

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Healthy City Strategy Review and Discussion
DEPARTMENT:	Community Services Division City Manager's Office
PRESENTED BY:	Rob Beem, Community Services Manager John Norris, CMO Management Analyst
ACTION:	☐ Ordinance ☐ Resolution ☐ Motion ☒ Discussion

PROBLEM/ISSUE STATEMENT:

In the City Council's 2011-2012 goal work plan, Council established a goal to "Develop a Healthy City Strategy." The Healthy City Strategy highlights the efforts and investments being made by the City of Shoreline and by partner organizations to further the City Council's Healthy City goal.

RESOURCE/FINANCIAL IMPACT:

There is no immediate fiscal impact of the Healthy City Strategy. However, in order to implement some of the action steps of the proposed plan, staff estimates that additional staffing will be required. To work on these Healthy City action items and other City event coordination and promotion activities, an additional 0.5 FTE at an estimated cost \$37,000 will be required. Likewise, we anticipate some additional ongoing funding for some of the initiatives is estimated at \$30,000 for special events, a website, and pea patch. Fiscal impacts associated with implementation of the Healthy City Strategy will be reflected in the City Manager's Proposed 2012 Budget.

RECOMMENDATION:

No action is required at this time. This report presents the draft Healthy City Strategy to the Council for feedback and discussion.

Approved by: City Manager 

City Attorney _____

BACKGROUND:

In the City Council's 2011-2012 goal work plan, Council established a goal to "Develop a Healthy City Strategy." On October 4, 2010, staff presented initial thoughts to the Council regarding this goal, and heard Council's feedback on the proposed scope of the strategy. At that time, the proposed approach in developing the strategy was to focus on healthy eating and physical activity, to confer with partner organizations in the community and region, identify key issues and motivations, convene a work group of stakeholders, and produce a strategy for the City. The Council subsequently gave direction to staff to broaden the focus beyond diet and exercise and to draw from the extensive pool of already developed tools and techniques for implementation activities.

The City of Shoreline's existing policies and practices which create a supportive environment for a healthy city compare favorably to other cities in Washington. A 2011 survey of 281 cities and towns in Washington identified the number of cities with current and planned policies that aim to create a healthy community. The summary results are displayed in the table below. Of the nine factors examined, Shoreline is among the few cities that has or will soon have policies that relate to four of the nine factors assessed. These include: increasing recreational physical activity opportunities, promoting physical activity, limiting access to tobacco and increasing access to healthy foods.

Number of cities with current and planned policies by survey question

Does your city or town have any policies that aim to...	Yes, we have at least one policy	No, but we plan to have one within one year	No current policy
Increase access to healthy foods/drinks	26 (14%)	5 (3%)	154 (83%)
Promote purchase of healthy foods/drinks	---	4 (2%)	176 (98%)
Limit availability/increase cost of less healthy foods/drinks	2 (1%)	---	182 (98%)
Support breastfeeding	5 (3%)	1 (1%)	180 (96%)
Increase recreational physical activity opportunities	38 (21%)	5 (3%)	142 (77%)
Increase opportunities for physical activity in everyday activities	28 (15%)	3 (2%)	154 (83%)
Promote physical activity	2 (1%)	4 (2%)	179 (97%)
Limit access to tobacco	4 (2%)	1 (1%)	180 (97%)
Limit exposure to tobacco and marketing	9 (5%)	3 (2%)	173 (94%)

Source: Washington State Department of Health, UW Center for Public Health Nutrition

With this robust set of policies and practices in place and after further discussion amongst staff and consultation with Council, we determined that it would be prudent to focus staff resources on implementation of action steps and programs. Thus, a more streamlined Healthy City Strategy was produced. Although discussions with partner organizations were conducted, the major focus of the strategy is on the City's efforts in creating a healthy city and future actions the City can take to further the goals of the Healthy City Strategy.

To this end, the Healthy City Strategy highlights the actions and investments being made by the City of Shoreline and by partner organizations in and around Shoreline that help promote healthy lifestyle choices. This strategy also identifies action steps the City will take to continue to encourage community members to make healthy lifestyle choices.

STAKEHOLDER OUTREACH:

City staff consulted with staff from Shoreline School District, Northwest Hospital, the Dale Turner Family Y, Seattle and King County Public Health, the Shoreline PTA and our partners in Shoreline Walks 4 Health, to ascertain their focus and interests in pursuing a Healthy City Strategy. All were supportive and encouraging of our efforts. This support was manifested in the high level of partner involvement in the Shoreline Walks 4 Health event held earlier this year.

COUNCIL GOAL ADDRESSED:

This staff report addresses Council Goal No. 6, Develop a Healthy City Strategy.

