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Presentation
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OFFICE OF THE
CITY MANAGER

CITY OF SACRAMENTO
CALIFORNIA

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October 16, 1992

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News Release

Sacramento Wins Gold Smoke-Free City Award

Sacramento is one of ten California cities to receive a gold medal award from California Smoke-Free Cities. The award will be presented to the City Council during the October 27th City Council meeting. The award was announced October 12th at the California League of Cities annual meeting in Los Angeles.

The City of Sacramento was recognized for passing a 1990 Clean Indoor Air and Health Protection Ordinance that prohibits second hand smoke in work places and restaurants. In addition, the City was recognized for passing a 1991 ordinance that prohibits the sale of tobacco products from vending machines, in an effort to reduce youth access to cigarettes.

In the last decade California cities have led the way in enacting ordinances that protect the public from the harmful effects of environmental tobacco smoke and minimize youth access to tobacco products. The City of Sacramento was in the vanguard when, in the mid 1970's, it adopted an ordinance banning smoking in public places and setting aside 10% of restaurant seating for non-smokers. The California Smoke-Free Cities project supports these efforts. California Smoke-Free Cities is sponsored by the League of California Cities, Americans for Nonsmokers' Rights and the Health Officers Association of California, with funding from Proposition 99 cigarette taxes provided through the State Department of Health Services.

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California Smoke-Free Cities



1992 AWARDS



CALIFORNIA HEALTHY CITIES PROJECT

California Smoke-Free Cities
in Partnership with
League of California Cities
Americans for Nonsmokers' Rights
Health Officers Association of California

CALIFORNIA SMOKE-FREE CITIES

The California Healthy Cities Project was awarded a competitive grant from the State Department of Health Services in 1990 to create California Smoke-Free Cities. Funded by revenues from Proposition 99, California Smoke-Free Cities is sponsored by the California Healthy Cities Project in partnership with the League of California Cities, Americans for Nonsmokers' Rights, and the Health Officers Association of California. California Healthy Cities is a collaborative project of the State Department of Health Services and the Western Consortium for Public Health.

Through this partnership and its link with the California Tobacco Education Program, California Smoke-Free Cities provides cities interested in tobacco control issues with access to necessary resources in an expedient manner. Based on its comprehensive 1990 survey about the status of tobacco control policies and activities in all of California's cities, California Smoke-Free Cities maintains a comprehensive bank of information about local tobacco control policy and leadership.

Additionally, California Smoke-Free Cities maintains a comprehensive technical assistance network to provide immediate service and information to interested municipal officials. The project conducts educational workshops, provides educational materials, and has established a mini-grant award program to provide cities with financial resources to tackle tobacco control issues.

California Smoke-Free Cities will soon publish its guidebook:
Tobacco Control in California Cities: A Guide For Action.

For more information contact:
California Smoke-Free Cities
Health Promotion Section
P.O. Box 942732
Sacramento, CA 94234-7320
(916) 327-7017

HEALTHY CITIES: MAKING HEALTHIER CHOICES EASIER CHOICES

Cities play a crucial role in preserving and enhancing the health and safety of residents. Decisions by civic leaders concerning such topics as employment opportunities, transportation, recreation, education, and even the arts all affect the overall health of a city. Health is inextricably linked to the social and cultural environments in our cities.

When a city eliminates smoking in the workplace, a healthy choice becomes easier. When a city requires restaurants to go smoke-free, it makes a healthy choice easier. When a city eliminates access to cigarettes through vending machines by youths, it makes an unhealthy choice more difficult.

In the last decade California cities have led the way in enacting ordinances that protect the public from the harmful effects of environmental tobacco smoke and that minimize access to cigarettes by youths. In the 1970's, it was common to delineate small areas in public places as nonsmoking areas — making it hard to find a place to breathe clean air. Today public places are usually smoke-free with small designated areas, if any, for people to smoke.

The 1992 California Healthy Cities Awards Program honors the 252 California cities that have enacted policies to encourage a shift from health damaging to health promoting environments. Recognition includes cities whose policies were enacted as of August 1, 1992.

AWARD WINNERS

Gold Medals - Cities with an ordinance that has all three of the following: 100% smoke-free workplaces; 100% smoke-free restaurants; and a vending machine restriction, not including locking devices, that eliminates access to cigarettes by minors.

Silver Medals - Cities which have an ordinance that includes 100% smoke-free workplaces and 100% smoke-free restaurants.

Bronze Medals With Distinction - Cities which have an ordinance that includes either 100% smoke-free workplaces or 100% smoke-free restaurants and a vending machine restriction, not including locking devices, that eliminates access to cigarettes by minors.

Bronze Medals - Cities which have only one of the following: 100% smoke-free workplaces; 100% smoke-free restaurants; or a vending machine restriction, not including locking devices, that eliminates access to cigarettes by minors.

GOLD MEDAL

El Cerrito
Hercules
Los Gatos
Oakland
Orinda
Paradise
Sacramento
Solana Beach
Walnut Creek
Whittier

SILVER MEDAL

Auburn
Colfax
Lathrop
Martinez
Roseville

BRONZE MEDAL WITH DISTINCTION

Clayton
Lafayette
Larkspur
Palo Alto
Pinole
San Luis Obispo

BRONZE MEDAL

Atascadero
Berkeley
Capitola
Cupertino
Duarte
Escondido
Fairfield
Grass Valley
Hesperia
Laguna Beach
Lodi
Loma Linda
Long Beach
Manteca
Petaluma
Placerville
Plymouth
Rancho Mirage
Rohnert Park
Ross
San Francisco
San Jose
San Marcos
Santa Cruz
Santa Monica Santa
Rosa
Scotts Valley
Seaside
Sebastopol
South Lake Tahoe
Union City
Vacaville
Vallejo
Visalia
Watsonville
West Hollywood
West Sacramento

HONORABLE MENTION

Cities which have instituted some form of tobacco control for the expressed purpose of protecting public health and not simply for fire and safety purposes.

Agoura Hills	El Cajon	Modesto	San Bruno
Alameda	El Segundo	Monrovia	San Carlos
Albany	Emeryville	Monterey	San Clemente
Alhambra	Escalon	Monterey Park	San Diego
Anaheim	Eureka	Moorpark	San Dimas
Antioch	Fontana	Moraga	San Juan Bautista
Apple Valley	Fortuna	Moreno Valley	San Juan Capistrano
Arcadia	Fremont	Morgan Hill	San Leandro
Arcata	Fresno	Morro Bay	San Mateo
Atherton	Garden Grove	Mountain View	San Pablo
Baldwin Park	Gardena	Napa	San Rafael
Belmont	Gilroy	National City	San Ramon
Benicia	Grand Terrace	Needles	Santa Ana
Beverly Hills	Gridley	Newark	Santa Barbara
Big Bear Lake	Hayward	Newport Beach	Santa Clara
Blue Lake	Healdsburg	Novato	Santa Maria
Brea	Hemet	Oakdale	Santee
Brentwood	Hermosa Beach	Oceanside	Saratoga
Burbank	Hollister	Ojai	Sausalito
Burlingame	Huntington Beach	Ontario	Simi Valley
Camarillo	Imperial Beach	Oxnard	Soledad
Campbell	Indian Wells	Pacific Grove	Solvang
Carlsbad	Indio	Palm Desert	Sonoma
Carpinteria	Irvine	Palm Springs	South El Monte
Carson	La Canada Flintridge	Pasadena	South Pasadena
Cathedral City	La Mesa	Paso Robles	South San Francisco
Cerritos	Laguna Hills	Piedmont	Stockton
Chico	Laguna Niquel	Pittsburg	Sunnyvale
Chino	Lakewood	Placentia	Temecula
Chula Vista	Lancaster	Pleasant Hill	Thousand Oaks
Cloverdale	La Quinta	Pleasanton	Tiburon
Coachella	Lawndale	Point Arena	Torrance
Compton	Lemon Grove	Pomona	Tracy
Concord	Live Oak	Port Hueneme	Turlock
Corona	Livermore	Porterville	Tustin
Coronado	Livingston	Poway	Ukiah
Corte Madera	Lompoc	Rancho Cucamonga	Ventura
Cotati	Los Alamitos	Redding	Victorville
Crescent City	Los Altos	Redlands	Vista
Culver City	Los Angeles	Redwood City	Walnut
Cypress	Manhattan Beach	Reedley	Wasco
Danville	Marina	Rialto	Westminster
Davis	Marysville	Richmond	Wheatland
Del Mar	Menlo Park	Ridgecrest	Woodside
Delano	Merced	Ripon	Yorba Linda
Desert Hot Springs	Mill Valley	Riverside	Yountville
Dixon	Millbrae	Salinas	Yuba City
Downey	Milpitas	San Anselmo	
Dublin	Mission Viejo	San Bernardino	

CONTENTS

The California Healthy Cities Project 1992 Awards	1
California Healthy Cities Project Charter Cities	2-19
Outstanding Achievement Awards	20-26
California Healthy Cities Project Description	27-28

California Smoke-Free Cities Award Winners are listed in a companion document.

