

CITY COUNCIL

For City Clerk's Use:

☐

APPROVED

☐

DENIED

Reso No. _____

File No. _____

Ord No. _____

Agenda Item No.: 14

Date: January 26, 2010

TO: Honorable Mayor and Members of the City Council

FROM: Jeffrey Epp, City Attorney and Marsha Whalen, City Clerk
On behalf of Council Member Olga Diaz

SUBJECT: Healthy Eating Active Living (HEAL) Campaign

RECOMMENDATION:

Council consideration and direction on whether to become a member of the California League of Cities Healthy Eating Active Living (HEAL) Campaign.

FISCAL ANALYSIS:

No cost to become a member.

BACKGROUND:

At the City Council meeting on January 12, 2011, Councilmember Diaz requested that this item be placed on a future agenda. Councilmember Morasco supported the request to place it on the agenda.

On February 24, 2010, the City Council received a presentation on the HEAL campaign but did not discuss or take action in response to the presentation. Councilmember Diaz first requested the Council re-visit this issue via email in November of 2010. She has now requested that the Council discuss and act on whether or not to join this campaign, and if so, whether or not to do so by adopting a resolution of support. She has provided the Council with draft language for such a resolution, which has been placed in City format and is attached to this staff report. A summary of the materials previously provided to Council regarding this campaign are attached.

If Council concurs with the request, and with all or a portion of the wording on the attached draft, staff would prepare a final version of the Resolution and place it on the consent calendar for adoption at a future meeting.

Respectfully submitted,


Jeffrey Epp
City Attorney


Marsha Whalen
City Clerk

Is Your City a Healthy Eating Active Living City?



HEALTHY EATING
ACTIVE LIVING
CITIES
CAMPAIGN

Use this checklist to identify policies for healthy eating and active living that your city has already established. Then submit them to the Campaign and we'll designate your city as an Eager, Active, or Fit HEAL city and work with you on the next steps. Send your policies to www.healcitiescampaign.org/policy_submission.html.

Land Use Policies

- ☐ General Plan—Health Goals and Policies
- ☐ Mixed-use neighborhoods
- ☐ Transit-oriented development
- ☐ Complete streets
- ☐ Bike and pedestrian plans
- ☐ Traffic reduction
- ☐ Traffic safety
- ☐ Parks and open space
- ☐ Joint use
- ☐ Community gardens/urban agriculture
- ☐ Farmers' markets
- ☐ Healthy food retail

Zoning Ordinances

- ☐ Community garden/urban agriculture ordinance
- ☐ Farmers' market ordinance
- ☐ Ordinance to limit formula food

Healthy Food Retail Policies

- ☐ Planning and economic incentives
- ☐ Featured in redevelopment plans
- ☐ Retailer recognition

Employee Wellness Policies

- ☐ Health incentives
- ☐ Physical activity breaks
- ☐ Breastfeeding accommodation
- ☐ Walking meetings and use of stairways
- ☐ Nutrition standards
- ☐ Vending

Related Policies

The Campaign will recognize your city's efforts by designating it as an Eager, Active or Fit City, based on the following criteria:

These HEAL Cities have passed at least one HEAL Cities Campaign policy in at least one of the Campaign areas: land use; healthy food; employee wellness (e.g., HEAL resolution with specific action steps and a timeline; language in general plan; zoning ordinances governing street design or community gardens; joint use of recreational facilities; employee wellness policy).

These HEAL cities have adopted at least two HEAL Cities Campaign policies and have at least one walkable, bikable neighborhood with access to healthy food within a reasonable distance of residential areas.

These HEAL cities are walkable, bikable cities with policies to support healthy food access in all neighborhoods and municipal facilities. They address healthy eating and active living within their general plan, zoning ordinances and their infrastructure, and have written implementation strategies with identified partners. They have an employee wellness policy in place with implementation standards.

Your City will receive these benefits from the Campaign:

HEAL Cities
Campaign logo
for city Website

Framed
campaign
certificate

Recognition on
the HEAL Cities
Campaign
Website

Tailored press
release for local
press outlets

Recognition at
the League
Annual
Conference

Paid ad in
Western Cities
magazine

Your city and email address: _____

The HEAL Cities Campaign is a partnership of the League of California Cities, California Center for Public Health Advocacy, and the Cities Counties and Schools Partnership. Funders include Kaiser Permanente and the Vitamin Cases Consumer Settlement Fund. One purpose of the Fund is to improve the health and nutrition of California consumers. To learn more, visit www.HealCitiesCampaign.org or call Charlotte Dickson, Campaign Director, at 510-302-3387.

