



# MULTNOMAH COUNTY AGENDA PLACEMENT REQUEST

(revised 08/02/10)

## Board Clerk Use Only

Meeting Date: 1/20/11  
Agenda Item #: R-6  
Est. Start Time: 10:45 am  
Date Submitted: 1/12/11

**Agenda Title:** **Consider Approving Resolution Regarding “A Healthy Active Multnomah County: It Starts Here” Campaign**

*Note: If Ordinance, Resolution, Order or Proclamation, provide exact title. For all other submissions, provide a clearly written title sufficient to describe the action requested.*

**Requested Meeting Date:** January 20, 2011 **Amount of Time Needed:** 30 minutes  
**Department:** Non-Departmental—Chair’s Office **Division:** Chair Jeff Cogen  
**Contact(s):** Sonia Manhas  
**Phone:**                      **Ext.** 26221 **I/O Address:**                       
**Presenter Name(s) & Title(s):**

- Sonia Manhas, Program Manager
- David Hudson, Program Supervisor
- Alejandro Queral, Program Supervisor
- Emma Sirois, Program Director, Health Care Without Harm Program, Oregon Physicians for Social Responsibility
- Kelly Schweiger, KGW Media Group

## General Information

### 1. What action are you requesting from the Board?

Asking the board to consider a resolution (attached) directing the Health Department to launch and promote the “A Healthy Active Multnomah County: It Starts Here” campaign and establish worksite wellness recommendations for Multnomah County employees. Resolution is part of the Communities Putting Prevention to Work (CPPW) Initiative.

### 2. Please provide sufficient background information for the Board and the public to understand this issue. Please note which Program Offer this action affects and how it impacts the results.

The CPPW Initiative is focused on preventing chronic disease by combining effective policy with community engagement. Fighting obesity and chronic diseases must involve a comprehensive approach addressing not only individuals and individual behaviors but the environments and settings where children and adults spend a significant part of their days – in schools, in health care settings, worksites, and the built environment of neighborhoods. The “A Healthy Active Multnomah County: It Starts Here” campaign is our way of walking our talk, and demonstrating that large organizations are capable of taking steps to create better outcomes.

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**3. Explain the fiscal impact (current year and ongoing).**

None. Grant funded.

**4. Explain any legal and/or policy issues involved.**

Communities Putting Prevention to Work works to advance policy, system, and environment changes that promote healthy eating and physical activity, such as school wellness policies that set standards for required minutes of physical education and transportation policies that encourage active forms of transportation. This resolution directs the Health Department to develop recommendations for actions the Board could adopt to promote worksite wellness among county employees.

**5. Explain any citizen and/or other government participation that has or will take place.**


A wide network of community partners, including public health agencies, governmental entities, culturally-specific organizations, and schools, have informed the Health Department's comprehensive approach to obesity prevention, including the action plan adopted as a part of Communities Putting Prevention to Work. Over 30 community partners are funded by the CPPW initiative who are actively engaged in and shaping the work activities.

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**Required Signature**

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**Elected Official or  
Department/  
Agency Director:**



**Date:** 1/12/11

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