

# HEALTHY RIVERSIDE COUNTY

2017 REPORT



*Building Health Into Everyday Life!*



# TABLE OF CONTENTS



## HRC: The Beginning

Strategic Plan  
Partners



## Healthy Eating

Unserved Food Diversion Program  
Healthier Vending  
Farmers Markets  
Mobile Fresh  
"Feel Like a Million"  
A Tale of Four Healthy Cities



## Active Living

Active Transportation Plan  
Healthy Cities Network  
Active Transportation Network  
Recycle Bicycle Program  
Safe Routes to School  
Active Transportation Ambassador Program  
Student Safety Valet Program  
PedBikeIT  
Superhero 5k



## Tobacco Control

Tobacco Retail Licensing  
Smoke-free Multi-Unit Housing  
Smoke-free Riverside County  
Healthy Stores for a Healthy Community Campaign



## Building Health

Riverside County Recycles  
Equity in Rural Transportation  
Beyond Framework Funding Program  
Amwell Telemedicine  
Healthy Living Extravaganza  
CAP Community Needs Assessment  
Planning for Health Convening  
I.E. American Planning Association Awards  
Strategic Health Alliance Pursuing Equity (SHAPE)

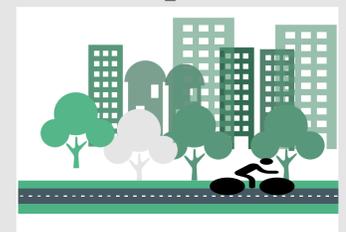
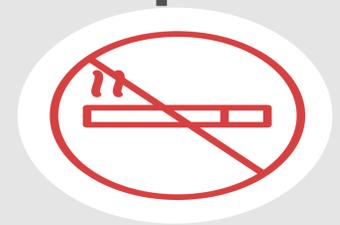
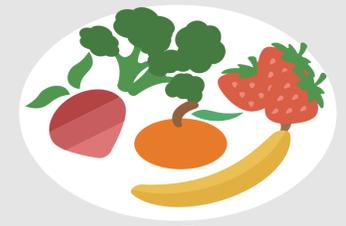
# healthy riverside county STRATEGIC PLAN

## Strategic Plan

Health and well-being play an important role in influencing an individual's quality of life and overall life potential. Chronic disease increases health care costs, diminishes wages and leads to premature death. To reduce the burden of chronic disease on individuals and communities, prevention must remain a leading component of the health care dialogue.

Since 2011, the Healthy Riverside County (HRC) initiative has supported efforts to keep prevention at the forefront of county programs and policies. Through coordinated partnerships and policies, great strides have been made in the four HRC priority areas, including healthy eating, active living, tobacco control and the built environment. Collectively, the strategies implemented address social determinants of health in three separate spaces: schools, workplaces and neighborhoods.

The Healthy Riverside County Report serves as a summary of these efforts. This report highlights strategies implemented between 2016-2017 and forecasted projects. Through collaboration, these projects help make Riverside County a healthier place to live, work and play.



## PARTNERS

- Agriculture Commissioner's Office
- Community Action Partnership
- Culture of Health, Human Resources
- Economic Development Agency
- Emergency Management Department
- Environmental Health
- Office on Aging
- Public Social Services
- Purchasing and Fleet Services
- Regional Park and Open Space District
- Riverside University Health System:
  - Behavioral Health
  - Care Clinics
  - Medical Center
  - Public Health
- Waste Resources

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# priority 1 HEALTHY EATING



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



Develop and support healthy eating policies and infrastructure.



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

## STRATEGIES

## HEALTHY RIVERSIDE COUNTY GOAL

Improving the health of Riverside County residents must be approached through a preventative lens. Encouraging residents to engage in healthy behaviors can prevent the onset and development of chronic conditions like obesity. This not only improves overall health outcomes, but is the key to reducing health care costs and improving business profits and employee productivity.

Prevention efforts are important as more than one-quarter of America's health care costs are related to obesity (Cawley & Meyerhoefer, 2012). Health care costs for obese or overweight employees are 42 percent higher compared to non-obese employees (RWJF, 2016). In 2015, 67.5 percent of Riverside County adults were identified as overweight or obese, which is a slight increase of 1.6 percent from 2014 (CHIS, 2015).

Obesity is related to the development of other comorbidities such as type 2 diabetes, hypertension and cardiovascular disease. Obese and physically inactive employees also suffer from lower work productivity, increased absenteeism and workers' compensation claims.

Dietary patterns play a large role in the onset and development of preventable illnesses. While individuals need to improve their dietary behaviors, communities need to work together to ensure that the 'healthiest choice is the easiest choice.' Through partnerships, programs and policy change, Riverside County can prevent poor health outcomes by increasing the affordability and availability of healthier foods for every resident.

