

RESOLUTION NO. 9109

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASADENA TO
BECOME A "LET'S MOVE!" CITY

WHEREAS, the City of Pasadena supports policies that focus on health and wellness, continuing education, and healthier lifestyles in all communities;

WHEREAS, the City of Pasadena, Pasadena Unified School District, and key community partners have adopted policies, programs, and ordinances that promote healthy lifestyles by making their communities walkable, promoting youth and senior activities, eliminating the sale of junk food in school facilities, and providing exercise opportunities for their residents;

WHEREAS, city officials believe there are important, long-term community benefits to be gained by encouraging healthy lifestyles, including a decrease in the rate of childhood obesity and its negative health-related impacts;

WHEREAS, the City of Pasadena and key community partners can work together to understand the relationship between obesity, land-use policies, redevelopment, and community planning;

WHEREAS, the City of Pasadena and key community partners have made incredible progress to ensure that there are safe places for local residents to be active such as in parks, ball fields, pools, gyms, and recreation centers;

WHEREAS, access to healthy foods has a direct impact on the overall health of our community and planning for fresh food should be a priority;

WHEREAS, the City of Pasadena has partnered with the Renewing Environments for Nutrition, Exercise, and Wellness (RENEW) Program and the Healthy Eating Active Living (HEAL) Cities Campaign to provide training and technical assistance to help city officials adopt policies that improve the community's physical activity and retail food environments; and

WHEREAS, the City of Pasadena supports the Let's Move! Campaign headed by the First Lady of the United States, the President's Task Force on Childhood Obesity and Secretary of Health and Human Services in an effort to solve the challenge of childhood obesity within a generation:

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Pasadena, that:

1. The City of Pasadena supports preventative measures to fight obesity as set forth by the First Lady of the United States of America in the Let's Move campaign.
2. The City of Pasadena supports efforts to: (1) help parents make healthy family choices; (2) create healthy schools; and (3) provide access to healthy and affordable foods, and (4) promote physical activity.

Adopted at the regular meeting of the City Council of the City of Pasadena on the

25th _____ day of April _____ 2011,

by the following vote:


AYES: Councilmembers Haderlein, Holden, Madison, McAustin,
Robinson, Vice Mayor Gordo, Mayor Bogaard

NOES: None

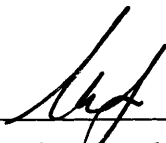
ABSENT: Councilmember Tornek

ABSTAIN: None

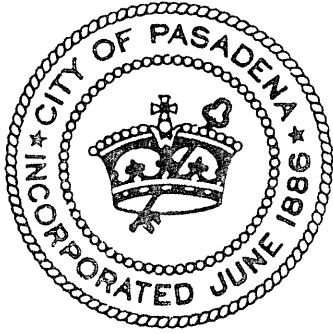
APPROVED AS TO FORM:



Scott D. Rasmussen
Assistant City Attorney



Mark Jomsky
City Clerk



Agenda Report

April 25, 2011

TO: Honorable Mayor and City Council
FROM: Public Health Department
SUBJECT: ADOPTION OF RESOLUTIONS TO BECOME A HEALTHY EATING ACTIVE LIVING (HEAL) CITY AND A LET'S MOVE! CITY

RECOMMENDATION:

It is recommended that the City Council adopt the attached resolutions to become a Healthy Eating Active Living (HEAL) City and to support preventative measures to fight obesity as set forth by the First Lady of the United States of America in the Let's Move! Campaign, in order to encourage physical activity and good nutrition.

BACKGROUND:

The United States faces increased health care costs and diminished quality of life due to the epidemic of obesity and overweight. In particular, over the past three decades, childhood obesity rates in America have tripled. Today, nearly one in three children in the United States is overweight or obese, which puts them at greater risk for health problems like diabetes, heart disease, high blood pressure, cancer and asthma. Obesity costs Americans \$150 billion in added health care expenses every year.

The Pasadena Public Health Department (PPHD) has worked for nearly 20 years to raise awareness about obesity, the need for improved access to healthy food, and increased physical activity. PPHD provides nutrition education to pregnant and parenting women in its prenatal clinic, the Black Infant Health Project, and the WIC Supplemental Nutrition program, relying on dietician expertise to promote healthier nutritional choices. In addition, PPHD offers Pasadena Anti-obesity Community Education (PACE), a four week series of classes designed to develop healthy living leaders who will share their enhanced understanding of nutrition, physical activity, and healthier lifestyles with their families, neighbors, and other associates. This highly effective program, funded by the Network for a Healthy California, has graduated hundreds of parents and caretakers, who are primarily Spanish monolingual.

PPHD collaborates with the Pasadena Unified School District and other members of the Pasadena Healthcare Link to raise awareness about the childhood obesity epidemic and improve physical activity opportunities for Pasadena's children and youth. Over the past year, as a grantee of Renewing Environments for Nutrition Exercise and Wellness (RENEW) -- which is part of the First Lady's Let's Move! Campaign -- PPHD has undertaken nutrition policy planning with a youth leadership development component. The intended outcome is a City Ordinance that will eliminate sweetened beverages from all vending machines on City of Pasadena property.

The League of California Cities adopted a resolution in 2004 to encourage cities to embrace policies that promote healthier lifestyles and communities. Two years later, the League adopted another resolution to work together with the Institute for Local Government and the Cities Counties and Schools (CCS) Partnership to develop a clearinghouse of information that cities can use to promote wellness policies and healthier cities. In response to this League resolution, the League, the CCS Partnership, and the California Center for Public Health Advocacy have launched the "Healthy Eating Active Living Cities Campaign," or HEAL. The HEAL campaign works with California cities to adopt policies that will improve physical activity and food environments for all residents. The campaign also offers training, technical assistance, and publicity to help the HEAL Cities empower their communities toward improved health outcomes.

