

BOARD OF SUPERVISORS
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THOMAS J. BASTUSZKA
CLERK OF THE BOARD
OF SUPERVISORS



COUNTY OF SAN DIEGO

BOARD OF SUPERVISORS

1600 PACIFIC HIGHWAY, ROOM 335, SAN DIEGO, CALIFORNIA 92101-2470

DATE: November 9, 2010

TO: BOARD OF SUPERVISORS

SUBJECT: THE FIRST LADY'S "LET'S MOVE!" CAMPAIGN AND BECOMING
A "LET'S MOVE COUNTY" (District: All)

SUMMARY:

Overview

Over the past three decades, childhood obesity rates in America have tripled with nearly one in three children in our nation overweight or obese.

In response to this crisis, First Lady Michelle Obama recently launched a national campaign called *Let's Move!*. The First Lady is calling on elected officials across the country to join the effort which challenges municipal leaders to solve the problem of childhood obesity within a generation. *Let's Move Cities and Towns* emphasizes both the unique ability of communities to solve the challenge locally, and the critical leadership elected officials can provide to bring communities together and spur action.

Designed to encourage a long-term, sustainable and holistic approach to fighting childhood obesity, the *Let's Move!* campaign focuses on four pillars in the plan: Help Parents Make Healthy Family Choices; Create Healthy Schools; Provide Access to Healthy and Affordable Food; Promote Physical Activity.

We have the opportunity to further boost San Diego County's existing substantial efforts to combat childhood obesity by joining in this national effort and becoming the first designated *Let's Move County*. The County of San Diego is already significantly engaged in the fight against childhood obesity and has a reputation as a national leader, evidenced by the adoption of the San Diego County Childhood Obesity Initiative (COI), the County of San Diego Nutrition Security Plan (NSP), the Health Strategy Agenda (HSA) as well as being granted the largest Communities Putting Prevention to Work (CPPW) grant in the United States. This prospect will also position our County to obtain additional funding that may become available under this initiative in the near future and that can further support our goal to build better health for San Diegans.

**SUBJECT: THE FIRST LADY'S "LET'S MOVE!" CAMPAIGN AND BECOMING A
"LET'S MOVE COUNTY" (District: All)**

Today's action will build upon our successes and support the coordination necessary for the County of San Diego to become the first designated *Let's Move County*.

Recommendations

CHAIRWOMAN PAM SLATER-PRICE AND SUPERVISOR RON ROBERTS:

1. Direct the Chief Administrative Officer (CAO) to designate staff from Department of Parks and Recreation to work with Health and Human Services Agency to establish a County of San Diego *Let's Move!* plan that incorporates and builds on existing initiatives and plans adopted by the Board and that relate to the goals of *Let's Move!* campaign.
2. Report back to the Board with the first quarter and end-of-year update that are provided to the national *Let's Move!* campaign, describing the County of San Diego's plan, timeline and actions necessary to become the first designated *Let's Move County*.
3. Direct the CAO to designate the Public Health Officer and the Director of Parks and Recreation to work with representatives of the White House and federal agency staff associated with the *Let's Move!* campaign to share ideas, discuss barriers and celebrate progress.

Fiscal Impact:

There is no fiscal impact associated with this recommendation.

BACKGROUND:

Over the past three decades, childhood obesity rates in America have tripled, with nearly one in three children in our country overweight or obese. One-third of all children born in 2000 or later will suffer from diabetes at some point in their lives; others will face chronic obesity-related health problems like heart disease, high blood pressure, cancer, and asthma. A recent study put the healthcare costs of obesity-related diseases in San Diego at \$3 billion per year.

In response to this crisis, First Lady Michelle Obama recently launched a national campaign called *Let's Move!*. The First Lady is calling on elected officials across the country to join the effort which challenges municipal leaders to solve the problem of childhood obesity within a generation. *Let's Move Cities and Towns* emphasizes both the unique ability of communities to solve the challenge locally and the critical leadership elected officials can provide to bring communities together and spur action.

We have the opportunity to further boost San Diego County's existing substantial efforts to combat childhood obesity by joining in this national effort and becoming the first designated *Let's Move County*. The County of San Diego is already significantly engaged in the fight against childhood obesity and has a reputation as a national leader as evidenced by the adoption of various policies, initiatives and plans by the Board. As such, we have already laid the foundation and well on our way to meeting the requirements of becoming a *Let's Move County*.

