

PROCLAMATION



City and County of Denver

Proclamation CP13-0855, Series of 2013

Encouraging Healthy Opportunities and Choices for Members of the Denver Community

WHEREAS, the City and County of Denver is committed to preventing and reducing obesity by promoting healthy eating and active living in the places we live, work, learn and play; and

WHEREAS the City partners with LiveWell Colorado in its Healthy Eating Active Living program, which currently includes Denver and 18 other LiveWell communities around the state; and

WHEREAS, 54% of Denver adults are overweight or obese, 31% of Denver Public School children are overweight or obese, and approximately 20% of Denver residents engage in no leisure-time physical activity and 74% consume fewer than five servings of fruits and vegetables per day; and

WHEREAS, Denver Mayor Michael Hancock's Children's Cabinet recommends reducing childhood overweight and obesity by 5% by 2018; and

WHEREAS, Denver's Community Health Improvement Plan includes providing greater healthy eating and active living choices as a priority area for families, schools, and the community in order to increase the number of kids at a healthy weight; and

WHEREAS, Denver is working through Denver Moves to create bicycle and multi-use connections by integrating off-street and on-street networks to create safe corridors that link neighborhoods, parks, employment centers, transit hubs and other destinations in Denver; and

WHEREAS, Denver's Living Streets Initiative aims to create vibrant places where people of all ages and physical abilities feel safe and comfortable using alternative modes of travel like walking and biking; and

WHEREAS, Denver's Healthy Food Access Initiative works to ensure that all Denver residents have access to safe, healthy and affordable food by promoting development of supermarkets in underserved areas and participation in nutrition assistance programs and the Colorado Fresh Food Finance Fund, a public-private partnership loan and grant fund, provides financial incentives for grocery and food retailers to develop in underserved areas; and

WHEREAS, Denver’s Westwood Neighborhood was awarded a “Healthy Places: Designing an Active Colorado” grant which aims to reduce and prevent obesity by fostering a built environment where it is easier to walk, play and engage in daily activities that encourage movement and connection; and

WHEREAS, Denver’s Parks and Recreation Trail System with a network of 100 miles of paved, off-road trails that cross the City and connect to hundreds of additional miles of dirt trails has been named “Best in Nation”.

NOW, THEREFORE, BE IT PROCLAIMED BY THE COUNCIL OF THE CITY AND COUNTY OF DENVER THAT:

Section 1. The Council hereby recognizes that obesity and overweight are serious public health threat to the health and well-being of Denver adults, children and families. While individual lifestyle changes are necessary, individual efforts alone are insufficient to combat obesity’s rising tide. The Denver City Council recognizes all healthy eating and active living efforts to improve the health of Denver residents. To that end, the City and County of Denver adopts this Healthy Eating and Active Living (HEAL) Cities and Towns Proclamation to continue to encourage innovative programs and policies along with other cities in the State of Colorado.

Section 2. The Council encourages City agencies to make every effort to:

- Include health goals and policies related to physical activity, local food production and healthy food retail in the Comprehensive Plan update, land-use decisions and specific area plans;
- Examine racial, ethnic, and socio-economic disparities in access to physical activity facilities and healthy foods and adopt strategies to remedy these inequities;
- Prioritize capital improvement projects to increase opportunities for physical activity;
- Foster a built environment that encourages walking, biking and other forms of physical activity;
- Expand community access to indoor and outdoor public facilities through joint use agreements with schools and/or other partners; and
- Facilitate the siting and expansion of healthy food retailers, community gardens or farms, and farmer’s markets in underserved communities to increase access to healthy food, including fresh fruits and vegetables.

BE IT FURTHER PROCLAIMED that in order to promote wellness within Denver, and to set an example for other businesses, the City and County of Denver pledges to adopt and implement an employee wellness policy that will encourage a healthy food and beverage environment at the city and encourage opportunities for physical activity.

Section 3. That the Clerk of the City and County of Denver shall attest and affix the seal of the City and County of Denver to this proclamation and that copies be transmitted to Robin Valdez and Julie George from LiveWell Colorado.

PASSED BY THE COUNCIL November 18, 2013

PRESIDENT