# Unserved Food Diversion

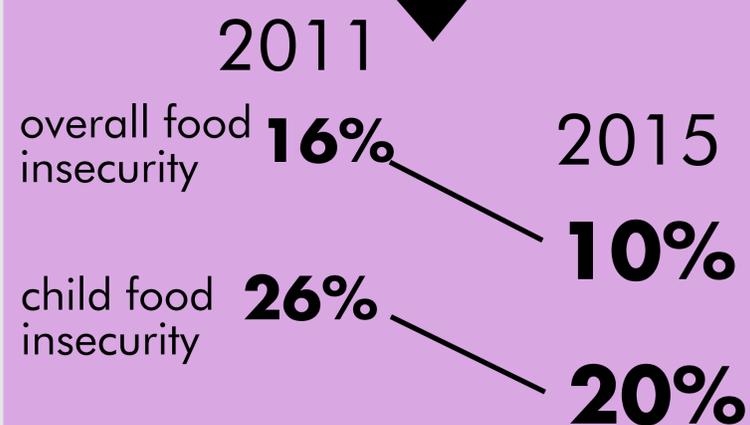
An individual or family is considered food insecure if they experience difficulty in obtaining adequate amounts of food. Food insecurity can be detrimental to an individual's physical and mental health, as it can interfere with their ability to engage in healthy behaviors and thrive in settings like work and school.

In Riverside County, 10 percent of residents are food insecure. Food insecurity among children is higher as 20 percent of children are food insecure in Riverside County (Feeding America, 2015). To address food insecurity, Riverside County is investing in multiple strategies to increase access to healthy foods. One of these strategies includes an unserved food diversion program.

Riverside County's Department of Environmental Health is working with County and community partners to promote the benefits and laws that protect business food donations to non-profit charitable organizations. An informational guide was distributed to businesses across Riverside County to highlight these advantages, as well as a list of local food pantries. Future efforts include the launch of an educational video to further promote this public-private partnership opportunity.

To view the informational guide, click [HERE](#).

## Decreasing Trends



Source: Feeding America

# Healthier Vending

Riverside County has partnered with Vending ONE, Inc. to increase healthier snack options for employees and visitors. Healthier food options have been incorporated in 154 vending machines across 70 county locations. Currently, 25 percent of vending items are healthier snacks, including baked chips, nuts, water, dried fruit and protein bars. These options are identified with green markings and the cost of healthier options are lower than unhealthier items.

Efforts are underway to increase the percentage of healthier snacks to 50 percent. Promotional campaigns will complement these changes in order to encourage healthier eating.

## Top-Selling Healthier Snacks

★ Water

★ Peanuts

★ Baked Chips

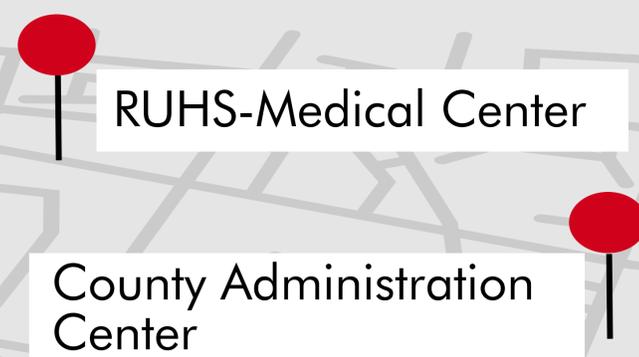
# Farmers Markets

Two county locations have permanent farmers markets during the week to offer employees and visitors fresh fruits and vegetables. This is a convenient way for employees to purchase their weekly produce or a healthy lunch. The two markets are located at the Riverside University Health System- Medical Center and the County Administrative Center.

The Riverside County farmers markets are certified and accept EBT and WIC checks as forms of payments. Sales are steady, which has allowed both markets to expand their selection of vendors. The bestselling products include berries, in-season vegetables and various dips.

The Riverside County farmers markets are expected to expand to other locations. The County Circle campus anticipates the launch of their farmers market by the end of 2017.

## Two Locations



## In the works...



## Partners



City of Jurupa Valley  
Culture of Health, Human Resources  
Department of Public Social Services  
Economic Development Agency  
Reach Out  
Riverside University Health System – Public Health

# Mobile Fresh

Riverside County is partnering with Mobile Fresh to increase access to healthy foods among underserved communities. Individuals who live in areas with low grocery store density and limited transportation options face barriers to accessing fresh, healthy foods. By bringing the grocery store to the community, Mobile Fresh reaches individuals who live in remote locations or have limited mobility.

Products are sold at an affordable price that is 20-30 percent less than traditional grocery stores. Since its launch, Mobile Fresh has reached approximately 25,000 families across Riverside and San Bernardino counties. Mobile Fresh is sponsored through generous partnerships, and Riverside County looks forward to advancing this innovative strategy to address food insecurity and chronic disease.

For more information on Mobile Fresh locations, click [HERE](#).

Serving **800**  
people per month

**68**  
stops per  
month



## "Feel Like a Million"

**"I liked how motivational it was. I feel like I had more motivation to eat healthier... to exercise, and to focus on being mindful."**



- Employee Testimonial

The "Feel Like a Million" is a health challenge hosted by Culture of Health that encourages healthy behaviors in areas such as balance, purpose, fitness and nutrition. The challenge was designed to help employees engage in daily habits that will improve well-being. Participating employees received daily updates along with resources to help support behavior change.

For the 2016 and 2017 challenges, participating employees reported increased fruit and vegetable intake, increased physical activity, and feeling more purposeful throughout their day.

To see the top scoring departments and teams, click [HERE](#).

