

Agenda Report

October 3, 2011

TO: Honorable Mayor and City Council

THROUGH: Public Safety Committee

FROM: Public Health Department

SUBJECT: ADOPTION OF THE HEALTHY FOOD AND BEVERAGE VENDING AND PROCUREMENT POLICY

RECOMMENDATION:

It is recommended that the City Council adopt by resolution the Healthy Food and Beverage Vending and Procurement Policy.

BACKGROUND:

The United States faces increased health care costs and diminished quality of life due to the epidemic of obesity and overweight. In particular, over the past three decades, childhood obesity rates in America have tripled. Today, nearly one in three children in the United States is overweight or obese. According to the 2007 Los Angeles County Department of Health Services Survey, in the City of Pasadena, 20.8% of adults are obese and 37.9% of adults are overweight. Overweight and obese residents are at greater risk for health problems like diabetes, heart disease, high blood pressure, cancer and asthma. Moreover, obesity costs Americans \$150 billion in added health care expenses every year.

The Pasadena Public Health Department (PPHD) has worked for nearly 20 years to raise awareness about obesity, the need for improved access to healthy food, and increased physical activity. As a grantee of Renewing Environments for Nutrition Exercise and Wellness (RENEW) from Los Angeles County Department of Public Health, PPHD has undertaken nutrition policy planning in order to provide healthier options to City of Pasadena residents. On April 25, 2011, the City Council approved PPHD staff's recommendation and adopted Resolution 9109, making Pasadena an official Healthy Eating Active Living (HEAL) City. Section II of Resolution 9109 states that the City of Pasadena would evaluate the feasibility of setting nutrition standards for vending machines located in City-owned or leased properties, as well as for snacks and

beverages offered at City events, City-sponsored meetings, served at City facilities and City programs.

The Healthy Food and Beverage Vending and Procurement Policy would require 100% of snacks and beverages sold in vending machines located on City property, as well as 100% of snacks and beverages served at all meetings, programs, and events led or coordinated by City staff and programs, using City funds, to meet specified nutrition standards, as set forth in the attached policy (Exhibit A).

Currently, there are 16 snack and 27 beverage vending machines located on City property. The City has a single contract for beverage vending with Coca-Cola, which expires May 2012. The City has several different agreements for snack vending with various termination dates.

The proposed Healthy Food and Beverage Vending and Procurement Policy will increase awareness about the obesity epidemic and improve the future health and well-being of Pasadena residents. Offering alternatives and reducing access to sugar/artificially sweetened beverages and unhealthy snacks provided and/or sold in vending machines at City facilities will help prevent the onset of chronic diseases.

Furthermore, adoption of the proposed policy would echo the sentiments of the residents of the City of Pasadena, as well as various community organizations. Between June and August 2011, 539 Pasadena Resident Surveys were completed at various events and locations in both English and Spanish to inquire about the current community use of vending machines on City property. The majority of surveyed residents fully supported healthier options in vending machines, with 73.1% indicating that they would choose these healthier options if they became available and 83.1% indicating that drinking healthy beverages is an important factor in their lives.

In addition, various local agencies, organizations, and entities, including Health Net, Inc, Young and Healthy, Day One, Pasadena Unified School District, NATHA, and the Office of Assembly Member Anthony Portantino, have expressed their support for this endeavor. Other cities that have taken strides in this direction include Long Beach, Baldwin Park, La Puente, El Monte, South El Monte, Huntington Park, and Bell Gardens.

The recommendation to adopt by resolution the proposed Healthy Food and Beverage Vending and Procurement Policy will improve local and citywide nutrition standards for healthier snacks and beverages. City meetings and programs will follow nutrition standards set forth by the USDA, 2010 Dietary Guidelines for Americans and will complement Pasadena Unified School District nutritional standards, thereby making Pasadena a model of Healthy Cities in California.

The proposed policy reflects the present-day health movement taking hold in the State of California, as well as the nation, to increase the quality of life of our citizens by taking

steps to address and to reduce the number of cases of overweight and obese children and adults. Obesity is easier to prevent than to treat and this epidemic is threatening the future health of our children.

COUNCIL POLICY CONSIDERATION:

Adoption of this resolution by City Council advances the Strategic Planning Goal to support and promote the quality of life and local economy by encouraging and guiding residents to practice good nutrition and become more involved in physical activities.


ENVIRONMENTAL ANALYSIS:

The adoption of a resolution to adopt the Healthy Food and Beverage Vending and Procurement Policy does not result in any new regulations, restrictions, or requirements. As such, the resolution is exempt from CEQA, because it has no potential for causing an effect on the environment.

FISCAL IMPACT:

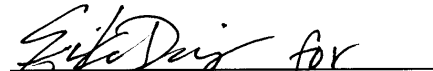
Staff estimates the cost of program implementation and monitoring of the City policy is \$7,000, which includes administrative costs for this fiscal year, training materials, supplies, and costs related to mailing notification. It is anticipated that these costs can be absorbed with the Department's current operating budget. However, based on actual implementation, adjustments may be necessary to ensure successful implementation.

