

HEALTHY RIVERSIDE COUNTY

2014
Annual Report



**Building Health Into
Everyday Life!**



LETTER FROM THE CEO

Dear Riverside County Residents:

Chronic disease is a burden that has significantly impacted the length and quality of life of many. In Riverside County, we know that three health behaviors contribute to four leading causes of death, which contribute to 63% deaths in our county each year. We must change these behaviors to leave a legacy of improved health for all county residents.

In June 2012, I shared my vision with department leaders for the County of Riverside. I want Riverside County to become known as the safest, most business friendly and best place to live in America. This is no easy feat. To realize this vision we adopted three goals, one of which is to improve health and promote livable communities through partnerships, policies, systems and initiatives.

We must work together to achieve the goal to “improve health and promote livable communities.” This work requires partnerships with schools, cities, health care providers, community-based and faith-based organizations, academic institutions, businesses, and residents. Working with our partners, we will develop policies and environmental change strategies to improve health, reduce chronic disease and promote livable communities for all.

Our County departments and organizations have been working tirelessly to make the county vision a reality through the *Healthy Riverside County Initiative*. This report illustrates how we came together to review health data, identify current county programs that focus on health and establish four priorities for the *Healthy Riverside County Initiative*: *healthy eating, active living, reduce tobacco use, and build safe and healthy communities*. Additionally, it highlights the success of multi- and cross-sectoral approaches to reduce chronic disease through work in these four priority areas. Healthy Riverside County transforms the work to improve health and promote livable communities from an initiative to an integrated county-wide effort.

I invite you to join us to improve health and promote livable communities in Riverside County. Help us Build Health into Everyday Life!

Jay Orr, CEO
County of Riverside



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INTRODUCTION

It all began with a vision...

The burden of chronic disease has been established nationally and locally. Chronic disease and its precipitators such as obesity, result in increased health care costs, loss of productivity and premature death. Investing in the well-being of individuals and communities and making health a priority in comprehensive planning could reduce these harmful realities and improve everyday life.

The overwhelming prevalence of chronic disease has emphasized the need to include preventing the onset of disease or injury, into the healthcare discussion. Additionally, prevention messages and efforts should strive to reduce disparities in health outcomes across the diverse communities.

In April of 2011, the Board of Supervisors adopted a health resolution (Resolution 2011-025-Healthy Riverside County) which serves as a springboard to the work being done in Riverside County today. The resolution encourages county departments to work together to support active transportation, physical

activity and help provide access to healthy and affordable foods. The County of Riverside has embraced health as one of the three goals to make the County of Riverside the best place to live in America. To that end, the Healthy Riverside County Initiative guides intervention to improve or create new policies to foster environments that are conducive to healthy living.

The Healthy Riverside County Initiative has made addressing chronic disease a health priority and an overarching theme of its programs. It is using its four components – healthy eating, active living, tobacco control, and the built environment – to combat the effects of chronic disease and hopefully prevent future cases.

In this report, the successes and the challenges of the Healthy Riverside County Initiative will be outlined as we begin to plan for and implement strategies to prevent chronic disease and improve the health of Riverside County residents.



County CEO's Vision

“Riverside County becomes known as the safest, most business friendly and best place to live in America”

Goal 1: To become the most business-friendly county in California.

Goal 2: To ensure Customer Centric Public Service that is better, faster and fiscally prudent through technology.

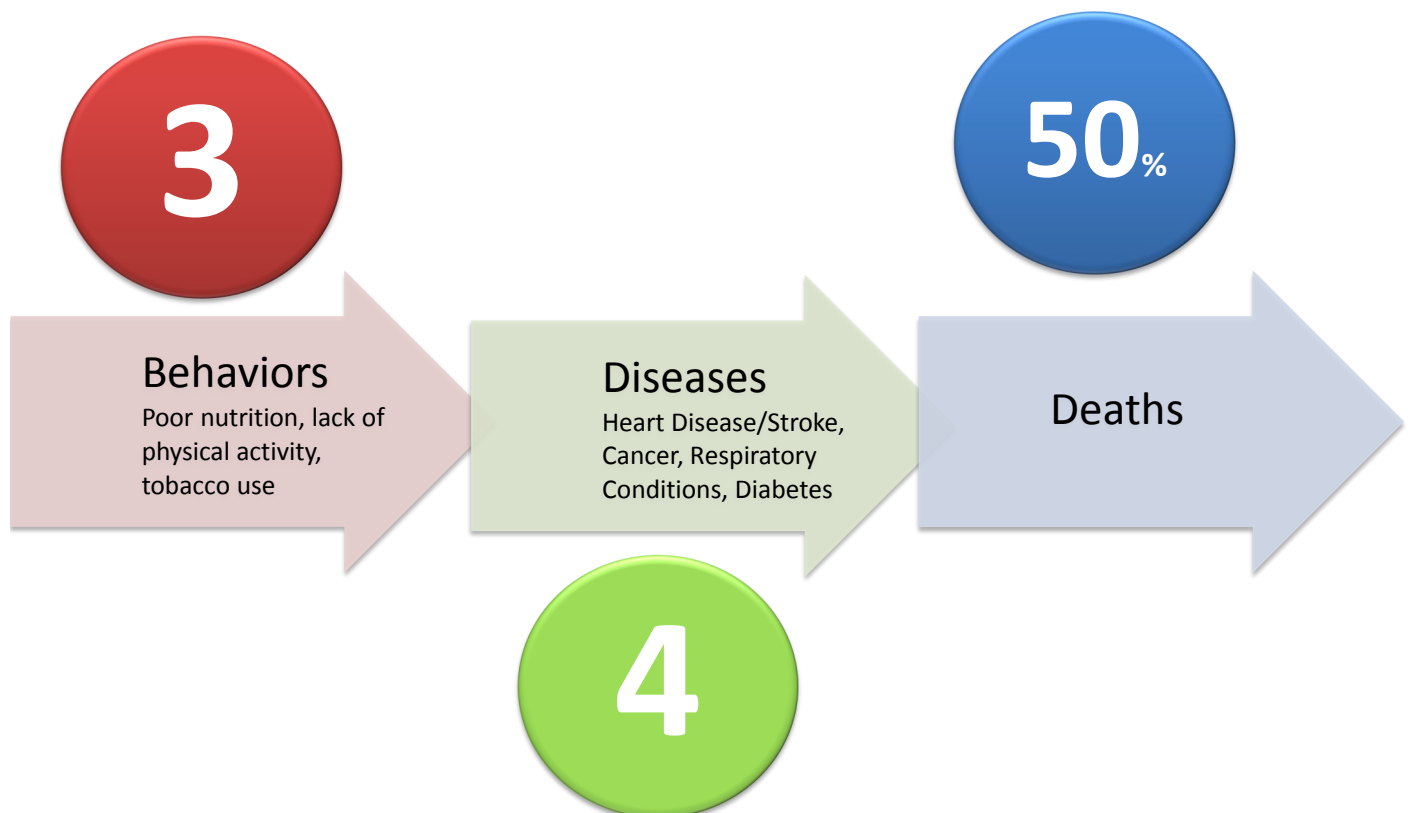
Goal 3: Improve health and promote livable communities through partnerships, policies, systems and initiatives.



