

**CITY COUNCIL AGENDA ITEM**  
CITY OF SHORELINE, WASHINGTON

<b>AGENDA TITLE:</b> City Council Goal 6: Develop a Healthy City Strategy
<b>DEPARTMENT:</b> Community Services Division
<b>PRESENTED BY:</b> Rob Beem, Community Services Division Manager

At the Council's goal setting retreat in April, Council established a goal to "Develop a Healthy City Strategy." As part of that discussion, staff presented information from several other communities that had developed their own Healthy City strategy. Attachment A contains the summary memo provided to Council at that time. This compilation highlighted a variety of approaches from a simple strategy involving just one entity to complex multi-partner efforts. All of the efforts, except Gig Harbor, relied on mobilizing the resources, vision and good will of cities, schools and other major institutions and community leaders. Staff proposes a multi-partner approach that will involve multiple segments of the Shoreline community in helping to develop Shoreline's Healthy City Strategy.

**THE PROBLEM**

Chronic diseases account for seven of every ten U.S. deaths and for more than 60% of medical care expenditures. Much of chronic disease is preventable. Unhealthy eating and physical inactivity contribute to obesity, cancer, cardiovascular disease, and diabetes. Together, these conditions are responsible for at least 300,000 deaths each year in the U.S.

Obesity is used as a leading indicator for overall health in children and adults. In Washington State, obesity is increasing at an alarming rate, doubling amongst adults in the last 10 years. In 2000, only 25% of Washington residents reported eating fruits and vegetables at least 5 times a day and only 27% engaged in moderate physical activity during their leisure time. In North King County 55% of adults over 18 are reported to be overweight. And in Shoreline specifically a 2008 survey of students found that 21% of 8<sup>th</sup> graders were overweight or obese.

Addressing these issues is clearly the job of many in the community. And, while families and individuals are responsible for making healthy choices for themselves, interventions that focus only on an individual's behavior change have shown to be ineffective in changing eating and physical activity behaviors. At the same time there is an increasing body of experience that indicates broad based community actions are effective. The focus of Shoreline's Healthy Cities Strategy should be to identify those actions and strategies that our community is ready and able to undertake which make it easier for people in Shoreline to make healthy lifestyle choices.

## ELEMENTS OF A HEALTHY CITY STRATEGY

At the national level there are several initiatives and compilations of research that will inform and guide staff as they develop the strategy. These include:

- The Robert Wood Johnson Foundation's Action Strategies Toolkit developed in partnership with the International City Managers Association (Attachment B)
- First Lady Obama's "Let's Move!" Campaign (Attachment C)
- Public Health: Seattle and King County Strategies from its Communities Putting Prevention to Work program – (Attachment D)

The research includes "best practices" that have shown to be effective in improving individual and the community health. Experience in these initiatives indicates that the elements of any local strategy should address two areas: 1) the built environment and how that supports healthy physical activity and 2) policies and programs that support and encourage healthy and active lifestyles

Shoreline already has many of the elements in place for addressing the built environment. The following are examples of items in our existing plans and work programs that are recognized as effective practices to support healthy lifestyle choices. All are traditionally seen as well within the role of municipal government.

- The Transportation Master Plan: Includes safe school walking routes and the current update is looking at ways to redesign existing streets to provide more miles of safe walking and biking routes
- The City and School District Joint Use Agreement that allows enhanced access to recreation facilities e.g. school fields and Spartan Gym
- The Comprehensive Plan Policies support development of more walkable and pedestrian oriented streets and communities
- The Parks Bond Issue supported planning for and construction of a trail system throughout the city The Parks Recreation and Open Space Plan and the update currently underway identifies facilities, such as the Shoreline Pool or Skate Park and associated programming that supports and encourages active lifestyles

Outside of the City's recreation programming we have not been as active in the second area which deals with policies and programs that encourage healthy and active lifestyles. These activities are not typically ones that cities our size have taken on by themselves. And even in the recreation field the City is not the sole provider of these services. Usually, these policies and programs are implemented by boards of health, individual businesses, non-profits and employers. For example, restaurant food labeling is known to be an effective way to encourage both informed consumer choice and to spur on production of healthier products. This type of regulation would largely be in the purview of Public Health: Seattle King County and individual businesses. Another commonly adopted strategy is to ensure that youth have ample access to after school activities, which keep them engaged and fit. Here too the City is but one of a number of players who will make this happen including families, Shoreline Public Schools, local independent schools, YMCA and other youth groups.

## BUILDING SHORELINE'S STRATEGY

The most effective approaches we have looked at have two common procedural elements: 1) involvement by significant local and regional organizations with a stake in the community's health, e.g. hospitals, Public Health, schools; and 2) participation from local community members themselves. Staff proposes initially engaging organizations in the first group through a series of interviews with their leadership. Staff will also convene a series of community conversations targeting the second group to identify actions individuals would be willing to take to maintain and improve their health status. Through these meetings with the community and potential partners, staff will answer the following questions:

- How do we define a Healthy City?
- Who is willing and able to provide leadership and to sustain a strategy that leads to becoming a Healthy City?
- How do the City's and partners' existing plans address the Healthy City Goal?
- What experiences from national or regional initiatives apply in Shoreline?
- Are the City's and the community's efforts comprehensive enough?
- Where are our efforts already strong and robust enough?
- Where the community's efforts lacking and/or do they need to be taken to a larger scale?
- What are five high leverage activities for the City and community to take on?
- Who will partner with the City in this effort and what are their roles?
- How will the City measure progress?

Building on the information gathered from these groups and individuals we envision convening a Community Work Group to build our local strategy. Membership will be drawn from those organizations and individuals contacted who would play a role in implementing the Healthy City Strategy and who have interest in the topic. The Work Group will assist staff to craft a Healthy City Strategy based on actions that individuals or groups see as necessary, doable and motivating in achieving the City's goals. The Healthy City Strategy will identify activities in four areas:

- The City itself: Activities that fit with our current set of city services and priorities, e.g. recreation program offerings and increased walkability
- The City as a partner: Activities where the City plays a role in one of our partner's initiatives, e.g. a hospital's health fair
- The City as a local voice: Activities that support local implementation of a regional or national strategy e.g. posting of nutritional information in restaurants, Prescription Drug Discount or Public Health's Tobacco cessation activities
- Partners in the lead: Actions and activities that others will take in partnership with each other and the City or individually

## **TIMELINE**

Below is the anticipated timeline for developing Shoreline's Healthy City Strategy:

October – January	Interview partners/ Community Conversations
February	Build Community Work Group
March - April	Community Work Group Meetings
May	Develop Preliminary Strategy
June	Present Strategy to City Council and Partners
July	Adopt Strategy

## **FISCAL IMPACT**

Implementing this planning process will require \$20,000 which will be considered in the 2011 Annual Budget

## **RECOMMENDATION**

No action is required at this time. Staff is seeking Council's input on the range of questions they will be asking the community, the different sectors of the community that will be engaged in the discussions and the scope of the overall effort.

