

# Healthy Riverside County

2015  
Annual  
Report



**HEALTHY  
RIVERSIDE  
COUNTY**



Building Health Into  
Everyday Life!





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## LETTER FROM THE CEO

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Dear Riverside County Residents,

I am proud to share with you that our goal to improve health, reduce chronic disease and promote livable communities throughout Riverside County is in motion! In 2012 I shared my vision “that Riverside County becomes known as the safest, most business friendly and best place to live in America” and now that vision is becoming a reality.

The **Healthy Riverside County Initiative** has played an important role in this effort by offering several new programs and policy changes that focus on four key priorities: healthy eating, active living, reduction of tobacco use and creating healthy and safe built environments. Through these four priority areas, the Healthy Riverside County Initiative works to reduce chronic disease with a multi and cross-sectoral approach in order to improve health and promote livable communities as part of an integrated countywide effort.

On July 21, 2015, the Riverside County Board of Supervisors received and filed the Healthy Riverside County Initiative Strategic Plan. This strategic plan was developed with input from over 12 county departments participating on the Healthy Riverside County Committee. The Plan will serve as a road map and as an integral step in the long-term monitoring of the Initiative’s impact on the community’s health.

The Healthy Riverside County Initiative 2015 Annual Report highlights many programs and policy changes including a new specification to provide water stations with bottle filling capability and drinking fountains in all leased facilities; offering healthy snacks in vending machines; planning for a county-sponsored farmers’ market in downtown Riverside and at the Riverside University Health System-Medical Center in Moreno Valley; and county employee participation in the HealthTrails program.

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.

I hope you will join us as we work to build health into everyday life.

Jay E. Orr, CEO

County of Riverside



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# INTRODUCTION

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The burden of chronic disease and its precipitators such as obesity, results 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 by 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.

Through the creation of the Healthy Riverside County Initiative in 2011, county departments have been encouraged to convene and work together to support active transportation, physical activity and access to healthy and affordable foods.

Since the publication of the 2013 and 2014 Healthy Riverside County Annual Reports, there have been several key accomplishments through partnerships and policies addressing the four components of healthy eating, active living, tobacco control, and the built environment.

This report includes implemented strategies with the goal of preventing chronic disease and improving the health of Riverside County residents.



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# STRATEGIC PLAN

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

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

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

The strategic plan was developed to help move from envisioning positive outcomes to implementing practical actions to accomplish the established goals. On July 21, 2015, the Board of Supervisors approved this plan.

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

To review the strategic plan please visit: [www.riversideca.gov/pdf/2015/StrategicPlan.pdf](http://www.riversideca.gov/pdf/2015/StrategicPlan.pdf)



## Healthy Riverside County Initiative Strategic Plan

### Building Health into everyday life

#### Vision

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

#### Strategic Goals

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

##### Objectives:

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

##### Objectives:

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

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

##### Objectives:

- Promote and encourage the adoption and/or maintenance of smoke-free policies including smoke-free outdoor dining patios and smoke-free campuses at academic institutions and medical facilities in Riverside County.
- Promote and support healthy retail and tobacco retail licensing in cities across Riverside County.
- Promote and facilitate the adoption of policies that reduce secondhand smoke and smoking in multi-unit housing.

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

##### Objectives:

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



## Priority 1

## Healthy Eating

Because high healthcare costs undermine business profits and employee productivity, encouraging Riverside County residents to stay healthy is one of the best ways to drive down healthcare costs and prevent illness.

More than one quarter of America's health care costs are related to obesity. Healthcare costs of obese workers range up to 21 percent higher than non-obese workers. In 2014, 65.9 percent of Riverside County adults were identified as overweight or obese (CHIS, 2014).

Obese and physically inactive workers suffer from lower work productivity, increased absenteeism and higher workers' compensation claims.

Dietary patterns provide a unique opportunity for chronic disease prevention because they can actually be changed. Consumers ultimately decide what they eat and those choices affect the risk for preventable illness.

While consumers need to improve their choices, government and industry must also ensure that the choice environment supports healthy dietary patterns, reducing the risk for health concerns such as childhood obesity and Type 2 diabetes.

