



City of Virginia Beach

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February 27, 2015

The Honorable Mayor and
Members of City Council

Subject: Healthy Eating Active Living Cities and Towns Campaign

Dear Mayor and Council Members:

The City of Virginia Beach takes pride in its high quality of life to include the overall health of its residents. The Virginia Beach Mayor's Action Challenge for a Healthy Lifestyle and Environment is one of four Mayor's Action Challenges in Virginia Beach derived from the National League of Cities Mayor's Action Challenge for Children and Families. This particular Mayor's Action Challenge focuses on reducing childhood obesity in Virginia Beach, as well as promoting preventive health care, healthy eating and physical fitness.

Recognizing that obesity is a serious public health threat to the wellbeing of adults, children and families in Virginia Beach, the Mayor's Action Challenge Committee for a Healthy Lifestyle and Environment has adopted the *Healthy Eating Active Living (HEAL) Cities and Towns* campaign. The HEAL campaign, developed and implemented through the Institute for Public Health Innovation, will be utilized by the Mayor's Action Challenge Committee for a Healthy Lifestyle and Environment to support the development of policies to curb obesity in our community. Acknowledging the city's already strong commitment to build environment that encourages physical activity to combat obesity and improve health, this *HEAL* campaign will focus on access to healthy foods.

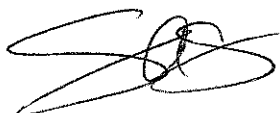

These policies will promote access to healthy food through channels such as local farmers markets and healthy food retail including local restaurants as well as vending machines located within municipally owned and operated venues.

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Approval of this resolution will enable the City to access helpful resources provided by the HEAL campaign and will strengthen the commitment to health and wellness in our city.

Please contact Dr. Heidi Kulberg at 757-518-2630 should you have any questions.

With Pride in Our City,

James K. Spore
City Manager

JKS/HAK/amh



CITY OF VIRGINIA BEACH AGENDA ITEM

ITEM: A Healthy Eating Active Living (“HEAL”) Resolution Setting Forth the City of Virginia Beach’s Commitment to Obesity Prevention

MEETING DATE: March 3, 2015

■ **Background:** The Virginia Beach Mayor’s Action Challenge for a Healthy Lifestyle and Environment is one of four Mayor’s Action Challenges in Virginia Beach derived from the National League of Cities Mayor’s Action Challenge for Children and Families. This particular Mayor’s Action Challenge focuses on reducing childhood obesity in Virginia Beach, as well as promoting preventive health care, healthy eating and physical fitness.

The Mayor’s Action Challenge Committee for a Healthy Lifestyle and Environment has adopted the Healthy Eating Active Living (“HEAL”) Cities and Towns Campaign. The HEAL campaign, developed and implemented through the Institute for Public Health Innovation, is being used by the Mayor’s Action Challenge Committee for a Healthy Lifestyle and Environment to support the development of policies to curb obesity in our community. These policies will promote access to healthy food through channels such as local farmers markets and healthy food retail including local restaurants as well as vending machines located within municipally owned and operated venues. Approval of this resolution will enable the City to access helpful resources provided by the HEAL campaign.

■ **Considerations:** The healthy restaurant initiative was presented in October 2014 to the Virginia Beach Restaurant Association Board and was well received. Future steps include collaborative planning and development between the committee and the association to develop a healthy eating restaurant promotion campaign.

A draft survey has been created to aid in the development of a healthy vending machine policy by identifying City employees’ vending machine habits and preferences regarding healthy vending machine options.

■ **Public Information:** Public information will be provided through the normal Council agenda process.