**20.7%** of participants consumed an average of 3 servings of fruits and vegetables per day.

**18.4%** of participants exercised 30 minutes or more for 5 days per week.



## Creating Change in 2016

**570,000+** residents viewed healthy living posters, store signage and billboards.

**32,600+** youth and adults attended nutrition and physical activity classes.

**13,000+** nutrition and physical activity classes were held throughout Riverside County.

**600+** community and school events featured healthy eating and active living messages.

## A Tale of Four Healthy Cities

The Nutrition Education and Obesity Prevention (NEOP) program promotes healthy behaviors through fun and interactive activities for children, youth and adults in underserved areas in Riverside County. These activities educate families on creative ways to eat healthy and be active.

For the 2016/2017 school year, NEOP programs reached thousands of residents and children through nutrition and physical activity classes, community posters and public events, such as store tours, food demonstrations, physical activity workshops, gardening lessons and health fair events.

The NEOP program is integrated with SNAP-Ed partners from UC Cal Fresh, Catholic Charities of San Bernardino & Riverside Counties, Riverside County's Office on Aging. NEOP also partners with the Women, Infants, and Children (WIC) program and the Department of Public Social Services (DPSS) to serve families throughout Riverside County. Since 2013 four communities have received NEOP funding from the Nutrition & Health Promotion Branch to implement nutrition programs. These focus areas include Riverside, Jurupa Valley, Perris and Desert Hot Springs. These cities include Desert Hot Springs, Riverside, Jurupa Valley and Perris.

## NEOP Cities Update:

### Desert Hot Springs

### Ready, Set, Swim!

The Ready, Set, Swim program reached 1,872 third grade students across 14 schools, including a second pool location in Palm Springs. Students completed two weeks of swim lessons and healthy eating classes. Ninety-three percent of participants mastered three swim skills over the course of the program.

### Community Garden

The Rotary Garden continues to provide a space for students to learn about gardening and healthy foods while engaging in physical activity. Students from Desert Springs Middle School walk to the local community garden for an outdoor education for their science class.

### City of Riverside

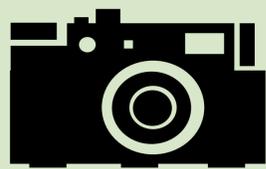
### Summer Meals

More than 40 schools, parks and libraries in the city of Riverside participate in the Summer Meals program, increasing access healthy foods for children under the age of 18. Several sites have hosted "kick-off" events to enrich the Summer Meals program in several neighborhoods. The Riverside County Department of Environmental Health partners with the Department of Education to ensure safe food delivery at these sites.

# NEOP Cities Update:

## Jurupa Valley

### Photovoice



The "Photovoice" project engages elementary-aged children in community health planning. The program focuses on helping children utilize their creativity by sharing images and stories that advocate for healthy changes.

### STEPS



Senior Living facilities have implemented the STEPS program to provide seniors with classes on healthy eating and opportunities for physical activity. Due to its popularity, one location has expanded their efforts to include gardening lessons.

### The WALK



The "Walk" in Rubidoux encourages residents and businesses to participate in beautification efforts while also engaging in physical activity. Local businesses are encouraged to plant vegetables, herbs and flowers to improve natural landscaping within the build environment.

### The 100 Mile Club



Jurupa Valley Unified School District completed another successful year of the 100 Mile Club. They regularly host walk/run nights and are constructing dirt running tracks to encourage physical activity at elementary schools.

## Perris

### Chef in the Garden

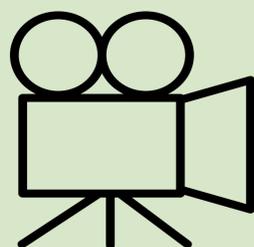
Perris' City Hall continues to offer Chef in the Garden classes in English and Spanish. This provides residents with an opportunity to visit the community garden to learn more about garden design. These classes also offer a fun and interactive way to learn about cooking healthier meals, and incorporating more vegetables, fruits and herbs that they can grow at home.



### ReThink Your Drink



The Rethink Your Drink campaign highlights the benefits of drinking water and the health risks associated with sugar-sweetened beverages. To promote healthy behaviors, students at Clearwater Elementary created a "Rethink Your Drink" video and plan to release it on social media.



# priority 2

## ACTIVE LIVING



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

### STRATEGIES

## HEALTHY RIVERSIDE COUNTY GOAL

Physical activity is a vital component of a healthy life as it can help reduce the risk of chronic disease and premature death. Physical activity can also improve quality of life as it supports positive mental health and healthy aging. Research indicates that those who engage in the recommended levels of physical activity tend to live longer and have a lower risk of chronic diseases such as heart disease, stroke, type 2 diabetes, depression and some cancers.

Despite these benefits, 20 percent of Riverside County adults do not engage in regular physical activity (CDC, 2013). Barriers to physical activity include limited access to parks or other recreational spaces, unsafe sidewalks and perception of neighborhood crime. In Riverside County, nine percent of residents do not have access to exercise opportunities (County Health Ratings, 2016).

In order to improve physical activity in the community, health programs need to focus on promoting the benefits of physical activity. While health messages throughout the community can help encourage active lifestyles, efforts should also focus on implementing policies that integrate physical activity opportunities into schools, the workplace and throughout the community.

