

Proposed Tobacco-Free Living Policy Interventions

Strategy 1: Smoke-Free Multi-Unit/Family Housing (MUH)

Population focus: Children and Families in the 15 zip codes who are renters

Geographic focus: Targeted areas within the 15 zip codes with highest smoking prevalence rates

Policy Targets: Sacramento County housing providers either developing or managing property within the 15 zip codes.

Key Measure(s):

Policy Objectives:

- 1) **Change smoke-free Multi-Unit/Family Housing practices by:**
 - a. Encouraging housing providers to adopt new no-smoking policies for their properties that will benefit at least 2,000 units across the 15 zip codes
 - b. Advocate for these new policies to prohibit smoking inside buildings, and also include patios and balconies. (Note: the policies would not require that residents quit smoking or prohibit people who smoke from moving in as not to encourage displacement of residents).
 - c. Supporting housing providers to undergo comprehensive planning processes in advance of policy implementation, including surveys of residents, meetings with building management and staff, and resident meetings to explain the new policies.

Strategy 2: Tobacco assessments & cessation procedures during medical intake and treatment

Population focus: Residents in the 15 zip codes with the highest smoking prevalence rates

Geographic focus: 15 zip codes with highest smoking prevalence rates and highest number of tobacco retailers

Policy Targets: Community Health Centers, Health Systems, Public and Private Social Service Agencies either located in or providing services to residents living in the 15 targeted zip codes

Key Measure(s):

Policy Objectives:

- 1) Encourage health care and social service providers to implement an office-wide system that ensures that for every patient at every clinic visit or beneficiary visit at any agency, tobacco-use status is queried and documented.
- 2) Support health care systems to ensure that clinicians have sufficient training to treat tobacco dependence, clinicians and patients have resources, and clinicians are given feedback about their tobacco dependence treatment practices.
- 3) Support clinical sites to communicate to all staff the importance of intervening with tobacco users and in designating a staff person (e.g., nurse, medical assistant, or other clinician) to coordinate tobacco dependence assessment and interventions.

Policy Strategy 3: “Counter Pro-Tobacco Influences on Youth”

Population focus: 16-25 year olds

Geographic focus: 3-5 of the 15 zip codes with highest smoking prevalence rates and highest number of tobacco retailers

Policy Targets: School Districts and Retailers who sell Tobacco products in the 3-5 identified zip codes

Key Measure(s):

Policy Objectives:

- 1) **Change smoke-free school practices through comprehensive school health by using:**
 - a. education and awareness messaging that would make tobacco use less desirable through the utilization of social media strategies or messages where 16-25 year olds “live, work , learn or play” (multifamily housing, cell phone outlets, discount stores-DD’s, K-Mart, Walmart, Target, Dollar Store; downtown plaza, neighborhood clothing stores, athletic shoe stores; bars/clubs, food outlets, RedBox kiosks; community college, adult school, vocational institutions) ,
 - b. supplement existing services and supports available through existing Smoke-free school programs
 - c. matched to an effort to create healthy environments through changes in school practices using youth advocacy and social media tactics

The social and physical environments of the school would match the healthy living messages taught in the classroom (this is the “comprehensive school health “piece) to reinforce health and smoking cessation on many levels, and in many ways. Rather than just educating students on why they should not smoke, youth would be supported in their attempts to quit and provide a school environment conducive to not smoking. Knowing that no single approach to prevention or cessation will be effective with all students, all the time, effort would take a variety of interventions within the 3-tiered model of comprehensive school health.

- 2) **Stronger local tobacco retail restrictions**

Pursue policy options that can be “plugged-in” to the basic licensing ordinance to provide greater health protections for youth including prohibiting sales of tobacco products near schools, creating penalties for inequitable marketing and pricing tactics, or restricting the individual sale of youth-targeted products such as little cigars, flavored tobacco, blunt wrappers and menthol.

Proposed Healthy Eating Active Living Policy Interventions

Strategy 1: Use “Complete Streets” approach by matching “Safe Pathways to Schools” strategies with new and retrofit Transportation Improvement funding.

