



AGENDA REPORT

BEACHES, PARKS & RECREATION COMMISSION
Meeting Date: July 9, 2013

Agenda Item 1 B
Approvals:
Dept. Head ST
Manager _____
Admin. Assistant _____

Department: Recreation
Prepared By: Samantha Thomas, Recreation Coordinator

Subject: *HELEN PUTNAM AWARD FOR EXCELLENCE.*

Fiscal Impact: None.

Summary: The City of San Clemente was recently selected as a 2013 Helen Putnam Award for Excellence recipient awarded by the League of California Cities.

Background: The Helen Putnam Award was established in 1982 by the League of California Cities. The California Cities Helen Putnam Award for Excellence program recognizes outstanding achievements by California's 482 cities. These winning cities have made unique contributions to community residents and businesses, contributions which have resulted in lower costs or more effective delivery of services. The purpose of the League of California Cities Helen Putnam Award for Excellence program is to recognize and promote the outstanding efforts and innovative solutions by city governments to:

- Improve the quality of life in local communities.
- Implement efficiencies in service delivery and operations.
- Provide services responsive to the local community.

Sponsored by the League Partners, the Helen Putnam Award for Excellence program was designed to recognize and promote the outstanding efforts and innovative solutions made by city governments each year. In 2012, eleven awards were distributed to cities across California.

Discussion: The City of San Clemente won this award in the category of Health and Wellness Programs. Staff did an excellent job of promoting the Fun on the Run fitness and nutrition programs. The City of San Clemente will be honored in Western City magazine and at the League of California Cities' Annual Conference and Expo at the Sacramento Convention Center on September 18 and 19, 2013.

Recommended Action: None.

Attachments: Award Application

Notification: None.

Helen Putnam Award

Brief Description of the Program:

This program is a community based childhood obesity prevention program, providing underserved youth free mobile recreation, affordable afterschool sports, swim lessons and nutrition education to improve children's health and lifestyles.

Challenge Narrative (500 Words)

In 2007, Fun on the Run Mobile Recreation was inaugurated as a program to prevent and reduce childhood obesity in four target areas of San Clemente through recreational and physical activities. It was the City's hope that Fun on the Run would be an ongoing preventative program to improve the health of low-income individuals, specifically children, residing in San Clemente's "pockets of poverty".

These "pockets of poverty" were identified in the 2006 San Clemente Assessment of Neighborhood Needs survey (SCANN) and include apartment neighborhoods in south San Clemente (San Luis Rey Park), north San Clemente (Los Mares Apartments), east San Clemente (Rancho San Clemente Park), with the largest pocket of poverty in the central downtown neighborhoods (Max Berg Park). Though the elementary schools do offer afterschool care through the YMCA, these programs are fee based and costly and generally cannot be afforded by these families. The children of these families then become latch-key children, staying inside as directed by parents or under the care of siblings, and are limited to sedentary indoor activities as a result.

One hundred percent of the target population is considered economically poor, earning approximately half of the median income in San Clemente (median income is \$63,507). The median income of households in these target areas is about \$38,000 (2000 Census). The Hispanic population makes up approximately 17% (10,798) of the San Clemente population. They are the majority population in the areas targeted by Fun on the Run activities. Fun on the Run programs provide a free, supervised recreational alternative for youth who don't participate in other activities due to limited household income and neighborhood isolation. The target population for the programs is between the ages of 5 and 14.

The combination of school physical education budget cuts, reduction in recess time and parents working full time, too few children receive daily, quality physical education and activity in school and after school in Southern California.

Fun on the Run Fitness obesity prevention initiatives directly impacts children's health, reinforcing an active lifestyle enhanced by nutrition education. According to a Community Health Report administered by Mission Hospital (2011), 50% of San Clemente adults surveyed in underserved neighborhoods were considered overweight. As a result of the lifestyles of parents, 11.6% of children ages 6-17 have a BMI in the 85th percentile or higher. In the California Physical Fitness Test done at San Clemente elementary schools, 2010-11, only 43% passed six

out of six standards.

Solution Narrative (500 Words)

Fun on the Run Mobile Recreation is a free program that visits four low-income neighborhood areas every week. This program is intended to keep children engaged and active after they are out of school, while also giving them a positive place to spend time while participating in physical activities and nutrition education.