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, policies, 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:

- **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.**





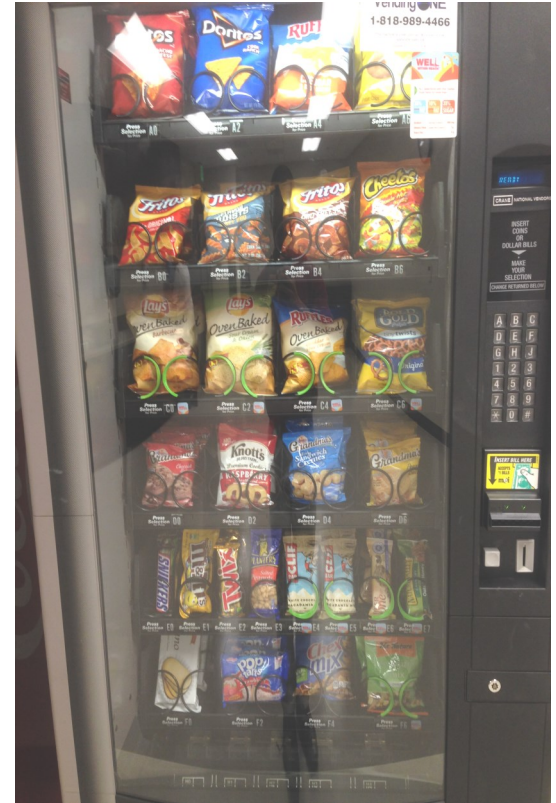
## Healthy Vending

A Healthy Riverside County subcommittee was convened to ensure that all vending machines in county offices provide healthy snack options. Vending ONE Inc. was selected as the new vendor for Riverside County work sites. In all, 154 vending machines have been replaced in 70 different locations. To encourage healthier eating habits, 25 percent of vending items are marked as healthier options. Over the next three years, there will be a transition to provide 50 percent healthy options.

Healthier options are clearly marked with green indicators and stickers for items to stand out and to allow for easier decision making. The cost of unhealthy items offered is slightly higher, allowing for the cost of healthier options to remain lower.

The new vending machines are energy-efficient and offer a variety of convenient methods of purchase: cash, credit cards and Apple Pay.

Future taste tests and educational campaigns will allow for staff to sample and become aware of the new healthier vending options available.



**Farmers' Market** A farmers' market successfully debuted in 2014 as part of the Employee Campaign Kick-off. As a result, a Healthy Riverside County subcommittee began planning for a regular and permanent farmers' market. This is the first ever County-sponsored farmers' market, which will be located downtown Riverside near the County Administrative Center. Riverside University Health System—Medical Center in Moreno Valley has been identified as an additional location.

The certified farmers' market allows for county employees, as well as the public, to have easy and convenient access to fresh fruits and vegetables. The expected launch date is early 2016.





# rethink YOUR DRINK

The **Rethink Your Drink (RYD)** initiative educates the public about healthy drink options, identifies drinks with added sugar and makes the link between consumption of sugar-sweetened drinks and health risks. Supported countywide by various public and private partnerships, this initiative includes efforts such as installed hydration stations that increase water consumption and reduce the use of plastic water bottles.

Sixteen hydration stations have been installed in seven county locations, including the Department of Public Health at the Health Administration Building, Riverwalk and Desert Hot Springs; Department of Public Social Services at Norco, Perris and Magnolia in Riverside; Department of Behavioral Health at San Jacinto and Rustin; Office on Aging at Riverside; and County Administration Center in the atrium and Human Resources.

These stations are accompanied by an educational campaign that promotes the benefits of drinking eight, 8-ounce cups of water per day such as staying hydrated before, during and after exercise; keeping skin moisturized; maintaining a healthy weight; and boosting energy, while encouraging the use of reusable water bottles.

Additionally, Eastern Municipal Water District (EMWD) has provided reusable water bottles and bottle fill stations to allow members of the community to sample tap water.



The Economic Development Agency has added specifications to provide water stations with bottle filling capability and drinking fountains in all county-leased facilities.

Countywide, the Rethink Your Drink initiative takes place where you live (neighborhoods, community organizations, places of worship); where you learn (schools, including afterschool, child care and early care); where you shop (retail markets, food pantries and farmers' markets); where you work (worksites); where you play (parks, sports, neighborhood clubs); and where you eat (restaurants, vending machines).

Please visit: [www.healthyriveridecounty.org](http://www.healthyriveridecounty.org)



The Riverside County Agricultural Trail (AG Trail), created in 2013, continues to promote small, local farms, Certified Farmers' Markets, wineries, festivals and agricultural fairs in Riverside County. This web-based, interactive map provides useful information, including contact information, harvest seasons and educational opportunities offered by more than 100 Riverside County agriculturalists. The AG Trail is prominently featured on the County's homepage as well as the web pages of Public Health, the Healthy Riverside County Initiative, the Film and Television Office, Riverside County Farm Bureau, the University of California Small Farm Program and the Agricultural Commissioner's Office. Riverside County growers export fresh fruits and vegetables to all 50 states and 70 foreign countries. Maintenance and promotion of the AG Trail helps to provide Riverside County residents with local, fresh produce options in all regions of the county. For more information visit: <http://agtrail.rivco.ca.org/>





# Nutrition Education and Obesity Prevention (NEOP)

## Tale of Four Healthy Cities

Healthy cities countywide have benefitted from the Nutrition Education and Obesity Prevention (NEOP) integrated work. The work is done in collaboration with UC-Cal Fresh, Catholic Charities of San Bernardino & Riverside Counties, County of Riverside Office on Aging and the Department of Public Health's Women, Infants and Children (WIC) program. Together, the agencies coordinate efforts to meet the needs of low income populations in Riverside County. Several of the successes for 2015 are: Healthy Grocery Tours, Famous Cooking Demonstrations and Champion for Change community members and physicians.