Implement strategies for obtaining new federal, state, regional and local funding for street improvements that enhance the safety and convenience of walking and bicycling, with a focus on creating the transportation infrastructure to enhance existing safe pathways to schools efforts in the 15 target zip codes in Sacramento County.

Policy Objectives:

1. Encourage the city and county to seek and prioritize funding for specific projects which will change the transportation infrastructure in the 15 zip codes high in approved or planned transportation plans by the city, county or four School Districts.
2. Promote the prioritization of schools in 15 zip codes as primary targets for existing “Safe Routes to School” and other “school pathway”-related funding

Population Focus: School age children and young adults (K-14)

Geographic Focus: School in 15 zip codes with highest needs around traffic safety

Policy Targets: Four unified school districts in 15 zip codes, SACOG, city and county law enforcement traffic divisions, Sac City Dept of Public Works, DOT at Sac County

Key Measure(s):

Strategy 2: Work to adopt policies and implement practices to increase consumption of healthy beverages, and promote water as the healthy beverage of choice.

1. Policy Objective: Work with employers, including hospitals, clinics, businesses, schools, early childcare providers, nonprofits and city/county government offices serving residents in the priority zip codes to adopt and implement healthy beverage guidelines and meeting practices for staff and clients.

Geographic Focus: Work and service environments that impact the 15 zip codes

Policy Targets: private and public employers within the 15 zip codes; private and public employers who employ residents from the 15 zip codes; service providers within the 15 zip codes; service providers who serve residents who live within the 15 zip codes

Key Measure(s):

2. Policy Objective: Encourage the four school districts located within the priority zip codes to increase water access and availability for students by including formal language and strategies for increasing water access in their school wellness policies and adopting a policy requiring that water be available with all meals.

Population Focus: School-age children and families in the 15 zip codes

Geographic Focus: School sites in 15 zip codes with highest levels of readiness

Policy Targets: Four unified school districts in 15 zip codes

Key Measure(s):

3. Policy Objective: Work with local jurisdictions and special districts as well as private businesses to increase public access, availability and promotion of fresh drinking water in public facilities including schools, worksites, parks and community centers, and at city/county sponsored events

Geographic Focus: All public facilities in 15 zip codes

Policy Targets: City and county agency sites that are located within 15 zip codes

Key Measure(s):

Strategy 3: Improve access to locally grown and fresh produce in communities with limited access.

Policy Objectives:

1. Work with retailers, focusing on small neighborhood convenience stores, in the 15 zip codes to improve access to fresh produce.
2. Seek local zoning changes to disallow new fast food establishments within 1,000 feet of a school and to limit the number of fast food outlets in the 15 zip code communities.
3. Restrict fast food advertising, modeled after the Sacramento County Tobacco Control Coalition.

Geographic Focus: All public facilities in 15 zip codes

Policy Targets: Existing neighborhood stores, Sac City Dept of Public Works, Sac County Planning and Development Dept., outdoor advertisers

Key Measure(s):

Strategy 4: Leverage and expand existing joint use agreements in the four school districts located within the priority zip codes to expand access to facilities to encourage active living and increased recreational use of school property.

Geographic Focus: The school districts with the highest readiness to engage in joint use efforts

Population Target: Families and children who live in close proximity to target schools

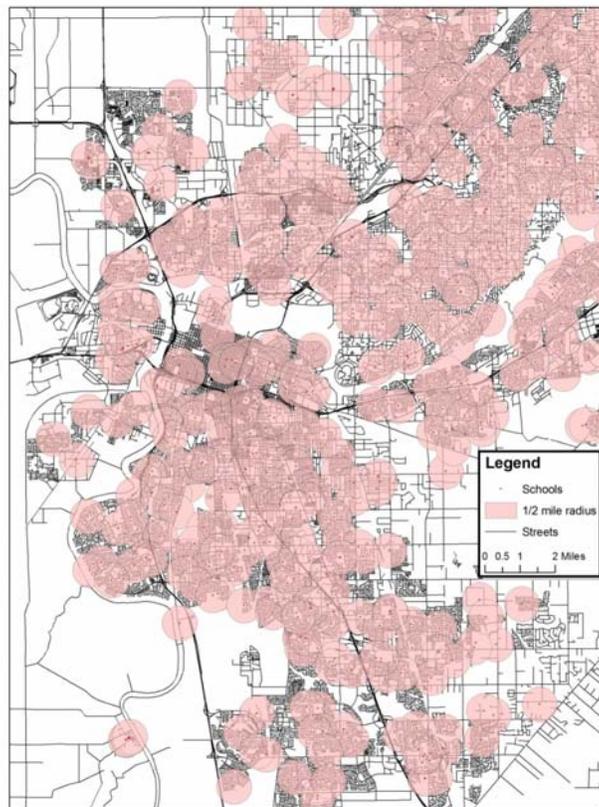
Key Measure(s):