Respectfully submitted,



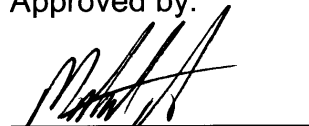
Eric Walsh, MD
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Public Health Department

Prepared by:



Mary Urtecho-Garcia
Nutrition and Physical Activity
Program Coordinator

Approved by:



MICHAEL J. BECK
City Manager

RESOLUTION NO. _____

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
PASADENA, CALIFORNIA ADOPTING THE HEALTHY
FOOD AND BEVERAGE VENDING AND PROCUREMENT POLICY**

WHEREAS, the League of California Cities at its recent annual conference in July 2011 unanimously adopted a resolution reaffirming its recognition of the important role cities play in combating the obesity epidemic and called upon cities in California to join the Let's Move Cities and Towns Campaign; and

WHEREAS, a goal of the Let's Move Cities and Towns Campaign is to make healthy food available to children and families in municipal facilities; and

WHEREAS, The League initiated the Healthy Eating Active Living Cities Campaign to support cities to adopt policies to increase access to healthy food; and

WHEREAS, more than half of California'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, 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, according to the 2009-2010 California Physical Fitness Report, 37.6% of 5th, 7th and 9th grade students in the Pasadena Unified School District are not in the body composition Healthy Fitness Zone (HFZ) standards and 42.8% are not in the aerobic capacity Healthy Fitness Zone (HFZ) standards; and

WHEREAS, one in four youth between the ages of 9 and 16 in California is overweight, and more specifically according to the County of Los Angeles Public Health Office of Health Assessment and Epidemiology 2008 report, the prevalence of childhood obesity in Pasadena is 27.0%; and

WHEREAS, obesity and overweight takes a tremendous toll on the health and productivity of all Californians, annually costing the state \$21 billion; and

WHEREAS, the City of Pasadena bears a portion of these costs in health care premiums, sick days and lost productivity; and

WHEREAS, City of Pasadena teens and adults who consume one or more sodas or sugar sweetened beverages per day are more likely to be overweight or obese and contribute to the 23.9% prevalence of childhood obesity in Pasadena; and

WHEREAS, foods and beverages of minimal nutritional value are marketed extensively; and

WHEREAS, there are healthier, alternatives to soft drinks and sugary snacks that can be made accessible to participants in programs and facilities throughout the city; and

WHEREAS, research has confirmed that a policy approach to preventing disease confers significant benefit to the populations at large; and

WHEREAS, the City of Pasadena is committed to spending public funds to promote the public's health and welfare, including the health and welfare of children and families; and

WHEREAS, the City Council has jurisdiction over municipal facilities and programs serving employees and residents where they consume food and beverages; and

WHEREAS it is in the City's interest to use its facilities and programs to promote and support health.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF PASADENA THAT:

SECTION 1. All of the food, beverages & snacks to be provided and or sold in City vending machines at City facilities and institutions (afterschool programs, recreation centers, pools, libraries, parks, community centers, childcare centers, etc.), shall provide healthier options to youth and residents in the following manner:

- **Require 100% of snacks sold in vending machines on City property to meet specified nutrition standards.**
- **Require 100% of beverages sold in vending machines on City property to meet specified nutrition standards.**
- **100% of beverages and snacks served at all meetings/programs/events led, or coordinated, by City staff or purchase with city funds, to meet specified nutrition standards.**

The nutritional standards are set forth in Exhibit A which is attached hereto and incorporated herein by this reference. These standards have been established to mirror many of the standards used by the Pasadena Unified School District (SB 12 and SB 965) as well as those standards developed in other cities and counties with food and beverage policies. These standards are also consistent with the nutrition messages provided in the Dietary Guidelines for Americans. The Dietary Guidelines Advisory Committee (DGAC) that is jointly established by the US Department of Agriculture (USDA) and the US Department of Health and Human Services (HHS) has created the Dietary Guidelines for Americans with the purpose of providing science-based advice to promote health and reduce the risk of chronic disease through diet and physical activity.

City of Pasadena staff shall receive yearly training and updates on incorporating healthy vending and healthy snacks for special events (staff events, holiday functions, youth special events and teen center special events) to comply with the aforementioned nutrition standards.

SECTION 2. Youth-orientated programs funded by the City will ensure that snacks served during programs will comply with this resolution and ensure that the message of health is modeled for participating youth.

SECTION 3. Youth-orientated programs that use City facilities will be encouraged to comply with this resolution and ensure that the message of health is modeled for participating youth. City staff will offer a healthy snack guide and healthy fund-raising options to program leaders to support compliance with the resolution.

SECTION 4. Future procurement and/or contractual negotiations for the provision of food and beverages to be provided and/or sold through vending machines and other means within City facilities at City functions and sponsored events shall include a provision stipulating that all food and beverages to be purchased or provided through contracts shall meet the City's Nutrition Standards set forth Exhibit A.