# ACTIVE TRANSPORTATION | CROSS-SECTOR PARTNERSHIPS

Promoting active transportation options such as walking, cycling and public transport is an effective way to improve health outcomes and environmental conditions. Unsafe sidewalks, limited bicycle lanes and perceived barriers can prevent individuals from utilizing active transportation options. To encourage individuals to become more physically active, Riverside County is partnering with planners, city managers, traffic engineers, public works officials and community-based organizations to develop programs and policies to reduce barriers. Below are a few examples of cross-sector collaborations to improve active transportation.

## Active Transportation Plan

The Western Riverside Council of Governments (WRCOG) is developing an Active Transportation Plan (ATP) to improve transportation options for western Riverside residents, employees and visitors. Development of the ATP is focused on developing an Active Transportation (AT) network to identify regionally significant active transportation facilities.

The AT network will be used to create a subset of high priority projects for western Riverside County and to encourage information and data sharing for jurisdictions seeking grant funding. The ATP is currently under review and will be released later this year.

For more information regarding the ATP and AT network, click [HERE](#).



## Healthy Cities Network

County, city and community representatives have partnered to create the Healthy Cities Network (HCN). The purpose of HCN is to enhance cross-sector collaboration in the area of active transportation and community health planning.

The HCN's recent accomplishments include partnering with jurisdictions to adopt Healthy Cities Resolutions and Health Elements; the creation of a Healthy Communities checklist, which outlines strategies and policies to build health in our communities; and the award-winning HCN Connect newsletter.

## Active Transportation Network

The Active Transportation Network was formed to improve the quality of life in Riverside County through the expansion of active modes of transportation that create economic opportunities, improve overall health and safety, reduce greenhouse gas emissions, improve air quality and reduce congestion.

The network is composed of county and community members who meet on a monthly basis to collaborate on strategies to improve transportation options in Riverside County.

**18** cities and the County of Riverside have adopted a Health Resolution.

## Recycle Bicycle Program

The Riverside County Department of Waste Resources (RCDWR) partners with non-profit organizations to refurbish and distribute recycled bicycles to those in need. In 2017, the Board of Supervisors approved the department's donation program for reusable bicycles received through the disposal system.

Nonprofit organizations refurbish the bicycles and distribute to community members for free. This innovative partnership is one way to increase access to active transportation options while also improving the environment.

**50** bicycles have been recycled and donated back to the community (2017).



# Safe Routes to School

The Safe Routes to School (SRTS) program encourages an active lifestyle for children, families and residents through the 5 E's: engineering, enforcement, encouragement, education and evaluation. The SRTS program partners with cities to conduct walk audits and create action plans to improve conditions for active transportation. The SRTS program also implements educational activities for children and families to make bicycling and walking to school a safer and more appealing transportation option.

For more information on the SRTS program, click [HERE](#).

## A Job Well Done

**96** Schools participated in the 2017 International Walk to School Day.

**\$\$** In 2016, the Riverside University Health System – Public Health, Injury Prevention Services received funding from the California Department of Transportation to implement SRTS programs in Perris, Indio, Jurupa Valley and the Eastside Riverside neighborhood.

Participating schools experienced an increase in the number of students walking or biking to school since the start of the program:

Eastside: **7%**

Indio: **10%**    Perris: **4%**

# Active Transportation Ambassador Program

The Active Transportation Ambassador (ATA) program trains community members to become active transportation role models. The program provides ambassadors with training to help further their knowledge of bicycle and pedestrian safety. After completing the program, ambassadors can provide pedestrian safety education, bicycle maintenance workshops and walkability audits.



**165** community members have completed ATA training.



# Student Safety Valet Program

For the past two years, Riverside University Health System – Public Health's Injury Prevention Services has received funding from the Office of Traffic Safety for the Student Safety Valet Program (SSVP). Student valets are trained on pedestrian and traffic safety to improve traffic flow and create a safer environment for students during morning drop off.

High school students are also trained and paired with local law enforcement to conduct pedestrian and bicycle safety education, such as pedestrian safety city demonstrations, bicycle rodeos and ped/bike assemblies. SSVP provides a unique opportunity for youth to become active transportation role models in their community.

While funding for this program ended in 2016, Injury Prevention Services provides guidance and SSVP materials to those schools who are interested in implementation.



**90%** increase in the number of SSVP schools from 2015 to 2016.

**40** high school students trained by Riverside Police Department to provide pedestrian and bicycle safety education (2016).

**420** helmets fitted and distributed (2016).

## PedBikeIT 2017

Riverside University Health System – Public Health has received funding from the Office of Traffic Safety for the Pedestrian and Bicycle Instructor Training (PedBikeIT) to educate the community about pedestrian and bicycle safety.

The main focus of the program is to train community members, safety volunteers and police explorers to teach younger children how to be safe on the street using an interactive mock city called the "Safety City." Trainees are then given the opportunity to practice their newly acquired skills at schools and community events.

The program also includes bike skills and repair workshops to encourage and educate the community to ride their bikes safely. Bike workshop participants learn how to maintain and fix their bikes, as well as practice their skills on a fun, interactive bike playground (obstacle course). Bike helmets are fitted and distributed to youth as a part of this education.

