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CITY OF SAN PABLO
City of New Directions

Community Action Plan

Raising Up Healthy Future Generations

MARCH 2014



Current FY 2013-14 COPTF Task Force members

(As of March 3, 2014)

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Community Action Plan

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introduction

I. Introduction and Executive Summary

The San Pablo City Council understands that the health and well-being of San Pablo residents are fundamental to their quality of life and to the City's economic and social vitality. City officials further recognize that childhood obesity has reached a crisis level in the United States, and that San Pablo has not been spared. More than half of the children in San Pablo are overweight or obese, a rate that is among the highest of California cities.¹

At its most basic level, the obesity crisis is the result of a so-called energy imbalance – people are consuming more calories than they are expending. As described in a 2012 report by the Institute of Medicine (IOM), the obesity prevention movement centers on five broad goals to address this crisis:

- 1. Increasing physical activity levels;**
- 2. Increasing access to healthy foods and beverages and limiting access to unhealthy foods and beverages;**
- 3. Changing messages about nutrition and physical activity, including limiting marketing of junk food to children;**
- 4. Working with health care providers, insurers, and employers; and**
- 5. Improving nutrition and physical activity in schools.²**

As part of its effort to stem rising obesity rates in San Pablo, the City Council created the Childhood Obesity Prevention Task Force (Task Force) to develop and implement a feasible, evidence-based plan to improve the health of all San Pablo residents, with particular emphasis on the City's youth. By focusing on the environments in which people live, learn, work, and play, the Task Force can make a significant, positive impact on a wide range of health outcomes.

To assist the Task Force, the City retained expert consultants to provide technical assistance on a range of approaches to combat San Pablo's obesity crisis. Using the City's current legal and policy landscape as a foundation, the consultants identified several policy and programmatic strategies that could increase opportunities for healthy eating and active living within the City. Subsequently, the Task Force, together with the consultants, city staff, and relevant community-based organizations, developed policy and program priorities for the City Council to consider. These priorities are summarized in the following tables.

¹ Babey SH, Wolstein J, Diamant AL, Bloom A, Goldstein H. 2012. *Overweight and Obesity among Children by California Cities – 2010*. UCLA Center for Health Policy Research and California Center for Public Health Advocacy, <http://cbsla.files.wordpress.com/2012/08/patchworkcities6-4-12.pdf>

² Glickman D et al. 2012. *Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation*. Institute of Medicine, National Academies Press, www.iom.edu/Reports/2012/Accelerating-Progress-in-Obesity-Prevention.aspx

priorities



POLICY PRIORITIES: Healthy Eating

- 1) Fund obesity prevention programs and policies through a tax on sugar-sweetened beverages
- 2) Increase access to free drinking water
- 3) Improve nutritional quality of school lunches

POLICY PRIORITIES: Active Living

- 1) Support safe routes to school
- 2) Improve park spaces
- 3) Establish play streets

PROGRAM PRIORITIES: Healthy Eating

- 1) Offer free & reduced-cost nutrition and cooking classes
- 2) Promote water in schools/Rethink Your Drink Campaign
- 3) Create urban and school farms/gardens
- 4) Foster healthy fundraising and recognition
- 5) Explore healthy food retail recognition

PROGRAM PRIORITIES: Active Living

- 1) Offer free and reduced-cost programs and classes for all ages, particularly ages 0-5 and teens
- 2) Promote competitive physical activity events (e.g. City 5k, Thanksgiving Turkey Trot, etc.)
- 3) Promote Adopt-A-Spot program

This Community Action Plan (CAP) summarizes the results of several years of work. Its purpose is fourfold: (1) to memorialize the City and Task Force's efforts in addressing the City's obesity crisis; (2) to describe each of the policy and program priorities identified by the Task Force; (3) to assist the City in creating funding opportunities for community-based organizations through the City's Annual San Pablo Community Foundation Grant Program; and (4) to leverage external funding opportunities to help turn the Task Force's vision into action.



Stuffed Squash Blossoms

- Freshly picked Squash Blossoms
- Home grown vine-ripened Tomatoes
- Diced Persian Cucumbers
- Avocados
- Sprigs of Cilantro
- Fresh Dill
- Micro Greens/Sprouts
- Dash of Braggs Amino Acid

Enjoy!



task force

II. The Healthy Eating Active Living (Heal) Cities Campaign and the Creation of the Childhood Obesity Prevention Taskforce and Steering Committee

The foundation for the Task Force rests in commitments the City Council made to San Pablo residents in 2010. In August of that year, the Council unanimously adopted a resolution³ to join the Healthy Eating Active Living (HEAL) Cities Campaign, a project of the League of California Cities and its partner, the California Center for Public Health Advocacy (CCPHA). The resolution outlined a number of policy goals in the areas of land use, access to healthy food, and work-site wellness. The resolution also contained a commitment to adopt a Health Element as part of the City's update to its General Plan. Together with the HEAL resolution, the award-winning Health Element (adopted in April of 2012) set the stage for the Task Force's work.

In April of 2011, then-Mayor Leonard McNeil invited Dr. Wendel Brunner, Public Health Director of Contra Costa Health Services, to present to the Council about childhood obesity prevention. Dr. Brunner noted that at 52.4 percent, San Pablo had the third highest childhood obesity and overweight rate in the State of California, and the highest rate among Northern California cities.⁴ Later that year, Dr. Brunner returned to the Council and presented research on the negative relationship between consumption of sugar-sweetened beverages (SSBs) and health. His research culminated in a report entitled, "The Impact of Sugar-Sweetened Beverage Consumption on the Health of San Pablo Residents (SSB Report)." ⁵

In response to the SSB Report, and as part of its FY 2011-13 work plan, the City Council created the Task Force and asked that it develop a strategic plan for addressing the growing childhood obesity epidemic. As a show of the City's commitment, the Council also appropriated \$25,000 from its general fund to support the work of the Task Force.

In March of 2012, the Council hosted its first Task Force meeting, drawing representatives from over 10 organizations serving San Pablo residents. Participants developed a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis, which contributed to a mission statement and governance structure for the Task Force as well as funding guidelines to seek outside expertise.

The Task Force met again in May of 2012 to review the SWOT analysis and discuss a community education campaign. Following this second meeting, 12 leaders in the local and statewide public health movement were invited to join the Task Force's Steering Committee. The Steering Committee first met in July of 2012, at which time the City Manager, together with consultant Dr. Gary Manross of Strategy Research Institute (SRI), outlined a timeline for (i) conducting community education and research, (ii) gathering feedback regarding obesity prevention activities and potential funding opportunities, and (iii) establishing a funding mechanism through a ballot measure to support policies and programs designed to reduce obesity rates. The Steering Committee also elected co-chairs, established sub-committees, and prepared a timeline for reviewing applications for hiring consultants. Finally, in August of 2012, the Council adopted Resolution 2012-00⁶ which, among other things, authorized the hiring of expert consultants to provide technical assistance related to the obesity epidemic generally and to the mitigation of the effects of SSBs on local obesity rates specifically.

³ Resolution attached as Appendix 1.

⁴ Babey et al., supra note 1.

⁵ SSB report attached as Appendix 2.

⁶ Resolution attached as Appendix 3.



III. The Role of Expert Consultants

Towards the end of 2012, the City, based on recommendations from the Task Force, awarded contracts to three organizations to work with the City to combat the obesity crisis. An additional consultant, SRI, was already working with the City. All four consultants played a critical role in understanding the City's political and legal landscape. In addition to SRI, the consultants were:

- The California Center for Public Health Advocacy (CCPHA);
- Verduzco & Associates; and
- ChangeLab Solutions.

A. CCPHA is a statewide non-profit at the forefront of state and local efforts to transform neighborhoods and schools into environments that support healthy eating and physical activity. CCPHA has achieved meaningful success in several areas, including:

- Supporting Local Policymaker Capacity for Promoting Health. CCPHA's Healthy Eating Active Living (HEAL) Cities Campaign has spurred more than 160 cities, including San Pablo, to adopt resolutions and policies to create healthy communities with walking, biking, parks, farmers markets, community gardens, soda free facilities;
- Promoting Health Eating and Physical Activity through Policy Change. CCPHA led successful campaigns in California to (i) remove soda and junk food from public schools (1999-2005), (ii) provide ongoing state funding for physical education (2006), and (iii) require chain restaurants to provide calorie information on their menus (2007-2008); and
- Leading the Fight to Reduce Sugary Drink Consumption. The Kick the Can: CA Campaign is a hub for the healthy drink movement both in California and across the nation through its resource-packed website www.kickthecan.info and comprehensive technical assistance program.

CCPHA was asked to develop and distribute a survey for organizations serving San Pablo residents and conduct in-person interviews with key stakeholders. CCPHA drafted a summary of the survey and interview findings and reported to the Task Force at its September, 2013 meeting. CCPHA also compiled local, state and national obesity data, which ultimately informed a bi-lingual education piece that the City distributed in June of 2013.⁷

CCPHA learned that while there is a range of programs providing nutrition and physical activity services to young children, adults and seniors, there is a gap in services for middle and high school students. CCPHA also discovered that public safety is a vital concern that must be addressed within the context of the childhood obesity effort. Further, CCPHA gathered that Task Force members and invitees maintain a high level of interest in working together, through the Task Force, to coordinate programs, services and messages. Finally, given that the City has a large number of Spanish speaking residents, CCPHA found that education and services must be provided in Spanish as well as English. CCPHA's final report is attached as Appendix 5.

⁷ CCPHA subcontracted with Berkeley Media Studies Group to distill messages from the 2012 San Pablo Community Satisfaction survey and frame the education piece. A copy of the education piece is attached as Appendix 4.



consultants

B. Verduzco & Associates has extensive experience in the areas of youth leadership development, advocacy, and community mobilization. By using a place-based approach, Verduzco & Associates has a track record of successfully engaging stakeholders in community planning processes for such efforts as The California Endowment's Healthy Eating Active Communities program (HEAC). Additionally, Verduzco & Associates has worked in the Bay Area providing technical assistance to the West Contra Costa Unified School District (WCCUSD) supporting the development, expansion and sustainability of their six school-based health centers.

The City tasked both CCPHA and Verduzco & Associates with outreach to residents and organizations to assess:

- The degree to which childhood obesity is recognized as a significant issue in San Pablo;
- The willingness of community members to help solve the issue, including participating in Task Force meetings; and
- Current City programs and services that affect all City residents, specifically youth.

Verduzco & Associates followed a two pronged approach:

1. Intensive education and engagement of the San Pablo Youth Commission; and
2. Surveying youth and parents.⁸

Overall, the majority of parents surveyed expressed that they have to be part of the solution if they are going to help their children lead healthier lifestyles. They indicated that they are excited to work in partnership with the City to make San Pablo a better place to live. More specifically, survey results showed that the two most important issues for families are:

- Safe public places for children to play; and
- More family programming in parks, community centers, and other City properties.

Verduzco & Associates presented its data in two reports published by the San Pablo Youth Commission, "Childhood Obesity Youth Survey Results" and "Strategies to Childhood Obesity Prevention." Members of the Youth Commission presented to the Task Force at its September, 2013 meeting. Subsequently, they participated in small groups to vet and prioritize policies and programs for this CAP. The Youth Commission's final reports are attached as Appendix 6.

C. Strategy Research Institute (SRI) is a supplier of applied science for purposes of policy decision-making in both the public and private sectors. This includes policy research and consulting for agencies in the public sector, and market research and consulting for firms and organizations in the private sector. Among other objectives, SRI specializes in consensus building among constituents, many with competing agendas.

In 2010, the City retained SRI and its CEO, Dr. Gary Manross, to identify and better understand the collective desires and concerns of San Pablo residents. Since that time, SRI has conducted numerous scientific surveys, which have generated the form of "intelligence" needed for allowing City officials to make informed decisions when addressing the needs and wishes of the community-at-large.

⁸ Verduzco & Associates partnered with WCCUSD and community-based organizations to conduct the survey. Surveys were available in English and Spanish.



Through its surveys, SRI found that nearly eighty percent of residents and 85 percent of Opinion Leaders view childhood obesity as being of crisis proportions and that something needs to be done to fight it. Between 2011 and 2013, concern over childhood obesity increased 21 percent, from 58 percent to 79 percent.

Moreover, a clear majority of respondents in the most recent survey believe that the City's youth do not get enough exercise and that City officials should restrict the number of fast food outlets in San Pablo as well as the location where SSBs can be sold. Over eighty percent of respondents said they support the City funding projects that incentivize convenience stores and corner markets to sell healthy food and beverages instead of unhealthy food and beverages. An executive summary of SRI's work is attached as Appendix 7.

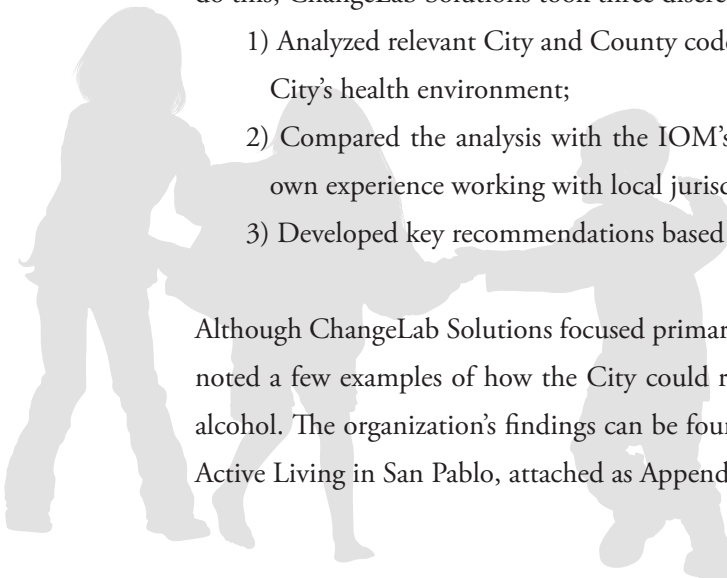
D. ChangeLab Solutions is a national non-profit that promotes the common good by developing model laws and policies that link all aspects of community life – housing, education, jobs, the economy, and the environment – to healthy outcomes.

Since its inception, ChangeLab Solutions has been at the forefront of the “Health in All Policies” movement by providing training, leadership, and in-depth legal and policy analysis to numerous communities and government agencies to advance the practice of “planning for healthy places.” And as a national leader on strategies to reduce SSB consumption, ChangeLab Solutions has worked with most of the jurisdictions in the country that have considered levying a tax on SSBs.

The City hired ChangeLab Solutions to work directly with the Task Force, city staff, and relevant community-based organizations and inform them of the healthy eating and active living opportunities within San Pablo. To do this, ChangeLab Solutions took three discrete steps:

- 1) Analyzed relevant City and County codes, policies, regulations, and agreements to assess the gaps in the City's health environment;
- 2) Compared the analysis with the IOM's best practice recommendations and against the organization's own experience working with local jurisdictions across the country; and
- 3) Developed key recommendations based on the analysis and best practices.

Although ChangeLab Solutions focused primarily on policies addressing healthy eating and active living, it also noted a few examples of how the City could reduce the negative health impacts associated with tobacco and alcohol. The organization's findings can be found in the report entitled, Policies to Support Healthy Eating & Active Living in San Pablo, attached as Appendix 8.





development

IV. The Task Force, Steering Committee & Development of the Policy and Program Priorities

The Task Force, together with each of the City's outside consultants, worked collaboratively to engage a diverse cross section of the community and identify the policy and program priorities for the City Council to consider. As noted above, ChangeLab Solutions' role was to examine the City's existing legal and policy landscape and develop recommendations for how the City can improve its healthy eating and active living environments. Many of the recommendations are based on sound science and have been successful in other jurisdictions. Others are promising but untested. A few recommendations have potentially significant impact on San Pablo residents, while others are less impactful but far more politically feasible. Finally, some of the strategies could be implemented immediately while others are more likely to be longer-term goals.

Given the above, the Task Force and Steering Committee ultimately identified several strategies that would complement existing City policies as part of a long-range plan for creating an environment that facilitates healthy lifestyles.

A. Process for Developing Priorities

As discussed earlier, the Task Force and Steering Committee met several times between March of 2012 and December of 2013. Meetings covered a wide range of topics, including (i) the City's survey findings, (ii) education messages and campaign, (iii) consultant reports, and (iv) priorities for 2014 and beyond. Representatives from over ten organizations attended the meetings, and all were given a forum to express their viewpoints and desires. The final three meetings were designed to educate members about the consultants' work, provide opportunities to ask questions and make suggestions, and prioritize policies and programs for this CAP.⁹ Each of the final meetings also included interactive, small group discussions focusing on three topics:

- 1) Nutrition policy
- 2) Physical activity policy
- 3) Nutrition and physical activity programs

As a result of this engagement, the Task Force was able to prioritize various policy and programs options to increase opportunities for healthy eating and active living.

B. Policy and Program Priorities

Before detailing each of the policy and program priorities, it is important to first understand the difference between policies and programs and the complementary use of both to improve community health.

1. Policies versus Programs

Because policies and programs are often implemented in conjunction, even the savviest public health professionals sometimes have difficulty distinguishing the two. In order to gauge scope, impact, sustainability, and implementation costs, it is important to recognize the difference between policies and programs, as those terms are used in this CAP.

⁹ During the September meeting, each consultant made a thorough presentation about its findings and recommendations.



Generally, a policy is an enforceable law, regulation or rule that applies broadly across an entire jurisdiction, and indefinitely. A program is a system or plan implemented by a government agency or community organization to provide a specific service to a discrete set of persons.

Policies are generally more influential than programs in the long term, though they often work in conjunction. Policies have broad applicability and are implemented upstream, setting the course within which people and programs must navigate. In addition, policies tend to last longer than programs because they codify change and survive individual leadership transitions. Also, governing agencies can mandate compliance with a policy and, if need be, take appropriate enforcement measures.

A program is often used as a mechanism to implement a policy. In other cases, a program is implemented independent of a policy. In those latter cases, a program will only work to the extent there are financial and human resources available to operate it.

2. Policy Priorities to Facilitate Healthy Eating

The Task Force identified three priorities to facilitate healthy eating: (1) funding healthy eating and active living programs and policies through a tax on SSBs; (2) improving drinking water access, both in schools and throughout the community; and (3) improving the nutritional quality of school lunches.

a. Funding Healthy Eating and Active Living Programs Through a Tax on Sugar-Sweetened Beverages

Imposing a tax on sales of SSBs is a strategy that has garnered much attention in the media and among the public health research and scientific communities. Because the electorate must approve all local taxes, a City policy would consist of preparing a tax ordinance and adopting a resolution along with the ordinance to put the issue on the ballot for voters to decide. However, there are several policy decisions that would affect the likelihood of success of the tax, the amount of revenue raised, and the potential public health impact.

The Task Force was particularly interested in using a tax to generate revenue to fund other obesity prevention policies and programs, and therefore supported a “special tax,” the proceeds of which would be earmarked for specific purposes. This could be accomplished in two ways, either through a generally applicable increase in the City’s transactions and use tax – a “sales tax,” or through a tax specifically imposed on businesses that sell SSBs, with the proceeds from either tax earmarked. An increase in sales taxes applicable only to SSBs (i.e., and not to other products subject to the sales tax) is preempted by the California Constitution.

A sales tax increase is relatively straightforward and would apply to all products subject to the sales tax under state law. A tax specifically imposed on SSBs may reduce consumption of those drinks in addition to raising revenue. To levy a tax on a specific product, the only viable option for California cities is a business license tax imposed on businesses that sell SSBs, either retailers that sell SSBs to consumers or distributors doing business in the City. If the amount of the tax is passed onto the consumer through a price increase, consumption should reduce accordingly.





free water

The amount of the tax could be calculated various ways. While most business license taxes are based on gross receipts, the tax could also be imposed per ounce or based on another metric.

RESOURCES

ChangeLab Solutions, Local Taxes on Sugar-Sweetened Beverages in California (Fact Sheet and Legal Memo) www.changelabsolutions.org/publications/CA-local-ssb-taxes

“Kick the Can” website operated by California Center for Public Health Advocacy
www.kickthecan.info/soda-taxes-and-other-beverage-policies

b. Improving Access to Free Drinking Water

The Task Force also identified that access to potable water is important for community health. Fresh drinking water is an important alternative to SSBs; studies suggest that if fresh drinking water is not readily available, consumers may substitute SSBs for the water they would prefer to drink.¹⁰ Making water available is one of the IOM’s core recommendations for reducing SSB consumption.

To improve the availability of drinking water in the community, the Task Force supported a policy that would require access to free, potable water in all public areas, such as government buildings, city-sponsored facilities, and parks and recreation areas. Part of such a policy would include an initial audit of these facilities to determine where water fountains or filling stations are lacking, and a requirement for regular ongoing inspections to ensure continued compliance. Another component of the policy would determine if water fountains suffice, or whether the City should invest in “water filling stations” for persons with their own bottles, or some combination of both.

This policy would impact persons using any government facilities by ensuring that they have access to free water during their visit. This policy would also require staff or consultants to conduct the gaps assessment and ongoing inspections, as well as financial resources to install the necessary infrastructure.

(Water access in the school environment is addressed in the section below.)

RESOURCES

Take Back the Tap, a campaign of Food and Water Watch, includes guides, resources and a curriculum on how to increase safe tap water consumption.
www.foodandwaterwatch.org/water/take-back-the-tap/

¹⁰ Centers for Disease Control and Prevention. 2010. *The CDC Guide to Strategies for Reducing the Consumption of Sugar-Sweetened Beverages*, p. 6, www.cdc.gov/SiteCollectionDocuments/StratsToReduce_Sugar_Sweetened_Bevs.pdf



school lunches

c. Improving Nutritional Quality of School Lunches

The Task Force focused much discussion on the school environment, which is where many children spend the majority of their day and consume one or more of their daily meals.

In school districts that participate in the National School Lunch Program, federal law establishes nutrition standards for school meals and other foods sold on school campuses. California law imposes additional nutritional requirements on foods sold outside of school meals (so-called “competitive foods”). The federal 2010 Healthy, Hunger-Free Kids Act included a number of important changes that impact school food policy, including changed nutrition requirements for both school meals and competitive foods. The enhanced school meal requirements have been in place since 2012; school districts must be in compliance with enhanced competitive food requirements by July 1, 2014.

Most school districts adopt a number of board policies and associated administrative regulations that address food sales in schools. These include a local school wellness policy, which all school districts that participate in the National School Lunch Program have been required by federal law to develop and adopt since 2006. School wellness policies must include nutrition guidelines for all foods and beverages available on school campuses. The federal 2010 Healthy, Hunger-Free Kids Act imposed new content requirements for school wellness policies. The USDA released proposed rules on school wellness policies in February 2014, and should adopt a final rule in late 2014.

Many school board policies on food sales simply refer to or restate the California and federal competitive foods nutrition standards. However, school districts can choose to go beyond these basic requirements and adopt stronger rules on foods and beverages. WCCUSD Board policies and administrative regulations on school foods, which apply to schools in the City, generally mirror state and federal requirements for foods served in schools. However, they do not appear to have been updated to reflect the new nutritional requirements for school meals or competitive foods. In addition, to comply with changes in federal law, WCCUSD will have to adopt a revised wellness policy by the start of the 2015-2016 school year.

Recognizing that the City does not have jurisdiction over WCCUSD, the Task Force supported a policy designating and directing City staff to work with WCCUSD to update and improve its Board policies, including the school wellness policy to improve the nutritional quality of all foods offered on school campuses, both during the school day and before and after school hours. The City policy could also allocate staff and financial resources to help WCCUSD officials determine the elements of stronger school foods policies and draft policy revisions.

There are many examples of strong school foods policies from other California jurisdictions, and several model policies as well. Some aspects of a strong policy may include:

- Ensuring school meals and competitive foods comply with current USDA and California minimum standards.



nutrition

- Adopting nutrition requirements for school meals and competitive foods that go beyond USDA minimum standards.
- Requiring schools to adopt strategies to increase participation in the school breakfast, school lunch, and summer meal programs.

The Task Force also supported a policy to improve access to drinking water in schools. Federal and California law require that school districts provide access to free, fresh drinking water during meal times in the food service areas of schools. As with a policy addressing school meals, a City policy would entail designating and directing staff to work with WCCUSD officials to adopt and implement Board policies to improve access to drinking water.

Specific policy elements might include:

- Conducting a water audit and improving water infrastructure, including repairing water fountains and/or purchasing and installing water filling stations.
- Providing cups and containers of water throughout the school campus and throughout the school days, and particularly when students are engaged in physical activity.
- Allowing students to keep personal water bottles with them at all times.

Finally, several Task Force members, citing the importance of early childhood interventions, also strongly supported policies or programs to improve the nutritional quality of food served in child-care settings, and/or to prohibit SSBs in childcare settings.

RESOURCES

U.S. Dept. of Agriculture, *School Nutrition Environment and Wellness Resources*

<http://healthymeals.nal.usda.gov/local-wellness-policy-resources/school-nutrition-environment-and-wellness-resources-0>

National Alliance for Nutrition and Activity, Model School Wellness Policies

(these resources will be updated to reflect the Proposed Rules on Wellness Policies released last week by USDA)

www.schoolwellnesspolicies.org/

ChangeLab Solutions, Addressing Sugary Drinks through the Local School Wellness Policy

www.changelabsolutions.org/publications/SSBs-school-wellness

ChangeLab Solutions, Water Access in Schools: Model Wellness Policy Language

www.changelabsolutions.org/publications/wellness-policy-water

Water in Schools, a campaign of the California Food Policy Advocates

<http://waterinschools.org>



rethink your drink

3. Program Priorities to Facilitate Healthy Eating

This section describes the program priorities related to healthy eating. Because there are different permutations that will need to be developed by the agency or organization implementing them, below are very brief descriptions of each type of program.

a. Free and reduced nutrition and cooking classes

The Task Force strongly supported community-based cooking classes to provide instruction and tips to community members on preparing healthier meals for their families. According to members of the Task Force, similar classes have already been met with tremendous success in the City and have served to educate community members about the importance of preparing healthy meals. To operate this program, the City would need to identify a source of funding and work with groups such as Champions for Change, First 5, Fresh Approach, and Healthy and Active Before 5, all of which are already active in the community.

b. Educational campaigns about water access / “Rethink Your Drink”

The Task Force supported additional programs to educate residents about the health harms of SSBs, and cited the “Rethink Your Drink” campaign as a successful example. This campaign came to San Pablo relatively recently and the Task Force supported the continuation of the program as well as a push to improve and scale the program to get the message out to a wider audience. As part of the campaign, the Task Force supported educating residents about the importance of drinking water. In 2014, there may be an opportunity for the City to participate in a Bay Area-wide ReThink Your Drink campaign being conducted by local health departments.

c. Creating urban and school farms/gardens

The Task Force also supported programs to assist residents in growing their own food, at their homes, in community farms, and in schools. This is an example where policies and programs complement one another. The policy scan conducted by ChangeLab Solutions identified no legal barriers to urban farming. Therefore, a citywide program would entail the City providing resources to community organizations (or providing dedicated City staff) to assist community members in learning how to properly grow food. For community gardens, the City could also recognize and support a community organization to locate a suitable plot and execute any required lease and legal documents. One option would be to explore a partnership with Urban Tilth, the established urban farming organization in the Greater Richmond Area.

For school farming, the City could work with WCCUSD to encourage it to develop a program to allow for school farms, and also to help create the policy itself.

d. Fostering healthy fundraising and recognition

Organizational fundraising, particularly by youth groups, tends to involve selling of unhealthy foods like cookies and candy bars. The Task Force would like to help organizations change this paradigm by developing alternative fundraising mechanisms that can successfully raise funds while





active living

not harming the community health. There are many different forms this might take, but the Task Force supported using City resources to develop this type of program and identify healthy fundraising options.

As part of its wellness policy, WCCUSD included a document entitled “Ideas for Healthy Celebration and Fundraising Alternatives,”¹¹ which can be used as a basis for a program that applies outside of school.

Similarly, recognition programs for performance in school or extracurricular activities, often reward youth with a gift certificate for unhealthy food or with unhealthy food directly. Similar to fundraising, the Task Force identified a need to shift recognition programs toward healthier options, such as awards that incentivize the recipient to engage in a healthy activity.

e. Exploring a healthy food retail recognition program

Although the Task Force did not find access to healthy foods in the retail environment to be a significant problem, it nonetheless supported exploring a program to recognize or certify food retailers that began to carry healthier items such as fresh produce or staple foods.

A government certification program would establish guidelines for businesses to be eligible to be recognized as a healthy retailer (besides carrying produce and staple foods, additional requirements could be to reduce the amount of unhealthy items stocked, such as alcohol, tobacco and sugary drinks, and to improve the storefront to reduce visual blight or nuisance.) In exchange for a retailer voluntarily agreeing to abide by the conditions, the government would officially recognize the business as “healthy” and could provide additional incentives (generally nonfinancial ones) to the retailer. This type of program would likely require a designated City agency working with a community organization to develop the program guidelines and provide technical assistance to retailers that choose to participate.

