

An aerial satellite view of a city, likely Chula Vista, with a white text box overlaid in the center. The text box contains the title and author information. The background shows a dense urban area with roads, buildings, and some green spaces.

Healthy Chula Vista:

**Creating a community that
supports healthy and
active living through
environmental design**

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Partners of San Diego County**

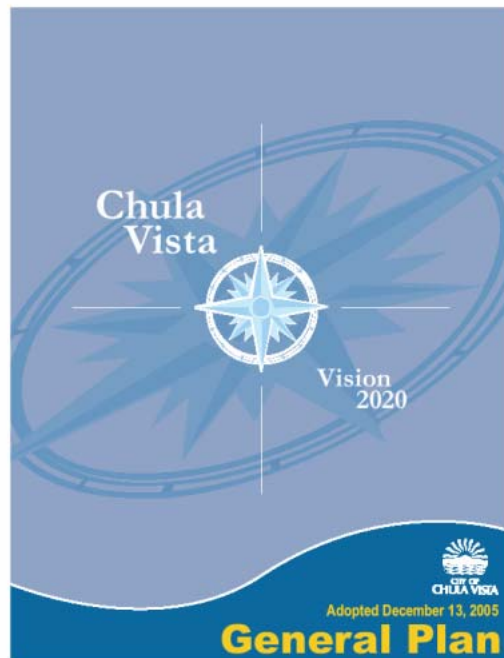
Chula Vista HEAC

PRESENTATION OVERVIEW

- **Episode 1:**
“Everything You Ever Needed to Know Is in the General Plan”
- **Episode 2:**
“Elected Officials Like to Order A La Carte”
- **Episode 3:**
“It All Boils Down to Hard Work”

Episode 1

EVERYTHING YOU EVER NEEDED TO KNOW IS IN THE GENERAL PLAN

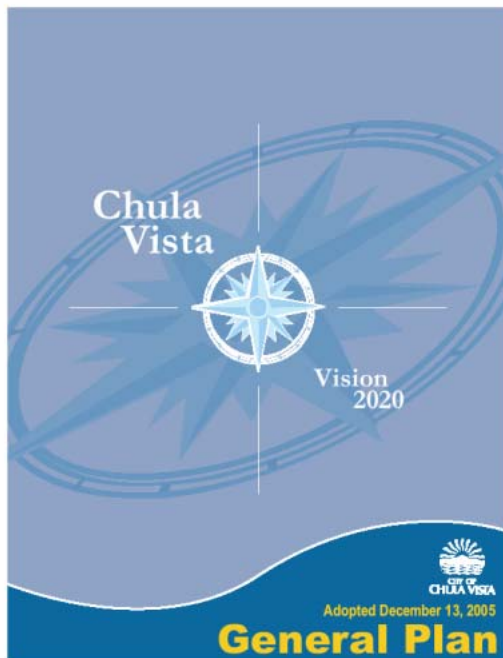


LUT Element 7.16: Planning for Healthy Communities

- **OBJECTIVE:** Support healthy lifestyles among residents through increasing opportunities for regular physical activity.

Episode 1

EVERYTHING YOU EVER NEEDED TO KNOW IS IN THE GENERAL PLAN



LUT 34.1 Encourage the development of parks and open space, as well as a network of pedestrian walkways for physical activity in all neighborhoods.

LUT 34.2 Provide adequate lighting for streets; parks; recreation facilities; sidewalks; and bike paths to promote their use.

LUT 34.3 Promote access to healthy foods through opportunities such as farmer's markets.

Episode 2

ELECTED OFFICIALS LIKE TO ORDER AL LA CARTE

Chula Vista: Healthy Places, Healthy Futures

Pride in Community, Leadership for Healthy Living, a Legacy for the Future

Healthy Communities Policies: Ideas for Consideration

Healthy Eating Environment

- Restriction on the number and location of convenience stores, formula restaurants
- Program to promote restaurants for obtaining some kind of healthy dining certification
- Program to promote smaller markets and convenience stores promoting eating of fresh fruits and vegetables
- Regulatory fee on sweetened beverages
- Ordinance to food advertising

Healthy Communities Policies: Ideas for Consideration

Easy Access to Quality Recreation Opportunities





- Fund new parks in underserved areas
- Establish and/or increase standard for provision of park space and recreation resources in city
- Increase utilization of school sites by community
- Create system to identify and respond to park maintenance and policing issues
- Upgrade facilities in existing west side parks
- Explore culturally relevant park design concepts