DRAFT

RESOLUTION NO. 2011-_____

**A RESOLUTION OF THE CITY COUNCIL OF
THE CITY OF ESCONDIDO, CALIFORNIA,
AUTHORIZING THE CITY TO BECOME A
MEMBER OF THE HEALTHY EATING
ACTIVE LIVING (HEAL) CAMPAIGN**

WHEREAS, in 2004 the League of California Cities adopted an Annual Conference resolution to encourage cities to embrace policies that facilitate activities to promote healthier lifestyles and communities, including healthy diet and nutrition and adoption of city design and planning principles that enable citizens of all ages and abilities to undertake exercise; and

WHEREAS, the League of California Cities has a strategic goal to promote and develop safe and healthy cities; and

WHEREAS, in July 2010 the League of California Board of Directors resolved to partner with and support the national *Let's Move Campaign*, and encourages California cities to adopt preventative measures to fight obesity; and

WHEREAS, more than half of California's adults are overweight or obese and therefore at risk for many chronic conditions including diabetes, heart disease, cancer, arthritis, stroke, and, hypertension; and

WHEREAS, one in four youths between the ages of 9 and 16 in California is overweight. Of 6,445 students tested in Escondido from grades 5, 7 and 9, 28.9% were overweight; and

WHEREAS, more children are being diagnosed with diseases linked to overweight and obesity previously seen only in adults, such as Type 2 diabetes and heart disease; and

DRAFT

WHEREAS, the current generation of children are expected to have shorter lives than their parents due to the consequences of obesity; and

WHEREAS, obesity takes a tremendous toll on the health, productivity of all Californians; and

WHEREAS, the annual cost to California—in medical bills, workers compensation and lost productivity—for overweight, obesity, and physical inactivity exceeds \$41 billion; and

WHEREAS, teens and adults who consume one or more sodas or sugar sweetened beverages per day are more likely to be overweight or obese; and

WHEREAS, California Senate Bill 375 and Assembly Bill 32 call on cities to adopt plans to reduce greenhouse emissions which include reducing vehicular miles traveled; and

WHEREAS, local land use policy governs development of the built environment in which individuals make personal nutrition and physical activity choices; and

WHEREAS, by supporting the health of residents and the local workforce would decrease chronic disease and health care costs and increase productivity; and

NOW, THEREFORE, LET IT BE RESOLVED that the City Council hereby recognized that obesity is a serious public health threat to the health and wellbeing of adults, children and families in the City of Escondido. While individual lifestyle changes are necessary, individual effort alone is insufficient to combat obesity's rising tide. Significant societal and environmental changes are needed to support individual efforts to make healthier choices. To that end, the City of Escondido adopts this Healthy Eating Active Living resolution ("HEAL"):

DRAFT

I. Built Environment

BE IT FURTHER RESOLVED that the City of Escondido planners, engineers, park and recreation department, community economic and redevelopment personnel responsible for the design and construction of parks, neighborhoods, streets, and business areas, should make every effort to:

- Prioritize capital improvements projects to increase the opportunities for physical activity in existing areas;
- Plan and construct a built environment that encourages walking, biking and other forms of physical activity;
- Address walking and biking connectivity between residential neighborhoods and schools, parks, recreational resources, and retail;
- Facilitate the citing of new grocery stores, community gardens and farmers markets in underserved communities to increase access to healthy food, including fresh fruits and vegetables;
- Expand community access to indoor and outdoor public facilities through joint use agreements with schools and/or other partners;
- Map existing fast food outlets and draft an ordinance which will place limits on fast food around schools and in neighborhoods with over-concentrations of unhealthy food outlets;
- *Revise comprehensive plans and zoning ordinances to increase opportunities for physical activity and access to health foods wherever and whenever possible, including compact, mixed-use and transit-oriented development;*

DRAFT

- Include health goals and policies related to physical activity and access to healthy food in the general plan update;
- Build incentives for development project proposals to demonstrate favorable impact on resident and employee physical activity and access to healthy foods; and
- Examine racial, ethnic, and socio-economic disparities in access to healthy foods and physical activity facilities or resources and adopt strategies to remedy these inequities.

II. Employee Wellness

BE IT FUTHER RESOLVED that in order to promote wellness within the City of Escondido, and to set an example for other businesses, the City of Escondido pledges to adopt and implement an employee wellness policy that will:

- Offer employee health incentives for healthy eating and physical activity¹ ;
- Establish physical activity breaks for meetings over one hour in length;
- Accommodate breastfeeding employees upon their return to work; and
- Encourage walking meetings and use of stairways.

BE IT FUTHER RESOLVED to set nutrition standards for vending machines located in city owned or leased locations²;

BE IT FUTHER RESOLVED to set nutrition standards for food offered at city events, city sponsored meetings, served at city facilities and city concessions, and city programs.

¹ May include incentive such as fresh fruit in break rooms, gym discounts, fifteen minutes paid exercise time per day, etc.

² Various standards available from HEAL Cities Campaign

DRAFT

III. Healthy Food Access

BE IT FUTHER RESOLVED that the City of Escondido encourages restaurants doing business in the City of Escondido to:

- Disclose the calorie amount and grams of fat for each menu item listed on a menu or menu board in a clear and conspicuous manner.
- Remove foods containing artificial trans fat from their menu offering.

BE IT FURTHER RESOLVED that the City of Escondido encourages food retailers doing business in the City of Escondido to prominently feature healthy check-out lanes free of high density foods;

BE IT FURTHER RESOLVED that restaurants and food retailers that promote healthy food choice in the above manners be recognized by the City and will be entitled to display a City of Escondido Healthy Eating Active Living logo.

IV. Implementation

BE IT FURTHER RESOLVED that the head of each affected agency or department should report back to the City Council annually regarding steps taken to implement the Resolution, additional steps planned, and any desired actions that would need to be taken by the City Council.