In 2018 the PedBikeIT program will expand to include presentations at senior centers to decrease pedestrian injuries and fatalities in older adults, as well as working with school administration and law enforcement to use positive reinforcement and education to change unsafe transportation behaviors for elementary school-age children.

## 2017 Accomplishments

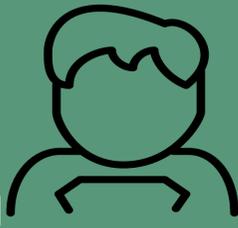
**+ 100** instructors have been trained for the PedBikeIT program.

**7** community events promoted the PedBikeIT program.

**484** helmets were fitted and distributed through the PedBikeIT program.

# Superhero 5K Run/Walk

Riverside County's Employee Campaign partnered with Culture of Health to host a Superhero-themed 5k Run/Walk. This was the county's first Superhero 5K Run/Walk. Due to its success, it will now be an annual event to raise funds for local non-profits, connect with the community and grow employee engagement.



The 2017 Superhero 5K Run/Walk took place at Rancho Jurupa Park in Jurupa Valley. The event featured a timed race, finisher medals, top finisher awards, a costume contest and post-race festivities. County departments and community vendors offered attendees health resources and free prizes.

The 5K Run/Walk is a favorite event among employees and community members for socializing, physical activity and fun. Among attendees were Riverside County's Executive Officer, George Johnson; Second District Supervisor, John Tavaglione; and Michael Stock, Assistant County Executive Officer, Human Resource Director.

**\$18K**

fundraised  
by tickets

**\$12.6K**

fundraised by  
sponsorships

**518**

registrations

**24**

county  
departments  
participated



## priority 3

# REDUCE TOBACCO



Promote and support Healthy Stores for a Healthy Community Campaign.



Promote and facilitate the adoption of policies that reduce secondhand smoke in multi-unit housing.



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

## STRATEGIES

## HEALTHY RIVERSIDE COUNTY GOAL

Tobacco use is one of the leading causes of preventable death worldwide, contributing close to six million deaths per year (CDC, 2017). It is a leading risk factor for chronic diseases, including lung cancer, chronic respiratory and cardiovascular diseases (CDC, 2017).

Secondhand smoke is also a concern as low levels of exposure can be dangerous. Lung cancer, coronary heart disease and asthma are among the many health consequences of exposure to secondhand smoke (CDC, 2017).

The use of alternative methods such as electronic cigarettes (e-cigarettes) poses similar health risks due to high levels of nicotine and other toxic substances. In Riverside County, two out of 100 youth (12-18) reported using e-cigarettes in 2015 (CHIS, 2015). E-cigarette use among youth is considered a gateway to cigarette smoking (CDPH, 2016). The use of regular and electronic cigarettes among youth carries similar health consequences as adults, but research also suggests potential adolescent brain damage (CDPH, 2016).

Riverside County has made great strides in reducing tobacco use by implementing policies that promote tobacco-free communities. Since 2007, teen and adult smoking trends have decreased by 33 percent (CHIS, 2007-2015). Currently, 11.9 percent of adults smoke, which is below state (12.4 percent) and national averages (17.5 percent) (CDC, 2014-2015).

In order to reduce tobacco use and chronic disease further, the Healthy Riverside County initiative strengthens partnerships among county departments with the overall goal of implementing programs and policies that focus on tobacco prevention.

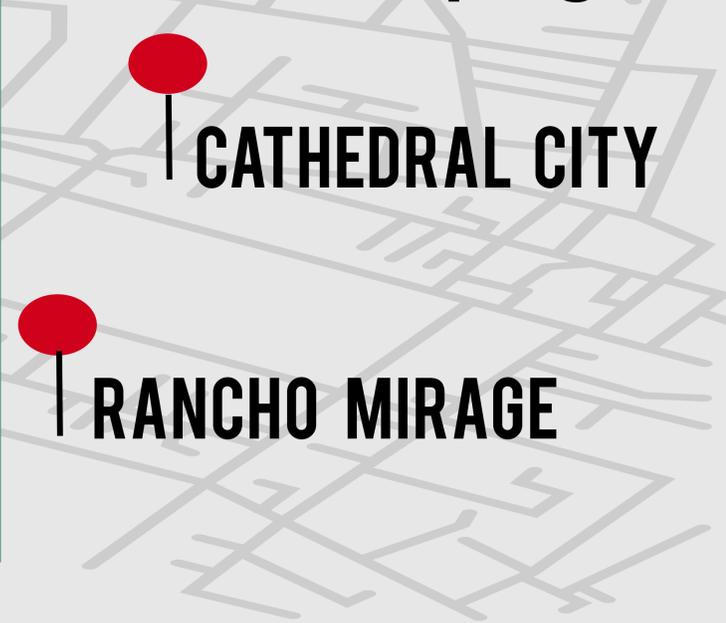
## Tobacco Retail Licensing

In an effort to reduce illegal sales of tobacco products to youth, more than 100 communities in California have adopted local Tobacco Retail Licensing (TRL) ordinances. In Riverside County, 23 cities and unincorporated communities have adopted a TRL ordinance. Current efforts focus on encouraging the remaining 5 cities to adopt a TRL ordinance.

