



THE CITY OF
NOVATO
 CALIFORNIA

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STAFF REPORT

MEETING

DATE: February 14, 2012

TO: City Council

FROM: Pam Shinault, Director of Parks, Recreation and Community Services

PRESENTER: Pam Shinault, Director

SUBJECT: RESOLUTION SUPPORTING THE HEALTHY EATING ACTIVE LIVING CITIES CAMPAIGN

REQUEST

Consider adopting resolution supporting the Healthy Eating Active Living (HEAL) Campaign.

RECOMMENDATION

Adopt resolution.

DISCUSSION

The California Center for Public Health Advocacy is working on a campaign to promote Healthy Eating and Active Living. The campaign and program, known as HEAL, is a partnership between the California Center for Public Health Advocacy and the League of California Cities.

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. Last year, Novato adopted a Strategic Plan that identified goals to enhance the health of the community. Novato then joined the National Let's Move Cities campaign, to reduce childhood obesity within a generation. With the City of Novato's commitment to improving the health of our community and the physical activity opportunities, adopting a resolution that supports HEAL reinforces that commitment.

The City of Novato has a strong history of support for healthy lifestyles, implementing policies and supporting programs that encourage healthy living. Over the last fifteen years, many active community recreation facilities have been built by the City and are available to the community, including the Novato Gymnastics Center, the ballfields on the Indian Valley Campus, the Hamilton Pool, and now the new community gymnasium under construction at Hamilton School, made possible through partnering with the Novato Unified School District.

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Land use decisions that require connectivity between residential neighborhoods and schools; projects that enhance pedestrian and bicycle friendly neighborhoods; a comprehensive park and trail system; and active recreation programs, are all key elements of active and healthy living.

Approving the resolution commemorates the City's commitment to a healthy community and supports collaboration with the HEAL Cities Campaign.

FISCAL IMPACT

No known fiscal impact will result from adoption of the resolution.

ALTERNATIVES

Do not adopt the resolution

ATTACHMENTS

Resolution

CITY COUNCIL OF THE CITY OF NOVATO

RESOLUTION NO. _____

RESOLUTION SETTING FORTH THE CITY OF
NOVATO'S COMMITMENT TO OBESITY
PREVENTIONPREAMBLE

A community's overall health depends on many socioeconomic factors, however, health is also a function of the environment in which residents live and work. Critical determinants of healthy living environments include access to parks and recreational facilities; healthy foods, walking, bicycling and public transit; high quality housing; economic opportunities; walkable neighborhoods with access to services; safe neighborhoods and public spaces; and a clean environment and sustainable communities.

In California, only 19% of teens meet current physical activity recommendations of sixty minutes of daily physical activity for youth; More than half of California's adults are overweight or obese and therefore at risk for many chronic diseases including diabetes, heart disease, arthritis, stroke and hypertension; and one in four youth between the ages of 12 and 16 in California are overweight.

In many areas of California, the number of adults who are overweight or obese exceeds 55% and the number of youth who are overweight or obese exceeds 20%.

WHEREAS, in 2004, the League of California Cities adopted a 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 understand and exercise; and

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

WHEREAS, Novato has adopted a Strategic Plan with goals to support a healthy and safe community; and

WHEREAS, in July 2010 the League of California Cities 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, Novato is one of over 600 cities Nationwide participating in the Let's Move Campaign to reduce childhood obesity within a generation; 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 and 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, Novato has adopted a Climate Action Plan to reduce greenhouse emissions; 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 of the City of Novato recognizes that obesity is a serious public health threat to the well-being of adults, children and families in Novato. 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, Novato adopts this Healthy Eating Action Plan resolution:

I. Built Environment

BE IT FURTHER RESOLVED that Novato planners, engineers, and parks and recreation personnel responsible for the design and construction of parks, neighborhoods, streets, and business areas, should make every effort to:

- Prioritize capital improvement 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;
- Consider planning and code changes to increase opportunities for physical activity and access to healthy foods, including neighborhoods that are compact, mixed-use and near transit;
- Include health goals and policies related to physical activity and access to healthy food in the general plan update;
- Examine racial, ethnic, and socio-economic disparities in access to healthy foods and physical activity facilities or resources and adopt strategies to remedy any inequities.

II. Employee Wellness

BE IT FURTHER RESOLVED that in order to promote wellness within Novato, and to set an example for other businesses, Novato 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;
- Encourage walking meetings and use of stairways.

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

BE IT FURTHER 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 FURTHER RESOLVED that Novato encourages restaurants doing business in Novato to:

- Display 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 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 Novato Healthy Eating Active Living logo.

IV. Implementation

BE IT FURTHER RESOLVED, that City staff from Parks, Recreation and Community Services, Community Development, Public Works, and Human Resources 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.

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

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I HEREBY CERTIFY that the foregoing resolution was duly and regularly adopted by the City Council of the City of Novato, Marin County, California, at a meeting thereof, held on the ____ day of _____ by the following vote, to wit:

AYES: Councilmembers
NOES: Councilmembers
ABSTAIN: Councilmembers
ABSENT: Councilmember

Sheri Harter, City Clerk

Approved as to _____

City Attorney of the City of Novato