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The California Healthy Cities Project 1992 Awards



***Molly Joel Coye, M.D., M.P.H., Director
California Department of Health Services***

“Any vision of a healthy California has to include a focus on prevention. We must approach health promotion comprehensively, integrating a variety of positive messages which, in concert, reinforce all aspects of a healthy lifestyle.

“These community-based programs provide innovative models for replication and adaptation throughout the State of California.”



***Joseph M. Hafey, Executive Director
Western Consortium for Public Health***

“The California Healthy Cities Project has been enormously successful because it brings together people who are committed to community improvement and introduces them to innovative ideas and new resources.

“The diversity within this group of cities highlights how universal these quality of life issues are in our communities and the broad application of the Healthy Cities approach.”



***Howard A. Kahn, President
The California Wellness Foundation***

“It is up to all of us—grantmakers and those out in the field—to bring the creative and varied resources of the community, schools, government, business, and the non-profit sector together to make communities healthier places to live.

“The award-winning cities are succeeding at involving different interest groups to achieve community-wide health promotion goals. The California Wellness Foundation wholeheartedly supports these efforts that empower people and organizations to create opportunities for healthy living in their communities.”

California Healthy Cities Project Salutes Its Charter Cities

Healthy Cities in California have started to positively influence the lifestyles of their residents and improve the quality of life in their communities. While utopian visions of a "healthy city" may conjure up images of green open spaces, clean air and water, and the absence of traffic, crime and homelessness, the expression also refers to a process for community involvement.

Local government maximizes the opportunity for resident involvement and participation in determining health and health-related needs as well as devising and implementing solutions. Residents, the public sector, and the private sector must all work together to improve the quality of life in the community.

Since 1988, the California Healthy Cities Project has assisted cities with their efforts to plan and implement such an effort. There are ten cities in California that have been designated Charter California Healthy Cities, in recognition of their leadership role and pioneering efforts. They are the first localities, both statewide and nationally, to put the Healthy Cities model into practice in their communities.

The Charter Cities address a diverse range of health concerns, from protection of the physical

environment to improvement of public safety, to the provision of adult literacy programs to assist residents with the daily living skills to improve their health.

Criteria for selection included dedication to reducing health inequities within the population; the level of broad-based community commitment; the degree to which the strategies and activities could be replicated in other communities; and the creativity and innovation of the proposed project.

At the start, each city convened a committee of community members and interest groups who contributed to various community improvement initiatives. Local projects were designed to promote community livability and positively influence the health status of local residents. Among the results from Charter Cities are:

- ◆ A dedicated system of walking trails, fostering a City-sponsored walking program;
- ◆ The development of a Quality of Life Index;
- ◆ A 16 percent increase in seat belt usage in one year;
- ◆ The immunization of approximately 1,000 children;

- ◆ Development of schematic plans for a community center based on recommendations from a wide cross-section of residents;
- ◆ The opening of an adult day care center serving both seniors and people with AIDS;
- ◆ The distribution of an innovative self-help wellness guide to 8,000 households;
- ◆ Provision of 12,000 instructional hours by 141 volunteer tutors to improve literacy;
- ◆ Educational programs and a public awareness campaign to significantly reduce tobacco use; and
- ◆ A workplace education program to inform workers and employers about AIDS.

The California Healthy Cities Project supports, recognizes, and show-cases the efforts of:

Arcata, Duarte, Long Beach, Monterey Park, Palm Desert, Pasadena, Rohnert Park, Santa Clarita, South El Monte, and West Hollywood.

Charter City

Arcata

In 1989, the City of Arcata had a demonstrated need for affordable community facilities and was one of the first cities in the state to become a designated California Healthy City. Arcata's program focused on the planning of a community center for community-wide physical and social activities, fostering a sense of well-being and belonging among residents.

Through their year-long process, Arcata's Healthy Cities Steering Committee developed a plan; sought funding for the design phase of the building and the site; prepared and distributed a Request for Proposal for architectural services; and retained an architectural firm to prepare a schematic plan for the building and a site plan for the adjoining five acres.

"One of the things that really impressed me was the process which served to bring together citizens from all four corners of our community, enhancing the social and political health of the city" says Victor Schwab, Mayor. "It was a very good coalition and community-building experience, bringing people from childcare, preschool, teen, and senior services. That was an exciting process. We now have a design

that is ready to go, so that when funding becomes available we can start building. A former mayor is donating her time to search for funding. So the plan is not just sitting on a shelf—it's being pursued vigorously."

"The center was designed so that different components could be built irrespective of each other" says Alice Harris, City Manager. "In these days, when money is tight, this is probably the best approach."

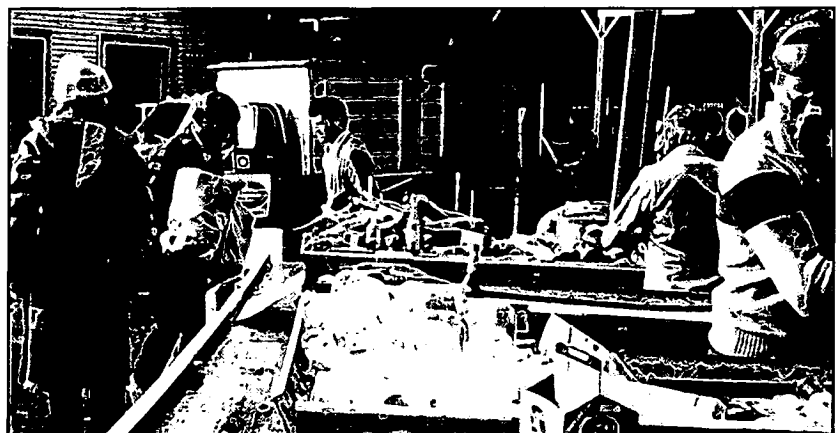
In a subsequent project, the steering committee was asked to serve as the citizen input component for an integrated solid waste management plan. The plan was developed to comply with AB 939 and various methods of source reduction and recycling, with the ultimate goal of reducing waste tonnage into the local landfill.

"It helped make the requirements of the law for waste prevention more understandable by the rest of the public" says Schwab. "The public was more trusting of the plan's viability because it

wasn't just the bureaucracy that put it together. I feel that the job of making public policy decisions was much easier because, as a result of the Healthy Cities project, we had already attained some level of acceptance in the community. There was less contention when we got to the public hearings and the decision-making process."

The City is now implementing the plan based on the steering committee's input. Source reduction in Arcata employs recycling and composting, management of special wastes, and educational programs for residents on disposing of hazardous waste.

"I think if anything, the projects and the program got us into a very good process" says Harris. "We really had a lot of different people in the community involved in both projects. That, in fact, is probably the secret of Healthy Cities—that you really involve and listen to everybody, and you make things work for all the different segments of the community."



Arcata's Community Recycling Center

Charter City

Duarte

For twenty years, Duarte has called itself the "City of Health." The motto is appropriate—after all, Duarte is home to a leading cancer research and treatment facility, City of Hope National Medical Center, and Santa Teresita Community Hospital. The City has a long track record of active involvement in environmental issues, including air quality improvement and clean-up of contaminated ground water.

But since 1989, when Duarte joined the California Healthy Cities Project, the motto's significance has grown. "City Council started our Healthy Cities program recognizing that it was a very important service to our residents" says Ginny Joyce, Mayor of Duarte. "It's been tremendously successful. We've approached it from the angle that our city needs to have a healthy environment and a healthy business community. Our program involves a wide range of services to the community."

As an outgrowth of a strategic planning process, the city proposed to produce a directory of local

health and wellness services. "We proposed the creation of a bilingual directory, to be distributed free of charge to all households in Duarte" says Terry Fitzgerald, City of Duarte Environmental Counsel and Ccoordinator of Duarte's Healthy Cities effort.