Approved By:      City Manager  City Attorney \_\_\_\_\_

## **ATTACHMENTS**

Note: These attachments reference larger documents available on line through the hyperlinks or web addresses noted

**Attachment A:** April 5, 2010 Memo to Council. The full meeting packet can be found at  
<http://cosweb.ci.shoreline.wa.us/uploads/attachments/cck/Council/StaffReports/2010/staffreport040510-6c.pdf>

**Attachment B:** The Robert Wood Johnson Foundation's Action Strategies Toolkit Executive Summary. For more information on the Action Strategies Toolkit visit:  
<http://www.rwjf.org/pr/product.jsp?id=42514>

**Attachment C:** Let's Move Pledge  
For more information on the full program visit: <http://www.letsmove.gov>

**Attachment D:** Public Health: Seattle and King County – Communities Putting Prevention to Work program strategies. For more information on the full program visit:  
<http://www.kingcounty.gov/healthservices/health/partnerships/cppw/mapps.aspx>

**Attachment E:** Public Health Seattle King County Obesity Chart



**Memorandum**

**DATE:** March 22, 2010  
**TO:** Robert Olander, City Manager  
**FROM:** Julie Underwood, Assistant City Manager  
Robert Beem, Community Services Manager  
**RE:** Proposed Council Goal -- "Healthy City"

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During this year's Council annual goal setting retreat, Council discussed possibly continuing with current goal #10: Develop a "healthy city" strategy to ensure the community's access to needed human services. However, there was some discussion about shifting away from specifically addressing human service needs, since a Human Services Plan was recently adopted by the Council, and addressing "healthy city" in a broad context.

Similar to the Youth Master Plan, there are communities across the country that have led such efforts, and this usually results in developing a "healthy community" or "healthy city" strategy (see attached samples).

The Council would need to determine the scope of work for developing the strategy by defining the boundaries for this study/plan. Would it involve addressing social and health needs, promoting an active lifestyle, addressing childhood obesity, design of the built environment, etc.? In other words, work would need to be done to define the problem.

Much of this work would be similar to our efforts in developing the Housing Strategy, Sustainability Strategy and Human Services Plan. It differs in the need to convene stakeholders and partners as active participants in the full process. This as opposed to seeking their advise and input. This type of strategy holds the promise of connecting all the policies and plans that the City currently has in place: Housing Strategy, Sustainability Strategy, Human Services Plan, Comp Plan, Transportation Master Plan, Parks and Open Space Plan, as well as those strategic plans of our key community stakeholders: the School District, YMCA, King County Health Department, Senior Center, etc.

**Staff Recommendation:**

Given our resource constraints, it would not be advisable to include this goal and the goal for a youth master plan at the same time, since this would involve many of the same stakeholders.

It is estimated that this goal would require approximately \$15,000-20,000 for hosting meetings. We believe that much of the writing and coordination can be done by staff; however, since this goal would be led by the City Manager's Office, with assistance from the Community Services Division, staff would recommend that this project begin in late 2010 or early 2011.

**Attachments:**

1. City of Gig Harbor, Healthy Harbor 2008
2. The City of Moses Lake, A Health Community: An Action Plan to Promote Nutrition and Physical Activity
3. ICMA Healthy Communities – Healthy Decatur: A Holistic Approach to Sustainability
4. Leadership for Health Communities - Advancing Policies to Support Healthy Eating and Active Living - Action Strategies Toolkit: A Guide for Local and State Leaders Working to Create Healthy Communities and Prevent Childhood Obesity

## City of Gig Harbor Healthy Harbor 2008

### Project Statement

What is it? Healthy Harbor is a double entendre.

### Project Summary

It is:

1) Promotion of the Gig Harbor area as "nature's health club". Everyone can join and the membership is free! Your membership in "nature's health club" gets you access to great, healthy, recreation such as:

- Walking the harbor
- Biking the Cushman Trail
- Hiking the Penrose Point State Park
- Beachcombing the Purdy spit
- Kayaking Gig Harbor Bay
- Enjoying organic and farm fresh produce at the Farmer's Market
- Participating in the annual Fun Run
- Participating in the annual Harbor Hounds Walk the Town
- Participating in the annual Heritage Row
- Participating in the local Volksports events
- Scuba Diving
- Art Walk and more!

In addition to being apart of nature's health club you can also join your neighbors and friends in healthy, family friendly activities, festivals, and events throughout the year that promote community spirit, such as:

- Free summer outdoor concerts
- Free summer outdoor movies
- Gig Harbor Farmers Market
- Summer Arts Festival and Chalk the Walk
- Gig Harbor Folk Festival
- Tacoma Pierce County Health Department Events and Activities
- MultiCare and Franciscan lectures and events
- Special offers at restaurants
- Clinics at local physicians, medical, or natural health businesses
- And many more

2) The second part of Healthy Harbor is the health of Gig Harbor itself. Healthy Harbor is an awareness campaign to be responsible citizens for our environment and the ecosystem of Gig Harbor – resulting in a healthier community for us all to enjoy. Working with the local non-profit group "Harbor WildWatch" healthy harbor events include:

- Lectures
- Seminars



- "Get Your Feet Wet" beach walks
- Naturalists talks
- Educational environmental markers
- Guided kayak naturalist tours
- Salmon Chanted Harbor event
- Audubon Society events and activities
- Special events at local businesses

Who can join Healthy Harbor? Anyone! If you live, work, play or visit the greater Gig Harbor area you are invited to participate in Healthy Harbor.

