Legislation Details (With Text)

File #:	12-0113	**Version:** 1	**Name:**	CD-1,2,7 - move LB initiative
Type:	Agenda Item		**Status:**	Approved
File created:	1/30/2012		**In control:**	City Council
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Title: Recommendation to direct City Manager to work with the Long Beach Health Department, and the Department of Parks, Recreation and Marine to:

· Organize our "Move Long Beach" initiatives and place them in the Mobility Element of the Long Beach General Plan. Including our healthy eating & healthy living citywide events and programs.
· Engage and encourage North, Central and West Long Beach, who are most affected by childhood obesity and access to fresh foods, to participate in the Citywide “Move Long Beach” initiative.
· Create an online resource that offers information, features and promotes major health resources and events like the Long Beach Marathon, Long Beach Triathlon, Turkey Trot, and Bike Tour.
· Encourage Councilmembers, City Departments, and community groups to host "Move Long Beach" events and campaigns in the city that promote exercise, physical fitness, and health awareness in 2012 and beyond.

Sponsors: COUNCILMEMBER ROBERT GARCIA, FIRST DISTRICT, VICE MAYOR SUJA LOWENTHAL, SECOND DISTRICT, COUNCILMEMBER JAMES JOHNSON, SEVENTH DISTRICT, COUNCILMEMBER STEVEN NEAL, NINTH DISTRICT

Indexes:

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Attachments: 1. 02-07-12-R-14sr.pdf, 2. 02-07-12-R-14sr Revised.pdf

Date	Ver.	Action By	Action	Result
2/7/2012	1	City Council	approve recommendation	Pass

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- Organize our "Move Long Beach" initiatives and place them in the Mobility Element of the Long Beach General Plan. Including our healthy eating & healthy living citywide events and programs.
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Obesity constitutes a public health crisis at both the local and national level. While obesity is one of

the leading contributors to poor health outcomes and increased health care costs nationally, in Long Beach the problem is especially dire. Obesity rates are significantly higher in low-income areas, and especially among African-Americans and Latinos.

Last year, the Press-Telegram reported on a study that looked at obesity rates of over 5,000 Long Beach Unified students. Among the key findings:

- More than 30% of 5th graders, 35% of 7th graders, and 21% of 9th graders are obese.
- Neighborhoods with high concentrations of mini markets and liquor stores have higher obesity rates.
- Youth in some North and West Long Beach neighborhoods had the highest obesity rates at 37%.
- Youth in East Long Beach, where there is more access to park space and healthier food alternatives, had the lowest obesity rate at 8%.

The Long Beach obesity rate is an epidemic and a health crisis.

The City of Long Beach should do all it can to encourage exercise, nutritious food, and healthful lifestyle choices. Long Beach is making efforts on many fronts to promote healthy lifestyles, including: the recently enacted Neighborhood Store Partnership, the North Long Beach HEAL ZONES Kaiser Grant, a policy to add healthier beverages to vending machines on City property which in the process of being finalized, and a HEAL Cities Resolution being considered by Council. In addition, Long Beach is promoting healthful lifestyles by building new parks and community gardens, creating a more bike-friendly city, and replacing aging infrastructure to promote walking and physical activity.

Early last year, First Lady Michelle Obama launched the *Let's Move!* campaign to help address childhood obesity comprehensively, including through the promotion of active lifestyles through exercise and healthful eating. Some of the accomplishments in the first year of the *Let's Move!* initiative include the commitment of three of the nation's largest food service providers to meet recommended levels of fat, sugar and whole grains over the next five years. This means doubling the fruits and vegetables they serve over the next 10 years and the following commitments by the Fruit and Vegetable Alliance, the Food, Family & Farming Foundation and the United Fresh Produce Association to put 6,000 salad bars in schools across the country; increase significantly pediatricians' screening children for Body Mass Index (BMI) and a pledge by The American Academy of Pediatrics and the American Academy of Family Physicians to have 100% of their doctors screen for BMI. The Let's Move Faith and Communities project, which are faith and community-based organizations committed to walking three million miles and hosting 10,000 community gardens or farmers markets.

Inspired by the First Lady's efforts, the Long Beach City Council passed legislation to support the "Let's Move" campaign last year.

There are currently numerous health grants available and many more being developed for cities interested in promoting health activities and lifestyles. Long Beach has an opportunity to incorporate a strong community physical fitness initiative into the organizing of its broader health efforts. In the same way that we are working to become "America's Most Bike Friendly City," Long should strive to become one of America's Healthiest Cities.

Long Beach is in the process of updating its General Plan. The Mobility Element of the General Plan

speaks to creating a mobile and active city. The Move Long Beach physical fitness and health initiatives should be included in the Mobility Element along with other ongoing health initiatives, ensuring they remain an important part of the City's long term planning. City Management has indicated that they are interested in adding the Move Long Beach and Health Initiatives into the Mobility Element.

There would be minor administrative costs. A healthier community has the potential to dramatically lower the health care and lost productivity costs to the public.

Approve recommendation.

COUNCILMEMBER ROBERT GARCIA
FIRST DISTRICT

VICE MAYOR SUJA LOWENTHAL
COUNCILMEMBER, SECOND DISTRICT

COUNCILMEMBER JAMES JOHNSON
SEVENTH DISTRICT

COUNCILMEMBER STEVEN NEAL
NINTH DISTRICT