In 2013, the California Department of Public Health awarded local health departments funding to coordinate local partners and involve multiple sectors in spearheading efforts to improve the nutritional status and prevent obesity among California's low-income population in Riverside County. This funding was known as NEOP. After reviewing all cities and communities throughout the county, four were identified and invited to receive funding: City of Riverside and City of Perris and the communities of Desert Hot Springs and Jurupa Valley. Each community was to subcontract or partner with their school districts.



NEOP funds were granted to address:

1. Increasing access to and consumption of healthy foods;
2. Decreasing consumption of less healthy foods and beverages and increasing consumption of water;
3. Increasing physical activity opportunities throughout the day and reducing sedentary behavior.

NEOP concentrates on healthy eating policies, systems and environmental changes with a focus on where residents work, learn, shop, live, play and eat.



## Jurupa Valley

ReachOut, the lead partner with the City of Jurupa Valley, celebrated their second year of Healthy Jurupa Valley supporting wellness. Jurupa Unified School District has been very progressive in their wellness plans and integration into the community and student's homes. ReachOut and Healthy Jurupa Valley's Garden and Market workgroup host a weekly farm stand, known as "The Patch" to increase local food access. Visit: [www.we-reachout.org/blog/reach-out-and-healthy-jurupa-valley-showcase-action-teams-at-healthy-living-extravaganza/](http://www.we-reachout.org/blog/reach-out-and-healthy-jurupa-valley-showcase-action-teams-at-healthy-living-extravaganza/)

## City of Riverside

During 2015, two corner store conversions were completed in the Eastside neighborhood of Riverside in partnership with **HEAL Zone**. Riverside Unified School District has implemented "Kids Produce Markets" at five elementary schools. Alvord Unified School District has transformed school cultures to promote nutrition through wellness plans and school gardens. The City of Riverside was highlighted by the State Office of Education for the summer meal programs in the parks. For additional information visit: [www.healzones.org/about/the-heal-zone-initiative/](http://www.healzones.org/about/the-heal-zone-initiative/)



## City of Perris

Live Well Perris has continued to support healthy messaging as well as maintaining the **Chef in the Classroom Program** in a majority of schools in the Perris Union High School District and Val Verde Unified School District. The city is working on a Green City Farm demonstration garden project.

For additional information visit: [www.cityofperris.org/livewell/](http://www.cityofperris.org/livewell/)

## City of Desert Hot Springs (DHS)

**Ready, Set, Swim Program** is a student nutrition education and swimming program coordinated by Desert Health Care District and multiple community partners to provide swim lessons and sample fruits and vegetables. St. Elizabeth Catholic Church has implemented a community garden with youth leadership. The community has benefitted by the El Sol Promotoras delivering healthy food messages. They have engaged all AYSO soccer teams in healthy snack consumption.

For additional information visit: [www.myrecreationdistrict.com/assets/attachments/careers/DRD-Ready-Set-Swim-Lifeguard-Packet.pdf](http://www.myrecreationdistrict.com/assets/attachments/careers/DRD-Ready-Set-Swim-Lifeguard-Packet.pdf)





## Priority 2

## Active Living

Being physically active is one of the most important steps that people of all ages and abilities can take to improve their health. Increasing people's physical activity level will significantly reduce their risk of chronic disease and premature death and support positive mental health and healthy aging.

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. Research indicates that all individuals can benefit and improve their health with regular physical activity. More than one-third of all U.S. adults fail to meet minimum recommendations for aerobic physical activity.

With the *Call to Action*, the U.S. Surgeon General calls on Americans to be more physically active, in all aspects of life while recognizing the benefits of physical activity on the overall health and wellbeing of members of each community (Step it Up, 2015).

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 affected by 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 community, workplace, school and other settings and accommodating the diverse needs of residents.

### Strategies:

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



# SafeRoutes



Safe Routes to School Programs, implemented throughout Riverside County since 2008, brings together a variety of groups including 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 safer. With recent awards for three new projects, as a part of the Active Transportation Program funded by CalTrans, the Department of Public Health, Injury Prevention Services implements activities to support Education, Enforcement and Encouragement activities, such as International Walk to School Day.



