



A Tradition of Stewardship  
A Commitment to Service

Agenda Date: 9/24/2013

Agenda Placement: 4B

## NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

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**TO:** Board of Supervisors

**FROM:** Shelli Brobst for Randolph F. Snowden - Director  
Health & Human Services Administration

**REPORT BY:** Shelli Brobst, Contracts Analyst - 253-4720

**SUBJECT:** Presentation of a Proclamation declaring September 2013 as "National Childhood Obesity Awareness Month" in Napa County

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### **RECOMMENDATION**

Presentation of a proclamation to Karen Smith, Deputy Director of Health and Human Services, Public Health Officer, declaring September 2013 as "National Childhood Obesity Awareness Month" in Napa County.

### **EXECUTIVE SUMMARY**

President Obama declared September 2013 as the first National Childhood Obesity Awareness Month. During National Childhood Obesity Awareness Month, President Obama urged all Americans to take action to meet our national goal of solving the problem of childhood obesity within a generation.

### **FISCAL IMPACT**

Is there a Fiscal Impact?                      No

### **ENVIRONMENTAL IMPACT**

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

**BACKGROUND AND DISCUSSION**

One of the greatest responsibilities we have as a Nation is to safeguard the health and well-being of our children. We now face a national childhood obesity crisis, with nearly one in every three of America's children being overweight or obese. There are concrete steps we can take right away as concerned parents, caregivers, educators, loved ones, and a Nation to ensure that our children are able to live full and active lives.

**Key Points:**

- Childhood obesity has been a growing problem for decades.
- While it has afflicted children across our country, certain Americans have been disproportionately affected. Particular racial and ethnic groups are more severely impacted, as are certain regions of the country.
- Obesity can be influenced by a number of environmental and behavioral factors, including unhealthy eating patterns and too little physical activity at home and at school due to lack of healthy food options and lack of safe places to play and exercise.
- In Napa County:
  - Only 55% of children in Napa County consume the recommended five or more fruit and vegetables per day.
  - Almost 42% of children ages 2 to 11 drink one or more sugar sweetened beverages per day.
  - 59% of children under 18 consume fast food at least once a week.
  - 42% of 5th, 7th and 9th graders are overweight or obese.
  - 18% of low income preschool children ages 2 to 4 are obese.
- Lifelong health starts not when a health problem arises, but through prevention.
- Prevention must start in our homes, neighborhoods, communities and the entire County of Napa.

**SUPPORTING DOCUMENTS**

A . Proclamation

CEO Recommendation: Approve

Reviewed By: Karen Collins