



## HEALTHIER FOOD AND BEVERAGE GUIDELINES

OFFICE OF THE MAYOR  
OFFICE OF COUNCILMEMBER MELENDREZ

City Council  
November 10, 2015

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## BACKGROUND

- In the City of Riverside, nearly 4 out of 10 children are overweight or obese.
- We all have a role to play to stem the tide of obesity for the community.



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## CITY COMMITMENTS

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
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.



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## CITY COMMITMENTS CONT.

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.



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## GRANT FUNDING

1. Healthy Eating Active Living (HEAL) Zone from Kaiser Permanente was awarded in 2012.



2. The Nutrition Education and Obesity Prevention (NEOP) program from the United States Department of Agriculture, was awarded in 2013.

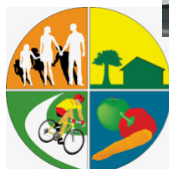


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## EASTSIDE SUCCESS



**RIVERSIDE  
COUNTY HEALTH  
COALITION**

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## EASTSIDE SUCCESS

- Bobby Bonds and Bordwell Parks vending machines have
  - replaced sodas with water
  - replaced snacks with healthier choices



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## TAKING EASTSIDE SUCCESS CITYWIDE

- Given the positive responses to the healthier options in the Eastside HEALZone, 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.
- The recommended adherence to the nutrition guidelines vary according to setting.



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## PROPOSED GUIDELINES & GOALS

### YOUTH PROGRAMS



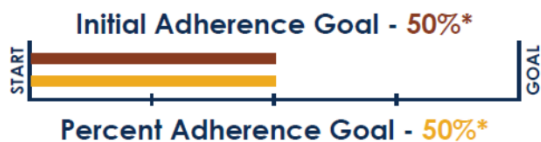
**IMPLEMENTATION:** Replace all foods and beverages provided at city sponsored youth programs with those that adhere 100% to healthy guidelines. 9



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## PROPOSED GUIDELINES & GOALS

### CITY SPONSORED EVENTS



\*Based on food and beverage choices provided



**IMPLEMENTATION:** Food and beverage event vendors may apply to provide one of every two food options.



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## PROPOSED GUIDELINES & GOALS

### CITY MEETINGS/ CATERING OPTIONS

Gradual Implementation

Initial Adherence Goal - 50%



**IMPLEMENTATION:** Offer food provider a **healthier menu of food** that adheres to healthy food and beverage guidelines and **can be used for catering meetings.**

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## PROPOSED GUIDELINES & GOALS

### PUBLIC VENDING MACHINES

Initial Adherence Goal - 100%



**IMPLEMENTATION:** Replace all public food and beverage vending machine with choices that adhere to the **healthy food and beverage guidelines.**

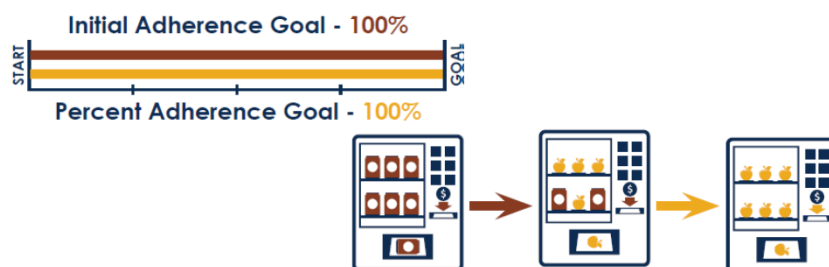
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## PROPOSED GUIDELINES & GOALS

### STAFF VENDING MACHINES



**IMPLEMENTATION:** Replace the majority of staff vending machines with food and beverages that adhere 100% to healthy guidelines.

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## IMPLEMENTATION

- 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.

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## RE-THINK YOUR DRINK

### RETHINK YOUR DRINK



**DRINK RARELY, IF AT ALL**

- Regular sodas
- Energy or sports drinks
- Sweetened coffee/tea drinks
- Fruit drinks



**DRINK OCCASIONALLY**

- Diet sodas
- Low-calorie, low-sugar drinks
- 100% juice



**DRINK PLENTY**

- Water
- Seltzer water
- Skim or 1% milk
- Unsweetened coffee/tea drinks



**STOP - Rethink Your Drink**  
Help end the suffering from diabetes, obesity and heart disease in our community.

### ELIJA SU BEBIDA SABIAMENTE



**TOME RARAMENTE O NUNCA**

- Sodas regulares
- Bebidas energéticas o deportivas
- Café endulzado / bebidas de té
- Bebidas de frutas



**TOME OCASIONALMENTE**

- Sodas de dieta
- Bebidas bajas en calorías o en azúcar
- 100% jugo natural



**TOME EN ABUNDANCIA**

- Agua
- Agua de seltzer
- Leche descremada o de 1%
- Café sin azúcar / té



**ALTO - Elija su Bebida Sabiamente**  
Ayuda a poner fin al sufrimiento de la diabetes, la obesidad y las enfermedades del corazón en nuestra comunidad.

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## 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.



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