

City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: NOVEMBER 10, 2015**
FROM: OFFICE OF THE MAYOR **WARDS: ALL**
OFFICE OF COUNCILMEMBER MELENDREZ
SUBJECT: HEALTHIER FOOD AND BEVERAGE GUIDELINES

ISSUE:

The issues for City Council are to: 1) receive an update on the pilot implementation of Healthier Food and Beverage Guidelines; 2) adopt City-wide Healthier Food and Beverage Guidelines; and 3) adopt the goals for Healthier Food and Beverage Guidelines.

RECOMMENDATIONS:

That the City Council:

1. Receive the report on City-wide Healthier Food and Beverage Guidelines activities;
2. Adopt City-wide Healthier Food and Beverage Guidelines; and,
3. Adopt the goals for Healthier Food and Beverage Guidelines.

BACKGROUND:

In the City of Riverside, nearly 4 out of 10 children are overweight or obese.

City leaders, health organizations, other community stakeholders, and residents have a role to play in order to stem the tide of obesity. The City has made multiple commitments to initiatives that foster a culture of health throughout the community. These commitments include:

1. The Healthy City Resolution No.19761, to support Riverside being a healthy City, adopted September 12, 2000
2. The Healthy Eating, Active Living (HEAL) Cities Campaign, Resolution No. 22011, adopted May 4, 2010 as part of the League of California Cities strategic goal to promote effective policies and practices that improve residents' and employees' health and address land-use practices that support healthy lifestyles.
3. The Fit, Fresh, and Fun Forum, established in July 2011, is a forum of organizations aimed at helping residents actively engage in making healthy changes in their lives.

4. In 2012, the Fit, Fresh and Fun Forum offered what is now an annual healthy-living challenge event, Start R.I.G.H.T. (Riverside is Getting Healthy Together).
5. The Riverside Food System Alliance Food Policy Action Plan, Resolution 22846, adopted May 19, 2015, supports access to locally produced food.

Based on the commitment to foster a culture of health, the City of Riverside has been awarded two grants that promote healthy eating and active living:

1. Healthy Eating Active Living (HEAL) Zone from Kaiser Permanente through the County of Riverside Public Health Department was awarded in 2012.
2. The Nutrition Education and Obesity Prevention (NEOP) program from the United States Department of Agriculture, through the Network for a Healthy California Local Health Department Funding Initiative, sub granted from the County of Riverside, was awarded in 2013.

Eastside Success

The Kaiser Permanente Eastside HEAL Zone, formed in 2009, is a collaboration of public and private members along with the Riverside County Joint Health Coalition (RCJHC) to help combat obesity in underserved communities. This initiative is focused specifically on the Eastside neighborhood of the City to empower the residents to lead healthier lives.

In the Eastside HealZone, consistent with the California Department of Public Health's campaign to Rethink Your Drink Campaign, the City's Parks, Recreation, and Community Services Department (PRCSD) replaced sodas with bottled water and added healthier snack options to the vending machines at the Bobby Bonds and Bordwell Parks. Community residents, staff and vendors have an overall positive response to the healthier options and some requested an expansion of the healthier choices.

Taking Eastside Success City-wide

Given the positive responses to the healthier options in the Eastside HEALZone and the PRCSD, Mayor Bailey and Councilmember Melendrez are co-sponsoring this proposal to adopt healthier food and beverage guidelines City-wide. The proposed guidelines would apply to City-sponsored community events, youth and senior programs, meetings (for public and staff), and City-managed vending machines and catering.

The proposed nutrient guidelines are recommended goals, based on widely-adopted school and community vending guidelines (Attachment 1). The recommended adherence to the nutrition guidelines vary according to setting (Attachment 2).

The launch of the Food and Beverage Guidelines will coincide with the Human Resources initiative for a "healthy new year" city-wide with employee fitness and health challenges in January 2016. Human Resources will provide workshops to key staff that make food purchasing decisions.

The City's Communication Division will be providing marketing material to support the goals and guidelines. A Re-Think Your Drink poster (Attachment 3) has been developed for our community.

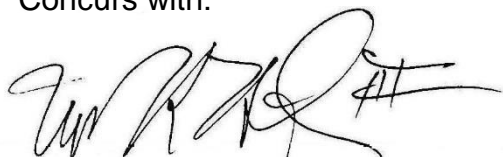
An update on this initiative will be provided to Council at the end of 2016.

FISCAL IMPACT:

There is no fiscal impact associated with this project.

Prepared by: Eddy Jara, Program Coordinator, NEOP
Certified as to
availability of funds: Brent A. Mason, Finance Director/Treasurer
Approved by: Alexander Nguyen, Assistant City Manager
Approved as to form: Gary G. Geuss, City Attorney

Concurs with:



WILLIAM R. BAILEY, III
Mayor

ANDY MELENDREZ
Councilmember Ward 2

Attachments:

1. Nutrient Specifications
2. Adherence Goals
3. Riverside Re-Think Your Drink Poster