Research suggests that jurisdictions with strong TRL ordinances have lower rates of illegal tobacco use among youth. A tobacco retail licensing ordinance would be an effective tool in reducing underage tobacco use. In Riverside County, the combination of policies and health programs that focus on tobacco prevention has helped decrease youth and adult smoking levels.

For more information, click [HERE](#).

## New Cities Adopting TRL



CATHEDRAL CITY

RANCHO MIRAGE

## Smoke-Free Multi-Unit Housing (MUH)

A smoke-free home is a component of a healthy life as it can reduce exposure to secondhand smoke and other respiratory ailments like asthma and allergies. However, residents in multi-unit housings without a smoke-free policy face a greater risk of exposure to secondhand smoke, which may lead to chronic health issues.

By adopting a smoke-free multi-unit housing policy, private businesses can help create a healthier environment that protects their tenants and visitors from the health consequences of secondhand smoke. The Riverside University Health System – Public Health Tobacco Control Project provides resources and technical assistance for owners/managers interested in adopting a smoke-free policy.

For a full list of smoke-free multi-unit housing locations in Riverside County, click [HERE](#).



RUHS-PH's Tobacco Control Project has helped **12** new apartment complexes in Riverside County to adopt 100% smoke-free MUH policies.

## Smoke-Free Riverside County

To further decrease smoking rates and exposure to secondhand smoke, Riverside County is in the exploratory phase of becoming a smoke-free county. By adopting smoke-free policies, the county would limit smoking on county owned/leased properties.

While reviewing current county smoking policies, members of the Healthy Riverside County (HRC) initiative are evaluating designated smoking locations to ensure that they do not interfere with foot traffic. In order to reduce exposure to secondhand smoke, the County Administration Center and Health Administration Building are relocating their designated smoking areas later this year.



# Healthy Stores for a Healthy Community Campaign

Healthy Stores for a Healthy Community (HSHC) is a statewide campaign that improves the health of residents through researching and educating communities on the impact of unhealthy product availability and marketing. In 2017, the HSHC campaign released a report that demonstrated that unhealthy food messages in local convenience stores target youth.

The report expands on initial research from March 2014 which highlights that Riverside County residents have more access to tobacco and unhealthy foods and beverages compared to fresh fruits and vegetables.

The report includes data from approximately 7,100 stores across 58 California counties. Stores include pharmacies, supermarkets, delis, convenience and liquor stores as well as tobacco-only stores.

Riverside University Health System – Public Health in collaboration with the California Health Collaborative held a press event to discuss the findings and develop next steps. The research produced from this campaign is vital to the development of programs and policies that support the HRC vision.

To view the full HSHC report, click [HERE](#).



**39%** of stores in Riverside County sell fresh fruits and vegetables.

**52%** of stores in Riverside County sell milk.

**11%** of stores in Riverside County have storefront advertising for healthy products.



**80%** of stores in Riverside County sell flavored tobacco products.

**72%** of stores in Riverside County sell alcohol.

**72%** of stores in Riverside County have storefront advertising for unhealthy products.

## Increased Tobacco Trends 2013-2016

- Number of stores selling electronic smoking devices

**60%** → **69%**

- Number of stores selling Swishers\* for less than \$1

**73%** → **88%**

\* Swishers are small, flavored cigars.

# priority 4

# Building Health



## STRATEGIES



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-sector partnerships to identify opportunities to create community-level change to the physical/built environment.

## HEALTHY RIVERSIDE COUNTY GOAL

The built environment plays an important role in influencing health outcomes. The physical spaces where we live, work and play can hinder or promote health. Exposure to toxins, pollutants and unsafe areas for walking and exercise can lead to diabetes, coronary vascular disease and asthma. Reliance on automobiles instead of other active transportation options also has detrimental effects on population health, including chronic respiratory ailments, obesity and a sedentary lifestyle.

The built environment also plays an important role in mental health outcomes (CDC, 2012). Research suggests that noise pollution, overcrowding, housing conditions and limited access to green spaces are some of the key factors that can influence a person's mental and physical health outcomes (CDC, 2012; Evans, 2003).

In order to prevent chronic disease and other poor health outcomes, communities need to be designed with health in mind. Policies and programs should focus on working with existing neighborhoods to improve access to active lifestyles and healthy eating, and to reduce exposure to toxic conditions.

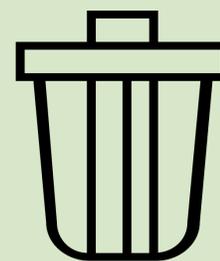
# Riverside County Recycles

Riverside County Department of Waste Resources (RCDWR) launched the Riverside County Recycles (RCR) program to provide employees with tools and educational resources to recycle. Since its launch in September 2015, RCR has distributed desk-side recycle bins throughout county offices and implemented an employee awareness campaign to promote the importance of recycling.

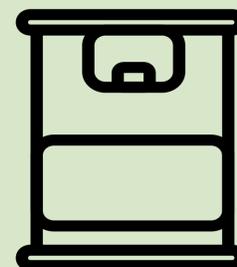
RCDWR conducts outreach programs at local community events to educate and encourage residents to recycle. This year RCDWR engaged with more than 4,000 community members at the 2017 Date Festival and continued their promotion of Waste Wednesday to encourage recycling.