Up 30 percent from last year, Injury Prevention recruited 92 Riverside County schools to participate in International Walk to School Day on Oct. 7, 2015. The one-day event was part of a worldwide effort to celebrate the health benefits of walking and biking to school and to encourage families to embrace a healthier lifestyle change that will last year-round. International Walk to School Day kicks off a year-long effort to create sustainable walking and biking programs to improve fitness, air quality and traffic flow around schools which increase student safety.



Building on the momentum of the big kick-off event, several schools throughout Riverside County have incorporated the “Walking School Bus” as part of their school activities led by the PTA and other parent groups with the support of the school principal. The schools schedule special walking days such as Moving Monday, Walking Wednesday, or Fit Friday. Volunteers

from each school gather every event day to keep the walking school bus going with adult supervision.

For more information, please visit: [www.rivcoips.org](http://www.rivcoips.org)



## Student Valet Program

The Office of Traffic Safety (OTS) provided special funding for schools to reduce the high volume of traffic and safety concerns during morning drop off at schools. In 2015, 11 schools in Riverside County implemented the Student Safety Valet Program to improve the safety of students who were dropped off for school and provided a more fluid motion of vehicular traffic. The Department of Public Health partnered with local law enforcement and school administration to train interested students to become expert safety valets. Fifth and sixth graders were trained to assist with the traffic flow during morning drop-off, allowing for children to be dropped off in an organized manner. The program allows students to get in and out of cars safely and quickly, discourages drivers from unsafe behaviors and reduces hazards for students arriving at school. The valet program has received funding for an additional year for implementation of the program at 15 additional schools, giving school districts the tools to expand the program districtwide without the county's assistance.



Programs such as this allow for long-term sustainability to ensure safety of children around schools and encourage more walking and biking. For more information visit: [www.rivcoips.org](http://www.rivcoips.org)







## COUNTY OF RIVERSIDE



# CULTURE OF HEALTH

In February 2015, an Employee Needs and Program Interest Survey was conducted to assess the wellness program needs of Riverside County employees as a whole as well as departmentally. The survey also looked at whether or not employees perceived Riverside County as an employer that fostered a wellness culture within its workplace, as well as what they would like to see included as elements of design in future well-being programs and incentives that might be offered. Over 45 percent of County of Riverside employees completed the survey, with twenty-five individual departments having over 50 percent participation rate.

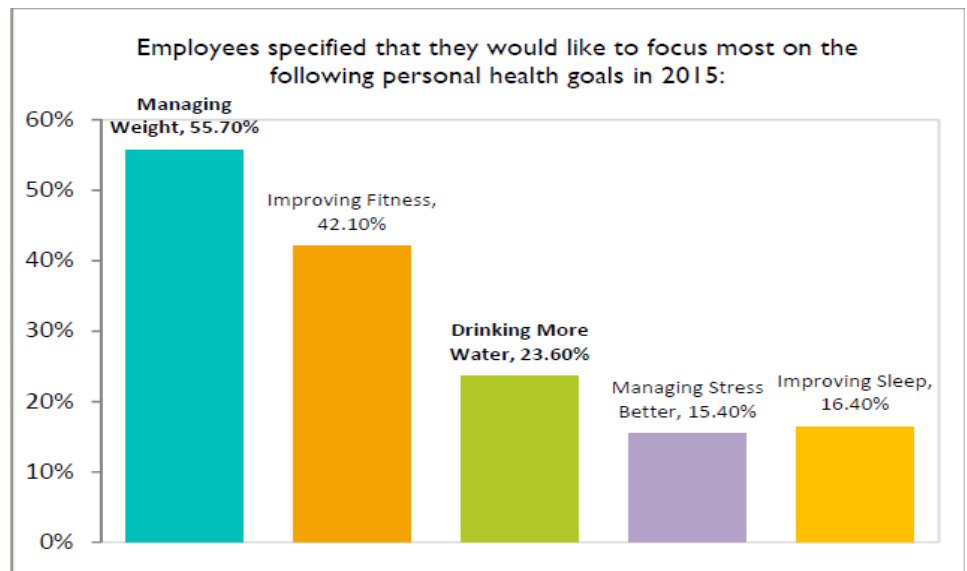
As part of the County's new approach to improve employee health and well-being in 2015, the County of Riverside Culture of Health was developed to achieve the CEO's goal to improve health and promote livable communities through partnerships, policies, systems and initiatives.

