. for preschoolers, combining nutrition education and mindful learning activities in the classroom.

Project Alert

A substance abuse prevention program for 7th and 8th graders in every Hermosa Beach, Manhattan Beach and Redondo Beach public school.

MindUP

A behavioral health education program focused on social and emotional learning, as well as bullying prevention and education for grades K–5.

Healthy School Fundraisers

BCHD partners with schools to create and implement healthy fundraisers, rather than traditional bake sales or cookie dough drives.

Walking School Bus

Kids, parents and BCHD volunteers catch the Walking School Bus on mornings throughout the Beach Cities. The healthy walk-to-school program is part of an ongoing effort to lower childhood obesity rates in local schools.



THE NEED

35%

kids who reported being hit or pushed on school property (CHKS 2013-14)



1 out of 2

5th grade students in Redondo Beach elementary schools **met all fitness standards** during the 2013–14 school year (2013–14 California Physical Fitness Report)



in alcohol use by students as they transition from 9th to 11th grade



Keeping the Community Healthy

Blue Zones Project in the Beach Cities

The community where you live, work and play has a big impact on your health and well-being. BCHD brought Blue Zones Project to the Beach Cities to create an environment that helps residents “trip” over healthy behaviors like the Power 9 Principles of the original Blue Zones – the five areas of the world where people live the longest, healthiest lives.

Power 9® Principles

-  1. Move Naturally
-  2. Purpose
-  3. Down Shift
-  4. 80% Rule
-  5. Plant Slant
-  6. Wine @ Five
-  7. Right Tribe
-  8. Belong
-  9. Loved Ones First



94
Blue Zones
Restaurants
dishing up
healthy options

63%
of adults eat 5+
servings of fruits &
vegetables daily

21,194
residents pledged to
adopt healthy behaviors

SMOKING
28%
SINCE 2010



Keeping Older Adults Healthy

The Beach Cities have a growing population of older adults who need special assistance to maintain their health and well-being. BCHD's team of social workers and volunteers support aging and disabled residents through a variety of evidence-based programs and services – each designed to help older adults live safely at home.

Care Plans for Independent Living

Older and disabled adults receive confidential in-home visits and assessments from social workers, who create customized care plans to help lower the risk of day-to-day injuries and falls.

Errand Assistance

Volunteers help older adults maintain independence by assisting with errands required for daily living, including grocery shopping and pharmacy visits.

Social-Emotional Support

Volunteers – known as Conversation Companions – make weekly visits to isolated older adults in need of social support, friendship and conversation.

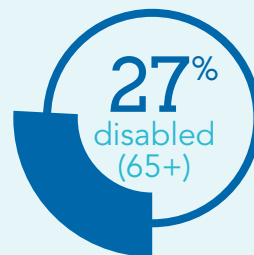
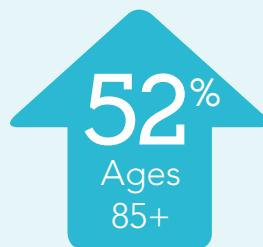
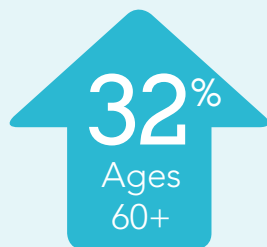
In-Home Exercise

Highly trained volunteers visit frail and homebound older adults to help them perform physician-approved exercises in the comfort of their home.

Health Care Assistance

Children, adults and older adults receive low or no-cost medical, counseling and dental assistance through the Community Services Department. Additionally, enrollment counselors are available at no-cost to help residents select individualized health insurance plans through Covered California.