SCOPE OF THE PROBLEM

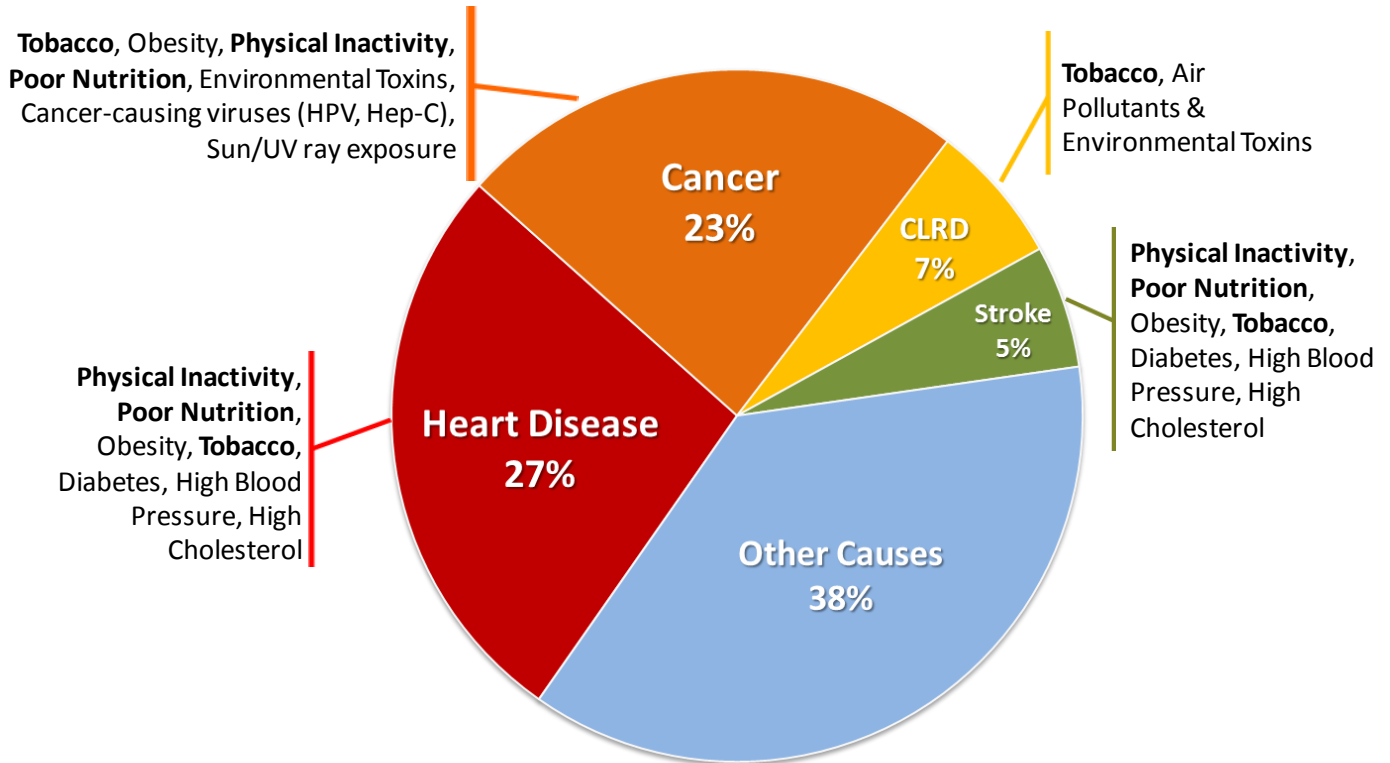
The majority of health care costs in the United States are due to chronic disease – heart disease, cancer, stroke, diabetes, and respiratory conditions. While chronic diseases are the most common and the most costly, they are also the most preventable, and often times manageable through early detection, improved diet and exercise, and medical treatment. According to the Oxford Health Alliance, a collaborative aimed at reducing chronic disease, three health behaviors- physical inactivity, poor diet, and tobacco/harmful alcohol use- contribute to four chronic diseases- heart

disease, diabetes, lung disease, and some cancers- which as a result contribute to more than 50% of preventable deaths around the world. The Centers for Disease Control and Prevention (CDC) has also identified these three risk behaviors as main contributors to chronic disease-related morbidity and mortality. This concept, referred to as 3-4-50, popularized by counties such as San Diego, serves as an illustration of the chronic disease burden, of which Riverside County is no exception. In Riverside County, 63% of all deaths were associated with these four leading causes in 2012.





