

RESOLUTION NO.: R-2011-029

EXPRESSING THE COUNCIL'S INTENT TO PARTICIPATE IN FIRST LADY MICHELLE OBAMA'S *LET'S MOVE!* INITIATIVE AND DIRECTING THE MAYOR AND CITY MANAGER TO TAKE STEPS TO ESTABLISH THE CITY OF COLUMBIA, SOUTH CAROLINA AS A *LET'S MOVE!* CITY

WHEREAS, the following data has prompted national concern: (1) the childhood obesity epidemic in America is a national health crisis where one in every three children (31.7%) ages 2-19 is overweight or obese; (2) it is predicted that if citizens continue on our current path, in 10 years, nearly 50 percent of all Americans will be obese; (3) nearly \$150 billion per year is now being spent to treat obesity-related medical conditions; and (4) according to the report entitled *A Potential Decline in Life Expectancy in the United States in the 21st Century* appearing in *The New England Journal of Medicine*, the current generation may even be on track to have a shorter lifespan than their parents; and

WHEREAS, on January 20, 2010, First Lady Michelle Obama addressed the U.S. Conference of Mayors and announced a major initiative on childhood obesity that utilizes the combined resources of the federal government and various partners across the country to introduce commonsense, innovative concepts to help empower families and communities to make healthy decisions for their kids; and

WHEREAS, in conjunction with the Presidential Memorandum issued on February 9, 2010, establishing a task force on childhood obesity, Mrs. Obama launched the *Let's Move!* campaign.

WHEREAS, in response to the aforementioned Presidential Memorandum, the newly-created White House Task Force on Childhood Obesity issued a report to President Barack Obama entitled *Solving the Problem of Childhood Obesity Within a Generation*.

WHEREAS, the recommendations within the aforementioned report centered on the four pillars of the *Let's Move!* campaign: (1) Help parents make healthy family choices; (2) Improve the health of schools; (3) Increase physical activity opportunities; and (4) Make healthy food affordable and accessible; and,

WHEREAS, the *Let's Move Cities and Towns* initiative was created to encourage mayors and elected officials to adopt a long-term, sustainable, and holistic approach to fight childhood obesity, while recognizing that every city is different and will require a distinct approach to the issue; and

WHEREAS, the City of Columbia, South Carolina proposes to establish the following initiatives to help parents make healthy family choices: (1) A Healthy Living website; (2) A "Healthy Eating" designation for area restaurants and grocery stores; (3) A mobile phone application that rewards citizens for exercising and making healthy lifestyle choices; (4) The expansion of the Parks and Recreation Department's active programming to include family fitness opportunities; (5) The creation of Healthy Food Guides; and,

WHEREAS, the City of Columbia, South Carolina proposes to assist local school districts in meeting the requirements of the Healthy Hunger Free Kids Act of 2010 to ensure that school-aged children receive adequate nutrition; and

WHEREAS, the City of Columbia, South Carolina proposes to ensure the City vending policy supports the stated goals of the Healthy Hunger Free Kids Act of 2010; and

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WHEREAS, the City of Columbia, South Carolina proposes to support the following projects designed to increase physical activity opportunities: (1) The creation of bike lanes, road markings, and signage to encourage alternate transportation; (2) The completion of the Greenway connection near EdVenture Children's Museum; (3) The pursuit and completion of a Rails-To-Trails Greenway from Elmwood Street to Lady Street; (4) The expansion of trails, paths, and accessibility for walking and biking; (5) Establishment of a walking promotional campaign; (6) Installation of outdoor exercise equipment at neighborhood parks; (7) Designation of Columbia as Playful City USA, a national designation recognizing cities and towns that value the importance of play, which allows for the City to be exposed to grant opportunities; created by the national non-profit KABOOM!; and,

WHEREAS, the City of Columbia, South Carolina proposes to promote the following missions, which will result in citizens' increased access to affordable, healthy food: (1) A Parks & Recreation and Community Development collaboration to launch a community gardens initiative and include area schools; (2) A partnership with community groups such as City Roots and other similar organizations to expand community gardens and educate residents on growing and generating their own food; (3) The expansion of farmers markets in underserved areas; (4) Food voucher programs for disadvantaged children and families to access healthy foods; NOW, THEREFORE,

BE IT RESOLVED by the Mayor and City Council of the City of Columbia, South Carolina, this 29th day of March, 2011 that the City of Columbia, South Carolina shall implement at least one significant action from each of the aforementioned *Let's Move!* pillars over the next twelve months.

Requested by:

Teresa Wilson, Governmental Affairs
& Community Relations Director



Mayor

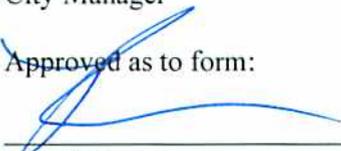
Approved by:



City Manager

ATTEST:

Approved as to form:



City Attorney

City Clerk

Introduced: 3/29/2011

Final Reading: 3/29/2011