Policy Proposal – Healthy Eating and Active Living Funding to Increase Safety of Walking and Bicycling

Policy: Implement strategies for obtaining new federal, state, regional and local funding for street improvements that enhance the safety and convenience of walking and bicycling, with a focus on creating safe routes to schools in the 15 zip codes in Sacramento County.

Why this proposal?

The map below shows a one-half mile radius around all schools in Sacramento County. Improvements in these areas to promote walking and bicycling would benefit *everyone*, not just children. However, transportation funds are now generally directed to provide for cars. Missing are funding sources dedicated to infrastructure for walking and bicycling.



Why would this turn the curve?

- Sidewalks promote physical activity - People with access to sidewalks are 20% more likely to be physically active
- Bike lanes promote physical activity - Cities that invest in bike facilities have higher levels of bicycle commuting
- One third of the population cannot drive - Walkable communities provide better access to fresh food, parks, schools, jobs, health care and community services, *especially in low income areas*

What is the result we expect?

- Increased walking and bicycling
- Leading to higher community levels of physical activity, reduced traffic injuries, cleaner air, reduced crime, increased social interaction
- Leading to reduced levels of *chronic disease* such as diabetes, hypertension, and other conditions related to physical inactivity

How do we measure results?

- Increased funding for bicycle and pedestrian facilities
- Increased “transportation mode share” of walking and bicycling

This proposal gets “bonus points” because it not only increases physical activity, but it also:

- Improves transportation equity
- Reduces time spent in traffic
- Reduces greenhouse gas emissions
- Reduces reliance on foreign oil
- Supports the 4th and 5th areas, Social & Emotional Wellness, and Healthy & Safe Physical Environments

Specifically, this proposal is to:

- Encourage the City and County of Sacramento to seek and prioritize funding for *active transportation* (walking and bicycling) infrastructure and facilities *around schools* in the 15 targeted zip codes.
- Maintain Safe Routes to School as a priority in local transportation funding, and seek other sources of funding such as development impact fees, traffic safety fines, and local tax measures.

The 15 zip codes include area both within the City of Sacramento and the unincorporated area of Sacramento County.



Distinct Area	ZIP Codes	Communities included (all or a part of)
North	96660	
	95673	Arden Arcade, N
	95815	Highlands/Foothills Farms,
	95821	N Sacramento, Rio
	95838	Linda/Elverta
Down-town	95841	
	95811	Downtown
South	95814	
	95817	
	95820	
	95822	East City, Land
	95823	Park/Pocket/Meadowview,
	95824	South Sacramento
	95828	
95832		

Healthy Sacramento Coalition CTG Grant – Proposed Policies

Theme: Promote Public Health, Safety and Livability through Community Design and the Built Environment

Objective: *Master plans, residential developments, mixed use, commercial, office and retail developments in existing and new communities that are designed, built and maintained so as to promote the health, safety and livability of residents, employees, visitors and the community.*