RESOURCE/FINANCIAL IMPACT:

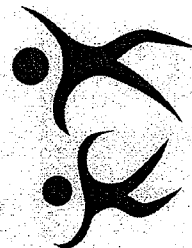
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ATTACHMENT:

Attachment A - Healthy City Strategy



Shoreline 4 Health

Shoreline Partners4Health c8

Shoreline is served by multiple public and private organizations, including the Dale Turner Family Y, Shoreline Public Schools, Public Health, Seattle and King County, Shoreline Farmers Market Association, Shoreline-Lake Forest Park Senior Center, Shoreline Fire Department, and local human service non-profits, among others, that provide a wide range of activities for youth and adults to promote and support healthy lifestyle choices. The City works to mobilize, promote and expand the impact these groups have in Shoreline. Some of these partners' efforts include:

- ☒ Public Health: Seattle and King County encourages healthy behaviors through regulations and public information, including the wearing of bicycle helmets, the labeling of caloric information at chain-food establishments and the cessation of tobacco use.
- ☒ The Dale Turner Family Y, in partnership with the City, Shoreline Public Schools, and local churches, developed a new Summer Lunch Program for school age youth.
- ☒ The Center for Human Services, with City funding, provides classes and counseling to reduce tobacco use and substance abuse.

Upcoming activities include:

- ☐ Increase the impact in Shoreline of King County's Let's Do This wellness campaign by working to bring their activities and initiatives to Shoreline. (2012-2014)
- ☐ Promote local human service agencies' initiative, "Nourishing Networks", to ensure that no one in Shoreline lacks the nourishment they need to lead healthy lives. (2012-2014)
- ☐ Partner with Shoreline Neighborhood Associations to conduct neighborhood events and activities focused on healthy choices and leverage their efforts to promote *Shoreline4Health*.

Shoreline Plans4/Builds4Health c8

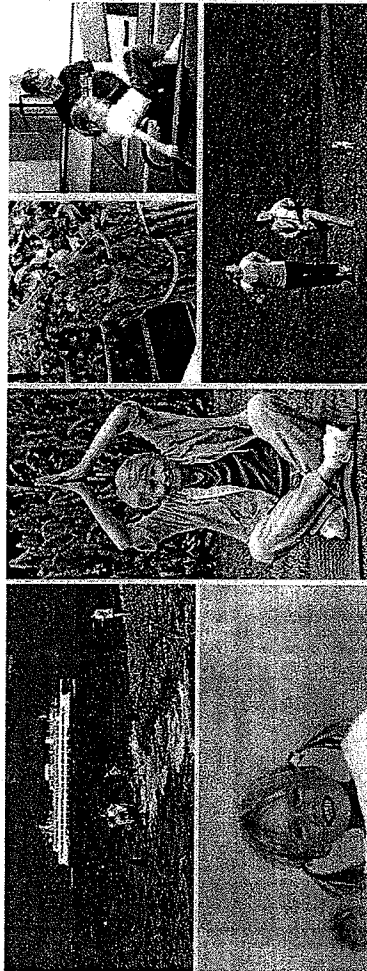
Shoreline is planning for and building a community that provides for safe and convenient walking, bicycling and other recreational opportunities. Here are some notable examples of plans and capital investments the City has made to achieve this goal:

- ☒ Adopted an updated Parks, Recreation and Open Space Plan, which identifies ways the City uses park construction and maintenance, recreational opportunities, and open space management and acquisition to support activity among residents.
- ☒ Constructed the Aurora Corridor Project and Interurban Trail Project, which provide sidewalks and trail along City's major north-south transportation corridor.
- ☒ Planned the Town Center Sub-area, which provides development guidelines that supports walking, bicycling and other forms of non-motorized transportation.
- ☒ Drafted the Transportation Master Plan, which sets a framework to support expanded opportunities for more pedestrian and bicycle facilities.
- ☒ Manage a sidewalk and trails programs, which supports physical activity, mobility and access for all ages and all ranges of physical ability.

Upcoming activities include:

- ☐ Construct Priority Sidewalk Improvements on Ashworth Avenue N and Safe School Routes in the Briarcrest neighborhood. (2011-2012)
- ☐ Complete trail and pedestrian connections funded with the City's 2006 Parks Bond and the King County Trail Levy. (2011-2013)

c8



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Shoreline 4 Health

A HEALTHY CITY STRATEGY

Vision of a Healthy Community ^{CS}

The 2029 Shoreline Vision Statement, a 20-year community vision, describes Shoreline as a "healthy community." To further this vision, the City Council adopted a goal to "develop a healthy city strategy."

