



**CITY OF MARTINEZ**

**CITY COUNCIL AGENDA  
June 15, 2011**

**TO:** Mayor and City Council  
**FROM:** Philip Vince, City Manager  
**SUBJECT:** Healthy Eating Active Living Resolution  
**DATE:** June 8, 2011

**RECOMMENDATION:**

Consider a resolution to provide awareness of “Healthy Eating Active Living” Cities Campaign.

**BACKGROUND:**

Cities and their residents face increased health care costs and diminished quality of life due to the epidemic of obesity and overweight. City leaders across California are addressing the crisis by implementing land use and employee policies which encourage physical activity and nutritious eating.

League of California Cities led the way with a resolution in 2004 which encouraged cities to embrace policies that promote healthier lifestyles and communities. Two years later, the League adopted a resolution to work together with the Institute for Local Government, and the Cities Counties and Schools Partnership to develop a clearinghouse of information that cities can use to promote wellness policies and healthier cities. The Healthy Eating Active Living Cities Campaign grew out of these resolutions and is a partnership of the California Center for Public Health Advocacy and the League of California Cities.

The following draft resolution is written to provide awareness in the community. The City appointees on the General Plan Update Task Force will consider the menu of potential options and actions during the General Plan revision process. At a future date the Council will ultimately decide which policies to implement, if any.

**FISCAL IMPACT:**

No fiscal impact.

**ACTION:**

Motion to adopt a resolution to provide awareness of “Healthy Eating Active Living” Cities Campaign in the City of Martinez.

Attachments:  
Resolution  
HEAL leaflet

RESOLUTION NO. -11

CITY OF MARTINEZ HEALTHY EATING ACTIVE LIVING CITY

**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 youth between the ages of 9 and 16 in California is overweight, and in the City of Martinez a total of 981 students were tested from the 5<sup>th</sup>, 7<sup>th</sup>, and 9<sup>th</sup> grades and 22.3% 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

**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.

**NOW, THEREFORE, BE IT 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 City of Martinez. 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.

\* \* \* \* \*

**I HEREBY CERTIFY** that the foregoing is a true and correct copy of a resolution duly adopted by the City Council of the City of Martinez at a Regular Meeting of said Council held on the day of 15<sup>th</sup> day of June, 2011, by the following vote:

AYES:

NOES:

ABSENT:

RICHARD G. HERNANDEZ, CITY CLERK  
CITY OF MARTINEZ

## RESOLUTION NO. \_\_ SETTING FORTH [MUNICIPALITY]'S

### **PREAMBLE/WHEREAS CLAUSES**

*A draft resolution based on this model should include a preamble that contains "findings" of fact that support the need for the city to pass the resolution. The preamble contains information supporting the need for the resolution – in this case documenting the need for obesity prevention strategies. Some possible findings are listed as "Whereas" clauses below. Cities may have others.*

### **COMMITMENT TO OBESITY PREVENTION**

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 youth between the ages of 9 and 16 in California is overweight. <Enter local data available at <http://www.publichealthadvocacy.org/growingepidemic.html>>

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

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;

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

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

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

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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

WHEREAS, <add pertinent local conditions>;

**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 [name of city]. 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, [name of city] adopts this Healthy Eating Active Living resolution:

### **I. Built Environment**

BE IT FURTHER RESOLVED that [name of city] 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;
  - 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;
  - 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.
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## II. Employee Wellness

BE IT FUTHER RESOLVED that in order to promote wellness within [name of city], and to set an example for other businesses, [name of city] pledges to adopt and implement an employee wellness policy that will:

- Offer employee health incentives for healthy eating and physical activity<sup>1</sup> ;
- Establish physical activity breaks for meetings over one hour in length;
- Accommodate breastfeeding employees upon their return to work;
- Encourage walking meetings and use of stairways.

BE IT FUTHER RESOLVED to set nutrition standards for vending machines located in city owned or leased locations<sup>2</sup>;

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.

## III. Healthy Food Access

BE IT FUTHER RESOLVED that [name of city] encourages restaurants doing business in [name of city] 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 [name of city] encourages food retailers doing business in [name of city] 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 [name of city] 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.