"Before we really got started, the California Healthy Cities Project put us in touch with the people at UC Berkeley and the California Department of Mental Health who had developed The Wellness Guide. The Wellness Guide is an 80-page publication, printed in both English and Spanish, on how to stay healthy.



Tremendous volunteer efforts make Duarte's Children's Health Fair 1992 a success.

They were looking for a city to field test the book. They looked at 30 different cities in the state and chose Duarte." An all-out community effort resulted in all 8,000 Duarte households receiving a free copy of the guide.

"People are still talking about it and are still interested in the information," says Sue Lawrence, a volunteer with the project. No matter where you go in Duarte, they still ask if there are extra books. That shows success because people remember The Wellness Guide two years after we distributed it. I think The Wellness Guide was a fantastic idea; it brought the community together."

In 1991, the city was awarded the League of California Cities' Helen Putnam Award of Excellence in the administration category for their community wellness campaign.

When Duarte turned its attention back to its original plan—to produce a directory—its wealth of experience with The Wellness Guide was a perfect foundation. To take advantage of existing resources, the directory was published as part of the City's 1991 calendar and sent to every household with the December newsletter. "Each month had a different theme," says Fitzgerald.

"For instance, January was self-improvement month where we focused on losing weight, stopping smoking and keeping your new year's resolutions. We listed places

in the community where people could go for these services."

Last year, the City co-sponsored a Children's Health Fair with the Kawanis Club, the School District, and Santa Teresita Hospital. The Fair served over 225 children, most of whom were from families with no health insurance.

As a separate event, the City cable-cast an AIDS forum, attended by 50 residents. And, in conjunction with Kaiser Permanente, the City sponsored an AIDS education play which reached 300 persons. In addition, Duarte has continued a strong integration of the Healthy People 2000 Health Objectives into a variety of programs, including parks and recreation, child care, and senior citizens.

The City has received a California Smoke-Free Cities mini-grant and has conducted a survey of students, residents and restaurant owners on their attitudes about smoking and smoke-free environments.

"The response from our Children's Health Fair was outstanding," says Mayor Joyce. "People said that they couldn't believe the assistance they were receiving. The results of the smoking survey will provide valuable information to all of us, including the business community. I think that they may be surprised at some of the responses that the survey produces. It will also give the council a better feeling as to

how to address the implementation of a smoking ordinance. I think that everybody in the community understands how important it is to have preventative health programs. The Healthy Cities program addresses that need."

"Our project for next year is to take the strategic plan that we did in the 1980's and update it with the Healthy Cities perspective," says Fitzgerald. We will go through all elements of the plan, not just health, including the environment, the school district and so on; to look at it from the perspective of making Duarte a healthier community."

"For a small city, we understand the value of doing cooperative projects," says Mayor Joyce. "It's the only way we're going to beat the budget crisis in my opinion. We've got to join together, take a problem and work together towards a shared solution. We've been successful by joining in partnership with the California Healthy Cities Project. It's accomplished something that we never could have done on our own."

Charter City

Long Beach

The incidence of AIDS cases in the City of Long Beach is one of the highest in Los Angeles County. The City's efforts to control the epidemic began in 1983 with an AIDS testing program, and has expanded since then through cooperation with community-based organizations.

In 1989, the City of Long Beach joined the California Healthy Cities Project with a plan for a coordinated, city-wide campaign to educate the public about transmission and prevention of HIV infection. Developed by the City Department of Health and Human Services and conducted in partnership with community-based organizations, the campaign included a workplace education program designed to inform workers and employers about AIDS and to deepen their sense of compassion and support for people with AIDS. A \$5,000 grant from the Kaiser-Permanente Community Service Fund helped to implement the project.

"One of the most enthusiastic businesses involved with the project was McDonnell Douglas which felt, as a corporate entity, that it should be supportive of its employees," says Diana Bonta, Director for the Department of

Health and Human Services. "We became a resource that they could use, where their concerns would be validated, so that valuable employees could be kept on the job and other staff learned not to be afraid of coming in contact with a person with AIDS."

An "AIDS in the Workplace" Conference was also convened by the City, the Department of Health and Human Services, the Long Beach Chamber of Commerce, and the Long Beach AIDS Network during AIDS Week. The conference, attended by 30 local employers, focused on legal and psycho-social issues of employing people with AIDS. It convinced many employers to make changes in corporate policies.

"We provided a setting where we invited many corporations to a luncheon meeting," says Bonta.

"People in the corporate sector talked about how they initially got involved and how positive it had been. They were supporting their employees and their business didn't suffer from it; it wasn't a sacrifice."

Some existing programs were incorporated into the City's project including the AIDS Walk Long Beach, an annual community-wide fundraising effort to benefit local AIDS service providers. In March, 1991, the AIDS Walk was the kick-off event for the first AIDS Week, decreed by city resolution. The week ended with the display of the Names Project AIDS Memorial Quilt at the Queen Mary.

"Our Healthy Cities project took us out of just the health arena," says Bonta. "By working with representatives of other



The 1992 AIDS Walk in Long Beach raised funds for AIDS Services and Education.



Demonstrating their commitment to the AIDS challenge, walkers stretch as far as the eye can see along the California coastline.

Healthy Cities projects and city managers, it gave us a different perspective. I think that's very positive to have health professionals inter-mixing with non-health professionals and tossing around ideas."

The City of Long Beach continues to develop resources and strategies to address the AIDS epidemic.

"The AIDS epidemic continues to grow," says Bonta. "A variety of groups are affected and statistics have increased for women drug-users and minorities. Long Beach has doubled their testing, from 7,000 people in 1990-91 to 14,000 this fiscal year.

"To me, the excitement will be seeing the increasing recognition of the term "Healthy City" and its importance in the overall development of a city, including a healthy environment, a healthy workforce, and a healthy people. Some cities, such as Long Beach, are seeing that link, which may not have been as evident before."

Charter City

Monterey Park

Given the fundamental link between literacy and health, the Monterey Park Healthy Cities program has incorporated health education and cultural familiarization into an adult literacy program. The LAMP (Literacy for All of Monterey Park) program serves residents learning English-as-a-Second Language as well as the functionally illiterate using a 140-plus volunteer teaching staff.

"When people are literate, they're much more likely to be involved in community affairs," says Roger Grody, Housing and Community Development Coordinator. "They're more inclined to take advantage of community resources."

"I have one student who started in the program at a fourth

grade reading level," says Jim Roberts, Literacy Coordinator for LAMP. "She was raised here and grew up speaking English, but just lacked reading skills. She spoke about her involvement in the program at a ceremony last year and the audience actually had tears in their eyes when she told them of her new job in a title company. Before joining the program, the only work she could get were housekeeping jobs. Now she has a job of her choice. The world has opened up for her now that she can read."

Over the last two years, LAMP has expanded from 85 to over 250 students and provided over 12,000 hours of volunteer instruction. "Our program is particularly beneficial to the San Gabriel Valley's large Asian population, many of whom are new immigrants," says Michael Bruno, a volunteer tutor.

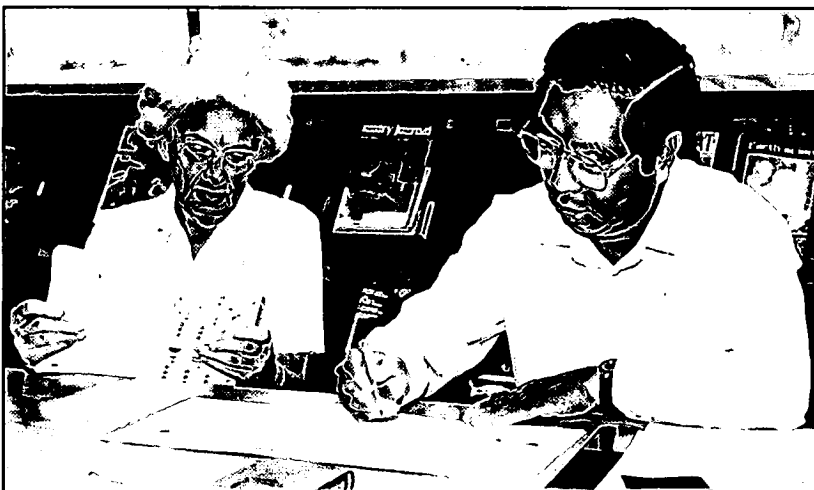
"All of the students work very hard at developing their English

skills and appreciate the fact that the program is here for them. If they want to learn how to go to a grocery store, decide what to buy, and how to find food items, we teach them. If they are confused about using the telephone, we teach them how to use the telephone. If they are interested in learning how to get and give directions, we do that too."