Positioned within the Human Resources Department, Culture of Health (COH) has developed a

comprehensive, fully integrated program that can be tailored to meet employees where they are in their well-being journeys, deliver improved outcomes and provide strong support, including engagement, marketing and reporting. COH seeks to increase employee access to worksite well-being programming and provide support for employees' unique health and well-being needs.

Culture of Health seeks to become intrinsic to the County's fabric as an organization through continued employer-sponsored policies, programs and practices, widespread support among management of the County's 40 departments and increased awareness and adoption by the employee population of a lifestyle that improves the individual's well-being.

For a complete list of results, visit the Culture of Health website: <http://cultureofhealth.rc-hr.com/>





# HealthTrails

After the analysis of the survey conducted through the Culture of Health, in November 2015, **HealthTrails** was launched. This six week challenge invites all County of Riverside employees to participate in physical activity and wellness goals in order to improve health.

HealthTrails reinforces healthy habits with a fun, friendly competition that emphasizes the overall goal of a healthy you and a healthy County. Counting steps, drinking water, consumption of fruits and vegetables and daily stretch breaks are all factors involved with reaching the ultimate goal. HealthTrails assists with tracking health behaviors that align with the 4 W's of health , **Walking** more, **Watching** what you eat, **Watching** your **Weight**, and drinking more **Water**.

Thirty-three departments participated county-wide, including a total of 4,617 individuals and eleven departments at over 50 percent participation.

For additional information visit:  
<http://cultureofhealth.rc-hr.com/>



- Allows employees to track health behaviors that align to the **4 W's**:
  - Physical activity ( **Walk** more; Fitbit integration option)
  - Produce servings ( **Watch** what you eat, watch your **Weight** )
  - Water consumption (Drink more **Water** )
  - 3-minute stretch breaks
- Addresses employee needs and interests:
  - Tracking success via wearable device
  - Access to technology to track success
  - Online or internet-based program
  - Managing weight
  - Improving fitness
  - Drinking more water



## Do these healthy activities...





## Priority 3

## Reduce Tobacco Use

Cigarette smoking is the largest preventable cause of death worldwide and is among the leading risk factors for chronic disease.

Tobacco use contributes close to six million deaths per year worldwide and is a contributing cause of cancer, including lung cancer; chronic respiratory and cardiovascular diseases; and many other diseases (WHO, 2011).

In 2009, 17.7 percent of deaths in Riverside County and 14.8 percent of deaths in California were attributed to smoking (Max, et al. 2009). Secondhand smoke is also a leading cause of preventable death, with even low levels of exposure seen as dangerous.

The rise in electronic nicotine delivery systems as an alternative to smoking traditional cigarettes is widespread. Data indicates that smoking between the ages of 18 to 29 has increased from 2.3 percent in 2012 to 7.6 percent in 2013. Although long-term effects have yet to be determined, reports indicate potential adolescent brain damage and the presence of cancer-causing chemicals in the liquid solution (CDPH, 2015).

Lowering the prevalence of smoking and secondhand smoke exposure reduces chronic disease-related morbidity and mortality.

This can be accomplished with policies that promote tobacco-free communities. 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 policies, systems and environmental changes that limit or discourage tobacco use where people live, work, play and study.

### Strategies:

- **Promote and support Healthy Stores for a Healthy Community Campaign and Tobacco Retail Licensing (TRL) in communities across Riverside County.**
- **Promote and facilitate the adoption of policies that reduce secondhand smoke in multi-unit housing (MUH).**
- **Educate and promote the importance of a healthy workplace by adopting/maintaining smoke-free campuses.**



## Healthy Stores for a Healthy Community Campaign

The Healthy Stores for a Healthy Community campaign is a statewide collaboration between tobacco use prevention, nutrition and alcohol prevention partners. The goal of the campaign is to improve the health of Californians through changes in community stores and to educate people regarding how in-store product marketing influences the consumption of unhealthy products such as tobacco and alcohol.

In 2013, a statewide survey was conducted of more than 7,300 diverse retail stores statewide (convenience, supermarket, liquor, tobacco, small market, discount, drug and big-box stores) to determine what products were available and promoted in our communities. Among the findings in the report, nearly 80 percent of stores surveyed in Riverside County had unhealthy outside advertising; more than 60 percent sold electronic cigarettes and almost 70 percent offered chewing tobacco; 78 percent of the stores surveyed sell alcohol, yet only 35 percent sold low or non-fat milk; and nearly 80 percent of stores sold alcopops, which have an alcohol content between 5-12 percent alcohol and include such flavors as



“slushies”, “pomegranate fizz” and “sky blue”.



