

City of Greenfield Memorandum

DATE: July 8, 2010

TO: Mayor Huerta and Members of the City Council

FROM: Roger L. Wong, City Manager
by Lee-Ann Ruyle, Executive Assistant

SUBJECT: Adopt a Resolution Council of the City of Greenfield
Supporting the League of California Cities Healthy
Eating Active Living ("HEAL") Cities Campaign

AGENDA ITEM: July 13, 2010 - City Council Agenda – Consent Calendar

RECOMMENDATION

It is recommended that the City Council adopt a resolution in support of the Healthy Eating Active Living ("HEAL") Cities Campaign

DISCUSSION AND BACKGROUND

The Healthy Eating Active Living ("HEAL") campaign is a partnership of the League of California Cities, the California Center for Public Health Advocacy, and the Cities, Counties and School Partnership. The "HEAL" Program works with the cities to adopt policies that will improve the physical activity and food environments for their residents. "HEAL" offers technical assistance and support to provide information cities need to implement these healthful policies.

Through the adoption of this policy, the City of Greenfield is eligible to be a Healthy Eating Active Living City upon review and approval. This would entitle the City to access public relations and marketing resources including the use of the "HEAL" cities logo.

FINANCIAL IMPACT

There is no direct cost impact of adopting this resolution.

ATTACHMENTS

- 1, Resolution of the City Council of the City of Greenfield Supporting the League of California Cities Healthy Eating Active Living ("HEAL') Campaign

RESOLUTION NO. 2010 – 65

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GREENFIELD
SUPPORTING THE LEAGUE OF CALIFORNIA CITIES
HEALTHY EATING ACTIVE LIVING (“HEAL”) CITIES 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 community members of all ages and abilities to undertake exercise; and

WHEREAS, obesity takes a tremendous toll on the health and productivity of all Californians, but particularly in working-class communities. The annual cost to California – in medical bills, workers compensation and lost productivity – for overweight, obesity, and physical inactivity exceeds \$41 billion; and

WHEREAS, more than half of California’s adults are overweight or obese: 23% are obese and another 35% are overweight. Obese adults face increased risk of many chronic conditions including diabetes, heart disease, cancer, arthritis, stroke, and hypertension; and

WHEREAS, the California Center for Public Health Advocacy analyzed results of the 2004 California Physical Fitness Test for 5th, 7th and 9th graders. The analysis shows that among students sampled in Greenfield, 35% are overweight.

WHEREAS, on average, one in four California youth between the ages of 9 and 16 is 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, establishing goals and policies in the City of Greenfield’s General Plan that address the built environment’s link to public health through increased access to healthy food and greater opportunity to routine physical activity is a powerful and enduring tool; and

WHEREAS, addressing the health of Greenfield’s residents and workforce, can help decrease the likelihood of chronic disease, reduce health care costs, and increase productivity; and

WHEREAS, the City Council of the City of Greenfield acknowledges their role as elected community leaders in improving the quality of life for residents and visitors alike.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GREENFIELD that the City of Greenfield will demonstrate their commitment to healthy lifestyles by supporting the League of California Cities in becoming a Healthy Eating Active Living City.

BE IT FURTHER RESOLVED:

1. That the City of Greenfield will prioritize in the city's future general plan updates, goals and policies along with zoning ordinances that promote walking and biking throughout the city and all its neighborhoods.
2. That the City of Greenfield will continue to partner with other agencies and organizations to educate the community about the importance of healthy eating and physical activity while providing opportunities for participation.
3. That the City of Greenfield will recommend offering healthy options at city events, city sponsored meetings, served at city facilities and city programs.
4. The City of Greenfield will encourage employee wellness by promoting healthy eating and physical activity, encouraging walking and providing information to employees about the benefits of healthful living.


PASSED AND ADOPTED at a regular meeting of the City Council of the City of Greenfield held on the 13th of July, 2010 by the following vote:

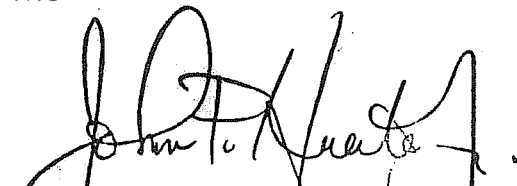
AYES: **COUNCILMEMBERS:** Huerta, Moreno, Teneyuque, Vazquez and Martinez

NOES: **COUNCILMEMBERS:** None

ABSENT: **COUNCILMEMBERS:** None

ABTAIN: **COUNCILMEMBERS:** None


Ann F. Rathbun, City Clerk


John Huerta, Jr., Mayor