SECTION 5. City of Pasadena Public Health Department RENEW Staff shall conduct annual training to all relevant city personnel such as Staff Assistants/Park and Recreation Staff on how to comply and implement the Snack and Beverage guidelines. Training would also provide recommendations on meals/entrees and how to choose healthier catering and incorporate healthier options at special events. Staff will conduct periodic visual observations of vending machines and program events to insure compliance

SECTION 6. This resolution shall become effective immediately and the designated city staff persons or person shall monitor enduring compliance, and report back to the Mayor and City Council every six (6) months on the status of implementation.

SECTION 7. All other resolutions in conflict with this resolution are hereby repealed.

Adopted at the regular meeting of the City Council of the City of Pasadena on the _____ day of _____ 2011,
by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Mark Jomsky, CMC
City Clerk

APPROVED AS TO FORM



Frank L. Rhemrev
Assistant City Attorney

PASADENA PROPOSED POLICY STANDARDS

- **Require 100% of snacks sold in vending machines on City property to meet specified nutrition standards.**
- **Require 100% of beverages sold in vending machines on City property to meet specified nutrition standards.**
- **Require 100% of beverages and snacks served at all meetings/programs/events led, or coordinated, by City staff or programs, using City funds, to meet specified nutrition standards.**

This document outlines the standards for snack foods and beverages available in all vending machines located on city property, as well as those purchased for and served at all meetings, programs, and events that are led or coordinated by city staff or programs. The goal of the standards is to improve the health of all City of Pasadena employees and residents that utilize City services and/or participate in City programs and events.

These standards do not apply to food and beverages available at events within the City that require a Special Events permit (e.g. parades, festivals, etc.), activities and events occurring at the Rose Bowl, nor do they apply to employee non-work related celebrations and parties such as birthdays, potlucks and retirement parties.

City departments and their contractors are expected to follow the standards described in the following sections:

- I. **Standards for Snack Foods**
- II. **Standards for Beverages**

City departments must ensure that all snacks and beverages offered in vending machines, as well as those offered at meetings, programs, and events meet the standards in sections I and II.

Agency contractors that provide snacks to City-funded programs are also required to comply with these standards. This includes both food service contractors and programmatic contractors that serve food within the context of their program.

I. Standards for Snack Foods:

Standards for snacks available in vending machines located on City property and offered at all meetings, programs, and events that are led or coordinated by City staff or programs.

Snack foods include all foods that are not intended as a meal or part of a meal.

All snack items must comply with the following:

- **Total Fat:** 35% or less of calories from fat
- **Saturated Fat:** 10% or less of calories from saturated fat
- **Trans Fat:** No trans fats or no “partially hydrogenated oil” listed in the ingredient list.
- **Sugar:** 35% or less sugar by weight
- **Calories:** 250 calorie maximum per single serving food item.
- **Sodium:** 360 mg or less of sodium per package/serving and include at least one item that meets the snack criteria and also meets the FDA definition of “low sodium” less than 140 mg per serving or portion

Exempt snack items include:

- Fruits and vegetables; excludes processed foods with added sweeteners or fat
- Nuts and seeds (Including: plant based fats, e.g. peanut butter, almond butter)
- Plant based spreads (e.g. hummus, pesto dip, etc.)
- Low fat or reduced fat cheeses

II. Standards for Beverages

All beverages must comply with the following:

- Fruit and/or vegetable based drinks that are 50-100% real juice and contain no added caloric or non-caloric sweeteners.
- Drinking water with no added caloric or non-caloric sweeteners.
- 1% low fat or nonfat unflavored milk products.
- Dairy alternative (soy) products that contain no more than 35% sugar by weight or contain no more than 3 teaspoons of sugar for one cup.
- Fresh coffee and tea, and any unsweetened iced tea.*

Excluded beverages include:

- Regular and diet sodas
- Regular and diet sports drinks
- Energy drinks and vitamin waters
- Sweetened iced teas, lemonades, and punches
- Sweetened flavored milks

Water is required to be available in all vending machines and at all meetings/events/programs that serve beverages.

Future Contracts:

Upon renewal of the City's existing beverage and/or snack vending machine contracts, require all products sold in vending machines on City property to meet the specified nutrition guidelines set forth in this policy.

Sustainability and Training:

The City of Pasadena Public Health Department will provide training to other City Departments on this policy.

Basis for Snack and Beverage Nutritional Standards

The nutritional standards outlined in this policy have been established to mirror many of the standards used by the Pasadena Unified School District (SB 12 and SB 965) as well as those standards developed in other cities and counties with food and beverage policies. These standards are also consistent with the nutrition messages provided in the *Dietary Guidelines for Americans*. The Dietary Guidelines Advisory Committee (DGAC) that is jointly established by the US Department of Agriculture (USDA) and the US Department of Health and Human Services (HHS) has created the *Dietary Guidelines for Americans* with the purpose of providing science-based advice to promote health and reduce the risk of chronic disease through diet and physical activity.