"The language barrier is a big challenge," says Tina Ly, a senior at Mark Keppel High School. "I really enjoy tutoring. It's really exciting to me when my students understand a new concept, they're so proud of themselves!"

Among LAMP's goals, through its literacy and health focus, is the reduction of smoking rates in Monterey Park by 15 percent in 1994. From 1990-92, 10 tobacco education classes have been presented to over 100 students and 3 smoking cessation classes have been conducted in English, Mandarin and Cantonese.

"I have become particularly involved in the tobacco education and control area," says Roberts. "I am the chairperson for the San Gabriel Valley Tobacco Coalition. One of the health educators in the Alhambra Health District has conducted tobacco education classes in the English-as-a-Second Language classes. The programs complement each other and are a result of the California Healthy Cities Project."



Both tutors and students gain pride, skills, and knowledge through Monterey Park's LAMP Program.

Charter City

Palm Desert

Injury prevention has been the focus of the Palm Desert Healthy Cities program, using a multi-year plan to increase personal and community health and safety. In the first year of the program, the California Office of Traffic Safety provided over \$16,000 in project funding for a successful seat-belt usage campaign.

"The California Healthy Cities Project was really helpful in getting this program off the ground," says John Wohlmuth, Environmental Conservation Manager for the City. "We let the Project staff know that it was going to be tough for us to do this without some assistance. They put us in contact with Peter O'Rourke, Director of the California Office of Traffic Safety (OTS). Mr. O'Rourke then became the driving force in getting the grant money for the City of Palm Desert.

"We found out that Riverside County had the lowest seat belt usage rate of any county in the State of California and that the County had an ongoing grant with the Office of Traffic Safety. We then asked OTS to measure the usage rate in Palm Desert. They were excited that we invited them into the City and were interested in becoming involved."

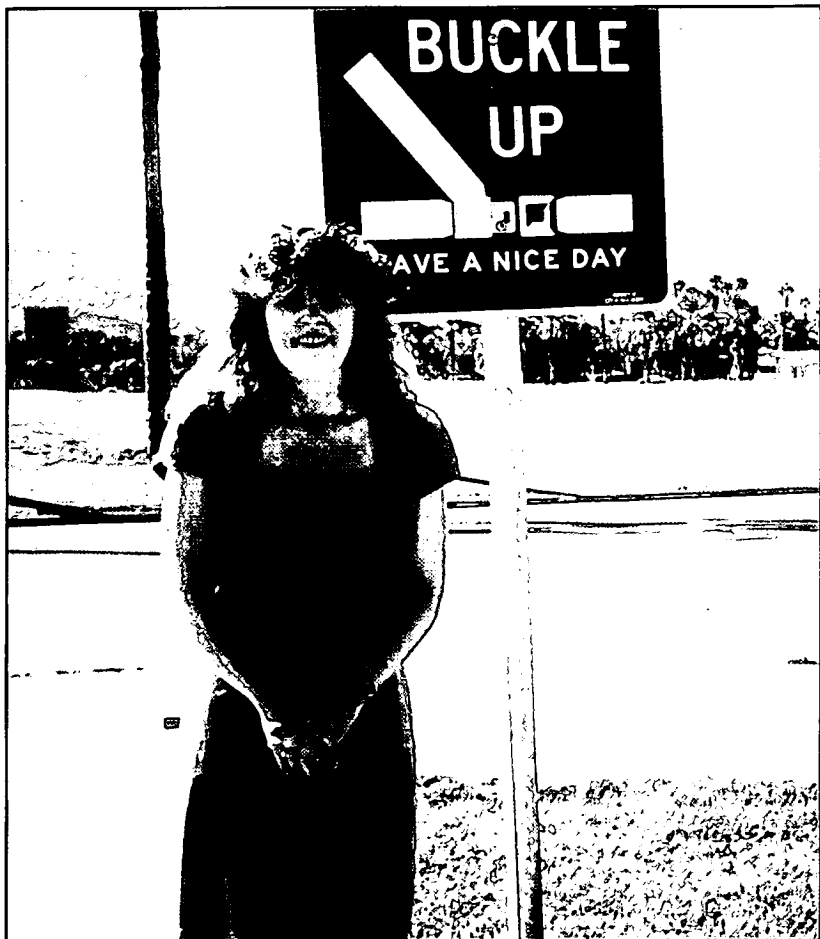
Educational presentations were made, information and promotional materials were purchased for ongoing community education, and "Buckle-Up" signs were placed at strategic street corners and near the exits to major employers.

The local media and business community played especially significant roles. Newspapers and radio stations helped promote buckling-up. Employers invited the City to conduct presentations at workplaces. More than 25 local

businesses donated incentive items: McDonalds and Carl's Jr., for example, printed up thousands of free food coupons with the "buckle-up" message. Tickets to Disneyland, gift certificates from the local mall, and dinners for two were raffled off to high school students who signed pledges to use seat belts on the night of the Senior Prom.

After one year, surveys showed a 13 percent increase in seat belt usage from 49 percent to 62 percent. "The project was

continued on page 10



Linda Furbee, former Graduate Intern for the City of Palm Desert, displays signage posted to remind residents to "Buckle-Up."

Palm Desert

continued from page 11

successful because of the cooperative spirit among the City, local businesses, the senior center, the sheriff's department and the school district," says Linda Furbee, a former graduate intern who coordinated the seat belt project. "We had community leaders such as the senior center director, the general manager from the Town Center, the executive director for the Chamber of Commerce, the YMCA director, a small business owner, and other various others on our advisory committee."

In this year's program, Palm Desert has focused on water safety and drowning prevention. "As in our seat belt education and awareness program, we found that the city had very few efforts aimed at pool safety and drowning prevention," says Wohlmuth. "Over half of the single family homes in our community have pools and the potential for injury is very high."

Palm Desert's pool and water safety campaign produced a brochure, "How to Use Your Pool and Spa Safely," which was distributed to over 2,500 residents. In addition, all residents applying for pool or spa construction have been provided with safety information when permits are issued at city hall. The project has also obtained water safety coloring books,

imprinted with the City's name and logo, for local distribution.

"We have a reputation of being leaders in promoting injury prevention," says Dick Kelly, Mayor of Palm Desert. "In this day and age, cities can't just worry about repairing the roads, putting in sidewalks and collecting garbage. They have to think more about the whole picture, which means supporting the health and welfare of the citizens that live in a city. They have to be concerned about seat belts, water safety, smoking ordinances, and other programs that vitally affect the health of its citizens."

"By adapting proven materials and educational strategies, Palm Desert was able to implement a highly successful and efficient program. It again shows the power of collaboration, and of the (California) Healthy Cities Project model."

*Peter K. O'Rourke, Director
California Office of Traffic Safety*

Charter City

Pasadena

Pasadena started the development of a Quality of Life Index when the former City Manager, Don McIntyre, saw the value in recognizing the community's multitude of needs as well as a method of prioritizing those needs. For years, municipal leaders had struggled to ascertain how to prioritize human services needs in the city and how to plan accordingly.

"Given the context of cultural and economic diversity that is found in Pasadena, certain populations and communities have greater needs than others," says Dr. Jacqueline Stiff, City Health Officer. "The question becomes, 'How do you determine the best way to allocate the scarce resources available for human services?'"

To answer this challenge, the Quality of Life Index was produced. Dr. Stiff took the lead in developing the Index. She worked with a 25-member Steering Committee that selected the key areas to be covered by the Index: Arts and Culture, Children and Youth, Economic Viability, Environmental Issues, Health, Housing, Public Safety, Recreation, Schools and Education, Substance Abuse, and Transportation. The Steering Committee also

designed a process for involving the community in the development of the Index.

"Volunteers from the community were recruited at the very beginning of the project," says Deborah Silver, Project Coordinator. "Not only did they define the areas on which the Index would focus, but also the process by which the information would be gathered from other community members. We held an exploratory forum where 150 people came to give input into 10 priority areas. There was then a lengthy process

of taking those ten priorities and reframing them into objectives, determining measurements, and identifying where the data was and how it would be collected. For the most part, I was amazed at how willing community members were to volunteer."

"The City wanted to measure its Quality of Life," says Francisca Neuman, a panelist on the section measuring substance abuse and prevention. "I wanted to give what I had because those involved in the project said 'you're part of what's happening in the city.' So when

continued on page 12



City staff and community representatives discussing the relationship between environmental and quality of life issues at the Exploratory Forum.

