

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
ACTION AGENDA SUMMARY

DEPT: Health Services Agency

BOARD AGENDA # B-7

Urgent

Routine

AGENDA DATE March 4, 2014

CEO Concurs with Recommendation YES NO
(Information Attached)

4/5 Vote Required YES NO

SUBJECT:

Approval to Adopt the Healthy Eating Active Living Resolution for Stanislaus County

STAFF RECOMMENDATIONS:

Adopt the Healthy Eating Active Living Resolution for Stanislaus County to encourage physical activity and nutritious eating.

FISCAL IMPACT:

The Health Services Agency Public Health division Approved Fiscal Year 2013-2014 budget is approximately \$26.5 million. Activities associated with this recommendation are included in the approved budget. There is no impact to the General Fund.

BOARD ACTION AS FOLLOWS:

No. 2014-106

On motion of Supervisor Withrow, Seconded by Supervisor O'Brien
and approved by the following vote,

Ayes: Supervisors: O'Brien, Withrow, Monteith, and Chairman De Martini

Noes: Supervisors: None

Excused or Absent: Supervisors: Chiesa

Abstaining: Supervisor: None

1) X Approved as recommended

2) _____ Denied

3) _____ Approved as amended

4) _____ Other:

MOTION:



ATTEST:

CHRISTINE FERRARO TALLMAN, Clerk

File No.

DISCUSSION:

According to the Centers for Disease Control and Prevention (CDC), the rate of childhood obesity has risen in the past thirty years resulting in a third of children and adolescents being considered overweight or obese as of 2008. More than half of California's adults are overweight or obese and therefore at risk for many chronic conditions including diabetes, heart disease, cancer, arthritis, stroke, and hypertension. The annual cost to California—in medical bills, workers compensation and lost productivity— for overweight, obesity, and physical inactivity exceeds \$52 billion.

In Stanislaus County, 2011 data indicated that 65.2% of adults (over 18 years of age) are overweight or obese, whereas 26.7% of teens from 12 – 17 are overweight or obese, compared to the State's average of 55.4% for adults and 15.8% for teens. In addition, 16.7% of Stanislaus County children from 2-11 are overweight or obese, whereas the State's average is 12.1%.

Evidence indicates that addressing the broader determinants of health can create a large and sustainable improvement in the health status of the population, which in turn creates a healthier workforce, leads to more healthy children who are more likely to succeed in school and obtain jobs that provide self-sufficiency, and also reduces the health and financial burden of disease to society. In addition, evidence shows that such large population based health improvements require the coordination of every entity within the Public Health System, including government agencies, private employers and local businesses.

Following guidance from the CDC, the Health Services Agency (HSA) has been focusing on the most effective approaches to obtain the greatest impact on residents' health, working with multiple partners to implement activities that address the broader determinants of health. In 2008, HSA, in collaboration with community partners, began to work on a countywide, population based initiative known as the "*Framework for a Thriving Stanislaus*". As a community wide multi-agency initiative and document, the *Framework* identifies four Broad Determinants of Health to be addressed:

- 1) Access to health care and information,
- 2) Education,
- 3) Basic Needs (such as food and shelter), and
- 4) Built Environment (i.e. how a community neighborhood is planned and built).

This initiative provides community leaders, policy makers, and organizations with a set of issues and the desired community results. It also documents ongoing activities from the community that aimed at achieving long term results.

Stanislaus County leaders recognize that cities within Stanislaus County and their residents face increased health care costs and diminished quality of life due to the epidemic of obesity and overweight. City leaders in all nine cities across the County are addressing the crisis by considering impacts on health in land use and employee

policies which encourage physical activity and nutritious eating. Supporting the health of residents and the local workforce would decrease chronic disease and health care costs and increase productivity. Through the collaborative work and partnerships, many agencies and entities within the County have policies and programs that promote healthy lifestyles by making their communities walk-able, promoting physical activity, eliminating the sale of high calorie, low nutrition food in city, county, or school facilities, and providing incentives for stores that sell fresh produce located in underserved neighborhoods. The adoption of the Healthy Eating Active Living (HEAL) resolution conveys the County's commitment to promote and support healthy lifestyles for our community residents and be in alignment with the *Framework*.