Healthy Communities Policies: Ideas for Consideration

Pedestrian- and Bicycle-Friendly

- Remedy issues affecting walkability in specific locations
- Revise street standards to place greater emphasis on pedestrian and cyclist traffic
- Assure high attention to pedestrian and cyclist interests in all redevelopment plans and area specific plans

Episode 2

January 24, 2006

Recommendation(s):

To require that 100% of food, beverages, and snacks sold in vending machines in youth-oriented facilities classify as healthy (as per criteria with SB 12 and SB 965) in the City of Chula Vista

Rationale:

- A 2001 study of CA Center for Public Health Advocacy revealed that in Assembly District 79 that 36% of school age youth were overweight and 42% were unfit
- A Harvard School of Public Health study of ninth and tenth grade girls found that those who drank colas were 3x more likely to develop bone fractures than those who did not.
- Research has shown that an extra soft drink per day increases a child's risk for obesity by 60%
- Obesity costs California an estimated \$14.2 billion a year in direct medical costs and loss of productivity.
- The overall instances of heart disease, diabetes, cancer death and overall chronic disease death rates are high in Assembly District 79, therefore, preventive measures must be established locally to provide youth with healthier options because 53% of the population is under 35 years of age.
- Research has confirmed that a policy approach to preventing disease yields significant benefit to the populations at large.

Other Cities/ Counties:

- In November of 2008, the City of Baldwin Park passed Resolution 2003-072 requiring all food, beverages and snacks sold in vending machines at youth oriented facilities (community centers, family service centers, pools and parks) in the city be healthy. Vending machines in youth frequented areas must provide food items that are compliant with the Nutrition standards set forth by SB 19 (Escutia, 2001)
- On December 14, 2004, the Contra Costa County Board of Supervisors adopted a healthy vending machine policy. The policy requires that food and beverages offered in vending machines located on county owned, operated or leased properties meet specified nutrition standards.

Questions/ Concerns:

- Is this policy feasible for the City of Chula Vista?
- What next steps would you recommend?



COUNCIL POLICY CITY OF CHULA VISTA			
SUBJECT: PUBLIC VENDING MACHINES IN CITY FACILITIES	POLICY NUMBER	EFFECTIVE DATE	PAGE
ADOPTED BY: (Resolution No.)		DATED:	
AMENDED BY: Resolution No. (date of resolution)			
PURPOSE:			
It is the goal of the City of Chula Vista and in the interest of public health to provide healthy options in all public vending machines located in City of Chula Vista facilities including parks, community centers, gymnasiums and libraries.			
The purpose of this policy is to establish nutritional standards for the food and drinks that are appropriate for vending to the public at City of Chula Vista facilities and set guidelines for vendors to stock machines.			
The nutrition standards are based on standards set by California SB 19, the Pupil Nutrition, Health, and Achievement Act of 2001, SB 12, the School Nutrition Standards, and recommendations from the San Diego Regional Nutrition Network and Healthy Eating, Active Communities, an initiative of the California Endowment.			
POLICY:			
All public vending machines at any City of Chula Vista facility shall meet the following nutrition standards.			
1) Beverages: Beverages are limited to a portion size no greater than 12 ounces (no limit on water or sports drinks). Note: If juices are available in smaller sizes portions (6 ounces), they would be preferred.			
A. Beverages offered in each vending machine shall be one or a combination of the following:			
i) Water			
ii) Non Fat or 1% low fat milk (including soy or cow's milk, chocolate or other flavored milk not containing more than 15 grams of added sugar per 250 gram serving or 3 tsp sugar per 1 cup milk)			
iii) 100% fruit/vegetable juice			
iv) Fruit based drinks containing at least 50% juice and no added caloric sweeteners			
v) All other non-caloric beverages, including diet sodas			
vi) Sports Drinks			
2) Snacks/Foods: Snacks/foods offered in each vending machine shall meet all the criteria in Section A per individual package:			
A. Criteria per individual package			
i) No more than 250 calories			
ii) Not more than 35% calories from fat with the exception of nuts and seeds; snack mixes and other foods of which nuts are a part must meet the 35% standard			
iii) Not more than 10% of calories from saturated fat			
iv) Not more than 35% total weight from sugar and caloric sweeteners with the exception of fruits and vegetables that have not been processed with added sweeteners or fats			