LEADING CAUSES OF DEATH IN RIVERSIDE COUNTY, 2012



The survey results indicated the following:

- 75% of residents ate fast food at least once per week
- 53% of children ages 2-11 ate less than five servings of fruits and vegetables per day
- 16% of children and teens age 2-17 drink more than one glass of sugary drink per day
- 40% of children are active outside of school for at least one hour per day 5 or more days a week
- 25% of adults walk for transportation, exercise or fun, while 75% of adults report no physical activity
- 60% of adults have never smoked and 40% of adults have smoked (23% former and 17% current smokers)

Source: California Health Interview Survey (CHIS), 2011

A recent survey asked residents of Riverside County about their engagement in three of the health risk behaviors – eating habits, physical activity, and tobacco use. As illustrated in the figure above, the four leading causes of death can be directly linked to several health behaviors. In an effort to combat the negative effects of unhealthy habits and chronic disease, the Healthy Riverside County Initiative will address four priorities. Through these priorities – active living, healthy eating, the built environment, and tobacco control – the Initiative will be able to educate the communities of Riverside County and implement effective prevention and management strategies to detect, delay, and control chronic disease.



FRAMEWORK FOR PREVENTION

Several influences helped to set Riverside County health and chronic disease prevention priorities (a list is provided below). Additionally, an inventory of county department programs, services, partnerships, and policies related to health and chronic disease prevention and treatment support the policies selected.

The National Prevention Strategy is a comprehensive plan that will help increase the number of Americans who are healthy at every stage of life. Initiated by Affordable Care Act, this strategy includes actions that public and private partners can take to help Americans stay healthy and fit and helps move the nation away from a health care system focused on sickness and disease to one focused on wellness and prevention. Preventing disease will

create healthier homes, workplaces, schools, and communities so that people can live long and productive lives and reduce their healthcare costs. Strategic directions include:

- Building healthy and safe community environments
- Expanding quality preventive services in both clinical and community settings
- Empowering people to make healthy choices
- Eliminating health disparities

These strategies are in line with the Healthy Riverside County Initiative approach to chronic disease prevention.



The Influential Strategies:

California Nutrition Education and Obesity Plan

Chronic Disease Prevention Framework produced by the CCLHO-CHEAC Chronic Disease Prevention Leadership Project (November 2012)

Communities Putting Prevention to Work

Institute for Healthcare Improvement's Triple Aims for National Health

Let's Get Healthy California Task Force final report (December 19, 2012)

National Association of County and City Health Officials (NACCHO) subcommittee on chronic disease prevention

National Prevention Strategy

The California Wellness Plan



SECTION I: WHY INVEST IN HEALTH?

Return on Investment and Cost Effectiveness

Preventing disease and injury is the most cost-effective, common-sense way to improve health (for every dollar spent on health care in the US, only about 4 cents goes towards public health and prevention). Recent research found an employer's Return on Investment (ROI) estimated to be \$6 for every dollar spent on workplace wellness (NCHPAD, 2013). The combination of expanding health insurance coverage, delivering better preventive and chronic care, and focusing on community prevention is more effective at saving lives and money than implementing any one of these strategies alone. While all three strategies save lives and improve economic conditions, only those steps related to prevention slow growth in the prevalence of disease and injury.

Diseases fuel disparities in employment opportunities and wages, affect productivity at work and increase sick leave and demand for assistance and support. Poor health in childhood can have adverse consequences well into adulthood, limiting educational attainment and career opportunities. Expensive medical treatments can offer important improvements in quality of life to populations, but they also drive up the cost of managing often multiple chronic diseases.

Cost effectiveness looks at technologies and treatments through an economic lens. It is important to determine the cost of technologies and treatments, costs compared to alternatives, and whether or not they are worth the financial investment. As noted in the *Scope of the Problem* section of this report, it is important to examine the cost-effectiveness of the chronic disease interventions. The following describes the cost effective interventions focusing on the main contributors of chronic disease—the four Initiative priorities: healthy eating, active living, tobacco use and physical activity.

- Healthy eating: cost effective when carried out at the population rather than health care service level; reformulation of processed food to decrease salt and saturated fat is low-cost intervention.
- Active living: promotion through mass media campaigns; changes in the transport system and increased access to opportunities for physical activity in the wider environment (e.g., trails).
- Tobacco control programs: encouraging smoke-free environments, reducing advertising and promotion to youth, deploying media campaigns; government policies independent of the tobacco industry.
- Built environment: promote safe and healthy communities through changes to our physical environment that improve the quality of our environment through safe spaces to live, learn, work ,and play.





{ Health Equity }

Across the nation, difference in health outcomes among different social groups are prevalent and pervasive. These differences illustrate the imbalance of resources or the differences in accessibility of health care, morbidity or mortality. As a result, many social groups are the disproportionate victims of excess burden of preventable illness and death.

How Do Health Disparities Arise?

