



City Of Coronado

1825 STRAND WAY
CORONADO, CALIFORNIA 92118-3099

OFFICE OF THE CITY MANAGER
TEL. (619) 522-7335 FAX (619) 522-7846

NEWS RELEASE

Contact: Janine Zuniga
(619) 522-7340



Coronado Becomes ‘Healthy Eating Active Living’ City State Campaign Reinforces Practices Already in Place

Coronado, CA (May 1, 2012) – The City of Coronado became a “Healthy Eating Active Living” city Tuesday, part of an ongoing effort to help combat obesity by supporting the efforts of Coronado residents to make healthier, more active choices.

The Healthy Eating Active Living Cities campaign, a partnership of the League of California Cities and the California Center for Public Health Advocacy, builds on the City’s established track record of facilitating and reinforcing healthy lifestyles.

The Centers for Disease Control and Prevention reports that obesity affects 17 percent (or 12.5 million) of U.S. children and adolescents aged 2 to 19. The figure has tripled in just one generation. More than 35 percent of U.S. men and women were obese in 2009-10. Being overweight increases the risk of hypertension and type 2 diabetes, according to the CDC.

The League of California Cities adopted a resolution at its annual conference in 2004 to encourage cities to embrace policies that promote healthier lifestyles and adopt city design and planning principles that enable residents to exercise.

The City’s resolution outlines areas of emphasis Coronado, its planners, engineers, and recreation services and development personnel can work on to combat the rising tide of obesity.

“This resolution reinforces practices already in place in Coronado,” said City Manager Blair King. “We actively promote a walkable community, biking and making healthy eating choices. Coronado is committed to encouraging a healthy lifestyle.”

In terms of the environment, Coronado will continue to design and construct parks, neighborhoods, streets and business areas that increase the opportunity for physical activity; encourage walking and biking; create connectivity between neighborhoods and schools, parks and recreational

resources; support its farmers market; highlight recreation programs; and maintain regulations that place limits on fast-food restaurants.

The City also will focus on employee wellness by continuing its “Step It Up” program that offers incentives for healthy eating and physical activity; establishing activity breaks for meetings longer than two hours; and encouraging employees to walk 10,000 steps per day.

To help provide access to healthy foods, the City will encourage restaurants to disclose the calorie amount and grams of fat for each menu item and remove foods containing artificial trans-fat from their menus; and set nutrition standards for vending machines in City-owned locations and for food offered at City events. The City also will encourage food retailers to limit unhealthy foods at check-out counters.

To see that actions have been continued or implemented, department directors will report back to the City Council annually.



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