



TOWN OF BLUEFIELD
RESOLUTION
COMMITMENT TO OBESITY PREVENTION

Preamble

WHEREAS, in January 2013, the Virginia Municipal League entered into a memorandum of understanding with the Institute for Public Health Innovation to work collaboratively on the HEAL Cities & Towns Campaign; and

WHEREAS, the Town of Bluefield has the ability to affect the health of its residents; and

WHEREAS, planning and constructing a built environment that encourages walking, biking and other forms of physical activity can promote health; and

WHEREAS, high rates of costly chronic disease among both children and adults are correlated to environments with few or no options for healthy eating and active living; and

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

WHEREAS, one in three youth in Virginia is overweight or obese; and

WHEREAS, more children are being diagnosed with diseases linked to overweight and obesity previously seen only in adults, such as Type 2 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 Virginians; and

WHEREAS, the annual cost to Virginia – in medical bills, workers compensation and lost productivity – for overweight, obesity, and physical inactivity exceeds \$3 billion; and

WHEREAS, teens and adults who consume one or more sodas or sugar sweetened beverages per day are more likely to be overweight or obese; and

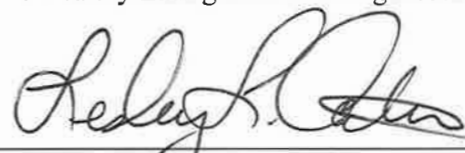
WHEREAS, supporting the health of residents and the local workforce would decrease chronic disease and health care costs and increase productivity; and

WHEREAS, Tazewell County, Virginia is Virginia's least healthy place to live in Virginia out of 133 counties.

NOW THEREFORE, BE IT RESOLVED, that the Bluefield, Virginia Town Council hereby recognized that obesity is a serious public health threat to the health and wellbeing of adults, children and families in Bluefield, Virginia and a commitment is needed to put healthy choices within reach of all residents. 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, Bluefield, Virginia adopts this Healthy Eating Active Living Resolution.



Donald R. Harris, Mayor



Lesley L. Catron, Town Clerk

Physical Activity, Active Transportation and Land Use

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

- Update Comprehensive Plan to:
 - Include provisions in your comprehensive plan that promote bikeability and walkability
 - Include strategies that promote public safety / crime prevention through environmental design
 - Prioritize Transit-Oriented and Mixed-Use Development
- Design Streets / Roads to be safe for all users (motorists, bicycles, pedestrians, handicapped) using the following strategy(ies):
 - Adopt a Complete Streets Policy
 - Promote Slower Vehicular Traffic Through Traffic Calming Measures
 - Adopt a policy to paint bike lanes / shared use (“sharrows”) when re-paving / painting roads
 - Adopt a policy to stripe crosswalks when re-paving / painting roads
- Increase access to facilities using the following strategy(ies):
 - Establish Joint Use Agreements for existing facilities, such as: school playgrounds and pools
- Use Development Tools to:
 - Adopt a Form Based Code Zoning Ordinance
 - Require developers to include usable space for physical activity and recreation or pay a fee
 - Institute a Complete Streets requirement for new development
- Involve the Community in determining your Town’s policy needs around physical activity, transportation, and land use using the following strategy(ies):
 - Create an Active Living Community Policy Council tasked with identifying recommendations for the municipality to follow

Access to Affordable Nutritious Foods

BE IT FURTHER RESOLVED that the Bluefield, Virginia planners, community economic personnel responsible for the design and of parks, neighborhoods, streets, and business areas, should make every effort to:

- Update Comprehensive Plan to:
 - Include provisions that address access to affordable, nutritious foods
- Attract / Promote Healthy Food Retail – Corner / Grocery Stores using the following strategy(ies):
 - Expedite permitting for new stores that offer healthy foods
 - Provide density bonuses or economic incentives for new food retail development (especially in under-resourced communities)
 - Provide density bonuses or economic incentives for improved healthy food offerings in existing corner or convenience stores
 - Establish standards as a licensing requirement for new food retailers (not including restaurants)
- Attract / Promote Healthy Food Retail – Restaurants using the following strategy(ies):
 - Encourage menu labeling with nutrition facts
 - Provide economic incentives for restaurants that offer healthy foods
- Create / Promote Farmer’s Market using the following strategy / strategies:

- Establish a Memorandum of Understanding or Joint Use Agreement formalizing use of land for Farmer's Market
- Encourage SNAP / EBT to be accepted at farmers market
- Institute guidelines and / or zoning controls that allow Farmer's Markets
- Develop / Promote Community Gardens, Urban Agriculture, and / or Urban Farming using the following strategy(ies):
 - Develop a process by which vacant land becomes available for community gardens / urban agriculture
 - Adopt a Community Garden / Urban Agriculture Ordinance to promote and protect community gardens and urban agriculture
- Involve the Community in determining your town's policy needs around accessible, affordable, nutritious foods using the following strategy/ies:
 - Create a Food Policy Council or Task Force tasked with identifying recommendations for the Town to follow
 - Conduct a community food assessment
 - Adopt a Food Charter
 - Create a Community Food System Plan

Municipal Workplace Wellness

BE IT FURTHER RESOLVED that in order to promote wellness within Bluefield, Virginia, and to set an example for other business, Bluefield, Virginia pledges to adopt and implement a workplace wellness policy that will:

- Make healthy foods available in the municipal workplace using the following strategy(ies):
 - Adopt nutrition standards aligned with the Dietary Guidelines for Americans in all municipally or county-owned or operated venues that serve food, including special events*
 - Ensure that water is readily available in municipally owned buildings
 - Establish a healthy vending policy
- Encourage physical activity in the municipal workplace using the following strategy(ies):
 - Encourage stairwell usage through an open, unlocked stairwell policy
 - Establish physical activity breaks for meetings over two hours in length
 - Allow / encourage walking meetings
- Reduce barriers to breastfeeding in the municipal workplace using the following strategy(ies):
 - Designate lactation space within each municipality owned / operated building for breastfeeding mothers
- Involved the municipal staff in determining your towns' policy needs around municipal workplace wellness using the following strategy(ies):
 - Convene a Workplace Wellness Committee

Implementation

BE IT FURTHER RESOLVED that the head of each affected agency or department should report back to the Town Council annually regarding steps taken to implement the Resolution, additional steps planned, and any desired actions that would need to be taken by the Council.

BE IT FURTHER RESOLVED that the Bluefield, Virginia Staff shall work with HEAL Cities & Towns Campaign Staff to explore HEAL policies and to identify those policies that are suitable for the Town's unique local circumstances.

BE IT FURTHER RESOLVED that Staff will report back to this Council with recommendations not later than 120 days from the date of this Resolution.