The Healthy Stores for a Healthy Community Campaign works with local retail stores to provide more fruits, vegetables and healthy snack choices; fewer tobacco, alcohol and junk food advertisements; fewer flavored tobacco and alcohol products that are attractive to youth; and less unhealthy food options in check-out aisles. Another statewide survey will be conducted in the spring of 2016.

Visit: [www.healthystoreshealthycommunity.com/](http://www.healthystoreshealthycommunity.com/)

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## Tobacco Retailer Licensing (TRL)

In an effort to reduce illegal sales of tobacco products to minors, more than 100 communities in California have adopted strong local Tobacco Retailer Licensing (TRL) ordinances. It is clear that rates of illegal tobacco sales to minors have decreased significantly in all municipalities with a strong TRL ordinance where there is before and after youth sales data available. Currently, 19 cities and the unincorporated areas of Riverside County have adopted a TRL ordinance. Our goal is to reduce illegal sales of tobacco products to minors in Riverside County by working with the remaining cities to adopt a TRL ordinance.

For additional information, please visit: [www.rivcoeh.org/Programs/other](http://www.rivcoeh.org/Programs/other)



# Smoke-Free Multi-Unit Housing



**SMOKE  
FREE** **MULTI-UNIT  
HOUSING**  
Riverside County

The ability to live in a smoke-free home is a choice that everyone should have. For those who live in multi-family buildings such as apartments and condominiums, secondhand smoke exposure from neighboring units has become a real health problem. By adopting a voluntary smoke-free Multi-Unit Housing policy, apartment owners/managers are creating a healthier environment where tenants and visitors can be protected from the harms of secondhand smoke exposure.

Currently, there are several multi-family housing complexes in the City of Riverside, Moreno Valley and the Corona which have adopted a 100 percent voluntary smoke-free policy. Public opinion polls and educational events have been conducted for tenants regarding the hazards of secondhand smoke and smoke residue found on surfaces such as walls, carpets, furniture, clothing and hair. Smoke-free policies and smoking cessation resource information has also been addressed. Technical assistance including implementation strategies such as signs and penalties are provided. If you are interested in multi-family housing that is smoke-free or would like to learn more about how your complex can become smoke-free, please visit [www.rivcotcp.org](http://www.rivcotcp.org)





## Priority 4

## Building Health

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 can contribute to diabetes, coronary vascular disease and asthma.

The spread out design of suburbs increases reliance on the automobile. This contributes to air pollution with detrimental effects including chronic respiratory ailments, obesity and a sedentary lifestyle.

Evidence indicates that chronic disease 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 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 and high traffic densities that 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 when provoked by neighborhood factors such as noise pollution, overcrowding, crime, violence and limited access to green space.



### HEALTHY RIVERSIDE COUNTY GOAL

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

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



## Coachella Valley Link

**Coachella Valley Link (CV-Link)** is a planned 50-mile multi-use path for pedestrians, bicyclists and low-speed electric vehicles. Designed to benefit the health and well-being of Coachella Valley residents and visitors, the

CV-Link connects communities, increases opportunities for exercise and recreation, enables active transportation, stimulates the economy and improves air quality.

A Health Impact Assessment completed in partnership with Southern California Association of Governments, Coachella Valley Association of Governments and the Department of Public Health assessed the health effects that CV-Link will have on the region.

The assessment found that CV-Link will improve the general health of regular users by increasing physical activity, reducing air pollution by cutting down on vehicle use, reducing the number of pedestrian and bicyclist deaths as well as sparking the economy by lowering health care costs with fewer accidents involving pedestrian and bicyclists.

Construction of the project is expected to begin in 2017. Upon completion, CV-Link will run along the Whitewater River wash from Palm Springs to the west to Coachella in the east. In the later phases, the project will stretch north to Desert Hot Springs and southeast to the Salton Sea.

For more information, visit: [www.coachellavalleylink.com/](http://www.coachellavalleylink.com/)

## WRCOG Climate Action Plan

Western Riverside Council of Governments' Health Sub-committee is working to implement

the health goals identified in the Sustainability Framework. WRCOG received a Sustainability Grant from the Southern California Association of Governments (SCAG) to support the Health Sub-committee's efforts. Currently, the Health Sub-committee is helping WRCOG develop a health assessment tool branded **CAPTivate: A Healthy Western Riverside County**, which can be used to measure progress towards performance targets set forth by the sub-committee. This tool will guide jurisdictions in decision making by estimating the health impacts of changes in air quality and physical activity.

The purpose of the tool is to allow jurisdictions to estimate the health co-benefits of **Climate Action Plan (CAP)** measures and perform scenario-based analyses. The tool addresses common public health challenges by unifying the sub-region on best practices for healthier communities and measuring success. The health assessment tool will ultimately guide jurisdictions in implementing effective health promotion strategies and interventions, while also informing policies to improve population health and mitigate climate change.