4. Policy Priorities to Facilitate Active Living

There are many reasons why San Pablo residents do not get sufficient amounts of physical activity. The built environment – the physical structures and infrastructure that make up our cities and communities – is one of them. For example, the Task Force learned that not everyone in San Pablo has the same access to environments that support good health. Further, the SSB Study and presentations at various Task Force meetings showed that rates of obesity are significantly higher in San Pablo than in other neighboring jurisdictions; these differences are partly based on race and ethnicity, gender, age, and socioeconomic status. Generally, the same communities that are at greater risk for obesity have fewer parks and open spaces compared to other communities. Moreover, often times the streets in lower-income communities are more dangerous for people who walk or ride bicycles, due to an absence of protective infrastructure and poor street design. In San Pablo, collisions between automobiles and pedestrians/bicyclists are higher than the state and county average. Finally, and perhaps most prominent in San Pablo, violence and the

¹¹ WCCUSD healthy fundraising statement attached as Appendix 9.



perception of violence significantly and negatively impacts levels of physical activity among San Pablo residents. The Youth Commission, in particular, underscored the significance of violence and its impediments to engaging in physical activity. In light of the foregoing, the Task Force identified three policies to improve San Pablo's built environment.

a. Adoption of a Safe Routes to School Policy

In 1969, almost half of American students walked or bicycled to school. That number has since shrunk to 13 percent. Physical activity and recreational opportunities in schools have decreased during the same time period, creating new challenges for student health, academic achievement, and behavior.

Safe Routes to School (SRTS) is a movement that is changing communities and making children healthier by encouraging them to walk, bicycle, or roll to and from school. SRTS programs began in Europe in the 1970's, and similar efforts emerged in the United States in the late 1990's. In 1999, California was the first state in the country to enact a Safe Routes to School program. Congress eventually established a federal Safe Routes to School program in 2005.

By walking or biking to and from school, children and youth can easily incorporate exercise into their day and arrive at school focused and ready to learn. Engaging in active transportation also helps reduce air pollution and traffic congestion around schools and surrounding neighborhoods.

The City and WCCUSD each have a role to play in making it easier and safer for children to walk and bicycle to school.

- **City Policy:** Failure to explicitly support Safe Routes to School through clear policy language can inadvertently discourage active transportation. Accordingly, the Task Force showed interest in the City adopting a stand-alone SRTS policy or explicitly incorporating SRTS related provisions throughout existing policies.
- **Partnership with WCCUSD:** Recognizing that the City does not have jurisdiction over WCCUSD or its schools, the Task Force supported the City directing staff to work with WCCUSD and help draft a comprehensive Safe Routes to School policy that would affect all schools within the City's jurisdiction. (Also note that the Healthy, Hunger-Free Kids Act of 2010 provides an opportunity to partner with WCCUSD to incorporate certain aspects of Safe Routes to School, including physical activity goals and guidelines, into the District's wellness policy).





RESOURCES

Safe Routes to School District Policy Workbook
(ChangeLab Solutions & Safe Routes to School National Partnership)
www.changelabsolutions.org/safe-routes/welcome

Safe Routes to School National Partnership Resource Center
www.saferoutespartnership.org/resourcecenter

ChangeLab Solutions Resources on Safe Routes to School
www.changelabsolutions.org/childhood-obesity/safe-routes-schools



There are many examples of strong SRTS policies throughout the state. The strongest ones incorporate five key components, commonly referred to as the Five E's:¹²

Education – Policies can help educate children about the broad range of transportation choices and instruct them in bicycling and walking safety skills. Also, driver safety campaigns can educate drivers – both students and adults – regarding safe driving near schools and elsewhere.

Encouragement – Policies can institutionalize events and activities that promote walking and bicycling and generate enthusiasm among students, parents, city and school officials, and the surrounding community.

Engineering – Policies can outline how cities and districts can act independently or partner with relevant agencies to improve infrastructure around schools, thereby increasing the safety and convenience of active commuters.

Enforcement – Policies can specify ways in which local law enforcement can ensure that traffic laws (including speed limits and proper walking and bicycling behaviors) are obeyed near schools. Cities and districts can also facilitate community enforcement, such as crossing guard programs and student safety patrols.

Evaluation – Policies can encourage monitoring and documenting outcomes, attitudes, and trends via data collection before and after programmatic changes are made.

¹² Discussion on the Five E's is taken from: ChangeLab Solutions and Safe Routes to School National Partnership. *Safe Routes to School District Policy Workbook*, www.changelabsolutions.org/safe-routes/about-elements



play streets



b. Improving Park Spaces

As noted in the City's General Plan, the City has a park ratio of 0.7 acres of parkland per 1,000 residents, significantly below the 3.0 acres/1,000 residents called for in the Municipal Code. Perhaps not surprisingly, then, the Task Force spent a significant amount of time discussing the current conditions of the City's parks. The Youth Commission also provided extensive feedback on the use and condition of parks. There was unanimous sentiment that there are too few City parks, and that those that do exist are either unsafe, in need of repair, or both.

Lack of access to high-quality recreational spaces has measurable effects on physical activity. For example, adults who live within one-half mile of a park are more likely to exercise five or more times a week than those who live farther away. Similarly, children who live near parks and recreational facilities are more active and less likely to be obese than those who live farther away. And children and adults are less active when they live in neighborhoods that are perceived as unsafe or have high levels of social disorder (such as loitering and public drinking).

Parks, trails, and other common recreational space can also help to create and enhance family and community ties by increasing interaction among community members, by decreasing isolation and crime, and by encouraging volunteerism. Social interaction through physical activity and recreation can also offer opportunities for connections across race, class, and geography.

By prioritizing park improvements, the City can significantly boost physical activity levels among all residents, especially its youth. The first step would be for the City to direct staff to determine the following:

Condition. Are certain parks in better condition than others? Is equipment in need of repair? Are there adequate facilities (bathrooms, garbage cans, etc.)?

Location. Are parks equitably dispersed throughout the City? Are parks accessible via alternative transportation (e.g. walking, biking, public transit)?

Safety. Is there evidence of criminal activity at certain parks? If so, where? How often? What type? Is there adequate lighting? Are there design features that can improve safety?

Health. Are parks smoke-free? Is there access to free and clean drinking water? Can residents easily access them via active transportation?

Once the City has a better understanding of its park resources, it can draft a policy to address any gaps in service and identify adequate funding sources.



recreation

c. Establishing Play Streets

As discussed above, it is clear that San Pablo is “park poor.” Unfortunately, it is not alone. Cities throughout the country are finding innovative ways to create more recreation space for their residents without having to expand existing parks or develop new ones. For many localities, Play Streets are being used to accommodate this lack of space.

Play Streets are streets that are closed to traffic on a regular basis (i.e. every Sunday morning) and used to encourage physical activity among community members of all ages. There are now over 100 Play Streets throughout the country, and they are increasingly seen as a strategy for cities to achieve their public health goals, especially for cities like San Pablo that lack sufficient park and open space for recreation.

Cities can establish Play Streets by partnering with ongoing activities (i.e. farmers’ markets) or closing off different streets throughout the city to create a variety of recreational spaces for as many residents as possible.

By adopting a Play Streets policy, the City could create new places for recreation without having to develop new parks or more traditional open space. There are a number of successful Play Street policies and programs throughout the country, San Francisco’s being among the most popular. And San Pablo already has a successful “Random Acts of Recreation” program. Components of a strong policy include:

- Ensuring that Play Streets occur on a regular basis and at different locations throughout the City so that the maximum number of residents can participate
- Ensuring that Play Streets will increase and sustain physical activity levels within the community, particularly among youth
- Creation of a Play Streets Task Force
- Commitment of City staffing and resources to ensure success
- Requiring healthy food vending at each Play Street
- Partnering with businesses and community-based organization to offer a variety of activities and services
- Evaluating each Play Street for potential improvement and increase in participation rates

RESOURCES

Open Streets Project

<http://openstreetsproject.org/>

Partnership for a Healthier America

<http://ahealthieramerica.org/play-streets/>

Sunday Streets

www.sundaystreetssf.com/



Adopt-A-Spot

5. Program Priorities to Facilitate Active Living

The Task Force had significant experience with different types of programs that could be implemented in the City.

- a. Offer free and reduced-cost programs and classes for all ages, particularly for ages 0-5 and teenagers. The Task Force overwhelmingly supported City- and school- run programs and classes. These could range from traditional exercise classes to pedestrian and bicycle skills and safety workshops. The Youth Commission is in an excellent position to support and lead program development and implementation, and groups such as Weigh of Life and the City's own Community Services Department would be excellent partners.
- b. Sponsor and promote competitive physical activity events. Another favorite program of the Task Force was City-sponsored competitive events such as an annual 5k/10k/half marathon, or a Thanksgiving Turkey Trot. These types of events are commonplace in cities throughout the Bay Area and beyond. Depending on the scale of the event, they can require significant planning and resources (i.e. promotion, road closures, police presence, etc.) Oftentimes, success hinges on engagement with local businesses and community-based organizations for promotion and sponsorship opportunities.
- c. Promote Adopt-A-Spot Program. Many cities throughout the Bay Area have an Adopt a Park program. These programs allow individuals or groups to “adopt” a playground, park, or trail, and provide routine maintenance and oversight activities. In July of 2013, the City Council established a similar program to encourage volunteerism and active living called the Adopt-A-Spot Program.¹³ For example, volunteers may provide gardening services (i.e. weeding and planting), equipment maintenance (i.e. painting park benches or playground structures), or cleaning services (i.e. litter pick up and graffiti removal). Volunteers can also help plan and coordinate programs and report any incidents/problems to City staff. In terms of resource allocation, City staff would need to review applications from those interested individuals/groups, choose the best applicant, train them in proper procedures, and generally oversee the program.



¹³ For details see staff report and resolution attached as Appendix 10.



action plan

V. Conclusion

Since 2010, the City has taken numerous actions to confront the childhood obesity crisis within its borders. The year 2014 is no exception; the City Council unanimously declared 2014 to be *The Year of Healthy Living!*

Through this process, the City has successfully engaged stakeholders from a diverse cross section of the community, and all have significantly contributed to the City's success thus far. This CAP will allow the City to leverage funding to implement the policy and program priorities identified by the Task Force. By adopting this CAP, the City is taking yet another step to demonstrate its commitment to improving the health of its residents.

ChangeLab Solutions is a nonprofit organization that provides legal information on matters relating to public health. The legal information in this document does not constitute legal advice or legal representation. For legal advice, readers should consult a lawyer in their state.



Prepared for the Childhood Obesity Prevention Task Force, City of San Pablo
Submitted by ChangeLab Solutions, Oakland, California

March 2014
www.changelabsolutions.org



Appendices

City of San Pablo: Community Action Plan

**Prepared for the Childhood Obesity Prevention Task Force, City of San Pablo
Submitted by ChangeLab Solutions, Oakland, California**

**March 2014
www.changelabsolutions.org**



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Appendix 1

RESOLUTION 2012-008

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO AUTHORIZING THE ESTABLISHMENT OF A CITY-WIDE CHILDHOOD OBESITY EPIDEMIC TASK FORCE AND TO ALLOCATE \$25,000 IN FUNDING FROM THE BUDGET STABILIZATION FUND FOR FY 2011-12 GENERAL FUND OPERATING BUDGET AMENDMENT

WHEREAS, the City Council has adopted policy items under the FY 2011-13 Council Priority Workplan to address the following: (1) Health Eating/Active Living Campaign - Curtail Health Epidemics (diabetes/obesity); and (2) Tax on Sweetened Beverages (Soda Tax) (i.e. AB 669); and

WHEREAS, on November 21, 2011, the City Council considered several policy objectives identified by the City Manager as potential policy items for incorporation into the Adopted FY 2011-13 Council Priority Workplan, and for ongoing City Council policy development; and

WHEREAS, on November 21, 2011, the City Council established a Childhood Obesity Ad-Hoc Subcommittee (SubCommittee) to develop an overall Strategic Plan for addressing the growing childhood obesity epidemic in San Pablo, and overall in Contra Costa County; and

WHEREAS, several policy objectives have been identified by the Subcommittee to enable the City Council to continuously address and establish an advocacy network to combat the childhood obesity epidemic in San Pablo, and to work with Contra Costa County Health officials in elevating this crisis County-wide and in the San Pablo community. These policy objectives include, but are not limited to, the following:

- Address/Identify Community-wide Problem in San Pablo (i.e. Community Needs Survey);
- Created a Council Ad-Hoc Subcommittee to develop policy recommendations for the City Council for future program and policy development;
- Develop a Legislative Action Plan with State and Federal Legislators;
- Disseminate information contained in the UCLA and CCPHA study, A Patchwork of Progress: Changes in Overweight and Obesity Among California 5th, 7th and 9th Graders, 2005-2010, available at: www.publichealthadvocacy.org;
- Interface with community stakeholders, community service organizations, County and State public health agencies, and other public health advocacy partners;
- Expand new policy objectives to the Council Priority Workplan;
- Explore Future Funding Mechanisms (i.e. Local Soda Tax);
- Explore establishment of a Community-Wide Task Force on Childhood Obesity;
- Explore contractual and professional services to develop, enhance and/or promote community outreach efforts on Childhood Obesity Prevention and Healthy Eating and Active Living Programs.



WHEREAS, upon recommendation of the Childhood Obesity Ad-Hoc SubCommittee that a City-Wide Task Force of interested community stakeholders review existing studies, current state laws and regulations, and other pertinent information which addresses the childhood obesity epidemic, and propose recommendations to develop a community advocacy and education campaign to develop new programs and funding mechanisms to combat the impacts of the current Childhood Obesity epidemic in San Pablo.

NOW THEREFORE, BE IT RESOLVED the City Council of the City of San Pablo authorizes the following, as follows:

The City Manager recommends the City Council authorize adoption of said Resolution to accomplish the following:

- 1) Establishment of a City-wide Task Force to address the Childhood Obesity Epidemic in San Pablo; and
- 2) Authorize allocation of \$25,000 from FY 2011-12 Budget Stabilization Funding for program implementation and development of community action and education campaign under the City Council Departmental Budget line items (#1110-43500 and #1110-43600).

BE IT FURTHER RESOLVED that the foregoing recitations are true and correct, and are included herein by reference as findings.

ADOPTED this 9th day of January, 2012, by the following vote to wit:

AYES: COUNCILMEMBERS: Calloway, McNeil, Morris and Valdez

NOES: COUNCILMEMBERS: None

ABSENT: COUNCILMEMBERS: Cruz

ABSTAIN: COUNCILMEMBERS: None

ATTEST:

/s/ Ted J. Denney

Ted J. Denney, City Clerk

APPROVED:

/s/ Cecilia Valdez

Cecilia Valdez, Mayor



Appendix 2

The Impact of Sugar-Sweetened Beverage Consumption on the Health of San Pablo Residents

A report prepared by Contra Costa Health Services for the San Pablo City Council

November 15, 2011



Authors

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Coire Reilly, BA

Tracey Rattray, MSW, MPH

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The Impact of Sugar Sweetened Beverage Consumption on the Health of San Pablo Residents

A Report From Contra Costa Health Services

Introduction

Obesity is a critical public health epidemic and is a leading risk factor for premature deaths and chronic illness due to heart disease, stroke, diabetes, cancer and other conditions.¹ The residents of the City of San Pablo face higher rates of deaths and illness from these causes than the average citizen in Contra Costa County, and children in West Contra Costa Unified School District, which includes San Pablo, are more likely to be obese than children in other County school districts.²

Obesity results from when a person eats and drinks more calories than he or she expends during normal metabolic processes and physical activity. The largest single source of excess, non-nutritional calories in the American diet is from soda and other sugar-sweetened beverages (SSBs) and evidence shows a strong correlation between obesity and consumption of SSBs.³ According to the report *Bubbling Over: Soda Consumption and Its link to Obesity in California*, “Adults who drink soda occasionally (less than one a day) are 15% more likely to be overweight or obese, and adults who drink one or more sodas per day are 27% more likely to be overweight or obese than adults who do not drink soda, even when adjusting for poverty status and race/ethnicity.”⁴

San Pablo has demonstrated a commitment to improving the health of its citizens through the recent adoption of a new General Plan in 2011, which includes a comprehensive Health Element, and by passing a resolution to be a Health Eating Active Living city.

Working to reduce the consumption of sugar-sweetened beverages is a key strategy to reducing calorie consumption and obesity, preventing tooth decay, and creating a healthier city.

Definition of Sugar-Sweetened Beverage

For the purposes of this report, a SSB is defined as a non-alcoholic beverage, carbonated or non-carbonated, that contains added caloric sweeteners. Included in this definition are traditional sodas (e.g. Coca-Cola, Sprite) sports drinks (e.g. Gatorade), energy drinks (e.g. Rockstar, Red Bull), fruit-flavored (not 100% fruit juice) drinks (i.e. juice cocktails and nectars). “Diet” drinks, those that contain non-caloric sweeteners such as aspartame, are not included in this definition, nor are coffee and tea drinks.

Demographic Characteristics of San Pablo

The City of San Pablo is home to a diverse community, the members of which are largely Latino and other minority groups. Many families in San Pablo live below the federal poverty level and have only a single parent. These social factors and other environmental factors have an impact on the health outcomes of the community. Vulnerable populations have a greater risk of obesity and increased rates of chronic diseases with which obesity is associated.



Total population	30,566	
Age and Sex		
Male	15,716	51%
Female	14,850	49%
0 to 19 years	9461	31%
19 to 65 years	17678	58%
65 years and over	3,427	11%
Race and Ethnicity		
Hispanic or Latino	16656	54%
Not Hispanic or Latino		
White	3,797	12%
African American	4267	14%
Asian	5050	17%
American Indian or Alaska Native	212	1%
Pacific Islander	19	<0%
Two or More races	443	1%
Some Other Race	142	<0%
Household Characteristics		
Median household income (dollars)	46,007	
Families whose income is below federal poverty level		15%
Households with children under 18	3,653	40%
Female householder, no husband present, with children under 18	853	16%
Educational Attainment		
Percent high school graduate or higher		69%
Percent bachelor's degree or higher		15%
Language Spoken At Home		
English only	9,453	31%
Language other than English	18,442	60%
<i>Source: American Community Survey 2005-2009</i>		



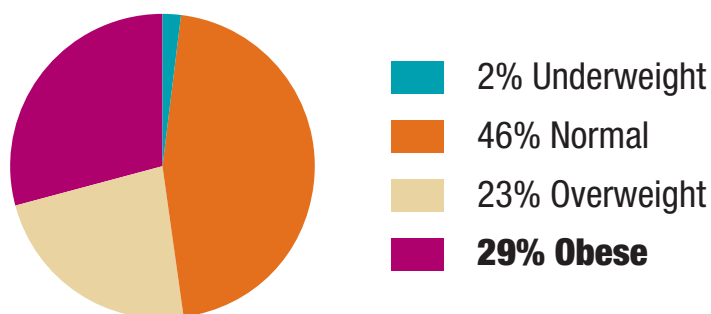
Body Weight and Health:

Maintaining a healthy weight throughout the lifetime helps to avoid obesity related illness and premature death. To estimate whether an individual is within a healthy weight range, a body mass index (BMI) is calculated using both height and weight. BMI is analyzed in 4 categories: underweight, normal weight, overweight, and obese. Among adults a BMI less than 20 is considered underweight, 20-25 is normal weight, 25-30 overweight, and greater than 30 is considered obese. Because children are growing, an age-based calculation is used that incorporates their height and weight and categorizes BMI ranges into percentiles. Less than 5th percentile is considered underweight, 5th-85th percentile is normal weight, 85th -95th percentile is overweight, and greater than 95th percentile is considered obese. The weight category of obese has the strongest association to negative health outcomes, and the majority of the findings in this report focus on negative consequences of obesity but not overweight. More information is available through the Centers for Disease Control and Prevention. (<http://www.cdc.gov/healthyweight/assessing/bmi/index.html>).

Obesity Prevalence among San Pablo Children:

At public schools in California, students are tested yearly on physical activity using the Fitnessgram test, which includes a measurement of height and weight that is carried out by the test administrator. The data below on childhood obesity for San Pablo was obtained from the 2010 Fitnessgram carried out in the following schools: Bayview Elementary, Dover Elementary, Downer Elementary, Ford Elementary, Lake Elementary, Riverside Elementary, Helms Middle School, Middle College High School, and Richmond High School (which San Pablo high-school-aged students attend). These schools were chosen based on their location and their student population. A total of 1286 students were included in this analysis. The students who carried out the test were primarily Latino or Hispanic (74%).

Obesity Prevalence in San Pablo Children



**Obesity rate projected to double
once these children are adults**

Fitnessgram Data



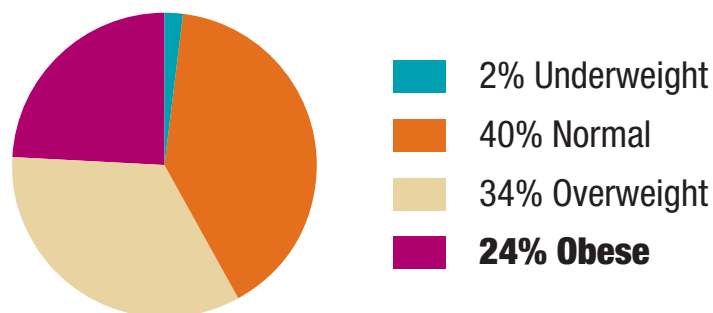
The 2010 Fitnessgram data shows that the burden of obesity in San Pablo school children is significant. Overall 29% of school children are obese and an additional 23% are overweight. More male students are obese than female students, a difference of 6%.

Due to the current prevalence of obesity among San Pablo youth, we project that the prevalence of obesity in adults will increase. Based on previous studies relating obesity in adults to their weight status as children, we predict that as adults, the cohort of children currently residing in San Pablo will have an obesity prevalence of 42% (almost double the current obesity prevalence of 24%) once they reach adulthood.⁵ This prevalence excludes individuals who are overweight, but not obese.

Obesity Prevalence among San Pablo Adults:

Obesity prevalence for San Pablo adults was estimated using the 2009 California Health Interview Survey. In San Pablo residents, we estimate that 58% of adults are overweight or obese. The percentage of obese adults in this estimate is 24%.

Obesity Prevalence in San Pablo Adults



2009 CA Health Interview Survey (CHIS)

*Small Area Analysis was used to calculate prevalence using the demography of San Pablo.



Obesity Related Disease and Mortality in San Pablo

Morbidity Rates

The current prevalence of obesity among San Pablo adults contributes to increased rates of disease and death due to cardiovascular disease, cancer, diabetes, as well as all cause mortality. The California Health Interview survey was used to estimate the prevalence of obesity related disease in San Pablo. Using empirical studies relating obesity to specific diseases, the number of excess cases of people diagnosed with chronic diseases in San Pablo due to obesity was calculated. The number of future cases among San Pablo children was calculated based on the projected obesity prevalence of 42%. It is expected that there will be a substantial increase in people living with chronic illness (morbidity) due to the projected rising obesity rate among adults.

Diagnosis of obesity related chronic disease in San Pablo

	Prevalence of Diagnosis	Excess diagnoses of chronic diseases due to current obesity prevalence (24%)	Excess diagnoses of chronic diseases due to future obesity prevalence (42%)
Cardiovascular Disease	4.9%	124	206
Cancer	4.8%	53	91
Diabetes	8.0%	909	1253
Hypertension	26.0%	2952	4053
Stroke	2.0%	65	105

*Small Area Analysis with CHIS was used to calculate prevalence using the demography of San Pablo. Cancer and Stroke data were obtained from the 2005 CHIS survey. Cardiovascular disease, diabetes and hypertension data were obtained from the 2009 CHIS survey. Associations between disease and obesity were taken from empirical studies^{6, 7, 8, 9}

Mortality Rates

The excess deaths due to obesity in San Pablo were calculated using results of previous studies, which have estimated the relative risk of mortality among obese individuals. The annual death rate in San Pablo is around 305 residents, and it was found that 11% of all deaths in San Pablo could be attributed to obesity. The increased rate of obesity among this current generation of children when they become adults will lead to an increase in the number of excess deaths due to obesity. These excess deaths are premature deaths with an estimated loss of 2 years of life per person due to cardiovascular disease, 10 years of life due to cancer and 9 years of life due to diabetes.



Excess deaths due to obesity per year in San Pablo

	Deaths per year in San Pablo	Obesity attributable percentage to current prevalence of 24%	Obesity attributable percentage to future prevalence of 42%
Cardiovascular Disease	82	15.0%	23%
Cancer	66	6.9%	11%
Diabetes	10	37.0%	51%
All Causes	305	11.0%	18%

Population attributable fraction of death was calculated using empirical relationships between obesity and mortality.^{10, 11, 9}

The Sugar-Sweetened Beverage Industry and Marketing Practices

According to Breaking Down the Chain: A Guide to the Soft Drink Industry prepared by National Policy & Legal Analysis Network to Prevent Childhood Obesity (NPLAN) and Public Health Law & Policy (PHLP), the soft drink industry is broken down into two main components of production – syrup (and concentrate) manufacturing and soft drink manufacturing (creation of the final, often carbonated, product and packaging it in bottles and cans). This industry is dominated by only a few companies. For syrup manufacturing, Coca-Cola (40% of the market) and PepsiCo, Inc (33% of the market) contribute 73% of the U.S. market. For soft drink manufacturing, Coca-Cola produces 28.6%, PepsiCo, Inc produces 26.8%, and Dr Pepper Snapple Group produces 8.6%. Other, much smaller companies make up the remainder in both manufacturing processes.

Flavoring syrup and concentrate manufacturing is an \$8 billion dollar industry with an annual profit of around \$1.4 billion. Soft drink manufacturing is a \$47.2 billion industry and generates annual profits of around \$1.7 billion.

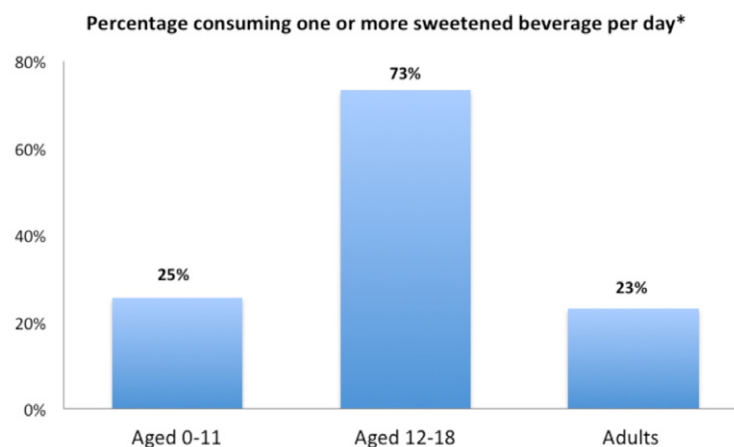
A 2008 Federal Trade Commission (FTC) study on food and beverage marketing to youth showed that in the year 2006 the manufacturers of carbonated soft drinks spent \$492 million marketing directly to youth, an overwhelming percentage of that (96% or \$474 million) was directed at adolescents in the 12-17 age range. Of that \$28.6 million were found to specifically target particular races, ethnicities, and genders with activities including sponsoring a Black History Month essay contest for elementary, middle, and high schools, sponsoring Latino events and festivals, and sponsoring various ethnicity-based sport teams.¹²

The overwhelming majority of SSB manufacturers increased their advertising budgets between the years 2008 to 2010. Teens watched an average of 406 SSB ads on television and African American teens were particularly targeted, viewing 80 to 90% more TV ads than white teens.¹³



San Pablo Sugar-Sweetened Beverage Consumption:

Sweetened beverage consumption was estimated for San Pablo, using the 2009 California Health Interview Survey. Beverage consumption was highest among teens, with 73% of teens estimated to consume one or more sweetened beverage per day (this includes sodas, fruit drinks, sports drinks, energy drinks but not diet drinks).¹⁴ The rate was lower among children aged 0-11; however, the rate of consumption was much greater in school-aged children than toddlers and infants (not shown). Among adults, the rate of sweetened beverage consumption was estimated at 44% when sweetened coffee and hot tea were included (this includes pre-sweetened coffee and tea as well as and restaurant coffee and tea drinks to which people add sugar). When coffee and hot tea were excluded, the rate was estimated to be 23%.



*Small Area Analysis was used to calculate rates using the demography of San Pablo.

