



Office of the Mayor

CONSENT CALENDAR
October 25, 2005

To: Members of the City Council

From: Mayor Tom Bates

Subject: RECOMMENDATIONS TO IMPROVE HEALTHY FOOD AND PHYSICAL ACTIVITY OPTIONS

RECOMMENDATION:

Adopt a Resolution endorsing the Strategic Alliance “Taking Action for a Healthier California: Recommendations to Improve Healthy Food and Activity Options” and beginning implementation of two of the Recommendations: 1) “Ensure that a significant percentage of prepared and vending machine foods sold at worksites are healthy and affordable.” 2) “Encourage physical activity through such practices as encouraging stairway use, providing bike racks, providing lockers and showers, and offering flextime or breaks for physical activity.”

BACKGROUND:

This year the Mayor’s Task Force on Health Services presented to the City Council its Preliminary Action Plan and recommendations to improve health outcomes for the City of Berkeley. The first desired health outcome was “a community that supports healthy eating and physical activity”. Four years ago, the City of Berkeley adopted a Food Policy with the goal of ensuring that all people of Berkeley have access to healthy, affordable, and culturally appropriate food. Building on the foundation of work that the City has embarked on to educate our community, we are now in a position to assess the City’s own practices and promote healthy food and physical activity education and options in the City’s workplaces.

Research shows that dietary factors and physical activity patterns are directly correlated with risk for heart disease, stroke, diabetes and other chronic diseases. Research on the actual causes of death in the United States demonstrates that at least 1 out of every 4 chronic disease deaths can be attributed to diet and inactivity.”¹. The 2001 City of Berkeley Health Status Report documented that chronic diseases are the number one killers in Berkeley, representing 68% of all deaths in 1998. Heart disease, cancer and stroke are the top three leading causes of death for both African Americans and Whites. Many premature deaths from chronic diseases may be averted by increased consumption of fruits and vegetables and whole grains and increased

¹ McGinnis, J M, Foege, WH. The Immediate vs. the Important. JAMA. 2004; 291:1263-1264.

physical activity.

Overweight and obesity contribute to a wide range of chronic diseases and negatively impact the quality of life in younger individuals. These conditions are increasing rapidly with U.S. obesity rates doubling among children and tripling among adolescents over the past 20 years.² Berkeley shares this trend with 24.6% of Berkeley youth found to be overweight in the 2004 California Physical Fitness Test.³

Type 2 diabetes, which is closely linked to overweight, is 1.5 times more prevalent among African Americans and Latinos than Whites and ninety-four percent of children and adolescents with Type 2 diabetes are from communities of color.⁴ Soft drink consumption in the U.S. has more than doubled since 1971 and increased 500 percent in the past 50 years, displacing the consumption of healthier beverages.⁵ In addition to reductions in healthy beverages, children consume high levels of unhealthy foods with only two percent of U.S. school-aged children in 2003 meeting the Food Guide Pyramid recommendations for a healthy diet.⁶

In response to this growing crisis, the Strategic Alliance for Healthy Food and Activity Environments developed recommendations with the input of professionals across California for the September, 2005 Governor's Summit on Obesity. These Strategic Alliance recommendations target the food and beverage industry, employers, entertainment and professional sports, health care insurers and providers, government and schools. In addition, the Strategic Alliance recommendations are consistent with the goals of the City of Berkeley Food and Nutrition Policy passed by City Council on September 25, 2001.

To address the conditions that contribute to unhealthy diets and physical inactivity, the City of Berkeley endorses the recommendations of the Strategic Alliance and encourages City departments, other public agencies, private sector businesses, and non-profit agencies to adopt relevant portions of the recommendations. The City has already implemented a number of these recommendations and is currently working on others (see Attachment 1). Beginning January 2006 an education and promotion campaign to promote healthy food options and physical activity at City recreation centers and City worksites will be initiated. Implementation will include:

1. A 12-month Healthy Choices Campaign throughout the City (through the workplace and with the labor unions). The Campaign will focus on increasing healthier food consumption and increasing physical activity both during the workday and during non-work time.
2. Replace soda with healthy beverages at all Recreation and Aquatic Centers where there are community physical activities and children's recreation activities.

² Child Nutrition Policy Brief, Food Research and Action Center, 2003.

³ The Growing Epidemic: Child Overweight Rates in California's Cities and Communities, 2004.

⁴ Diabetes Deaths in California Legislative Districts, Legislative Policy Brief No. 3. California Center for Public Health Advocacy, February, 2004

⁵ National Health and Nutrition Examination Survey, 1999-2002

⁶ Child Nutrition Policy Brief, Food Research and Action Center, 2003.