There are many different determinants of health. From personal health behaviors to environmental factors, we are exposed to many forces that impact our health. For too long the primary focus of prevention and intervention efforts have been on individual behaviors as a cause of poor health outcomes.

In the article *Addressing the Social Determinants of Children's Health: A Cliff Analogy (2009)*, it is stated that health behaviors result from the social conditions in which we live. Our social and physical environment, often referred to as the built environment, reflect the need to address the much larger issue of the social determinants of health. Social determinants of health include education, occupation, income, quality of housing, food choices, level of public safety and transportation accessibility. Where we live, learn, work, and play affects our health, and by focusing our prevention and intervention efforts on these areas as well

as on the individual, we can improve health outcomes and eliminate disparities.

Achieving Health Equity

There are well-documented disparities in chronic disease morbidity and mortality. Chronic disease prevention efforts have made establishing health equity an imperative. The improvement in our physical environment through policy and systems enhancement has become the new focus of public health practitioners and communities.

The Centers for Disease Control released *A Practitioner's Guide for Advancing Health Equity: Community Strategies for Preventing Chronic Disease (2013)*. In this guide they recommend the development of foundational skills through endeavors such as partnerships and coalitions. They also highlight the need for the development of tobacco-free living, healthy food and beverage, and active living strategies.

The California Health in All Policies Task Force composed a guide titled *Health in All Policies: A Guide for State and Local Governments (2013)*. The goal was to demonstrate the multidimensionality of health, and that through the collaborative efforts of various sectors, states and local governments, we can create healthy people and healthy societies. This approach helps identify the ways in which decisions across multiple sectors affect health, and how these multiple sectors can work together to promote better health across communities.





SECTION II: HEALTHY RIVERSIDE COUNTY PRIORITY SETTING

Evidence shows that morbidity and mortality from chronic diseases can be greatly decreased by reducing the prevalence of major behavioral risk factors. Tobacco use, unhealthy diet, and lack of sustained physical activity are associated with many chronic conditions. This strategy of changing health behaviors, together with increasing awareness of chronic conditions and promoting the timely use of disease-screening practices, should be central to any effective and comprehensive public health strategy to prevent chronic disease.

The Healthy Riverside County Initiative supports efforts to reduce rates of chronic disease by encouraging county departments to work together and with community partners to endorse active living and help provide access to healthy and affordable foods. Chronic diseases place severe physical and emotional demands on patients and caregivers alike and take a toll on the financial sustainability of health care systems.

The success of addressing chronic disease depends on the application of strategic efforts. Beginning in August 2013, the Healthy Riverside County Committee worked towards developing strategies for the Healthy Riverside County priorities of improving healthy nutrition, increasing physical activity, reducing tobacco exposure and supporting healthy and safe built environments. County department representatives forming the Healthy Riverside County Committee include the Agriculture Commissioner's Office, Animal Services, Environmental Health, Exclusive Care, Executive Office, Human

Resources and Wellness Program, Mental Health, Office on Aging, Regional Park and Open Space District, Public Health, Public Social Services, Purchasing and Fleet Services, Riverside County Information Technology, Riverside County Regional Medical Center, and Waste Management.

Analyses of strengths, weaknesses, opportunities, and threats (SWOT) was conducted using the Community Toolbox (2013) as a guide. This aided the development of strategies 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.

Out of the strategic planning process 10 strategies were developed to address the four priority areas. The devised strategies support healthier behaviors through addressing the social determinants of health by way

of three domains: schools, workplaces, and our communities and neighborhoods. The strategic plan serves as a road map for this important work and is an integral step in the long term monitoring of the impact of the initiative on our community's health. These 10 strategies will be discussed further in the following section of this report.





HEALTHY EATING

Priority 1



Helping Americans stay healthier is the best way to drive down health care costs and prevent illness. High health care costs undermine business profits and employee productivity.

It is estimated that more than one quarter of America's health care costs are related to obesity. Health care costs of obese workers are up to 21% higher than non-obese workers. Obese and physically inactive workers also suffer from lower work productivity, increased absenteeism and higher workers' compensation claims.

The risk of developing a chronic disease stems from long-term dietary patterns. Dietary patterns provide a unique opportunity for chronic disease prevention because they can actually be changed. Consumers are the final decision makers regarding what they eat and those choices affect the risk for preventable illness. Although consumers need to improve their choices, government and industry also share responsibility for ensuring that the choice environment can support healthy dietary patterns, reducing the risk for health concerns such as childhood obesity and type II diabetes.

As suggested by research conducted by groups such as the Centers for Disease Control and the Institute of Medicine, in order to be successful in our efforts to reduce chronic disease, we must make healthier foods available everywhere.



HEALTHY RIVERSIDE COUNTY GOAL

To 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.

Strategies:

1. Develop new and permeable public health messages promoting the health benefits of healthy eating.
2. Develop and support healthy eating policies and infrastructure.
3. Enhance healthy food access through activities such as healthy retail, corner store conversions, and farmers' markets.



ACTIVE LIVING



Priority 2

Regular physical activity, fitness, and exercise are critically important for the health and well-being of people of all ages. Physical activity is defined as any bodily movement produced by skeletal muscles that requires energy expenditure. This term should not be confused with *exercise*, which is a type of physical activity. Exercise is planned, structured, repetitive, and purposeful in the sense that the improvement or maintenance of one or more components of physical fitness is the objective.

Research has demonstrated that all individuals can benefit from any regular physical activity, whether they participate in vigorous exercise or some other type of moderate health-enhancing physical activity. Physical activity can improve health. People who are physically active tend to live longer and have lower risk of chronic disease such as heart disease, stroke, type 2 diabetes, depression, and some cancers.