2008 Healthy Harbor will launch in April 2008. Updates and information on events and activities that are part of Healthy Harbor can be found each week at [www.gigharborguide.com](http://www.gigharborguide.com). The 2008 program will run from April – October and is open to anyone and it is free! You can be a casual participant or you can register to win prizes.

To win prizes, you must:

- Register online at [www.gigharborguide.com/healthyharbor](http://www.gigharborguide.com/healthyharbor)
- Pick up a 2008 Healthy Harbor Passport
- Get your passport stamped throughout the six month program
- Turn in your passport at the end of the program to be eligible for prizes donated by the local Gig Harbor businesses and coordinated through the Gig Harbor YMCA

Why should you participate? Why not? Healthy Harbor is free, easy and fun. It is engaging, educational, simple and good for you and your community. The goal is to provide more opportunity for our community to live, work and play together and create a sense of community that builds relationships, communication, economic development, and pride.

When does it start? Healthy Harbor 2008 will launch in April with our big kick off event Gig Harbor Street Scramble on May 24<sup>th</sup> in downtown Gig Harbor. Look for more Street Scramble info at [www.gigharborguide.com/streetscramble](http://www.gigharborguide.com/streetscramble).

Contact  
Laureen Lund  
Marketing Director  
253-853-3554

THE CITY OF MOSES LAKE  
A HEALTHY COMMUNITY:

AN ACTION PLAN TO PROMOTE  
NUTRITION AND PHYSICAL ACTIVITY

The Problem: Chronic diseases account for 7 of every 10 U.S. deaths and for more than 60% of medical care expenditures. Much of chronic disease is preventable. Unhealthy eating and physical inactivity contribute to obesity, cancer, cardiovascular disease, and diabetes. Together, these conditions are responsible for at least 300,000 deaths each year in the U.S. Statistics show an urgent need to address this health issue in the nation, the State of Washington, and the City of Moses Lake.

Doubling amongst adults in the last 10 years, obesity in Washington State is increasing at an alarming rate. In 2000, only 25% of Washington residents reported eating fruits and vegetables at least 5 times a day, and only 27% engaged in moderate physical activity during their leisure time. Interventions that focus only on individual behavior change have not been effective in changing eating and physical activity behaviors. The focus of this plan is to include environmental and policy changes that will make it easier for people in Moses Lake to make healthy lifestyle choices - to eat healthy and be physically active.

Establishing a Program: In 2001, the Washington State Department of Health was awarded funding from the Center for Disease Control and Prevention (CDC) to develop a program aimed at the promotion of nutrition and physical activity for the prevention of chronic disease and obesity. Moses Lake was selected as the ideal community for the pilot project because of its diversity, rural setting, active community groups currently working on the issues and strong community leadership. Program and planning began in February 2002. It was noted that while Moses Lake has a history of successful community improvement efforts, excellent Parks and Recreation opportunities and a seasonal Farmers Market it does have room to make improvements. This project represented an opportunity to build a model community that other cities and towns in Washington could replicate.

**OPPORTUNITIES: MOSES LAKE'S STRENGTHS**

Moses Lake has many strengths that will help to insure the success of this plan. Some of the strengths identified by the residents in Moses Lake include:

- Many indoor and outdoor public facilities available
- The existence of a great municipal park system
- People desire to be active and eat fresh fruits and vegetables
- Groups are available to help (for example TOPS or Farmers Market)
- Resources are available to disseminate information to the public
- Moses Lake's residents are outgoing and friendly

The existence of a good educational system. including the college and public hospital  
The community recognizes the need for an action plan to combat bad nutrition and physical inactivity.

The existence of local expertise regarding health issues  
Recreation opportunities are wide spread

Furthermore, Moses Lake is working on a revitalization project, Vision 2020, a plan to make the Moses Lake community a better place to live and visit. Part of the Vision 2020 plan addresses issues such as walking and recreational open space.

### **WHAT'S MAKING IT HARD TO EAT HEALTH AND BE ACTIVE IN MOSES LAKE?**

When residents were asked to list barriers to eating healthy foods and getting physical activity in Moses Lake they said:

#### **Barriers to Eating Health**

- Not enough convenient health food
- Healthy foods cost too much (depending on season)
- Restaurants (mostly fast food)
- Vending machines with unhealthy foods
- Advertising to kids
- Kids menus at school
- Hard to find fresh healthy good in winter
- A lack of healthy foods in the workplace
- Need for more bike routes
- Physical activity programs and facilities cost too much
- Weather (if too cold, too hot, icy, etc.)
- No indoor swimming pool
- Perception of the community not being safe for children
- Transportation issues for children
- Not enough structured things available for youth
- Resources are not available in all neighborhoods

#### **Barriers to being Physically Active**

### **LOCAL LEADERSHIP AND COMMUNITY COMMITMENT**

Community leaders in Moses Lake including Mayor Lee Blackwell and City Manager Joseph K. Gavinski recognized the importance of physical activity and healthy eating and initiated Moses Lake's participation in this work. Moses Lake community leaders were active partners during the projects planning meetings and provided resources for public events. In addition to their participation in the creation of this plan, the City of Moses Lake employees initiated a community walking program to get residents out and moving together. Every Monday, Wednesday, and Thursday night residents are encouraged to walk together for health and fun. Along with the social motivation of walking with friends, participants also have the opportunity to win a prize.

## HOW DECISIONS WERE MADE

Moses Lake leaders and residents were invited to serve on a Health Communities Advisory Committee. The volunteer on that committee worked to assess Moses Lake's resources and opportunities for healthy eating and physical activity. They participated in planning meetings, a project kick-off and open forum and/or created the contents of this plan. The information that the advisory committee used to develop the plan included the results of interviews with a wide range of community members, a community inventory, and a best practices menu provided by the Washington State Department of Health and its partners.

## MOSES LAKE NUTRITION AND PHYSICAL ACTIVITY ACTION PLAN

Vision Statement: Residents in the Moses Lake area enjoy an active, healthy lifestyle that includes nutritional foods, recreation, and positive interactions with each other.

### Key Strategies:

- Path Systems\*
- Breastfeeding\*
- Community Garden\*
- Healthy Urban Planning
- Maximize Existing Nutrition Programs and Facilities
- Maximize Existing Recreation Programs and Facilities
- School Nutrition
- Community Safety

## CURRENT ACTIVITIES IN FURTHERANCE OF ACTION PLAN

Community Garden: The garden was established in 2003 with 61 plots of varying sizes. The cost for participating is nominal, ranging from \$5 to \$15. The goal is to provide an opportunity to produce healthy food, particularly fruits and vegetables, and provide a healthy, social, leisure activity.

