City of El Monte
Healthy Communities

August 29, 2013

Andre Quintero, Mayor
City of El Monte
# Prevalence of Obesity

<table>
<thead>
<tr>
<th>City</th>
<th>Child</th>
<th>Adult</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA County</td>
<td>23.0%</td>
<td>23.9%</td>
</tr>
<tr>
<td>Azusa</td>
<td>24.6%</td>
<td>27.0</td>
</tr>
<tr>
<td>Baldwin Park</td>
<td>28.7%</td>
<td>29.4%</td>
</tr>
<tr>
<td><strong>El Monte</strong></td>
<td><strong>28.3%</strong></td>
<td><strong>27.9%</strong></td>
</tr>
<tr>
<td>La Puente</td>
<td>31.2%</td>
<td>27.8%</td>
</tr>
<tr>
<td>South El Monte</td>
<td>34.5%</td>
<td>29.8%</td>
</tr>
</tbody>
</table>

Source: LA County Dept. of Public Health
Risks of Overweight/Obesity

- Diabetes
- Heart disease
- Stroke
- Liver Disease
- Gallbladder disease
- Respiratory disease
- Osteoarthritis
- Some cancers
SO WHAT IS HAPPENING?

Genetic change?
Less will power?
Less informed?

or

Have we built a toxic environment?
Junk Food is EVERYWHERE

America’s Favorite

Burger King
Home of the Whopper

Coca-Cola

McDonald’s

Pepsi-Cola Store

Snickers
Human beings are biologically hard-wired to crave fat, sugar and salt
“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”
City of El Monte
Health and Wellness Policies

- March 23, 2010, the City of El Monte joined the HEAL Cities Campaign

- May 3, 2011, El Monte City Council approved Nutrition Standards for City of El Monte vending machines, programs, and youth facilities
El Monte Nutrition Standards

- Adopted on May 3, 2011
- Applies to all vending machines, snack bars, facilities and youth-oriented programs
City of El Monte
Health and Wellness Policies

- June 1, 2011, El Monte Health and Wellness Element
  
  El Monte adopts Health and Wellness Element to the General Plan

- July 3, 2012, Business License fee
  
  El Monte City Council approved Measure H, a small business license fee on retail outlets that sell, serve, trade or provide sugar-loaded beverages in the City of El Monte.
Lessons Learned - Measure H

- Lack of Capital
  - Social
  - Financial
    - Industry spent $3.5 million between the two cities
  - Time
    - Campaign efforts began late
  - El Monte and Richmond efforts failed by a 2:1 margin
Benefits of the Policy – Spread the Word

- Making the healthy choice, the easy choice
- Public Dollars for Public Good
- Promote lifelong healthful habits
- Serve as role models for the kids
- Message of moderation
CA Cities with Nutrition Standards

- Baldwin Park
- South El Monte
- La Puente
- Pico Rivera
- Bell Gardens
- San Fernando
- Carson
- Pasadena
- Long Beach
- Brentwood
- Chula Vista
- Redding
- Santa Ana
Resources

- CA Center for Public Health Advocacy
  - [www.publichealthyadvocacy.org](http://www.publichealthyadvocacy.org)
  - [www.kickthecan.info](http://www.kickthecan.info)
- LA County Public Health
  - [www.choosethealthla.com](http://www.choosethealthla.com)
- CA Project LEAN
  - [www.californiaprojectlean.org](http://www.californiaprojectlean.org)
Questions?

- Poll Question

Should cities adopt policies to reduce childhood/adult obesity?