

Santa Clara County Healthy Cities Campaign

Campaign Overview

What is the Healthy Cities Campaign?

To acknowledge and more easily communicate the great work cities and towns within Santa Clara County are doing to promote health, the Santa Clara County Public Health Department (SCCPHD) has developed a Healthy Cities Campaign. The Healthy Cities Campaign webpage can be accessed at <http://bit.ly/scchcc>.

What is in the Healthy Cities "Dashboard"?

The Dashboard indicates policies and strategies that have been adopted or achieved in a given city or town within the County. Policies and strategies have been adapted from published resources, peer-reviewed research, and other promising or evidence-based best practices established by leading health experts like the Centers for Disease Control and Prevention, and reflect priority areas for the SCCPHD. The various policies and strategies included promote health via one of four broad themes or categories:

- 1) Active & Safe Communities
- 2) Healthy Food & Beverage Environments
- 3) Tobacco-Free Communities
- 4) Cross-Cutting Strategies

What do the symbols on the Dashboard mean?

- An "empty box" indicates that a city or town has not yet adopted or achieved the policy or strategy
- A "check" indicates that a city or town has adopted or achieved the policy or strategy
- ★ A "star" indicates that a city or town has adopted or achieved a "model" policy or strategy
- * An "asterisk" indicates a "model" policy or strategy is available
- NA "NA" indicates a strategy is not possible for a certain city or town

What is a "model" policy or strategy?

A "model" policy or strategy is one that goes above and beyond "checking the box" and demonstrates best practices in a given area. For example, a city or town may adopt a policy prohibiting the sale of some flavored tobacco products and achieve a "check," while another city may adopt a policy prohibiting all flavored tobacco products (including menthol cigarettes) and receive a "star" for having adopted a model policy.

Will the policies or strategies prioritized by the Campaign ever change?

We anticipate periodic revisions policy priorities of the Campaign and to the Dashboard and criteria in order to remain up-to-date with public health research and to reflect new and innovative best practices. Changes will occur no more frequently than on an annual basis.

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