Walking Paths and Trails System: Existing paths and trails are being identified with signage and stencils. Maps of the system are planned for production. Programs such as an incentive walking program are being continued and re-established.

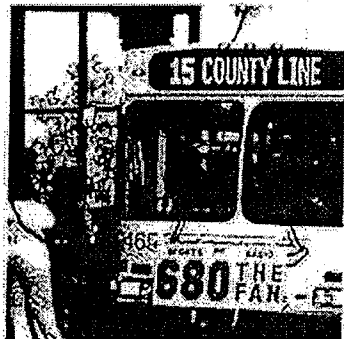
## CONCLUSION

The Moses Lake Health Community Project has begun with elements of the project well under way. This project is intended to change life style patterns in our community which eventually leads to citizens which are healthier.

*An \* indicates the chosen priorities for the first year of the project. Each of the priority projects have been expanded to include a goal statement, introduction, action step/timeline, measures of success, and a list of key partners.*

**ICMA**

## **Healthy Communities**



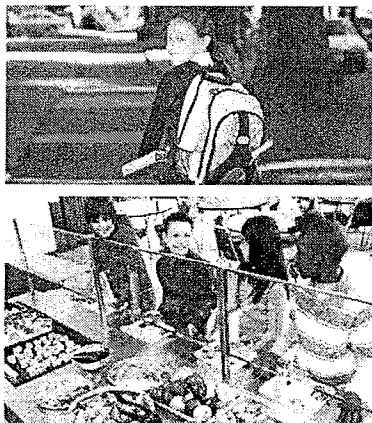
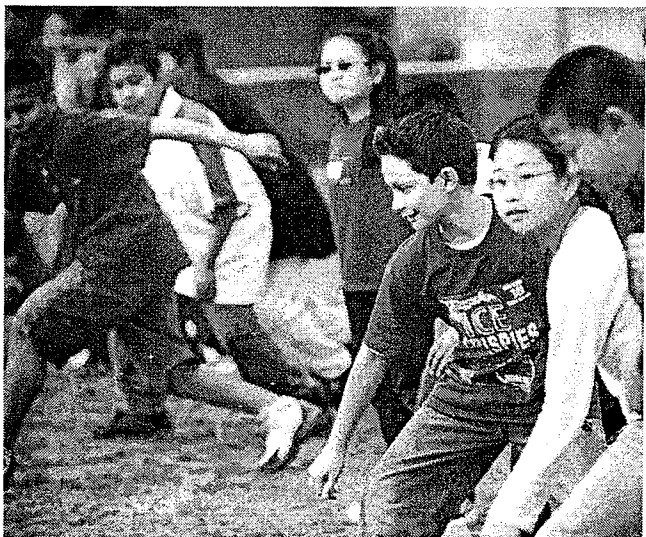
## **Healthy Decatur: A New Approach to Sustainability**



**Leadership for  
Healthy Communities**  
Advancing Policies to Support  
Healthy Eating and Active Living

Executive Summary

# ACTION STRATEGIES TOOLKIT



A Guide for Local  
and State Leaders  
Working to Create  
Healthy Communities  
and Prevent  
Childhood Obesity



## Message from Leadership for Healthy Communities and Partners

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You may have heard the prognosis—if the obesity epidemic in America continues unchecked, this generation of young people may be the first in U.S. history to live sicker and die younger than their parents' generation. The magnitude of the epidemic means that everyone has a role to play in its reversal, especially because the solution requires policy and environmental changes on many levels.

For example, while parents can be good role models and create healthy environments at home, and the food and beverage industry can take greater responsibility for the nutritional content of the products it offers and promotes, policy-makers are the ones who have the power to make important decisions that affect people's opportunities to eat healthy foods and be physically active within their communities.

Research shows that where we live can impact how well we live. Today, many of our communities are unhealthy. Too frequently, families lack access to full-service grocery stores that stock affordable healthy foods, and children don't have safe places to play or even walk. We want to work together to create environments that pave the way for healthier lifestyles. Healthy communities provide families with convenient access to affordable healthy foods; safe places to walk, ride a bicycle and play; and schools that offer nutritious foods and plenty of opportunities for physical activity. Across the country, policy-makers, community leaders and people in the private sector are collaborating to build such neighborhoods, but we still have a long way to go.

In the United States, more than 23 million children and adolescents are overweight or obese. That means nearly one in three young people are at a higher risk for serious, even life-threatening health problems, such as asthma, diabetes and cardiovascular disease. In addition, it is important to emphasize that childhood obesity rates are highest among Latino children and African-American girls.

These trends are likely to create additional pressures on our nation's overburdened health care system. Studies estimate the obesity epidemic costs the country more than \$117 billion per year in direct medical costs and indirect costs related to reduced productivity and absenteeism.

The need for action is clear.

To help meet this need, the Action Strategies Toolkit was developed by *Leadership for Healthy Communities* in close collaboration with the following organizations:

- American Association of School Administrators;
- Council of State Governments;
- International City/County Management Association;
- Local Government Commission;
- National Association of Counties;
- National Association of Latino Elected and Appointed Officials Educational Fund;
- National Association of State Boards of Education;
- National Conference of State Legislatures;
- National League of Cities Institute for Youth, Education, & Families;
- National School Boards Association; and
- United States Conference of Mayors.

Leadership for Healthy Communities, a national program of the Robert Wood Johnson Foundation, was created to support local and state leaders nationwide in their efforts to promote



healthy, active communities and access to affordable healthy foods. The strategies in this toolkit include promising and evidence-based practices that advance these goals and build upon the work in which policy-makers are already engaged.

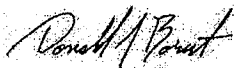
Through daily decisions about budgets, laws, regulations or zoning, policy-makers can help develop healthier and more viable communities. For example, government leaders can facilitate land-use policies, such as mixed-use development, and support public parks and transit options, including walking paths and bicycle lanes. They can create incentives to attract supermarkets and farmers' markets to underserved communities and improve the nutritional quality of foods and beverages in schools.