By adopting a resolution to become a HEAL City, the City of Pasadena will join approximately 70 other cities in California in promoting physical activity and supporting healthier choices. Additional benefits of participating in the HEAL campaign include:

- Partnership with other municipalities for best practices and additional resources.
- Statewide recognition at the HEAL Cities Campaign breakfast at the League of California Cities' Annual Conference.
- Authorization to use the HEAL Cities Campaign logo on the City of Pasadena website.
- Public relations support.
- Enhanced community visibility and pride.

Similarly, Let's Move! is a comprehensive initiative, launched by the First Lady, dedicated to solving the challenge of childhood obesity within a generation, so that children born today will grow up healthier and able to pursue their dreams. Combining comprehensive strategies with common sense, Let's Move! is about putting children on the path to a healthy future during their earliest months and years.

By adopting a resolution to become a Let's Move! City, the City of Pasadena will join cities and towns throughout the country in helping to solve the crisis of childhood obesity. Additional benefits of participating in this campaign include:

- Partnership with other municipalities throughout the country to gain new ideas and share resources.
- Opportunities for recognition through stories on the www.letsmove.gov website and through participation in White House sponsored calls and events.
- Technical assistance from federal agency staff.
- Access to opportunities for funding for healthy communities initiatives and obesity prevention through federal grant resources.

COUNCIL POLICY CONSIDERATION:

Adoption of these resolutions by City Council advances the Strategic Planning Goal to support and promote the quality of life and local economy by encouraging and guiding residents to practice good nutrition and become more involved in physical activities.

ENVIRONMENTAL ANALYSIS:

The adoption of resolutions to become a HEAL City and a Let's Move! City does not result in any new regulations, restrictions, or requirements. As such, the resolution is exempt from CEQA, because it has no potential for causing an effect on the environment.

FISCAL IMPACT:

The adoption of resolutions to become a HEAL City and a Let's Move! City will not have a fiscal impact on the City, because there are programs currently in place that align with the goals of both the HEAL and Let's Move! campaigns.

Respectfully submitted,



Eric G. Walsh, MD, MPH
Director of Public Health/Health Officer

Prepared by:



Erika Davies
Executive Secretary

Approved by:



MICHAEL J. BECK
City Manager

Pasadena RENEW Project **DID YOU KNOW?**

THE COST OF OBESITY: KEY FACTS

- \$21 billion—the approximate annual overweight and obesity-related costs to families, employers, the healthcare industry and the government in the State of California.⁴
- California spends more public and private money on health consequences of obesity than any other state.⁴

Start to Change These Facts: Flavored Recipes to Enjoy!

Fresh ingredients:

- **Strawberry Water**
1 quart water
2 strawberries - sliced
- **Cucumber Lemon Water**
1 quart water
¼ cucumber - sliced
1 lemon - sliced
- **Minted Citrus Water**
1 quart water
3 large mint leaves - chopped
3 slices of lime

To prepare:

- Combine ingredients in a large pitcher.
- Cover and chill in the refrigerator for one hour.
- Serve chilled over ice or at room temperature.

TO LEARN MORE ABOUT PASADENA RENEW PROJECT, CALL 626.744.6073

¹ 2005 California Health Interview Survey ² Nielsen, Samara Joy and Popkin, Barry M. *American Journal of Preventive Medicine*, October 2004
³ www.NetworkforaHealthyCalifornia.net/Rethink Your Drink ⁴ Babey SH, Jones M, Yu H, Goldstein H. Bubbling Over: Soda Consumption and its Link to Obesity in California. UCLA Center for Health Policy Research ⁵ Relationship between consumption of sugar-sweetened drinks and childhood obesity: a perspective, operational analysis. *Lancet* 2001 357: 505,508. www.PublicHealthAdvocacy.org. ⁶ Los Angeles County Department of Public Health. Office of Health Assessment and Epidemiology. Key Indicators of Health by Service Planning Area; June 2009.



City of Pasadena Public Health Department
Health Promotion & Policy Development Division
Nutrition & Physical Activity Program
Pasadena RENEW Project: Renewing Environments for Nutrition, Exercise and Wellness
1845 North Fair Oaks Avenue, Pasadena, CA 91103

Pasadena RENEW Project DID YOU KNOW?

- Soda is the single largest source of empty calories in the American diet ¹
- U.S. teens consume twice as much soda as milk ²
- The average American consumes 175 lbs. of sugar per year ³

SODA & OBESITY: KEY FACTS

- Drinking just **one 12 oz can** of soda each day for a year can result in a gain of **16 pounds of added fat** ⁴
- 30% of all calories consumed daily are from sweetened beverages ⁴
- Research has shown strong evidence that **obesity in children** is directly related to **soda and other sweetened beverage** consumption ⁴
- In the last 30 years, the prevalence of overweight and obesity has nearly tripled in adolescents and children ⁴
- A child's risk for obesity increases an average of 60% with every additional daily serving of soda ⁵



IN THE

CITY OF PASADENA

- **52%** of children and adolescents between the ages of 2–17, and 22.9% of adults ages 18 and older **drink one or more sodas per day** ⁶
- **23.9%** prevalence of childhood obesity in Pasadena ⁶

TO LEARN MORE ABOUT **PASADENA RENEW PROJECT**, CALL 626.744.6073

RENEW
LOS ANGELES COUNTY

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