WRCOG developed a CAPTivate monitoring tool that will launch in 2016 to track implementation of local sustainability measures and monitor the impact on greenhouse gas emissions and public health.

For additional information, visit:

[www.wrcog.ca.us/community/sustainability](http://www.wrcog.ca.us/community/sustainability)





# WRCOG Be Healthy

## Billboard Advertisements:

Western Riverside Council of Governments (WRCOG), in conjunction with the County of Riverside, launched a **Be Healthy** communications campaign to support regional health initiatives and promote positive health choices for Western Riverside County residents and employees.



WRCOG partnered with the Department of Public Health and displayed health messages on digital billboards along the SR-91, SR-60, I-215 and I-15 freeways. The first “Be Healthy” advertisement appeared in June 2015 along the SR-91 freeway near the McKinley Street off-ramp. Brightly colored images depicting healthy activities were displayed on the electronic billboard with accompanying positive health messages, such as “be healthy, walk more.” For the month of August, WRCOG partnered with the City of Riverside to display the Be Healthy ads on billboards off the SR-91 and I-215 freeways; with the City of Lake Elsinore to display ads on the Lake Elsinore Storm billboard off the I-15 freeway; with the City of Murrieta to display ads in its local recreation guide; with Banning on its local TV channel; and with Jurupa Valley to display ads at City Hall. The Department of Public Health and WRCOG hope that these messages will help encourage a culture of health and will spark interest in healthy behaviors.



**Healthy Communities Briefs:** To increase awareness and understanding of health issues, WRCOG has developed a series of policy briefs, which serve as an informational tool to explore relevant health topics and strategies for change. Currently two briefs, one on Community-Supported Agriculture Programs and one on Active Transportation, have been released via WRCOG’s e-communicator newsletter, which is distributed bi-monthly and available on the home page of WRCOG’s website. The briefs are also available for use by local jurisdictions and regional agencies and can be downloaded from the WRCOG website at:

[www.wrcog.cog.ca.us/community/healthy-communities](http://www.wrcog.cog.ca.us/community/healthy-communities)







## Land Use Planning Awareness

Building Healthy Communities through **Land Use Planning Awareness (LUPA)**, in collaboration with The California

Endowment, is a community capacity-building project designed to empower communities across the Eastern Coachella Valley. LUPA is designed to foster critical thinking, civic dialogue and civic engagement as avenues to influence decision-making in land use planning for the advancement of better and greater health outcomes. LUPA is comprised of three main components: Building youth power through land use planning awareness and knowledge, fostering critical thinking for improving decision-making and introducing participants to the General Plan Elements and how they connect to planning projects and issues. LUPA works with NOVA Academy, the Environmental Youth Alliance and Coachella Valley High School.

**NOVA Academy-Coachella :** The LUPA team meet regularly with the NOVA Academy students. After learning what land use planning is and discussing what it means for themselves and for their community, they determined that focusing on CV-Link would be the ideal way to reinforce what they learned and how all the various pieces of planning fit together. CV-Link is a proposed 50-mile active transportation trail that would traverse along the valley from Palm Springs/Desert Hot Springs to Coachella. One particularly fruitful aspect of this planning process was the opportunity for students to participate in the Health Impact Assessment (HIA) community workshops. The HIA was commissioned by CV-Link's lead agency, the Coachella Valley Association of Governments (CVAG) and the County of Riverside Department of Public Health.





**Environmental Youth Alliance:** Affordable housing is the topic that students at the Environmental Youth Alliance have used to learn the basic components of land use planning. Conducting a site visit to "Las Casas," an affordable housing complex in Coachella, has been an instrumental piece of their learning process. Las Casas is a project completed by the Coachella Valley Housing Coalition, whose mission is to help low-income families improve their lives through advocacy, research, construction and operation of quality housing and community.



### Coachella Valley High School:

Art making is an important part of the Land Use Planning Awareness (LUPA) approach as the visual arts provide ingredients for a successful learning process such as curiosity, imagination and critical thinking. Students from the art department at the Coachella Valley High School formed an impromptu art collaborative called "CV Artisans" to engage with the LUPA project. After participating in a joint meeting with students from NOVA and CV High School, the artisans have developed a mobile/ephemeral public art installation that codifies many of the concepts all the LUPA participants have learned about land use planning, CV-Link and affordable housing.

The LUPA team is currently working to involve youth groups throughout the Riverside County to raise awareness around the importance of enacting a Healthy City Resolution. Most importantly, the youth will take that lead on crafting these documents and to bring them before elected officials for consideration. LUPA is actively working on this with the following youth groups:

- ◆ Building Healthy Communities-Eastern Coachella Valley—Healthy City Resolution for the City of Coachella
- ◆ Indio's Youth Advisory Council (YAC)—Healthy City Resolution for the City of Indio

The LUPA team envisions expanding the scope and the geography of the project by seizing land use planning opportunities in every city.