The type, quality and amount of food that individuals consume each day play a vital role in their overall health and physical fitness. Diet, nutrition and regular physical activity are important factors to consider when addressing obesity and chronic diseases. With the multitude of unhealthy dietary choices available today, the access to fresh fruits and vegetables and healthy foods is essential to a healthy community. There is a need for continuing education and a wide scale effort to promote healthy habits and opportunities to make the healthy choice the easy choice. The *Framework* has documented numerous activities around Stanislaus County communities to increase access to healthy foods and eliminating food insecurities, such as farmers markets, community and school gardens, and menu labeling. With March being National Nutrition Month, it is important to remember and continue with these efforts around food and nutrition, while we celebrate the successes.

POLICY ISSUES:

Approval of this recommendation support the Board of Supervisor's priorities of A Healthy Community and Effective Partnerships by encouraging public and private policy and activities that promote health.

STAFFING IMPACT:

There is no staffing impact associated with approval of this recommendation. Existing staff work with community partners and other County representatives to promote the Framework for a Healthy Stanislaus.

DEPARTMENT CONTACT:

John Walker MD, Public Health Officer, 209-558-8804.

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
STATE OF CALIFORNIA

Date: March 4, 2014

No. 2014-106

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and approved by the following vote,

Ayes: Supervisors: O'Brien, Withrow, Monteith, and Chairman De Martini

Noes: Supervisors: None

Excused or Absent: Supervisors: Chiesa

Abstaining: Supervisor: None

THE FOLLOWING RESOLUTION WAS ADOPTED:

Item # B-7

STANISLAUS COUNTY'S COMMITMENT TO HEALTHY EATING ACTIVE LIVING

WHEREAS, the County of Stanislaus recognizes that cities within Stanislaus County and their residents face increased health care costs and diminished quality of life due to the epidemic of obesity and overweight. City leaders in all nine cities across the County are addressing the crisis by implementing land use and employee policies which encourage physical activity and nutritious eating; and,

WHEREAS, according to the Centers for Disease Control and Prevention (CDC), the rate of childhood obesity has risen in the past thirty years resulting in a third of children and adolescents are considered overweight or obese as of 2008; and,

WHEREAS, more than half of California's adults are overweight or obese and therefore at risk for many chronic conditions including diabetes, heart disease, cancer, arthritis, stroke, and, hypertension; 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, by supporting the health of residents and the local workforce would decrease chronic disease and health care costs and increase productivity; and,

WHEREAS, the annual cost to California—in medical bills, workers compensation and lost productivity— for overweight, obesity, and physical inactivity exceeds \$52 billion; and,

WHEREAS, many agencies within the County have policies and programs that promote healthy lifestyles by making their communities walk-able, promoting physical activity, eliminating the sale of high calorie, low nutrition food in city, county, or school facilities, and providing incentives for stores that sell fresh produce to locate in underserved neighborhoods; and,

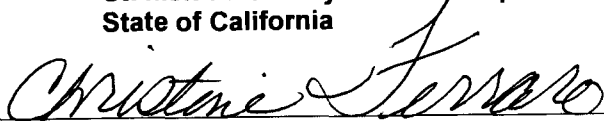
WHEREAS, there are important, long-term community benefits to be gained by encouraging healthy lifestyles, including a decrease in the rate of obesity and its negative health –related impacts and cost; and,

WHEREAS, the County and other community partners can work together to understand the relationship between obesity, land-use policies, development, and community planning, and ensure that there are safe places for residents to be active such as parks, ball fields, pools, gyms, and recreational centers; and,

WHEREAS, the County supports the development of healthy neighborhoods that provide: places where walking and bicycling are safe and convenient for all residents and where locally grown, affordable and nutritious food is accessible.

