Riverside County
Healthy Cities Network

"The RCHCN mission is to make the healthy choice the easy choice in all Riverside County cities through the advancement of health in all policies."

HCN Connect News and More

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HCN Connect is dedicated to keep our community informed about the contributions that individuals and organizations are making to improve community and individual health in the Riverside county region.

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Let us feature your story, event or resource in HCN Connect!
Do you have a plan, program or endeavor designed to improve your community’s health? Do you have a resource you would like to share with the HCN? Please let us know!
Please submit ideas for the next publication by August 22, 2016.
HCN Connect will be made available the first week of every month.

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More than 170 community partners – from city officials to non-governmental organizations – came together on July 20th to develop strategies to address the visions and goals in the county’s Community Health Improvement Plan (CHIP).

The gathering, which was organized by Riverside University Health System - Public Health’s Epidemiology and Program Evaluation branch, is the latest step in creation of a five-year plan that will help improve the health of the county’s residents through collaboration among governmental agencies, community leaders and health partners.

The event was kicked off by Riverside County CEO Jay Orr, who thanked attendees for the work they do within the community and emphasized the need for collaboration. The audience was then asked to move to tables that focused on one of four priority areas – Creating Healthy Communities, Promoting Healthy Behaviors, Connecting and Investing in People and Improving Access to Care – and create strategies to reach those priorities.

Information gathered will be used by community workgroups to develop a CHIP action plan. The CHIP will be completed by year’s end and evaluated on an ongoing basis over the next 5 years.

To learn more about the CHIP, please contact:
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Cathedral City Adopts Tobacco Retailer Permitting Ordinance

By James Jo, DrPH

On July 13, 2016, the Cathedral City Council unanimously voted in favor of adopting and implementing a Tobacco Retailer Permitting (TRP) Ordinance. The ordinance requires all retailers that sell tobacco products to obtain an annual license from the Riverside County Department of Environmental Health, Tobacco Retailer Permitting Program. The ordinance includes penalties for failing to obtain a license, as well as sanctions for sales to youth including license revocation and fines. The ordinance prohibits mobile sales of tobacco products and paraphernalia and clerks must be of legal age to sell tobacco.

Public majority agree that youth should not have access to tobacco products, yet the problem continues to plague the nation, our state, and Riverside County. Studies show that 90% of smokers first light up between the ages of 12 and 17, with the average age being just 14. Underage tobacco use has been labeled the “Most Serious Pediatric Disease in America” by the Surgeon General.

In an effort to reduce illegal sales of tobacco products to minors, more than 100 communities in California have adopted strong local tobacco retailer permitting ordinances. It is clear that rates of illegal tobacco sales to minors have decreased significantly in all municipalities with a strong TRP ordinance where there is before and after youth sales data available. A TRP ordinance is an effective tool in reducing underage tobacco use.

Cathedral City joins a host of other cities throughout Riverside County that adopted the ordinance for merchants to obtain an annual license to sell tobacco products. Currently, there are 24 cities in Riverside County that have the ordinance.

If you would like more information about the TRP ordinance, please contact:
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**By Audrey Young**

**The City of Lake Elsinore** launched the Healthy LE Collaborative where local health related professionals, supportive non-profits, regional agencies, and the City of Lake Elsinore gathered to discuss the Healthy LE Initiative and explore opportunities for partnerships. The Healthy LE Collaborative strives to improve the health and wellness of the Lake Elsinore community. The Collaborative is important because our professionals are the people encouraging others to make healthy choices. The City and our supporting regional agencies and organizations create the environment in which these healthy decisions can be harvested. Together we educate, provide programming, develop policies, network, collaborate and make infrastructure improvements. The Healthy LE Collaborative will participate in the Bicycle and Trails Master Plan Update, General Plan Update, and Extreme 2040 Vision Strategic Plan.

To learn more visit: [www.lake-elsinore.org/healthylecollaborative](http://www.lake-elsinore.org/healthylecollaborative).

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**City of Riverside Cultivates a Health and Wellness Ecosystem**

**By Eddy Jara, DrPH**

**At the League of California Cities** Riverside County Division meeting in Eastvale on July 11, 2016, City of Riverside Assistant City Manager Al Zelinka explained how the City of Riverside has cultivated a city-wide health and wellness ecosystem. In 2000, the Mayor and City Council embarked on the road to the health and wellness with the passage of the Healthy City Resolution. The Resolution articulated the importance of sustaining and expanding initiatives that foster well-being among City residents. Since then, the City has developed a health and wellness ecosystem that includes partnerships, programs and policies under four broad categories - food system, infrastructure, community and workplace wellness.

City Council has also supported significant investments in the physical activity infrastructure, such bike lanes, sidewalks, swimming pools and parks. City staff are collaborating with agencies and neighborhood groups on food system initiatives such as farmers markets, community gardens and the Riverside Food System Alliance.

The City’s workplace wellness program – Life in Balance – has had an impact on employee health with measurable drops in employee obesity, hypertension, cholesterol and smoking rates. This progress led two of the City’s health insurance providers to reduce premium rates resulting in savings of nearly one million dollars to the City. Community healthy eating and active living initiatives such as Eastside HEAL Zone and Champions for Change reach thousands of community residents with health messages and improved access to healthy food and physical activity programming.

To learn more, please click on the Ecology of Health and Wellness infographic.
Announcements

The SHAPE Data Portal is Live Now!

SHAPE Riverside County is sponsored by the Riverside University Health System - Public Health, a department of the County of Riverside. To learn more, please visit: http://www.shaperivco.org/

WRCOG’s Active Transportation Plan

As part of WRCOG’s development of the Active Transportation Plan, the project team has made surveys available to help WRCOG understand needs, values, concerns, and challenges surrounding walking, bicycling, and transit. The surveys also asks about outcomes and use of the 2010 Western Riverside County NMTP. Having a clear understanding of community and staff needs and values will help the project team in developing a useful and lasting document. These surveys are a tool for collecting input and ideas that will inform the ultimate contents of WRCOG’s Active Transportation Plan.

The survey will close on Monday, August 15.

Community English: https://www.surveymonkey.com/r/WRCOG_ATP_Eng
Community Spanish: https://www.surveymonkey.com/r/WRCOG_ATP_Spa
Survey for Jurisdiction Staff: https://www.surveymonkey.com/r/WRCOG_ATP_Staff

If you have any questions, please contact: Miguel Nunez, AICP Fehr & Peers
M.Nunez@fehrandpeers.com / (213) 281-3050

Upcoming Meetings/Events

Riverside County Healthy Cities Network
Fall Convening

SAVE THE DATE!
September 12, 2016
Moreno Valley Towngate Community Center
13100 Arbor Park Lane
Moreno Valley, CA 92553

Healthy Corona Meeting
When: Tuesday, August 16th from 9:00 am - 10:30 am
Where: Circle City Center
365 N. Main Street,
Corona, CA 92880
Contact Karen Siegel
Karen.Siegel@ci.corona.ca.us

County of Riverside Certified Farmers Market
When: Wednesday from 8:30 am - 1:30 pm
Where: Located in the courtyard of the County Administrative Center (4080 Lemon Street, Riverside, CA 92502), on the corner of Lemon and 10th Street.