More than one-third of all U.S. adults fail to meet minimum recommendations for aerobic physical activity. Based on the 2008 Physical Activity Guidelines for Americans, it is recommended that adults do at least 150 minutes of moderate intensity activity each week.

Physical activity and exercise are considered principal interventions for use in the primary and secondary prevention of chronic diseases. Currently, more emphasis on primary prevention of disease is necessary to reduce disease risk in youth and adults; however, with chronic disease prevalence so high, similar emphasis is also necessary for secondary prevention in those children and adults already afflicted with chronic diseases. In order to be successful in our efforts to reduce chronic disease, physical activity must be integrated into everything we do.



HEALTHY RIVERSIDE COUNTY GOAL

To increase daily physical activity rates by expanding activity opportunities in the community, workplace, school, and other settings, and accommodating all residents' needs.

Strategies:

1. Identify and support efforts to promote physical activity in schools, the workplace and in communities.
2. 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.



REDUCE TOBACCO USE

Priority 3



Tobacco use is the single largest preventable cause of death worldwide and is among the leading risk factors for chronic disease. The steep projected increase in chronic disease worldwide (43% in 1998 to 73% by 2020) is largely driven by the rapidly increasing numbers of people presently exposed to tobacco via smoking or second hand smoke (SHS) as well as other risk factors. Tobacco use is a contributing cause of cancer, including lung cancer; chronic respiratory and cardiovascular diseases; and many other diseases. Nearly 1 out of 5 deaths in the US, California and Riverside County are attributed to smoking (Max, et al. 2002). Second hand smoke is also a leading cause of preventable death, containing carcinogens for which there is no safe level of exposure.

Lowering the prevalence of smoking in our population ameliorates chronic disease-related morbidity and mortality. This will be accomplished through the support of policies that promote tobacco-free communities. Evidence suggests that socioeconomic factors and our physical environment influence tobacco use behaviors; population-based policies have increased quit attempts and led to a decline in smoking prevalence. Policies and programs communicate the need to confront community conditions that impact health behaviors. By changing health norms and addressing social conditions, programs and policies can simultaneously make a positive difference in health conditions.



HEALTHY RIVERSIDE COUNTY GOAL

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

Strategies:

1. Promote and support healthy retail and tobacco retail licensing in cities across Riverside County.
2. Promote and facilitate the adoption of policies that reduce secondhand smoke and smoking in multi-unit housing.



BUILDING HEALTH

Priority 4

There is an important connection between population health and the built environment. Physical spaces can expose people to toxins or pollutants and influence lifestyles that contribute to diabetes, coronary vascular disease, and asthma. Public health advocates can help shape the design of cities and suburbs in ways that improve public health.

The spread-out design of suburbs increases reliance on the automobile. This in turn contributes to air pollution, with its detrimental effects including chronic respiratory ailments, and to a sedentary lifestyle and obesity. There is good evidence to indicate that the burden of chronic disease in the population can be reduced through active lifestyles, proper nutrition, and reduced exposure to toxic conditions. However, many urban and suburban environments are not well designed to facilitate healthy behaviors or create the conditions for health.

The diseases that negatively impact the public's health today are primarily chronic diseases, each caused or aggravated by environmental exposures. The epidemic of obesity and diabetes is aggravated by reduction in physical activity and substantial decreases in fitness. Asthma, the most prevalent chronic disease in children, is made worse by poor air quality; high traffic densities are associated with higher on-road and near roadway air pollution which in turn leads to greater morbidity and increased mortality. The built environment can also influence mental health, particularly anxiety and depression (provoked by neighborhood factors such as noise pollution, overcrowding, limited access to green space, crime, and violence).



HEALTHY RIVERSIDE COUNTY GOAL

To create a healthy, safe physical/built environment that promotes walkability, bike ability, and active transportation and partnerships with Riverside County communities to address the built environment.

Strategies:

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



SECTION III: PARTNERSHIPS

Positively impacting the health of all residents across Riverside County is a monumental task that cannot be accomplished without the collaboration of many different sectors through partnerships. Developing meaningful partnerships is the cornerstone of successful and sustainable community programs. It is important for the various sectors in the community – private, local government, community members, schools, and businesses – to be active participants in health promotion and decision-making. By increasing capacity, communities can develop “networks of responsibility” and identify and address the wide range of determinants of health.

Lasting and successful partnerships help build healthier communities and healthier citizens. Inter-sectorial collaboration can maximize assets, act as a catalyst to improve access and utilization of resources, and open funding opportunities that would otherwise be inaccessible. Successful collaborations are sustained

through skilled leadership, mutual respect and understanding among partner organizations, and shared vision and common goals.

Building the capacity of community members and organizations enable those affected by poor health outcomes to better solve the community problems that undermine their health and safety. Capacity building can be achieved through civic participation and investing in both established and developing community organizations.

The following pages in this section will highlight successes of the many programs in the county which work to address one or more of the four priorities under the Healthy Riverside County Initiative. In a county of more than 2.2 million residents, spanning across more than 7,200 square miles, partnerships are key in ensuring the residents and visitors have access to the resources that can facilitate health promotion behaviors and positive health outcomes.



Building Healthy Communities (BHC) is a 10-year project to improve health in the City of Coachella and the surrounding unincorporated county areas of Mecca, Thermal and Oasis, funded by The California Endowment. The Department of Public Health, along with youth and adult residents, leaders, organizations, schools, business, health care, law enforcement and others are working on a holistic approach to improve both community and individual health.