Putting the strategies in this toolkit into action will take strong, coordinated leadership by policy leaders nationwide. Through collaboration among states, counties, cities and schools, policy-makers can meet their constituents' demand for healthy living as they take steps to reduce health care costs and improve health care performance in their communities. As the leaders of policy-maker organizations at every level of government, we believe that the strategies presented in this toolkit have tremendous potential to change the trajectory of our children's future.

When policy leaders unite for a common purpose, it enables communities to tap into a larger network of social and financial resources. Together, we can support healthy schools, healthy communities and healthy children.



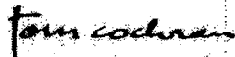
David Adkins  
Executive Director  
Council of State Governments




Donald J. Borut  
Executive Director  
National League of Cities



Anne L. Bryant  
Executive Director  
National School Boards Association



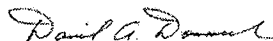
Tom Cochran  
Executive Director  
United States Conference of Mayors



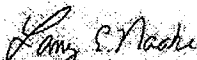
Judy Corbett  
Executive Director  
Local Government Commission



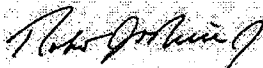
Maya Rockey Moore Cummings  
Director  
Leadership for Healthy Communities



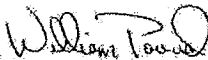
Daniel A. Domenech  
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Executive Director  
National Association of Counties



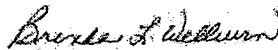
Robert J. O'Neill, Jr.  
Executive Director  
International City/County Management Association



William Pound  
Executive Director  
National Conference of State Legislatures



Arturo Vargas  
Executive Director  
National Association of Latino Elected and Appointed Officials Educational Fund



Brenda L. Welburn  
Executive Director  
National Association of State Boards of Education

## Executive Summary

*Leadership for Healthy Communities'* comprehensive Action Strategies Toolkit contains policy approaches and resources that can help state and local policy-makers improve our children's health and prevent childhood obesity. This executive summary is an at-a-glance version of the full toolkit, which is available online at [www.leadershipforhealthycommunities.org](http://www.leadershipforhealthycommunities.org). The policy approaches and resources within the toolkit represent a collection of current best approaches that childhood obesity policy experts, policy-makers and representatives from policy-maker organizations have identified and reviewed.

Each section recommends targeted strategies based on the environmental setting, identifies key stakeholders, outlines policy and program options, provides concrete directions on how to start programs, describes resources that can help inform the process, and includes examples of how other states and localities have achieved progress.

This executive summary provides an outline of strategies covered in the toolkit and offers a few examples of policy options for each strategy.



Photo: Getty Images/Image Source

"The dramatic rise in childhood obesity has implications for health care spending and quality of life. As states fund programs from nutrition to long-term care, they must responsibly act to affect the lifestyle choices of individuals to curtail the costs of providing those services."

New Jersey  
Assemblyman Herb  
Conaway, chair of  
New Jersey's and the  
National Conference  
of State Legislatures'  
health committees

### Active Transportation

**What the research shows:** There is a significant body of evidence linking transportation, planning and community design to increased physical activity.<sup>1</sup>

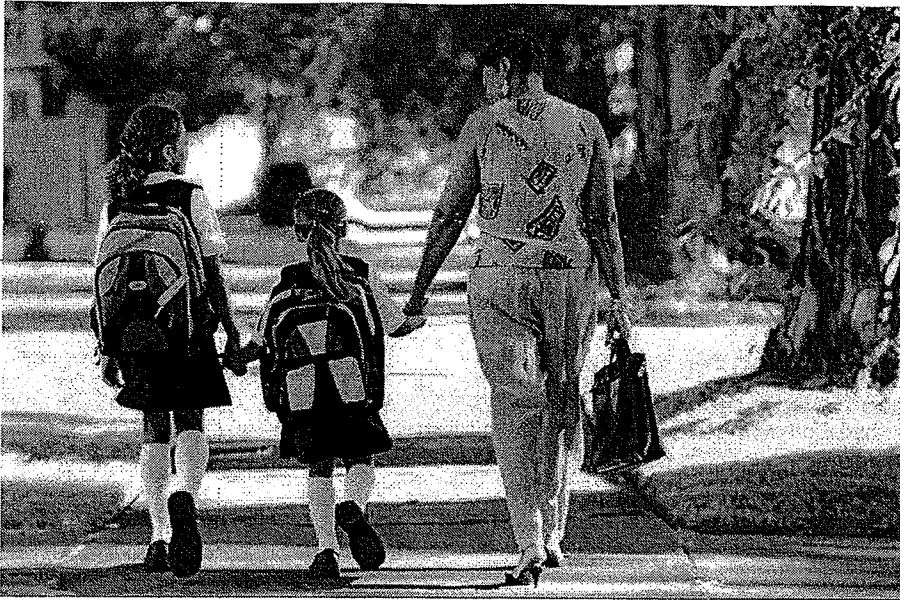
Policy options include:

#### *Improving safety for bicyclists and pedestrians*

- Develop or re-evaluate long-term transportation plans that explicitly set "active transportation" goals for walking or biking as modes of transportation.
- Implement "complete streets" in neighborhoods to improve safe walking and biking options in communities. Complete street measures include—but are not limited to—bicycle lanes, pedestrian signals and tactics that promote moderate traffic speeds.
- Support walking school bus and Safe Routes to School programs.

#### *Expanding trails and connections*

- Ensure sidewalk continuity and direct routes for pedestrians and bicyclists, including connections between dead-end streets and culs-de-sac. Ideally, trails and sidewalks should connect to a variety of town resources, such as schools, grocery stores and libraries.



## Land Use for Active Living

**What the research shows:** Evidence suggests that youth get more regular physical activity when they have opportunities to walk or ride a bicycle from home to nearby schools, parks and businesses.<sup>2,3</sup>

Policy options include:

### *Re-evaluating urban design and comprehensive land-use plans to improve active living*

- Work with planners to develop dense, mixed-use neighborhoods with schools, businesses, recreation facilities, parks, libraries and other facilities within walking distance of residential areas or near public transportation and major roads.
- Adopt ordinances or implement programs that promote the development of compact, pedestrian-friendly housing, offices and retail shops in close proximity to transit stations or stops.