3. Promote healthier food in vending machines at Recreation Centers and other City of Berkeley worksites:
 - a) Inventory all vending machines on COB worksites
 - b) Develop criteria for healthier snack and beverage vending machine options
 - c) Introduce healthy vending machine operators and their products to staff; conduct tastings; increase vending machines containing healthy snack and beverage options chosen by staff at each site.
 - d) Report back to Council on Healthy Choices Campaign education progress and vending machine contents by January, 2007.

FINANCIAL IMPLICATIONS: This work will be accomplished through the existing Health and Human Services Chronic Disease Prevention program in coordination with City departments, labor unions, and the City Manager's Office..

CONTACT PERSON: Mayor Tom Bates 981-7100.

RESOLUTION NO. -N.S.

ENDORSING “TAKING ACTION FOR A HEALTHIER CALIFORNIA:
RECOMMENDATIONS TO IMPROVE HEALTHY FOOD AND ACTIVITY OPTIONS”

WHEREAS, one out of every four deaths in Berkeley can be ascribed to diet and inactivity; and

WHEREAS, 24.6% of Berkeley youth in 2004 were overweight; and

WHEREAS, Type 2 diabetes, which is closely linked to overweight, is 1.5 times more prevalent among African Americans and Latinos than Whites and ninety-four percent of children and adolescents with Type 2 diabetes are from communities of color; and,

WHEREAS, soft drink consumption in the U.S. has more than doubled since 1971 and increased 500 percent in the past 50 years, displacing the consumption of healthier beverages; and

WHEREAS, obesity rates have doubled among children and tripled among adolescents over the past 20 years; and

WHEREAS, only two percent of U.S. school-aged children in 2003 met the Food Guide Pyramid recommendations for a healthy diet; and

WHEREAS, the cost of obesity and physical inactivity to California is 28 billion dollars a year; and

WHEREAS, the Strategic Alliance for Healthy Food and Activity Environments developed recommendations with the input of professionals across California for the Governor’s Summit on Obesity; and

WHEREAS, the Strategic Alliance recommendations address food and beverage industry, employers, entertainment and professional sports, health care insurers and providers, government and school; and

WHEREAS, the Strategic Alliance recommendations are in accord with those of the City of Berkeley Food and Nutrition Policy passed by City Council on September 25, 2001.

NOW THEREFORE, BE IT RESOLVED that the Council of the City of Berkeley endorses the recommendations of the Strategic Alliance for Healthy Food and Activity Environments.

BE IT FURTHER RESOLVED, that City staff are directed to begin implementation of two of the Recommendations: 1) “Ensure that a significant percentage of prepared and vending machine foods sold at worksites are healthy and affordable;” and 2) “Encourage physical activity through such practices as encouraging stairway use, providing bike racks, providing lockers and showers, and offering flextime or breaks for physical activity.”

BE IT FURTHER RESOLVED, that the Council of the City of Berkeley encourages other public agencies, private sector businesses, and non-profit agencies to adopt relevant portions of the recommendations.

TAKING ACTION FOR A HEALTHIER CALIFORNIA: *Recommendations to Improve Healthy Food and Activity Options*

Squeezed by time and money, Californians have succumbed to a lifestyle marked by physical inactivity and filled with high-fat, high-sugar foods that are more available, affordable, and convenient than healthier options. Poor nutrition and inactivity are dooming Californians to serious health problems—including diabetes, heart disease, stroke, and cancer—now and in the future. They are leading to excessive health care costs and a disabled and less productive work force. While everyone is impacted by these health concerns, limited access to healthy eating and regular activity options affects a disproportionate number of communities of color and low-income neighborhoods. The mounting costs and consequences of this public health crisis are needlessly borne by government, employers, the overwhelmed health care system, families, and individuals. This crisis is preventable, and much can be done to ensure a healthier future for our neighbors and children.

Factors that influence eating and activity are shaped by the decisions of businesses and government—decisions that are beyond the control of individual parents or families.

Increasingly, government and businesses are recognizing their role and committing their institutions to be engaged in finding solutions to the epidemic. However, thwarting this crisis requires a major shift in approach for California's public and private sectors. The Strategic Alliance—a statewide coalition organized to bring urgent attention to the obesity epidemic, poor nutrition, and physical inactivity—is highlighting the roles of government and industry in crafting comprehensive solutions.