To further engage the community, RCDWR created the Drop & Shop program, which allows residents to shop for free re-usable products that have been collected during House Hold Hazardous Waste events. These efforts support the Healthy Riverside County initiative and contribute to the overall goal of improving the health of our communities and environment.

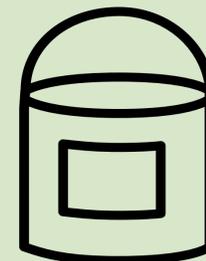
For more information on RCDWR's programs, click [HERE](#).



1,100 + desk-side recycle bins distributed to county offices.



1,942 + mattresses recycled.

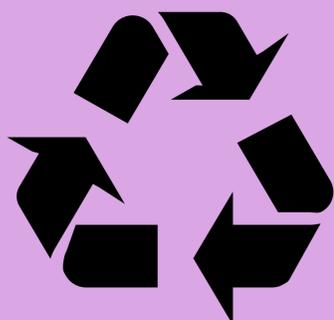


416 + gallons of paint recycled.



2,920 + pounds of household products recycled.

## The 5 R's of Responsible Waste Management



**R**educe  
**R**epair  
**R**euse

**R**ecycle  
**R**ot

## Equity in Rural Transportation

Individuals living in rural locations face barriers to adequate transportation facilities and options. Barriers to transportation can influence health and well-being by limiting an individual's access to healthy foods, recreational spaces, employment or education. A study conducted by the 2016 Women's Policy Institution-County Rural Transportation (WPI-CRT) team found that residents in the Eastern Coachella Valley (ECV) face barriers to transportation due to inadequate bus shelters.

Bus shelters can protect individuals from extreme weather conditions and provide comfort during long wait times. Lack of protective structures can prevent communities from accessing transportation options and is linked to negative health outcomes, especially for the ECV where temperatures can reach 120 degrees Fahrenheit. In order to demonstrate the need for policy change, the WPI-CRT team conducted a study and a demonstration project to highlight the importance of bus shelters in the ECV. The WPI-CRT is currently working with local transportation agencies in the desert to change bus shelter policies.

To view the full report, click [HERE](#).

## WPI-County Rural Transportation Survey Results

**75%** said shade structures would motivate them to use public transportation.

**100%** said all bus stops in ECV should have shade structures.

**\$51** is the average amount spent on weekly transportation in ECV.



# BEYOND Framework Funding Program

The Western Riverside Council of Governments (WRCOG) launched the BEYOND Framework Fund Program in 2015 to support initiatives that align with the goals and priorities of WRCOG's Economic Development & Sustainability Framework. The areas of health, economic development, education, transportation, water and waste water, energy and the environment were selected as priority areas based on the needs of western Riverside County residents.

WRCOG's member agencies are encouraged to apply for funding for projects that are related to one or multiple sustainability goals. Round one of BEYOND funding was awarded to 16 cities, two county agencies, one tribe and two water districts. The total funding of \$1.8 million was dispersed among 30 different projects. Applications for round two opened in spring 2017 and funding is divided into three categories: BEYOND Core, BEYOND Team and BEYOND Health. BEYOND Core is a non-competitive funding stream that allocates a fixed sum to WRCOG member agencies, whereas BEYOND Team and Health are competitive funding streams dedicated for collaborative projects (BEYOND Team) and health-related projects (BEYOND Health).

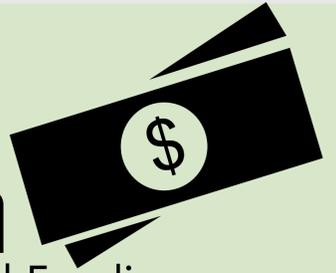
For more information on WRCOG's BEYOND Framework, click [HERE](#).

## Round 1 Funding

2015-2017

**\$1.8 Million**

Total Funding



## Round 2 Funding

Launched February 2017

**\$2.05 Million**

Total Funding



## BEYOND Round 1 projects

**13**  
Economic Development

**13**  
Health

**7**  
Water & Waste Management

**3**  
Education

**9**  
Transportation

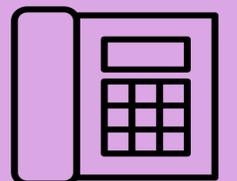
**6**  
Energy & Environment

## Telemedicine through Amwell for County Employees

Telemedicine creates a unique opportunity for patients to receive treatment without visiting a doctor's office or experiencing long wait times. Through videoconferencing, doctors can diagnose and prescribe medication for non-emergency health conditions. Patients simply request a doctor's visit from a list of available doctors, at any time of the day.

Telemedicine is an innovative strategy to address access to care issues, especially for those who face barriers to transportation, live in remote areas or face difficulty scheduling time off from work for doctor's visits.

Through the County of Riverside's Culture of Health Program, county employees, their families and retirees have access to discounted virtual visits with a doctor using Amwell. To view services, click [HERE](#).



