

**CITY OF EL PASO, TEXAS  
AGENDA ITEM  
DEPARTMENT HEAD'S SUMMARY FORM**

**DEPARTMENT:** Public Health

**AGENDA DATE:** CCA 10/23/12

**CONTACT PERSON NAME AND PHONE NUMBER:** Bruce Parsons, 771-5702

**DISTRICT(S) AFFECTED:** All

**SUBJECT:**

That the City Manager be authorized to sign on behalf of the City, the Guiding Principles for the Regional Health Framework posed by the Paso del Norte Health Foundation for the purpose of promoting community wellness among El Paso residents as a key determinant in the success of our education system, our economy, and our society as a whole.

**BACKGROUND / DISCUSSION:**

In 2010 the City partnered with Paso del Norte Health Foundation, local hospitals, UTEP, United Way, Regional Economic Development Corporation, and Paso del Norte Group on a regional health system/health status assessment. The outcome of the assessment was the Regional Strategic Health Framework Phase One: Needs Assessment Report (commonly referred to as the Blue Ribbon Committee Report). Phase Two was the rank ordering of needs which occurred in the fall of 2011. The next step (Phase Three) is adoption of the Regional Strategic Health Framework Plan which has specific goals and objectives for the six priority areas: Obesity/Diabetes/Fitness/Nutrition, Mental/Behavioral Health/Wellness, Substance Abuse, Healthy Sexuality/Teen Pregnancy, Access to Healthcare, and Violence/Injury Prevention/Reduction. The Framework Plan will be presented by Paso del Norte Health Foundation at a stakeholders meeting on October 24, 2012. The Plan will be accompanied by a Guiding Principles statement which will serve as a call-to-action for stakeholders to work collaboratively to address regional health concerns. This resolution requests approval of the Guiding Principles.

**PRIOR COUNCIL ACTION:**

The Obesity Prevention Resolution, adopted by Council on January 6, 2011, addresses fitness and nutrition , major regional health concerns, as identified in the Phase One: Needs Assessment Report of the Blue Ribbon Committee. The intervention strategies identified in the Obesity Prevention Resolution are consistent with the project goals and objectives of the Regional Strategic Health Framework Plan.

**AMOUNT AND SOURCE OF FUNDING:**

\*\*\*\*\*REQUIRED AUTHORIZATION\*\*\*\*\*

**DEPARTMENT HEAD:**

  
\_\_\_\_\_

**RESOLUTION**

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:**

That the City Manager be authorized to sign on behalf of the City, the Guiding Principles for the Regional Health Framework posed by the Paso del Norte Health Foundation for the purpose of promoting community wellness among El Paso residents as a key determinant in the success of our education system, our economy, and our society as a whole.

Dated this \_\_\_\_\_ day of \_\_\_\_\_ 2012.

CITY OF EL PASO

\_\_\_\_\_  
John F. Cook, Mayor

ATTEST:

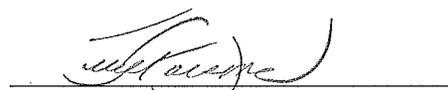
\_\_\_\_\_  
Richarda Duffy Momsen  
City Clerk

APPROVED AS TO FORM



\_\_\_\_\_  
Josette Flores  
Assistant City Attorney

APPROVED AS TO CONTENT

  
\_\_\_\_\_  
Bruce A. Parsons, Interim Director  
Department of Public Health

## GUIDING PRINCIPLES

**We, the undersigned members of the *Coalition for a Healthy Paso del Norte Region* agree that wellness of all residents is a key determinant in the success of our education system, our economy, and our society as a whole. In order to contribute to the wellness of all people in the greater Paso del Norte Region—that includes El Paso and Hudspeth Counties in Texas, the Municipality of Juárez in the State of Chihuahua, and Doña Ana, Luna and Otero Counties in New Mexico—We the Undersigned agree to:**

1. Join our collective efforts to engender a healthy lifestyle in the region's diverse communities, workplaces, schools, and homes.
2. Integrate regional health priorities indicated in Paso del Norte Regional Strategic Health Framework into our own respective organizations' strategic plans, and lead our organizations in responding to these health priorities.
3. Continue to identify important health opportunities and barriers that exist for residents in the Paso del Norte Region, and work together to develop strategies, policies and practices to make necessary improvements and eliminate disparities in our healthcare system.
4. Lead peers in advocating for actions that will improve the health of the community and promoting solutions to health problems, by considering health in all policies and environments.
5. Collect, analyze and disseminate evidenced-based data to better inform regional health priorities and policies.
6. Collaborate in preparing proposals to mobilize resources to collect health data and meet the challenges of improving the health of residents in the region.
7. Report to the Paso del Norte community at large regarding plans and actions, as well as progress and the impact in their implementation, and share data on the health and wellbeing of our collective communities.