Pasadena

continued from page 11

they reached out their hand, I just reached back.”

The information in the Index will be used as a decision-making tool for the City. It will monitor the indicators with state and national data so that baseline information and local trends can be identified within the community. These trends will assist in identifying community needs and target resources for implementing health-promoting public policy.

“The data will be used by those of us who are writing grants or working in coalitions,” says Neuman. “We now have some baseline data which are now the

sign-posts to the City’s Quality of Life. Over a period of years, the community can measure itself. Once community coalitions get those statistics, we can really ask ourselves whether interventions are making a significant difference in the community.”

“The proactive focus of the project has enabled us to rise above day-to-day issues and think about the future,” says Dr. Stiff. “The community has been very positive about these efforts and about the fact that the City is demonstrating interest and concern for the health and quality of life for its citizens.”

Throughout the development of the Index, the program utilized the services of the California Healthy Cities Project and

integrated the Healthy People 2000 Health Objectives into the final product. Funding has been provided by Kaiser-Permanente, Southern California Edison, and local businesses.

“Involvement in the Healthy Cities Project has allowed us to transform a theoretical concept of defining a healthy city into a concrete plan of action for creating a livable community,” says Philip Hawkey, City Manager. “Ultimately, we can look back in ten years and see not only if we have become a Healthy City, but also, perhaps, a model American city. The Healthy Cities process is a vehicle for getting there.”



City staff and community representatives discussing the relationship between housing and quality of life issues at the Exploratory Forum.

Charter City

Rohnert Park

Creating a "Tobacco Free City" by the end of the decade was one of the first goals of Rohnert Park's Healthy Cities program. The first priority was to significantly reduce tobacco use by both adults and youth through educational programs and awareness campaigns.

The City partnered with private non-profit organizations to conduct a "Teens As Teachers" program; educated local sports groups to discourage tobacco use and voluntarily remove tobacco look-alike products from ballparks;

and devoted a special issue of the City's newsletter to acquaint residents with the issues and local resources available for quitting.

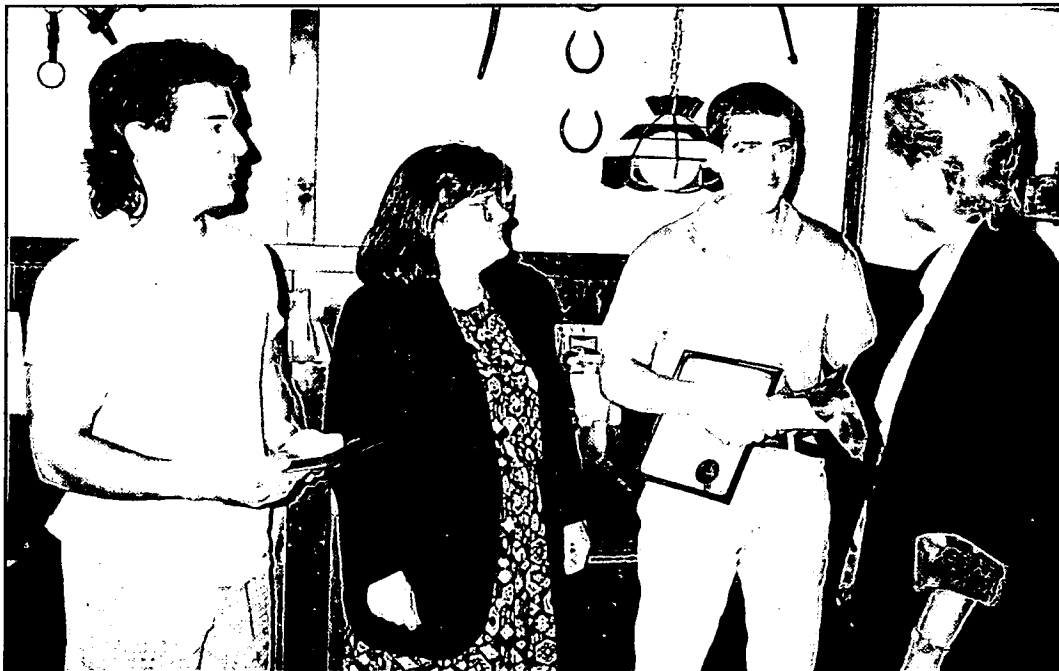
"There are certain kinds of health issues that require an integrated community-wide approach, one that involves business, government, schools, individuals, and nonprofit organizations working together. Tobacco control is one of these," says Carl Leivo, Assistant to the City Manager.

The effort to reduce tobacco use in the workplace was enhanced when Rohnert Park received \$150,000 from the California Department of Health Services through tax revenues generated by the passage of Proposition 99 for

its Tobacco Free Small Commercial Business Project. Rohnert Park was the first city to receive such funds in the competitive grants category. Through this project, businesses were provided with free educational materials, self-help guides, assistance with developing worksite policies, and free smoking cessation classes for employees.

This year, Rohnert Park's Healthy Cities efforts also included a systematic assessment of health and human service needs within the community. A survey was designed to identify needed services and programs, as well as the barriers which are likely to inhibit residents from using such

continued on page 14



Mayor Linda Spiro (2nd from left) and Carole Woodward (far right), Project Coordinator, Tobacco Free Business Project, present a City Council Resolution and Plaque to Rohnert Park's first sit-down smoke-free restaurant.

Rohnert Park

continued from page 13

services. Members from a cross-section of the community formed an advisory committee. Technical assistance was received from California State University, Sonoma.

The survey findings will serve as a benchmark of community health and provide direction for developing future Healthy Cities initiatives.

"Community involvement is so difficult to obtain these days," says Linda Spiro, Mayor. "There certainly have been a lot of people involved in the project. It has brought a new awareness to the community."

Kathy Vander Vennet, Community Resource Specialist, who heads up the City's Healthy Cities program, has been particularly resourceful in integrating multiple City activities under a Healthy Cities "umbrella." These have included self-esteem programs, a process for prioritizing requests to use the City's Youth and Family Outreach Center, support groups for the reduction of violent behavior, and parenting classes for groups with special needs.

"It takes time to do a Healthy Cities project, but it is well worth it," says Vander Vennet. "The philosophy is to incorporate Healthy Cities into everything that



Rohnert Park developed a display to showcase promotional items, media clippings and awards received as a result of their Healthy Cities participation.

you do so that it becomes an automatic part of city government. I look at it as more of an awakening. Much of what a city does is often Healthy Cities in nature—local governments just haven't seen it that way yet."

"The key of the program has been the integration component," says Leivo. "The Healthy Cities concept has proven to be a catalyst to help bring in a variety of different players. It's helped bring in volunteers and various self-help groups—people with resources that haven't been in Rohnert Park before."

Charter City

Santa Clarita

The Santa Clarita Healthy Cities program has focused on a commitment to provide recreational opportunities and access to open space for all its residents. In its first year, the project involved a broad spectrum of stakeholders to develop a master plan for the Santa Clara River open space area. The master plan provided for the preservation of sensitive ecological areas, including a trail system and a variety of park-related features.

“There was a very strong interest by the public,” says John Danielson, Parks Supervisor. “In our public survey, recreation on the Santa Clara River Trail was one of the three top priorities. This interest supported a planned network of trails as well as the preservation of wetlands, riparian habitat and open space.”

Community awareness and consensus for preserving the Santa Clara River open space led to an acquisition and maintenance strategy; the construction of the South Fork Trail; application for a State Clean Air and Transportation Improvement Act Grant for construction of the East/West Trail; and development of a

walking promotion program as a demonstration project.

Santa Clarita was selected as one out of twelve demonstration site communities, nationwide, by the National Recreation and Park Association to institute a community walking program. There have been four consecutive walking programs, resulting in a 100 percent increase in participants and a 75 percent repeat enrollment rate over last year.

“Our walking program, called Healthy Striders, is advertised in the City’s recreation brochure, mailed to every home in the community,” says Danielson. “We’re also pulling in many environmental and conservation

continued on page 16



From equestrians to families, the South Fork Trail is enjoyed by many Santa Clarita residents.

Santa Clarita

continued from page 15

groups that are active in "Trail Days." This program gives them the opportunity to see that the project goes beyond establishing trails; there is a health-related benefit as well. As a result, we continue to expand our involvement in the project. It's gratifying to see how many residents are turning towards a healthier lifestyle, both in terms of volunteering their time as well as organizing themselves into walking groups."