### *Improving community design features to encourage physical activity*

- Develop design guidelines aimed at improving streetscapes. For example, guidelines may include providing wider sidewalks, trees that shade parks and paths, benches for people to rest, off-street parking and walkways from parking to sidewalks.
- Make entrances to civic buildings, such as schools, directly accessible for pedestrians.
- Adopt building codes that make stairs more attractive and accessible for people to use and that call for signs touting the health benefits of using stairs.

## Open Spaces, Parks and Recreation

**What the research shows:** An increasing body of evidence suggests that children who live in communities with open spaces, such as parks, ball fields, nature centers, picnic areas and campgrounds, are more physically active than those living in areas with fewer recreation facilities.<sup>4</sup>

Policy options include:

### *Increasing access to recreation facilities and open spaces, including parks and community gardens*

- Approve the construction of new recreation facilities along trails or public transit routes to make them more accessible to residents.
- Maintain and create open spaces, neighborhood parks and pocket parks in close proximity to residents' homes.
- Develop joint-use agreements that allow community members to use school-owned recreation facilities.

"Absolutely, childhood obesity reduction should be a priority issue. It is becoming a real health epidemic and it's something that leaders have to address. This is not just an obesity issue but a future-of-our-children issue."

**Miami Mayor Manuel "Manny" Diaz,  
President, United States  
Conference of Mayors**

## Quality Physical Activity In and Near Schools

**What the research shows:** Evidence suggests that students who spend more time in physical education or other school-based physical activity can improve their fitness levels and their scores on standardized academic achievement tests.<sup>5,6</sup>

Policy options include:

### *Offering quality physical activity daily*

- Make 30 minutes of quality daily physical activity a requirement for all students in all grade levels.
- Create a comprehensive school physical activity program that integrates physical activity into educational settings to encourage sustainable, healthy behaviors.
- Ensure that there is funding available for the construction and maintenance of gymnasiums, playgrounds and fields.

### *Requiring standards-based physical education (PE) classes taught by certified PE teachers*

- Include high-quality physical education as a core requirement in school curricula and set time standards (for example, at least 150 minutes per week).
- Increase funding to school districts to provide high-quality PE classes and teachers.
- Adopt high-quality PE certification standards so teachers are adequately prepared.

### *Supporting walk-to-school and Safe Routes to School (SRTS) programs*

- Adopt a comprehensive SRTS program.
- Support walking school buses—groups of children walking to school together with supervision by more than one adult.

### *Facilitating joint-use agreements*

- Establish agreements to make school and community facilities accessible for physical activity. For example, school officials can work with local policy-makers to allow community residents to use school facilities during after-school hours. Agreements also can enable students and school faculty to use community facilities.

"How can we expect to succeed in confronting childhood obesity if we eliminate recess, serve unhealthy lunches in our schools, ignore the need to work with other groups and reduce physical education classes? We need to come together, focus on the problem and put our kids first."

**Randy Collins,**  
President, American  
Association of School  
Administrators



Photo: Charlie Schuck

## Safety and Crime Prevention

**What the research shows:** In underserved communities, access to safe places to play, such as school playgrounds during after-school hours, improves the likelihood that children will be physically active.<sup>7 8</sup>

Policy options include:

*Keeping communities safe and free from crime to encourage outdoor activity*

- Increase policing in high-crime areas, pedestrian walkways and parks.
- Adopt problem-oriented policing, an approach that includes forming partnerships with organizations and communities to reduce crime.
- Adopt community design strategies that discourage crime.

## Quality Nutrition in Schools

**What the research shows:** Changes in school food policies can improve nutrition, reduce consumption of empty calories and potentially reduce excess weight gain over time.<sup>9</sup>

Policy options include:

*Ensuring that students have appealing, healthy choices in foods and beverages offered in schools*

- Improve the quality of school meals.
- Enforce strong local wellness policies and limit the availability of low-nutrient, energy-dense foods on school grounds.
- Include nutrition education in school curricula.

*Supporting farm-to-school and school garden programs*

- Develop policies and programs that support farm-to-school programs and target schools that serve a large number of children who are eligible to receive free or reduced-price meals.
- Create edible school gardens that integrate gardening and fresh seasonal cooking into curricula, culture and food programs.

*Implementing a standards-based health education program taught by teachers certified in health education*

- Include nutrition education as a component of a comprehensive health core requirement in the school curriculum and adopt high-quality, statewide standards.
- Adopt high-quality certification standards that require teachers be adequately trained to teach health education classes.
- Encourage the integration of health education into other subjects.

"Healthy students make better learners. Overweight children not only tend to become obese adults, but these adults are taxing our health care system. . . Schools did not create the childhood obesity crisis. But schools can either contribute to it or help to end it."

**Anne Bryant,  
Executive Director,  
National School  
Boards Association**



Photo: Tyrone Turner

## Supermarkets and Healthy Food Vendors

**What the research shows:** Greater availability of healthy food in stores is related to greater availability and increased consumption of healthy foods at home.<sup>10,11,12</sup>

Policy options include:

*Attracting grocery stores that provide high-quality, healthy and affordable foods to lower-income neighborhoods*

- Establish a food policy council or task force that advances healthy food options, including supermarkets.
- Add specific language to comprehensive local development plans to identify grocery stores as important considerations for developing and redeveloping neighborhoods.
- Provide grants, loan programs, small business development programs and tax incentives that encourage grocery stores to locate in underserved areas.

*Encouraging convenience stores and bodegas to offer healthier food*

- Offer financial, promotional and other incentives to encourage convenience store owners to offer healthier food options.
- Encourage or require store owners to accept electronic benefit transfer cards for Supplemental Nutrition Assistance Program (SNAP) benefits, formerly known as food stamps, as a form of payment.
- Encourage store owners to limit the marketing of unhealthy food in corner stores located near schools.

*Establishing healthy mobile markets*

- Pass a resolution for a food policy council or task force that advances healthy food options and includes mobile markets.
- Provide incentives to locate mobile markets (e.g., green carts and trucks) that offer convenient and affordable healthy food in lower-income communities that lack access or have limited access to healthy foods.



