



COUNTY OF SAN DIEGO

BOARD OF SUPERVISORS

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

AGENDA ITEM

DATE: June 26, 2012

06

TO: Board of Supervisors

SUBJECT: 2011-2012 *“LET’S MOVE! COUNTY”* REPORT (DISTRICT:ALL)
(DISTRICTS: ALL)

SUMMARY:

Overview

Over the past three decades, childhood obesity rates in America have tripled with nearly one in three children in our nation being overweight or obese. In response to this crisis, First Lady Michelle Obama launched a national campaign called Let’s Move! The First Lady called on elected officials across the country to join the effort which challenges municipal leaders to solve the problem of childhood obesity within a generation. The campaign 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.

The County of San Diego is guided by a vision of a healthy, safe and thriving community and is already a national leader in the fight against childhood obesity. Building on the success of the San Diego County Childhood Obesity Initiative, the County of San Diego Nutrition Security Plan and the Health Strategy Agenda: Building Better Health, our Board took action on November 9, 2010 (29) to support the coordination necessary for the County of San Diego to become the first designated Let’s Move! County.

Today, our Board will receive a report on the progress made during the first year of being a Let’s Move! County.

Recommendation(s)

CHAIRMAN ROBERTS AND SUPERVISOR SLATER-PRICE

Receive the 2011-2012 “Let’s Move! County” Report

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Fiscal Impact

There is no fiscal impact associated with this recommendation.

Business Impact Statement

N/A

Advisory Board Statement

N/A

BACKGROUND:

The Let’s Move! Campaign is a comprehensive initiative launched by the First Lady Michelle Obama to help solve the problem of childhood obesity within a generation so that kids born today will grow up healthier and able to pursue their full potential.

Designed to encourage a long-term, sustainable and holistic approach to fighting childhood obesity, the Let’s Move! Initiative focuses on five pillars: (1) getting children a healthy start on life; (2) empowering parents and caregivers; (3) providing healthy food in schools; (4) improving access to healthy, affordable foods; and (5) increasing physical activity. The first pillar, getting children a healthy start on life, was added by Let’s Move! in a November 29, 2010 (29) Board Letter and addresses strategies for action early in a child’s life, when the risk of obesity first emerges.

The County of San Diego has been engaged in the fight against childhood obesity for many years. One of the significant steps our Board took was initiating and approving the San Diego County 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. The Childhood Obesity Initiative (COI) was established as a public/private partnership and this collaborative spirit guides its work using the Action Plan as a road map.

Additionally, in 2010 the Board of Supervisors approved the Health Strategy Agenda: Building Better Health, a 10 year plan to build better health throughout San Diego County. Subsequently, this effort was integrated into a comprehensive initiative called Live Well, San Diego!, which along with building better health, also seeks to foster safe communities and promote thriving families. Live Well, San Diego! seeks to achieve this goal through better system delivery, supporting positive healthy choices, pursuit of policy and environmental changes, and improving the culture of San Diego County from within. The COI and Live Well, San Diego! are both well-aligned with the Let’s Move! Initiative strategies.

Building on the long history of actions that demonstrate our County’s standing commitment to combating childhood obesity and promoting healthy lifestyles, in November 2010 our Board

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took action to become the first official Let’s Move! County. The requirements of being recognized as a Let’s Move! County called on the County of San Diego to adopt a long-term, sustainable, and holistic approach to fight childhood obesity. The Board’s action directed the County Department of Parks and Recreation (DPR) and Health and Human Services Agency (HHSA) to work collaboratively to establish an implementation plan that builds on the existing initiatives and plans adopted by the Board that relate to the goals of the Let’s Move! Campaign.

Since becoming a Let’s Move! County, we have worked collaboratively with partners to achieve accomplishments in each of the five pillars within the implementation plan. The following are a few short highlights of our work so far.

1) GETTING CHILDREN A HEALTHY START ON LIFE

We have helped get children a healthy start in life by providing programs that address the needs of expecting and new parents. For example, since July 1, 2011 more than 11,500 home visits were made to first time, low-income pregnant women by nurses countywide to assist them in making healthy choices through the Nurse Family Partnership.

2) EMPOWERING PARENTS AND CAREGIVERS

We have empowered parents and caregivers through health and wellness workshops and events that teach about proper nutrition and the importance of daily movement and physical activity. For example, DPR offered a free Healthy Living Series featuring topics such as taking care of personal health through the foods you eat, implementing strategies to promote personal responsibility, adapting holiday favorites to be healthier, and using exercise to combat chronic disease.

3) PROVIDING HEALTHY FOOD IN SCHOOLS

We have promoted healthy foods in schools by implementing the school nutrition plan, increasing the number of schools offering breakfast in the classroom, piloting joint use gardens at schools, enhancing school wellness policies, and offering healthy cooking classes in after school programs and a summer meals program. For example, in partnership with local farmers a Farm-to-School procurement component was added to the San Diego Unified School District meal program, which serves fresh produce to students daily. Additionally, the Department of Environmental Health (DEH) provided guidance to schools in the safe operation of community gardens and composting alternatives.

4) IMPROVING ACCESS TO HEALTHY, AFFORDABLE FOODS

We have increased access to healthy affordable foods by creating policies and amending our regulatory ordinance to encourage farmers markets and community gardens in County parks and in our unincorporated communities. We have also empowered youth to promote neighborhood improvements to enhance access to healthy foods, and increased enrollments to CalFresh. For example, we established the Fresh Fund Program at multiple farmers markets in high-need areas which matches up to \$20 dollars each month for produce purchases for individuals using Women Infant and Children benefits, Supplemental Security Income, and CalFresh. Also, DEH streamlined the plan check process to facilitate the conversion of four convenience stores so that

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they could have the capacity to stock fresh fruits and vegetables sold by local certified farmers markets.

5) INCREASING PHYSICAL ACTIVITY

We have encouraged physical activity through countywide systems, policy and environmental change, and providing programs that encourage physical activity during both school and non-school hours for youth and families. We have promoted health considerations in planning and active transportation and made improvements to parks and trails. For example, we improved and opened 50 acres at the Sweetwater Regional Park featuring 63 new campsites, a playground with a children’s climbing wall, a splash park, improved trails, and a 13 station exercise circuit. In addition, we have been actively participating in both state and federal Safe Routes to School grant programs. Since 2010, the County has received two Safe Routes grants totaling over \$1 million to construct approximately 1,685 feet of new and improved sidewalks and bike paths.

The report received by our Board today will elaborate on these, and many other ways in which County departments, local agencies, businesses, schools and our healthcare partners worked together over the past year to promote the pillars of Let’s Move! in our communities. For your reference, the full report is attached.

Linkage to the County of San Diego Strategic Plan

This action supports the “Kids,” “Environment,” and “Safe and Livable Communities” initiatives in the County of San Diego’s 2011-2016 Strategic Plan. The Let’s Move! campaign promotes getting children to a healthy start, empower parents and caregivers to make healthier choices, providing healthier food in schools, improving access to healthy, affordable foods and getting children more physically active. It also promotes the vision of a healthy, safe and thriving community by engaging community partners to assist in efforts to improve the overall well-being of our children.

Respectfully submitted,

CHAIRMAN RON ROBERTS
Fourth District

SUPERVISOR PAM SLATER-PRICE
Third District

ATTACHMENT(S)

2011-2012 Let’s Move! County Report