Episode 3

IT ALL BOILS DOWN TO HARD WORK

Healthy Communities
Task Force



Collaborations
with City Departments



Leveraged resources
and joint planning



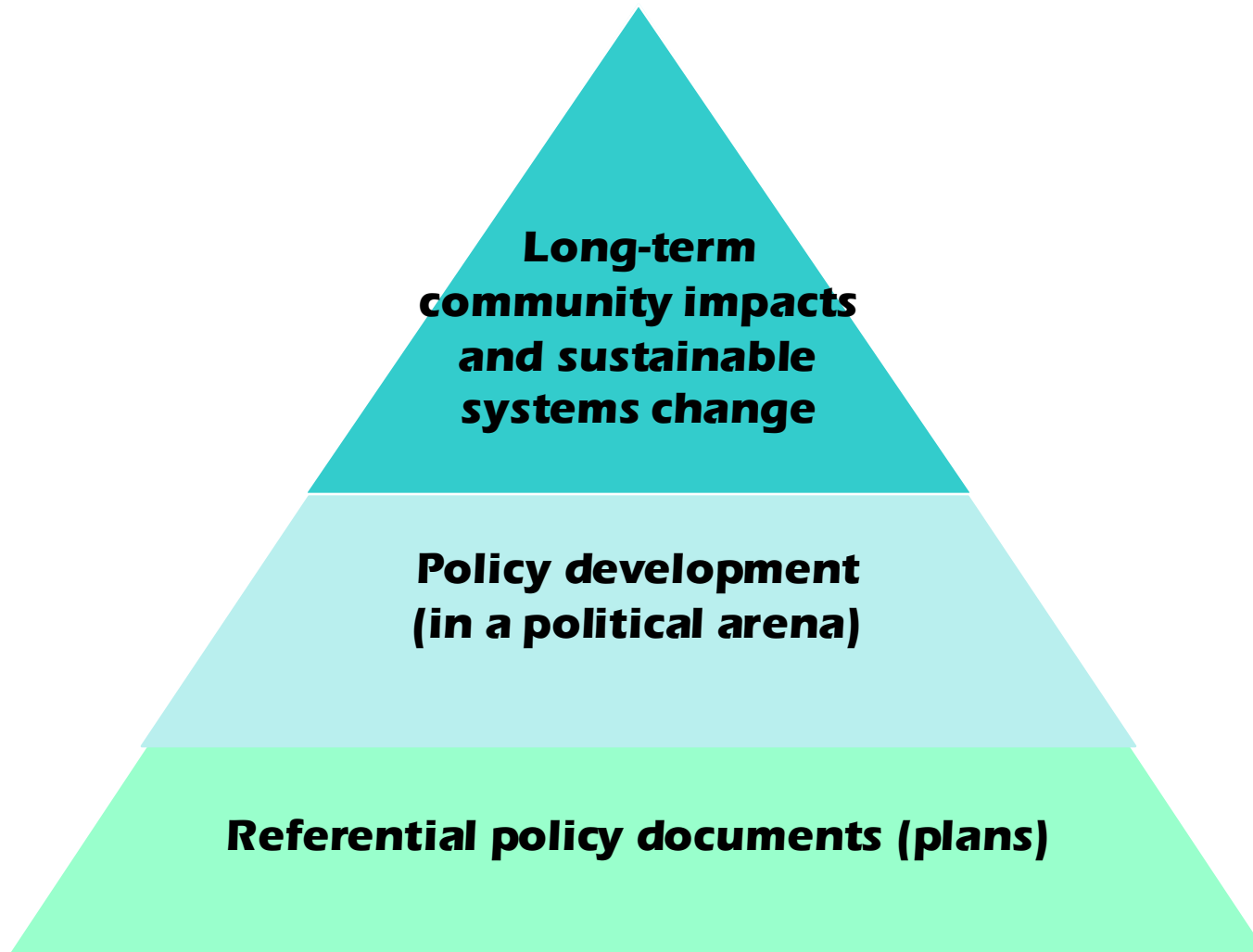
Health & Wellness
Commission

More DEPTH

More TRUST

Conclusion

Chula Vista: Healthy Places, Healthy Futures



Pride in Community, Leadership for Healthy Living, a Legacy for the Future