

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

525



**FROM:** Department of Public Health

**SUBMITTAL DATE:**  
July 8, 2015

**SUBJECT:** Healthy Riverside County Initiative Strategic Plan

**RECOMMENDED MOTION:** That the Board of Supervisors:

1. Receive and file the attached 2015 Healthy Riverside County Initiative Strategic Plan

**BACKGROUND:**

**Summary**

The 2015 Healthy Riverside County Initiative Strategic Plan was developed by the Healthy Riverside County Committee comprised of over 17 County Departments who have been meeting to address the County CEO's Goal #3: "To improve health and promote livable communities through partnerships, policies, systems and initiatives". The Healthy Riverside County Initiative is a comprehensive approach to target four factors that affect health and reduce the incidence of chronic disease: healthy eating, active living, tobacco control and the built environment. The Plan includes both internal (County Department) and external (city and community-based) objectives and approaches to health that will enhance current programs and activities with the aim of making "Riverside County the healthiest and best place to live in America".

*Susan D. Harrington*  
Susan Harrington  
Director of Public Health

(Continued)

<b>FINANCIAL DATA</b>	<b>Current Fiscal Year:</b>	<b>Next Fiscal Year:</b>	<b>Total Cost:</b>	<b>Ongoing Cost:</b>	<b>POLICY/CONSENT (per Exec. Office)</b>
<b>COST</b>	\$ 0	\$ 0	\$ 0	\$ 0	Consent <input checked="" type="checkbox"/> Policy <input type="checkbox"/>
<b>NET COUNTY COST</b>	\$ 0	\$ 0	\$ 0	\$ 0	
<b>SOURCE OF FUNDS: NA</b>				<b>Budget Adjustment: No</b>	
				<b>For Fiscal Year: 2015/16</b>	

**C.E.O. RECOMMENDATION:**

APPROVE  
BY: *Steven C. Horn*  
Steven C. Horn

**County Executive Office Signature**

**MINUTES OF THE BOARD OF SUPERVISORS**

- A-30
- Positions Added
- 4/5 Vote
- Change Order

Prev. Agn. Ref.: 3-12 of 4/26/11

District: All

Agenda Number:

**2-7**

**BACKGROUND:**

**Summary (continued)**

The County of Riverside's *2013 Community Health Profile* ([www.rivcohealthdata.org](http://www.rivcohealthdata.org)) illustrates the scope of the chronic disease problem and suggests opportunities to change behaviors and improve health. Local and national evidence suggests that three health behaviors, poor nutrition, lack of physical activity and tobacco use, contribute to four chronic diseases (heart disease, diabetes, lung disease, and some cancers), which in turn result in more than 50 percent of preventable deaths around the world. In Riverside County, heart disease, cancer, lung disease, and stroke account for 63 percent of all deaths.

The Healthy Riverside County Initiative Strategic Plan is also aligned with the County of Riverside Board of Supervisor's *Resolution 2011-025- Healthy Riverside County*, adopted on April 26, 2011, Agenda item 3.12, which directed county departments and community partners to adopt preventive measures and develop initiatives to fight obesity and chronic disease.

A second annual Healthy Riverside County Initiative report is being developed for a Fall release and will highlight activities such as:

**Healthy Eating**

- Placing refillable water bottle stations with drinking fountains at county leased and owned facilities to encourage drinking more water; and
- Developing a RFP for a healthy vending contract that meets national nutrition standards and offers at least 50% healthy choices.

**Active Living**

- Promoting and supporting walking breaks for County employees; and
- Supporting safe routes to school projects in partnership with cities, school districts, transportation and public works departments.

**Tobacco Control**

- Encouraging restaurants to adopt smoke-free outdoor patio dining areas; and
- Supporting employee's goals to quit smoking with education information and referrals to smoking cessation classes.

**Built Environment**

- Assisting cities to adopt a "healthy city resolution" and "healthy community" elements/policies in their general plans; and
- Provide health outcome data to communities.

For more information on the Healthy Riverside County Initiative, visit [www.healthyriversidecounty.org](http://www.healthyriversidecounty.org).

**Impact on Citizens and Businesses**

Addressing the causes of chronic disease in Riverside County and implementing effective prevention and management strategies may reduce health care costs.