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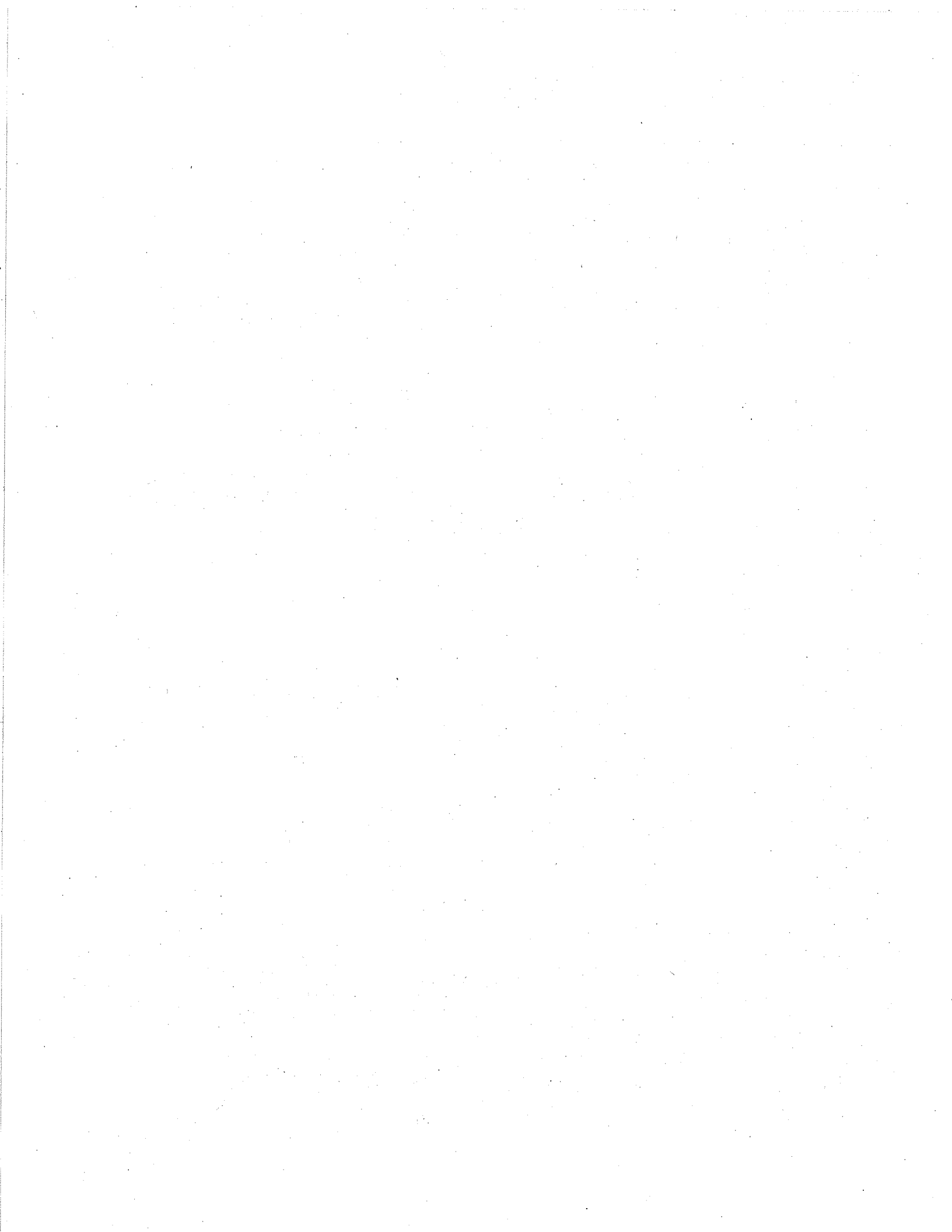
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The Board of Supervisors initiated and approved the Childhood Obesity Action Plan in 2006. This Action Plan is made up of strategies to inspire and guide government, institutions, organizations and neighborhoods to develop policies and environmental change that support healthy choices that reduce and prevent childhood obesity. The San Diego County Childhood Obesity Initiative (COI) was formed as a public/private partnership, which the County is a key partner, to engage community stakeholders and assure effective implementation of the strategies outlined in the plan. The COI is at the forefront of implementing innovative practices and policies that curb childhood obesity.

In April 2009, the Board adopted the Nutrition Security Plan to address low participation rates in the Food Stamp/Supplemental Nutrition Assistant Program and incorporate nutrition education in outreach efforts to enrollees. The overarching goal is to increase awareness and access to resources that will assist and encourage low income families to purchase healthy foods, a necessary strategy for reducing childhood obesity.