Policies – Active Living, Healthy Eating, Healthy & Safe Physical Environments

- 1 Advance a built environment that promotes and supports physical activity.
- 2 Advance a built environment that promotes and supports improved air quality and multiple transportation modes.
- 3 Advance a built environment that promotes and supports access to locally-grown fresh food, parks, schools, shopping, jobs, health care and community services.
- 4 Support walking, bicycling and transit use, reducing auto dependency in order improve the health of county citizens and improve the region’s air quality.
- 5 Support walking and bicycling by requiring complete streets (bike lanes and sidewalks separated from the roadway with tree planted landscaping) in transit priority areas, existing and new communities and developments wherever practicable.
- 6 Endeavor to protect homes from major sources of outdoor air pollution and mitigate for impacts by improving indoor air quality in residences, planting trees that help to filter particulates and other measures.
- 7 Encourage the provision of safe, convenient opportunities to purchase local fresh fruits and vegetables by ensuring that sources of healthy foods are accessible to neighborhoods. In urbanized communities access should be within half a mile of transit priority areas.
- 8 Advance residential subdivision and commercial building design that supports crime prevention by utilizing Crime Prevention Through Environmental Design (CPTED) principles.
- 9 Continued county participation in the Healthy Sacramento Coalition, whose goal is to reduce tobacco use, obesity, death and disability due to chronic disease, reduce health disparities, build a safe and healthy physical environment, and improve the social and emotional well-being of Sacramento County residents.

STRATEGY: IMPLEMENTATION PROGRAMS

Strategy 1: Promote Public Health, Safety and Livability through Community Design and the Built Environment

- 1a. Evaluate Healthy Sacramento communities' measures promoting physical activity, access to services and healthy foods, and creating safer communities and reducing crime through environmental design measures for inclusion into the county's Folsom Boulevard Transit Area Plan and into the new Zoning Code. The Healthy Communities measures will be those recommended by the Healthy Sacramento Coalition Community Action Plan.

Objective: Incorporate Healthy Communities and crime reduction measures into the Folsom Boulevard Transit Area Plan and new Zoning Code

Target Date: June 2016

- 1b. Continue to provide and promote the use of bicycle and pedestrian trails, lanes and sidewalks, through master planning walkability principles and connectivity in project planning, capital projects and strategic partnerships. Within existing communities, efforts shall be made to reduce driveways and promote cross access agreements and shared parking, and identify new pedestrian access/easements that reduce block length, provide sidewalks and bike lanes and, where absent, promote connectivity and advance smart growth streets where appropriate.

New residential and residential mixed-use infill development should help promote walkability, physical activity and create bicycle and pedestrian connectivity through:

- Creating and providing open space connections for multiple residential projects utilizing storm water quality, utility easements and other opportunities to integrate trails within urban development.
- Invest in transit-oriented and non-motorized residential and residential mixed-use development projects that promote urban density, economic vitality, street connectivity and attractive public transportation choices.
- Trail system linkages to roads and park-and-ride facilities, and sidewalk projects that create more walkable residential communities and safe bicycle lanes.
- Allow neighborhood retail, service and public facilities within walking distance of residential areas, where residents will be able to walk to meet their daily needs, whenever appropriate.
- Consider services that reduce the need for residents to drive to meet their daily needs. Such services might include grocery and fresh food access within walking distance, mobile or virtual health clinics, retail near residential.
- Supporting shorter block lengths.

Objective: Provide and encourage walking, bicycling and use of transit in residential communities. Diminish auto dependency. Improve air quality and minimize environmental impacts.

Target Date: Ongoing, 2013-2021

- 1c. Increase opportunities for locating providers of fresh produce (grocery stores, farmers markets, produce stands) near existing neighborhoods, particularly low-income neighborhoods, and also in new master plan areas.

Objective: Encourage providers of fresh produce to locate near existing and new neighborhoods
Target Date: June 2016

<p>1d. Amend the Zoning Code to include community gardens as an amenity in required open space areas of new multifamily projects.</p> <p>Objective: Amend the Zoning Code to include community gardens in multifamily projects. Target Date: June 2016</p>
<p>1e. When the opportunity arises, ensure that some county staff members take classes in reducing crime through environmental design.</p> <p>Objective: Review of development plans to discourage crime. Target Date: June 2014</p>
<p>1f. Incorporate reducing crime through environmental design measures into the county's new Development Code and Folsom Boulevard Transit Area Plan to discourage crime, and encourage compatible uses.</p> <p>Objective: Review of development plans and uses to discourage crime and increase safety. Target Date: June 2014</p>
<p>1g. Work with the Sacramento County Regional Parks Department and other park agencies to promote health and safety in parks.</p> <p>Objective: Raise community awareness of access to parks and encourage healthy behavior changes through a "Park Prescription" program to walk and bike more in public parks and neighborhoods. Target Date: June 2013</p>

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