**2012**

Paso del Norte  
**Regional Strategic  
Health Framework**  
Report

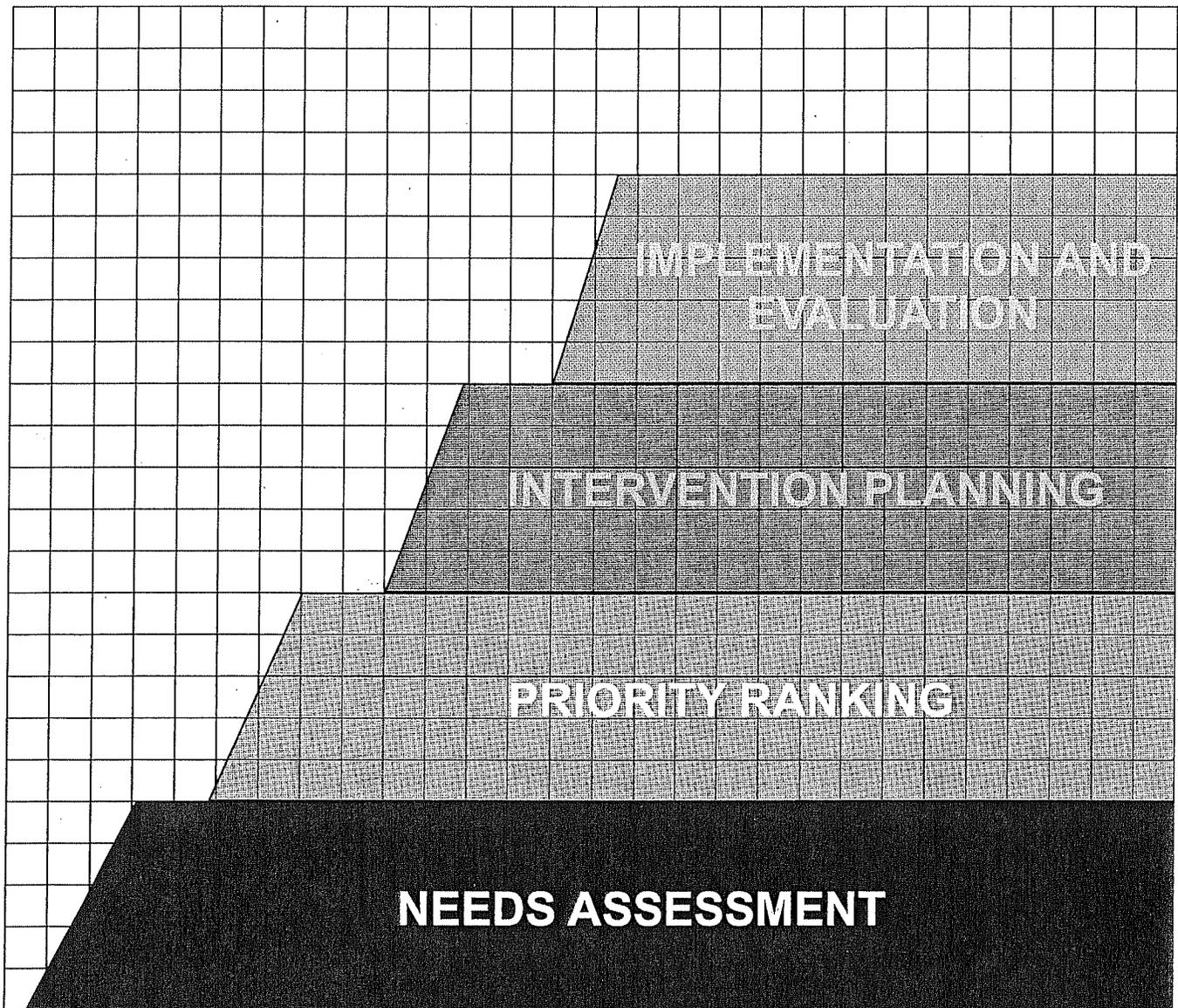


PASO DEL NORTE HEALTH  
FOUNDATION



# Regional Strategic Health Framework

## PHASE ONE: Needs Assessment Report



**Paso del Norte Blue Ribbon Committee  
for a Strategic Health Framework**

Convened by the City of El Paso and the Paso del Norte Health Foundation  
Analysis completed by the HAMMES Company, Dallas, Texas

