

HEALTHY CITIES CAMPAIGN

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Healthy Cities Campaign Goals

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- Acknowledge great work cities are doing to promote health across **four** areas:
 - Active & Safe Communities
 - Healthy Food & Beverage Environments
 - Tobacco-Free Communities
 - Cross-Cutting Strategies
- Identify opportunities focused on improved health outcomes for residents and employees
- Incentivize adoption and implementation of healthy practice and policy changes by cities and the County

Why a Healthy Cities Campaign?

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▣ **Potential Benefits for Cities:**

- Reduced health care costs
- Improved workforce productivity and decreased absenteeism
- Increased employee retention and job satisfaction
- Improved opportunity for future grants and strategic partnerships

▣ **Potential Benefits for the County:**

- Expanded reach and impact
- Improved health outcomes for residents

Assistance We Can Provide to Cities

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- ▣ Funding
- ▣ Data
- ▣ Model policies
- ▣ Legal and technical expertise
- ▣ Outreach to impacted groups
- ▣ Implementation strategies





Healthy Cities Campaign Changes Based on Your Feedback

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- Presenting a “Healthy Cities Campaign – Dashboard” rather than a “Healthy Cities Challenge - Report Card”
- Creating a toolkit of best practices and “peer to peer” contacts to foster collaboration
- Collecting model policies for inclusion on our website for easy access
- Incorporating a “Healthy Cities Showcase” into the Healthy Cities conference agenda (strength-based perspective)
- Presenting awards at the conference to acknowledge “stand out” work

Request for Further Feedback

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- Reactions to recommendations for each city?
 - For example, to move from a  to a  your city could...
 - To move from a  to a  your city could consider...
 - Upon request?
- Additional suggestions for our Toolkit?
 - Model/sample policies
 - Implementation guides
 - Peer to peer contact list

Next Steps – We Need Your Help

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- **Monday, October 17:** Draft findings will be shared privately with City Managers and Assistant City Managers
- **Tuesday, November 1:** All feedback from city staff requested
 - Strategies your city has adopted/achieved that we missed/misrepresented
 - Strategies that are “NA” for your city that we missed
 - City Spotlight suggestions
- **Wednesday, November 2:** Vetted results shared with Mayor and Council of each city
- **Friday, November 18:** Findings will be shared publicly and awards presented at the Healthy Cities Conference

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