



MEMORANDUM
HEALTH AND HUMAN SERVICES
PUBLIC HEALTH
County of Placer

TO: Board of Supervisors

DATE: April 5, 2016

FROM: Jeffrey S. Brown, M.P.H., M.S.W., Director of Health and Human Services

SUBJECT: "Public Health Week" and "Walking Day" Proclamations

ACTION REQUESTED

1. Approve a Proclamation declaring April 4-10, 2016 as "Public Health Week" and April 6, 2016 as "Walking Day" in Placer County.
2. Receive presentation on wellness program activities and recognize Walking Challenge Winning teams from PCOE and Placer County.

BACKGROUND

The United States' Institute of Medicine defines public health as: "What we as a society do collectively to assure the conditions in which people can be healthy". Public health has saved millions of lives through efforts such as vaccination, improved motor vehicle safety, improved workplace safety, control of infectious diseases, reducing risk factors for heart disease and stroke, promoting safer and healthier foods, fluoridation of drinking water, maternal/child health programs, and tobacco prevention and control.

The week of April 4th-10th, is National Public Health Week and the theme is "Healthiest Nation 2030". Placer County consistently ranks as one of the healthiest counties in California in the annual Robert Wood Johnson Foundation's "County Health Rankings". Placer County's high achievement in these rankings is a testimony not just to the success of our public health system, but to the strength of our local economy, businesses, governments, schools, parks, and community organization. Ultimately, Placer County's health is the result of Placer County residents, families, and communities making healthy choices for themselves and the people they care about. In addition, a strong public health system supports improvements in quality of life and economic development. Thus, a healthy Placer is strategically connected to the overall strength of our County and its future.

Placer County has recently launched "Be Well Placer", a campaign to further improve the health and wellness of the Placer County community. As part of Be Well Placer, Placer County has launched placerdashboard.org, a web-based dashboard that allows Placer County residents to access health-related data, goals, and interventions to further improve public health in Placer County. This dashboard will be a critical tool in getting important health-related data to health care providers, community leaders, grants writers, and concerned citizens.

Another important aspect of Be Well Placer is encouraging healthy activities and health behaviors at work. As a result of our Be Well Placer campaign, Placer County has recently received a Gold Achievement Award from the American Heart Association in recognition of successful efforts to make Placer County a "Fit-Friendly Worksite". While we celebrate this accomplishment, we are hoping to trade in our Gold Award for an even more prestigious Platinum Achievement Award in the future as Be Well Placer develops further. We also plan on inviting all employers in Placer County to join us in this Be Well Placer campaign.

With over 50 teams, hundreds of participants, and tens of millions of steps walked, our Be Well Placer "Walking Challenges" have been some of the most popular elements of the Be Well Placer campaign. Walking is a low-risk and easy way for us to stay fit and reduce our risk of serious diseases, like heart disease, stroke, and diabetes, increase our energy and stamina, increase bone strength, and prevent weight gain. The American Heart Association recommends that adults get 150 minutes or more of moderate-intensity physical activity or 75 minutes of vigorous activity each week. Even short 10 minute activity sessions can be added up over the week to reach this goal. April 6, 2016 is the American Heart

Association's "National Walking Day". In celebration of "National Walking Day", we are planning on organized fun walking activities throughout Placer County on April 6th, and are asking that April 6th be declared "Walking Day in Placer County".

In addition, throughout the month of April, and especially during the week of April 4th-10th, Placer County Public Health Division and local partners are raising awareness of public health's importance and making public health programs and messages more visible to our residents. We are encouraging residents of Placer County to educate themselves on ways to improve their own health and the health of their community.

In support of these efforts, we are asking that the Placer County Board of Supervisors declare April 4th-10th, 2016 as "Public Health Week" and April 6, 2016 as "Walking Day" in Placer County.

FISCAL IMPACT

There is no fiscal impact as a result of this action.

ATTACHMENTS

Proclamation

IN THE MATTER OF A PROCLAMATION RECOGNIZING APRIL 4-10, 2016, AS, "PUBLIC HEALTH WEEK" AND APRIL 6, 2016 AS "WALKING DAY" IN PLACER COUNTY

WHEREAS, the week of April 4th-10th, is National Public Health Week and the theme is "Healthiest Nation 2030;" and

WHEREAS, the Institute of Medicine defines public health as: "What we as a society do collectively to assure the conditions in which people can be healthy;" and

WHEREAS, Placer County consistently ranks as one of the healthiest counties in California in the annual Robert Wood Johnson Foundation's "County Health Rankings;" and

WHEREAS, Placer County's high achievement in these rankings is a testimony not just to the success of our public health system, but to the strength of our local economy, businesses, governments, schools, parks, and community organizations; and

WHEREAS, ultimately Placer County's health is the result of Placer County residents, families, and communities making healthy choices for themselves and the people they love; and

WHEREAS, a healthy Placer is strategically connected to the overall strength of our county and its future; and

WHEREAS, Placer County has recently launched "Be Well Placer," a campaign to further improve the health and wellness of the Placer County community; and

WHEREAS, walking is a low-risk and easy way for us to stay fit and reduce our risk of serious diseases, like heart disease, stroke, and diabetes, increase our energy and stamina, increase bone strength, and prevent weight gain; and

WHEREAS, throughout the month of April, and especially during the week of April 4th-10th, Placer County Public Health Division and local partners are raising awareness of public health's importance and making public health programs and messages more visible to our residents; and

WHEREAS, the residents of Placer County are encouraged to educate themselves on ways to improve their own health and the health of their community.

NOW, THEREFORE, BE IT PROCLAIMED, that the above PROCLAMATION was duly passed by the Board of Supervisors of the County of Placer, on behalf of the citizens of Placer County, at a regular meeting held, April 5, 2016, proclaiming April 4th-10th, 2016 as "Public Health Week," and April 6, 2016 as "Walking Day" in Placer County.

Robert M. Weygandt, Supervisor, District 2
Chairman 2016

Jack Duran, Supervisor, District 1
Jim Holmes, Supervisor, District 3
Kirk Uhler, Supervisor, District 4
Jennifer Montgomery, Supervisor, District 5