Relationship between Sugar-Sweetened Beverage Consumption and Obesity

Using the California Health Interview Survey of adults from 2009, we calculated the approximate additional calories consumed through sugar-sweetened beverages. Among the estimated 23% of adults who consume one or more sugar-sweetened beverages per day, the average number of servings (120 calories/adult serving³) is 2.2 with an estimated caloric content of 258 calories. For adolescents the excess calorie consumption is much greater. Among the estimated 73% of San Pablo adolescents who consume one or more SSBs per day, the average number of servings (242 calories/teen serving¹⁴) is 1.8 with an estimated caloric content of 429 calories. Sugar sweetened beverages contribute to the obesity epidemic by adding excess calories to the diet, without additional nutrition. The following are some examples of SSBs and their caloric content:

- A standard 12 oz. can of Coca Cola contains 140 calories and a 20 oz. bottle contains 240 calories.
- A 20 oz bottle of Minute Maid Lemonade contains 260 calories, more than the same size bottle of Coca Cola.
- The 32 oz. 7-11 Big Gulp contains 364 calories.
- A 16 oz. bottle of Nesquik chocolate milk contains 400 calories.¹⁵

Studies show that the calories in beverages are not as satiating as calories consumed by food (a person's body does not register the intake of calories by becoming less hungry), and therefore increase the overall number of calories consumed.³ According to the report *Bubbling Over: Soda Consumption and Its link to Obesity in California*, "Adults who drink soda occasionally (less than one a day) are 15% more likely to be overweight or obese, and adults who drink one or more



sodas per day are 27% more likely to be overweight or obese than adults who do not drink soda, even when adjusting for poverty status and race/ethnicity.”⁴

Relationship between Sugar-Sweetened Beverage Consumption and Dental Caries

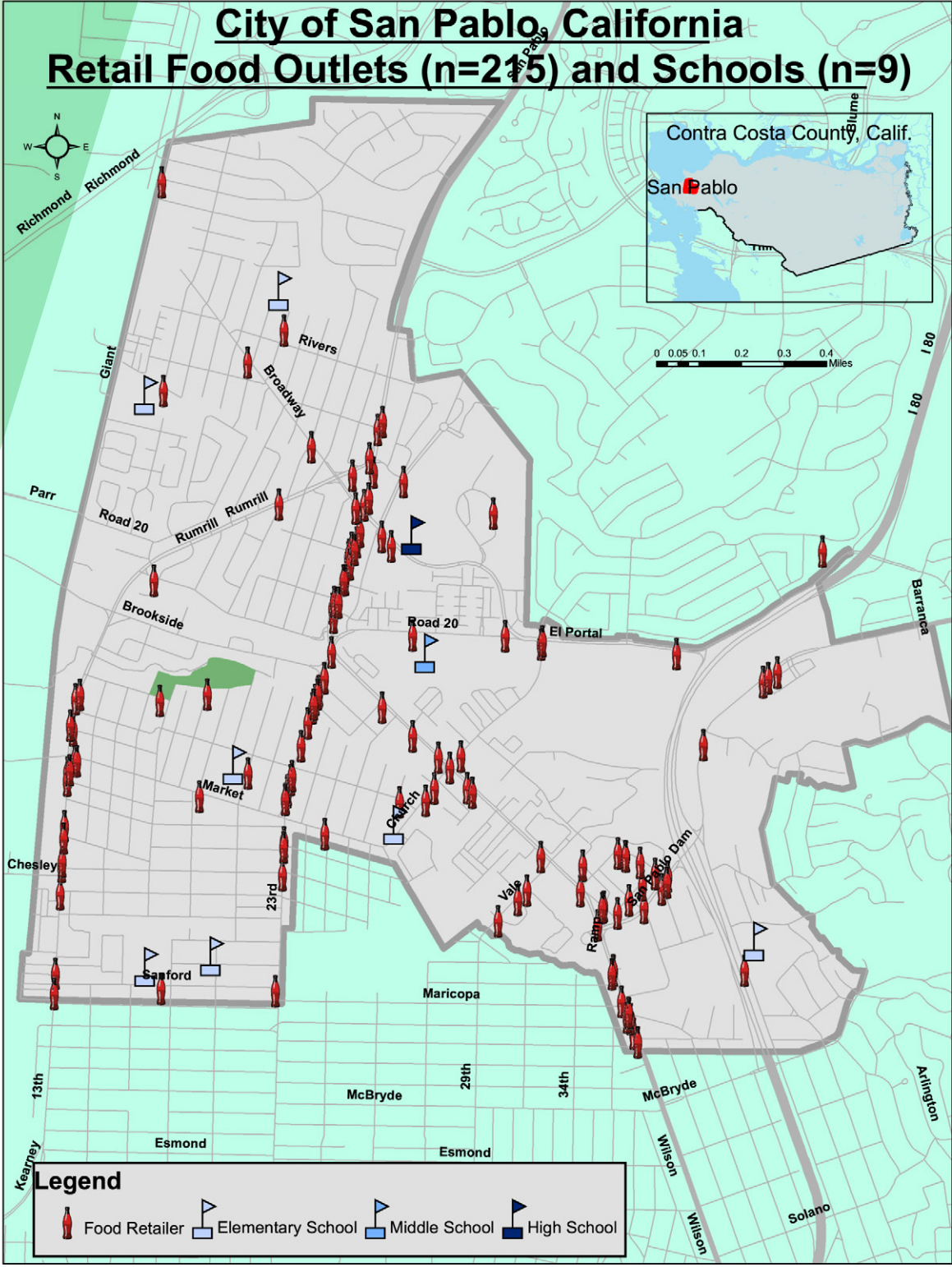
Because children’s oral health in California is ranked the third worst state in the nation after Arizona and Texas¹⁶, reducing or preventing children from consuming sugar-laden drinks becomes even more important as a preventative measure. Sugar consumption is the primary cause of dental caries in children. ¹⁷ During the 2010-2011 school year, among students in San Pablo elementary schools visited by the Contra Costa Health Services Children’s Oral Health Program, the percentage of students with visible tooth decay ranged from 14% to 26%.

Economic Costs of Obesity to Contra Costa County

According to The Economic Costs of Overweight, Obesity, and Physical Activity Among California Adults report prepared by California Center for Public Health Advocacy, the annual health care costs of overweight and obesity in Contra Costa County is over \$404,000,000. Additionally, each year obesity accounts for over \$272,000,000 in lost workplace productivity in Contra Costa County.¹⁸

Sugar-Sweetened Beverage Environment in San Pablo

San Pablo citizens are saturated with food vendors supplying sugar-sweetened beverages. There are 215 retail food outlets in the city of San Pablo, including mobile food prep vehicles (n=12), ice-cream pushcarts (n=14), retail food vehicles (n=8), restaurants (n=64), convenience stores (n=36), and grocery stores (n=28) with the rest being miscellaneous food retail outlets. Using population estimates from the 2010 Census, it was estimated that 90% of the population resides within walking distance (.25 mile) of a retailer or vendor (26,403 of a total population of 29,139). Additionally, 81 of 215 outlets are within 0.25 mile of a school. The average number of outlets within 0.25 mile of a school is 9.55 (minimum = 1, maximum = 30). Therefore, sugar sweetened beverages are readily accessible to citizens, and school children while in route to school or home. The following map plots the locations of all food vendors in the city of San Pablo as well as the locations of schools.



Contra Costa Public Health, Epidemiology, Planning and Evaluation, November 2011



Survey of Retailers within .25 mile of Helms Middle School

In September 2011, CCHS surveyed 12 retail outlets that were within walking distance (.25 miles) of Helms Middle School in central San Pablo. CCHS counted the number of different kinds (flavors, brands) of SSB available for purchase and found a range of 35 (lowest) to 311 (highest) different kinds of SSB on the stores' shelves. The average was 106 different types of SSBs. In all retail outlets SSBs were the vast majority of beverages available for purchase (as opposed to water, diet drinks, and 100% fruit juice).

All three of the full-size groceries that were surveyed featured either an entire row (both sides of the aisle) dedicated to SSBs or large, prominent stacked displays of cases of SSBs. (Two groceries featured both.) CCHS did not see a significant number of outdoor advertising for SSBs either on store walls facing the street or on community advertising space.

Programs San Pablo can Enact to Combat Obesity

San Pablo could implement a variety of local programs to increase healthy eating or promote regular physical activity that would counter the influence of SSBs. There are many sources for suggested policies and programs such as 1) The Health Element from San Pablo's General Plan (Chapter 8: <http://www.ci.san-pablo.ca.us/DocumentView.aspx?DID=669>), 2) the report, Example of a Sugar-Sweetened Beverage Regulatory Fee Justification Study in California prepared by Economic & Planning Systems, Inc for Public Health Law & Policy (These strategies were recommended as statewide mitigations for sugar-sweetened beverage consumption but could easily be modified for implementation in San Pablo.), and 3) a policy brief CA Campaign for Healthy Beverages prepared by California Center for Public Health Advocacy (http://www.publichealthadvocacy.org/_PDFs/beverage_policies/LocalPolicies_WaterSoda_Nov2010.pdf).

Common themes to decrease obesity in these documents include increasing and promoting the availability of healthy food and beverages, improving the environment (streets, parks, etc) to be more conducive to physical activity, improving food and increasing physical activity at schools, and educating residents about the importance of eating well and exercising. Refer to the appendix for a list of the suggested policies and programs and to the original documents (linked below in the Further Reading section) for the full texts.

Conclusion

The City of San Pablo faces higher rates of obesity and obesity-related diseases than other cities in Contra Costa County, the effects of which result in a loss of life, well being and productivity to San Pablo citizens and incur large costs to the city and the state. Sugar sweetened beverage consumption is a significant source of excess, empty calories to the diets of the city's residents and is a major contributor to the obesity epidemic and to childhood dental caries. There are various programs that the city can undertake to mitigate these negative affects and help improve the lives of the citizens of San Pablo.

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Appendix

Programs San Pablo can Enact to Combat Obesity

San Pablo could implement a variety of local programs to increase healthy eating and promote regular physical activity that would counteract the influence of SSBs. There are many sources for suggested policies and programs such as 1) The Health Element from San Pablo's General Plan (Chapter 8: <http://www.ci.san-pablo.ca.us/DocumentView.aspx?DID=669>), 2) the report Example of a Sugar-Sweetened Beverage Regulatory Fee Justification Study in California prepared by Economic & Planning Systems, Inc for Public Health Law & Policy (These strategies were recommended as statewide mitigations for sugar-sweetened beverage consumption but could easily be modified for implementation in San Pablo.), and 3) a policy brief CA Campaign for Healthy Beverages prepared by California Center for Public Health Advocacy (http://www.publichealthadvocacy.org/_PDFs/beverage_policies/LocalPolicies_WaterSoda_Nov2010.pdf).

Common themes of these documents include increasing and promoting the availability of healthy food and beverages, improving the environment (streets, parks, etc) to be more conducive to physical activity, and educating the residents about the importance of eating well and exercising.

The following are summarized versions of the recommendations in these various documents. Please refer to the documents themselves for the complete text.

San Pablo General Plan Health Element

Topic 1: Healthy Transportation and Physical Activity

- Implement street design features that facilitate walking and biking in both new and established areas. Require a minimum standard of these features for all new developments.
- Improve signage directing residents and visitors to public parks and recreational facilities from all parts of the community. Integrate parks signage with bikeway and pedestrian-oriented signage system throughout San Pablo.
- Implement Safe Routes to School to make active transportation to school safe.
- Implement transportation demand management programs to reduce single-occupant vehicle trips.
- Link park facility improvement priorities to a ranking system keyed to public health and recreational goals.
- Incentivize the development of new parkland.
- Develop exercise circuit that takes advantages of existing infrastructure.
- Update joint use agreements with schools to increase access to facilities.
- Encourage and support efforts by schools to develop new and improved curricula about the importance of exercise and good nutrition.
- Encourage businesses and non-profit organizations to offer indoor recreational facilities and programs.

Topic 2: Healthy Food Access and Equity

- Use zoning and redevelopment programs to establish incentives for healthy food retailers.
- Establish a Health Commission to advise the City Council on issues relating to health and wellness.
- Support the formation of a West County Food Policy Council to identify innovative solutions to improve local food systems.
- Work to increase participation in existing federal food assistance programs such as Women, Infants, and Children (WIC) nutrition program and the Supplemental Nutrition Assistance Program (SNAP, formerly Food Stamps)



- Develop and implement a healthy food purchasing and vending policies for City facilities and operations that commits to healthy food in vending machines, at City-sponsored events, and in meetings.
- Assess feasibility of starting a certified farmer's market in San Pablo
- Seek ways to partner with regional Community Supported Agriculture (CSA) as an alternative for healthy food vending
- Implement community garden program.
- Work cooperatively with the school district and health department to improve food in schools: establish higher nutrition standards, incorporate culturally-sensitive options, remove unhealthy foods from vending machines, establish school gardens, and coordinate Farm to School programs.
- Support home gardening efforts.
- Adopt zoning controls to limit the number of fast food and drive-through restaurants.

Topic 3: Access to Services and Planning for People First

- Collaborate with CCHS to monitor and maintain health data.
- Explore health programs in neighborhood facilities.
- Recruit medical services to San Pablo
- Locate new outpatient medical facilities in underserved neighborhoods
- Assist with conversion of liquor stores to healthier retail purposes
- Increase public awareness of youth program opportunities in and around San Pablo.
- Create a youth job development program
- Incorporate universal, lifecycle design principles in new residential developments
- Support year-round calendar of events in community parks.
- Investigate programs for involving formerly-incarcerated residents in the community.
- Encourage new businesses to give local residents preference in hiring decisions.

Topic 4: Crime Reduction and Perceptions of Safety

- Incorporate Crime Prevention Through Environmental Design (CPTED) principles in zoning ordinance and project review.
- Enforce property maintenance and environmental design regulations for businesses, especially alcohol and tobacco outlets.
- Continue to enforce code to manage beverage sale locations and enforce owners on litter, graffiti, etc.
- Ensure San Pablo has minimum illumination standards for streetlights.
- Continue community policing and relationship-building programs
- Continue to involve residents in neighborhood improvement efforts.
- Enhance aesthetics and quality of housing stock and remove blight.

Example of a Sugar-Sweetened Beverage Regulatory Fee Justification Study in California

Strategy 1: Increase Access to Healthy Foods

- Expand the availability and improve the nutritional quality of school foods and beverages.
- Create a state incentive program to increase healthy food retailing in underserved neighborhoods
- Support local innovation by building infrastructure within local health departments to facilitate improved access to healthy foods



Strategy 2: Increase Access to Opportunities for Physical Activity

- Improve the quality and quantity of physical education in California public schools
- Improve the built environment in California communities to increase physical activity

Strategy 3: Educate Californians About the Risks Associated with Sugar-Sweetened Beverage Consumption

- Establish a statewide media campaign to educate Californians about the risks associated with sugar-sweetened beverage consumption.

Strategy 4: Increase Access to Obesity-Related Health Care Services

- Provide reimbursement for health care services to prevent, diagnose, and treat obesity and resulting conditions for Californians – particularly California children – enrolled in publicly funded health insurance programs.
- Provide health care services through school-based health centers.

CA Campaign for Healthy Beverages

Sugar Sweetened Beverage Strategies:

Vending machines: Eliminate the sale of sweetened beverages in vending machines on city or county owned property.

Public property: Eliminate the sale of sweetened beverages in city or county owned property, or at any city or county sponsored event, meeting, or program.

Schools: Establish policies to eliminate electrolyte beverages in schools.

Marketing and sponsorships: Eliminate marketing of sweetened beverages, including sponsorships of and the presence of logos in schools and at city or county sponsored programs or events.

Youth venues: Eliminate the sale and marketing of sweetened beverages at zoos, museums, parks and other places frequented by children.

Childcare, afterschool settings: Eliminate the provision or sale of sweetened beverages in childcare and afterschool programs.

Breastfeeding: Ensure that breastfeeding is supported at workplaces and in public buildings/events.

Public funds: Eliminate the purchase of sweetened beverages by a city or county.

Checkout lanes: Enact a city or county resolution encouraging retailers to remove sweetened beverages from checkout lanes.

Signage: Strengthen city and county signage ordinances to limit the amount and type of signage on stores and buildings. (The ordinance must apply to all products and all signs because legally it cannot target a single product type.)

Density of retailers: Limit the number and/or density of sweetened beverage retailers near schools and playgrounds.

Restaurant incentives: Establish nutrition standards for meals that include toy-giveaways and other incentives.

Taxes: Establish a city or county tax on sweetened beverages and use the funds to support local nutrition and physical activity efforts.

Corporate and organizations practices: Eliminate the sale of sweetened beverages in vending machines. Ensure the availability of free good tasting water. Eliminate marketing of sweetened beverages, including sponsorships and the presence of logos. Eliminate the purchase of sweetened beverages. Ensure that breastfeeding employees are supported.



Water Promotion Strategies:

Water availability: Ensure the availability of free good tasting water in public schools (implementation of SB 1413, recently enacted legislation requiring water availability during school meals), on all property owned or leased by a city or county, and at all city/county sponsored events.

Public property: Ensure operable, clean drinking fountains when located in city or county owned property, and sell or provide water at city or county sponsored events, meetings, or programs.

Youth venues: Ensure operable, clean drinking fountains when located in zoos, museums, parks and other places frequented by children. If water is sold, ensure that prices are comparable or lower than prices for sweetened beverages. Childcare, afterschool settings: Ensure free safe drinking water for children and staff.

Public funds: Promote tap water consumption through purchase of reusable water bottles, glasses, pitchers, filters, and other related items. Eliminate the purchase of bottled water in individual serving sizes by a city or county.

Vending machines: Ensure the sale of water at prices comparable to or below prices for sweetened drinks in vending machines on city or county owned property.

Marketing and sponsorships: Allow beverage companies to market only water, and eliminate sponsorships, logos in schools and at city or county sponsored programs or events.

Density of retailers: Limit the number and/or density of sweetened beverage retailers near schools and playgrounds factoring in an exemption for retailers who sell water at lower prices than sweetened beverages.

Corporate and organizational policies: Ensure the availability of free good tasting water in drinking fountains. Ensure the purchase of items, such as reusable bottles, filters, glasses, and pitchers, to promote tap water consumption. Ensure water sales in vending machines. Ensure marketing of only water via sponsorships and logos.



Appendix 3

RESOLUTION 2010-089

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO SETTING FORTH THE CITY OF SAN PABLO'S COMMITMENT TO OBESITY PREVENTION, AND ENDORSING THE HEALTH EATING AND ACTIVE LIVING (HEAL) CITIES CAMPAIGN

WHEREAS, in 2004, the League of California Cities adopted an Annual Conference resolution to encourage cities to embrace policies that facilitate activities to promote healthier lifestyles and communities, including healthy diet and nutrition and adoption of city design and planning principles that enable citizens of all ages and abilities to undertake exercise; and

WHEREAS, the League of California Cities has a strategic goal to promote and develop safe and healthy cities; and

WHEREAS, more than half of the California's adults are overweight or obese and therefore at risk for many chronic and conditions including diabetes, heart disease, cancer, arthritis, stroke, and hypertension; and

WHEREAS, in 2004, one in four youth between the ages of 9 and 16 in California are overweight; with 23.8% of 5th – 9th graders in Contra Costa County (County-wide) overweight; and 36.8% of 5th – 9th graders in San Pablo overweight; and

WHEREAS, more children are being diagnosed with diseases linked to overweight and obesity previously only seen in adults, such as Type II diabetes and heart disease; and

WHEREAS, the current generation of children are expected to have shorter lives than their parents due to the consequences of obesity; and

WHEREAS, obesity takes a tremendous toll on the health and productivity of all Californians; and

WHEREAS, the estimated annual cost to California in medical bills, workers compensation and lost work productivity for overweight, obesity, and physical inactivity will reach \$52.7 million in 2011; if the state is able to achieve a 5% reduction in the prevalence of these risk factors, the savings realized would average nearly \$2.4 billion per year; and

WHEREAS, California Senate Bill 375 and Assembly Bill 32 call on cities to adopt plans to reduce greenhouse emissions which include reducing vehicular miles traveled; and

WHEREAS, local land use policy governs development of the built environment in which individuals make personal nutrition and physical activity choices; and

WHEREAS, supporting the health of residents and the local workforce would decrease chronic disease and health care costs and increase productivity.



NOW THEREFORE, BE IT RESOLVED the City Council of the City of San Pablo hereby recognizes that obesity is a serious public health threat to the health and well-being of adults, children, and families in San Pablo. While individual lifestyle changes are necessary, individual effort alone is insufficient to combat obesity's rising tide. Significant societal and environmental changes are needed to support individual efforts to make healthier choices. To that end, the City of San Pablo adopts this Health Eating and Active Living resolution, as follows:

I. Built Environment

BE IT FURTHER RESOLVED, that the City of San Pablo planners, engineers, parks recreation, community economic and redevelopment personnel responsible for design and construction of parks, neighborhoods, streets, and business areas, should make every effort to:

- Consider capital improvement projects to increase the opportunities for physical activity in existing areas;
- Plan and construct a built environment that encourages walking, biking, and other forms of physical activity;
- Address walking and biking connectivity between residential neighborhoods and schools, parks, recreational resources, and retail;
- Facilitate the siting of new grocery stores, community gardens, urban agriculture and farmers markets in underserved communities to increase access to health food, including fresh fruits and vegetables;
- Expand community access to indoor and outdoor public facilities through joint use agreements with schools and/or other partners
- Revise comprehensive plans and zoning ordinances to increase opportunities for physical activity including compact, mixed-use and transit –oriented development, whenever feasible;
- Include health goals and policies related to physical activity and access to healthy food in the City's forthcoming General Plan Update.

II. Employee Wellness

BE IT FURTHER RESOLVED, that in order to promote wellness within the City of San Pablo and to set an example for other businesses, the City of San Pablo pledges to continue employee wellness activities, including:

- Publicizing employee health incentives made available by its medical benefit providers;
- Forwarding to all staff via email any complimentary issues received of wellness-related newsletters and e-magazines;
- Encouraging waking meetings and the use of stairways;
- Reasonably accommodating lactating employees;
- Encouraging physical activity breaks for meetings over two hours in length;
- Coordinating flu vaccinations for City employees when provided at no cost to the City;
- Providing links to wellness information via its intranet; and
- Encouraging local fitness centers to offer discounts to City employees.

BE IT FURTHER RESOLVED, to encourage healthy eating by providing nutritious, low-fat choices among food offered at City events, City-sponsored meetings, City facilities, concessions, and programs.



III. Health Food Access

BE IT FURTHER RESOLVED that the City of San Pablo encourages restaurants doing business in San Pablo to:

- Disclose the calorie amount and grams of fat for each menu item listed on a menu or menu board in a clear and conspicuous manner;
- Encourage the removal of foods containing artificial trans fat from their menu offering

IV. Health Food Access

BE IT FURTHER RESOLVED that each Department Head affected will make every effort to meet the terms listed above, make health and wellness a priority and bring forward to the City Manager new concepts that continue to support and encourage health and wellness in the San Pablo community.

ADOPTED this 2nd of August, 2010, by the following vote to wit:

AYES: COUNCILMEMBERS: Morris, McNeil, Valdez, Cruz and Calloway

NOES: COUNCILMEMBERS: None

ABSENT: COUNCILMEMBERS: None

ABSTAIN: COUNCILMEMBERS: None

ATTEST:

APPROVED:

/s/ Ted J. Denney
Ted J. Denney, City Clerk

/s/ Genoveva Garcia Calloway
Genoveva Garcia Calloway, Mayor

Appendix 4



O B E S I T Y



1 3 8 3 1 S A N P A B L O A V E N U E , S A N P A B L O , C A 9 4 8 0 6 • T (5 1 0) 2 1 5 - 3 0 4 7

DID YOU KNOW?
¿Sabía usted?



Today's youth may, for the first time in modern history, live shorter lives than their parents.
Los jóvenes de hoy pueden, por primera vez en la historia moderna, vivir vidas más cortas que sus padres.

Did You Know?

Did you know that our children are at risk for an array of serious medical conditions such as diabetes, heart disease and osteoarthritis?

¿Sabía Usted?

¿Sabía que nuestros hijos están en riesgo de una serie de enfermedades graves como la diabetes, enfermedades del corazón y la artrosis?



CITY OF SAN PABLO
City of New Directions

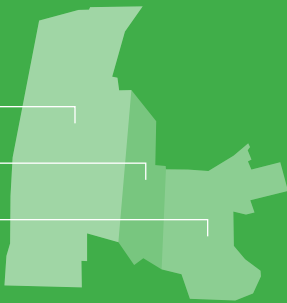
our children Of san pablo
are at risk!



56% Latino

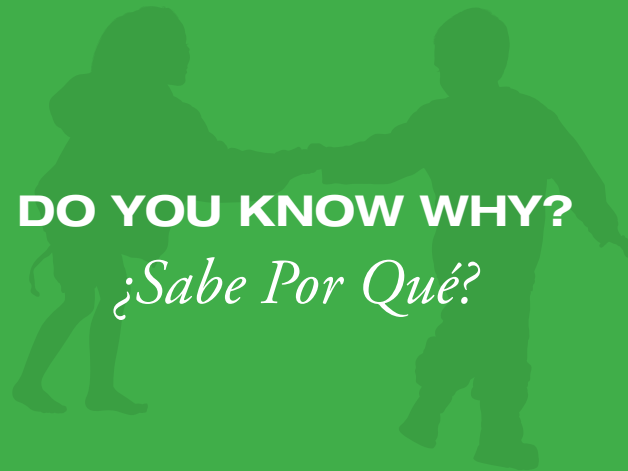
16% African-American

28% Others



DO YOU KNOW WHY?

¿Sabe Por Qué?



How did San Pablo get these bad ratings?

San Pablo has the highest rate of overweight and obese children in Contra Costa County! We have the third highest rate of obesity in the entire State, and our students' poor Physical Fitness Test results make us one of lowest performing cities in the State.

Latinos and African-Americans have the greatest risk for obesity and its related health issues....San Pablo is proudly 56% Latino and 16% African American.

Obesity and its serious health consequences equate to serious economic consequences: In California, overweight and obesity costs the State roughly \$21 billion in health care and lost productivity annually.

There are many reasons why we at San Pablo got the bad ratings, including: Fast Food Availability

¿Cómo Tue Que San Pablo Consiguió Estas Malas Calificaciones?

San Pablo tiene la tasa más alta de niños con sobrepeso y obesidad en el condado de Contra Costa! Tenemos la tercera tasa más alta de obesidad en todo el Estado, y los bajos resultados de las pruebas físicas de nuestros estudiantes hacen que San Pablo sea una de las ciudades de más bajo desempeño en el Estado.

Los latinos y los afroamericanos tienen el mayor riesgo de obesidad y problemas de salud relacionados con la obesidad.... San Pablo es orgullosamente el 56% latinos y el 16% afroamericanos.

La obesidad y sus graves consecuencias de salud equivalen a graves consecuencias económicas: En California, los costos de sobrepeso y obesidad del Estado son alrededor de \$ 21 mil millones en atención médica y pérdida de productividad al año.

Hay muchas razones por las que San Pablo recibió malas calificaciones, incluyendo: La disponibilidad de comida rápida



nuestros hijos de san pablo

¡Están en Riesgo!



FAST FOOD AVAILABILITY!

La Disponibilidad de Comida Rápida

215 Fast Food Stores •
convenience stores
and fast food
restaurants within
a 2.6 square miles
in San Pablo



Highest Obesity Rate

2nd

3rd

San Pablo has the 3rd highest
obesity rate in CA

Fast Food Availability

San Pablo is a mere 2.6 square miles. Within this small area exist 215 convenience stores and fast food restaurants. The higher the number of fast food outlets in a city, the more likely its citizens will suffer from diabetes, heart disease and cancer. There are close to 10 fast-food options within a quarter-mile of each of San Pablo's schools. Each offers convenient, quick, low-priced, yet non-nutritional meals.

It's simple....our kids are eating at fast food restaurants where they consume more calories and fewer healthy items, resulting in higher rates of obesity. People who live near supermarkets are likely to eat more fruits and vegetables, and thus, are less prone to obesity. And, eating home-cooked meals as a family helps too. Studies show that family meals are associated with positive child development and healthy eating behaviors.

La Disponibilidad de Comida Rápida

San Pablo es una ciudad de tamaño de sólo 2.6 millas cuadradas. Dentro de esta pequeña área existen 215 tiendas de conveniencia y restaurantes de comida rápida. En cuanto mayor sea el número de puntos de venta de comida rápida en la ciudad, lo más probable que sus ciudadanos van a sufrir de diabetes, enfermedades del corazón y cáncer. Hay cerca de 10 opciones de comida rápida dentro de un cuarto de milla de cada una de las escuelas de San Pablo. Cada uno ofrece conveniencia, rapidez, y bajo costo, sin embargo, las comidas rápidas, no son nutricionales.

