SUBJECT: HEALTHY LIVING TIPS DURING COVID-19
INITIATED BY: COUNCILMEMBER LAUREN MEISTER
PREPARED BY: COMMUNITY & LEGISLATIVE AFFAIRS DIVISION
(John Leonard, Manager)
(Andi Lovano, Supervisor)

STATEMENT ON THE SUBJECT:
The City Council will consider directing staff to post weekly healthy living tips on the City’s social media channels during the COVID-19 public health emergency. The healthy living tips are intended to encourage community members to take small steps towards increasing overall health and well-being during this period.

RECOMMENDATION:
Direct staff to post weekly healthy living tips on the City’s social media channels during the COVID-19 public health emergency with the goal of promoting simple actions to increase health and well-being during this period.

BACKGROUND / ANALYSIS:
The City of West Hollywood is dedicated to providing programs and services to improve the health and wellness of our residents and visitors. Healthy living behaviors can help reduce the risk of chronic disease as well as the impact of illnesses. This is even more important during the current COVID-19 public health emergency as there is an increased risk for poor outcomes with the COVID-19 infection if someone has certain pre-existing conditions. Additionally, because of the current public health orders, more people are staying at home, may be experiencing increased stress and anxiety, and are out of their normal routine in terms of physical activity and eating patterns.

This item directs staff to post weekly healthy living tips on the City’s social media channels during the COVID-19 public health emergency with the goal of promoting simple actions to increase health and well-being in our daily lives. The idea is similar to the “Sustainability Sundays” public engagement effort the City developed prior to the COVID-19 pandemic, which highlighted simple steps community members can take to promote sustainability and reduce waste in their everyday lives.

The healthy living tips will be developed based on reputable information from community organizations – such as Cedars Sinai, Jewish Family Services, the Los Angeles LGBT Center, UCLA, and the American Heart Association – as well as AGENDA ITEM 2.O.
government agencies – such as the Los Angeles County Department of Public Health, CalFresh, and the Centers for Disease Control and Prevention.

Healthy living posts will include reminders about making healthy choices, accessing healthy food, and safe opportunities for physical activity. This initiative will raise awareness of healthy behaviors in order to help people reduce vulnerabilities and increase overall well-being during this unprecedented time.

The City has a longstanding tradition of promoting activities to enhance the health and wellbeing of the community. The City has participated in health and wellness events in partnership with Cedars-Sinai, CalFresh, local businesses, and community organizations. The City’s Well West Hollywood program was designed to improve health and wellness through physical activity, better nutrition, and sound public policy, and more recently the Be Well WeHo series of programming was launched to help participants identify and pursue personal wellness goals. The proposed healthy living tips are also intended to complement the efforts of the Recreation Services Division with the #WeRecAtHome program and other efforts the City has made during the current public health emergency to limit exposure while staying creative, active, and healthy.

**CONFORMANCE WITH VISION 2020 AND THE GOALS OF THE WEST HOLLYWOOD GENERAL PLAN:**

This item is consistent with the Primary Strategic Goal(s) (PSG) and/or Ongoing Strategic Program(s) (OSP) of:

- OSP-8: Enhance the Cultural and Creative Life of the Community.
- OSP-11: Community Education.

In addition, this item is compliant with the following goal(s) of the West Hollywood General Plan:

- HS-1: Maintain and pursue humane social policies and social services that address the needs of the community.

**EVALUATION PROCESSES:**

As part of this initiative, the City will track the social media engagement to see what kind of response it is receiving from the community to evaluate the effectiveness of the program.

**ENVIRONMENTAL SUSTAINABILITY AND HEALTH:**

The public engagement efforts are intended to increase the health and wellness of West Hollywood residents, visitors, and stakeholders and encourage community members to participate in the City’s wellness actions.
COMMUNITY ENGAGEMENT:
The recommendation in this report includes efforts specifically geared at engaging the community in this initiative.

OFFICE OF PRIMARY RESPONSIBILITY:
CITY MANAGER’S DEPARTMENT / COMMUNITY & LEGISLATIVE AFFAIRS DIVISION

FISCAL IMPACT:
None at this time.