

BEFORE THE BOARD OF COUNTY COMMISSIONERS
FOR MULTNOMAH COUNTY, OREGON

RESOLUTION NO. _____

Directing The Health Department To Launch And Promote “A Healthy Active Multnomah County: It Starts Here” Campaign And Establish Worksite Wellness Recommendations For Multnomah County Employees

The Multnomah County Board of Commissioners Finds:

- a. More than half of Multnomah County’s adults are overweight or obese and therefore at risk for chronic conditions including diabetes, heart disease, cancer, arthritis, stroke, and, hypertension.
- b. The health care costs associated with obesity in Oregon for overweight, obesity, and physical inactivity exceeds \$781 million, and the costs of lost productivity caused by obesity are estimated to be nearly as large.
- c. Obesity and overweight rates are increasing among all population groups and are highest among certain ethnic groups, such as African Americans, Latinos, and American Indians/Alaska Natives.
- d. More children are being diagnosed with diseases linked to overweight and obesity previously seen only in adults, such as Type 2 diabetes and heart disease.
- e. The current generation of children is expected to have shorter lives than their parents due to the consequences of obesity.
- f. Multnomah County strives to improve the health of its residents and local workforce in order to decrease chronic disease and health care costs, and increase productivity. As an employer, Multnomah County is committed to creating worksites that promote healthy eating and physical activity.
- g. While individual lifestyle changes are necessary, individual effort alone is insufficient to combat obesity’s rising tide. Significant societal and environmental changes in our schools, worksites, and neighborhoods are needed to support individual efforts to make healthier choices.
- h. Research over the past 15 years shows that in coordination with policy efforts and local public health initiatives to create supportive environments, community-wide health promotion campaigns can positively influence health behaviors, which can translate into major public health impact given the wide reach of mass media.

Multnomah County Board of Commissioners Resolves:

1. The Multnomah County Health Department is directed to implement “A Healthy Active Multnomah County: It Starts Here” community education campaign and provide regular reports to the Board regarding the reach and community response to the campaign.

2. As a part of the Board's commitment to promoting a healthy workforce, the Multnomah County Health Department is directed to prepare worksite wellness recommendations for the Board's consideration, including but not limited to healthy eating guidelines for food and beverages offered at county events and strategies to substitute physical activity for sedentary practices during the workday. These recommendations should be brought to the Board by June 2011.

ADOPTED this 20th day of January, 2011.

BOARD OF COUNTY COMMISSIONERS
FOR MULTNOMAH COUNTY, OREGON

Jeff Cogen, Chair

REVIEWED BY:
HENRY H. LAZENBY, JR., COUNTY ATTORNEY
FOR MULTNOMAH COUNTY, OREGON

By _____
Henry H. Lazenby, Jr., County Attorney

Submitted by: Chair Jeff Cogen