

Fresno County Department of Public Health Healthy Eating Active Living Blue Print 2011 - 2016

The goals and recommended interventions below have been developed as a 5-year blue print for the Fresno County Department of Public Health (Department) to reference in its efforts to address the reduction of obesity and related chronic diseases in Fresno County through the development of local policies and environmental changes that will improve healthy food access and increase active living opportunities.

SECTOR	Healthy Communities	Farm to Fork Systems	Sugar Sweetened Beverage Policies	Worksite Wellness	Breastfeeding	Health Equity
GOAL	By 2016, increase adoption of public health strategies, by Fresno County and its incorporated cities, intended to improve air quality, preserve green space, increase access to physical activity and healthy food resources, and promote healthy lifestyles.	By 2016, increase consumption of locally grown fresh fruits and vegetables.	By 2016, achieve a sugar sweetened beverage tax initiative in California.	By 2016, increase the number of Department employees adopting healthy food choices and regular physical activity habits while at work.	By 2016, increase breastfeeding initiation and duration rates in Fresno County	By 2016, reduce inequitable distribution of preventable illness and premature death in Fresno County.
INTERVENTION STRATEGIES	Develop health language and strategies and promote their incorporation into local land use, transportation and community design planning in Fresno County's urban and rural communities.	Work with multi disciplinary stakeholders to increase the demand for locally grown fruits and vegetables through farmers' markets, community gardens, Community Supported Agriculture, small	Collaborate with local, regional, state and national stakeholders to support sugar sweetened beverage tax or fee initiatives that will fund state and local chronic disease prevention initiatives.	Provide information, on healthy food choices and physically active options for employees through newsletters, website, staff meeting presentations, and other informational opportunities.	Promote, advocate, and support the benefits of breastfeeding for the first six months of life and continuation of breastfeeding to at least one year of age.	Increase knowledge and understanding among Department employees on the importance of social determinants of health in public health practice and policy.

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		stores conversions, etc.				
	Build capacity to and conduct a health impact assessment on new development and redevelopment projects with in Fresno County as appropriate.	Conduct an analysis of local food systems to understand agriculture, food distribution and marketing issues and identify ways to support local production as viable and sustainable.		Develop and implement local healthy vending machine and procurement policies within the Department and the county.	Promote and support local delivery hospitals' incorporation of baby friendly and maternity care practices to increase exclusive breastfeeding rates.	Update and maintain Years of Potential Life Lost data and other public health data that links rates of preventable illness and premature death.
	Address zoning ordinances and other local policies that serve as a barrier to healthy food and physical activity resources.	Secure Federal Supplemental Nutrition Assistance Program waiver to incentivize fruit and vegetable purchases through Electronic Benefits Transfer.		Develop a policy statement on the cost effective benefits of an employee wellness program and present to the Board of Supervisors for adoption.	Update and maintain Babies First online Fresno County Breastfeeding Resource Directory.	Incorporate public health data linking rates of preventable illness and premature death to community living conditions in order to prioritize Department program development

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						decisions and plan for emerging public health issues.
	Update and maintain Department's online "Building Healthy Communities" Tool Kit.	Increase the number of local farmers vending produce locally.				Utilize Years of Potential Life Lost data and other health equity data to inform and educate the community and local leaders/decision makers about the importance of social determinants of health in public health as well as local planning and policy decisions.
		Advocate and support local Buy Fresh, Buy Local efforts to promote access and increase consumption of				

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