Es muy sencillo... nuestros hijos están comiendo en los restaurantes de comida rápida, donde se consumen más calorías y menos alimentos saludables, lo que resulta en mayores tasas de obesidad. Las personas que viven cerca de los supermercados tienden a comer más frutas y verduras, y por lo tanto, son menos propensos a la obesidad. Y, comer comidas caseras como familia también ayuda. Los estudios demuestran que las comidas en familia se asocian con el desarrollo positivo de los niños y costumbres de alimentación saludables.

our children Of san pablo

are at risk!

EXCESS OF SUGAR-SWEETENED BEVERAGES

El Exceso de Azúcar

Excess of Sugar-Sweetened Beverages

Teens are drinking too much soda! It is estimated that 13% of a teen's daily calorie intake comes from sugar-sweetened beverages. 73% of San Pablo teens consume one or more such beverages per day. Because teens are drinking more soda than milk, they are missing out on critical nutrients such as calcium, iron and Vitamin A. Soda consumption increases risk for diabetes, heart disease, overweight and obesity - and doubles the risk of dental cavities in children. In fact, individuals who drink one to two sugar-sweetened beverages daily are 27% more likely to develop diabetes.

Las Bebidas Endulzadas

¡Los adolescentes beben muchos refrescos! Se estima que el 13% de las calorías que ingiere diariamente un adolescente vienen de bebidas endulzadas con azúcar. 73% de los adolescentes en San Pablo consumen una o más de tales bebidas por día. Cuando los adolescentes beben más refrescos que leche, están perdiendo nutrientes esenciales como calcio, hierro y vitamina A. El consumo de refrescos aumenta el riesgo de diabetes, enfermedades del corazón, el sobrepeso y la obesidad - y duplica el riesgo de caries dental en niños. De hecho, las personas que beben una o dos bebidas azucaradas al día son 27% más propensos a desarrollar diabetes.

73% San Pablo Teens Consume
1 or more sweetened
beverages a day



¡Están en Riesgo!



LACK OF PHYSICAL ACTIVITY

La Falta de Actividad Física



73% de los adolescentes en San Pablo consumen una o más de tales bebidas por día



Lack of Physical Activity

Physical activity is vital to a child's lifelong health and success! Nearly one in three California teens is not regularly active. Television, video games and computers are replacing outdoor recreational activities, and the human body is responding negatively. Physical activity not only decreases a child's risk for diabetes and other chronic health problems, it can increase a capacity for learning. Children who participate in 20 minutes of vigorous activity at least three times per week not only decrease their risk of developing diabetes and other health problems, they actually have better grades!

La Falta de Actividad Física

¡La actividad física es vital para la salud y el éxito en la vida de un niño! Casi uno de cada tres adolescentes de California no hace ejercicio regularmente. La televisión, videojuegos y computadoras están reemplazando las actividades recreativas al aire libre, y el cuerpo humano está respondiendo negativamente. La actividad física no sólo disminuye el riesgo del niño de padecer diabetes y otros problemas de salud crónicos, también puede aumentar la capacidad de aprendizaje. Los niños que participan en 20 minutos de actividad vigorosa por lo menos tres veces por semana disminuyen su riesgo de desarrollar diabetes y otros problemas de salud, y tienen mejores notas en la escuela!

our children Of san pablo
are at risk!



LACK OF OPEN SPACE AND PARKS

La Falta de Espacios Abiertos y Parques



Lack of Open Space and Parks

It's not rocket-science: people who live near parks exercise more than those who don't. Adequate sidewalks and bike lanes also promote physical activity. Street networks that offer direct routes increase walking and biking. San Pablo is primarily car-oriented, and our parkland space does not adequately meet our population needs. Lower-income communities, such as ours, often have fewer resources to support active lifestyles and public spaces for play.



La Falta de Espacios Abiertos y Parques

No es ciencia espacial: las personas que viven cerca de los parques hacen más ejercicio que los que no viven cerca. Banquetas adecuadas y carriles de bicicletas también promueven la actividad física. Redes de la calle que ofrecen rutas directas aumentan el caminar y andar en bicicleta. En San Pablo nuestras rutas están principalmente basadas en el uso del automóvil, y nuestros parques y espacios de recreación no cumplen adecuadamente las necesidades de la población. Comunidades de bajos ingresos, como la nuestra, a menudo tienen menos recursos para apoyar estilos de vida activos y espacios públicos para jugar al aire libre.



nuestros hijos de san pablo

¡Están en Riesgo!



OUR KIDS ARE BEING TARGETED

Nuestros Niños Están en la Mira

Our Kids are Being Targeted

Fast food restaurants and sugar-sweetened beverage companies are targeting our kids. Soda companies spend approximately \$600 billion advertising to children under 18. Young children are exposed to approximately 12 ads per day for high fat, sugar and sodium foods. During prime time television viewing, 70% of advertisements are for sugar-sweetened soft drinks.

Fast food and beverage manufacturers have also found their way into online gaming. A child's exposure to a product disguised within a playful gaming environment builds positive brand associations. Children exposed to "advergames" featuring unhealthy foods consume 55% more unhealthy snacks than those exposed to games featuring healthier foods.

Nuestros Niños Están en la Mira

Restaurantes de comida rápida y empresas de bebidas azucaradas se dirigen a nuestros hijos. Las empresas de Soda gastan aproximadamente 600 mil millones de dólares de publicidad dirigida a niños menores de 18 años. Los niños pequeños están expuestos a unos 12 anuncios al día de alimentos con alto contenido de grasa, azúcar y sodio. Durante la visión más alta de la televisión, el 70% de los anuncios son de los refrescos endulzados con azúcar.

La comida rápida y los fabricantes de bebidas también han encontrado su lugar en los juegos de internet. La exposición de un niño a un producto disimulado dentro de un entorno de juego construye asociaciones de marca. Los niños expuestos a "advergames", con alimentos poco saludables consumen 55% más bocadillos que aquellos expuestos a juegos que muestran alimentos más saludables.



POSTAL CUSTOMER

An invitation

¡Una Invitación!

STAFF & RESOURCES

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- **Paul Morris**, Vice Mayor
- **Kathy Chao Rothberg**, Councilmember
- **Rich Kinney**, Councilmember
- **Cecilia Valdez**, Councilmember

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- **Coire Reilly**, Program Manager, Contra Costa Health Services, Community Wellness & Prevention Program
- **Genoveva Calloway**, Mayor, City of San Pablo
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- **Leonard McNeil**, Former Councilmember, City of San Pablo
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GRAPHIC DESIGN & COPYWRITING

- **Jojo Soriano**, SEEDesign.com T (510) 245-8500

Our Right to Choose

It's a fact, San Pablo's children are at greater risk for obesity and obesity-related illnesses. Hispanic children are nearly two times more likely to be overweight as non-Hispanic White children. Among Hispanic women, 78% are overweight or obese. And Hispanic adults are 40% less likely to engage in active physical activity as non-Hispanic whites. Over half of San Pablo's households have more than two times higher odds of being obese than children from other cities. Spending our limited food dollars on nutritionally deficient foods composed largely of processed sugars and fat is a major contributing factor in our children's obesity and overweight problems.

But it doesn't have to be this way! We do have a choice, and all it takes is knowing where and how to spend our limited dollars towards a healthy next generation. One of our greatest contributions as parents is to guard our children's health. Healthy children will grow up to be leaders, creators, positive role models and change-makers. We invite you to learn alongside us as we resolve the issue of San Pablo's childhood obesity.

Nuestro Derecho a Decidir

Es un hecho, los niños de San Pablo están en mayor riesgo de obesidad y enfermedades relacionadas con la obesidad. Los niños hispanos son casi dos veces más propensos a tener sobrepeso que los niños blancos y no hispanos. Entre las mujeres hispanas, el 78% tienen sobrepeso o son obesas. Y los adultos hispanos son 40% menos propensos a participar en la actividad física activa que los blancos y no hispanos. Más de la mitad de los hogares de San Pablo tienen probabilidades más de dos veces mayor de ser obesos que los niños de otras ciudades. Gastar el dinero en los alimentos compuestos en gran parte de azúcares procesadas y grasas es un factor importante en la obesidad y contribuyen a los problemas de sobrepeso de nuestros hijos.

¡Pero no tiene que ser así! Tenemos una opción, y todo lo que se necesita es saber dónde y cómo usar el dinero hacia una nueva generación sana. Una de nuestras mayores contribuciones como padres es proteger la salud de nuestros hijos. Los niños sanos crecerán para ser líderes, creadores, y modelos positivos. Le invitamos a aprender junto a nosotros mientras resolvemos el problema de la obesidad infantil en San Pablo.

For more information, contact the Community Services Department:

Para obtener más información, comuníquese con el Departamento de Servicios Comunitarios de la Ciudad de San Pablo:

T (510) 215-3047



Appendix 5

FINAL REPORT **January 31, 2014**

Deliverable One: Compile an inventory of San Pablo programs and services addressing obesity and sugary beverage consumption to guide SPCOPTF program planning.

CCPHA compiled a list of agencies serving youth, families and seniors in San Pablo (attachment 1) and sent surveys (attachment 2) to organizations providing nutrition and physical activity programming. The results of the survey showed a number of programs serve young children, adults and seniors, with a significant gap in services for middle and high school students (attachment 2). CCPHA staff interviewed representatives of key San Pablo organizations and summarized the findings in attachment 3. This document provides key recommendations for the City moving forward, particularly related to the functioning of the San Pablo Childhood Obesity Prevention Task Force. Key recommendations include the following (themes 1, 2 and 6, attachment 3):

1. Task force members and invitees maintain a high level of interest in working together through the Task Force to coordinate programs, services and messages, and to build programmatic and policy approaches to the childhood obesity epidemic. The SPCOPTF is a vital resource for the residents and staff of the City of San Pablo and would benefit from sustained staff support.
2. Given that the city has a large number of Spanish speaking residents, it would be strategic for the city to make sure there continues to be substantial representation from this community. Particular attention and resources should be devoted to making the Task Force meetings fully bilingual and bicultural to ensure maximum participation and benefit.
3. Public safety is a vital concern that must be addressed within the context of the childhood obesity effort.

In addition to its own surveys and interviews, CCPHA analyzed the results of Verduzco and Associates extensive work with youth and families and the proceedings from the SPCOPTF meetings conducted September – December 2013.

Deliverable Two: Establish obesity prevention priorities, and devise and implement a community education plan.

CCPHA planned and facilitated three meetings of the SPCOPTF and steering committee in consultation with the City of San Pablo staff and its consultant team (SRI, ChangeLab and Verduzco & Associates) between September and December 2013. During these meetings, participants sifted through findings provided by CCPHA, ChangeLab Solutions and Verduzco & Associates. Through a series of participatory working sessions, members of the Task Force selected the following policies and programs for inclusion in a Community Action Plan (CAP). Changelab Solutions will write and submit the CAP to the SPCOPTF for approval in early 2014. From there, the staff and SPCOPTF will present the CAP to the City Council.



It is important to note again that the gap in services in San Pablo rests within services to adolescents (attachment 2 final page). Programming for this age group should be a priority for the City and the SPCOPTF.

- 1) Soda Tax
- 1) Safe Routes to School
- 2) Drinking Water Access
- 1) Park Space improvements
- 3) Wellness policy to improve school lunches
- 3) Play Streets
- 1) Free and reduced nutrition and cooking classes
- 2) Water in Schools/Rethink Your Drink
- 3) Urban and School farms/gardens
- 4) Healthy fundraising and recognition
- 5) Healthy food retail recognition
- 1) School and City programs and classes
- 2) Free/reduced cost classes for all ages, including toddlers
- 3) Competitive events such as 5k
- 4) Free activities in parks and streets. Ex. Play Streets
- 5) Adopt-a-Park

Political Feasibility of Policy Strategies:

SRI's 2012 San Pablo Community Satisfaction survey shows a high level of awareness about childhood obesity as a key issue of concern, and of support for policy interventions. The survey results show that community members:

- Agree that children do not get enough exercise 87%
- Agree that childhood obesity is a crisis and something must be done 85%
- Support policies that make it easier to walk and bike to school, transit 92%
- Support policies to make San Pablo more bike and pedestrian friendly 84%
- Support providing incentives to stores to sell healthy food and beverages 82%
- Support restricting the number of fast food restaurants 67%
- Support restricting where sugar sweetened beverages can be sold 67%
- Support restricting the type of stores that can sell sugar sweetened beverages 62%

The survey findings, along with the task for prioritization process, show high levels of support among the community for the policies selected by the Task Force to include in the CAP. The Task Force is in an excellent position to educate the community about the obesity epidemic and the policy and program strategies of the CAP.

Support of these same policies by influentials, a distinct pool of individuals sampled by SRI, is somewhat different from community support. The key difference is the approach: as a whole, influentials are more supportive of incentivizing stores to carry healthy food and slightly less supportive of imposing restrictions. The influentials include two distinct groups, the "old timers" and the "newcomers". The survey did not show differences in support between these two groups, but Dr. Manross and Mr. Rodriguez have experienced differences, and the Task Force should devise a strategy for ad-



addressing the two groups. Key to this strategy is educating the influentials about the science of nutrition and obesity prevention. Numerous studies have determined that relying on strategies which increase access to healthy food and water WITHOUT simultaneously reducing consumption of high calorie, dense, low nutrient foods and beverages DO NOT reduce obesity. In other words, restrictions are essential to an obesity reduction/prevention strategy.

The political feasibility of implementing Healthy Eating Policies 2 and 3 is high, particularly since the WCCUSD is now required to update its Wellness Policy. Active Living Policies I and 2 can be accomplished within the context of implementation of the General Plan Update's Health Element and the WCCUSD's implementation of its community schools strategy. Likewise, Play Streets can be incorporated into the City's successful "Random Acts of Recreation" program. The tax on sugar sweetened beverages will be challenging. The unsuccessful tax campaigns in Richmond and El Monte in 2013 loom over any California cities' effort to conduct their own campaign. The following lessons, learned from the Richmond campaign, should be considered in San Pablo:

1. The tax should be a specific tax, not a general tax. Voters need to know where the tax ' revenue will be spent. This principal is one that SRI and the City have pursued with past measures.
2. A robust campaign infrastructure must be developed before a measure is placed on the ballot. San Pablo has demonstrated its ability to create a lawful and effective campaign infrastructure.
3. The community should be educated about the effects of sugar sweetened beverages on health before a tax initiative is mounted. The SPCOPTF membership has the capacity to conduct this education. Of particular import is the West County Regional Group, a large group of trained, Spanish speaking women with enormous reach in the City.

The Cities of San Francisco and Berkeley are considering soda tax measures for the November 2014 ballot. The San Francisco measure will be a specialtax. The Berkeley measure will be a special or general tax depending on the outcome of a spring 2014 voter poll. These campaigns will provide an opportunity for the task force to educate the community about sugary drinks as the Bay Area media market will be flooded with information and opinions. lessons learned from these campaigns will inform any future San Pablo campaign. A number of Bay Area Counties will be conducting an awareness campaign regarding the health impacts of sugary beverage consumption. The SPCOPTF should take advantage of this campaign.

The American Beverage Association approached the City Manager in 2013, in advance of a Task Force discussion about a potentialSan Pablo beverage tax. The ABA has offered to contribute money to a funding mechanism for implementation of the CAP. CCPHA cautions the City about accepting ABA funds:

1. The City could lose control of its brand. The ABA will likely use the City of San Pablo as an example of charitable efforts and obfuscate discussion about the true health impact of the product.
2. Accepting ABA money and associated branding will confuse San Pablo residents about the message of childhood obesity's impact on community and resident health.
3. The amount will be far below what might be raised through a localsoda tax.
4. If San Pablo were to accept ABA money, the City Council should consider an amount comparable to the amount it could earn through a local soda tax.
5. Additionally, the Council should set conditions that include: no branding (logos, colors, by-lines), no limitations on



types of activities (i.e. so that nutrition education that encompasses the impact of soda on health could be funded), no seat at the governance structure.

Education Plan:

CCPHA identified the SPCOPTF and the City of San Pablo as key educators within the San Pablo community. The City is using its web platform and community programming to distribute its obesity fact sheet, and it should continue to develop and place educational materials at the fingertips of residents, businesses and employees.

The SPCOPTF has tremendous potential to deliver messages and materials to San Pablo residents, organizations and businesses. Content should include both facts about obesity, its causes and mitigators, and about the work of the Task Force itself. CCPHA recommends the following:

Quarter 1

1. Brand all of the City's nutrition and physical activity programming and services with SPCOPTF logo.
2. Strengthen the Task Force by implementing the recommendations in Themes 1 and 2, attachment 3 to make the SPCOPTF s "hub" of obesity related activity, and s disseminator of messages and materials to members' constituencies.
3. Hold quarterly meetings of the SPCOPTF and bi-monthly meetings of the steering committee. Publicize both in electronic and print media. Invite media to cover meetings and report progress.
4. Establish an education/communications committee of the SPCOPTF that meets monthly.
5. Strengthen the Task Force by translating materials and meetings. Utilize professional translators (either current City staff or hiring bi-lingual facilitators) and state of the art translation technology for Task Force meetings.
6. Require recipients of city funds designated for obesity prevention to participate in the Task Force and brand its programs with the SPCOPTF logo.
7. Publicize the adoption of the CAP through electronic and print media, radio and TV.
8. Develop a speaker's bureau of Youth Commission and Task Force members. Train them to speak about childhood obesity, the SPCOPTF and the CAP. Schedule presentations for the remainder of 2014.
9. Work with Youth Commission to design youth programming for the summer of 2014.
10. Participate in Bay Area wide sugary beverage education campaign being conducted by a number of health departments. Consult with Contra Costa Health Services Community Wellness and Prevention Program for information.

Quarter 2

Develop and implement a focused community education campaign during to build awareness of childhood obesity as a crisis, SPCOPTF priority programs and policies and the community wide event.



Deliverable 3: Develop culturally competent, San Pablo specific messages to support the San Pablo obesity prevention policy campaign.

CCPHA developed a comprehensive set of national, state and local data for the City to use to develop its fact sheet, (attachment 4), which was distributed to the SPCOPTF and is in wide circulation throughout the community.

CCPHA's sub-contractor, Berkeley Media Studies Group, reviewed the SRI survey results along with public opinion research, the academic literature and news coverage of the Richmond tax campaign. Using these sources, and gleaning input from the CCPHA surveys and Verduzco focus groups, they developed relevant messages that should be employed educate the community about childhood obesity (attachment 5). Key messages include:

- San Pablo can be one of the healthiest places in California to raise a family
- San Pablo's childhood obesity and overweight rate is third highest in the state
- San Pablo residents are trying to eat healthier snacks and meals but are undermined each day by junk food and soda which is more plentiful than healthier options.
- Residents want and deserve better. San Pablo residents are working hard to build a better future for themselves and their families and seek the same opportunities to thrive and prosper as other communities in the Bay Area.
- San Pabloans can turn the obesity crisis around.



Appendix 6

SAN PABLO YOUTH COMMISSION **Childhood Obesity Youth Survey Results: DRAFT**

INTRODUCTION AND BACKGROUND

The City of San Pablo in Contra Costa County is facing an alarming increase in childhood obesity rates. The 2010 Fitnessgram shows that 29% of children are obese and 23% are overweight in San Pablo. In response to this health crisis, the San Pablo Youth Commission under the direction of the San Pablo Childhood Obesity Prevention Task Force embarked in a youth-led research project to seek out and incorporate the perspectives, experiences, ideas and action of youth themselves in helping inform and shape programs and services to meet their needs.

Primary objectives of this project are to:

- Engage San Pablo Youth Commission in participatory learning and action for community changes
- Gather data on San Pablo's youth eating and physical activity beliefs and practices
- Develop program and policy recommendations to stimulate action at the individual and community level in the City of San Pablo

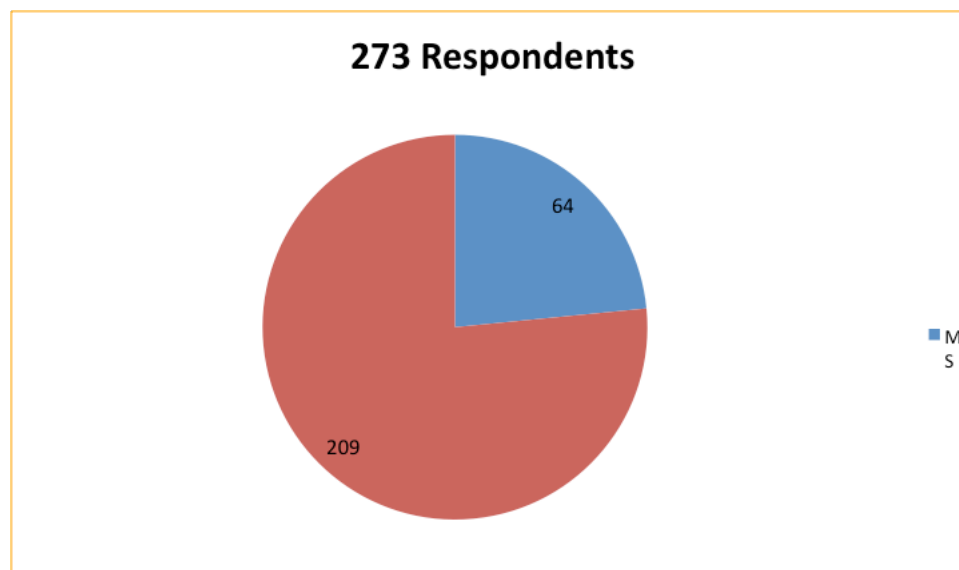
METHODOLOGY

• Data Collection

A total of 273 students from the City of San Pablo participated in the survey

- 209 high school students
- 64 middle school students

This report presents findings from a web-based self-administered survey. The survey was administered during the months of May and June, 2013. Survey questions were designed by members of the San Pablo Youth Commission. Students determined to focus the questions into 7 different topic areas: childhood obesity, nutrition, sugar-sweetened beverages & water, school meals, corner stores, physical activity & sports, and parks & street safety.



• Strengths and Limitations

Youth benefits:

- The project created positive developmental opportunities and meaningful roles for young people (Powers & Tiffany, 2006)
- Youth learned about the process of doing research and acquired various skills including how to design and develop youth-friendly survey instruments, work with data, and jointly with youth leaders interpret survey findings (Powers & Tiffany, 2006)
- Youth experienced opportunities to develop different levels of leadership skills (Powers & Tiffany, 2006)

Limitations:

- Web surveys are an increasingly popular mechanism for data collection, and it also comes with its own challenges and limitations. The target population may or may not be proficient in or have access to technology required
- Reliability is a risk, because the survey may be interpreted differently by different respondents
- Cultural issues weigh-in significantly to Latino research error biases. The Latino inclination to be “nice” in answering survey questions is culturally-based. Latinos feel compelled to do his or her best to be respectful and to not offend the researcher by giving negative opinions. Latinos work very hard to answer the question according to what they think the researcher wants to hear (Lopez, 2008)

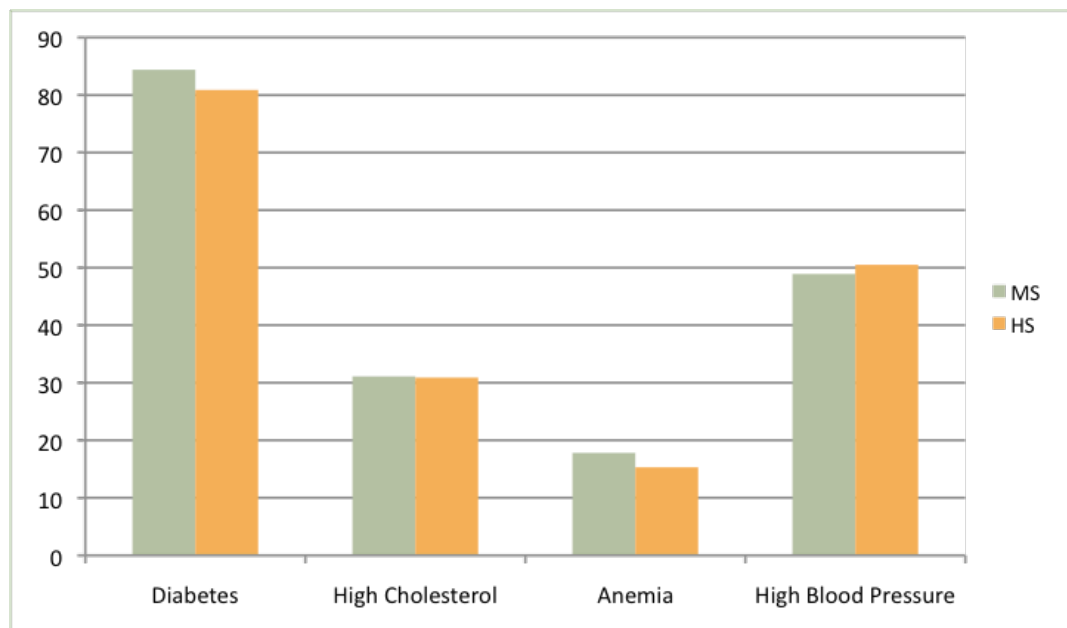


KEY FINDINGS

TOPIC: CHILDHOOD OBESITY

- ◆ 81.3% of middle school respondents and 45.9% of high school respondents answered that childhood obesity is a problem
- ◆ 77% of middle school respondents and 81.3% of high school respondents answered that spending too much time indoors playing video games contribute to childhood obesity
- ◆ 75.4% of middle school respondents and 74% of high school respondents answered that one of the consequences of childhood obesity is being unhealthier
- ◆ 82% of middle school respondents and 80.9% high school respondents answered that they have a member of the family or friend with diabetes as a serious health issue

DO ANY OF YOUR FAMILY MEMBERS/FRIENDS HAVE SERIOUS HEALTH ISSUES?

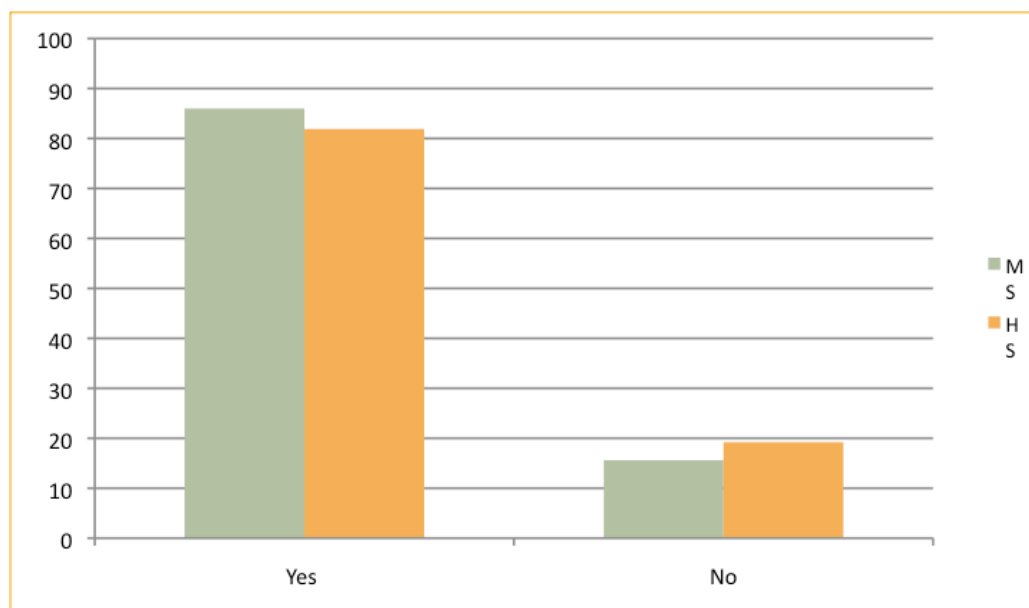




TOPIC: NUTRITION

- ◆ 95.3% of middle school respondents and 97.9% of high school respondents answered that they like eating fresh foods
- ◆ 86% middle school respondents and 81.9% of high school respondents answered that they believe it is easy for family to buy fresh fruits and vegetables in their neighborhood
- ◆ 67% of middle school respondents and 51.3% high school respondents answered that the top reason parents do not encourage them to eat healthy is because they do not have time
- ◆ 55% of middle school respondents and 51.2% high school respondents answered that they did not know how many calories a young person should consume a day

DO YOU BELIEVE THAT IT IS EASY FOR YOUR FAMILY TO BUY FRESH FRUITS AND VEGETABLES IN YOUR NEIGHBORHOOD?