"The biggest area of success has been the seniors who have gotten away from the television to begin walking again," says Joe

Inch, Trails Coordinator. "Their comments to me are that they enjoy going on the trail system to get to the market, to local activities, to the senior center, and to the parks."

"When there is a 75 percent return of participants for any recreational class, that's a success," says Danielson "and when a class is doubled in one season, that's also a success. I find that personally gratifying. It's a sign to me that we're on the right track and that this project is something to continue. We're looking forward to continuing our walking program and also tying

one of the trails into the new commuter rail station which is being built in the central part of town. It will be a hand-in-hand cooperative effort; connecting the recreational element with the reduction of traffic and the improvement of air quality."



Trailhead markers provide direction to users of the recently dedicated South Fork Trail.

Charter City

South El Monte

South El Monte has some unique community needs. Over 90 percent of the City's children qualify for the U.S. Department of Agriculture (USDA) Summer Lunch Program, and many have never—until recently—received immunizations. In an effort to improve the community health of its residents, the City joined the California Healthy Cities Project in early 1990.

Despite its poverty, the City had the groundwork in place to generate positive action in the community. One element of this groundwork was a health awareness program conducted in concert with a community-based Health Promotion Council. This program had been initiated in the City by the School of Public Health at the University of California, Los Angeles, to assist the City's predominantly Hispanic population.

City and county health department staff brought resources and volunteers together to provide critical inoculations to the City's children. Strategies for publicizing the clinics included posting notices in Spanish next to the disposable diapers in small local markets.

"The inoculation clinics basically rose out of the measles

epidemic and the need to get preschool infants and toddlers immunized," says Mary Henley, Healthy Cities Advisory Committee member and clinic organizer. "I knew all the community people in the area after working for over 30 years as the Health Coordinator for the South El Monte and El Monte Mountain View School District. There was a great need to get to the lower income families and get the kids immunized. There's just no reason for children to die from measles or any other disease that can be prevented."

Disability screenings were sponsored in conjunction with the Shriners and over 200 children were referred for further evaluation and treatment. In addition, free health screenings were provided from the Los Angeles County's Child Health and Disability Prevention mobile exam unit. By using an otherwise idle resource, several hundred children were served at weekly visits to parks and school cafeterias where the USDA Summer Lunch Program operated. The county's screening services gave children who might not be reached a chance to receive the attention of health workers before entering school and it helped the City to earn the trust of many of its newly-arrived residents.

"We found that when the parents brought the children in, it wasn't just immunizations that they asked for," says Henley.



An evening immunization program in South El Monte provided inoculations to children of working parents.

"They were asking other questions about health and resources as well as social needs."

Other projects included health fairs, development of a health resources directory in English and Spanish for neighborhood leaders, and distribution of volunteer-assembled "baby packs" containing infant care products. As a Healthy City, the Council agreed to designate all City buildings as smoke-free. The inoculation clinics have continued as an ongoing service to residents.

"The City was very instrumental in providing technical assistance for the project via Healthy Cities by providing flyers, materials and facilities," says Lourdes Perez, a volunteer and member of the Health Promotion Council. "We certainly couldn't have done it without their assistance."

Charter City

West Hollywood

Nationally recognized for its commitment to human services, the West Hollywood Healthy Cities program has emphasized residents' long-term health care needs. In 1991, West Hollywood received the Conference of Mayors Livability Award—one of only five cities in the nation so honored—for its entire spectrum of AIDS services, including the AIDS component of the City's long-term care project.

As an indicator of this commitment, the City directed over \$2.6 million in 1990-92 towards 30

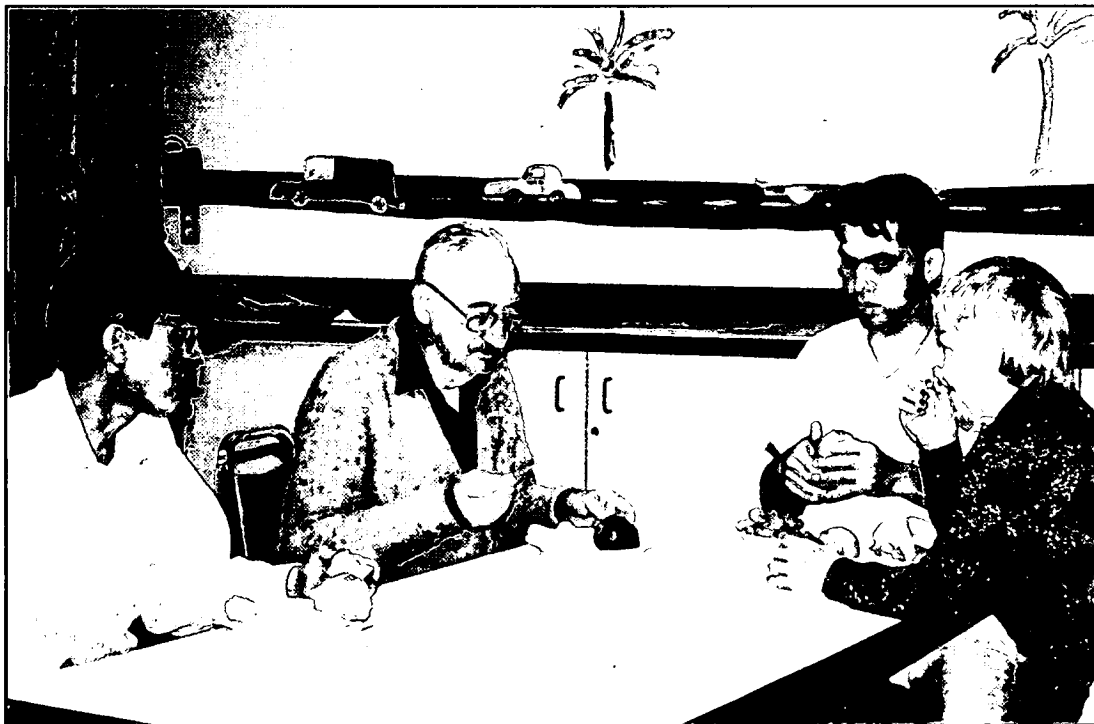
community-based organizations that addressed a number of long-term care issues. The City's population includes large numbers of people who have significant needs for medical treatment, mental health services, and in-home care for seniors and people living with AIDS.

Beginning in December 1990, the City initiated a Healthy Cities project to improve the quality of life of seniors and people living with AIDS through an expanded long-term care initiative. The cornerstone of the project was an innovative Adult Day Health Care program, the first in the state and the nation to collectively serve both populations. The program, funded from the City's General Fund, the California

Department of Health Services, and foundation and corporate grants, opened in February 1992.

"Like many of the elderly, persons with AIDS have suffered multiple losses," says Christine Valencia, Program Director for the PARTNERS Adult Day Health Care Center. "Our job is to build a community of friends and health experts that act as an extended family. Here, the focus will be on living, not dying."

Operating in conjunction with the Los Angeles Free Clinic, staff at the Center includes a full-time registered nurse, social worker and activities coordinator, and one nurses aide for every eight participants. "Our pharmacist can run a complete assessment of



Participants in the PARTNERS Adult Day Care Center.

multiple medications being taken by a client or we can act as a link for families to receive counseling and care-giving orientation,” says Mary Rainwater, Associate Executive Director of the Los Angeles Free Clinic.

Nursing care, rehabilitative therapies, case management, recreational, and social activities are all part of the 10:00 a.m. to 3:00 p.m. schedule that also includes a hot lunch prepared by a licensed dietician.

The Center serves up to 50 participants daily—25 people with AIDS and 25 elderly persons—who are too ill to be safely at home, but not ill enough to be in the hospital. “All of our clients live at home but the burden of caring for them full-time often becomes too great for loved ones,” says Valencia. “For example, we have one man whose live-in companion works and can’t provide the care he needs throughout the day. Without the center he would have to be admitted into a skilled nursing facility at public expense. But as a member of the day care center he can remain at home with his companion.”

“With a scarcity of resources, we thought it might be more economical to integrate the two populations at one facility,” says Perri Sloane, Senior Service Specialist for the City. “We hope this project can serve as a model for other communities throughout the nation that may not have the revenues to support both adult day

health care centers and skilled nursing facilities for people with AIDS. We feel it makes perfect sense to combine services at one site.”

The focus of West Hollywood’s Healthy Cities project this year is the coordination of services for people living with AIDS and elderly Russian immigrants.

