

REQUEST FOR CITY COUNCIL ACTION



MEETING DATE: DECEMBER 8, 2009

TITLE: HEALTHY EATING ACTIVE LIVING CAMPAIGN

A handwritten signature in cursive script, appearing to read "Alan Howan".

Interim Director of Community Services

A handwritten signature in cursive script, appearing to read "Sean Joyce".

City Manager

RECOMMENDED ACTION:

Adopt RESOLUTION NO. – A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF IRVINE TO BECOME A HEALTHY EATING ACTIVE LIVING (HEAL) CITY.

EXECUTIVE SUMMARY:

The Healthy Eating Active Living (HEAL) Campaign is a partnership composed of the League of California Cities, California Center for Public Health Advocacy, and the Cities, Counties and Schools Partnership. The purpose of the HEAL Campaign is to provide training and technical assistance to city officials to adopt policies to improve their community's physical activity and food environments.

The City's *Strategic Plan for Children, Youth and Families* embraces many of the requirements of the HEAL Campaign. The additional training and technical assistance offered by HEAL will complement the *Strategic Plan for Children, Youth and Families*.

COMMISSION/BOARD/COMMITTEE RECOMMENDATIONS:

Not applicable.

STATEMENT OF THE ISSUES:

History:

In 2004, the League of California Cities (League) 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 to adopt city design and planning principles that enable citizens of all ages and abilities to undertake exercise. In 2006, the League adopted a resolution to work 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 response to which is the HEAL Campaign.

Analysis/Discussion:

HEAL Campaign staff, under the guidance of an advisory committee of elected and executive staff leaders from 20 cities, reviewed survey responses from over 100 California cities, analyzed existing policies, and identified policies considered key to being a healthy and active community. The HEAL Campaign encourages all California cities to adopt one or more of these policies to become a HEAL City. The policies identified by the HEAL Campaign staff fall under three general categories:

1. Land Use;
2. Availability of Healthy Food Choices; and
3. Employee Wellness.

The City of Irvine demonstrates commitment to many of the policies advocated through the HEAL Campaign. For example, in addition to the City's parks, trails and open space, the General Plan includes land use goals and policies to foster active living by providing:

- Healthy, walkable communities with safe access to amenities;
- Adequate open space for environmental and recreational purposes;
- Integration of uses with pedestrian connections;
- Public spaces and amenities; and
- Equal access to facilities by all residents.

Based on policies previously adopted by the City Council, the City qualifies to become a HEAL City by adopting a resolution and submitting a letter of interest to the HEAL Campaign to receive the designation as a HEAL City.

ALTERNATIVES CONSIDERED:

The City Council may decide not to participate in the HEAL Campaign.

FINANCIAL IMPACT:

The staff time associated with the administration of the HEAL Resolution and application is funded through the *Strategic Plan for Children, Youth and Families* budget.

CONCLUSION:

Staff recommends the City Council adopt the Healthy Eating Active Living Resolution and submit a copy of the Resolution to the League of California Cities, California for recognition as a Healthy Eating Active Living City.

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Report prepared by: Corinne Schneider-Jones, Community Services Manager

Report reviewed by: Elizabeth A. Cowan, Interim Director of Community Services

Attachment:

Healthy Eating Active Living Campaign Resolution 09-

CITY COUNCIL RESOLUTION NO. 09-

A RESOLUTION OF THE CITY COUNCIL OF
THE CITY OF IRVINE TO BECOME A HEALTHY
EATING ACTIVE LIVING (HEAL) 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, 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, the Irvine City Council, through its Strategic Plan for Children, Youth and Families has adopted a five-year action plan to improve health outcomes and fitness among children and youth in Irvine; and

WHEREAS, the City of Irvine, through its Strategic Plan for Children, Youth and Families, park resources, trails, bike pathways, open spaces, community building facilities, and access to healthy foods, has the unique ability to positively affect the health of the Irvine community now and in the future.

NOW, THEREFORE, the City Council of the City of Irvine DOES HEREBY RESOLVE as follows: that obesity is a serious public health threat to the health and wellbeing of adults, children and families in the City of Irvine. 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, the City of Irvine adopts this Healthy Eating Active Living Resolution:

SECTION 1. BUILT ENVIRONMENT

BE IT FURTHER RESOLVED that City of Irvine planners, engineers, community services, community development and redevelopment personnel responsible for the

ATTACHMENT 1

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 community gardens and farmers markets 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
- Revise comprehensive plans and zoning ordinances to increase opportunities for physical activity and access to healthy foods wherever and whenever possible, including compact, mixed-use and transit-oriented development, and;
- Build incentives for development project proposals to demonstrate favorable impact on resident and employee physical activity and access to healthy foods;

SECTION 2. EMPLOYEE WELLNESS

BE IT FUTHER RESOLVED, that in order to promote wellness within the City of Irvine and to set an example for other businesses, the City of Irvine pledges to continue its employee wellness program (i.e. employee access, free of charge, to a wellness training facility, offer ongoing wellness classes and activities to employees during lunch hour and employees to receive wellness counseling and a customized wellness plan). Within six months of adoption of the Resolution, the City of Irvine Administrative Services Department will consider an additional employee wellness policy that will:

- Encourage walking meetings and use of stairways.

BE IT FUTHER RESOLVED, to continue to require nutrition standards for vending machines located in City owned or leased locations to include 50 percent of products that meet healthy guidelines as defined in California Senate Bill 19, The Pupil Nutrition, Health, and Achievement Act of 2001.

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.

SECTION 3. HEALTHY FOOD ACCESS

BE IT FUTHER RESOLVED, that the City of Irvine encourages restaurants doing business in the City of Irvine 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, and;
- Provide a healthy menu option to be included in discounted menu items.

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 City of Irvine Healthy Eating Active Living logo.

SECTION 4. IMPLEMENTATION

BE IT FURTHER RESOLVED that the Community Services, Community Development, Public Works and Administrative Services Department Directors will 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.

SECTION 5. That the City Clerk shall certify to the passage and adoption of this Resolution and enter it into the book of original Resolutions.

PASSED AND ADOPTED by the City Council of the City of Irvine at a regular meeting held on the 8th day of December, 2009.

MAYOR OF THE CITY OF IRVINE

ATTEST:

CITY CLERK OF THE CITY OF IRVINE

STATE OF CALIFORNIA)
COUNTY OF ORANGE) SS
CITY OF IRVINE)

I, SHARIE APODACA, City Clerk of the City of Irvine, HEREBY DO CERTIFY that the foregoing resolution was duly adopted at a regular meeting of the City Council of the City of Irvine, held on the 8th day of December, 2009.

AYES: COUNCILMEMBERS:

NOES: COUNCILMEMBERS:

ABSENT: COUNCILMEMBERS:

CITY CLERK OF THE CITY OF IRVINE