■ **Attachments:** Resolution

Recommended Action: Approval

Submitting Department/Agency: Health Department

City Manager:

1 A HEALTHY EATING ACTIVE LIVING (“HEAL”)
2 RESOLUTION SETTING FORTH THE CITY OF VIRGINIA
3 BEACH’S COMMITMENT TO OBESITY PREVENTION

4 WHEREAS, The Virginia Beach Mayor’s Action Challenge for a Healthy Lifestyle
5 and Environment exists to curb childhood obesity and promote preventive health care,
6 healthy eating and physical fitness by developing a comprehensive strategy to address
7 these issues;

8
9 WHEREAS, in April 2014, the Virginia Beach Mayor’s Action Challenge
10 Committee for a Healthy Lifestyle and Environment partnered with the Institute for
11 Public Health Innovation to work collaboratively on the HEAL Cities & Towns Campaign;

12
13 WHEREAS, the City of Virginia Beach has the ability to positively affect the
14 health of its residents;

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

19
20 WHEREAS, twenty-eight percent of Virginia Beach high school youth are
21 overweight or obese;

22
23 WHEREAS, sixty-two percent of Virginia Beach adults are overweight or obese;

24 WHEREAS, obese youth are at greater risk to develop immediate health effects
25 including high cholesterol, high blood pressure, prediabetes, bone and joint problems
26 and sleep apnea;

27 WHEREAS, obese youth are at greater risk of becoming obese adults and
28 develop long term health effects including heart disease, type 2 diabetes, stroke,
29 several types of cancer, and osteoarthritis;

30 WHEREAS, the Healthy Eating Living Cities and Towns Campaign has identified
31 healthy eating, active living, and workplace wellness as a triad of focus areas for
32 improving the health of a community’s population;

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

35
36 WHEREAS, the City of Virginia Beach has demonstrated its commitment to a
37 built environment that encourages physical activity through its support and promotion of
38 park and recreational opportunities, its development of a comprehensive bikeways and
39 trails plan, as well as its integration of workplace wellness for City employees;

41 WHEREAS, workplace wellness programs promoting healthy behaviors,
42 improving employees' health knowledge and skills, and assisting with obtaining health
43 screenings, immunizations, and follow-up care can lead to a reduction in health risks
44 and improve the quality of life for employees;

45
46 WHEREAS, maintaining a healthier workforce through workplace wellness
47 programs can reduce costs to employers such as lower insurance premiums and
48 worker's compensation claims as well as impact many indirect costs including
49 absenteeism and overall worker productivity;

50
51 WHEREAS, healthy food choices promote healthy growth and development in
52 youth, reduces the risk of becoming obese, and also reduces the development of
53 chronic diseases as well other health issues including osteoporosis, iron deficiencies,
54 and dental cavities; and

55 WHEREAS, the City of Virginia Beach is focused on improving access to healthy
56 and affordable nutritious foods in addition to improving physical activity and workplace
57 wellness as part of this triad to improve overall health and wellness in Virginia Beach.

58 NOW, THEREFORE, BE RESOLVED BY THE CITY COUNCIL OF THE CITY
59 OF VIRGINIA BEACH:

60
61 1. That the Virginia Beach City Council hereby recognizes that obesity is a
62 serious public health threat to the wellbeing of adults, children and families in Virginia
63 Beach, and a commitment is needed to put healthy choices within reach of all residents.
64 While individual lifestyle changes are necessary, individual effort alone is insufficient to
65 combat obesity's rising tide. Societal and environmental changes are needed to support
66 individual efforts to make healthier choices, and to that end, Virginia Beach adopts this
67 Healthy Eating Active Living resolution;

68 2. That in order to promote wellness and make healthy foods available in the
69 municipal workplace, Virginia Beach pledges to investigate and consider a healthy
70 vending machine policy for vending machines located within municipal-operated
71 buildings. This policy will be guided by national best practices for healthier options in
72 vending machines;

73 3. That in order to make healthy food choices available to residents and
74 visitors, Virginia Beach pledges to promote healthy food retail by working with local
75 restaurants to provide options enabling the public to make informed choices about
76 eating healthy when dining out;

77 4. That in order to promote wellness and make healthy foods available in the
78 community, Virginia Beach pledges to promote local agriculture and support a mobile
79 farmers market policy that will increase the community's access to local, nutritious food
80 resources; and

81 5. That in order to promote wellness and healthy food choices in our
82 residents, Virginia Beach pledges to support nutrition education opportunities for
83 Virginia Beach youth and families.

84 Adopted by the Council of the City of Virginia Beach, Virginia on the _____
85 day of _____ 2015.

APPROVED AS TO CONTENT:

APPROVED AS TO LEGAL SUFFICIENCY:

Health Department

City Attorney's Office

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February 20, 2015