LUPA has been honored with two Awards of Excellence for a Community Outreach Project by the American Planning Association at the state and local levels.

More information about LUPA can be found at: [www.dophlupa.weebly.com/](http://www.dophlupa.weebly.com/)



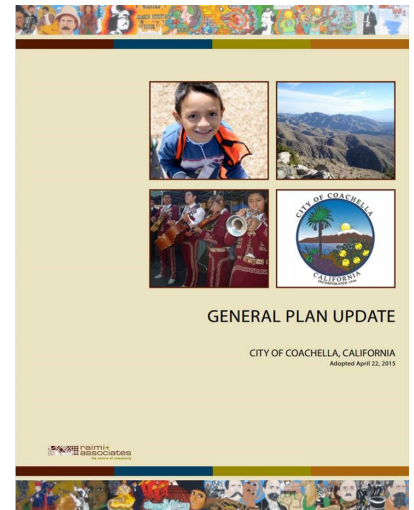
## City of Coachella General Plan Update: Health and Wellness Element

Through a grant from The California Endowment and in collaboration with the Department of Public Health, Coachella included a **Health and Wellness Element** as part of its 2035 General Plan Update. The process, which began in 2011 and concluded in 2015, included community workshops, public hearings and cross-sectoral collaboration of a Wellness Advisory Committee.

On April 22, 2015, the City Council of the City of Coachella approved the General Plan 2035 document along with the Climate Action Plan. The Southern California Association of Governments recognized the City of Coachella at their General Assembly & Regional Conference on May 7, 2015.

The document can be found at:

[www.coachella.org/departments/general-plan-2035](http://www.coachella.org/departments/general-plan-2035)



## Riverside County Active Transportation Network

Funded by the Caltrans Active Transportation Program (ATP) Cycle 1 grant, the Department of Public Health formed a regional **Active Transportation Network (ATN)** with the mission of improving 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. Active transportation refers to human-powered transportation and low-speed electronic assist devices for elderly and disabled individuals, such as bicycles, electric assist bicycles, tricycles, wheelchairs, scooters, and skateboards. The network recognizes access for bicyclists and pedestrians to public transportation as a key aspect of active transportation.

The ATN held its kick-off meeting on August 19, 2015 with over 40 representatives in attendance from the Safe Routes to School National Partnership, Riverside County Transportation Commission, city representatives, Riverside County Transportation Department, Public Health, Western Riverside Council of Government, Caltrans, Southern California Association of Governments, elected officials, community representatives and Inland Empire Bike Alliance. Meetings are held quarterly at the Southern California Association of Governments (SCAG) offices in Riverside and Los Angeles and at the Coachella Valley Association of Governments, allowing for representation and active participation countywide.

For more information, please visit: [www.healthyriversidecounty.org](http://www.healthyriversidecounty.org)



For a cohesive approach to recycling and to meet the statewide goal of recycling 75 percent of waste by 2020, the Department of Waste Resources began **Riverside County Recycles**. This pilot program was launched at the County Administrative Center (CAC) requiring employees to separate recyclable resources from waste. Staff are provided desk side recycling baskets to separate items such as paper, cardboard, bottles and cans, junk mail, magazines and folders from solid waste. Employees are responsible for disposal of recyclable materials in a consolidation bin conveniently located in copy rooms, break rooms and other common areas. Currently, the participating departments are the Board of Supervisors and Human Resources. The Executive Office and Transportation and Land Management Agency are in the process of joining with hopes to expand and continue these efforts to other county departments and facilities in the near future. This is a great opportunity to set an example for other businesses while saving money by reducing disposal costs.

Please visit: [www.rcwaste.org/opencms/recycling/business.html#tips](http://www.rcwaste.org/opencms/recycling/business.html#tips)

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## BUILDING HEALTH INTO EVERYDAY LIFE

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Our goal to make the healthy choice the easy choice allows us to build health into everyday life. 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 make a lasting impact in our communities.

By using the Riverside County strategic plan as a guide, we can address the four priority areas established to attain improved health and livable communities through partnerships, policies, systems and initiatives.

Through our county and community-wide efforts, we create healthier lifestyles by increasing access to healthier foods and making our communities safer for walking and biking. In addition, we decrease chronic disease and fight obesity in Riverside County with preventative measures and programs that save millions in healthcare-related costs while saving lives.

For more information on the Healthy Riverside County Initiative, please visit our website at:

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



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