*Note: cities are encouraged to tailor this clause to delegate specific implementation tasks and deadlines as appropriate.*

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

<sup>2</sup> Various standards available from HEAL Cities Campaign

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# Cities' Role in Reversing the Obesity Epidemic

Due to the rapid rise in obesity, today's youth may—for the first time in modern history—live shorter lives than their parents.<sup>1</sup>

Cities and their residents are facing increased health care costs and diminished quality of life due to the epidemic of obesity and overweight. City leaders across California are stepping up to help stem the obesity epidemic in their communities. This fact sheet is intended to help city council members and executive city staff see how municipalities can help reduce obesity and overweight through policies that advance healthy eating and active living.



## Obesity and Overweight Cost Cities in Health Care, Preventable Disease, and Lost Productivity

*California's children are suffering from overweight and its effects:*

- On average, one in four California youth between the ages of 9 and 16 is overweight; in many California cities, that statistic is one in three
- 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
- Overweight children are far more likely to be obese as adults<sup>2</sup>

*California's adults face serious problems from obesity:*

- More than half of California's adults are overweight or obese: 23 percent are obese and another 35 percent are overweight<sup>3</sup>
- Obese adults face increased risks for many chronic conditions: diabetes, heart disease, cancer, arthritis, stroke, and hypertension<sup>4</sup>
- Each year in California, obesity is directly or indirectly responsible for hundreds of deaths and thousands of hospitalizations<sup>5</sup>
- In 2006, the annual cost to California—in medical bills, workers compensation and lost productivity—for overweight, obesity, and physical inactivity was \$41 billion<sup>6</sup>



**The Healthy Eating Active Living Cities Campaign** provides training and technical assistance to help city officials adopt policies that improve their communities' physical activity and retail food environments. Supporting healthy choices is essential to address the obesity epidemic among California's children and adults, currently costing the state more than \$41 billion annually in healthcare and lost productivity.

The Campaign, funded by Kaiser Permanente and the Vitamin Cases Consumer Settlement Fund, is a partnership of the League of California Cities, the California Center for Public Health Advocacy, and the Cities Counties and Schools Partnership.

*This fact sheet is one in a series providing background and policy ideas for healthy cities.*

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



### Low-Income Communities Fare Worst

Rates of obesity are highest and have risen most rapidly among people of color and in low-income communities, where choices for healthy eating and physical activity are limited.<sup>7</sup> Even after accounting for individual risk factors such as socioeconomic status and race/ethnicity, living in a community that has a lot more unhealthy food outlets is associated with significantly higher rates of obesity and diabetes than living in a community with more opportunities to buy healthy food.<sup>4</sup>

### Cities Have an Important Role in Obesity Prevention

Increasingly, policymakers, advocates, and health care providers are recognizing the influence of community factors on health,<sup>8</sup> including the following:

- Local access to healthy foods
- Safe places to play and be active
- Opportunities for people to walk and bike within their neighborhoods

City councils can improve the physical activity and food environments in their cities and contribute to preventing obesity among their employees and residents through:

- Internal personnel policies
- Land use decisions
- Redevelopment priorities
- Community and economic development plans

In conjunction with leaders from 100 California Cities, the Healthy Eating Active Living Cities Campaign has developed policy recommendations that could improve the food and physical activity environments in communities, available at [www.HealCitiesCampaign.org](http://www.HealCitiesCampaign.org).

### The Benefits to Your City

By adopting one or more of the policies described at [www.HealCitiesCampaign.org](http://www.HealCitiesCampaign.org), your city could see these benefits:

- Cost savings through employee wellness policies and health incentives
- Improved quality of life for residents through active lifestyles
- Improved community connections and civic life through community interactions in parks and public places, slowing people down to see and talk with one another
- Improved public safety and reduced crime by ensuring more “eyes on the street” when residents walk, bike, or run
- Neighborhood recreation options that help keep kids out of the street
- Better-performing kids: healthy kids do better in school, giving them a greater chance to contribute eventually to the region’s economic vitality
- Greater life expectancy for the next generation than predicted under current circumstances
- Creation of attractive destinations that offer good food, multiple activities, and places where people want to spend time and money
- Less traffic congestion and cleaner air as folks leave their cars to ride bicycles and walk
- Contribution to AB 32 and SB 375 goals by increasing walkability and biking and decreasing vehicle miles traveled