## Farm-Fresh Local Foods

**What the research shows:** Policies that increase local sources of food will provide consumers with healthier choices, farmers with more marketing opportunities and communities with powerful economic development opportunities.<sup>13</sup>

Policy options include:

### *Supporting farmers' markets*

- Provide incentives, grants and subsidies to farmers' market organizers to support new and existing farmers' markets.
- Encourage farmers' markets to accept Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) and SNAP benefits.

### *Supporting community gardens*

- Convert neglected areas into green spaces that can be used for community gardens or provide community garden grants and staff support.

### *Supporting the procurement of locally grown food*

- Support small farms and farm-to-institution relationships by encouraging school and government procurement policies that favor local, healthy foods.
- Support farm-to-cafeteria opportunities, farmers' markets and other regional food initiatives.
- Provide financial assistance to regional produce farmers for processing and distribution.

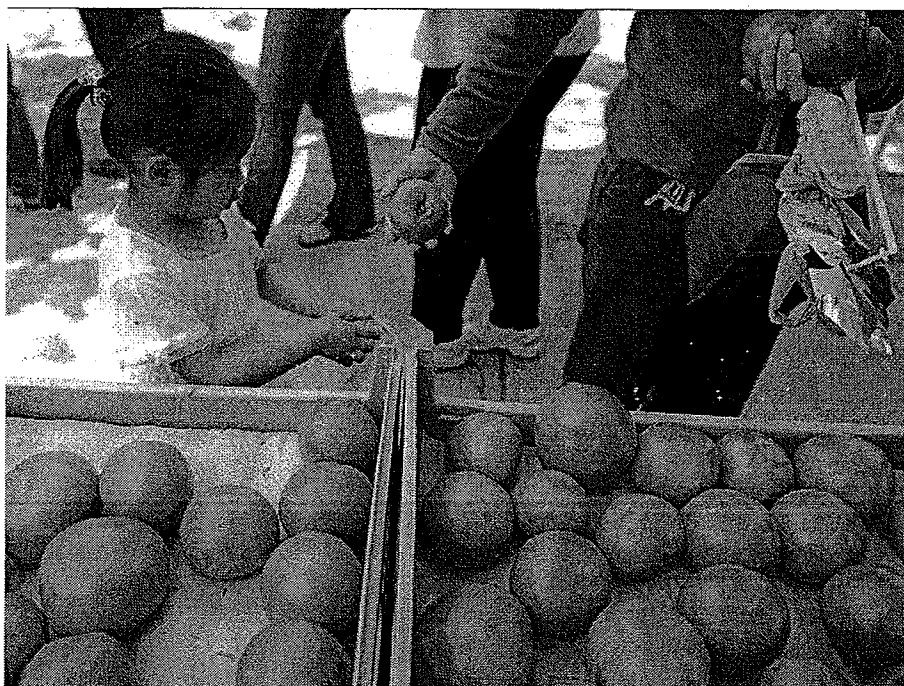


Photo: Tyrone Turner

"Municipal officials increasingly recognize the impact of childhood obesity on healthy youth development, quality of life and health care costs for communities and local governments. The Leadership for Healthy Communities Partnership has enabled us to share our dedication to preventing childhood obesity and promoting community wellness."

**Donald J. Borut,**  
Executive Director,  
National League  
of Cities



## Restaurants

**What the research shows:** Studies have indicated that nutrition information on restaurant menus empowers consumers and influences food choices.<sup>14</sup>

Policy options include:

*Encouraging restaurants to offer reasonably sized portions and low-fat and low-calorie menus*

- Create programs and policies to help restaurants promote healthier foods and beverages and reasonably-sized portions.

*Encouraging restaurant menu labeling*

- Adopt policies to require fast-food and chain restaurants to provide calorie and nutrition information on their menus or menu boards.

## Food and Beverage Marketing

**What the research shows:** According to the Institute of Medicine, "food and beverage marketing practices geared to children and youth are out of balance with healthful diets and contribute to an environment that puts their health at risk."<sup>15</sup>

Policy options include:

*Regulating the marketing of unhealthy foods in or near schools and other youth facilities*

- Decline offers from food and beverage marketers to donate equipment or sponsor before- and after-school programs (e.g., a new scoreboard with a beverage company logo on it or new uniforms for sports teams with food and beverage logos).
- Implement ordinances that restrict advertising of unhealthy foods and beverages in or near schools, youth centers and other areas where youth gather.

"We are all aware that the rapid rise in obesity rates—particularly among youth—foreshadows serious health problems. For local leaders, the trend also presents quality-of-life and fiscal challenges. That is why a growing number of city and county officials and school administrators see the urgency to collaborate to address this epidemic by making it easier for all residents to live more active lives and eat healthy food."

**Robert J. O'Neill, Jr.,  
Executive Director,  
International City/  
County Management  
Association**



## Endnotes

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- <sup>7</sup> Farley T, Meriwether R, Baker E, et al. "Safe play spaces to promote physical activity in inner-city children: results from a pilot study of an environmental intervention." *American Journal of Public Health*, 97(9): 1625-1631, September 2007.
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- <sup>14</sup> Burton S. and Creyer E. "What consumers don't know can hurt them: Consumer evaluations and disease risk perceptions of restaurant menu items." *The Journal of Consumer Affairs*. 38(1):121-145, Summer 2004.
- <sup>15</sup> McGinnis J, Gootman J, Kraak I and the Committee on Food Marketing and the Diets of Children and Youth. Food Marketing to Children and Youth: Threat or Opportunity. Washington: The National Academies, 2006. Available at: <http://iom.edu/CMS/3788/21939/31330.aspx>.

### Cover Photos:

Girls in grocery store shopping cart: Tyrone Turner

Boy and girl on bikes with water bottles: Getty Images/Image Source

Rear view portrait of girl walking in neighborhood: Getty Images/David Butington

Group of active children on playing field: Roger Tully

Teens in cafeteria lunchroom: Tyrone Turner



*America's Move to Raise a  
Healthier Generation of Kids*



## OUR PLEDGE

It's our move.

Our kids need to eat healthier food.

They need to be more active.

We all...parents, teachers, doctors, grocers and businesspeople...need to join together.

We can't let this generation grow up more likely to get diabetes, cancer or heart disease.

Let's Move on this crisis!

Our work! work! work! all-digital-all-the-time world isn't healthy for us or our kids.

We need ways for the whole family to band together.

Parents are looking for tips and tools.

To help our kids choose good food.