In March of 2010, HHSA was awarded \$16 million over two years as part of the federal Communities Putting Prevention to Work (CPPW) Initiative to reduce obesity, increase physical activity and improve nutrition through systems, policy and environmental changes. The success of this grant was largely predicated on the foundation laid and work we have accomplished under the COI.

Additionally, in July of 2010 the Board of Supervisors approved the Health Strategy Agenda (HSA) as a ten year plan to build better health throughout San Diego County. The Health Strategy seeks to do this through system delivery, supporting healthy choices, pursuit of policy changes for a healthy environment and by changing the culture of San Diego County from within.

As you can see our Board has a long history of actions that demonstrate our long standing commitment to combating childhood obesity and promoting healthy lifestyles. Additionally, they speak to the strong collaboration amongst our County organization – a core tenant of the HSA. In particular, the County of San Diego Department of Parks and Recreation (DPR) and HHSA have continuously participated on the Leadership Council which oversees the COI and the HSA efforts since their inception. They continue to be a major force behind the related programs, activities and efforts that have grown out of these initiatives which positions them to support and facilitate the San Diego County's efforts to become a designated *Let's Move County*.

The requirements of being recognized as a *Let's Move County* call on the Board of Supervisors to adopt a long-term, sustainable, and holistic approach to fight childhood obesity through the four pillars below. As mentioned, San Diego has a long history of working to fight childhood obesity and below each pillar is evidence of the efforts the County has already devoted to this campaign.

1. Help Parents Make Healthy Family Choices

The COI and DPR have provided several mediums to assist parents in making healthy choices. The HSA targets the three behaviors; poor nutrition, lack of physical activity, and tobacco use which contribute to four chronic diseases; heart disease/stroke, cancer,

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diabetes, and respiratory disease that lead to more than 50% of deaths in the county. Through these initiatives the County looks to educate and create opportunities so residents can choose healthy eating, active living, and tobacco and drug free lives.

2. Create Healthy Schools

As a part of the COI, the San Diego County Office of Education and HHSA have partnered to pilot projects and evaluations that target nutrition in the schools. Additionally, DPR has worked with the local school districts to improve over 10 school sites with athletic fields, playgrounds, and gymnasiums. These partnerships allow for school use during the day and public use during all non-school hours.

3. Provide Access to Healthy and Affordable Food

The HSA looks to expand the school-based Supplemental Nutrition Assistance Program (SNAP)/Food Stamps screening and application assistance in schools that serve high-need populations. The County works with its partners and businesses to distribute consistent messaging through various media about healthy eating. The NSP and HSA efforts will also expand the work with community partners to increase availability of fresh fruits and vegetables to all residents, including vulnerable and low-income populations. DPR continues to provide healthy cooking classes and provides facilities for community gardens and farmer's markets.

4. Promote Physical Activity

Under the CPPW grant HHSA staff and contractors will support Safe Routes to School and parks programs, and increasing physical activity among students in before and after school programs. Also, the County will expand its joint land use policies between schools and their communities so that school facilities can be used during non-school hours. In every park, preserve, or teen/community center DPR operates, physical activity is encouraged. Whether it's organized sports, fitness programs, hiking, biking, or a leisurely walk around the lake, DPR provides these opportunities on a daily basis.

As reflected above, the County of San Diego committed years ago to focus on the health of youth and families through childhood obesity prevention and intervention. To be considered a *Let's Move County*, the County of San Diego must commit to submitting updates that describe the County's plan including timelines and goals for meeting the four pillars of the federal *Let's Move!* campaign. Designation as a *Let's Move County* not only demonstrate San Diego's long standing commitment and leadership on the issues of childhood obesity, it will position us well to receive funding that may become available under this initiative in the near future. We urge your support.