### Join the Healthy Eating Active Living Cities Campaign

Go to [www.HealCitiesCampaign.org](http://www.HealCitiesCampaign.org) and let us know what you are doing, or contact the campaign:

Charlotte Dickson, Campaign Director  
Healthy Eating Active Living Cities Campaign  
[cd@PublicHealthAdvocacy.org](mailto:cd@PublicHealthAdvocacy.org)  
(510) 302-3387

### References

1. Olshansky SJ, Passaro DJ, Hershow RC, et al. A potential decline in life expectancy in the United States in the 21st century. *N Eng J Med*. Mar 17 2005;352(11):1138-1145.
2. *The Growing Epidemic*, California Center for Public Health Advocacy, 2005.
3. Prevalence and Trends Data, California—2007, Overweight and Obesity. Retrieved November 14, 2008, from <http://apps.nccd.cdc.gov/brfss/display.asp?cat=OB&yr=2007&qkey=4409&state=CA>.
4. *Designed for disease: The link between local food environments and obesity and diabetes*, California Center for Public Health Advocacy, PolicyLink, and the UCLA Center for Health Policy Research, 2008.
5. Sutocky J. *Obesity-related morbidity and mortality: California, 2000-2002*. California Department of Health Services Center for Health Statistics, Office of Health Information and Research; 2005.
6. *The economic costs of physical inactivity, obesity, and overweight in California adults: Health care, workers' compensation and lost productivity*. California Department of Health Services and Public Health Institute; 2005.
7. *Healthy People 2010: Understanding and improving health*. U.S. Department of Health and Human Services; 2002. See also Deitel M. The Surgeon-General's call to action to prevent an increase in overweight and obesity. *Obes Surg*. Feb 2002;12(1):3-4.
8. Haan M, Kaplan GA, Camacho T. Poverty and health. Prospective evidence from the Alameda County study. *Am J Epidemiol*. Jun 1987;125(6):989-998.



HEALTHY EATING  
ACTIVE LIVING  
**CITIES  
CAMPAIGN**

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**CONTACT US**

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[Click here to email](#)

# HEAL CITIES

The Campaign welcomes these Eager and Active HEAL Cities. Click on the city's name to link to their specific resolutions and policies.



- Azusa
- Baldwin Park
- Beaumont
- Bell Gardens
- Claremont
- Duarte
- El Monte
- Fullerton
- Huntington Park
- Inglewood
- Paramount
- Pasadena
- Rancho Cucamonga
- Redondo Beach
- Santa Ana
- Santa Clarita
- San Fernando
- Santa Monica
- South El Monte
- South Gate
- Ventura

- Anderson
- Arcata
- Azusa
- Baldwin Park
- Beaumont
- Bell Gardens
- Benicia
- Brentwood
- Brisbane
- Burlingame
- Cathedral City
- Chico
- \*Chula Vista\*
- Citrus Heights
- Claremont
- Colton
- Cotati
- Davis
- Delano
- Desert Hot Springs
- Duarte
- El Centro
- El Cerrito
- El Monte
- Emeryville
- Ferndale

- Fowler
- Fremont
- Fullerton
- Greenfield
- Gridley
- Healdsburg
- Huntington Park
- Inglewood
- Irvine
- La Mesa
- La Quinta
- Lancaster
- Livermore
- Lodi
- Merced
- Mission Viejo
- Mountain View
- Paramount
- Pasadena
- Petaluma
- Poway
- Rancho Cucamonga
- Red Bluff
- Redding
- Redondo Beach
- Reedley
- Riverbank
- Riverside
- Rohnert Park
- San Fernando
- San Joaquin
- San Leandro
- San Pablo
- Sanger
- Santa Ana
- Santa Clarita
- Santa Monica
- Sebastopol
- Solana Beach
- South El Monte
- South Gate
- Stockton
- Suisun City
- Ventura
- Victorville
- Watsonville
- West Sacramento
- Windsor
- Winters
- Yucca Valley