# Healthy Riverside County

## Strategic Plan

*Building Health into Everyday Life!*



Improving health & promoting livable communities through partnerships, policies, systems, & initiatives

**HEALTHY  
RIVERSIDE  
COUNTY**

The **Healthy Riverside County Initiative (HRCI)** supports efforts to reduce rates of chronic disease by encouraging county departments to work together and with community partners to promote active living and help provide access to healthy and affordable foods.

The success of addressing chronic disease depends on the consistent application of strategic efforts. The Healthy Riverside County Committee developed strategies to address the identified priorities of improving healthy nutrition, increasing physical activity, reducing tobacco exposure and supporting healthy and safe built environments. Committee participants include representatives from the Agriculture Commissioner's Office, Ambulatory Care, Animal Services, Community Action Partnership, Economic Development Agency, Environmental Health, Executive Office, Human Resources, Mental Health, Office on Aging, Public Health, Public Social Services, Purchasing and Fleet Services, Regional Park and Open Space District, Riverside County Information Technology, Riverside County Regional Medical Center, Transportation and Land Management Agency, and Waste Management.

HRCI strategies were developed through analyses of strengths, weaknesses, opportunities, and threats (SWOT) on the four initiative priorities. This aided the development of ways to identify new approaches and to enhance current programs and activities in the aim of making Riverside County the healthiest and best place to live in America.

A strategic plan was developed to help move from visioning to positive outcomes by finding practical action steps to accomplish the established goals.

The strategies address the social determinants of health by way of three domains: schools, workplaces, and our communities/neighborhoods. This strategic plan will serve as a road map for this important work and as an integral step in the long-term monitoring of the initiative's impact on the community's health.



For more information on the Healthy Riverside County Initiative, please contact Salomeh Wagaw at 951-358-5557 or by email at [Swagaw@rivcocha.org](mailto:Swagaw@rivcocha.org).

Suggested Citation: Riverside County Department of Public Health. *Healthy Riverside County Strategic Plan, 2015.*

[healthyriversidecounty.org](http://healthyriversidecounty.org)



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## Healthy Riverside County Initiative Strategic Plan Building Health into everyday life

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### Vision

The Healthy Riverside County Initiative is a comprehensive approach to target four factors that affect health: Healthy Eating, Active Living, Tobacco Control, and the Built Environment. By focusing on these priorities the County of Riverside goal is to build health into everyday life and to make the healthy choice the easy choice.

### Strategic Goals

1. **Healthy Eating** — Improve healthy nutrition for all Riverside County residents through partnerships, policy, systems and environmental change that increase access to and consumption of healthy foods and decrease access to and consumption of unhealthy foods and beverages.

#### Objectives:

- Enhance healthy food access through activities such as healthy retail, corner store conversions, and farmers' market.
  - Develop and support healthy eating policies.
  - Develop a new, effective and permeable message promoting the benefits of healthy eating.
2. **Active Living** — To increase daily physical activity rates by expanding activity opportunities in community, workplace, school and other settings, and accommodating the diverse needs of residents.

#### Objectives:

- Identify, support, and promote physical activity in schools, the workplace, and in communities.
- Enhance and incentivize community engagement in physical activity by the development of new, effective and permeable public health messages promoting the benefits of physical activity.

3. **Tobacco Control** — To reduce tobacco exposure through policy, systems, and environmental changes that limit or discourage tobacco use where people live, work, play, and study.

#### Objectives:

- Promote and support healthy retail and tobacco retail licensing in cities across Riverside County.
- Promote and facilitate the adoption of policies that reduce secondhand smoke and smoking in multi-unit housing.
- Educate and promote the importance of a healthy workplace by adopting/maintaining smoke-free campuses.

4. **Built Environment** — To create a healthy, safe physical/built environment that promotes walkability, bike ability and active transportation.

#### Objectives:

- Promote and facilitate the adoption of health elements and healthy cities resolutions across Riverside County.
- Define and translate built environment priorities to communities for recommendations and support.
- Use multi-sectorial and nontraditional partnerships to identify opportunities to create community-level change to built/physical environment.



