

RESOLUTION NO. 2016-_____

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
CHULA VISTA ADOPTING “KIDS CHOICE CHULA VISTA”,
A VOLUNTARY, INCENTIVE-BASED PROGRAM TO
PROVIDE CHILDREN WITH HEALTHY BEVERAGE
CHOICES AT CHULA VISTA RESTAURANTS

WHEREAS, on January 5, 2016, the Chula Vista City Council adopted the Healthy Chula Vista Action Plan which established actionable strategies that the City can pursue to expand its programs, policies, and services to support the mental, physical, and social wellbeing of its community; and

WHEREAS, the Healthy Chula Vista Advisory Commission provided an advisory recommendation (by a vote of 8-0) that Council adopt the “Kids Choice Chula Vista” voluntary incentive program at their October 10, 2016 meeting with the addition of limiting the serving size of 100% fruit juice to 6 ounces; and

WHEREAS, research shows that sugar sweetened beverages alone make up to nine percent (9%) of the calories children consume daily, and evidence suggests sugar-sweetened beverages are linked to obesity; and

WHEREAS, obesity-related health conditions include type 2 diabetes, heart disease, stroke, high blood pressure, high cholesterol, certain cancers, asthma, low self-esteem, and depression, according to the U.S. Department of Health and Human Services and the Centers for Disease Control and Prevention; and

WHEREAS, obesity-related health conditions have serious economic costs, with a 2006 study commissioned by the California Center for Public Health Advocacy estimating a significant spike in the total annual health care costs attributed to overweight and obesity-related health conditions caused by sugary beverages; and

WHEREAS, communities are enacting policies to increase access to healthy beverages for children and restaurants serve as another important venue within cities where changing local policies on healthy beverages could contribute to the fight against childhood obesity; and

WHEREAS, the City Council of the City of Chula Vista believes that limiting the sugary beverages offered with children’s meals by making the default beverages offered water, milk and/or 100% fruit juice (with an initial maximum serving size of 6 ounces), will contribute to the overall health and well-being of the City of Chula Vista; and

WHEREAS, the “Kids Choice Chula Vista” voluntary incentive program will encourage food establishment participation through: a marketing package including window decals designating participating businesses; recognition in city newsletters, advertising prior to City Council meetings, events, and other city publications; promotion of the “Kids Choice Chula Vista” program by other health promoting businesses; ability to participate in the Development Services Department Expedite Program for tenant improvement permits; potential priority for

future city funded programs such as store front or business improvement; and informational workshops through Healthy Chula Vista Initiative partners.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Chula Vista, that it adopts “Kids Choice Chula Vista”, a voluntary incentive program to promote healthier beverage options for children at Chula Vista food establishments.

Presented by

Approved as to form by

Kelly G. Broughton, FASLA
Director of Development Services

Glen R. Googins
City Attorney