# RESOLUTION

WHEREAS, in El Paso, Texas 29% percent of adults reported themselves obese and another 37% reported themselves as overweight according to the Behavioral Risk Factor Surveillance System; and

WHEREAS, obesity and overweight are primarily a consequence of poor nutrition and physical inactivity; and

WHEREAS, improved nutrition and physical activity have benefits beyond weight control; and

WHEREAS, infants who are breastfed are less likely to become obese children or adults; and

WHEREAS, individual effort alone is insufficient to combat obesity's rising tide and significant societal and environmental changes are needed to support individual efforts to make healthier choices; and

WHEREAS, improvements to the "built environment"— including, bike and pedestrian friendly streets, adequate public transportation, access to healthy food retailers, access to parks, trails and grocery stores, or the lack thereof – have a significant impact on obesity rates;

**NOW, THEREFORE, BE IT RESOLVED**, that the City of El Paso hereby recognizes that poor nutrition and lack of physical activity are serious threats to the health and well-being of adults, children, and families in El Paso. As a result, the City of El Paso makes obesity prevention a priority, commits to developing programs geared to improve nutrition and increase physical activity, make policy recommendations toward obesity prevention, and directs the City Manager or designee to implement the five-year Obesity Prevention Action Plan attached hereto as Exhibit "A", and report progress annually to City Council.

CITY CLERK DEPT.  
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ADOPTED this the 6<sup>th</sup> day of January, 2011.

CITY OF EL PASO



John F. Cook  
Mayor

A handwritten signature in black ink that reads "John F. Cook".

for Susan Allen Hellen  
Richarda Duffy Momsen  
City Clerk

APPROVED AS TO FORM:

J. Flores  
Josette Flores  
Assistant City Attorney

APPROVED AS TO CONTENT:

Michael Hill  
Michael Hill, Director  
Department of Public Health

CITY CLERK DEPT.  
2010 DEC 20 PM 2:40

## EXHIBIT "A"

### Obesity Prevention Action Plan

#### 1. Built Environment

a. The City Manager shall review comprehensive plans, zoning ordinances, subdivision regulations, smart growth policies, and other plans, codes, policies, and regulations, and report to the El Paso City Council proposed action that could increase access to healthy foods, and increase opportunities for physical activity.

b. The City Manager shall request a Health Impact Assessment from the Director of Public Health for any new large-scale development project. Such assessment will study the potential effect of a development project on physical activity, availability of nutritious foods, and other potential impacts on population health in the area of the development project.

c. The City Manager shall review and revise all policies that might erect unnecessary barriers to use of local parks, recreation facilities, physical activity programs or any related activities.

#### 2. Access to Healthy Food

a. The City Manager shall review and revise all policies and practices that might erect unnecessary barriers to breastfeeding, community gardening, farmers' markets, or related activities.

b. The City Manager shall identify any transportation barriers to accessing supermarkets or farmers' markets and determine where there are opportunities to increase access to healthy food through public transportation.

c. The City Manager shall review existing beverage, snack, and food service contracts, and upon renewal, revise these contracts to reduce access to sugar-sweetened beverages and food high in sugar and fat, and replace them with beverages and food that support good health and nutrition, and shall report findings to the El Paso City Council.

#### 3. Employee Wellness Program and Policies

a. In order to promote employee wellness within the City of El Paso, and to set an example for other businesses, the City Manager shall work with key stakeholders to enhance the

municipal employee wellness program emphasizing improved nutrition, physical activity, and safety. In addition to recommending any new wellness policies or practices for employee wellness, the City Manager shall report estimated program costs and estimated potential savings from improved employee health and well-being.

4. Community Involvement for Improved Nutrition and Physical Activity

a. The City of El Paso will seek various City departments' representation on the Paso del Norte Healthy Eating and Active Living Coalition. Participating City Departments shall report back to the City Manager potentially beneficial policy recommendations from said Coalition.

5. Implementation

a. The City Manager will evaluate and report annually regarding steps taken to implement this Resolution, additional steps planned, and any desired actions that would need to be taken by El Paso City Council to promote proper nutrition and physical activity.