The project has an ultimate goal to build communities where children are healthy, safe, and ready to learn. The three main outcomes are that: 1) residents live in communities with health-promoting land use, transportation, and community development; 2) communities support healthy youth development; and 3) neighborhood and school environments support improved health and healthy behaviors.

More than 30 partners are actively involved in efforts to drive change through work in the three action areas of neighborhoods, schools, and prevention. The BHC has been instrumental in organizing and empowering the desert communities and in the leveraging of existing partnerships in order to attain a healthier Eastern Coachella Valley.



The Kaiser Permanente **Eastside Healthy Eating and Active Living (HEAL) Zone** initiative is an intervention that targets places and people to improve the health of a community. This program, a 3-year, 1 million dollar effort, is focused on the Eastside neighborhood in the City of Riverside. HEAL Zones have three goals: 1) decrease calorie consumption; 2) increase consumption of healthy food and beverages such as fruit and vegetables and drinking water; and 3) increase physical activity. At the end of this initiative, changes are expected to occur in environments, policies, and community awareness, knowledge, skills, motivation, and utilization. The result of these efforts will be that residents in the Eastside will increase physical activity and eat better, leading to decreases in chronic disease. Initiatives such as these are in line with national and state priorities, and have fueled chronic disease prevention priority setting for Riverside County. In the year 2013, the Eastside HEAL Zone experienced



many successes. The revitalization of playgrounds, community partnerships with law enforcement, establishment of a community garden at the Community Settlement House, and a new Walk by Faith Route to connect churches and parks for physical activity, to name a few.

<http://healthyriversidecounty.org/home/index.php/coalition/ehz>.





rethink YOUR DRINK

The Department of Public Health has been involved with the nutrition education **Rethink Your Drink (RYD)** initiative for the past several years through the Network for a Healthy California, WIC program and most recently the Public Health Institute (PHI). Funding has recently been awarded in the Coachella Valley through a PHI grant to unify beverage messages and create policies on vending, access and fundraising in youth and family locations throughout the desert community.

Key partners in the RYD campaign include various health and community engagement organizations in the Coachella Valley. During the campaign, schools and after school sites work to implement the adopted wellness policies and participate in the Rethink Your Drink Campaign which includes distribution of reusable water bottles and a city-wide media campaign promoting water. The RYD campaign also included train-the-trainer sessions, which promoted water consumption, reaching at least 150 individuals at schools, afterschool programs, youth sports leagues, faith-based and parks and recreation facilities.

In 2013, the RYD campaign worked closely with the Clinton Foundation on the Access to Healthy Foods Workshop. There have been over 100 community events in 2013 that included RYD partners hosting a booth that advertised the campaign and the importance of water consumption. Additionally, the HealthCorps program at Olive Crest Academy, Coachella Valley High School and Desert Mirage High School carried the FUN RYD message during lunch time, after-school fitness and water rallies. Students led and implemented the RYD project by creating a sugar shocker display and various informational tools for their peers to understand the need to decrease their sugary drink intake. Over 1500 water bottles were distributed at the three high schools to encourage water consumption.



The **Riverside County Agriculture Trail (AG Trail)** was created in 2013 to promote the world class agriculture industry in Riverside County. This industry provides \$3.5 billion in economic impact to the county and creates over 15,000 jobs. The AG Trail is the largest in the nation and includes stops that highlight Riverside County wineries, farms, stands and markets and fairs and festivals. Agriculture plays a key role in maintaining a vibrant local economy. Workers dot the farm fields; fresh

produce fills the grocery shelves, and Riverside County growers ship fruits and vegetables to all 50 states and to more than 67 foreign countries. The AG Trail also highlights holiday farms that provide seasonal fresh items and have fun activities for the entire family. Over 1200 farms bring healthy food choices into your home or business through farmers' markets and produce stands. Visit <http://agtrail.rivcoca.org/>.





SafeRoutes



Safe Routes to School programs are a sustained effort that involves bringing the right mix of people together. The effort includes parents, schools, community leaders and local, state, and federal governments to improve the health and well-being of children, including those with disabilities, by identifying the issues and finding ways to improve and make walking or biking to school more safe. By making it safer to walk or bike to school, Safe Routes to School programs promote healthy, active lifestyles and create the foundation for a more vibrant community.

Riverside County Department of Public Health Injury Prevention Services received Safe Routes to School funding from Caltrans to provide pedestrian and bicycle education and encouragement activities at schools in the City of Riverside. The program selected elementary schools with the highest injury and fatality rates among children ages 5-15. Many of these schools are considered low-income, with 75 percent of the student population eligible for free and reduced meals.

Since 2008, Riverside County Injury Prevention Services partnered with city and county public works departments to secure more than \$2.5 million in infrastructure and non-infrastructure Safe Routes To School funding. The program leveraged thousands of dollars in donations, staff time, and contributions from private and public sector organizations, volunteers and community organizations. Leveraging resources enables the SRTS program to promote services beyond its initial scope of work.



Safe Routes to School also serves as a lead for International Walk to School Day, of which 62 schools participated in 2013. For more information, visit: <http://www.rivcoips.org>.

EVENT FLYER



International Walk to School Day
Wednesday, October 9, 2013



Students who walk or bike to school on this day can win some great prizes!



★ Gift cards ★ Bike helmets ★ Goody bags ★ Wrist bands ★ More!

★ WALK TO SCHOOL DAY ★ OCTOBER 9, 2013 ★ WALK TO SCHOOL DAY ★ OCTOBER 9, 2013 ★ WALK TO SCHOOL DAY ★

Parent and teacher volunteers needed.