The Fun on the Run program also offers an additional fitness element to the community which is called Goal Zone Sports. Goal Zone is a low-cost, afterschool sports program that runs three times a year, six week sessions at a time. Each session children learn and review basic sport-specific technique, go through drills and participate in scrimmages. Children also receive 20 minutes of nutrition education, covering topics like "Re-think your Drink", MyPlate, working with pedometers, understanding bones and muscles, portion control, and much more.

During the summer months, the Fun on the Run program also provides a Swim & Learn element to the same population. Swim & Learn teaches children how to swim while reinforcing their academic skills to prevent summer learning loss. The program features eight consecutive lessons, completing the American Red Cross certified "Learn to Swim" curriculum. Swim and Learn serves children who cannot afford these lessons and do not have transportation or access to a community pool. Although the lessons are free, parents are required to fill out scholarship applications and registration forms to educate them on the paperwork and processes necessary to utilize City recreation services.

Since its inception, Fun on the Run Fitness Programs has been sustained through the collaboration of multiple organizations. Contributions from Saddleback Memorial Care (\$12,000) 2007-12, City of San Clemente Community Development Block Grants (\$15,000-\$20,000 annually), and Mission Hospital (\$10,000) 2008-10 helped to support initial start up costs. Goal Zone Sports has been funded through grants from the St. Joseph's Health System Foundation (\$50,000) 2008-10. Swim and Learn has been funded by the Friends of the Beaches, Parks and Recreation Foundation and Great Opportunities for a total of (\$6,000) 2010-12.

Aside from funding, a key component to the success of these programs has been the partnership between the City of San Clemente Beaches, Parks & Recreation Department and three local elementary schools. The partnership with principals, school staff, and PTA organizations has been critical in sustaining the after school sports programs. With their support, the City is able to use their facilities and fields at no charge, allowing the overall enrollment cost of Goal Zone Sports to stay low.

Other partnerships within the community include the Human Relations Committee, the San Clemente Collaborative, Orange County Sheriff and Orange County Fire Authority, and Juice it Up Smoothies.

Results Narrative (500 Words)

The Fun on the Run Fitness Program has been overwhelmingly received and praised throughout the community, county, and state. These programs regularly receive local media coverage, including press releases, calendar coverage, and human interest articles. On a larger scale, in 2010, Fun on the Run Fitness received the California Governor's Council on Physical Fitness and Sports, Park Program of the Year award with a Gold Medal and \$10,000 towards programming. In 2009, these programs received international recognition from the Learning Resources Network (LERN) International Award for Programming, which was received due to the outcome-oriented focus, collaborative effort, and tremendous success of Fun on the Run.

Annually, Fun on the Run Mobile Recreation serves approximately 6,500 children (this number is based on daily attendance records). Fun on the Run has brought residents back outside to their neighborhood parks. It has breathed new life into San Clemente resident's park experience by providing games, crafts, and activities for children to play with and interact with their peers. Families stay for longer periods of time and their children are able to move around and exercise beyond the walls of the school playground.

In its fifth season, Goal Zone Sports has served approximately 300 children between the ages of 5 and 12 years old. A strategic component within Goal Zone Sports has been the recording of BMI measurements at key points throughout the program. In the first year, BMI results went down by 2% (average across three schools served). A primary strategy in measuring BMI's is to educate children and families on the importance of a healthy BMI and its impact on preventing chronic widespread illnesses, such as childhood diabetes and obesity. Parent feedback has proven that Goal Zone makes a difference in lives, with one mother saying, "My 8 year old daughter has to take medicine that has made her gain weight this last year...What's worse is that my husband recently lost his job and we cannot afford to put her in the sports she use to play. This experience helped her to be active and have fun. She just went to the doctor last week and has lost 2 pounds!"

The Swim and Learn program catapulted to a new level this past year. Not only did it take place at the award-winning San Clemente Aquatics Center, but it also provided a full swim lesson course led by American Red Cross certified water safety instructors. The program served 75 children.

With each passing year all three programs continue to gain momentum in enrollment and change the lives of children each day. By building low cost recreation services into the fabric of the San Clemente community, all citizens are served and given equal opportunity to partake in any class regardless of their socioeconomic status. All of these program enhancements have been made possible with little to no impact on the City's fiscal stability. This is due in large part to the grant funding and support received through community partners, local non-profits, and hospitals.