[healthyriveridecounty.org](http://healthyriveridecounty.org)



## Healthy Eating

**Goal:** Improve healthy nutrition for all Riverside County residents through partnerships, policy, systems and environmental change that increase access to and consumption of healthy foods and decrease access to and consumption of unhealthy foods and beverages.

The Healthy Riverside County Initiative will work to enhance healthy eating opportunities through three objectives that address healthy food access, messaging and policies.

### Enhance healthy food access through activities such as healthy retail, corner store conversions, and farmers' markets

- Place refillable water bottle stations at Riverside County parks and facilities.
- Registered Environmental Health Specialists will provide information on corner store conversions during their inspections as a way to expand healthier food options.
- Develop an "Ask a Nutritionist" program to allow employees access to a nutritionist who can provide information on healthy nutrition options and resources.
- Expand Farmers' Markets across the county.



### Develop a new, effective and permeable message promoting the benefits of healthy eating

- Provide link to Agricultural Trail (AG Trail) on County home pages. This link will ensure the community is aware of locations for Farmers' Markets countywide.
- Expand Farmers' Markets across the county.
- Provide "Healthy Riverside County" decals and stickers for locations that provide healthier food options.
- Develop an "Ask a Nutritionist" program as an opportunity to provide education on healthy eating.
- Recognition in the form of a "Healthy Riverside County Approved" decal or certificate for those organizations that aim to support the Healthy Riverside County vision.
- Disseminate the ReThink Your Drink messaging countywide, to promote the increased consumption of water.

### Develop and support healthy eating policies and infrastructure

- Establish food procurement policies that support the purchasing of healthier food options.
- Require calorie posting for all foods provided by vendors and vending machines at all county buildings.
- Provide healthier vending machine options.
- Create a "Healthy Development" checklist for all developers to follow to be in accord with a Healthy Riverside County.
- Adopt a healthy food choices and physical activity policy across county departments.
- Highlight healthier food options for consumer choice at county operated parks.





## Active Living

**Goal:** To increase daily physical activity rates by expanding activity opportunities in community, workplace, school and other settings, and accommodating the diverse needs of residents.

The Healthy Riverside County Initiative will work to enhance active living opportunities through two objectives that address the messaging and promotion of physical activity.

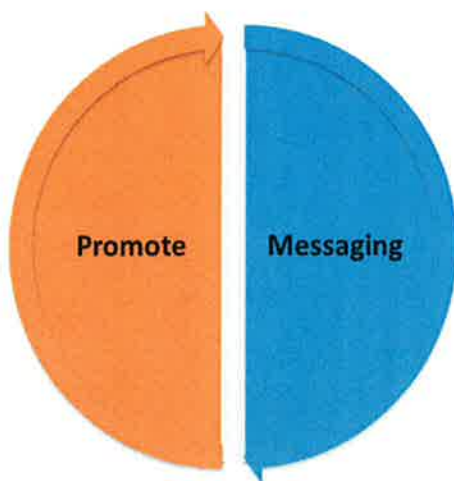
### Identify, support, and promote physical activity in schools, the workplace, and in communities.

- Provide step and mileage markers on county campuses and in the community.
- Promote and support walking breaks.
- Enhance stairwell environment ( e.g., motivational signage, sufficient lighting).
- Promote indoor physical activity opportunities.
- Expand the use of electronic tools and applications (e.g., Every Move, Fitbit®).
- Promote and support community walks (e.g., Heart/Stroke, Walk a Hound Lose a Pound).
- Build on local activities such as walk and bike with local officials (e.g., mayor, director).
- Promote Safe Routes to School projects in partnership with cities, school districts, transportation and public works departments.

**WALK.  
BIKE.  
RIDE.**

### Enhance and incentivize community engagement in physical activity by the development of new, effective and permeable public health messages promoting the benefits of physical activity.

- Signage promoting physical activity by use of stairwells.
- Healthy Riverside County app with information on farmers' markets, active living opportunities (biking, hiking, etc.).
- Use of message board to share messages that promote active living (e.g., high school electronic boards).
- Signage and messaging in county department lobbies using fliers and electronic media.
- Partner with local cities by linking and sharing information through websites.





