



HEALTHY EATING
ACTIVE LIVING
CITIES
CAMPAIGN

HEAL CITIES POLICY MENU

The Oregon Public Health Institute and the League of Oregon Cities have teamed up to bring the HEAL Cities Campaign to Oregon, with the financial support of Kaiser Permanente.

The HEAL Cities Campaign helps civic leaders create healthy communities. The Campaign has a **policy** focus, because policies establish the rules and shape the environment in which employees, residents and businesses make decisions about nutrition and physical activity. Opinion surveys show that people want to eat better, move more, and feel energized to do the things they love. **It is much more difficult for people to make healthy choices in an unhealthy environment.**

Cities that provide healthy, fit environments rate higher on livability, and are more attractive to families and businesses.

The Campaign provides cities with information about policy options in four areas: Land Use & Transportation, Access to Healthy Food Options, Shared Use, and Workplace Wellness & Nutrition Standards. This Policy Menu is designed to help answer these questions:

1. **What policies might expand options for healthy eating and active living in my city?**
2. **What policies might improve workplace wellness for my city's employees?**

The Campaign will work with participating cities to tailor policies for their communities. If you are interested in learning more about any aspect of the HEAL Cities Campaign, or if you would like technical assistance from the HEAL Cities Campaign to adapt a policy for your city, please see our website, www.HEALCitiesNW.org, or contact Karli Thorstenson, HEAL Cities Campaign Manager at 503 227-5502 x 223 or karli@ophi.org.

HEAL CITIES POLICY MENU

LAND USE AND TRANSPORTATION
Comprehensive Plan, Land Use Plan, and Transportation Plan Updates
1. Include general health goals; promote physical activity and access to healthy food options
2. Promote mixed-use, transit-oriented, and/or compact development
3. Promote street connectivity
4. Promote “complete streets”
5. Promote pedestrian and bicycle safety in all transportation planning
6. Improve access for all residents to existing recreational and natural areas
7. Provide transit access to grocery stores
8. Collaborate with public health agencies and organizations to support programs and activities related to nutrition, including classes in gardening, meal planning, and cooking
9. Increase the number of parks, open spaces, and recreational trails
Establish Guidelines and/or Zoning Controls
10. Adopt incentives for compact, mixed use and/or transit-oriented development
11. Establish pedestrian and bike friendly street design standards
12. Allow new and/or support existing farmers markets
13. Allow new and/or support existing community gardens
14. Create a healthy food zone around schools and parks by allowing or supporting the location or wholesome food retail and community gardens in those areas
15. Allow or support the location of wholesome food retail in neighborhoods that have a concentration of retailers of sugar-loaded beverages, high fat, high salt, and heavily processed foods
16. Allow Community Supported Agriculture distribution points on public property
Bicycle and Pedestrian Plans
17. Establish dedicated pathways for pedestrians and cyclists
18. Address pedestrian and bicycle safety at crossings, along traffic corridors, on routes between residential areas and schools, and in other transportation projects
Healthy Infrastructure Investments
19. Increase accessibility of recreational facilities and other key destinations to pedestrians, cyclists, and transit riders
20. Create Safe Routes to Schools from residential neighborhoods to local elementary, middle, and high schools
21. Prioritize capital improvement projects that fund sidewalks, crosswalks and bike lanes in neighborhoods with high obesity rates

ACCESS TO HEALTHY FOOD OPTIONS
Improving Access to Healthy Food Options
22. Attract retailers that offer fresh fruits and vegetables and wholesome staple items at reasonable prices
23. Provide economic incentives for healthy food retail projects
24. Support availability of fresh fruits and vegetables and wholesome staple items at reasonable prices in areas identified as 'food swamps' or 'food mirages'
25. Support community gardens
26. Support year-round farmers markets
27. Support Community Supported Agriculture
28. Encourage low-income residents to purchase fresh produce by offering economic incentives (e.g., at your local farmers market, offer \$5 worth of produce for each \$1 of SNAP benefits)
Recognize Retailers that Promote Healthy Eating
29. Recognize restaurants that disclose the calorie amount and grams of fat for each menu item listed on a menu or menu board in a clear and conspicuous manner
30. Recognize restaurants that remove foods containing artificial trans-fat from their menu
31. Recognize restaurants that offer smaller portions of popular high-calorie and high-fat dishes
32. Recognize restaurants that establish pricing structures that encourage consumption of lower-calorie, lower-fat, and less processed foods
33. Recognize restaurants and markets that feature healthy check-out lanes for orders that include only lower-calorie, lower-fat, and less processed or unprocessed foods
SHARED USE AGREEMENTS
34. Negotiate agreements with school districts or other entities to open use of existing recreational facilities (e.g., pools, tennis courts, fields) to general public during off-hours
35. Partner with school districts or other public entities to share the cost and responsibilities of building and maintaining new park and recreation facilities
36. Partner with school districts, religious institutions, or other entities to share the cost and responsibilities of institutional kitchens for public cooking demonstrations, cooking lessons, and/or congregate meal preparation and distribution
37. Partner with school districts, religious institutions, or other entities to share the cost and responsibilities of food distribution centers
WORKPLACE WELLNESS & NUTRITION STANDARDS
Workplace Wellness
38. Require a self-assessment of wellness practices in each municipal workplace
39. Require the city to create a tailored plan to address its needs
40. Schedule activity breaks during the work day
41. Encourage use of stairways
42. Improve breastfeeding accommodations for employees
Healthy Meeting Policies
43. Require that all meetings with food offer a healthy option (e.g., fruit, nuts)
44. Make water the preferred beverage at meetings
45. Encourage walking meetings

46. Establish physical activity breaks for meetings that last more than one hour
Nutrition Standards
47. Set nutrition standards for vending machines located in city owned or leased locations
48. Set nutrition standards for food offered for sale or served at city events, city sponsored meetings, city facilities, city concessions, and city programs
Access to Healthy Food Options in the Workplace
49. Offer Community Supported Agriculture (CSA) programs to city employees