Respectfully Submitted,



PAM SLATER-PRICE
Chairwoman, Third District



RON ROBERTS
Supervisor, Fourth District

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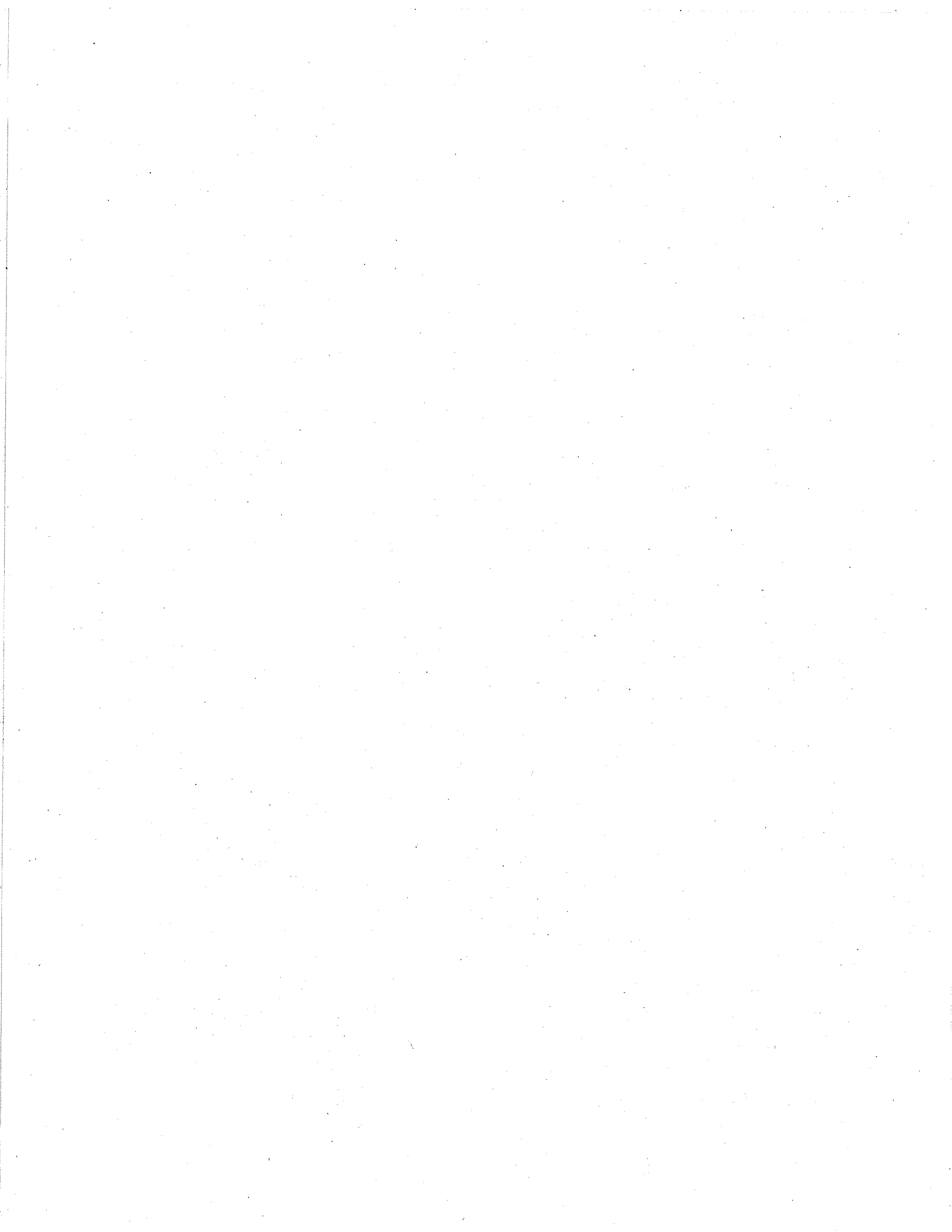
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Chairwoman, Third District



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BOARD OF SUPERVISORS
AGENDA ITEM INFORMATION SHEET

SUBJECT: ENDING CHILD OBESITY (District: All)

CONCURRENCE(S)

COUNTY COUNSEL Approval of Form Yes N/A
Type of Form: Standard Form Ordinance Resolution
 Contract
Review Board Letter Only Yes N/A

CHIEF FINANCIAL OFFICER/AUDITOR Yes N/A
Requires Four Votes Yes No

CHIEF INFORMATION OFFICER Yes N/A

DEPARTMENT OF HUMAN RESOURCES Yes N/A

CONTRACT REVIEW PANEL Yes N/A

Other Concurrences:

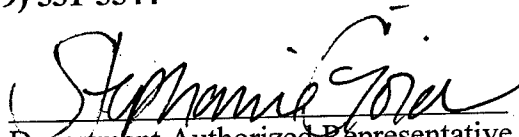
BUSINESS IMPACT STATEMENT: Yes N/A

PREVIOUS RELEVANT BOARD ACTIONS:

ORIGINATING DEPARTMENT: Third and Fourth Supervisorial Districts

CONTACT PERSON:

Jill Monroe (619) 531-5833
Stephanie Gioia (619) 531-5544


Department Authorized Representative

November 9, 2010
Meeting Date