## Tobacco Control

**Goal:** To reduce tobacco exposure through policies, systems, and environmental changes that limit or discourage tobacco use where people live, work, play and study.

The Healthy Riverside County Initiative will work to enhance tobacco control opportunities through three objectives that address the promotion, facilitation, and education of tobacco use.

### **Promote and support Healthy Stores for a Healthy Community Campaign and tobacco retail licensing (TRL) in communities across Riverside County**

- Educate and inform community leaders and policy makers regarding youth access to tobacco and the positive impact of passing a TRL policy.
- Work with communities to facilitate adoption and implementation of a TRL policy that supports enforcement.
- Collaborate with the Riverside County Department of Environmental Health to ensure the enforcement of TRL policies.
- Raise awareness of tobacco control issues by maintaining and updating a tobacco control website with youth tobacco use, Healthy Stores for a Healthy Community Campaign, and other relevant TRL information.
- Encourage participation of youth volunteers (e.g., Boys & Girls Clubs, Red-Ribbon Week) in tobacco control activities by providing training and education on various anti-tobacco activities.



### **Promote and facilitate the adoption of policies that reduce secondhand smoke in multi-unit housing (MUH)**

- Educate and inform apartment owners/managers on the public health benefits of adopting smoke-free policies and the negative health effects of secondhand smoke.
- Participate in community events to raise awareness about the hazards of secondhand smoke and safe housing options for residents.
- Recognize and congratulate all apartment complexes that adopt a written policy prohibiting smoking in at least 75% of individual units.
- Provide technical assistance to all managers/owners of apartment complexes working towards the adoption of smoke-free MUH policies.

### **Educate and promote the importance of a healthy workplace by adopting/maintaining smoke-free campuses**

- Promote and encourage the adoption and/or maintenance of smoke-free policies including smoke-free outdoor dining patios, smoke-free campuses at academic institutions and medical facilities in Riverside County.
- Provide smoking cessation resource information for employees interested in quitting smoking and also refer them to appropriate smoking cessation classes.
- Educate and inform county employees on the health consequences of secondhand smoke, third-hand smoke, and Electronic Nicotine Delivery System (ENDS) and the benefits of adopting smoke-free workplace policies.



## Built Environment

**Goal:** To create a healthy, safe physical/built environment that promotes walkability, bikeability and active transportation.

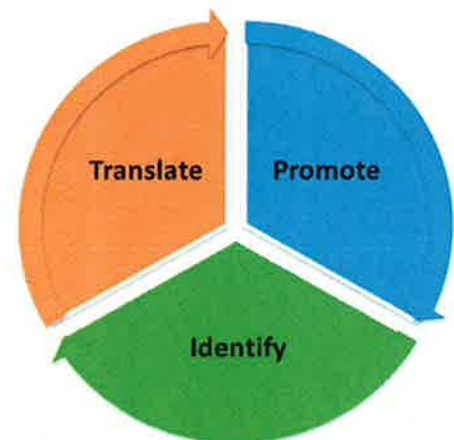
The Healthy Riverside County Initiative will work to enhance the built environment through three objectives that address the promotion, translation and identification of a healthy and safe physical/built environment.

### **Promote and facilitate the adoption of health elements and healthy cities resolutions across Riverside County**

- Increase awareness of the Healthy Cities Resolution.
- Provide and promote the Healthy Cities Resolution Tool Kit.
- Assist with the explanation and understanding of the economic benefit, attractiveness and long-term savings.
- Identify internal city and community advocates/champions.
- Provide case studies to promote the benefits of those cities which have already adopted the Healthy Cities Resolution.
- Create a Healthy City seal to provide visual aids and create healthy competition between cities.

### **Define and translate built environment priorities to communities for recommendations and support**

- Provide health outcome data to communities.
- Promote a Healthy Community Checklist to assist with prioritization.
- Provide case studies to establish better understanding of health outcomes.



### **Use multi-sectorial and nontraditional partnerships to identify opportunities to create community-level change to built/physical environment**

- Identify health advocates in communities (e.g., faith-based organizations, civic organizations, running/walking clubs).
- Partner with Cities, communities and utility providers to increase marketing and awareness.
- Create partnerships with cultural institutions, educational institutions, homeowners' associations and large employers.