For more information, contact:
Riverside County Dept. of Public Health
Safe Routes to School Program
Injury Prevention Services
(951)358-7171
(760)863-8567
mhuang@rivcocha.org

The Safe Routes to School Program is a collaboration of your school district, your PTA, your city, your local health department and your community.



HELPS-PLUS: Healthier Living Program for Seniors

HELPS-PLUS is a chronic disease self-management program based on the a program developed by Stanford University and Department of Public Health, Public Health Nursing. This evidenced-based chronic disease self-management model offers free, six-week session interactive workshops, meets weekly to help those with ongoing health conditions learn how to take control of their health. The workshop, offered in both English and Spanish, deals with the issues that face everyone living with an ongoing health condition. Additionally, HELPS-PLUS includes a seventh week which incorporates food demonstration and Lift Off exercises, a model designed by UCLA School of Public Health. Optional home visits by the public health nurse, student nurse and/or health services assistant are also available. The program has

been shown to lessen the burden of chronic disease. It has improved participants' understanding of their chronic disease and management techniques to achieve better health, more energy, less fatigue, better communication with physicians, increase in social and role activities, and confidence to gain self-efficacy. Since the beginning of HELPS PLUS in 2011, the program has enrolled nearly 200 seniors and completed 128 sessions at ten locations across Riverside County. For more information, visit: <http://www.rivcophn.org/>.



The Office of Aging's **Fit after 50** program is an evidence based exercise program with emphasis on improving strength, balance and mobility using stretching, upper and lower body resistance and core exercises to prolong independence, prevent falls, and prevent or decrease the effects of chronic illnesses.

The program has been in existence for over ten years with classes throughout Riverside County. The classes are unique in their design, location and focus. Curriculum was developed in cooperation with the California State University, Fullerton, to address the health issues of older adults. The pace and music is suited to older adults and the classes are offered in areas frequented by older adults. Trainers receive focused training on issues facing older adults; such as functionality, balance, mobility and flexibility with sensitivity to joint replacement, arthritis, and balance limitations. The program uses resistance cords with graduated resistance levels to build muscle tissue and strength.

Specific balance exercises help to improve balance and stretching of the upper and lower body for flexibility and mobility incorporating proper abdominal breathing exercises. In addition to improved balance and flexibility, older adults benefit by living more active, healthier lives. A growing body of research points to mental and physical health through exercise, including lower injury and mortality rates, decreased rates of depression and fewer physical limitations.

In the year 2013, the Riverside County Fit After 50 Program:

- Trained 33,350 total participants
- Added 483 new participants
- Located in 23 site locations across Riverside County
- Held a total of 2,638 classes

For information and registration contact the Office on Aging at 1-800-510-2020.



**RIVERSIDE
COUNTY HEALTH
COALITION**

<http://healthyriverSidecounty.org/home/>



Healthy City Resolution Toolkit:
A Practical Guide to Adopting a Healthy
City Resolution in Riverside County

The **Riverside County Health Coalition (RCHC)** is a public/private partnership that gathers, supports and mobilizes partners from multiple domains, provides leadership and vision, and coordinates county-wide efforts in the promotion of healthier living throughout Riverside County. Members represent both public and private sectors, including various county agencies, school districts and colleges, and local and regional foundations. Members also represent community businesses, cities, health clinics and medical organizations, and Medi-Cal managed care health plans. The RCHC was established in 2009 with the mission to:

- Work collaboratively to identify and support solutions to combat obesity, poor nutrition and physical inactivity.
- Improve the overall health of Riverside County residents.
- Enhance the collective capacity of Riverside County's community to address these risk factors.

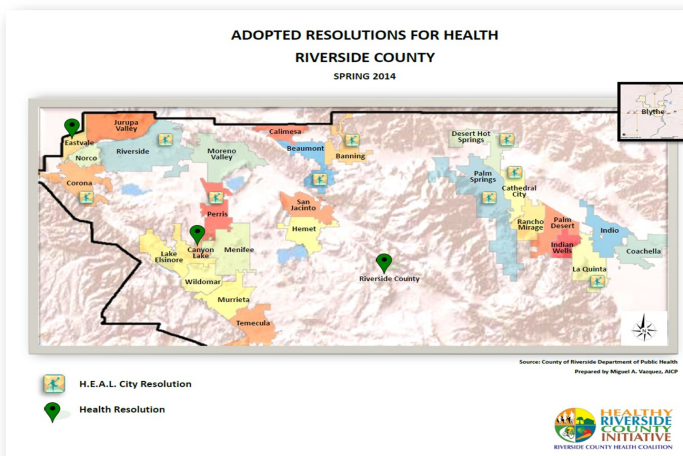
The coalition is comprised of two active workgroups:

1. Healthy City Resolution—with a goal to mobilize at least 15 cities to adopt a Healthy City Resolution within 12 months.
2. Healthy Food Access—with a goal to increase access and availability of healthy food outlets with fresh, nutritious, affordable food by 20% within 24 months.

The RCHC encourages local cities to adopt a Healthy Cities and/or HEAL Cities Resolutions. A Health Resolution encapsulates the determination of a decision-making body to ensure that health is incorporated into planning processes, programs, and community interventions. A resolution is a set of statements and commitments serving as the initial platform to take actions that would be beneficial to the community's health. It also presents the opportunity for local governments, community organizations, and residents to address community health issues in a partnership.

