



Contra
Costa
County

To: Board of Supervisors
From: William Walker, M.D., Health Services Director
Date: December 20, 2016
Subject: Let's Move! Cities, Towns and Counties Initiative

RECOMMENDATION(S):

ACCEPT report providing an update on and the accomplishments of the Health Services Department's "Let's Move! Cities, Towns and Counties Initiative".

FISCAL IMPACT:

In the long term, there will be savings to the health care delivery system as rates of obesity decrease and more residents eat healthy food and engage in more physical activity.

BACKGROUND:

Chronic diseases such as cancer, heart disease, stroke, and diabetes are the leading causes of preventable morbidity and premature mortality in Contra Costa County and indeed, the rest of the country. Obesity, which has increased so rapidly throughout the United States that it is considered a public health crisis, is directly linked to the onset of chronic diseases.

Poor diet and lack of physical activity are key risk factors for obesity and for chronic diseases, which impact the everyday lives of families living in Contra Costa communities. The California Health Interview Survey (CHIS) shows

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY ADMINISTRATOR

☐ RECOMMENDATION OF BOARD COMMITTEE

Action of Board On: **12/20/2016** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I
Supervisor
Candace Andersen, District II
Supervisor
Mary N. Piepho, District III
Supervisor
Karen Mitchoff, District IV
Supervisor

ABSENT: Federal D. Glover, District V
Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: December 20, 2016

David Twa, County Administrator and Clerk of the Board of Supervisors

By: Stephanie Mello, Deputy

Contact: Dan Peddycord,
313-6712

BACKGROUND: (CONT'D)

that among adults in Contra Costa, 10.8% have been diagnosed with diabetes (2014); 5.6 % have been diagnosed with heart disease (2012-2014); and 28.9 % have been diagnosed with high blood pressure (2014).

Local elected officials have an opportunity to address risk factors for obesity and chronic diseases through Let's Move! Cities, Towns, and Counties, which is a comprehensive initiative that was launched by the First Lady in 2010. The goals of Let's Move are consistent with the statewide Let's Get Healthy campaign and the California Wellness Plan. In addition, the Let's Move! initiative compliments efforts imbedded with the 1115 Waiver and within the Contra Costa Health System to improve population health and contain health care cost.

Cities, towns, and counties participating in the Let's Move! Cities, Towns and Counties Initiative are awarded bronze, silver and gold medals for achieving specific benchmarks that promote good nutrition and physical activity and have the opportunity: to be recognized on the Let's Move! website; gain access to technical assistance from experts; have a variety of opportunities to learn what works at the local level; share success stories and discuss challenges with peers in other communities; and participate in a national movement to build healthy communities for a healthy future.

Within the Bay Area, the counties that are participating in the Lets Move! Initiative include: Alameda, San Mateo, Santa Clara, and Solano County. In addition, the cities of Daly City, Emeryville, Mountain View, Oakland, Palo Alto, Redwood City, San Francisco, San Jose, San Leandro, Saratoga, and South San Francisco are also participating in the movement. In Contra Costa, the City of San Pablo is an official Let's Move ! city and many other county agencies, school districts, and cities participate in and/or are engaged in activities that are aligned in the Let's Move! Campaign.

On December 15, 2015, the Board of Supervisors directed Health Services staff to:

1. Approve submission of an application to the Let's Move! Cities, Towns and Counties Initiative
2. Direct the Health Services Department to convene a group of local cities, community partners and county staff to collectively develop a plan of action to accomplish the goals of Let's Move Cities, Towns and Counties Initiative.
3. Offer recognition or acknowledgement to the County and those Cities that accomplish the criteria for Let's Move! medal awards.

Contra Costa County was enrolled in the Let's Move Initiative on July 5, 2016. Staff and Supervisor Gioia presented the Let's Move Campaign to the Contra Costa Conference of Mayors on July 7, 2016, offering information and technical assistance to cities that wanted to participate.

Due to staffing constraints, instead of a county-wide convening, CCHS staff met with staff from each Supervisor's District to gather their input on activities in their District that qualify

for medals under the Let's Move campaign. In addition, staff consulted with the County's Nutrition Network program and partners throughout the county to assess efforts that qualify for medals. Based on this analysis, we have submitted to the Let's Move! Initiative information about progress that promotes nutrition and physical activity in the lives of residents in cities and unincorporated areas throughout the County.

Let's Move! has recognized Contra Costa County's achievements on their web site at: <http://www.healthycommunitieshealthyfuture.org/places/#Contra>

Goal: Start Early, Start Smart

Efforts in Contra Costa qualified for:

Bronze Medal - for participating in an active, interagency collaboration focused on early care and education.

Silver Medal - for promoting the goals of Let's Move! at city/county council meetings and to local early childhood education providers as well as publically recognizing early childhood education providers who are implementing Let's Move! Child Care best practices.

Goal: Smart Servings for Students

Efforts in Contra Costa qualified for:

Bronze Medal - for being in an active collaboration with schools and other partners to expand access to programs that offer healthy food before, during and after the school day, and/or over the summer months.

Silver Medal - for taking the following actions to expand children's access to programs that offer healthy food before, during, or after the school day, including summer meals: serving as a sponsor for a healthy summer meal program; serving as a feeding site, with another organization serving as a sponsor, providing healthy summer meals to children in city facilities, including parks, schools and recreation centers or during city-operated summer programs; providing healthy meals and/or snacks at city/town/county afterschool programs; collaborating with the private sector, nonprofits and/or faith-based organizations to expand the number of healthy afterschool meal and/or snack programs or summer meal programs and playing a role with schools increasing participation rates in school breakfast and school lunch programs.

Gold Medal - by promoting and publicizing the expanded child nutrition programs in the following locations or ways: the city's/town's/county's website; public service agencies' newsletters or parks' recreation program guides; official statements by the city/town/county supporting the availability and participation of students in these programs; media stories and ads; social media; resource guides for parents and caregivers; recreation centers, community centers, local housing authorities and Head Start Programs; Woman Infants and Children (WIC), the Supplemental Nutrition Assistance Program (SNAP) and other human service offices that serve residents. In addition there has been authentic community input on these programs and opportunities for increased participation.

Goal: Model Food Service

Efforts in Contra Costa Qualified for:

Bronze Medal – by identifying all the vendors and contractors for municipally- or county-owned or operated venues that offer or sell food/beverages and when their contracts can be amended or renegotiated

Silver Medal – by finalizing model food service guidelines that align with the standards of the Dietary Guidelines for Americans for municipally- or county-owned or operated venues that offer or sell food/beverages

Gold – by implementing food service guidelines that align with the standards of the Dietary Guidelines for Americans in at least 30% of venues

Goal: Active Kids at Play

Efforts in Contra Costa qualified for:

Bronze Medal - by mapping the community's play spaces

Silver Medal - for using those maps to assess the need for safe, convenient places to play and creating a plan to address those needs. Both of these are included in the County's General Plan.

Gold Medal - by implementing the following actions in at least one jurisdiction: joint use agreements; zoning ordinances; strategies for walking and biking to school or work; multi-modal transportation options. In addition, the county has: created or revitalized parks and recreation facilities; increased the number of playgrounds and has developed a master plan in at least one jurisdiction that includes provisions to encourage walking and biking.

CHILDREN'S IMPACT STATEMENT:

Children and their families will have more access to nutrition education, healthy food and opportunities to be physically active.