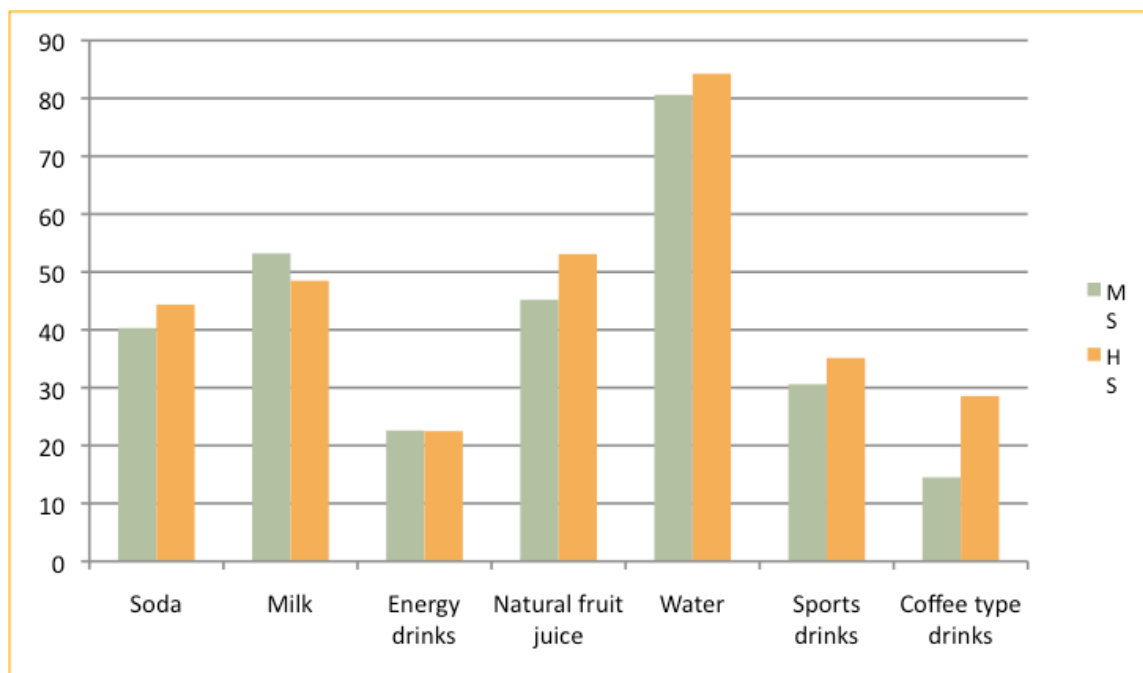




TOPIC: SUGAR-SWEETENED BEVERAGES & WATER

- ◆ 81 % of middle school respondents and 84.3% high school respondents answered that they normally drink water
- ◆ 31.4% of middle school respondents and 33.4% high school respondents answered that they drink sugar-sweetened beverages once or twice a week
- ◆ 65% of middle school respondents and 62.6% high school respondents answered that they get their drinks from the grocery store

WHAT DO YOU NORMALLY DRINK?

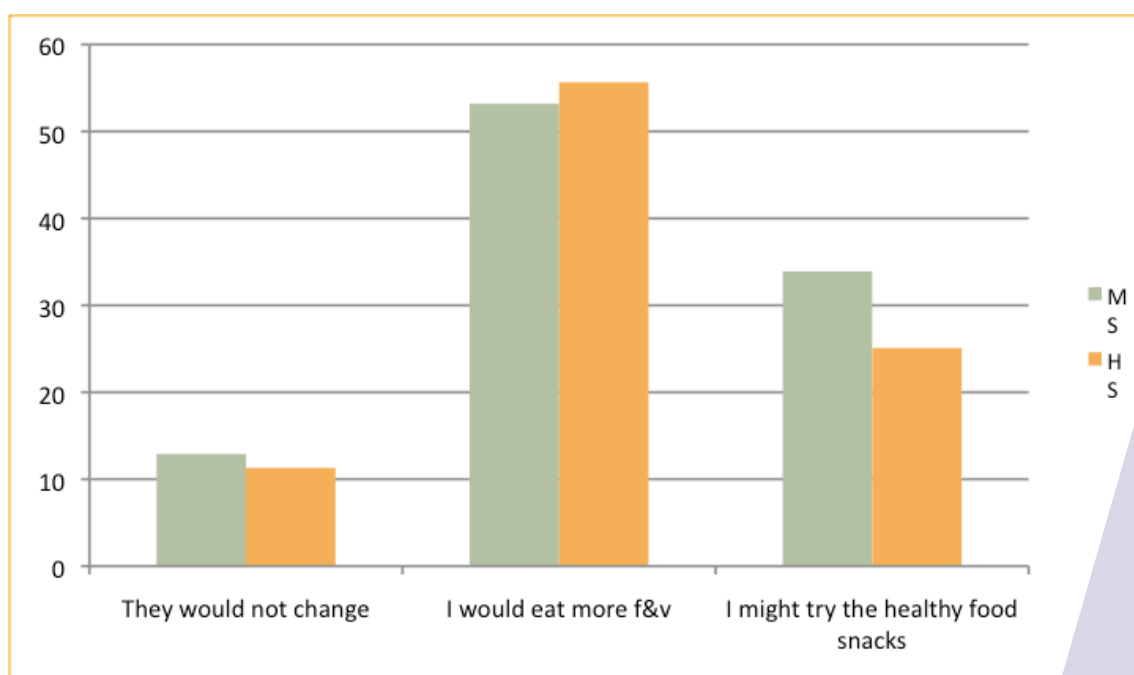




TOPIC: SCHOOL LUNCHES

- ◆ 51.6% of middle school respondents and 42% high school respondents rated the school food as bad
- ◆ 41.5% of middle school respondents and 53% high school respondents they still feel hungry after eating school food
- ◆ 86.9% of middle school respondents and 81% high school respondents answered that eating unhealthy food negatively affects how their body and brain develop
- ◆ 75.4% of middle school respondents and 73.4% high school respondents answered that they would like for their schools to provide fresh fruits
- ◆ 53.2 of middle school respondents and 55.7% high school respondents answered that their eating habits would change if there were additional healthy options at school

HOW WOULD YOUR EATING HABITS CHANGE IF THERE WERE ADDITIONAL HEALTHY OPTIONS AT SCHOOL?

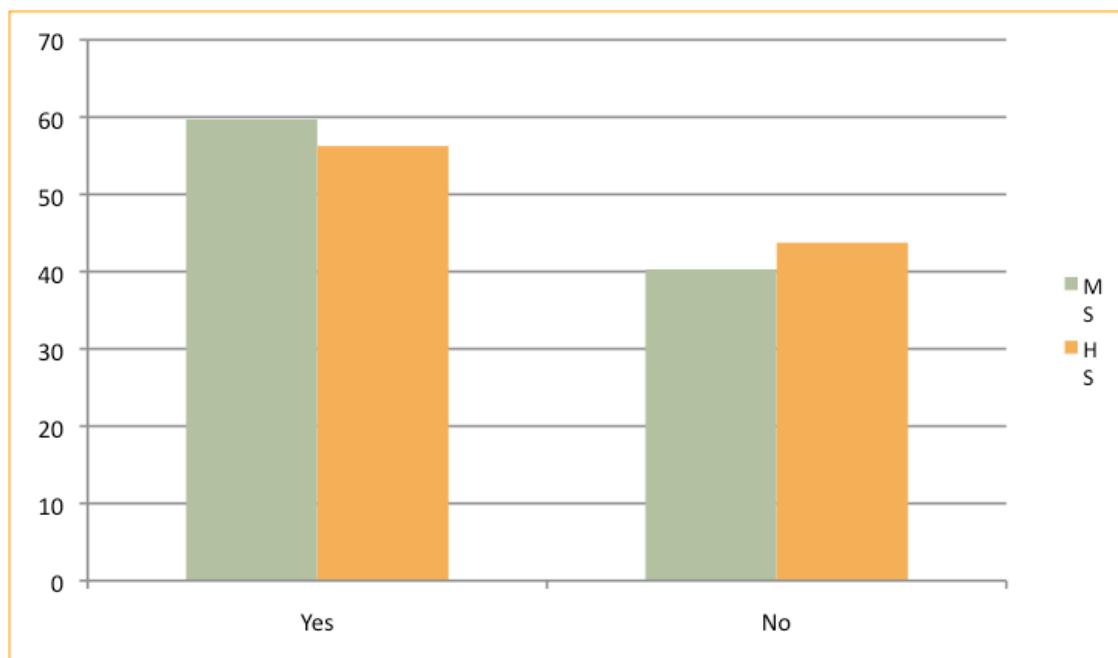




TOPIC: CORNER STORES

- ◆ 49.2% of middle school respondents and 52% high school respondents agree that there are too many liquor stores in their neighborhood
- ◆ 59.7% of middle school respondents and 64.4% high school respondents do not agree that liquor stores make their neighborhood unsafe
- ◆ 59.7% of middle school respondents and 56.3% high school respondents answered that they buy food at liquor stores
- ◆ 73.2 of middle school respondents and 61.9% high school respondents answered that they would buy water from liquor stores if it was available at good prices

DO YOU BUY FOODS AT LIQUOR STORES?

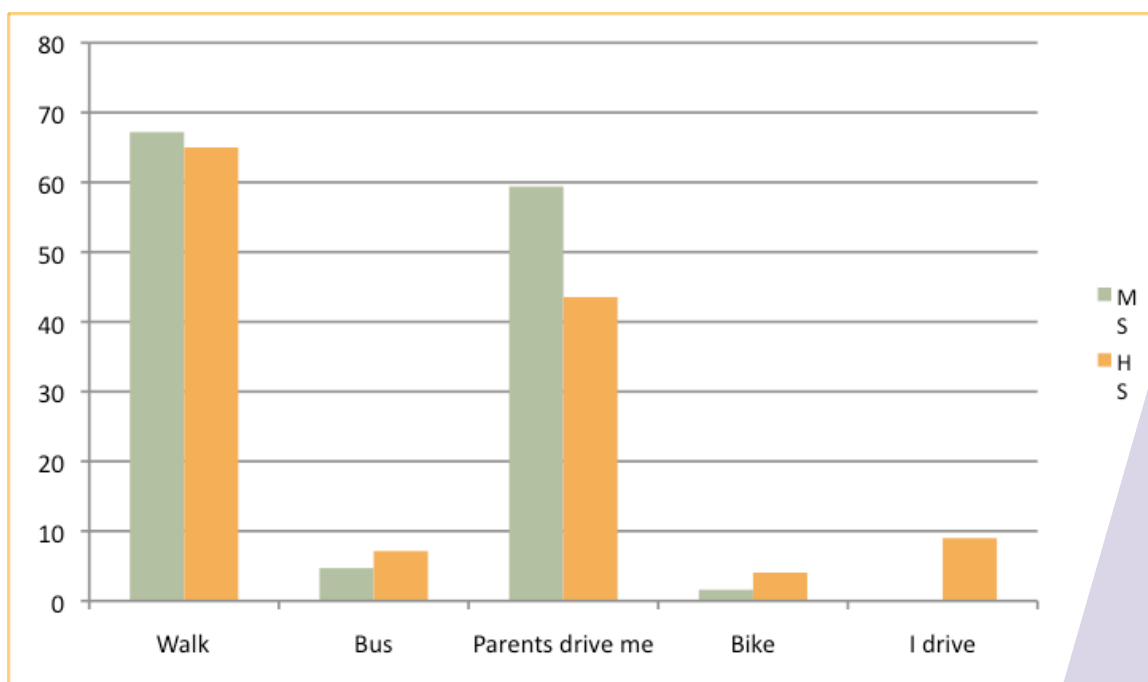




TOPIC: PHYSICAL ACTIVITY & SPORTS

- ◆ 67.2% of middle school respondents and 65% of high school respondents walk to and from school
- ◆ 41.2% of middle school respondents and don't walk to school because their parents won't let them and 36% of high school respondents don't walk to school because they do not have time
- ◆ 78.1% of middle school respondents and 88.4% of high schools respondents said that they like to exercise/be active
- ◆ 52.2% of middle school respondents and 46.3% of high school respondents said they don't exercise because they do not want to
- ◆ 66.1% of middle school respondents said that free/low cost exercise classes would motivate them to be more active and 72.9% of high school respondents said nicer, safer parks with workout equipment and security would motivate them to be more active

HOW DO YOU GET TO AND FROM SCHOOL?

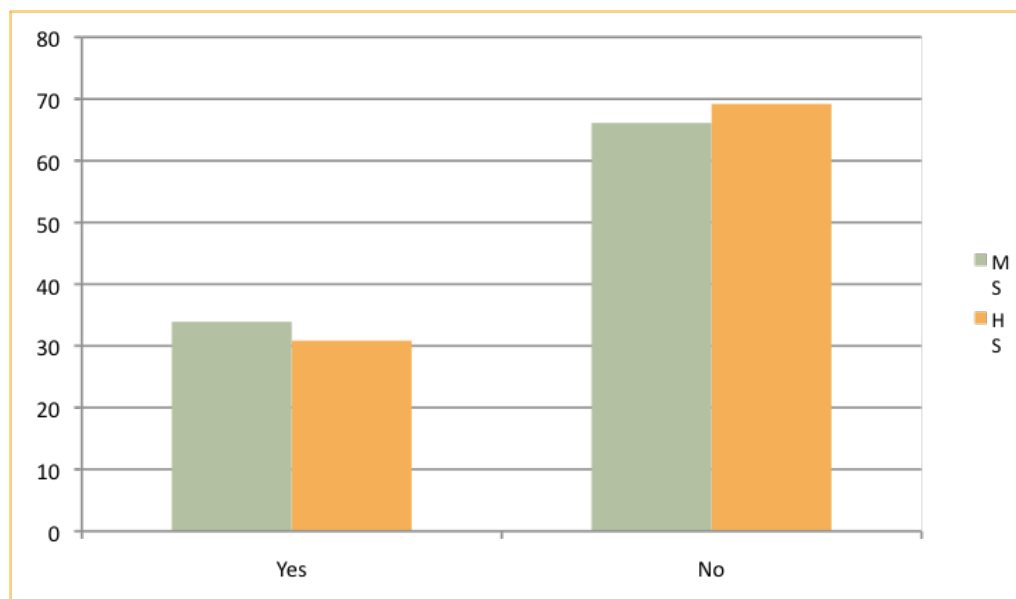




TOPIC: PARKS & STREET SAFETY

- ◆ 66.1% of middle school respondents and 69.2% high school respondents answered that they do not feel that their neighborhood parks are safe
- ◆ 78.6% of middle school respondents and 74% high school respondents answered that the parks are unsafe because of too much drug activity
- ◆ 66.1% of middle school respondents answered that beautiful walking paths would encourage them to use the parks and 72% high school respondents answered that clean bathrooms would encourage them to use the parks
- ◆ 59% of middle school respondents and 52.1% high school respondents answered that they feel safe walking the streets in their neighborhood
- ◆ 61.3% of middle school respondents answered that walking paths and wider sidewalks would make the streets safer and 68.2% high school respondents answered that better lighting would make the streets safer

DO YOU FEEL YOUR NEIGHBORHOOD PARKS ARE SAFE?





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- Youth Leadership Institute. (2011). The Youth Leadership Institute: Paving the way for a new model of youth leadership development [Annual report]. Retrieved from www.yli.org

San Pablo is a mere 2.6 square miles. Within this small area exist 215 convenience stores and fast food restaurants. The higher the number of fast food outlets in a city, the more likely its citizens will suffer from diabetes, heart disease and cancer. There are close to 10 fast-food options within a quarter-mile of each of San Pablo's schools. Each offers convenient, quick, low-priced, yet non-nutritional meals.

It's simple....our kids are eating at fast food restaurants where they consume more calories and fewer healthy items, resulting in higher rates of obesity. People who live near supermarkets are likely to eat more fruits and vegetables, and thus, are less prone to obesity. And, eating home-cooked meals as a family helps too. Studies show that family meals are associated with positive child development and healthy eating behaviors.



SAN PABLO YOUTH COMMISSION

Strategies to Obesity Prevention

DRAFT

Every day we see in school and in our community too many youth that are living unhealthy lifestyles. They don't eat properly and rarely exercise. It is for this reason that the San Pablo Youth Commission has made the commitment to take on childhood obesity prevention as a priority. We strongly believe that with our commitment and the support of adult allies we can get more young people to eat healthier and become more physically active.

We understand that in this current economy it is very important that we identify solutions that are either low or no cost to the community and the city. It is for this reason that the first step in developing a list of strategies to promote obesity prevention is to focus our efforts in researching what other communities have done. In particular, we were interested in finding out what other youth leaders have done. We quickly realized that there is a wealth of knowledge and successful programs that young people have developed and implemented in their communities. There is no need to reinvent the wheel, and hence, developed a comprehensive list of best practice strategies we felt could work in San Pablo.

Youth Taking Action

We are well aware of the fact that childhood obesity is a complex issue and requires everyone to play an active role in becoming part of the solution. The Youth Commission recommends that the following components be put in place so we can feel appreciated and supported to make a positive impact in addressing childhood obesity in the City of San Pablo.

1. **Positive Youth-Adult Partnerships** We want to work in partnership with adult allies. It is important that the youth commission is involved in helping inform and guide any program development that pertains to adolescent youth. We know firsthand the issues young people face day to day and most importantly, what works. Additionally, we can help with bringing the youth voice to the planning table and help with outreach and promotion of youth programming.
2. **Meaningful Volunteer Opportunities** The best way to get students off the streets is to engage them in volunteer opportunities that make them feel that they are having a real impact in their community. This is a win-win for all. For the students, they develop their interpersonal skills and get exposed to different career pathways such as city governance, public health and school administration. For the city, more civically engaged students will grow up to become more vested, caring adults in the future.
3. **Provide Low/No cost Programs & Services** From our research with students and parents we quickly realized that in this economy residents and youth can not afford to pay for activities like dance classes, swimming lessons, karate, etc. We need to find more creative ways to provide these high demand classes and/or activities in city facilities, parks and community centers.
4. **Parent & Family Engagement** It is important to consider the role parents and/or family members play in the helping their children live healthier, more active lifestyles. When possible, we would like to include the needs and concerns of parents when developing programs and resources. Parents are the first teachers of their child and therefore, they need to get the correct information and tools to be able to help their child from the beginning. By leading by example, parents can help influence their young children in making positive eating and lifestyle changes.



Strategies Promoting Nutrition

• Local Agriculture & Food Access – Fresh Approach

The Freshest Cargo Mobile Farmers' Market is a “farmers’ market on wheels” that seeks to address issues related to lack of access to fresh, locally-grown produce in the Bay Area. Freshest Cargo now operates in several low-income food deserts in Contra Costa County. Fridays 9am-11am, Wanlass Park, San Pablo Ave at Rivers St, San Pablo.

<http://freshapproach.org/mobile-farmers-market/>

• Urban Agriculture – Urban Tilth

Urban Tilth cultivates agriculture in west Contra Costa County to help our community build a more sustainable, healthy, and just food system. Urban Tilth works with schools, community-based organizations, government agencies, businesses, and individuals to develop the capacity to produce 5% of the local food supply.

<http://www.urbantilth.org>

• 18 Reasons – Cooking Matters

Cooking Matters is a program offering free, six-week-long series of cooking and nutrition classes to low-income families. Classes are taught by volunteer culinary and nutrition instructors working in teams. We partner with host sites including clinics, shelters, housing sites, and after-school programs to offer courses in communities throughout the Bay Area. Anyone can apply to host courses at a site, or volunteer for our program as a chef, nutritionist, or class assistant. The Cooking Matters curriculum was created by Share Our Strength, a national nonprofit dedicated to ending childhood hunger in America. Nonprofits across the country use Cooking Matters to teach valuable skills in vulnerable communities.

<http://www.18reasons.org/cookingmatters.php>

https://www.youtube.com/watch?v=O31_4n3kiilrs.php

<https://www.youtube.com/watch?v=mqKi76RIPNo>

• Urban Agriculture – Ron Finley

Ron Finley’s vision for a healthy, accessible “food forest” started with the curbside veggie garden he planted in the strip of dirt in front of his own house. When the city tried to shut it down, Finley’s fight gave voice to a larger movement that provides nourishment, empowerment, education -- and healthy, hopeful futures -- one urban garden at a time.

http://www.ted.com/talks/ron_finley_a_guerilla_gardener_in_south_central_la.html

• Rooted in Community – Youth Food Bill of Rights

The Rooted In Community National Network (RIC) is a national grassroots network that empowers young people to take leadership in their own communities. RIC is a diverse movement of youth and adults working together and committed to fostering healthy communities and food justice through urban and rural agriculture, community gardening, food security, and related environmental justice work.

<http://www.youthfoodbillofrights.com/>

<https://www.youtube.com/watch?v=mqKi76RIPNo>

• Urban Farming – Dig Deep Farms

Dig Deep Farms & Produce is a social enterprise and a project of the Alameda County Deputy Sheriffs Activities League. Our vision is to create a vibrant, sustainable local food economy that brings fresh, healthy affordable food to the residents of Ashland and Cherryland. We will create a successful business based on growing, packing, packaging, processing, distributing and selling fresh, healthy food.

<http://www.digdeepsa.com>

• You Tube Channel on Healthy Cooking For Kids

A You Tube Channel on healthy eating by kids can motivate and educate students on healthy ways of eating. One aspect that can catch their attention is that it is taught by kids their own age. Many of the You Tube channels on healthy eating are by older students and adults, which can be discouraging to some people.

<http://www.youtube.com/watch?v=Upip5Z1FQJM>



Strategies Promoting Healthy Beverages

• California Food Policy Advocates – Water in Schools

In December 2010, President Obama signed the Healthy, Hunger-Free Kids Act into law. This act improves child nutrition policy in many important ways, including a provision to require free drinking water to be available with school meals. In September 2010, Governor Schwarzenegger signed SB 1413 (Leno) creating a similar requirement for all schools in California to make free, fresh drinking water available to students during school meals. These new requirements recognize that some progress has been made in getting rid of sugary drinks in schools. Water is an essential nutrient and is calorie-free. Best of all, tap water is free!

www.waterinschools.org/

www.youtube.com/watch?v=cUgpOnHGngw

• California Center for Public Health Advocacy – Kick the Can

KickTheCan.info is a user friendly website that provides trustworthy and up-to-date information about the negative health effects of sugary drinks, summarizes sugary drink related policy activity around the country, links to key reports, studies and media coverage, and provides information about beverage industry strategies.

www.kickthecan.info/

Poets from Richmond, California's Raw Talent/Making Waves use their unique talents to find a new way to see, think, and speak about diabetes while also improving and informing their community.

www.youtube.com/watch?v=tPqN05qcUMs

• Re THINK YOUR Drink

Shapeup RE THINK YOUR DRINK! In Alameda County From 2007-2009 they launched a summer free soda and drink healthier drinks like:

- Water
- Non-fat or Low-Fat Milk
- 100 Fruit Juice/Unsweetened Iced Tea

In the summer of 2007 over 100,000 residents of the bay area took surveys, and ask general questions about soda and how much do they really know about soda. The Soda Free Summer is still going on its now on its 7th annual event. So you can Sign Up Today!

After they got the results of the surveys, they went out and educated the residents about soda and what soda had in there ingredients, when the residents started to know, the soda rate drop in a terminal way.

www.sodafreesummer.org

• Healthy Teen Project

The healthy teen project has helped many ways to the youth. They started of in a two person group and grew through out the years. It helped teens fight with health disorders, by sticking together they offer Intensive Out-patient Program (IOP) and Partial Hospitalization Program. They go for students that are in the age of 13-18, and helped them have a better productive life.

www.healthyteenproject.com/index.php/services-we-provide/

Strategies Promoting Healthy School Lunches

• National Farm to School Program – California Case Studies

The case study draws upon the experience of well-established and innovative farm to school programs throughout California. To gather feedback on effective strategies for farm to school nutrition education, farm to school implementers from California school districts and communities were interviewed during January-September 2006.

www.farmtoschool.org/files/publications_497.pdf

www.youtube.com/watch?v=2vhIDrWBoGo&list=PL2UnlQLkyKIN-jCBsZuJxxh35eeBLjqNn



- **Berkeley – Lunch Love Community**

Since the 1990s, a diverse group of Berkeley, California parents, educators, public health advocates, and food system reformers decided to change the system because it wasn't working for children. They've gotten kids into the gardens and into the kitchens. They've changed the school food, and they're making education and nutrition policy history.

www.lunchlovecommunity.org/about.html
www.youtube.com/watch?v=ZUN3-J5oR7w

- **School Lunches TO GO**

Many students already get free lunches at school but what about the people who don't. For the students who don't get free lunch the best way to get them to eat healthy is educating them on how to make healthy school lunches for school. I have found so many videos on how to prepare healthy lunches for school. Here are a few:

www.youtube.com/watch?v=rnZkjhGxOok
www.youtube.com/watch?v=uV-Nc_nGaE4

Strategies Promoting Healthy Corner Stores

- **The Food Trust – Healthy Corner Stores**

Lack of access to affordable healthy food is a problem that plagues many cities and towns across the country. Partnering with corner stores to assist them in the transformation of their retail spaces can be an effective fresh food retail development strategy, providing residents with access to healthy foods while improving the economic viability of corner stores.

www.thefoodtrust.org/uploads/media_items/spring-2011issuebrief.original.pdf
www.youtube.com/watch?v=VwJsKjiKHiY

- **Change Lab Solutions – Healthy Corner Stores: The State of the Movement**

This report explores the successes and challenges of early corner store interventions, and outlines a series of steps for developing sustainable models for future projects – models that engage community residents and business

owners in creating meaningful change.

<http://changelabsolutions.org/sites/default/files/documents/HCSReport.pdf>

Webinar: Healthy Corner Stores 101

www.youtube.com/watch?v=cnoQiPSktZk

Strategies Promoting Physical Activity & Sports

- **Change Lab Solutions - Joint Use in California**

A joint use agreement (JUA) is a formal agreement between two separate government entities—often a school and a city or county—setting forth the terms and conditions for shared use of public property or facilities. Just as there is no one model JUA, there is no single method to develop an agreement. Successful JUAs require a lot of thought, effort, and cooperation to reach agreement on a range of issues.

www.changelabsolutions.org/publications/model-JUAs-CA

Chula Vista Joint Use Agreement

www.youtube.com/watch?v=fj_zrpROorQ

Webinar: Joint Use Agreements Tools for Implementing and Current Trends

www.youtube.com/watch?v=1bKZUVbndyw

- **Center for the Partnership for a Walkable America – Walking School Bus**

A walking school bus is a group of children walking to school with one or more adults. It is simple, and that's part of the beauty of the walking school bus. It can be as informal as two families taking turns walking their children to school to as structured as a route with meeting points, a timetable and a regularly rotated schedule of trained volunteers.

www.walkingschoolbus.org/

www.youtube.com/watch?v=J7GpC9km8sY



Strategies Promoting Parks & Street Safety

• PolicyLink - Preventing Violence-Healthy Eating Active Living (PV-HEAL)

Chula Vista's pilot project integrated safety strategies, such as Crime Prevention Through Environmental Design (CPTED) into efforts to improve the public's perception of safety in the west-side community of Chula Vista while simultaneously promoting physical activity, particularly in neighborhood parks and at trolley stations. Recommendations included increased lighting, culturally appropriate designs, trimming bushes to provide more openness in public spaces, and reducing vandalism and graffiti.

www.policylink.org/atf/cf/%7B97C6D565-BB43-406D-A6D5-ECA3BBF35AF0%7D/Youth%20Advocacy%20Case%20Study-Chula%20Vista.pdf

Full version

www.youtube.com/watch?v=8cRKt1RmtXQ

Short version

www.youtube.com/watch?v=babUzvKmpm8

• Partnership for the Public's Health - Greenfield Walking Group

Kern County and Greenfield Walking Group worked in partnership with city staff to make park improvements which included street and park light repairs, graffiti removal, control of aggressive stray dogs and increased maintenance efforts. The parks transformation has given Kern County residents who want to be healthy and active the opportunity to do so.

www.partnershipph.org/sites/default/files/GreenfieldWalkingGroup.pdf

www.youtube.com/watch?v=I9fRACrCIZs

• Street Smarts

Street Smarts in San Ramon is an organization where the Street Smarts Program is a collaborative partnership between many community groups. Street Smarts gets people thinking. The purpose is to address traffic safety problems at its source: in the minds of drivers, pedestrians and cyclists. Street Smarts brings education to those who need more help. The purpose is to supplement and complement the ongoing efforts involving engineering and enforcement. Street Smarts works on different levels. The program has been promoted throughout the San Ramon Valley through a brand awareness campaign, community events, school activities and discussions, neighborhood initiatives, corporate sponsorships, banners and more.

www.street-smarts.com/about/index.htm

• PE In Schools

Physical activity has been a priority from day one in schools. The biggest way they impact there changes in physical activities, by giving more supplies to schools, having more P.E classes and giving healthier foods to schools. Shows that 5 of 10 people became healthier because they started from school.

www.cdc.gov/healthyyouth/physicalactivity/facts.htm



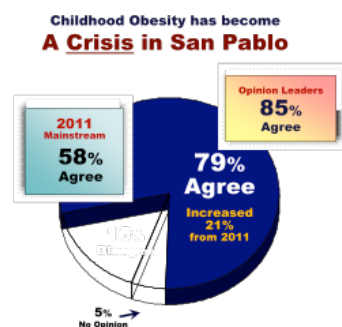
Appendix 7



Findings from SRI Scientific Surveys re: Fighting Childhood Obesity in San Pablo Executive Summary¹

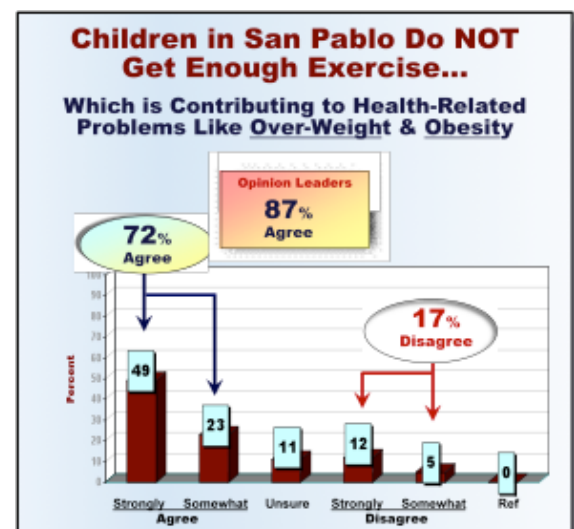
The present discussion is based upon the findings from two scientific surveys commissioned by the City of San Pablo that were designed to secure input from the community-at-large regarding how best to address the crisis that exists among local youth having to do with Childhood Obesity. The first survey was conducted in 2011; the second in 2013.

