

COUNCIL/ADMINISTRATIVE POLICY

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PURPOSE AND INTRODUCTION

There is increasing evidence that the “environment” is a key factor in fighting obesity and inactivity. Research is showing us that we can no longer rely on changing the behavior of individuals as our sole wellness strategy. Empowering our community to adopt healthy behaviors will require a variety of methods and strategies – there is no one cause of inactivity and obesity; therefore we cannot expect one solution.

We believe the City of Brentwood is an agency that strives to educate the public on how they may achieve optimal health, wellness and a better quality of life, as a provider or partner in developing policies, venues and programs that support lifelong healthy behaviors.

The purpose of this policy is to establish guidelines to assist City Council and staff as they educate, plan, promote, and implement parks, facilities and programs that foster fitness and wellness in the community.

POLICY

As a commitment to the overall wellness of our community, the City of Brentwood will:

1. Support the development of an environment that provides and promotes programs and events that encourage children, adolescents and adults to develop lifelong healthy eating, and physically active lifestyles that emphasize mental wellbeing and a positive self image.
2. Support a community wide education campaign to raise awareness and show the benefits of living a healthy lifestyle.
3. Establish, in the development of parks, trails and facilities, a support environment that promotes physical movement, especially for individuals, groups, and families to engage in both structured and non-structured play, lifetime sports, and activities.
4. Create local design standards that encourage walking and biking throughout the community.
5. Support the elimination of barriers and promote access to parks, trails and facilities.
6. Support the on-going review of physical activity community infrastructures to ensure they remain usable, safe, and accessible, and have adequate lighting.
7. Support the development of programs and services for youth, adolescents and adults which emphasize the importance of artistic, cultural, and educational activities as a means of promoting lifelong learning opportunities.
8. Support the expression of the individual through a wide variety of artistic endeavors, programs and events that encourage mental and emotional wellness.

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9. Create partnerships with schools, health agencies, businesses, community organizations and citizen groups to offer health, nutrition, recreation and education programs and activities throughout the community. This includes summer and after school hours programming.

10. In conjunction with local law enforcement agencies, work to create the development of health-friendly community and transportation infrastructures including safe parks, bike trails, walkways and routes to recreational facilities and parks.

11. Support statewide and national efforts in drown prevention awareness and education of water safety in general.

12. Develop and implement a standard for food and beverages to increase healthier concession and vending options at City-owned parks and facilities.

12.1.) PURPOSE

To provide our community with nutritious food and beverage choices when utilizing vending machine and/or concession opportunities.

12.2.) DEFINITION

12.2.1.) For the purposes of this policy “soft drinks” shall mean the same as “bottled soft drinks”.

12.2.2.) Bottled water is defined as “water, bottled drinking water 100% pure natural water containing no additives.”

12.2.3.) Foods of Minimal Nutritional Value (FMNV) – Specified foods identified by the secretary of the USDA: soda water (carbonated beverage); fruit drinks and water ices (with less than 10 percent fruit or fruit juices); chewing gum; jellies, marshmallow, licorice, spun candy, hard candies, and candy-coated popcorn.

12.3.) NUTRITION STANDARDS FOR PORTION SIZES

Limit portions to specific sizes:

Snacks: 1.25 oz.

Cookies and cereal bars: 2 oz.

Frozen desserts: 3 oz.

Yogurt: 8 oz.

Fries: 1 cup

Pizza: no more than 5 oz.

12.4.) NUTRITION STANDARDS

12.4.1.) All vending and concession foods and beverages made available on City premises must meet the requirements of this policy.

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12.4.2.) Vendors selling soft drinks must sell and make equally accessible water and 100% fruit or vegetable juice with no added sweetener.

12.4.3.) The sale or service of foods containing 40% or more added sugar by weight is prohibited.

12.4.4.) Any fruit or fruit-based drinks sold must contain a minimum of 50% fruit juice with no added sweetener.

12.4.5.) Items shall contain no more than four grams of fat per 100 calories.

12.4.6.) Chip products must include a baked and reduced fat selection.

12.4.7.) Cookies will be no larger than two ounces and include a reduced fat selection.

12.4.8.) All portion sizes shall be moderate for food and beverages and shall meet the Nutrition Standards for Portion Sizes as described (12.3.) when applicable and include:

12.4.8.1) 12-ounce maximum serving requirement on all beverages other than drinking water or milk, including but not limited to, chocolate milk, soy milk, rice milk, and other dairy or non-dairy milk, and electrolyte replacement beverages.

12.4.8.2) Electrolyte replacement beverages (sports drinks) shall contain no more than 42 grams of added sweetener per 20-ounce serving.

12.4.9.) 75% of choices are items that have no more than 200 calories per portion.

12.4.10.) Fruit and non-fried vegetables must be made available for sale at any location where food is sold.

12.5.) MARKETING OF HEALTHFUL CHOICES

12.5.1.) In an effort to promote the consumption of healthful foods and beverages, the City requests all vendors to utilize the following marketing principles: (1) identify and offer healthful products that are appealing and meet customer needs. (2) use product placement to make healthful products easy to choose, (3) use promotion strategies so customers know about healthful products, and (4) set their price at a level that encourages customers to purchase them.

13. Encourage affordable and accessible community gardens and farmer's markets to promote the experience and rewards of growing and eating healthy foods.

14. Establish standards that require volunteer coaches to go through certification programs that address child development and good sportsmanship, as well as sports specific skills.

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15. Establish the adoption of an "Activity Code of Conduct" as defined by the City of Brentwood Parks and Recreation Activity Code of Conduct (Classes), Activity Code of Conduct (Police Activity League-After the Bell Kid Fit for Life), and Activity Code of Conduct (Sports) that educates and outlines roles and responsibilities of volunteers, parents, spectators and participants, and clearly defines acceptable behavior before, during and immediately after all City of Brentwood programmed activities.
16. Support the development of a strategy for the management, interpretation and use of California's cultural heritage and resources.
17. Support the development of performance standards for natural lands and landscapes that integrate land, air and water resources.
18. Support the creation of a means of measuring health and wellness outcomes from programs and facilities and articulate these benefits to our community and policy makers.
19. Support the expansion of the wellness policy throughout all City departments.
20. Support the development of an environment that provides opportunities for structured and non-structured play, and promote its importance as an essential means of learning and human development for people of all ages.