To help them learn that shooting hoops with friends beats shooting aliens with a laser.

Kids were meant to move!

If kids could be coaxed off computers, where would they go?

Is there a park in the neighborhood?

Is there a playground nearby?

Do their schools have enough sports facilities?

Where are they going to get that sixty minutes of activity needed each day?

Kids need places to move!

Our kids need to be eating healthier food.

We need to help our schools and grocery stores offer better options.

More fruit, less sugar. More vegetables, less fat.

More knowledge, fewer empty calories.

More cooperating to solve these problems.

Let's Move together!

We believe every kid has the right to a healthy childhood.

We can't let this be the first generation in our history to grow up less healthy than their parents.

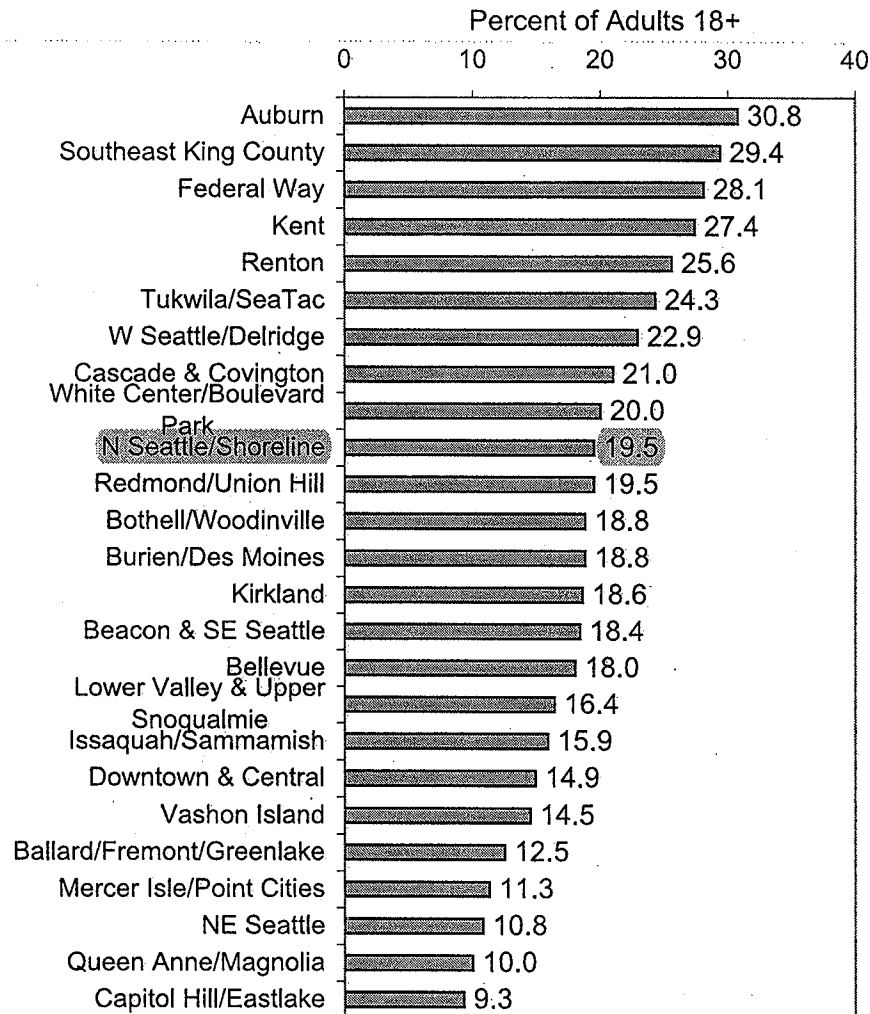
The ingredients...better food + more activity...are clear.

Let's Move isn't just noble, it's a necessity.

It's not just a slogan, it's our responsibility

Are you with us? Let's Move!

Obesity, Adults 18+, by Health Planning Area,  
King County, WA 2004-2008





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## Public Health - Seattle & King County

You're in: Public Health home » Partnerships, coalitions and initiatives » CPPW » MAPPS Strategies

### MAPPS strategies

	Tobacco	Nutrition	Physical Activity
Media	<ul style="list-style-type: none"> <li>Media and advertising restrictions consistent with federal law</li> <li>Hard hitting counter-advertising</li> </ul>	<ul style="list-style-type: none"> <li>Promote healthy food/drink choices</li> <li>Counter-advertising for unhealthy choices</li> </ul>	
Access	<ul style="list-style-type: none"> <li>Usage bans (i.e. 100% smoke-free policies or 100% tobacco-free policies)</li> <li>Usage bans (tobacco-free school campuses)</li> </ul>	<ul style="list-style-type: none"> <li>Healthy food/drink availability (e.g., incentives to food retailers to locate/offer healthier choices in underserved areas, healthier choices in child care, schools, worksites)</li> <li>Limit unhealthy food/drink availability (whole milk, sugar sweetened beverages, high-fat snacks)</li> <li>Reduce density of fast food establishments</li> <li>Farm to institution, including schools</li> </ul>	<ul style="list-style-type: none"> <li>Safe, attractive accessible places for activity (i.e., access to outdoor recreation facilities, enhance bicycling and walking infrastructure, place schools within residential areas, increase access to and coverage area of public transportation, mixed use development, reduce community design that lends to increased injuries)</li> <li>City planning, zoning and transportation (e.g., planning to include the provision of sidewalks, parks, mixed use, parks with adequate crime prevention measures, and Health Impact Assessments)</li> <li>Require daily quality PE in schools</li> </ul>
Point of Purchase/Promotion	<ul style="list-style-type: none"> <li>Restrict point of purchase advertising</li> </ul>	<ul style="list-style-type: none"> <li>Product placement &amp; attractiveness (e.g. as part of healthy corner store)</li> </ul>	
Price	<ul style="list-style-type: none"> <li>Use evidence-based pricing strategies to discourage tobacco use</li> </ul>	<ul style="list-style-type: none"> <li>Changing relative prices of healthy vs. unhealthy items (e.g. through bulk purchase/ procurement/competitive pricing)</li> </ul>	
Social Support & Services	<ul style="list-style-type: none"> <li>Quitline and other cessation services</li> </ul>		<ul style="list-style-type: none"> <li>Safe routes to school</li> </ul>

ATTACHMENT E