City of San Jose Profile

• Approx. 1 million residents (55% of Santa Clara County)

• 32% Hispanic, 32% White, 31% Asian and 3% African American
San Jose Overweight/Obesity Trends

Overweight/Obesity rates have increased from 52% to 56% over the last decade.

Source: Santa Clara County Public Health Department, 2000-09 Behavioral Risk Factor Survey
Overweight/Obesity Trends by Race/Ethnicity,
Adults in San Jose

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>63%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>68%</td>
</tr>
<tr>
<td>Asian/PI</td>
<td>39%</td>
</tr>
<tr>
<td>White</td>
<td>56%</td>
</tr>
</tbody>
</table>

Source: Santa Clara County Public Health Department, Behavioral Risk Factor Survey
Overweight or Obese Adults, San Jose

Districts 2, 3, 5, 7, 8 and 9 have more than 3 in 5 adults who are either overweight or obese.
Overweight/Obesity Trends by Race/Ethnicity, Youth in San Jose

- African American: 37%
- Hispanic: 36%
- Asian/PI: 20%
- White: 18%

Source: CHKS
SJ Obesity/Overweight by School Districts

- 33% of SCC middle school students are overweight/obese
  - Alum Rock, Berryessa, Franklin-McKinley, Mount Pleasant have higher rates than the county

- 23% of SCC high school students are overweight/obese
  - East Side Union, SJUSD high schools have higher rates than the county
Diabetes in Adults, San Jose

2000 - 5% - 37,500
2009  8% - 60,000

Source: Santa Clara County Public Health Department, 2009 Behavioral Risk Factor Survey
Lifetime Diabetes Risk Among Latino Children

Nearly half of Latino children are likely to develop diabetes and have shorter life expectancy.

Excess medical cost of obesity to top 15 businesses in San Jose (RTI, 2009):

$26.5 million

The cost burden in San Jose is almost (Dor et. al.):

$500 million

By 2018, this number could exceed (Thorpe 2009 et. al.):

$1 billion
Forty years ago 41% of American children walked to school, now only 13% walk to school
The Food Environment

- Increased number of fast food establishments in the U.S.
- Lack of access to full service grocery stores selling affordable healthful foods
- Unhealthy food & beverage advertising aimed at children
Access to Food: Fast Food in SJ
Access to Food: Fresh Produce in SJ
WHO Statement
Health in All Policies

• Engages leaders and policy-makers at all levels of government.
• Emphasizes that government objectives are best achieved when all sectors include health and wellbeing as a key component of policy development.
• Recognizes that the causes of health and wellbeing lie outside the health sector and are socially and economically formed.
National Policy Direction

Emphasis on prevention in 2010 Affordable Care Act

Policy Package to Prevent Obesity

- Price - decrease costs of fruits, vegetables and water and increase cost of unhealthy foods.
- Image - restrict ads to kids and show harm of unhealthy beverages and foods.
- Access - increase exposure to healthy foods and water and reduce amount of free junk food and sugar drinks in schools, government and health care facilities.
San Jose’s Leadership on Obesity Prevention Policies

- Envision 2040 general plan draft enhances access to fresh and healthy food, and promotes active living.
- Outdoor recreation opportunities have increased as bike, trail, and park systems have been expanded.
- Adopted legislative priorities that promote health and wellness, access to local organic foods, increased physical activity and proper nutrition.
- Partnership with Health Trust and Kaiser Foundation are in place to maximize collective resources toward healthy outcomes.
- Health and wellness are actively promoted through Community Centers and Libraries.
- Access to community gardens has increased.
Call to Action

Healthy Food Access

• Provide supermarkets and farmers’ markets with incentives to establish their businesses in low-income areas to offer healthy foods.
• Set nutrition standards for food and beverages offered at city events, sponsored meetings, facilities and concessions, and city programs.
• Expand programs that bring local fruits and vegetables to schools, businesses and communities (e.g. CSA, Farmers’ markets, EBT/Food Stamps).
• Use zoning laws to reduce the density of unhealthy food and beverage outlets, particularly near schools.
Call to Action

Built Environment

• Continue to expand integration of health into planning processes (e.g. general plan update, land use policies and zoning ordinances).
• Adopt additional policies that promote walking, biking and public transportation (e.g. Safe Routes to School and Complete Streets Policy).
• Create additional joint use agreements to expand opportunities for physical activity.
• Restrict advertising and promotion of unhealthy food and beverages especially those targeting children and racial/ethnic groups.
Healthy Meal Ordinance

Tell her choosing sides is for kickball. Not Happy Meals.

Now every Happy Meal® and Mighty Kids Meal® comes with Apple Dippers AND Mini Fries! So now you don’t have to choose sides. Easy for both of you right? With the boys she loves and yum-a-lish choices like 3-piece McNuggets® you get to feel as good about the food as you do about the fun.
Final Thoughts

- Obesity is a complex problem that requires both personal and community action. People in all communities should be able to make healthy choices. To reverse this epidemic, we need to change our communities into places that strongly support healthy eating and active living.

- Cities like San Jose have the power in their jurisdiction to impact health.

- Elected officials can adopt policies that can benefit the health of all residents of the 10th largest city in the country.