We applaud Governor Schwarzenegger's commitment to the prevention of nutrition and physical activity related disease and to expanding the circle of influence and responsibility of leaders committed to solving this community challenge. We urge business, government, and community groups to endorse and adopt our recommendations in addressing this community challenge. The checklist at right highlights priorities. The following pages present a more complete list of recommendations. We encourage corporate and government leaders to use their resources to draw attention to this crisis and assure that chronic disease prevention research and programs are adequately funded. By working together, we know we can reshape the way California eats, moves, and stays healthy.

Priority Checklist for Action by Business and Government

- Eliminate the advertising of unhealthy foods and beverages to children and youth.
- Establish grocery stores with produce and other fresh, healthy items in all low-income neighborhoods and communities of color (see definition of healthy food & beverages at the end of this document).
- Adopt model worksite policies that include access to healthy food and physical activity and to breastfeeding accommodations.
- Provide health plan benefits that cover prevention and wellness activities, including counseling, education, and access to weight-loss and physical activity programs.
- Support new mothers in breastfeeding and eliminate in-hospital marketing of artificial baby milk (formula) to new mothers.
- Ensure full and equitable access to all public facilities (community centers, schools, government buildings) that could house programs and services that increase the amount of daily physical activity for each community member.
- Adopt and implement "complete streets" policies and build trails to increase safety and convenience for people who walk, bicycle, or use wheelchairs.
- Ensure that children are receiving quality physical education that meets minimum state standards for duration and frequency.
- Institute healthy food and beverage standards for all food items available in preschool, school, and after-school programs.
- Implement farm-to-institution programs to make fresh, local, and sustainably grown food available at schools, hospitals, worksites, and other facilities.

FOOD AND BEVERAGE INDUSTRY

We call on leaders in the food and beverage industry to commit to the following actions:

Food Manufacturers and Retailers

- Eliminate all advertising and promotion of unhealthy foods and beverages to children and youth by discontinuing the following marketing strategies:
 - ▼ Promoting unhealthy foods and beverages via broadcast, print and electronic media, and toys
 - ▼ Using sports or entertainment celebrities, including cartoon characters, in product tie-ins that advertise unhealthy foods and beverages to children
 - ▼ Advertising indirectly through fundraising programs, incentive programs using contests or coupons, and the like at institutions serving children and youth (including schools, preschools, after-school programs, and recreation facilities)

Food Processors and Restaurants

- Ensure that packaged single-serving snacks, beverages, and meals contain no more than one standard portion size per package.
- Use only healthy foods in children-focused meals (such as Happy Meals) by limiting fat and sugar and adding fresh fruits and vegetables.
- Post calorie information per serving on all menus and menu boards at fast food and chain restaurants.

Retail Grocers

- Establish grocery stores with produce and other fresh, healthy items in all neighborhoods and ensure access to these stores in low-income neighborhoods and communities of color.
- Guarantee equal quality, variety, and price of produce and other fresh foods in all neighborhoods.
- Make prices for healthy purchased and prepared foods comparable to those for unhealthy products (*e.g.*, price baked chips at no more than regular chips, low-sodium soups at no more than regular soups).
- Ensure access to grocery stores for seniors, the disabled, and low-income people with limited transportation options.
- Provide grocery store aisles containing only healthy food options and establish “junk-food-free” checkout lanes.

EMPLOYERS

We call on all employers, small and large, to commit to the following actions for full- and part-time employees:

- Adopt standards for the provision of healthy food at all meetings and events.
- Provide incentives to employees who walk, bike, or use public transportation to commute to and from work and for work-related travel.
- Encourage physical activity through such practices as encouraging stairway use, providing bike racks, providing lockers and showers, and offering flex time or breaks for physical activity.
- Ensure that a significant percentage of prepared and vending machine foods sold at worksites are healthy and affordable.
- Maximize the use of local, regional, and sustainably produced foods in food-service operations.
- Post and enforce organizational policies that support breastfeeding on site, as mandated by state law.

ENTERTAINMENT AND PROFESSIONAL SPORTS

We call on leaders in entertainment and professional sports to commit to the following actions:

- Ensure that healthy foods and beverages are equally accessible and affordable in sports, movie, and other entertainment venues.
- Allocate a percentage of sports arena proceeds to support development of public physical activity facilities and programs in surrounding communities.
- Ensure depictions of physically active people that include all ages, ethnicities, genders, body types, and abilities in television, film, and advertisements.
- Eliminate product placement for unhealthy food and beverages in movies and TV programs targeted to children and youth.
- Expand the participation of professional athletes and administrators in promoting physical activity by providing facilities, equipment, and personnel for community use.