NOW, THEREFORE, BE IT RESOLVED that the Stanislaus County Board of Supervisors does hereby recognize that obesity is a serious public health threat to the health and wellbeing of children. Individual efforts alone are insufficient to combat obesity’s rising tide among children. Significant societal and environmental changes are needed to provide healthier choices to children and families. To that end Stanislaus County adopts the Healthy Eating Active Living Commitment.

ATTEST: **CHRISTINE FERRARO TALLMAN, Clerk**
Stanislaus County Board of Supervisors,
State of California



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File No.

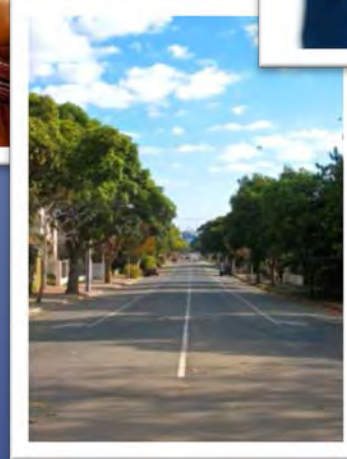
Community Transformation

Healthy Eating and Active Living: Collective Achievements in Stanislaus County

Presentation to the Stanislaus County
Board of Supervisors

March 4, 2014

Health begins where people work, live, learn and play



Successful Approach to a Healthy Community

- Spectrum of Prevention
 - Partnerships and Coalitions
 - Organizational Practices
 - Public Policies

The Spectrum of Prevention



Partnerships and Collaboration

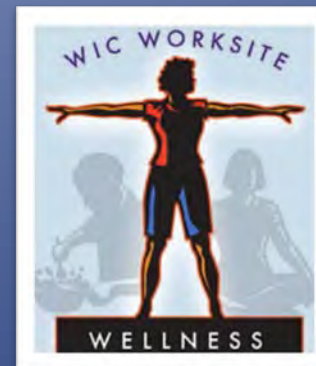
- Community Transformation / HEART Coalition
- Framework for a Thriving Stanislaus

Health begins where people **WORK** . . .



Annual Healthy HSA
Worksite Wellness
FREE Zumba Classes
On-Site Farmers Market

State Certified - WIC
Worksite Wellness



Additional
County
Departments
are Establishing
Worksite
Wellness
Programs

Health begins where people *LIVE* . . .



Faith Based
HEAL Efforts



HEAL Zone
Re-Think Your Drink
Awareness Campaign



↑ West Side Health Care Advisory Task
Force's Healthy Lifestyle Contest



Teens Run Modesto /
Modesto Marathon



Health begins where people *LEARN* . . .



SRTS Infrastructure Improvements to Marshall Elementary School



School Farm Stands and Gardens



SCOE Fit for the Future Governors Challenge



Health begins where people *PLAY* . . .



Water ONLY Vending Machines
Maddux Youth Center, Modesto



After-School
Program Active
Living Program
Walk-It Out Project



Healthy Eating Active Living (HEAL)

- HEAL - introduced by Kaiser Permanente via its community health improvement initiative
- Promote systems and policies that impact healthy eating and active living
- Easy access to fresh produce and healthy foods
- Safe places/environment for physical activities

Public Policies

Stanislaus County HEAL Cities

•Riverbank	Jan. 11, 2010
•Waterford	Oct. 20, 2011
•Patterson	Jan. 25, 2012
•Modesto	Feb. 28, 2012
•Ceres	March 26, 2012
•Oakdale	May 7, 2012
•Turlock	March 26, 2013
•Newman/Crows Landing	Jan. 14, 2014
•Hughson	Feb. 24, 2014

Requesting the Board's Approval

- To adopt the HEAL Resolution for Stanislaus County

National Nutrition Month Proclamation

- In support of Healthy Eating Active Living, and to celebrate our collective successes
- Proclaim **March 2014** as **National Nutrition Month** in Stanislaus County