



Executive Directive 08-10
Physical Activity, Nutrition, and Food Systems

November 13, 2008

By virtue of the power and authority vested in me by Section 3.100 of the San Francisco Charter to provide administration and oversight of all departments and governmental units in the executive branch of the City and County of San Francisco, I do hereby issue this Executive Directive to become effective immediately:

1. City and County of San Francisco declares its commitment to the improvement of good nutrition and physical activity.

Good nutrition and regular physical activity is vital not only to an individual's health, but to the community's health as well. These protective factors help prevent heart and blood vessel disease; control blood cholesterol, diabetes and obesity; lower blood pressure in some people; reduce stress; promote mental health and emotional well-being; build and maintain healthy bones and muscles. The annual costs of physical inactivity in San Francisco that leads to chronic disease have been estimated to be over \$1 Billion. However, if as few as 5% of inactive San Franciscans became physically active, it could save an estimated \$57,894,328 per year¹. For example, physical inactivity can cost the City and County of San Francisco an estimated \$4,704 per employee per year for medical care, workers' compensation and lost productivity. Lost productivity in the form of absenteeism and reduced job performance accounts for 95% of this cost. To that end, Executive Directive 05-111: Shape Up At Work Strategies was issued in April 2006, requiring City Departments to implement worksite wellness strategies for their employees.

However, not all environments are conducive to physical activity or healthful eating. Studies demonstrate that many factors contribute beyond an individual's motivation to how much people are physically active. They include traffic and pedestrian safety, transportation, violence/physical safety, access to open space, etc. Additionally, research studies have shown that people who live near supermarkets are more likely to eat the recommended amounts of fruits and vegetables² and are less likely to be obese³.

Ensuring that cafeterias at worksites, schools, hospitals offer affordable, healthy, fresh food and limit junk food can also impact eating patterns. The City and County of San Francisco can impact many of these factors through policy, implementation and planning.

¹ Calculated using Robert Wood Johnson, Active Living Leadership, Calculator, 2005, by San Francisco Injury Center.

² Morland K, Wing S, Diez Roux A, Poole C. Neighborhood characteristics associated with the location of food stores and food service places. *Am J Prev Med.* January 2002;22(1):23-29.

³ Morland K, Diez Roux AV, Wing S. Supermarkets, other food stores, and obesity: the atherosclerosis risk in communities study. *Am J Prev Med.* April 2006;30(4):333-339.

2. Departments shall incorporate their commitment to physical activity and healthy nutrition into their policies and programs.

3. The Mayor's Physical Activity Council shall advise and collaborate with the Open Space Commission to ensure that physical activity and food systems are integrated into decisions made by the Commission.

The Mayor's Shape Up SF Physical Activity Council is an advisory body to the Mayor that focuses on creating fun, safe, enjoyable and accessible environments that make it easy for San Franciscans to be physically active where they live, work, learn and play.

4. The Mayor's Physical Activity Council shall advise and collaborate with City Departments to better incorporate mechanisms into their daily work to ensure that San Franciscans can become more physically active and eat healthfully.

For questions concerning this Executive Directive, please contact
Catherine Dodd Deputy Chief of Staff

Regards,

A handwritten signature in black ink, appearing to be 'Gavin Newsom', written over a horizontal line.

Gavin Newsom
Mayor