Beach Cities
Senior
Population
2000–2013



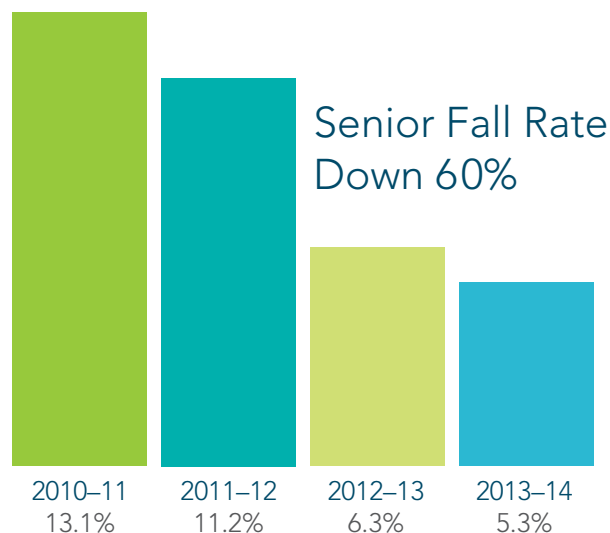
THE IMPACT OF BCHD: 2010–2014

5,416

Care Management
visits to older adults

4,305

volunteer hours of
in-home exercise





Funding a Healthy Beach Community

\$1,442,549 IN BCHD GRANTS FUND

HEALTHY AGING

\$100,635

Adult Day Care, Senior Nutrition, Vision Services & In-Home Assistance

City of Redondo Beach Senior/Adult Disabled Health Fair 4,483

South Bay Adult Care Center 9,324

The Center for the Partially Sighted 4,373

The Salvation Army Meals on Wheels 58,045

YMCA — Senior Nutrition 20,000

RB Sr. Aid Program 4,410

HEALTHY SCHOOLS

\$830,892

Counseling, Nurses/Health Aides, Substance Abuse Prevention, Physical Education

Hermosa Beach School District 116,000

Manhattan Beach School District 296,000

Redondo Beach Unified School District 418,892

COMMUNITY HEALTH PROGRAMS

\$250,122

Domestic Violence Prevention, Cancer Support, Emergency Preparedness

City of HB Paramedic services 21,840

City of MB Paramedic services 29,364

City of RB Paramedic services 48,000

Domestic Violence Prevention 17,100

Micro-Enrichment Health Grants 45,000

St. Andrew's Church Homeless/Needy 2,616

Hospice Foundation/The Gathering Place 40,800

Wellness Community/Cancer Support 45,402

HEALTH ACCESS

\$260,900

Long-Term Support Services for Disabled/Older Adults, Assistance for Uninsured/Underinsured Children & Adults

Senior Health Fund 203,300

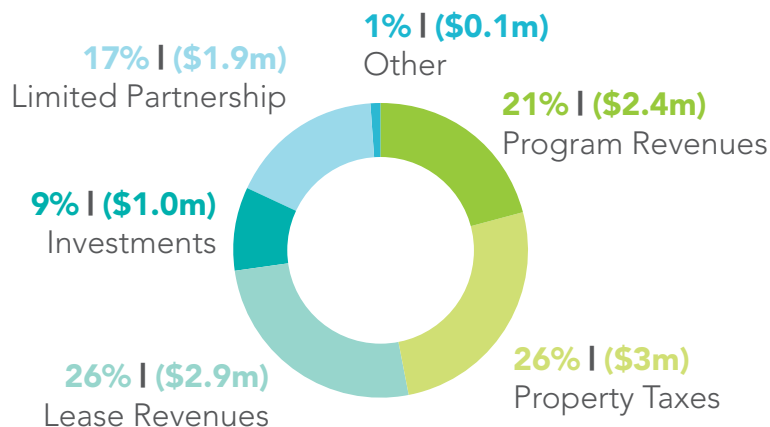
Adult Medical Services 42,200

Child Medical Services 15,400

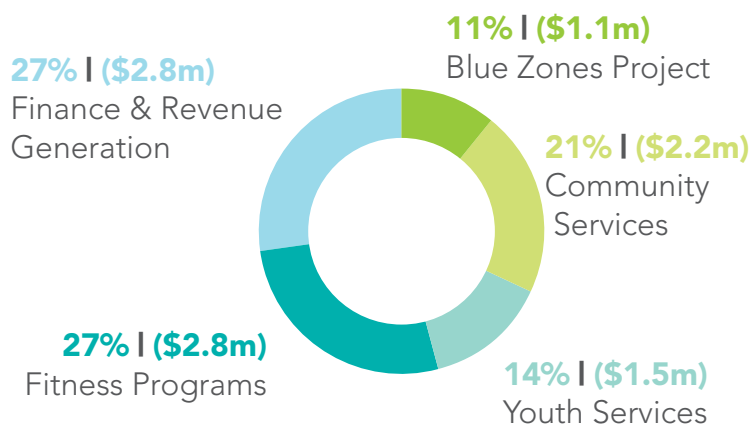


For every **\$1** received in property taxes, BCHD provides **\$3.70** in services back to the Beach Cities community.

INCOMING FUNDING



OUTGOING FUNDING



Actual (\$ Millions)

BCHD's audited financials and operating budget are publicly available online at BCHD.org/financial.



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Redondo Beach, CA 90277
310.374.3426 | bchd.org

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*****ECRWSEDDM****
POSTAL CUSTOMER




A Beach Cities Health District Program

AdventurePlex is the place where kids and families play their way to good health. Our mission is to be a fun place for families to play, learn and grow. There's something for everyone, so drop in any day of the week for some heart-pounding fun!

Drop-in play	Classes
Rock Wall & Ropes Course	Birthday Parties
Seasonal Camps	Teambuilding Activities

Ph: 310-546-7708
1701 Marine Ave.
Manhattan Beach, CA 90266
www.adventureplex.org



A Beach Cities Health District Program

Beach Cities Health District's Center for Health and Fitness is the most comprehensive fitness center in the South Bay. Whether you're devoted to exercise, completely new to fitness or have special needs, our fitness specialists will design a program to help you achieve your goals.

Yoga & Pilates	Wellness & Meditation
Group Exercise	Massage Therapists on-site
Personal Training	Childcare
Registered Dietitian on-site	65+ Programs

Ph: 310-374-3426, x147
514 N. Prospect Ave., 2nd floor
Redondo Beach, CA 90277
www.beachcitiesgym.com



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