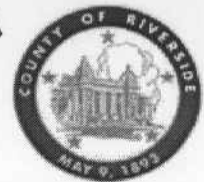


**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

932A



FROM: Community Health Agency, Department of Public Health

SUBMITTAL DATE:
August 30, 2004

SUBJECT: National 5 A Day Month – September 2004

RECOMMENDED MOTION: 1) Move that the Board of Supervisors approve and proclaim the month of September, 2004 as National 5 A Day Month; and 2) Present the proclamation to Gayle Hoxter, Public Health Program Chief for Nutrition Services, and Durreen Qureshi, Supervising Nutritionist for the California Nutrition Network program.

BACKGROUND: National 5 A Day Month is conducted in conjunction with the National Cancer Institute, the Produce for Better Health Foundation, and the Department of Health Services' *California Nutrition Network for Healthy, Active Families*. The campaign promotes eating five or more servings of fruits and vegetables every day and being physically active at least 30 minutes. This year's campaign focuses on the important role that parents can play in their children's lives by "leading the way" in a healthy lifestyle. By setting the right example, children learn the importance of healthy eating and physical activity at home, at school and when dining out.

Departmental Concurrence

GH/nw/dc

Susan D. Harrington

Susan Harrington
Director of Public Health

FINANCIAL DATA	Current F.Y. Total Cost:	\$ 0	In Current Year Budget:	N/A
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	N/A
	Annual Net County Cost:	\$ 0	For Fiscal Year:	04/05
SOURCE OF FUNDS: N/A				Positions To Be Deleted Per A-30 <input type="checkbox"/>
				Requires 4/5 Vote <input type="checkbox"/>

C.E.O. RECOMMENDATION:

APPROVE

County Executive Office Signature *Dan Marting*

Dep't Recomm.: Consent Policy
Per Exec. Ofc.: Consent Policy

Prev. Agn. Ref.: | **District:** | **Agenda Number:** **2.12**

National "5 A Day Month"

September 2004

WHEREAS, the prevalence of overweight in the United States has doubled in children and tripled in adolescents over the last two decades. In California, one-third of 9 to 11 year old children and one-quarter of 12 to 17 year old adolescents are at risk or are already overweight; and

WHEREAS, children and adolescents are suffering increasingly from diet related illnesses that normally occur in adulthood, including obesity, type 2 diabetes, and pre-hypertension. Research shows that eating diets rich in fruits and vegetables and being physically active may reduce the risk of overweight and obesity, some types of cancer, heart disease, stroke and type 2 diabetes; and

WHEREAS, adopting a healthy lifestyle by staying active and eating a healthy diet rich in colorful fruits and vegetables can improve children's health and help to reverse this trend; and

WHEREAS, the economic benefit of Californians adopting healthy lifestyles, including increased consumption of fruits and vegetables as well as regular physical activity, can help the state reduce the \$21.7 billion spent on overweight, obesity, and physical inactivity each year; and

WHEREAS, California parents play a key role in reversing the trends of chronic diseases among children by "leading the way" in a healthy lifestyle; by setting the right example, children learn the importance of healthy eating and physical activity at home, at school and when dining out; and

WHEREAS, The department of Health Services' *California Nutrition Network for Healthy, Active Families*, promoting California 5 A day-for Better Health! Campaign, encourages Californians to eat at least 5 servings of fruits and vegetables each day and to be physically active for at least 30 minutes daily for adults and 60 minutes for children.

NOW, THEREFORE, the Riverside County Board of Supervisors, on this ____ day of September, 2004, hereby proclaim this month of September as National 5 A Day Month and encourage all parents to "Lead the Way" to ensure their families eat fruits and vegetables and engage in regular physical activity to improve and maintain good health.

COUNTY OF RIVERSIDE
SEP 23 10 51 AM '04
OFFICE
EXECUTIVE