¹ To identify and better understand the collective desires and concerns of San Pablo residents, in 2010, the City retained SRI, which specializes in CONSENSUS BUILDING among constituents (many with competing agendas). Since that time, SRI has conducted numerous scientific surveys, which has generated the form of "intelligence" needed for allowing City officials to make "informed decisions" when addressing the needs and wishes of the community-at-large.



1. As seen in the graphic (left), nearly eighty per-cent (79%) of respondents in the most recent survey AGREE with the notion that child obesity is now of crisis proportions in San Pablo; thus, some-thing has to be done to fight childhood obesity in San Pablo; 85% of Opinion Leaders in the City AGREE with this notion. Concern over childhood obesity in San Pablo increased 21% between 2011 and 2013; from 58% to 79%.

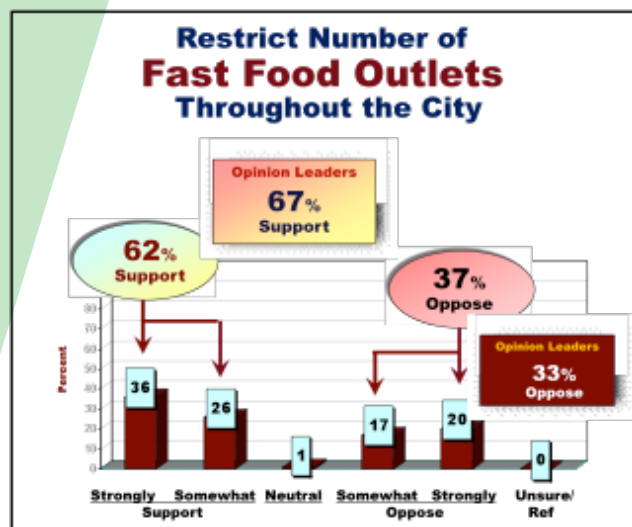
2. Half (50%) of the mainstream in San Pablo see Child-hood Obesity as a top concern, over a third more (35%) are somewhat concerned about childhood obesity.



3. As seen in the graphic above, nearly half (49%) of the mainstream in San Pablo STRONGLY AGREE that San Pablo youth do NOT get enough exercise; and, this is con-tributing to such health-related problems as over-weight and obesity. Nearly one fourth (23%) SOMEWHAT AGREE with this notion. Total agree: 72% of mainstream; 87% for Opinion Leaders.



4. Yet, as seen in the graphic below, little more than one third (36%) of the mainstream STRONGLY support the idea of restricting the number of fast food outlets throughout the City; about one fourth (26%) SOMEWHAT support this tactic. Total support: 62% of Mainstream; 67% of Opinion Leaders.



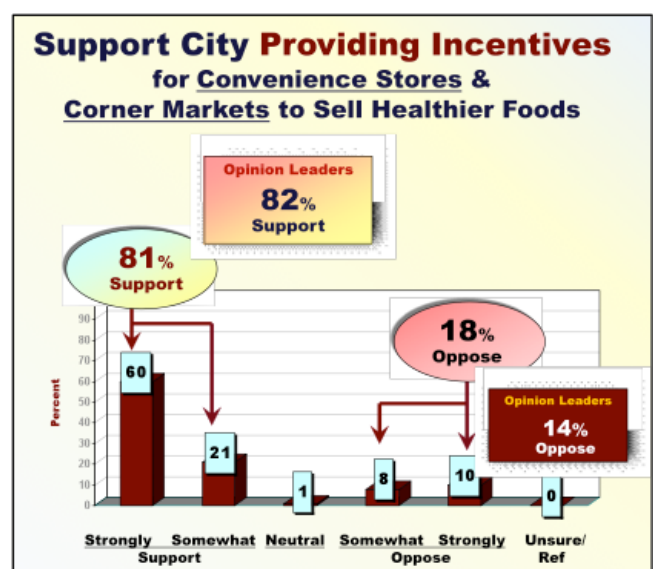
5. A significantly higher ratio of respondents (44%) STRONGLY support having the City restrict where sugar-sweetened beverages can be sold; slightly less than one fourth (23%) SOMEWHAT support this tactic. Total support: 67% of Mainstream; 67% of Opinion Leaders.

6. As seen in the graphic at right, a clear majority (60%) of respondents STRONGLY support having the City fund projects designed to provide INCENTIVES to convenience stores and corner markets to sell healthier foods, such as fruits and vegetables... rather than soda, sweetened beverages, candy, et al.; another 21% SOMEWHAT support this tactic. 81% of Mainstream; 82% of Opinion Leaders.

7. The Court of Public Opinion is out regarding the notion of restricting the types of stores that are allowed to sell sugar-sweetened beverages or other foods that are known to cause obesity; less than forty percent (39%) Strongly Support this idea...then again, nearly one fourth (23%) Strongly Oppose the idea. 61% of Mainstream; 62% of Opinion Leaders.

8. In fact, not everyone (not even a majority) think that unhealthy eating habits among local youth is a greater problem for local youth than for youth in most neighboring communities throughout the region; 40% Agree of Mainstream; 35% Agree of Opinion Leaders. Yet, it is well documented that unhealthy eating habits are significantly greater among local youth compared to neighboring communities. Thus, the outreach effort MUST focus on this reality.

The above findings were presented to **San Pablo Childhood Obesity Prevention Task Force** for use in developing a comprehensive Community Action Plan tailored to the collective perceptions and needs of San Pablo residents throughout the community.





Appendix 8

DRAFT – WORK IN PROGRESS; FOR DISCUSSION PURPOSES ONLY



ChangeLab Solutions
Law & policy innovation for the common good.

Policies to Support Healthy Eating & Active Living in San Pablo

June 2013

Prepared for:
Childhood Obesity Prevention Task Force
City of San Pablo

Submitted by:
ChangeLab Solutions
Oakland, CA

www.changelabsolutions.org



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Introduction

The health and well-being of San Pablo residents are fundamental to their quality of life and to the city's economic vitality. Health starts in our homes, schools, and neighborhoods, and it is in these places that we find opportunities to improve health by ensuring that everyone has nourishing food and safe places to exercise.

Childhood obesity has reached crisis proportions in the United States, and San Pablo has not been spared. More than half of the children in San Pablo are overweight or obese, a rate that is the third highest among California cities.¹ In response, the San Pablo City Council created the Childhood Obesity Prevention Task Force (COPTF) to develop and implement a feasible, evidence-based plan to improve the health of San Pablo residents, especially its youth, and to ensure that San Pablo remains a great place to live for young people and their families.

The purpose of this report is to stimulate discussion among task force members about what is possible for promoting healthy eating and active living in San Pablo. We recommend that the task force, using community input, integrate our recommendations, as well as those from the other consultants working with the COPTF (including the California Center for Public Health Advocacy, Verduzco and Associates, and the Strategy Research Institute). Ultimately, the task force must develop a plan that fits the specific needs of San Pablo residents.

Policy Scan

ChangeLab Solutions works with communities in California and the country, using law and policy to create healthy environments and reduce rates of chronic disease. We have developed this policy report to inform the COPTF's planning process and help prioritize policy implementation. We took the following steps to develop this report:

1. Analyzed the municipal code, the zoning ordinance (April 2013 administrative draft), and applicable regulations and agreements to identify policies that promote or hinder health in San Pablo. We focused primarily on policies regarding healthy eating and active living, although we have noted opportunities to reduce the impacts of tobacco and alcohol.
2. Compared our analysis with best practice recommendations from the respected, nonpartisan Institute of Medicine (IOM) and against our own experience working with numerous local jurisdictions.
3. Developed key recommendations based on our analysis and best practices.

Recommendations for Using This Report

San Pablo is already a state and national leader in healthy community design with its award-winning general plan health element and its proposed administrative draft zoning ordinance (ADZO), which is very strong from a public health standpoint. The COPTF is also forward-thinking. The city can become an even more effective proponent of healthy living by developing additional prevention-oriented policies and programs.



In this policy report, we describe numerous strategies that address environmental causes of obesity. We present a wide range of options, but we have not ranked them explicitly. The COPTF, working closely with the community, city leaders, and other stakeholders, can decide which ones most closely meet the needs of San Pablo residents and are the most feasible.

Some of the strategies we have identified have met with success in other jurisdictions; others are untested and therefore lack concrete data on effectiveness. Some of the policies have potentially broader impact on public health, and some are politically more feasible. Some of the policies are widely in use across the nation and should be considered immediately; others are likely longer-term goals.

We have provided a basic overview and description of each strategy to help the COPTF and its partners prioritize. ChangeLab Solutions can explain further how each policy can be instituted and discuss the human and financial resources necessary to implement each strategy. We have experience with each strategy listed and can help the COPTF craft language for a strong, workable policy.

It is impossible to consider many of these policies without also considering their context. Because the COPTF was convened to combat childhood obesity, one option is to focus on locations where children gather, which would still benefit adults living, working, and visiting those areas. For example, children spend a lot of time at school and going to or from school. One way the city can efficiently invest in children's health is by ensuring that the areas surrounding local schools support their health. A healthy and safe school zone policy lets a local jurisdiction create zones around schools that promote safety and health.

Safe school zone policies include: reducing the speed limit around schools; installation of traffic-calming measures such as trees, bulb-outs, and speed bumps, as well as infrastructure that encourages walking and biking (e.g., sidewalks, pedestrian countdown clocks, high-visibility crosswalks, and separated bikeways); enforcement of traffic laws in school zones during arrival and dismissal times; ensuring any food trucks near schools sell healthy food and that unhealthy food outlets are limited; and restricting sales of sugar-sweetened beverages, alcohol or tobacco in the school zone. Although these policies will help protect schoolchildren's health, they will also make the neighborhoods near schools safer and healthier for adults and children who are not yet in school.

The safe school zone is one idea, and the COPTF and partners will identify others. Regardless of how these policies are implemented, having a long-range vision will avoid duplication; take advantage of complementary efforts; be implementable, enforceable, and sustainable; and actually reduce childhood obesity in San Pablo.



Policy Scan & Gaps Analysis

Childhood obesity, at the most basic level, is the result of a so-called energy imbalance. Children are eating more calories than they are burning off through daily activity. The obesity prevention movement's work centers on five broad goals, as described in a 2012 report by the IOM:²

1. Increasing physical activity levels
2. Increasing access to healthy foods and beverages and limiting access to unhealthy foods and beverages
3. Changing messages about nutrition and physical activity, including limiting marketing of junk food to children
4. Working with health care providers, insurers, and employers
5. Improving nutrition and physical activity in schools

Given the COPTF's role as an advisory body to the city council, we have focused our policy analysis on the first three goals. Note, however, that several policy recommendations in the active living section of the report concern the school environment as so much of youth's physical activity is traveling to and from school and playing on school grounds after school hours. In the following sections, we present a general overview of each policy area, followed by a summary of our analysis of San Pablo's policies and best practices recommended by the IOM. See Appendix 1 for our full assessment of San Pablo's policy landscape.

Healthy Eating

Children and families throughout the United States struggle to eat a nutritious diet, in part because of limited access to healthy foods. People are more likely to eat healthy food if they live closer to grocery stores and other retailers that sell healthy foods.³ In Contra Costa County, there are nearly five times as many fast food restaurants and convenience stores as grocery stores and other produce vendors.⁴ Living near convenience stores is linked to higher rates of obesity and diabetes.⁵ Only half of children in Contra Costa County eat the recommended number of servings of fruits and vegetables each day.⁶

High-calorie, low-nutrient foods, including snack foods and sugar-sweetened beverages (SSBs), have become staples of the American diet. For children ages two to 18, the top three sources of daily calories are grain-based desserts (such as cookies), pizza, and SSBs.⁷ Thirty-five percent of daily calories for Americans come from solid fats and added sugars, which tend to be in foods and beverages that contribute few nutrients to the daily diet.⁸ Marketing of these products to children is strongly linked to obesity rates.⁹ Children of color, in particular, are exposed to more junk food marketing and have higher rates of obesity than white children.¹⁰

Youth are influenced by the food that is available in their community, at home, and in school. In this section, we assess current and potential strategies to limit access to junk and improve access to healthy foods.



Healthy Food Access

Best Practices

Access to healthy foods is vital to healthy eating and overall community health. The city can use incentives to encourage healthy food businesses such as supermarkets to open stores in underserved areas. Collaboration between food retailers, banks and lenders, and community groups can help develop the resources necessary for these projects. However, improving access to healthy foods is also closely related to transportation and land use policies, as reducing the distance that people must travel to access healthy and affordable food greatly increases the likelihood that they will eat healthily. Below are the IOM's recommended strategies to promote healthy food access.¹¹

- Encourage healthy food retailers such as supermarkets, grocery stores, and farmers' markets and limit unhealthy food venues such as fast food restaurants and convenience stores
- Encourage or require food retailers to sell healthy food and beverage options
- Create incentives such as streamlined permitting processes, favorable zoning strategies, flexible financing or tax credits, grants or loans, and small business and economic development programs to attract healthy food retailers to underserved communities
- Work with the retailers, the banking and real estate sectors, philanthropic organizations, and nonprofit and community groups to develop private funding to support healthy food retail in underserved communities

Current City of San Pablo Policies

Overall, from the health element and the ADZO, it is clear that improving access to healthy foods through policy is a priority for San Pablo.

General Plan

The health element of the general plan sets forth a strong vision for improving the availability and accessibility of healthy foods throughout the city: it includes policies addressing healthy vending and procurement, residential agriculture, community gardens, farmers' markets, and school foods. The general plan also directs changes to the zoning ordinance to facilitate development of "healthy food grocery stores," particularly in areas with scarce access. All of the implementing policies under Guiding Policy HEA-G-3 address healthy food access in some way. The general plan does not address nutrition standards for foods sold in restaurants.

Zoning Ordinance – Administrative Draft

The ADZO (reviewed in April 2013) contains numerous proposed amendments to implement the general plan's vision of healthy food access. Among other things, the ADZO would define "community garden" and establish standards for community gardens in specific zones within the city; additionally, it would establish operational standards for farmers' markets. Both of these policies would facilitate growing and distributing fresh produce throughout the city. We identified no barriers to urban agricultural uses.



The ADZO also specifically authorizes cottage food operations (public sale of certain foods prepared in private home kitchens) pursuant to a recent state law; however, the requirements for cottage food operations relate to food safety and food-borne illness rather than the healthiness of the foods sold.

Finally, the ADZO creates a new use classification of “healthy food stores” (stores that carry a specified amount of perishable goods and produce, following the specific guidelines set forth in the ADZO) and authorizes such uses in various zones of the city. The ADZO also provides three incentives that are available to operators of such stores: reduction of parking requirements, adjustment of floor-area ratio, and expedited permit processing.

Municipal Code/Regulations/Agreements

Outside of the ADZO, our policy scan found no significant city laws or policies governing access and availability of healthy foods.

Strategies to Consider

The IOM’s strategies for increasing access to healthy foods rely on policies that encourage food stores to stock healthier options and to locate in underserved areas. A number of additional strategies could complement existing city policies and proposals and increase access to healthy food choices; those strategies are discussed below.

It is important to note that most of the healthy food retail work across the country is programmatic: local government officials or community-based organizations work directly with select stores, offering them financial and technical assistance to change their product selection. The results of these programs have been mixed, but several have enjoyed significant success.¹² These programs are typically resource and labor intensive, however, and the strategies listed in this section are designed to apply citywide and offer more sustainable solutions to the lack of access to healthy food.

As with any emerging policy approaches, there are little evaluation data available, so it is more difficult to rate potential effectiveness. For that reason, the city should closely monitor any policy to improve healthy food access and include a mandatory evaluation component that determines whether it is working and how it can be improved.

The provisions in the ADZO regarding community gardens and farmers’ markets are relatively strong, and we do not discuss them further; we can provide feedback on the specific language of those policies separately.

- **Assess healthy food store zoning incentives.**

The proposed amendments to the zoning ordinance to create a “healthy food store” use classification and to provide incentives are very promising, as there are few communities that have attempted to institutionalize these requirements through policy. The city should evaluate this proposal to determine whether the incentives are meaningful enough to prompt businesses to carry perishable foods and produce. Because compliance is voluntary (a business can decide whether it wants to strive to be a “healthy food store”), additional or alternative incentives may be required to entice retailers to change their business models. The city could expand the incentives to reflect those set forth in the IOM best practices. Unless the healthy food store criteria are removed from the zoning ordinance and relocated in another section of the municipal code, the city may be limited to zoning- and land use–related incentives, such as waiving permit fees. The city can survey local businesses to learn what would work best in San Pablo.



- **Create a more specific “healthy food store” definition.**

Under the ADZO, a business could be considered a “healthy food store” by carrying produce and any variety of perishable foods; this is the general standard set forth in the health element of the general plan. The city should determine whether the perishable foods offered are indeed “healthy”; if not, the city could amend this definition so that it more specifically requires healthy staple foods and perishable foods. Also note that although the term “healthy food store” is defined in the ADZO, other sections of the zoning ordinance refer to “health food store.”

- **Implement a healthy small food retailer certification program.**

Through a certification program, the city can provide incentives (similar to the incentives that would be offered under the ADZO) for businesses that are willing to increase the number of healthy foods for sale, decrease the number of unhealthy offerings, and proactively market the healthier choices. A certification program is, in some ways, similar to the ADZO provisions regarding “healthy food stores,” but because the certification program would require participating businesses to enter into a binding agreement with the city, enforcement may be easier than enforcing the zoning ordinance against nonconforming uses. As with the ADZO provisions for “healthy food stores,” the incentives must be meaningful enough to prompt businesses to meet the requirements. Certification programs have been implemented in a number of communities across the United States, including Sonoma County, Calif.¹³

- **Create a healthy food retailer licensing ordinance.**

Unlike the zoning ordinance proposal or a certification program, a healthy food retailer licensing ordinance is a policy that would require all stores that sell food to stock a certain amount of staple foods and produce. Rather than voluntary participation, under a licensing ordinance all food retailers would be required to obtain a license from the city and meet operational standards set by the city. Because this is a mandatory policy, all stores in all neighborhoods would be affected, and improvement of the food retail environment would not depend on voluntary participation by businesses.

Using business licensing in this manner is common throughout California for tobacco control – approximately 120 California cities and counties require tobacco retailers to obtain a license and meet performance standards established by the government. (See, e.g., Chapter 5.06, San Pablo Municipal Code for City’s Tobacco Retailer Licensing Law.) In the tobacco control context, licensing has proven enormously successful in ensuring that retailers are responsible and do not sell tobacco to minors. The city could employ the same hallmarks of a successful regulatory licensing system (e.g., a mandatory license requirement with strong performance standards, charging retailers a licensing fee, and vigorously enforcing the license conditions) to increase the amount of healthy foods sold; however, this is a novel approach and requires dedicated human resources and substantial foundational work.

The City of Minneapolis is the first in the United States to adopt a licensing law to improve the food environment.¹⁴ The Minneapolis system has met some success and some barriers, but the lessons learned could help future efforts for healthy food retailer licensing.¹⁵



- **Establish healthy mobile vending permits.**

Another option for increasing access to healthy foods (especially fresh produce) is to implement a permitting policy to facilitate mobile vending, particularly in areas without a grocery or near schools. By creating a permitting system, the city can control which types of foods are offered by mobile vendors, and where. Chapter 17.88 of the ADZO authorizes mobile vending and establishes operational standards; the city could amend this chapter to include requirements related to the types of foods that could be sold by mobile vendors, and in which areas.

- **Identify economic development funding sources for healthy food retailer conversions.**

The city, through its economic development department, can dedicate staff to work with small business owners to identify and pursue funding sources that will defray the costs of converting their stores to carry healthy foods (such costs may include refrigeration units, shelving, training for staff on produce handling, locating distributors, and purchasing food for resale, among other things). There are numerous sources of funding available, and the city can assist businesses to pursue those sources.¹⁶

Unhealthy Food Restrictions

Best Practices

Placing restrictions on unhealthy foods and beverages is another way to promote healthy eating habits. Regulating the foods and beverages that stores stock and that schools serve and sell can both limit consumption of unhealthy foods and beverages and increase access to and consumption of healthy options. Restrictions on unhealthy foods and beverages promote healthy eating habits and ensure that at least some healthy food options are offered. Below are IOM strategies that place restrictions on unhealthy foods and encourage healthy food consumption.¹⁷

- Regulate food served in restaurants to reduce the number of calories served to children and expand the number of affordable healthy options available, through strategies such as portion size limits, nutrition standards for children's meals, and healthy restaurant certification programs.
- Establish strong nutritional standards for all foods and beverages purchased with government money.
- Adopt a healthy food and beverage vending and concession policy in all government-owned or -operated buildings and worksites.
- Ensure that government agencies, especially schools, follow the Dietary Guidelines for Americans for the foods and beverages they provide. School boards can also develop district wellness policies and actively regulate the nutritional standards of food served and sold in schools.

Current City of San Pablo Policies

Although SSBs are addressed separately in the next section of this report, many of the policies discussed in this section apply equally to SSBs.

General Plan

The general plan touches on many of the IOM recommendations and sets a strong vision. With regard to restaurants, the general plan directs zoning code changes to restrict fast food restaurants near schools and pedestrian priority areas. The general plan also encourages the city to assist with conversion of liquor stores to other uses – liquor store conversions would not only reduce the amount of alcohol available for sale, but could reduce the amount of junk food that



is typically sold by a liquor store. The general plan also directs the development and implementation of a healthy food purchasing and vending policy for city facilities and city-sponsored activities and meetings. Finally, the general plan contains a list of options for the city to help improve the nutritional quality of food in schools.

Zoning Ordinance – Administrative Draft

The ADZO implements some of the vision of the general plan. Proposed Chapter 17.86.070 would impose restrictions on fast food restaurants (referred to as “restaurants, fast service”), including requirements designed to improve public health. Fast food restaurants would have to be at least 1,000 feet from residential areas and schools; however, a use permit can be issued to eliminate the 1,000-foot buffer zone if at least 20 percent of the menu options are “healthy food choices,” a term that is not yet defined in the zoning ordinance.

Municipal Code/Regulations/Agreements

Our review of the municipal code did not reveal any significant provisions to limit unhealthy food access along the lines of the IOM best practices. The city’s Administrative Policy on Health and Wellness in the Workplace contains language encouraging healthy food and beverage choices for city-sponsored meetings and events as well as for healthy vending machines.

We reviewed the West Contra Costa Unified School District’s Wellness Policy and Competitive Foods Policies, which apply to schools in the city. Those policies generally mirror the state’s requirements for foods served in schools; if the COPTF is interested in engaging school district personnel and recommending school-based policy changes, we can provide more in-depth analysis of those policies and recommendations so the city can engage with the school district.

Strategies to Consider

Retail food outlets including restaurants are already required to obtain a permit and are inspected for health and sanitation standards in California (see Chapter 8.08 San Pablo Municipal Code). Despite the fact that most Americans spend almost half their food budgets at restaurants,¹⁸ we identified no existing city standards for improving the nutritional quality of restaurant foods. Most chain restaurants in San Pablo will soon be required to comply with the federal menu labeling law, but this law requires only that calorie counts be displayed at chain restaurants. It does not establish nutrition standards.



In this section, we identify policies that establish nutrition standards for foods sold in various outlets. Nutrition standards can be based on the U.S. Dietary Guidelines for Americans, which are established every five years by a national panel of nutrition experts.¹⁹

- **Clarify the “healthy food” definition in healthy food zones.**

The ADZO creates a buffer zone of 1,000 feet around schools and residential zones within which fast food restaurants cannot operate. Existing retailers would be allowed as legal nonconforming uses. Because there is an exemption for restaurants in which at least 20 percent of the menu items are “healthy food choices,” that term will need to be defined. The city could expand this buffer zone to include a prohibition on mobile vending within the buffer zone, unless the mobile vendor is a “healthy mobile vendor” selling whole, uncut produce or other healthy products.

- **Establish a healthy restaurant certification program.**

As with food retailers, the city can offer incentives for restaurants that are willing to meet healthy nutrition standards for meals, including children’s meals. Some healthy restaurant criteria (such as the nutrition standards) could be mandatory, and some (such as not offering toys with unhealthy meals) could be optional for participating restaurants. By meeting the required criteria (and entering into a binding agreement with the city to continue meeting the criteria), a restaurant could be eligible for certification as a “healthy restaurant” and incentives offered by the city. As with the “healthy food retailer” certification program discussed above, the incentives need to be meaningful enough to entice restaurants to participate.

- **Establish nutrition standards for children’s meals.**

The city can address restaurant meals intended for children independently if it does not want to establish a program to set voluntary or mandatory nutrition standards for all restaurant menu items. Under this policy, the city could require any meal sold as a “children’s meal” to meet specified nutrition standards.

- **Eliminate SSBs from children’s meals.**

Meals marketed to children usually include a beverage, and the default beverage is most often sugar-sweetened. Through a policy, the city could either (1) require that the default beverage offered with a children’s meal is water, or (2) prohibit SSBs from being sold as part of a children’s meal at all. Even if an SSB could be purchased independently for full price, decoupling SSBs and children’s meals could significantly lower youth SSB consumption.

- **Prohibit toy giveaways with children’s meals.**

Another strategy that has garnered much national attention and media coverage recently is a policy that establishes nutritional standards for children’s meals that include a toy giveaway. A vast majority of children’s meals at fast food restaurants failed to meet nutrition guidelines based on the USDA’s Dietary Guidelines for Americans.²⁰ Fast food restaurants often use toys as a way to entice children, and requiring meals that include a toy (either for free or for a nominal cost) to meet nutritional guidelines could result in either fewer children demanding fast food meals, or improved nutritional quality for meals children consume at fast food restaurants.

- **Establish nutrition standards for food and beverages sold on government property.**

Although such standards are specifically addressed in the general plan, it does not appear that the city has yet implemented a policy regarding vending machines on government property and foods sold or served at government-sponsored events or otherwise purchased with government funds (generally called “procurement”) aside from the general language in the administrative wellness policy. Although procurement and vending policies are usually seen as a way to reduce consumption of SSBs, these approaches can apply to all foods.



Sugar-Sweetened Beverages

Best Practices

Reducing the consumption of sugar-sweetened beverages plays a central role in building healthy eating habits because SSBs are supplying children with 10 to 13 percent of their daily caloric intake.²¹ Some of the policies discussed in the food restrictions section also apply to sugar-sweetened beverages. However, specific steps can be taken to limit the popularity and prevalence of sugar-sweetened beverages in communities. These include increasing the availability of drinking water and healthy alternatives, limiting access to sugar-sweetened beverages, and educating the public about the harmful effects of sugar-sweetened beverages. Below are some specific strategies that IOM recommends for reducing sugar-sweetened beverages consumption.²²

- Prohibit access to sugar-sweetened beverages in schools
- Provide a range of beverage options in schools, including water and competitively priced healthy beverages
- Make drinking water available in public places and recreation areas
- Make a range of beverage options, including competitively priced healthy beverages, available in retailers and other community settings
- Introduce specific excise taxes on sugar-sweetened beverages and earmark revenue for obesity prevention efforts
- Introduce pricing incentives to make healthier beverages more affordable and competitive with sugar-sweetened beverages
- Use social media marketing campaigns to educate the public about the risks of sugar-sweetened beverages and support related community projects and efforts

San Pablo Policies

General Plan, Municipal Code/Regulations, and Zoning Ordinance

Our policy scan revealed no specific policies regarding sugar-sweetened beverages.

