

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council
FROM: Michael Atkin, Recreation/Community Services Manager
DATE: January 7, 2008 (CC Meeting of January 16, 2008)
SUBJECT: Consider a Resolution Adopting a Healthy Cities Policy

DISCUSSION

City Council is being asked to adopt the attached Resolution directing the Parks, Recreation, and Community Services Department to promote healthy activities and healthy living through its recreation programs and services. The adoption of the Resolution is required in order to join the California Healthy Cities and Communities Network. As a member of the Healthy Cities, the City will receive important information and programming ideas to help combat obesity, particularly childhood obesity, and to foster healthy lifestyles. We will also be notified about events, training, and grant opportunities related to healthy living programs.

Childhood obesity has reached epidemic proportions in the United States. According to Shapenews.com, in California, approximately one out of every two adults is overweight or obese. One out of every three children (ages 9 to 11) and one out of four teens is at risk due to being overweight or obese. Approximately 70 percent of children in the United States who are 2 to 11 years of age exceeded current dietary recommendations for intakes of total and saturated fat. Obesity and physical inactivity were estimated to cost California nearly \$25 billion in health care costs and lost productivity in 2000.

Following are some additional statistics regarding this problem compiled by Arizona State University's Commercialism in Education Research Unit; Centers for Disease Control; National Institutes of Health; U.S. Department of Agriculture; and Children's Healthy Heart Center, N.Y.

- 20% of U.S. children and adolescents are overweight
- 16% of U.S. teens 12 to 19 are overweight
- 15% of U.S. children 6 to 11 are overweight
- 10% of U.S. children 2 to 5 are overweight

In fact, health care costs for overweight and obese individuals costs 37% more than for people within normal weight range. While Americans spent \$33 billion annually on weight loss products and services, we continue to make poor nutrition choices and lead sedentary lives.

Nationwide and in California, more and more cities and their respective recreation departments and nationwide have taken the lead in fighting this crisis. In an effort to get the City of Moorpark more involved in this effort, the Parks, Recreation and Community Services Department is proposing the following:

1. Increase the number of programs that promote a healthy lifestyle in youth and in adults. Some of these programs include:
 - a. More specialty after-school classes for teens focusing on fun fitness.
 - b. Youth and adult fitness classes.
 - c. Youth and adult nutrition and healthy cooking classes.
 - d. In conjunction with the City's 25th anniversary celebration, begin a "10,000 step a day program". This would involve distributing free pedometers (while they last) that have the City logo or 25th anniversary logo on them, and help participants to track their progress.
2. Continue to offer adult and youth sports leagues and promote the healthy lifestyle benefits of participation in such leagues.
3. Actively promote healthy lifestyle choices at Camp Moorpark and teen dances by offering fresh fruit, granola bars, and other healthy snacks.
4. Implement, through the use of the new healthy choice logo in the Recreation Quarterly Brochure, a way to denote those programs the Department offers that are considered good for one's mental, physical, and social health.
5. Provide healthy lifestyle education materials in conjunction with program materials.
6. Develop a trail guide and map to promote the use of the City's trails.
7. Develop and promote family nature hikes along local trails.
8. Consider park amenities that encourage different forms of outdoor exercise activities.
9. Require City vending machine contractors to stock healthy beverage and snack choices.

Being designated a "Healthy City" by the California Healthy Cities and Communities Network shows that the City of Moorpark is committed to providing, among other services, clean and safe places to live, work, and play. Further, it is the intent of the Recreation Division to work with the Active Adult Center and the Moorpark City Library to develop programs that promote healthy lifestyles.

In September of 2007, staff brought forward its ideas for becoming involved in efforts to promote healthy lifestyles in a report outlining the healthy city policy for the consideration of

the Parks and Recreation Commission. The commission unanimously supported staff's recommendation.

FISCAL IMPACT

There is no fiscal impact.

STAFF RECOMMENDATION

Adopt Resolution No. 2008-__ designating Moorpark as a healthy city.

Attachments: A – Resolution No. 2008-__

RESOLUTION NO. 2008-_____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MOORPARK, CALIFORNIA, ADOPTING A HEALTHY CITY POLICY FOR THE CITY OF MOORPARK

WHEREAS, the City of Moorpark has a strong interest and commitment in providing an all encompassing environment that is conducive to the health of children, which leads to better school attendance, improved behavior, lower incidence of illness, and increased attention, creativity, and academic achievement;

WHEREAS, childhood obesity has increased two-fold over the past two decades and adolescent obesity has increased three-fold, and research has shown that an extra soft drink a day increases a child's risk for obesity by 60 percent;

WHEREAS, a Harvard School of Public Health study of ninth and tenth grade girls found that those who drank colas were three times more likely to develop bone fractures than those who did not, and among physically active girls, those who drank colas were five times more likely to break bones than those who did not;

WHEREAS, obesity costs California an estimated \$25 billion a year in direct medical costs and lost productivity;

WHEREAS, many state health facilities, clinics and hospital have closed in recent years due to state and local budget constraints significantly reducing access to constituent treatment of chronic diseases, preventative health measures, and health education;

WHEREAS, obese children are at higher risks for long-term health problems such as cardiovascular disease, Type 2 diabetes, asthma, and certain cancers;

WHEREAS, there are healthier alternatives to soft drinks and sugary snacks that can be made accessible to participants at youth orientated facilities throughout the city;

WHEREAS, there are a myriad of possibilities to incorporate healthy living activities into Moorpark Recreation programming; and

WHEREAS, research has confirmed that a policy approach to preventing disease confers significant benefit to the populations at large.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF

MOORPARK HEREBY RESOLVES AS FOLLOWS:

SECTION 1. To direct the City's Parks, Recreation and Community Services Department to promote healthy activities by:

- 1) Striving to offer more programs and activities that are fun and exciting and promote a healthy lifestyle.
- 2) Ensuring that healthy living activities are properly and effectively promoted.
- 3) At all City youth-oriented facilities with food and drink vending machines, use Senate Bill 19 (Escutia, 2001) as a guideline for products to be offered:

For Food and Snacks:

- a) Have no more than 35% of its calories from fat; and
- b) Have no more than 10% of its calories from saturated fat; and
- c) Be no more than 35% sugar by weight.

For Beverages:

- a) Beverages must be fruit based drinks that are composed of no less than 50 percent fruit juices and have no added sweeteners; sanitary drinking water; milk (full, soy, lactose-free) and electrolyte replacement beverages; and
- b) Flavored milk must be no more than 35% sugar by weight.

SECTION 2 Directing that youth-orientated programs funded or co-sponsored by the city will be encouraged to comply with this motion and ensure that the message of health and physical activity is modeled for participating youth.

SECTION 3 The City Clerk shall certify to the adoption of the resolution and shall cause a certified resolution to be filed in the book of original resolutions.

PASSED, APPROVED and ADOPTED this 16th day of January, 2008.

Patrick Hunter, Mayor

ATTEST:

Deborah S. Traffenstedt, City Clerk