HEALTH CARE INSURERS AND PROVIDERS

Prevention is the first step in responding to the obesity epidemic, while bariatric surgery and pharmaceuticals are interventions of last resort, particularly for children. We call on health insurance and health care leaders to commit to the following actions:

- Provide health plan benefits for prevention and wellness activities, including counseling, education, and access to weight-loss, weight-maintenance, and physical activity programs.
- Support new mothers in breastfeeding and eliminate in-hospital marketing of artificial baby milk (formula) to new mothers.
- Adopt and implement for all patients preventive standards of care that promote regular physical activity and healthy eating in a culturally competent manner.
- Provide continuing education credits for health practitioners participating in training in nutrition, physical activity and breastfeeding education.
- Phase out fast-food restaurants in health care facilities.
- Maximize the use of fresh, regional, and sustainably produced foods through institution of farm-to-hospital programs.
- Adopt employer guidelines for healthy worksite facilities, including the Lactation Accommodation Law for their employees.

GOVERNMENT (STATE AND LOCAL)

Government agencies are the natural locus of leadership in promoting comprehensive and effective approaches to improving the nutrition and physical activity of community members. We call on government leaders at the state and local levels to collaborate with all sectors and commit to the following actions:

Prioritize Prevention

- Ensure full and equitable access to all public facilities (community centers, schools, government buildings) that could house programs and services that increase the amount of daily physical activity for each community member.
- Make prevention a top priority in state and local health departments, with dedicated leadership, staffing, and resources.
- Promulgate, adopt, and disseminate model worksite policies that provide access to options for healthy eating and physical activity.
- Assure that food assistance programs provide healthy foods (*e.g.*, demonstrate the feasibility of adopting a policy to include fruits and vegetables in the California WIC food package through a pilot project).

Incentives and Funding

- Provide tax and other incentives for businesses to offer physical activity, healthy food options, and lactation accommodations to employees.
- Provide tax and other incentives for the development of physical activity facilities, improved walkability, grocery stores, farmers markets, and other retail outlets for healthy foods, particularly in low-income communities.
- Develop a permanent state fund to provide matching dollars for the maintenance, rehabilitation, and development of parks and recreation facilities in all neighborhoods.

Planning, Land Use, and Transportation

- Adopt and implement “complete streets” policies and build trails to provide safe and convenient travel options for people who walk, bicycle, or use wheelchairs.
- Utilize planning and zoning processes to promote appropriate design and land uses that support access to healthy foods and encourage walking and bicycling in all neighborhoods.
- Ensure that public recreational facilities, supermarkets, and farmers markets are served by public transit routes.
- Require that each general plan contain a recreation element that includes access to, and availability of, facilities and park land to encourage physical activity.

SCHOOLS

We call on departments of education, school board members, and school administrators to commit to the following actions:

- Ensure that children receive quality physical education that meets minimum state standards for duration and frequency.
- Make school recreational facilities available for after-hours use by the community, especially in neighborhoods that lack park and recreational facilities.
- Institute healthy food and beverage standards for all meals, snacks, and beverages available in preschool, school, and after-school programs.
- Eliminate advertising of unhealthy food and beverage products on school grounds and the use of unhealthy foods in fundraising, incentive, and other such programs.
- Maximize the availability of fresh, regional, and sustainably produced foods through initiatives such as farm-to-school programs.
- Provide a nutritious breakfast utilizing the federal School Breakfast program in all schools.

Definition of Healthy Food and Beverages

Healthy beverages include water, milk, and fruit juice with at least 50% real juice and no added sweeteners.

Healthy foods include, at a minimum:

- No more than 35% of calories from fat (excluding legumes, nuts, nut butters, seeds, eggs, non-fried vegetables, and cheese).
- No more than 10% of calories from saturated fat (excluding eggs and cheese).
- No more than 35% sugar by weight (excluding fruits and vegetables).
- Portion size for vended products should not exceed 200 calories.

For more information about these recommendations or the Strategic Alliance for Healthy Food and Activity Environments, contact Leslie Mikkelsen at 510-444-7738, or see our website at www.eatbettermovemore.org

The Alliance Steering Committee: The California Adolescent Nutrition and Fitness Program (CANFit); California Center for Public Health Advocacy; California Food Policy Advocates; California Pan Ethnic Health Network; California Park & Recreation Society; California Project LEAN; California WIC Association; Child Care Food Program Roundtable; Latino Health Access; Prevention Institute; Samuels & Associates, Inc; YMCA of the East Bay