Strategies to Consider

There are a variety of ways to reduce SSB consumption, and many of the policies overlap with the strategies listed above, both for improving access to healthy food and decreasing access to unhealthy foods. So while we address SSBs separately here (because there is a very strong evidence base linking SSB consumption with overweight, obesity, and related health conditions), SSBs can also be addressed as part of a larger strategy. For example, many of the restaurant policies could incorporate restrictions on SSBs. Likewise, the retailer-based policies could include SSB restrictions – the definition of “healthy food store” could incorporate SSBs as one element. Therefore, this section should be viewed as a menu of strategies that could be adopted alone or incorporated into a broader strategy.

For the purposes of this report, we define an SSB as any non-alcoholic beverage with added caloric sweeteners. Different legislative bodies have used different definitions of SSB in proposed and enacted policies. For example, some policies do not treat chocolate milk as an SSB; other policies do not treat juice drinks that contain less than 100 percent juice as SSBs. Some policies may apply only to bottled SSBs, while other policies may apply to fountain and bottled SSBs. When pursuing any of the strategies discussed in this report, the city will need to think carefully about the SSB definition used in the policy.²³



- **Launch a public awareness campaign.**

Many people are not aware of the serious health consequences of sugar-sweetened beverage consumption.²⁴ Public awareness campaigns can educate the public about the risks of SSB overconsumption and encourage people to reduce consumption. These campaigns can complement and lay the foundation for policy efforts.

- **Establish nutrition standards for beverages sold on government property.**

As discussed in the unhealthy food section, local jurisdictions can require that all or some beverages served or sold in government facilities and at government-sponsored events are healthy and based on established nutrition standards.

- **Prohibit all SSB sales on school grounds.**

California law restricts sales of SSBs in all public schools, with varying levels of restriction dependent on grade level.²⁵ West Contra Costa County Unified School District policies are generally consistent with state law. The city could work with WCCUSD to build on these state laws and strengthen the requirements for beverages sold on school grounds and during school-sponsored events. A popular method of reducing children's access to SSBs is to prohibit selling SSBs on school grounds either for certain hours or for the entire school day. This policy, because it targets SSB access where children spend a large portion of their day, directly addresses the link between SSBs and childhood obesity.

- **Restrict SSBs in childcare and afterschool settings.**

In California, AB2084, which took effect on January 1, 2012, prohibits childcare centers and licensed family childcare homes from serving SSBs.²⁶ The city can go beyond AB 2084 by instituting local health or nutrition policies for unlicensed childcare settings, such as by using quality rating systems to incentivize better nutrition practices.

- **Restrict SSB marketing on school grounds.**

While it is legally difficult to prohibit most forms of marketing (because commercial speech is protected by the First Amendment), schools have relatively broad authority to control commercial messages on their campuses. A school-based marketing policy would require action by the WCCUSD through its governing board. Three potential approaches are to: (1) ban all advertising on campus, (2) ban the advertising of all foods or beverages on campus, or (3) ban the advertising of those foods and beverages that the district does not allow to be sold on campus. As noted earlier, the city would need to work with the school district to implement such policies. Such collaboration could occur as part of a broad community strategy to reduce SSB consumption throughout the community.

- **Increase access to fresh drinking water.**

One way to decrease consumption of SSBs is to make it easier to access and consume palatable, healthier alternatives. Fresh drinking water is an important alternative to SSBs, and making water available is one of the IOM's core recommendations for reducing SSB consumption. Studies have also suggested that if fresh drinking water is not readily available, consumers may substitute SSBs for the water they would prefer to drink.²⁷ There are various forms of policies that can address access to fresh drinking water, ranging from the commissioning of a gap analysis to determine where water fountains may be lacking, to a more compulsory policy that requires communities and/or school districts to ensure that fresh drinking water is available at all times, including meals.



In 2010, California passed SB1413, which required school districts to provide access to free, fresh drinking water during meal times in the food service areas of schools. A school district may comply with this law by, among other means, providing cups and containers of water or soliciting or receiving donated bottled water.²⁸

- **Impose a business license tax on businesses that sell sugar-sweetened beverages.**

Local governments in California can impose a business license tax on businesses that sell SSBs; if the amount of the tax is passed on the consumer through a price increase, consumption should reduce accordingly. The amount of the tax could be calculated various ways; while most business license taxes are based on gross receipts, the tax could also be imposed per ounce or based on another metric. Beyond reducing consumption, another benefit of an SSB-specific tax is that the revenue can be earmarked for obesity prevention, oral health, and other public health initiatives in the city, including many of the policies discussed in this report.

- **Impose other SSB sales restrictions.**

Beyond taxes, there is a wide range of policy options that could affect how SSBs are sold in the retail environment, including: portion size restrictions; restrictions on the placement of SSBs within the store; restrictions on the types of retailers that can sell SSBs, and where they can be located within a community; requiring shelf signs with health warnings near SSB displays; requiring a special license to sell SSBs; and direct price controls, to name a few. With the exception of portion size restrictions, all of these policies are untested and should be crafted carefully.

Active Living

There is little question that Americans need more opportunities for physical activity and recreation. Less than half of adults²⁹ and less than one-third of adolescents³⁰ meet the physical activity guidelines of 150 minutes a week and an hour a day, respectively.³¹ The best available data suggest that in Contra Costa County, only 27 percent of teenagers are physically active for at least one hour every day.³² The increasingly sedentary nature of our lives has contributed to a rise in obesity rates and associated medical conditions.

There are many reasons San Pablo youth are not getting sufficient amounts of physical activity. The built environment – the physical structures and infrastructure that make up our cities and communities – is one of them. In this section, we briefly examine certain land use policies and infrastructure that affect physical activity. We then assess current and potential strategies that could provide more physical activity opportunities for San Pablo’s residents, especially its youth.

Development & Land Use Policies That Promote Physical Activity

San Pablo, like other communities around the state, is planning how best to accommodate the additional housing, transit, and other infrastructure needs of a growing population. And like other health-conscious cities, San Pablo is trying to meet these needs while improving the health of its residents. This is no easy task.

Transit-oriented development (TOD) and infill development (and related infrastructure improvements) should be seen as critical components to address the needs of San Pablo residents. Emerging business trends, local government goals, and consumer preferences are beginning to align with TOD and infill. And this type of development, together with related land use policies and infrastructure improvements such as “complete streets,” has the potential to achieve several health benefits, including increased levels of physical activity through active transportation.³³



For example, more than a quarter of Americans who use public transit get at least 30 minutes of physical activity each day solely by walking to and from transit.³⁴ Not surprisingly, an analysis of U.S. travel survey data shows that transit-related walking trips tend to be longer than average walking trips.³⁵ Investing in and incentivizing the type of development and land use policies that promote active transportation is therefore crucial to improving the health of San Pablo residents.

When TOD, infill, and related infrastructure improvements are well designed, communities benefit from more walkable and connected neighborhoods and greater access to daily needs and services. Regions also experience improved air quality and fewer vehicle injuries and deaths as people rely less on cars for transportation. As a recent San Francisco Bay Area study found, increasing the median minutes of daily walking and bicycling from four to 22 has the potential to decrease greenhouse gas emissions by 14 percent and the burden of cardiovascular disease and diabetes by 14 percent.³⁶ Accordingly, we believe it is essential for policymakers, planners, and developers to partner with public health professionals, community leaders, and residents to ensure that development and infrastructure plans and projects maximize the positive health outcomes of community members.

Best Practices

TOD, infill, and related infrastructure improvements can help make residents more amenable to active living. Well maintained and carefully designed transportation infrastructure, including roads, trails, sidewalks, bicycle paths, and public transit systems, encourage active transportation. Similarly, land use policies that create open space and enhance the design, convenience, and livability of built environments promote recreation and regular physical activity. Good policies can substantially increase physical activity and reduce risks of obesity and other chronic illnesses. The IOM recommends the following strategies to promote physical activity and reduce obesity.³⁷

- Improve connectivity of public transportation
- Promote pedestrian access through zoning changes and offer tax incentives for developers to build sidewalks and trails
- Encourage bicycle use by creating bicycle lanes and creating a community program to promote bicycle commuting and recreation
- Increase safety for pedestrians and cyclists by creating marked street crossings and pedestrian bridges over highways
- Improve walkability and perceived safety of the community by improving lighting, landscaping, and aesthetics
- Slow down traffic with stop lights, signs, traffic circles, and speed bumps
- Improve walking and cycling accessibility to parks, schools, and workplaces through planning and zoning policies that ensure residential communities are close by

Current City of San Pablo Policies

General Plan

The land use and physical design and growth management elements of the general plan address transit-oriented development – and to a lesser extent infill development – in the zoning ordinance and through other city policy (e.g., “adopt and maintain a voter-approved ULL”). Specifically, the land use and physical design element directs changes to the zoning ordinance to implement new land use designations and promote TOD in appropriate locations. The growth management element addresses the city’s urban limit line, and although there is scant discussion on infill development per se, several provisions throughout the general plan and ADZO (discussed below) will likely incentivize the type of mixed-use, high-density development that can promote physical activity.



With regards to infrastructure improvements, the circulation element addresses the most significant one: “Complete Streets.” Conventional street design promotes traffic congestion, pollution, and collision injuries, and it discourages physical activity. Complete Streets, on the other hand, are designed and built so that people of all ages and abilities can travel easily and safely while getting the regular physical activity that is so critical to preventing obesity. While certain provisions pertaining to Complete Streets could be strengthened in some regards, the city has a fairly strong policy. The circulation element also addresses bicycle and pedestrian circulation in a significant way. Recommendations ranging from design standards to connectivity are found throughout the circulation element.

Likewise, the health element addresses several strategies to increase rates of active transportation. Strategies range from designing pedestrian- and bicycle-friendly street features to establishing incentives for parkland dedication and development. The health element also directs changes to the zoning ordinance to incorporate crime prevention through environmental design (CPTED) strategies and best practices.

Zoning Ordinance – Administrative Draft

The ADZO addresses several topics that are critical to creating healthy TOD and infill and thereby increasing rates of physical activity and active transportation. First, in accordance with the general plan, section 17.54.130 of the ADZO creates a new transit-oriented development district. The proposed provisions establish a new overlay district to “promote and provide for higher density and intensity of uses” near transit stations.

Although the AZDO does not propose creating a similar district for infill development, other proposed changes to the zoning ordinance would likely have a positive, significant impact on physical activity levels among San Pablo residents. For example, Sections 17.46.020.E (Residential Mixed-Use District), 17.48.020.E (Neighborhood Commercial District), and 17.50.020.B (Industrial Mixed-Use District) create new mixed-use districts that could provide increased opportunities for people to engage in active transportation.

Further, Chapter 17.70 creates new parking standards for both vehicles and bicycles. Importantly, a new provision concerns potential reductions in parking minimums, subject to a minor adjustment, for multifamily housing within 1,500 feet of a transit stop. This is important if TOD and infill neighborhoods are to attain successful levels of density and walkability. Finding the right level of parking is an exercise in balancing local parking needs, but it is also a critical opportunity to enable denser building patterns and make multimodal transportation options (like transit) viable. Parking availability, particularly when it is free, has been found to affect mode choice in transit-accessible places.³⁸ And excess parking in neighborhoods that are served by transit can actually discourage transit use.

Also, new bicycle parking regulations are proposed and would apply to all new construction, significant additions, and changes in land use classifications. Providing safe, convenient, and adequate bicycle parking is necessary to encourage cycling as a form of transportation. Cities that have improved bicycle infrastructure, including parking, have seen a measurable increase in bicycle trips.³⁹

The AZDO also creates new pedestrian-oriented spaces (Chapter 17.78). Issues such as lighting, seating, connectivity, parklets, bike racks, and parking reductions are addressed. As mentioned above, the city also adopted CPTED strategies, the goals of which are to prevent crime by “designing a physical environment that positively influences human behavior.”



The effect of CPTED not only makes it more difficult to engage in criminal behavior, but it also makes it easier to engage in active transportation.

Finally, Section 17.54.140 creates an air quality health risk district, which requires that certain sensitive uses (residential development, schools, senior centers, etc.) lie more than 500 feet from Interstate 80. Although this requirement is not directly related to physical activity levels, those living near freeways and other heavy volume roadways have greater exposure to air pollution, resulting in increased rates of respiratory illnesses, cardiovascular disease, and low birth weights.^{40, 41}

Municipal Code/Regulations/Agreements

Chapter 10.36 of the municipal code addresses the city's Transportation Demand Management Program. According to the online version of the municipal code, the city adopted the TDMP in 1994. The TDMP should be updated to reflect current state law as well as local law and regulations (e.g., the general plan).

Chapter 10.20 of the municipal code contains a few provisions that, if enforced, could hinder opportunities for children to engage in physical activity, especially through Safe Routes to School policies and programs (see below). For example, Section 10.20.280 states that "No person shall ride or operate a bicycle upon any playground, park or school ground, where children are playing, without permission of the person having supervision thereof." This entire chapter should be updated to reflect current law and policy priorities.

Strategies to Consider

The city's new general plan and ADZO do an excellent job of laying the groundwork for the type of development and infrastructure improvements necessary to increase rates of physical activity. But the city will achieve success only if the policies (1) are implemented in a timely and effective manner, and (2) prioritize active transportation infrastructure and facilities. Many of our recommendations concern amendments to the ADZO based on best practices and our experience in the field, but there are a few additional policies that are worthy of consideration:

- Create a new infill development overlay district. Although many of the benefits of an infill development overlay district are already addressed in the TOD overlay and in other provisions of the ADZO, the TOD overlay applies only to properties located within one-quarter mile of an existing or planned light rail, streetcar station, or bus rapid transit station. A separate infill development overlay district would promote and provide for the same higher density and intensity of uses as the TOD overlay but would apply to additional parcels near commercial centers.
- Revise the TOD overlay district. As discussed above, the proposed TOD overlay district applies to parcels located within one-quarter mile of an existing planned light rail, streetcar station, or bus rapid transit station. The city should consider expanding the applicable zone to one-half mile. In addition, the standard for properties partially located within the zone needs to be clarified.
- Active transportation destination amenities. Revise the ADZO to include "destination amenities" such as showers, lockers, and changing rooms in commercial or industrial buildings to encourage more people to travel (or travel farther) by bicycle. Being able to shower and/or change can help make traveling by bicycle or by foot a more feasible alternative to driving.
- Incentives. Although the ADZO addresses parking reductions as an incentive for certain multifamily housing or other developments, the city should consider amending the zoning ordinance to provide additional incentives to developers engaged in TOD and infill. Incentives can include, for example, streamlined permitting processes, flex-



ible parking standards (even more so than already prescribed), density bonuses (see municipal code Chapter 17.34), or flexible financing or tax credits. Likewise, the city should revisit its parkland dedication and park development incentives to help provide more open space that will allow residents to engage in recreation.

- Prioritize conflicts between vehicular traffic and pedestrians and bicyclists. As the city becomes more compact, more people will be exposed to negative impacts such as increased traffic. For pedestrians and bicyclists, environmental traffic safety features (such as traffic calming features, well-marked street crossings, and bike lanes) reduce the risk of injuries and fatalities.

Other Policies That Promote Physical Activity

Best Practices

Physical activity and active transportation are essential to active living and good health. Several strategies that address physical activity and active transportation are described above. Some of the most effective strategies for active transportation in particular are tied to TOD and infill development and related land use policies and infrastructure. However, supporting physical activity and active transportation also requires approaches that directly promote active routines and lifestyles, specifically in the school environment. Below are examples of effective strategies from the IOM.⁴²

- Support programs that encourage physical activity. Specifically, this might include organizing existing social networks, such as those in workplaces and community groups, to encourage changing physical activity habits as well as launching promotion campaigns to educate community members about physical activity and nutrition.
- Establish physical activity requirements for childcare providers in the community.
- Encourage local school districts to ensure that students are active for at least 60 minutes a day, are learning in healthy school environments conducive to physical activity, and are physically active outside of physical education through opportunities such as intramural sports, afterschool activities, active recess, classroom breaks, and Safe Routes to School programs.

San Pablo youth, like most kids, spend much of their time in or around schools. Accordingly, our focus in this section concerns the school environment. In addition to the strategies outlined above, other ideas worthy of consideration (and which are discussed below) include (1) adopting a safe school zone policy, (2) adopting a Safe Routes to School policy, (3) adopting a “shared use” or “joint use” policy and expanding any related shared-use agreements, (4) adopting a school and community facility siting and design policy, and (5) adopting a “Play Streets” policy.

Importantly, if the city is going to be successful in achieving these or any other strategies, partnerships with WCCUSD and other public entities will be critical.

Current City of San Pablo Policies

General Plan

As discussed above, the general plan sets forth a robust strategy to make the city more pedestrian and bicycle friendly. With regards to the school environment specifically, Safe Routes to School policies and programs are confined to the health element. The health element describes the program in moderate detail and states that Helms Middle School is participating in some aspect of a Safe Routes to School program. Funding for Helms’ participation expires in 2013. Also note that No. 20 in Table 5.2-2 of the circulation element – School Zone Traffic Safety Improvements – identifies certain traffic calming measures and infrastructure improvements within the school zone.



With respect to joint/shared use, the health element and the parks, schools, community facilities, and utilities element reference joint use and note that the city has joint use agreements with West Contra Costa Unified School District and Contra Costa College. In a comment to PSCU-I-8, the authors note that joint use agreements are critical as the city has few public parks and presumably limited access to public open space.

In terms of school siting and design, the parks, schools, community facilities, and utilities element states that WCCUSD is reconstructing Helms Middle School and Ford Elementary School. Dover Elementary is also under construction. No new schools are anticipated under the general plan due to current undercapacity at existing schools.

We did not come across any provisions in the general plan that address physical activity in the childcare setting.

Zoning Ordinance – Administrative Draft

As discussed earlier in this section, the AZDO proposes substantial zoning changes to improve walkability and bikeability throughout the city. However, the ADZO does not contain any specific provisions that address physical activity in and around the school or childcare settings.

Municipal Code/Regulations/Agreements

Resolution 2009-014 authorizes the city to expend up to \$300,000 for services and use of facilities owned by WC-CUSD. And an agreement between the city and the district dated January 12, 2010, permits city use of various district facilities in exchange for annual payments to the district of \$300,000. We have not seen an agreement with Contra Costa College although it is referenced in the general plan.

Strategies to Consider

There are several strategies that the city could pursue, with and without partners, to promote active routines and lifestyles.

• Create a safe school zone.

As discussed in the introduction, one way that the city can efficiently invest in its youth is by ensuring that the vicinity of local schools supports kids' health. A safe school zone policy could provide the city with a variety of approaches to promote safety and health near schools. For example, safe school zone policies could reduce the speed limit around schools. They could also prioritize installation of traffic-calming measures such as trees, bulb-outs, and speed bumps, as well as safe infrastructure that supports walking and bicycling (e.g., sidewalks, pedestrian countdown clocks, high-visibility crosswalks, and separated bikeways). Safe school zone policies could also prioritize traffic enforcement in school zones during arrival and dismissal times. These policies could also incorporate tobacco and unhealthy food restrictions.

• Support Safe Routes to School.

Safe Routes to School is a movement that encourages more students to walk, bicycle, or otherwise engage in active transportation to and from school. Strong Safe Routes to School policies and programs, which can be a component of a safe school zone policy, allow students to engage in physical activity while saving the costs related to busing. The city could pursue two approaches:

- **City policy:** Although discussed briefly in the health element, the city could adopt additional policies that support and promote Safe Routes to School programs. The city could institute a stand-alone policy, as some cities have, or incorpo-



rate provisions throughout existing policies. Robust policies address topics ranging from bicycle and pedestrian safety curriculum to crossing guards to infrastructure improvement prioritization to promotional events such as walking school buses and bicycle trains.

- **Partnership with school district:** The city could work with WCCUSD in drafting a comprehensive Safe Routes to School policy that would affect all schools within the city's jurisdiction. Moreover, the passage of the Healthy, Hunger-Free Kids Act of 2010 provides an opportunity to partner with WCCUSD to incorporate certain aspects of Safe Routes to School, including physical activity goals and guidelines, into the district's wellness policy.

• **Establish shared use or joint use agreements to open recreational facilities.** "Shared use" or "joint use" are the terms used when one governmental entity, such as a school district, agrees to open or broaden access to its property, buildings, or facilities for the benefit of the larger community. Expanding use of existing facilities is less expensive than acquiring or building additional facilities. Government agencies can also maximize existing resources by exploring other types of shared use arrangements, including planting community gardens on school property, opening up school kitchens to community use, and developing multi-use trails on utility district property. The city could pursue two approaches:

- **City policy or resolution:** The city could strengthen its current policies by adopting an official city policy and/or resolution supporting shared use. Among other things, a good policy would create a shared use task force and allocate sufficient funding.

- **Partnerships with special districts:** One of the best ways for the city to increase recreational opportunities is to partner with a special district within the city's jurisdiction, including WCCUSD. Although the city has an agreement with WCCUSD for use of certain gymnasiums and fields, it can expand the scope of the agreement to include more opportunities for physical activity. Further, the city should investigate whether other special districts – or other schools within WCCUSD – have unused or underused property that could be used for physical activity or other types of recreational activities such as gardening.

• **Establish school and community facility siting policies that promote health and equity.**

Since 1969, the number of students who walk or bicycle to school has shrunk from 48 percent to a mere 13 percent.⁴³ One of the reasons for this significant drop is that schools are often located too far from children's homes for walking or biking to be practical. But when schools and other community facilities are located near where children live, and when they are designed for children who engage in active transportation, more children walk and bicycle to school or the facility, as well as use school playgrounds and community facilities for physical activity outside of school hours.

- **City policy:** The health element (PSCU-I-22) discusses the need to prioritize new community facilities in underserved neighborhoods. If and when the city develops a new community facility (or significantly renovates an existing one), the city should ensure that the location and design of the facility encourages active transportation among its users. Adopting a city policy that outlines site and design goals could increase physical activity among San Pablo residents.

- **City partnership with school district:** As above, if and when the district develops a new school (or significantly renovates an existing one), the city should partner with the district to ensure that the location and design of the school encourage active transportation among San Pablo students.

• **Establish "Play Streets" throughout the City.**

Play Streets are streets that are closed to traffic on a regular basis (i.e. every Sunday) and used to encourage physical activity among community members of all ages. They are becoming more and more common throughout the country and



offer opportunities for physical activity in neighborhoods that lack sufficient open space for recreation. Cities can establish Play Streets by partnering with ongoing activities (i.e. farmers' markets) or closing off different streets throughout the city to create a variety of play spaces for as many residents as possible.

- City policy: By adopting a "Play Streets" policy, the city could create new places for recreation without expanding or constructing new parks or more traditional open space. A good policy would establish Play Streets on a regular basis at different locations throughout the city so that the maximum number of residents could participate.

- **Adopt a childcare physical activity resolution.**

In most states, including California, childcare is primarily regulated at the state level. State laws set forth the requirements for childcare providers and facilities to obtain a license or permission to operate. Most states also lack obesity prevention standards in their licensing and administrative schemes. For example, a 2006 survey found that only nine states set specific minimum times for outdoor play,⁴⁴ and only ten states specified that children be engaged in vigorous play or physical activity.⁴⁵ Although additional research is required, we believe the city could pass a resolution urging providers to adopt physical activity standards or enact a certification program that acknowledges those providers meeting certain standards.

Other Policies Reviewed

The retail environment influences public health beyond nutrition. Retailers sell and market tobacco and alcohol, both of which are linked to poor health outcomes. Although the focus of this report is on obesity prevention, we also reviewed San Pablo's policies affecting tobacco and alcohol sales. We encourage communities to think holistically about the retail environment, focusing not just on one aspect, such as food, but how all of the products sold affect residents' health.

The city requires tobacco retailers to obtain a license (a tobacco retailer license or TRL) under Chapter 5.06 of the San Pablo municipal code. The city's TRL appears to be designed to facilitate enforcement of existing federal and state tobacco control laws, particularly laws preventing sales of tobacco products to minors. In addition, the zoning ordinance defines "smoke shop" as a separate use classification (stores devoting more than 15 percent of their total area to tobacco products and paraphernalia) and Chapter 17.86.140 imposes location and operational requirements on smoke shops, in addition to requiring a use permit.

For alcohol, the city has a "deemed approved" ordinance (SP MC Chapter 5.10) that imposes performance standards on off sale alcohol retailers to prevent such businesses from operating as a nuisance in the community. The zoning ordinance (Chapter 17.86.020) contains additional requirements for most alcohol retailers to control the density and restrict the location of alcohol retailers near child-oriented areas.

In short, the city has strong retail-based policies for sales of tobacco and alcohol, consistent with best practices for each substance under California state law.

The COPTF will over the years consider various policies to improve the food environment, including the retail environment, by increasing access to healthy foods and limiting access to unhealthy foods. In many cases, stores that sell food also sell alcohol and tobacco, and those stores will have several municipal ordinances that govern their operations, as well as numerous state and sometimes federal requirements. For long-term sustainability, the city might consider leveraging



some of these requirements and operational standards by consolidating functions related to retail businesses, particularly inspections. By consolidating regulations for tobacco, alcohol, and food, store owners will be less burdened by overlapping requirements, and the city can train inspectors in all areas, thereby reducing enforcement costs.

Aside from retail-based policies, Chapter 8.36 of the municipal code prohibits smoking in several enclosed areas within the city, but we did not identify any restrictions on smoking in outdoor areas. One way to increase physical (recreational) activity is to create smoke-free parks and other outdoor areas so that users of those places are not exposed to secondhand smoke.

Conclusion

In light of the above, it is clear that the City takes its responsibility seriously in helping to ensure that San Pablo continues to be a great place to live for people of all ages. This report identifies a number of healthy eating and active living policy options for the City to consider as it works to further address the obesity epidemic. We look forward to partnering with the Childhood Obesity Prevention Task Force to prioritize, develop and implement a plan that will improve the health of all San Pablo residents.



Appendix 1: Policy Scan Matrix

We conducted a comprehensive scan of the San Pablo municipal code, general plan, zoning code, and administrative policies to identify health-promoting language. The table below identifies the specific healthy eating and active living policy categories that we looked for and provides citations for the relevant San Pablo laws and policies that contained health-promoting language. It also provides our assessment of the strength of the policy language that we found.