The City is currently developing a Long Term Care Guide under the guidance of local providers and community groups. More than a listing of service providers, the Guide encompasses psychosocial, legal, mental health, and related aspects of long-term care for West Hollywood residents. Included in the Guide is a chart that assists residents in making decisions about their long-term health care requirements. Funded in part by a technical assistance grant from the California Healthy Cities Project, the Guide is in a final draft stage.

Buttressing this social service, the West Hollywood Community Housing Corporation has recently constructed an apartment complex which will meet the low-income housing needs of people living with AIDS. A social service component is integrated in the project. Residents began moving into the 22-unit apartment complex in August of this year.

California Healthy Cities Outstanding Achievement Award

The California Healthy Cities *Outstanding Achievement Awards* make their premier entrance October 12, 1992, at the Annual League of California Cities Conference. The award highlights the importance of cities, the private sector, and residents working together to contribute to a better quality of life for residents within California communities. The event is sponsored by The California Wellness Foundation, the California Department of Health Services and the Western Consortium for Public Health.

"The Outstanding Achievement Award is an opportunity for a city to applaud the efforts of those who deserve recognition for community improvement programs, such as affordable housing, anti-gang or substance abuse programs, transportation alternatives, or resource conservation programs," says Joan M. Twiss, California Healthy Cities Project Director. "It was designed to inspire other cities to initiate similar programs in their communities."

Each program represents a city-sponsored collaborative effort, which enables residents to lead healthier lives in safe, supportive

environments. Each program also fits the award requirements of:

- ◆ nomination by an incorporated municipality;
- ◆ a minimum implementation phase of 12 months; and
- ◆ a starting date no later than 1988.

Congratulations to the city officials and community leaders who have worked together to create and maintain healthy communities.

The 1992 Outstanding Achievement Award winners, and their respective programs are:

CITY OF HALF MOON BAY
Coastside Trail Project

CITY OF SAN CLEMENTE
Neighborhood Pride Project

CITY OF SAN FERNANDO
Reclaiming a park from gangs

Outstanding Achievement

Half Moon Bay

The City of Half Moon Bay dedicated the first phase of its Coastside Trail Project on October 4, 1992. The celebration recognized a four year cooperative citizen and multi-agency effort to develop a 2.5 mile ribbon of all-weather, complete access coastal trail, linking north and central Half Moon Bay and the downtown.

Prior to construction of the trail, it was impossible for the frail, the very young, or the physically disabled to enjoy the bluffs along the length of the Half Moon Bay

coastline except from a parking lot. The bluffs were the exclusive domain of hikers, equestrians and mountain bicyclists. The construction of the trail has increased coastline access to all segments of the population, encouraging exercise and recreation as well as providing alternative transportation linkages.

Momentum for the project began in 1988 during a community forum jointly sponsored by the United Way and the San Mateo County Board of Supervisors.

Transportation was identified as a major concern for the coastsides. A citizens committee, Coastsiders for Safe Bikeways, was formed to identify specific needs for the City. The committee recommended a trailway which would provide safety for children on bicycles, access for exercise and recreation, and improved opportunities for bicycle touring and transportation.

The citizens committee asked the City Council for a promise of support and got it. Mayor Mel Mello said "we'll do the best we can with the tools we've got." The City had an enthusiastic staff but no money. Planning for the trail required a search for resources.

Over half of the proposed trail fell on state lands and, while the

continued on page 22



Residents bike along the bluffs and catch beautiful views of the water and of the natural beauty of the area.

Half Moon Bay

continued from page 21



Meeting the recreational needs of all residents was an essential part in the development of the trail system.

State Beach staff were willing to manage their section of trail, they did not have funds to construct it. A logical funding source, the California Coastal Conservancy, did not typically fund projects by other state agencies. The solution involved a joint agreement between the City and the State Beaches, designating Half Moon Bay as the developer of the trail and the state agency as a contractor committed to 20 years of maintenance and operation of the facility. The City, as developer and project manager, then negotiated with the State Coastal Conservancy and received \$300,000 in project funding. With the support of the citizens committee, the City

applied for and received additional funding through a Regional Metropolitan Transportation Commission grant of \$483,000, distributed over a three-year time period.

A similar strategy was used for trail construction on land owned by the County of San Mateo. The county also designated the City as developer and project manager, agreeing to maintain their section of trail for 20 years upon project completion. Because the City acted as the coordinator of the project, consistency in the design and economy of scale in construction was achieved.

The multi-agency/citizen approach has resulted in a project

that could not have been achieved had the entities worked separately. Construction and operation of the trail was a collaborative effort, employed consistently throughout the entire length of the project. This Fall, the partnership will conduct a review of Phase I of the project to address areas of concern for consideration in subsequent construction phases. Currently, two other construction phases are in the planning and permitting process, including an extension of the trail 1.5 miles onto land owned by the county, and another that will bridge a seasonal stream.

Outstanding Achievement

San Clemente

In October 1990, the San Clemente City Council initiated the Neighborhood Pride Program, responding to the community's concern over the deterioration of housing, abandoned vehicles and an increase in crime within the center city. Driven by a mission statement of:

"Maintaining a safe, healthy atmosphere in which to live, work and play, ... resulting in a balanced community committed to protecting what is valued today while meeting tomorrow's needs"

the program worked proactively to achieve neighborhood revitalization.

The program began when community leaders, representing property owners and tenants, approached the Police Neighborhood Watch Program in June, 1990 after an outbreak of violence, the kind of which had never been seen in San Clemente. A drive-by shooting took place, injuring a small child. In addition, gang and drug dealers had moved into some of the unkempt apartments in the area. It was apparent to the police and community leaders that a program needed to be developed, encom-

passing all facets of the community.

The City Council directed the creation of a task force and the designation of a five-block pilot area. The pilot area was not only one of high density but also the most historic. The program planned to address both human needs and property deterioration problems within the target area.

Program activities included: 1) the mailing of 600 bilingual brochures informing residents of goals and services; 2) 7 public meetings to identify and respond to residents' concerns; 3) inspection of 203 properties and 429 dwelling

units by code enforcement personnel, with 72 violations subsequently corrected by the property owner; 4) donations from local banks for paint including money and vouchers, resulting in 20 additional property improvements; 5) one hundred thousand dollars in grants and gas tax monies to repair a street, build a sidewalk, and landscape a barren slope; and 6) the collection of 14 tons of trash on Clean-Up Day.

Two additional neighborhoods implemented their own clean-ups after seeing the success of the pilot project.

By December 1991, the Neighborhood Pride Program was extended into 3 additional target areas encompassing 52 streets, 1,212 properties and 3,584 dwelling units. Approved by City Council during a time of fiscal

continued on page 24



Fourteen tons of trash were collected on Clean-Up Day.

San Clemente

continued from page 23

constraint, the enlarged pilot program was to continue and expand to other neighborhoods within the City.

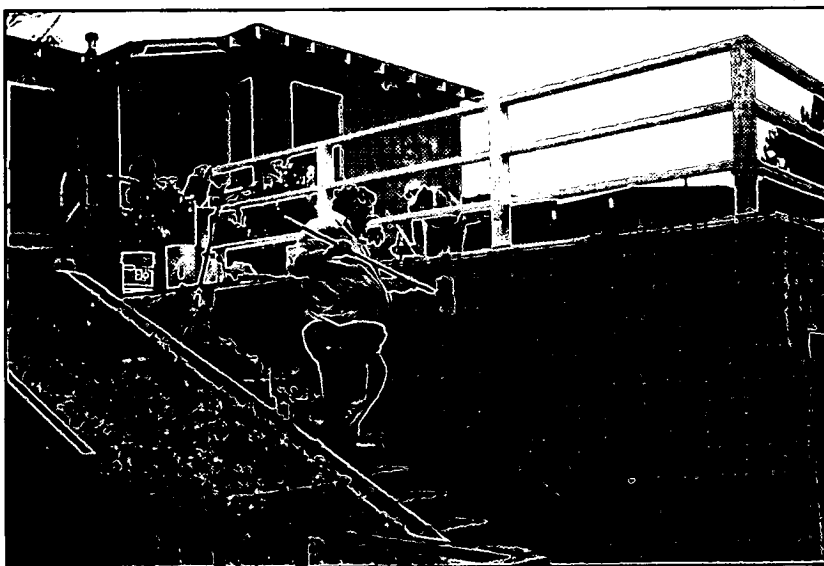
Overall, the program resulted in:

- ◆ a complete survey of housing rehabilitation needs, nuisance code violations, and street, sidewalk and lighting needs to ensure neighborhood safety;
- ◆ the addition of a second code enforcement officer, responsible for the three target areas; a revision of nuisance code and streamlined abatement procedures;
- ◆ revision of the multi-family parking standards;
- ◆ abatement of illegal units through communication with realtors and property managers;
- ◆ mailing of 6,000 program brochures to property owners and tenants;
- ◆ approval of \$85,000 in block grant funding for sidewalk/street improvement project, initiation of a gang intervention program and various non-profit housing programs;

- ◆ a recommendation from Orange County to receive \$175,000 in housing rehabilitation grants;
- ◆ development of a Housing Strategy to include the City's first in-house Housing Rehabilitation Program;
- ◆ approval for new street lights to be installed in target areas on existing utility poles;
- ◆ initiation of an assessment district by property owners to rebuild a street;
- ◆ publication of a quarterly newsletter; and

- ◆ development of an affordable housing strategy to provide additional housing to residents living below 50% of the median income.

