

7. Create a “Healthy Austin” program.

Making healthy choices should be affordable, available, and easier than making unhealthy ones. A “Healthy Austin” program will reduce chronic **and diet-related** diseases and risk factors by coordinating access to community and health services, the local food system, physical activity, and tobacco-free living. It would also support a “healthy community code” that promotes active living, access to healthy food, and prevention of chronic **and diet-related** diseases in all aspects of community life.

This program **will** also look beyond nutrition to help develop a strong community food system in which food production, processing, distribution and consumption are integrated to enhance the environmental, economic, social and nutritional health of Austin and central Texas.

The chronic diseases associated with the risk factors of tobacco use, poor nutrition and lack of physical activity (including some cancers, diabetes, heart disease, stroke, COPD, and asthma) are the underlying causes of most deaths in Travis County and affect everyone in the region. These preventable diseases, **as well as hunger and food insecurity**, increase healthcare costs, lower worker productivity, increase family stress, and diminish the overall quality of life. In order for the city to be healthy, the causes of diseases **related to** environmental and lifestyle factors need to be addressed.

STEPS TO IMPLEMENT THE PROGRAM

SHORT TERM (1-3 YEARS)

1. HHSD and key agencies coordinate with boards and commissions, city/county departments, and community members to encourage collaboration and focus on increasing healthy behaviors and expanding health care services to underserved populations.
2. Create a Healthy Austin Program plan **that includes an evaluation component** to document program outcomes, findings and recommendations.
3. Support development of a healthy community code, including revisions to Austin's land development ordinances that make it easier to **produce and access healthy, sustainable and local food** and to lead a more active lifestyle.
4. Work with 2-1-1 to comprehensively register community-wide health resources (including neighborhood organizations, social services, mental health and substance abuse programming, health care delivery, and local food resources and to mirror the registry online.
5. **Utilize** social and traditional media to encourage healthy nutrition and lifestyles **and to increase awareness of how and why to buy (and/or grow) and prepare fresh, sustainable and local foods.**
6. Support and expand farm direct programs (such as farm-to-work and farm-to-school) that link local farmers and food purveyors with consumers **and facilitate connections between local food producers and hunger-relief organizations, community institutions, restaurants and food retail markets.**
7. Implement joint use agreements of public facilities to be used for citizens for recreation and physical activity.

- 8 Promote procurement policies that favor healthy, local, and/or sustainably-sourced foods and that reduce access to unhealthy foods.
- 9 Increase the number of tobacco-free environments including outdoor areas, worksites, schools and multiunit housing with increased protection from exposure to secondhand smoke.
- 10 Facilitate the conversion of underutilized public and private land to community gardens, kitchen gardens, market gardens, and urban farms that utilize sustainable growing techniques to contribute to the health of area natural resources and the environment.
- 11 Encourage successful establishment and patronage of healthy food retail - including farmers markets, farm stands, CSAs, mobile food carts/trailers, corner/neighborhood stores and cafes, delivery services and supermarkets - throughout the city, particularly in underserved areas.

Add:

Enact strategies and policies to boost the impact of federal food and nutrition assistance programs.

LONG TERM (3+ YEARS, ONGOING)

12 Support community gardens and urban farms by providing municipal land and water, funding, technical assistance, and helpful government oversight including farm incubator and food hub initiatives.

Add:

Establish policies that stimulate food system jobs and support the health and well-being of food workers throughout the production, processing, distribution, retail, and waste recovery sectors.

Invest in diversified and specialized processing and distribution enterprises and facilities to strengthen the community food system.

Protect farmland and conduct and stimulate research to facilitate growing techniques that minimize water usage and build healthy soils accounting for regional climate change.

Integrate food system planning and policies into city activities and enhance related partnerships within the city and across the region.

Enact strategies and policies that encourage the purchase and sale of foods that promote nutrition, health, and the environment in healthcare, childcare, school and eldercare environments as well as in government institutions.

13 Promote community connectivity through complete streets design for new developments and integrate into redesign plans for existing developments.

14 Increase the safety and amenities of parks, trails, playgrounds, bike paths, and recreation centers.

15. Further expansion of tobacco-free environments and protection from secondhand smoke.

LEAD	PARTNERS	RELATED VISION COMPONENT(S)	RELATED POLICIES
Health and Human Services Department	Planning and Development Review Department; Parks and Recreation Department; Sustainability Office Economic Growth ... (EGRSO) Neighborhood Housing and Community Development; Transportation Department; Health, Sustainable Food, and Social Service Organizations; School Districts	Livable Values and Respects its People Mobile and Interconnected	Smoking in Public Places Ordinance No. 050303-05 Sustainable Urban Agriculture Ordinance No. 20110210-017 Lease and Parkland Improvement Agreement between the City of Austin and Austin Independent School District regarding Colony Park COA Urban Design Guidelines

POTENTIAL GOALS	METRICS	BASELINE (2012)
Improve public health	Rates of disease / obesity/tobacco use	
Improve opportunities for active lifestyles	Miles of walking / biking trails	
Increase access to healthy and local food	Distance to healthy food retail. Distance to supermarket. Inventory of healthy food in supermarkets/corner stores. Number and land acreage of community gardens and potential gardener waiting list numbers. Number of, and sales totals from, farmers markets, farm stands, and mobile healthy food carts.	

	<p>Enrollment numbers in, and/or dollars from, federal food and nutrition assistance programs.</p> <p>Pounds of local produce/food procured by hunger relief organizations.</p>	
Tobacco-free living	Tobacco use rates /Smoking rates	
Strengthen community and regional food system	<p>Inventory of land, buildings, and other assets for current and potential food production sites (size, type, location), direct farmer-to consumer sales locations and numbers (including CSAs), distribution centers/enterprises, storage areas.</p> <p>Food system related jobs and wages.</p> <p>Pounds of food procured locally through community institutions and restaurants.</p>	

RELATIONSHIP TO OTHER ACTION PROGRAMS:

- INSERT SYMBOLS HERE
- Invest in transportation and other improvements to create a compact and connected Austin. ***Investing in accessible walking and biking networks and open space will provide residents increased opportunities for outdoor exercise and incorporating walking and biking into their daily routines.***
- Change Austin's development regulations and processes to promote a compact and connected city. ***The revised code will include standards and guidelines to make walking and biking safer and more attractive for residents. Through improved land use, transportation, and urban design, Austin's places can contribute to healthy lifestyles by encouraging walkable communities, parks and open space, and recreation.***
- Use a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city: ***[Notes for later: access to nature, access to walking and biking trails, preserving/creating farmland and community gardens]***
- **Green Infrastructure**
- **Workforce Development**

RELATED CITY INITIATIVES:

- COA to complete / plans in progress
- Healthy Austin Code
- Sustainability Action Agenda

POTENTIAL FUNDING SOURCES:

- CDC Community Transformation Grant
- Food Desert Elimination Grant