The HEAL Cities Resolution is written to provide a menu of campaign policies in the areas of Land Use and Transportation, Access to Healthy Food Options, Shared Use, and Workplace Wellness. Cities are encouraged to modify the resolution based on local conditions and to the policy actions suitable for their city. To date, there are nine cities that have adopted a HEAL City Resolution and three cities that have adopted a Healthy City Resolution.

In January 2014, the Healthy City Resolution Toolkit was released. The toolkit provides useful materials for health champions to effectively work with local governments to incorporate health into the decision-making process. The Toolkit helps to convince government leaders including elected officials, city managers, community development and planning departments that health is paramount for a livable community and to commit to take actions that will lead to positive health outcomes. To access the toolkit, please visit: <http://healthyriverSidecounty.org/home/index.php/building/healthy-riverside-resolution>.





Thrive Across America

Research supports the notion that well-designed workplace health promotion can improve employee health and well being as well as reduce chronic disease. Employee health is a unique opportunity for health promotion efforts as employees are a captive audience, spending their most productive hours in the workplace. Social environment, physical environment, lifestyle, communication, and stress all impact our health and wellness.

The **Thrive Across America** Challenge encourages healthy lifestyle behavior change along with information dissemination and awareness building. This is achieved through a supportive social and physical environment. A healthy workplace reduces absenteeism, increases productivity, and increases employee morale and job satisfaction.

Great success came out of the 8-week *Thrive Across America* challenge. More than 3,800 Riverside County employees registered for the fall 2013 challenge, forming 325 teams! An impressive 5.5 million minutes of physical activity were logged. The percent of participants that reported spending on average, 30 minutes or more engaged in physical activity, increased from 57% to 74%. When the challenge began, nearly 17% of employees reported being active more than 5 days each week. This increased to 44% by the end of the challenge.

An additional 1,543 employees registered for the second 8-week challenge which took place during the spring of 2014, bringing the total registered employees to nearly 5,400. During the second challenge 8.3 million minutes of physical activity were logged, an increase of nearly 3 million minutes from the first challenge. All County Thrive participants were recognized by the County Executive Office with a County of Riverside *Thrive Across America* Award. Creating a workplace culture of health is important. This partnership between the County of Riverside and Kaiser Permanente has been instrumental in enhancing the physical activity of county employees. For additional information, please visit <http://rivco.thriveacrossamerica.com/>.

*Our work effects our health in many ways—
and our health affects our work.*

thrive across america

THRIVING THURSDAYS

Walk with DOPH!

Have you walked 30 minutes today?
Need a walking partner?
WALK WITH DOPH!!

What: Two (2) 15-minute walks
When: Every Thursday at 10am & 3pm
Where: Meet at the picnic tables outside HAB
Let's record minutes and move across the virtual trail!



Get Active.
Finish First.

*"All truly great thoughts are conceived while walking."
Friedrich Nietzsche*

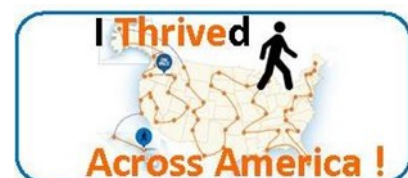


County of Riverside Executive Office
Thrive Across America Award

Presented to

In recognition of your participation in the 2013 Thrive Across America campaign
October 14, 2013 through December 9, 2013.

Joe B. Otto, County Executive Officer
George S. Johnson, Chief Assistant CEO





S-3 stands for **Safe, Secure, and Sustainable** in relation to our food systems. The theme for the 2013 event was "Challenges and Change Lead to Innovative Solutions." The symposium, which is held every other year, is designed to bring together professionals for panel discussions and informative presentations including federal, state, and local regulatory agencies as well as industry, environmental health specialists, food producers, academia, nutritionists, public health professionals, and agriculture experts.

The 2013 conference was held May 15-17 and was a huge success for Riverside County Department of Environmental Health. This 3-day symposium was hosted and organized by the Riverside County Department of Environmental Health, in concert with the California Conference of Directors of Environmental Health. Nearly 400 attendees enjoyed various panel discussions with 68 speakers participating. They examined the changing landscape and future challenges of food production and systems in California and around the world. Tours of the UCR Agricultural Research Center and Temecula agricultural vineyards provided conference attendees the opportunity to witness some of the real-world challenges discussed during sessions.

The symposium posed provocative questions about and concerns for safe food production and equitable food distribution. This year's theme of challenges prompting innovative solutions underscored the very serious issues we now face in providing healthy food to Californians and beyond. Prior to departing the conference, attendees were asked to consider various approaches to the challenges cited so dynamic food systems can evolve in ways that will enhance the lives and health of communities. These discussions will prompt the development of innovative solutions. For more information, visit: <http://www.californiafood.org/>.





BUILDING HEALTH INTO EVERYDAY LIFE

Our Goal is to *Build Health Into Everyday Life* and, in so doing, make the healthy choice the easy choice. By making better food and drink choices, building exercise into our day, not smoking, and changing how we get to work, we can make a difference not only for ourselves but for our friends and family. Using the Healthy Riverside County strategic plan as a guide, specific activities will be further identified under each strategy in an effort to successfully address the four priorities and attain the initiative goal to improve health and promote livable communities through partnerships, policies, systems, and initiatives.

Working together, we can make our communities healthier. Working together, we can increase access to healthy food and make our communities more walkable. Working together, we can reduce the incidence of chronic disease in our County and save health care costs. Working together, the County and community partners can adopt preventive measures and develop programs to fight obesity and chronic disease.

Together, we will build health into everyday life!

For more information on the Healthy Riverside County Initiative, please visit our website at www.healthyriversidecounty.org.





Resources

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