

6th BIENNIAL CHILDHOOD OBESITY CONFERENCE

Creating A Persuasive Obesity Prevention Policy Agenda



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Comprehensive Community Planning

- Healthy Eating Environment
- Easy Access to Quality Recreation Opportunities
- Pedestrian and Bicycle Friendly
- Community Engagement
- Engaging Community Partners



Healthy Eating Environment

- Policy on number and location of convenience stores, formula restaurants
- Ordinance to limit in store and outdoor advertising of junk food
- City owned healthy vending policy
- Healthy Star certification proposed
- Provide subsidy to smaller convenience stores to purchase equipment to sell fresh produce
- Eliminate redevelopment subsidy for fast food and drive thru businesses



Access to Quality Recreation Opportunities

- Invest in parks on West Side of Chula Vista
 - Harborside Park, first new park in 25 years
 - Eucalyptus Park, universally accessible play equipment
 - Lauderbach Park, increased security, restrooms
- Increase utilization of school sites by community
- Update codes to require minimum park standards while increasing densities and encouraging mixed land uses
- Explore culturally relevant park design concepts



Pedestrian and Bicycle Friendly

- Address obstacles to walkability in strategic locations
 - Institute systematic program to fund and install sidewalks
 - Continue program to repair existing infrastructure
- Examine street standards and parking policies to place greater emphasis on pedestrian and bicycle activity
- Assure high attention to pedestrian and cyclist interests in redevelopment and area specific plans



Community Engagement

- Ensure that built environment and public health perspective is introduced into discussions of all community advisory boards
- Engage limited English speaking residents with an interest in healthy communities policy advocacy
 - 60% Latino Population in Chula Vista



HEAC Project

- Healthy Eating Active Communities Initiative
 - One of 6 cities selected in California - Why
 - Chula Vista suffers from high rates of obesity
 - Strong existing partnership with South Bay Partnership
- Worked with local businesses, elected officials, environmentalists to improve access in west Chula Vista to:
 - Affordable fresh produce
 - Safe walkways and parks
 - Improved community design



Community Health Improvement Partners (CHIP)

- Chula Vista Farm to Stores Program
 - Four corner stores dedicated to offer locally-grown fresh produce to underserved community
 - Grants for tenant improvements to increase access to fresh, healthy, nutritious foods
- Market Outreach Coordinator
 - Advocacy presentations to policy makers
 - Assistance in improving store layout for display
 - Training on purchase, pricing and marketing healthy food
- Small Business Development Resources



League of Cities Healthy Eating Active Living Campaign (HEAL)

- Partner in White House *'Let's Move Cities and Towns'* Campaign
- Chula Vista awarded **HEAL Active City** status, August 2010
 - One of 76 California cities to have adopted policies in the areas of land use, access to healthy food and employee wellness
 - Chula Vista increased residents and employees opportunities to walk, bike, enjoy safe places to play, and consume healthy food



Involving the Latino Community

- Latino population = 100,000 in West Chula Vista
- Survey to determine availability of parks, walking trails, food outlets, recreational facilities
- Promote healthy foods in city-owned vending machines
- Established Community Gardens policy in Chula Vista
- Created joint use agreements for schoolyards
- Work with City Planners to promote walking and bicycle use in General Plan and redevelopment plans



Recent Chula Vista Accomplishments

- Vending Policy
- Second hand Smoke Policy
- Alcohol Policy
- Safe Routes to School
- Community Gardens Policy
- Lactation Accommodation Policy
- Billboard Policy



Active Living in Latino Communities

- Healthy lifestyle choices limited in many Latino communities
- Public Policy changes increase active living opportunities
- Intervention by policy makers gives opportunities to reduce incidence of obesity and related health issues in Latino Community