



FRESNO CITY COUNCIL PASSES A HEALTHY EATING, ACTIVE LIVING RESOLUTION (HEAL)

November | 2015



(L-R): REACH Program Manager, Esther Postiglione with Councilmember Esmeralda Soria hold up the signed and sealed HEAL Resolution that was passed by the Fresno City Council on November 6th, 2015.

The obesity epidemic is taking control of cities across the world. Healthy eating and active living are strategies to help combat this epidemic, but cities continue to struggle with ensuring their residents have equitable access to these preventative strategies, especially with Latino communities.

On November 6th, 2015, Fresno City Councilmembers voted to pass a Healthy Eating, Active Living (HEAL) Resolution to create a healthier Fresno. Thanks to the support of Councilmembers Esmeralda Soria and Sal Quintero for leading efforts to address the alarming rates of obesity in the City of Fresno. The HEAL Resolution paves the way to pass future policies that promote healthier lifestyles including increased access to healthy and affordable foods and city design planning principles that improve and encourage community members to be more physically active.

When it comes to access to healthy foods and safe space for physical activity, Fresno residents are confronted with many challenges, particularly low-income, Latino residents. Fresno ranks at the bottom of the list (74 out of 75) in a national study that measures how well the 75 largest U.S. cities are meeting the needs for parks; a key component of active living. Many Fresno neighborhoods lack access to park space and fall below the 3.0 acre per 1000 residents standard established by the State of California, making accessing safe places to be active challenging for Fresno residents, specifically our low-income minority groups, like Latinos. Many Fresno residents experience barriers to accessing healthy food and face an over-saturation of fast food restaurants and convenience stores that don't offer healthy food options. But Cultiva La Salud is dedicated to creating healthier communities by improving opportunities for community members to access healthy food, beverages, and physical activity opportunities. Cultiva will continue to work with City and School leaders and residents to advocate for changes in policies that meet the needs of the community.

For more information:

Learn more about the Healthy Eating Active Living Cities Campaign: www.healcitiescampaign.org

Watch the media coverage: https://youtu.be/AlrLa_tarlo

View the Resolution: <http://bit.ly/1RD21xB>