# Healthy Living Extravaganza

The 3rd Annual Healthy Living Extravaganza was held earlier this year at Rancho Jurupa Park. With over 100 different vendors, participants received free health screenings, nutrition information, meal planning, abuse awareness and prevention and safety tips. The event also included a “healthy food zone” and opportunities for physical activity, such as rock climbing, obstacle courses and other sports. The Healthy Living Extravaganza was well attended with over 2,000 community members. It is considered a milestone event as county, city and community-based organizations partner together to provide residents with services and resources for healthy living.

For more information, click [HERE](#).



**100+** vendors offered attendees free services and information, such as health screenings, nutrition information, meal planning, abuse awareness and prevention and safety tips.

**2,000+** community members attended the Healthy Living Extravaganza.

# Community Needs Assessment

Riverside County's Community Action Partnership (CAP) conducted a community needs assessment to understand the needs of those most affected by poverty. The results from the assessment will be used to inform a two-year plan that documents how CAP will use designated grant funding to develop programs and policies that align with the needs of the community.

The survey was distributed to libraries, senior centers, community centers, health fairs, schools and other community events across Riverside County. CAP also presented at Municipal Advisory Council meetings to gather community input. The results from the survey were divided by English and Spanish speakers to demonstrate different needs across communities.



**2,523**

surveys completed.

## Top 5 Needs (English)



Dental care



Health care



Employment

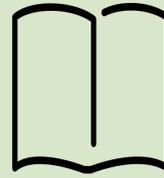


Utilities Assistance



Financial Assistance

## Top 5 Needs (Spanish)



ESL Classes



Employment



Food Assistance



Health care



Dental care

# Planning for Health Convening

In August 2017 the Planning for Health Convening for southern California took place in the city of Riverside. Planners, city officials and public health professionals across southern California counties gathered to explore strategies to integrate healthy community principles into policies and community design.

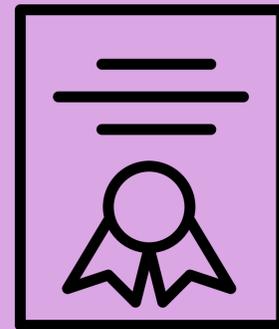
Presentations explored tools and creative ideas for developing equitable communities and identifying funding streams. The event was an important milestone in enhancing cross-sector partnerships between planning and public health to improve health outcomes in southern California.



## 2017 Inland Empire Section – American Planning Association (IES-APA) Awards

This year the American Planning Association – Inland Empire Section (APA/IES) recognized a number of Riverside County projects and partners with awards of excellence and awards of merit. Awards of excellence and merit are conferred to the best planning projects, initiatives and individuals making a difference in their community. The awards of excellence however, are APA/IES's top honor and are highlighted during the awards ceremony. This category also allows winners to advance to the APA California awards programs. The APA/IES award ceremony is a special way to recognize individuals and their work to improve the health and well-being of their communities.

### 2017 Awardees



## Award of Excellence

 -Women's Policy Institute, Coachella Valley

## Awards of Merit

 -HCN Connect  
-Riverside County Health Initiative

# Strategic Health Alliance Pursuing Equity (SHAPE)

In order to track Riverside County's progress towards health goals and objectives, RUHS – PH developed the SHAPE portal to connect partners to health data. The SHAPE portal allows partners to easily access data on over 120 health measures at the county level and, when available, at the zip code and census tract level. Health measures are compared to state and national averages to highlight comparisons.

The SHAPE portal lists promising practices around the country that are addressing similar community health challenges. By providing access to valuable health information and strategies, RUHS – PH is supporting their community partners in the tracking and development of policies and programs to improve the health of Riverside County.

To access the SHAPE portal, click [HERE](#).



**+120**  
health measures

## SHAPE RIVERSIDE COUNTY

Strategic Health Alliance Pursuing Equity

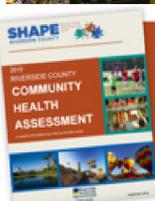
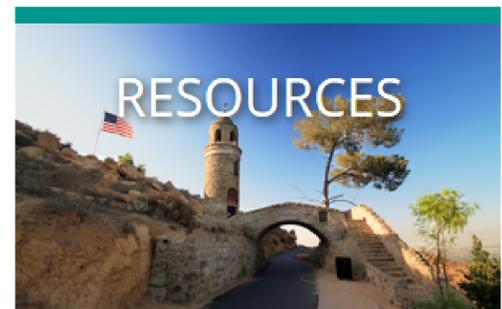


EXPLORE DATA

TOOLS & RESOURCES

PRIORITY AREAS

ABOUT US



RIVERSIDE COUNTY  
COMMUNITY HEALTH ASSESSMENT  
2015  
[Download the Report](#)



RIVERSIDE COUNTY  
HEALTH IMPROVEMENT PLAN  
2016-2021  
[Download the Plan](#)

Welcome to SHAPE Riverside County

## Building Health Into Everyday Life

In Riverside County our goal is to implement programs and policies that build health into everyday life. By prioritizing health throughout our county, we are making strides to make Riverside County one of the healthiest and safest places to live, work and play.



The accomplishments reflected in this report were made possible by cross-sector partnerships among county departments. These partnerships are essential to make a lasting impact in our communities.

By promoting healthier food and drink options, encouraging an active lifestyle, discouraging tobacco use and creating recreational activities and safer ways to travel to work and school, we can improve the quality of life in Riverside County and save millions in health-care related costs while saving lives.

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