In pursuit of this goal the City uses its resources and influence to create an environment that supports and encourages community members to make healthy lifestyle choices around eating, physical activity and healthy behaviors. In other words, as a Healthy City, Shoreline works to build and support facilities, trails and pathways, offer programs, and increase the positive environmental factors that support healthy options for Shoreline residents.

The Healthy City Strategy highlights the efforts and investments being made by the City of Shoreline and by partner organizations to further the City Council's Healthy City goal.

Creating a Healthy City ^{CS}

Since the establishment of the Healthy City goal, the Council has emphasized the need for the City to engage in efforts that bring residents, community partners and businesses together to promote health and wellness in Shoreline. The objectives for the Healthy City Strategy are to:

- Develop and implement plans that promote a walkable and connected community,
- Invest in infrastructure that supports walking, cycling and other forms of non-motorized transportation,
- Maintain and enhance the City's park, trail and open space system,
- Provide and expand accessible recreation programming,
- Support nutritious food access and consumption,
- Facilitate access to health and wellness information, and
- Enact regulations and policies that promote healthy lifestyle choices.

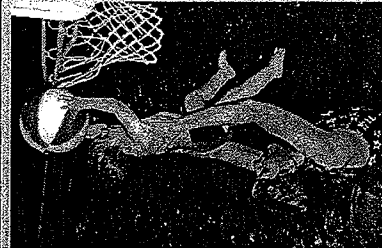
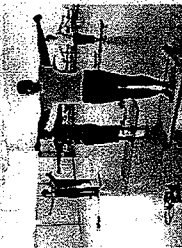
Shoreline4Health ^{CS}

Shoreline4Health, the City's Healthy City campaign, provides activities and efforts that help establish, brand, and promote Shoreline as a Healthy City. Future activities and efforts include:

- Identify and brand activities in the City's Parks and Recreation Guide and in our partners' materials with the Shoreline4Health logo to enhance awareness of Healthy City activities. (2012-2014)
- Provide regular articles about healthy lifestyle choices in the City's Currents newsletter and promote Shoreline4Health efforts through City communication channels. (2012-2014)
- Provide videos on the City's website, Facebook page, and Government Access Cable Channel on healthy choices. (2012-2014)
- Establish a Tobacco Free Zone in all of Shoreline's parks and public sites. (2012)
- Promote healthy lifestyle choices at City and community events, such as Celebrate Shoreline, the Richmond Beach Strawberry Festival, and the annual Great American Smokeout, among others. (2012-2014)
- Identify benchmark measures that track Shoreline's progress as a Healthy City, including incorporating healthy city questions into the City's biennial citizen survey. (2012-2013)

The Shoreline4Health campaign also serves as the umbrella for all of our Healthy City initiatives, which include:

- Shoreline Recreates4Health,
- Shoreline Eats4Health,
- Shoreline Partners4Health, and
- Shoreline Plans4Builds4Health.



Shoreline Recreates4Health ^{CS}

Shoreline provides high quality recreation, aquatic and cultural experiences to the community through a wide range of programs. The following achievements highlight the success of Shoreline's recreational programming efforts:

- Each year, over 100,000 Shoreline residents take a class, participate in a recreation or aquatic program, or "drop-in" to the pool or recreation center to swim, play, learn or work out.
- Shoreline's parks and fields provide safe accessible places for hundreds of teams of youth and adults to play ball, as well as a place to practice Tai Chi or simply walk with friends.
- The Joint Use Agreement for athletic and cultural facilities between the City and the Shoreline School District provides for maximized use of limited recreational resources.

Upcoming activities include:

- Hold the annual Shoreline Walks4Health event. (2012-2014)
- Hold two parent focus groups to better understand parent wants and needs regarding youth classes and activities during non-school hours. (2011-2012)
- Develop a new on-line resource that gives parents and families easy access to information about classes and activities for children and youth during non-school hours. (2012)



Shoreline Eats4Health ^{CS}

Access to sources of healthy food and knowing how to prepare healthy meals provide the foundation for healthy diets and lower risk of obesity and diabetes. The following are notable examples of actions Shoreline has taken to advance healthy eating and access to food:

- Funded Meals on Wheels and the "lunches for seniors" programs through the Shoreline-Lake Forest Park Senior Center.
- Funded Food Lifeline and Hoppelink to provide nutritious food at the local food bank.

Upcoming activities include:

- Hold the annual Shoreline Eats4Health event, which will offer seminars and demonstrations by nutritionists and health and wellness experts. (2012-2014)
- Support the Shoreline Farmers Market Association in their development of a farmers market in Shoreline. (2011-2012)
- Support the expansion of community gardens and development of a Pea Patch in Shoreline. (2012-2014)

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