Healthy Eating/Active Living Policy Scan City of San Pablo, May 2013

	Addressed in law or policy?	Strength of policy language	Citation GP = General Plan ZO AD = Administrative draft of 2013 Zoning Ordinance update SP MC = San Pablo Municipal Code	Notes
Transportation & Land Use Policies				
Transit-Oriented Development	Y	strong vision	GP-LU-I-1 requires zoning change; SP MC 15.62.050 describes specific project; ZO AD 17.40.030 and 17.54.130 addresses TOD overlay district	GP-LU-I-1 requires zoning change to include use regulations, development and design standards, and minimum performance standards. ZO AD fulfills GP direction but could be stronger/clear in some regards
Infill Development	Y (implicitly)	moderate	GP-LU-I-2,16; GP-GME-I-1 (urban limit line); ZO AD 17.24.090, 13.32.040, 17.70 all concern parking policy and potential reductions and variances; 17.46.020, 17.48.020, 17.50.020 all concern mixed-use development; 17.78 (pedestrian-oriented spaces); 17.80 (CPTED)	Could use an infill development overlay zone
Vehicle Miles Traveled (VMT) or Traffic Reduction	Y	moderate to strong vision	SP MC Chap. 10.36 Several provisions throughout GP, incl. GME-I-8 and C-I-39; heavy emphasis in Health Element and Circulation Element on bike/ped infrastructure; see above under "Infill Development" and "Transit-Oriented Development."	Need to update Transportation Demand Management Program in SP MC
Traffic Safety	Y	moderate	GP-I-5; GP-HEA-I-3; GP Table 5.2-2, see above three categories	Makes reference to School Zone Traffic Safety Improvements but unclear level of priority or implementation plan; Potential to address traffic safety more explicitly
School Siting	N	room for improvement	GP p. 6-10 (potential for school siting and design improvements); GP p. 6-13 (no new schools)	Potential to address design in reconstruction of existing schools and new civic facilities



Healthy Eating/Active Living Policy Scan City of San Pablo, May 2013

	Addressed in law or policy?	Strength of policy language	Citation GP = General Plan ZO AD = Administrative draft of 2013 Zoning Ordinance update SP MC = San Pablo Municipal Code	Notes
Physical Activity & Active Transportation				
Bicycle Facilities/Design	Y	strong vision (but see notes)	GP-HEA-I-1 through 11 GP-C-I-1 through 6 and 14-24 SP MC Chap 10.20; Appendix B ZO AD 17.70.120	Strong vision and proposed language but average to detrimental existing language in SP MC (i.e. unfriendly language for bicycles in SP MC Chap. 10.20)
Pedestrian Facilities/ Design	Y	strong vision	GP-HEA-I-1 through 11 GP-C-I-1 through 6 and 14-24 GP-LU-I-19; ZO AD 17.78 (Pedestrian-Oriented Spaces)	Very strong vision and proposed language; average existing language
Parks/Open Space/ Recreation	Y	moderate	SP MC 12.20; 16.20.040 GP Chap. 6 GP-HEA-I-1 through 11 GP-OSC-I-1, 10 17.18.040	Currently 0.7 acres/1000 resident per GP p. 6-3; SP MC requires 3.0 acres/1000 residents. GP-LU-I-41 directs "park- like" zoning change; AD ZO 17.78.040 addresses parklets
Joint Use	Y	moderate	GP-PSCU-I-8 GP-HEA-I-8 JUA with WCCCUSD Reso 2009-014	Strong agreement Recommend additional agreements with more school and adoption of city policy and/ or resolution
Crime Prevention Through Environmental Design (CPTED)	Y	strong vision	ZO AD 17.80	GP-HEA-I-34; Requires zoning change to implement CPTED provisions; ZO AD complied with GP direction.
Transit Access	Y	strong vision	GP-LU-I-14 GP-GME-G-3 GP-C-I-25-38 GP-C-I-1,2 SP MC Chap 10.36; 17.16.020.B and 17.16.060+D13 See above under Transit-Oriented Development	See above under Transit- Oriented Development
Safe Routes to Schools	Y	good vision, but existing policy landscape needs improvement (one school participating - Helms Middle School - due to funding)	SP MC 10.04.290 (crossing guards) GP-HEA-I-3	Many of the bike/ped facilities/ design improvements called out in the GP and ZO AD will support SRTS, as will the Complete Streets policy referenced below; Significant room for improvement through new policies
Complete Streets	Y	moderate to strong vision	GP-C-I-1,2; also see above re: bike/ped design and facilities	GP language compliant with state law; potential for stronger language in SP MC and ZO AD; also see above re: bike/ped design and facilities



Healthy Eating/Active Living Policy Scan City of San Pablo, May 2013

	Addressed in law or policy?	Strength of policy language	Citation GP = General Plan ZO AD = Administrative draft of 2013 Zoning Ordinance update SP MC = San Pablo Municipal Code	Notes
Food Access				
Procurement	Y	strong vision	GP HEA-I-16	Develop healthy food purchasing vending policy for city facilities;
Vending	Y	strong vision	GP HEA-I-16	Develop healthy food purchasing vending policy for city facilities; CoCo County has moderately strong policy
Urban Agriculture/ Community Gardens	Y	strong vision	GP HEA-I-18 (seek ways to partner with local CSAs) GP HEA-I-19 (plan and implement a San Pablo community gardens program on CoCoCo campus) GP HEA-I-21 (ensure that zoning does not preclude residential ag; and resident education) ZO AD 17.44.040 (creates community gardens use classification) ZO AD 17.46.030 (authorizes community gardens in residential zones with Use Permit) ZO AD 17.48.030 (authorizes community gardens in all commercial districts with use permit) ZO AD 17.50.030 (prohibits community gardens in all industrial districts)	Strong vision in GP; ZO AD implements much of GP vision
Farmers' Markets	Y	strong vision	GP ED-I-23 (support community efforts to establish farmers market) GP HEA-I-17 (assess feasibility of establishing certified farmers market) ZO AD 17.44.060 (creates Farmers Market use classification) ZO AD 17.48.030 (authorizes farmers markets in all commercial districts with use permit) ZO AD 17.50.030 (authorizes farmers markets in industrial districts with use permit) ZO AD 17.52.030 (allows farmers markets in "semi-public" districts, but most other retail uses prohibited) ZO AD 17.92 (establishes operational standards for farmers markets)	Strong vision and implementation; farmers' market operational in City
Healthy Food Retail - Specific	Y	strong vision	GP HEA-I-12 directs zoning standards and incentives for "healthy food grocery stores" GP HEA-I-13 directs establishment of a Health Commission to advise City Council GP HEA-I-14 supports formation of a West County Food Policy Council GP HEA-I-15 (work to increase community awareness and participation in federal nutrition programs) ZO AD 17.44.060 creates "Healthy Food Store" use classification ZO AD 17.46.030 authorizes "Health Food Stores" [sic] permitted as right in 3 residential districts ZO AD 17.48.030 permits of right "Health Food Stores" [sic] in all commercial districts ZO AD 17.50.030 allows "Health Food Stores" [sic] in one industrial district with use permit ZO AD 17.86.080 provides incentives for "Health Food Store"	ZC AD definition of "Healthy Food Store" relatively strong; definition could be more specific in types of foods required to be stocked; could increase the incentives that are available in ZC AD 17.86.070; need to reconcile language ("healthy food store" and "health food store")
DRAFT – WORK IN PROGRESS; FOR DISCUSSION PURPOSES ONLY				



Healthy Eating/Active Living Policy Scan City of San Pablo, May 2013				
	Addressed in law or policy?	Strength of policy language	Citation GP = General Plan ZO AD = Administrative draft of 2013 Zoning Ordinance update SP MC = San Pablo Municipal Code	Notes
Food Access (continued)				
Healthy Food Retail - General/Economic Dev.	Y	strong vision	GP ED-G-2 lists "neighborhood serving commercial" as a target business GP ED-I-13 directs amendments to ZC to streamline development review for targeted businesses GP ED-I-14 one-stop web portal for econ dev GP LU-I-25 (promote sites suitable for commercial businesses seeking to relocate in SP - not specific to any business) SP MC 5.08 requires permit for peddlers, which could include mobile food businesses	GP ED Element could be tailored to attract healthy food retail (e.g., business attraction, incentives ED-I-3, 4) HFR addressed in health element and ZO AD SP MC 5.08 could deter mobile food vending, which could be separately regulated to encourage mobile vending of fresh foods;
Limiting Unhealthy Food Retail	Y	strong vision	GP LU-I-31 directs zoning standards for commercial uses that "could adversely affect adjacent residential areas or create health and safety impacts" HEA-I-22 (zoning controls to limit fast food near schools and pedestrian priority areas) ZO AD 17.44 (defines "restaurant fast-service" based on drive-through as use classification and widely allowed with use permit) ZO AD 17.86.070 (imposes location restrictions on fast food --- cannot be near schools and residential unless the restaurant offers at least 20% "healthy" options)	GP-LU explanatory language lists adult businesses, check-cashing and alcohol as only examples of specific businesses with adverse effects; ZC AD 17.86.070 strong location restrictions if restaurant does not offer 20% health options - "healthy" options need to be defined
Emergency Food & Food Assistance	N			
School Food	Y	strong vision	GP HEA-I-20 (work with school district and CoCo Health Services on nutrition standards, vending, school gardens, "farm to school") WCCUSD Wellness Policy (2007) for "extracurricular" sales; Competitive Foods Policy (1992);	City could work with WCCUSD to implement stronger school-based policies as set forth in GP
Healthy Restaurants	N	N/A	SP MC 8.08 (health/safety standards for food establishments; permit required) CoCo County Environmental Health Dept. has numerous requirements for health/sanitation	Policies address food safety, but not nutrition.
Sugar-Sweetened Beverages (additional regulations)				
Retail Sales	N			
Childcare/daycare settings	N			
Taxes	N			
Water Access	Y	N/A	GP PSCFU-I-23 (work with EBMUD to ensure continued potable municipal water supply) SP MC 8.38 adopts and incorporates by reference CoCo County's water supply standards	Does not address water availability in specific settings, such as parks
Raising the Profile of Public Health				
Independent Health Element in General Plan	Y	strong vision	GP HEA	Award winning
Support for Corporate/ Administrative Wellness Policies	Y	moderate	Reso. 2012-60	Administrative wellness policy applies to city events and employees
DRAFT – WORK IN PROGRESS; FOR DISCUSSION PURPOSES ONLY				29



- ¹ Babey SH, Wolstein J, Diamant AL, Bloom A, Goldstein H. 2012. *Overweight and Obesity among Children by California Cities – 2010*. UCLA Center for Health Policy Research and California Center for Public Health Advocacy. <http://cbsla.files.wordpress.com/2012/08/patchworkcities6-4-12.pdf>
- ² Institute of Medicine (US). Glickman, D and Committee on Accelerating Progress in Obesity Prevention. 2012. *Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation*. National Academies Press. www.iom.edu/Reports/2012/Accelerating-Progress-in-Obesity-Prevention.aspx
- ³ Morland K, Wing S, Diez-Roux A. 2002. "The Contextual Effect of the Local Food Environment on Residents' Diets: The Atherosclerosis Risk in Communities Study." *American Journal of Public Health* 92(11): 1761–1767. <http://ajph.aphapublications.org/doi/pdf/10.2105/AJPH.92.11.1761>
- ⁴ California Center for Public Health Advocacy. 2007. *Searching for Healthy Food: The Food Landscape in Contra Costa County*. www.publichealthadvocacy.org/RFEI/Contra_Costa_County_Fact_Sheet.pdf
- ⁵ Babey SH, Diamant AL, Hastert TA, Harvey S. 2008. *Designed for Disease: The Link Between Local Food Environments and Obesity and Diabetes*. UCLA Center for Health Policy Research, PolicyLink, and the California Center for Public Health Policy. <http://escholarship.org/uc/item/7sf9t5wx>
- ⁶ UCLA AskCHIS. 2009. Eat five or more servings of fruits & vegetables (child). 2009. Five-a-day (teen). <http://ask.chis.ucla.edu/>
- ⁷ US Department of Agriculture, US Department of Health and Human Services. 2010. *Dietary Guidelines for Americans 2010*, p. 12. www.cnpp.usda.gov/Publications/DietaryGuidelines/2010/PolicyDoc/PolicyDoc.pdf
- ⁸ US Department of Agriculture, US Department of Health and Human Services. 2010. *Dietary Guidelines for Americans 2010*, p. 28. www.cnpp.usda.gov/Publications/DietaryGuidelines/2010/PolicyDoc/PolicyDoc.pdf
- ⁹ Institute of Medicine, Committee on Food Marketing and the Diets of Children and Youth. 2006. *Food marketing to children and youth: threat or opportunity?* Washington, DC: National Academies Press. www.iom.edu/Reports/2006/Food-Marketing-to-Children-and-Youth-Threat-or-Opportunity.aspx
- ¹⁰ Healthy Eating Research. 2013. *Food and Beverage Marketing to Children and Adolescents: Limited Progress by 2012, Recommendations for the Future*. http://healthyeatingresearch.org/images/stories/ber_research_briefs/RRFoodMarketingFINAL2-2013.pdf
- ¹¹ Institute of Medicine (US) *supra* note 2.
- ¹² See, e.g., Song HJ, Gittelsohn J, Kim M, et al. 2009. "A corner store intervention in a low-income urban community is associated with increased availability and sales of some healthy foods." *Public Health Nutrition* 12(11): 2060–7. www.ncbi.nlm.nih.gov/pubmed/19402943
- ¹³ See Healthy Food Outlet Project, Healthy Eating, Active Living Community Health Initiative. Sonoma County Department of Public Health. www.igrosonoma.org/documents/Sonoma%20County%20Healthy%20Food%20Outlet%20Project.pdf
- ¹⁴ Minneapolis Code of Ordinances Chapter 203.20.
- ¹⁵ For a discussion of the lessons learned from the Minneapolis Staple Foods ordinance, please refer to the Minneapolis Healthy Corner Store Program, *Making produce more visible, affordable and attractive*, Minneapolis Department of Health and Family Support, February 2012. www.health.state.mn.us/divs/oshii/docs/Mpls_Healthy_Corner_Store.pdf
- ¹⁶ For a list of potential funding sources and partnerships, refer to ChangeLab Solutions' publication "Green for Greens." www.changelabsolutions.org/publications/green-for-greens
- ¹⁷ Institute of Medicine (US) *supra* note 2.
- ¹⁸ National Restaurant Association. 2012. *Decoding Consumers in a Challenging Economy*. www.pma.com/system/files/2012%20Restaurant%20Industry%20Forecast%20FINAL.pdf
- ¹⁹ US Department of Agriculture, US Department of Health and Human Services. 2010. *Dietary Guidelines for Americans 2010*. www.choosemyplate.gov/dietary-guidelines.html
- ²⁰ Batada A. 2013. *Kids' Meals: Obesity on the Menu*. Washington, DC: Center for Science in the Public Interest, p. 9. <http://cspinet.org/new/pdf/cspi-kids-meals-2013.pdf>
- ²¹ Woodward-Lopez G, Kao J and Ritchie L. "To What Extent Have Sweetened Beverages Contributed to the Obesity Epidemic?" *Public Health Nutrition*, [Electronic publication ahead of print] September 23, 2010. www.foodpolitics.com/wp-content/uploads/Woodward-Impact-of-SSBs.PubHlthNutr-2011.pdf
- ²² Institute of Medicine (US) *supra* note 2.
- ²³ The Robert Wood Johnson Foundation's Healthy Eating Research Project convened a panel of experts and issued a policy brief in March 2013, setting beverage guidelines for different ages. The policy brief is available at: www.rwjf.org/content/dam/farm/reports/issue_briefs/2013/rwjf404852
- ²⁴ A recent Field Poll in California found that 75 percent of voters see a link between sugary sodas and obesity, while only 26 percent of voters see a link between sugary sports drinks and obesity. Field Research Corporation. *Release #2436: Field – The California Endowment Obesity Prevention Survey*. Survey of 1,184 California registered voters, conducted October 17–24, 2012. <http://field.com/fieldpollonline/subscribers/Rls2436.pdf>
- ²⁵ See Cal. Education Code section 49430 *et seq.* www.cde.ca.gov/ls/nu/sn/mb06110.asp
- ²⁶ California Health and Safety Code 1596.808
- ²⁷ Center for Disease Control and Prevention. Sugar-Sweetened Beverage Guide. 2010. *The CDC Guide to Strategies for Reducing the Consumption of Sugar-Sweetened Beverages*, p. 6. www.cdph.ca.gov/SiteCollectionDocuments/StratstoReduce_Sugar_Sweetened_Bevs.pdf
- ²⁸ California Education Code section 38086.
- ²⁹ Centers for Disease Control and Prevention. *Facts about Physical Activity*. Last updated August 7, 2012. www.cdc.gov/physicalactivity/data/facts.html
- ³⁰ Centers for Disease Control and Prevention. *Physical Activity and the Health of Young People*. Last updated February 19, 2013. www.cdc.gov/healthyyouth/physicalactivity/facts.htm
- ³¹ President's Council on Sports, Fitness, and Nutrition. *Physical Activity Guidelines for Americans*. www.fitness.gov/be-active/physical-activity-guidelines-for-americans/
- ³² UCLA AskCHIS. 2009. Number of Days Physically Active at Least One Hour (teen). <http://ask.chis.ucla.edu/>
- ³³ Throughout this document, the term "active transportation" is used to mean any method of travel that is human-powered, including without limitation walking, bicycling, in-line skating, skateboarding, scootering, or using a wheelchair.
- ³⁴ Besser LM and Dannenberg AL. 2005. "Walking to Public Transit: Steps to Help Meet Physical Activity Recommendations." *American Journal of Preventative Medicine* 29(4): 273–280.
- ³⁵ Weinstein A and Schimek P. 2005. "How Much Do Americans Walk? An Analysis of the 2001 NHTS. Transportation Research Board Annual Meeting." Cited in *Transit-Oriented Development: Using Public Transportation to Create More Accessible and Livable Neighborhoods*. www.vtpi.org/tam/tam45.htm
- ³⁶ Maizlish N, Woodcock J, Co S, et al. 2013. "Health Cobenefits and Transportation-Related Reductions in Greenhouse Gas Emissions in the San Francisco Bay Area." *American Journal of Public Health* 103(4): 703–709.
- ³⁷ Institute of Medicine (US) *supra* note 2.
- ³⁸ Lund H and Cervero R, Willson R. 2004. *Travel Characteristics of Transit-Oriented Development in California*. www.bart.gov/docs/planning/travel_of_tod.pdf
- ³⁹ See, e.g., Marin County Bicycle Coalition. *Economic Benefits of Bicycling in Urban Environments*. www.marinbike.org/Resources/EconomicBenefitsOfBicycling.pdf (citing a 118 percent to 125 percent increase in bicycle use in Marin County over the last ten years due to improvements in infrastructure, including pathways, shared use lanes, intersection improvements, and bicycle parking; and pointing to increased revenue due to retail purchases by bicyclists with adequate access to infrastructure and parking; see also J. Dill and T. Carr. "If You Build Them, Commuters Will Use Them – Another Look." Transportation Research Board 2003 annual meeting (cities with higher levels of bicycle infrastructure, such as bike lanes and paths, witnessed higher levels of bicycle commuting). www.palgrave-journals.com/jphhp/journal/v30/nS1/full/jphhp200856a.html
- ⁴⁰ Brugge D and Durant JL, Rioux C. 2007. "Near-Highway Pollutants in Motor Vehicle Exhaust: A Review of Epidemiologic Evidence of Cardiac and Pulmonary Health Risks." *Environmental Health* 6:23.
- ⁴¹ Gan WQ, Tamburic L, Davies H, et al. 2010. "Changes in Residential Proximity to Road Traffic and the Risk of Death from Coronary Heart Disease." *Epidemiology* 21(5): 642–649.
- ⁴² Institute of Medicine (US) *supra* note 2.
- ⁴³ U.S. Department of Transportation, Federal Highway Administration, 2011. *Summary of Travel Trends: 2009 National Household Travel Survey*. <http://nhts.ornl.gov/2009/pub/stt.pdf>
- ⁴⁴ It is unclear from the article whether its authors examined statutes, regulations, or both. Arkansas, Georgia, Kansas, Maine, Mississippi, Missouri, Virginia, Washington, D.C., and West Virginia quantify a required minimum length of time for daily outdoor activity. Kaphingst KM, Story M. 2009. "Child Care as an Untapped Setting for Obesity Prevention: State Child Care Licensing Regulations Related to Nutrition, Physical Activity, and Media Use for Preschool-Aged Children in the United States." *Preventing Chronic Disease* 6(1): A11. www.cdc.gov/pcd/issues/2009/jan/07_0240.htm
- ⁴⁵ Arkansas, Delaware, Hawaii, Louisiana, Maryland, Montana, North Carolina, Tennessee, Virginia, and West Virginia require children be engaged in vigorous play or physical activity in at least one childcare setting. *Id.*



Appendix 2: Documents Reviewed

For this policy report ChangeLab Solutions reviewed the following documents:

City of San Pablo General Plan

City of San Pablo Municipal Code

City of San Pablo Zoning Ordinance, Administrative Draft prepared by PMC Planning Design & Facilitation Team (April 2013)

West Contra Costa County Unified School District Competitive Food Sales Policy (adopted November 4, 1992)

West Contra Costa County Unified School District Local School Wellness Policy (effective July 1, 2007)

Contra Cost County Vending Machine Policy

Municipal Regional Stormwater Permit Order No. R2-2009-0074; NPDES No. CAS612008, Provision C.4

Joint Use Agreement between City of San Pablo and West Contra Costa County Unified School District

Resolution 2009-014 (Authorizing Expenditure of Funds for Services and Use of Facilities Owned by West Contra Costa County Unified School District).

Report prepared by Contra Costa Health Services: “The Impact of Sugar- Sweetened Beverage Consumption on the Health of San Pablo Residents.”

Appendix 9

Healthy Celebrations

Promoting a Healthy School Environment



Birthday parties and holiday celebrations at school provide a unique opportunity to help make healthful eating fun and exciting for children. Schools can take advantage of classroom celebrations to serve food that tastes good, is nutritious, and provides students with an opportunity for nutrition education experiences.

But It's Just a Cupcake...



Typically, foods for school celebrations include cupcakes, candy, cookies and soda. So what's the harm? There is nothing wrong with an occasional treat, but unhealthy choices have become the norm rather than the exception. Parties, treats used as classroom rewards, food fundraisers, vending machines, snacks and school stores constantly expose children to high-fat, high-sugar, low-nutrient choices.

Overall, our children's eating habits are poor. Only two percent of children meet all Food Pyramid recommendations. Most children do not eat enough fruits, vegetables or whole grains. Obesity rates among children are on the rise, with serious health consequences. Constant exposure to low-nutrient foods makes it difficult for children to learn how to make healthy food choices. By providing students with nutritious choices wherever food is available (including the classroom), schools can positively influence children's eating habits.

Benefits of Healthy Celebrations

Healthy Kids Learn Better: Research clearly demonstrates that good nutrition is linked to better behavior and academic performance. To provide the best possible learning environment for children, schools must also provide an environment that supports healthy behaviors.

Provides Consistent Messages: Providing healthy classroom celebrations demonstrates a school commitment to promoting healthy behaviors. It supports the classroom lessons students are learning about health, instead of contradicting them. Healthy celebrations promote positive lifestyle choices to reduce student health risks and improve learning.

Promotes a Healthy School Environment: In order to positively change eating behaviors, students need to receive consistent, reliable health information and ample opportunity to use it. Healthy celebrations are an important part of providing a healthy school environment.

Creates Excitement About Nutrition: Children are excited about new and different things, including fun party activities and healthy snacks (see back for ideas). School staff and parents need not worry that children will be disappointed if typical party foods aren't served in the classroom. Holiday treats and traditional birthday parties with cake will still be available at home.

Protects Children with Food Allergies: When parents send in food, it is difficult to ensure the safety of children with food allergies. Schools can protect food allergic children by providing nonfood celebrations or, if food is served, obtaining it from known sources such as the school food service program.



How-To's for Happy Healthy Parties¹

- Variety is the "spice of life" and the "life of the party." Plan several contrasting activities—active and quiet, indoor and outdoor, individual and group.
- Try something new. Children like adventure. In addition to familiar games and foods, offer something different.
- Plan creative experiences such as art, music and cooking.
- Involve children in planning and preparing the party. Let them make decorations and favors.
- Put food in its proper place. Refreshments should compliment the fun, not become the "main event."
- Be sure that each child receives a prize or favor, if such awards are given.
- Don't use food as rewards or prizes.
- Choose foods for fun, good taste and health. Parties that feature healthful foods provide opportunities for children to practice making wise food choices.



¹ Printed with permission from Let's Party: Party Ideas for School and Home. West Virginia Department of Education, 1994. Ordering information at: <http://wvde.state.wv.us/circ/materials.html>.



What Schools Can Do

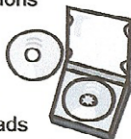
Ideas for Healthy Fundraising Alternatives*

*Adapted from: *Creative Financing and Fundraising*. California Project Lean, California Department of Health Services, 2002.

Schools can help promote a healthy learning environment by using healthy fundraising alternatives.

Items You Can Sell

- Activity theme bags
- Air fresheners
- Bath accessories
- Balloon bouquets
- Batteries
- Books, calendars
- Brick/stone/tile memorials
- Bumper stickers & decals
- Buttons, pins
- Candles
- Christmas trees
- Coffee cups, mugs
- Cookbooks
- Crafts
- Christmas ornaments
- Coupon books
- Customized stickers
- Emergency kits for cars
- First aid kits
- Flowers and bulbs
- Foot warmers
- Football seats
- Garage sale
- Giant coloring books
- Gift baskets
- Gift certificates
- Gift items
- Gift wrap, boxes and bags
- Greeting cards
- Hats
- Holiday wreaths
- House decorations
- Hugging booth
- Jewelry
- Kissing on the cheek booth
- License plates or holders with school logo
- Lunch box auctions
- Magazine subscriptions
- Megaphones
- Mistletoe
- Monograms
- Music, videos, CDs
- Newspaper space, ads
- Pet treats/toys/accessories
- Plants



Items You Can Sell, continued

- Pocket calendars
- Pre-paid phone cards
- Raffle donations
- Rent a special parking space
- Scarves
- School art drawings
- School frisbees
- School spirit gear
- Scratch off cards
- Sell/rent wishes
- Souvenir cups
- Spirit/seasonal flags
- Stadium pillows
- Stationery
- Student directories
- Stuffed animals
- Temporary/henna tattoos
- T-shirts, sweatshirts
- Tupperware
- Valentine flowers
- Yearbook covers
- Yearbook graffiti



Healthy Foods

- Frozen bananas
- Fruit and nut baskets
- Fruit and yogurt parfaits
- Fruit smoothies
- Lunch box auctions
- Trail mix



Sell Custom Merchandise

- Bumper stickers/decals
- Calendars
- Cookbook made by school
- Logo air fresheners
- Scratch off cards
- T-shirts/sweatshirts

Items Supporting Academics

- Read-A-Thon
- Science Fair
- Spelling Bee

Things You Can Do

- Auction (teacher does something for kids)
- Bike-a-thons
- Bowling night/bowl-a-thon
- Car wash (pre-sell tickets as gifts)
- Carnivals (Halloween, Easter)
- Dances (kids, father/daughter, Sadie Hawkins)
- Family/glamour portraits
- Festivals
- Fun runs
- Gift wrapping
- Golf tournament
- Jump-rope-a-thons
- Magic show
- Raffle (movie passes, theme bags)
- Raffle (teachers do a silly activity)
- Read-a-thons
- Rent-a-teen helper (rake leaves, water gardens, mow lawns, wash dog)
- Recycling cans/bottles/paper
- Science fairs
- Singing telegrams
- Skate night/skate-a-thon
- Spelling bee
- Talent shows
- Tennis/horseshoe competition
- Treasure hunt/scavenger hunt
- Walk-a-thons
- Workshops/classes



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For more information on a healthy school environment, contact Susan Fiore, MS, RD, Nutrition Education Coordinator at susan.fiore@po.state.ct.us or (860) 807-2075.



Connecticut State Department of Education
Bureau of Health and Nutrition Services and Child/Family/School Partnerships



February 2005



Appendix 10

REQUEST FOR COUNCIL ACTION

PREPARED BY: Mike Heller DATE OF MEETING: August 5, 2013

DATE: July 18, 2013 PHONE: 510-215-3132

SUBJECT: RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO AUTHORIZING THE CITY MANAGER TO DIRECT THE PUBLIC WORKS DEPARTMENT TO ENGAGE RESIDENTS OF THE CITY OF SAN PABLO IN AN ADOPT-A-SPOT PROGRAM

APPROVED: _____

DEPARTMENT HEADCITY MANAGER

CITY ATTORNEY

RECOMMENDATION

Adopt resolution

BACKGROUND

Following in the footsteps of several public agencies, the City of San Pablo is looking to begin a volunteer program that allows residents to “adopt” a piece of land to actively care for and maintain. Adopt-A-Spot will give residents the opportunity to become more involved in their City facilities and parks and allow them the benefit of enjoying the area that they are working on beautifying.

The City of San Pablo’s Public Works Department, in partnership with Volunteer San Pablo, will provide opportunities for all – individuals, families, neighborhood groups, civic organizations, employee groups and local businesses – to play active and ongoing roles in beautifying, cleaning and maintaining the neighborhoods, parks, and creeks of the City.

The Adopt-A-Spot program accommodates a wide array of volunteer interests and goals. Participants adopt public spaces and make a commitment to regularly clean and beautify the area for no less than one year. Adopt-A-Spot activities might include: removing litter, graffiti and weeds; gardening; maintaining a drain; and other forms of general upkeep.

Staff will work with the volunteers on site selection and will support them by providing debris bags, the loan of certain tools, and pick-up of debris bags.

Participants in the program would be required to read and sign an Adopt-A-Spot Request and Agreement form (attached) and a Volunteer Waiver & Release of Liability. Staff will arrange to meet with all volunteer candidates to discuss locations to adopt and to develop a scope of work with the participant.

Staff plans to actively conduct outreach to residents and service organizations within the City to help promote the Adopt-A-Spot program. Outreach will include newsletter articles and working with CERT groups. In addition, the program will be promoted at community events such as National Night Out, Back to School Nights, Neighborhood Engagement Team (N.E.T.) events, and the Farmer’s Market.



To assist in the promotion of Adopt-A-Spot, the City can also place adoption signs at each spot that is adopted by community members.

FY 2013-15 Council Priority Workplan

ADOPT-A-SPOT PROGRAM is an adopted policy item under the FY 2013-15 City Council Priority Workplan Policy Area: Infrastructure – Park & Median Island Maintenance.

FISCAL IMPACT

There is no additional fiscal impact associated with the Adopt-A-Spot program at this time. Funding for Adopt-A-Spot and anticipated future costs are available from the approved Maintenance Division operating budget, account no. 205-2110-43500.

Attachments: Adopt-A-Spot Application and Waiver
 Adopt-A-Spot Information Page

P:\Mike Heller\Adopt-A-Spot