Through the Neighborhood Pride Program, the City and the community have worked towards the rehabilitation of housing stock, making the center city a safe, desirable place to live. Although the program's goals met with some resistance during implementation, the ongoing efforts of communication between the community, City staff and the City Council has kept the program as a high priority and has generated creativity while achieving many successes.



Combined activities of code enforcement and donations from the business community helped revitalize the project area.

Outstanding Achievement

San Fernando

Located in a crowded area of tiny, single-family homes, Las Palmas Park was once a place for neighborhood children to play and adults to socialize. But, by 1990, the park was a battleground for two warring gangs, each laying claim to a patch of land that once belonged to the public. What had been an important part of the local community had become an issue of physical and social disparity.

Characterized by neglect from both residents and the City, a strategy involving the community, private enterprise and City staff was implemented in 1990 for a rebirth of Las Palmas Park. A City-hosted community fair brought various sectors of the community together for a day of celebration and affirmation of efforts to reclaim the park. The fair was repeated the following year.

A "tot lot" named El Parque de Amistad (Friendship Park) was built with \$70,000, of which 75 percent was privately donated. City staff planned and coordinated the effort while the work was performed by members of the community and meals were provided by a local supermarket.

As this local effort continued, Las Palmas Park became the site of a shootout on July 3, 1991,

involving more than 30 members of rival gangs. Stray bullets from a shotgun wounded a mother and her three children who were entering the park. The public was outraged.

The mayor quickly called the Council together and directed staff to prepare a plan of action. That plan started with the need to stabilize the area including heightened police presence; adoption of a novel ordinance

prohibiting active members of criminal street gangs from entering the park; extension of park employees' hours to provide more presence and to organize more positive activities; removal of gang graffiti so that the residents and gang members would receive a visual message that the public was back in control; establishment of a multi-disciplinary task force to work together on a problem-oriented basis; and a long-term development plan for the park which would foster healthy activities and provide a center for services.

continued on page 26



Over 250 volunteers showed their community spirit in reclaiming Las Palmas Park from gangs. (Photo by MARTINELLI)

San Fernando

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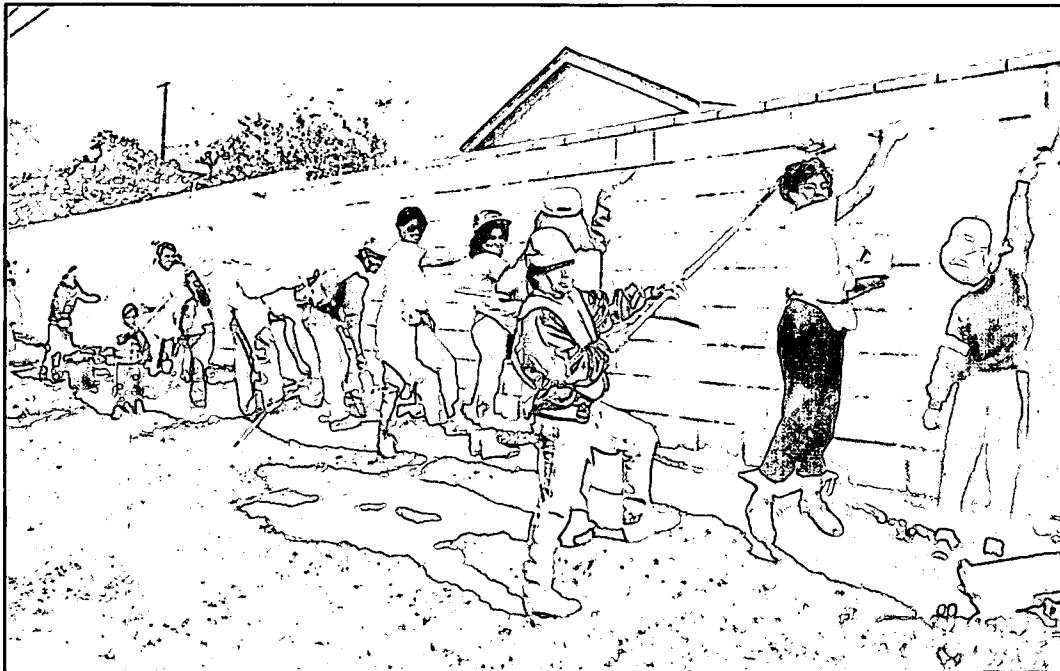
The incident also galvanized political and community efforts to develop a master plan for the park. This was accomplished through a series of six meetings, involving an independent steering committee, residents, senior citizens, church and youth groups, schools, and City staff. All City Council members attended the meetings, demonstrating their commitment to listen and respond to community needs. From these meetings, three Neighborhood Watch groups were

formed, security needs in the park were discussed, and the master plan was developed.

As an adjunct to the project, the City conducted home visits by a team consisting of the Community Services Director, the community outreach police office and a family counselor, who offered help with jobs or counseling for gang members and their families. These home visits left the clear message that the community would not tolerate criminal street gang behavior.

The final tactic to reclaim the park from the gangs was to repaint it—from a dark brown to a bright

new motif. A local radio station provided a live simulcast from the park promoting the event and crediting the two paint stores that had provided the paint and brushes. In response, people from throughout Los Angeles came to help with the painting. Over 250 volunteers, ranging in age from 7 to 77, started work at about 8:00 a.m. and were nearly finished by about 10:30 a.m. Las Palmas Park, once characterized as a detriment, now reflects the care of the residents and the community.



Volunteers and community leaders unite to reclaim Las Palmas Park. (Photo by MARTINELLI)

The California Healthy Cities Project

The California Healthy Cities Project is a statewide program which assists cities with their efforts to promote healthful community environments. Through resource brokering and referral, technical consultation, the sponsorship of educational programs, and the development and distribution of publications, the Project works with cities to address the specific challenges confronting their communities.

The California Healthy Cities Project:

- ◆ Encourages municipal leaders to adopt a broad definition of health, recognizing the contribution of education, living conditions, employment opportunities, and support services to individual and community well-being;
- ◆ Promotes a style of municipal governance that involves all sectors and which embraces ethnic and cultural diversity as part of a commitment to full community participation; and
- ◆ Fosters collaborative community partnerships to identify and respond to health concerns and related issues of livability.

California Healthy Cities is a collaborative project of the Western Consortium for Public Health and the California Department of Health Services. It is the first and only state health agency in the country to fund a Healthy Cities program. The Western Consortium for Public Health is an independent, non-profit corporation which links academic expertise with public health practice through research, consultation, and training in both domestic and international settings.

The Consortium represents the Schools of Public Health and Extension Divisions at the University of California, Berkeley

and Los Angeles. San Diego State University, School of Public Health, and University of California, San Francisco, Institute for Health Policy Studies are Affiliate Members.

The California Healthy Cities Project sponsors California Smoke-Free Cities in partnership with the League of California Cities, Americans for Nonsmokers' Rights and the Health Officers Association of California. Fifty-eight cities are also being recognized for tobacco control activities at this first Awards Program. Their names are listed in a companion document.

“Civic leaders need to look at new and creative ways to govern. The California Healthy Cities Project provides the ideal vehicle for making a city a better place to live, encompassing new types of resources, partnerships, and supportive environments for citizen participation.”

*Lela F. Folkers, Chief
Health Promotion Section
California Department of Health Services*

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Back: Ron Lawrick, Joan Twiss, Donna Lehmann and Ingrid Hart; Front: Carol Pepper-Kittredge, Anne Klink, Gregory Shaffer and Terri O'Coy. (Photo by I. HART)

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