

# Get Moving!

Whether your city has been a leader in combating obesity or this is a new issue for your municipality, you can establish a healthier future for your city and its residents.

Take these three steps and you're on your way to supporting healthy eating and active living.



*Your city can support the health of its residents and workers through policies that create a healthy eating and active living city.*

## 1 Recognize the Problem

*Has your city recognized the importance of addressing the obesity epidemic with policies, resolutions or programs?*

**YES!** Proceed to step two.

**NO**

1. Learn whether there is a collaborative already working on the issue. If so, designate staff to attend their meetings and report back regularly to the council.
2. Consult with likely city and other partners in addressing the problem, such as other city council members, the community services and human resources directors, school board members, planning commissioners, and your public health director.
3. Identify local data to build your case with the council. Many communities have assessed such parameters as walkability, bikeability, and healthy food retail in their communities.

Visit [www.HealCitiesCampaign.org](http://www.HealCitiesCampaign.org) to get local data and find others who are addressing the problem.

## 2 Clarify Your City's Role

*Has your city stated a vision or adopted a policy to support healthy, active living?*

**YES!** Proceed to step three.

**NO**

Join the Healthy Eating Active Living Cities Campaign by adopting a policy to increase physical activity and access to healthy food for your employees and residents.

Visit [www.HealCitiesCampaign.org](http://www.HealCitiesCampaign.org) to see sample resolutions and policies.



**HEALTHY EATING  
ACTIVE LIVING  
CITIES  
CAMPAIGN**

### The Healthy Eating Active Living Cities Campaign

provides training and technical assistance to help city officials adopt policies that improve their communities' physical activity and retail food environments. 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.

The Campaign, funded by Kaiser Permanente and the Vitamin Cases Consumer Settlement Fund, is a partnership of the League of California Cities, the California Center for Public Health Advocacy, and the Cities Counties and Schools Partnership.

*This fact sheet is one in a series providing background and policy ideas for healthy cities.*

[www.HealCitiesCampaign.org](http://www.HealCitiesCampaign.org)

### 3 Consider Healthy Eating Active Living Policy Options

*Is your city working to increase health and wellness through specific policies? Consider the following policy options:*

#### Update your general plan

Establishing goals and policies in your general plan that address the built environment is a powerful and enduring way to increase resident access to healthy food and routine physical activity.

See the HEAL Cities Campaign's Fact Sheet on *Land Use* for specific ideas and examples of general plan updates from California cities.

#### Adopt zoning ordinances

Adopting zoning ordinances can assure venues for produce sales in underserved neighborhoods, promote walking and biking, and create lively destinations within your city.

See the HEAL Cities Campaign's Fact Sheet on *Land Use* for specific ideas and examples from California cities.

#### Create incentives to increase the availability of healthy food in all your city neighborhoods

Cities have powerful planning and economic development tools that can be directed toward grocery store development, corner store conversion, farmers markets and community gardens.

See the HEAL Cities Campaign's Fact Sheet on *Healthy Food Choices* for specific ideas and examples from California cities. The Campaign also has marketing materials for retailers who make healthy choices accessible to customers.



*The City of Chino sponsors a weekly certified farmers market at City Hall that attracts residents downtown to shop for healthier foods, participate in family activities, and take in a variety of entertainment—from salsa-making contests to dancing and listening to local bands.*



*Allen Rossum of the San Francisco 49ers and Jerry Stackhouse of the Dallas Mavericks lead a group of youth in a 10-minute activity break. Instant Recess!*

#### Address the health of your city workforce

Keeping your workforce and their families healthy can increase productivity and decrease chronic disease and its attendant costs.

See the HEAL Cities Campaign's Fact Sheet on *Employee Wellness* for specific ideas and examples from California cities.

#### Choose one or more areas on which to focus

Direct appropriate staff to contact the HEAL Cities Campaign for assistance.

### BONUS! Get Credit

When you register your city's policies with HEAL Cities Campaign, we will provide recognition, including:

- The HEAL Cities Campaign logo for your city's website
- A tailored press release that we will distribute to local media outlets and the League of California Cities
- Recognition at the HEAL Cities Campaign breakfast at the League's Annual Conference
- Free HEAL Cities Campaign bumper stickers and eligibility to purchase Campaign promotional materials at cost

### Join the Healthy Eating Active Living Cities Campaign

Go to [www.HealCitiesCampaign.org](http://www.HealCitiesCampaign.org) and let us know what you are doing, or contact the campaign:

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