

Delivering Healthy Outcomes: Providing Americans with Opportunities for Healthy Eating and Active Living

**Weight of the Nation™ 2012 Conference:
Moving Forward, Reversing the Trend
Washington, D.C.
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Overview

- **About leadership for healthy communities**
- **Policymakers making a difference**
- **State legislative trends**
- **Looking forward**

www.leadershipforhealthycommunities.org

Vision

- **Leadership for Healthy Communities envisions a nation where national, state, local and tribal government leaders advance policies that improve healthy eating and active living opportunities for children – especially those at greatest risk of obesity**

Grantees

- **American Association of School Administrators (AASA)**
- **Association of State and Territorial Health Officials (ASTHO)**
- **Council of State Governments**
- **International City/County Management Association (ICMA)**

Grantees

- Local Government Commission (LGC)
- National Association of Counties (NACo)
- National Association of County and City Health Officials (NACCHO)
- National Association of Latino Elected and Appointed Officials Educational Fund (NALEO)

Grantees

- National Association of State Boards of Education (NASBE)
- National Conference of State Legislatures (NCSL)
- National Congress of American Indians (NCAI)
- National Governors Association Center for Best Practices (NGA)

Grantees

- National League of Cities Institute for Youth, Education, and Families (NLCI)
- National Organization of Black County Officials (NOBCO)
- National School Boards Association (NSBA)
- U.S. Conference of Mayors (USCM)

Leadership Organizations by Level and Branch of Government

	Executive		Legislative	
Tribal	NCAI		NCAI NCSL	
State	NGA NASBE ASTHO	CSG	NCSL NASBE NALEO	CSG
Local	USCM NLC NACo LGC AASA	NALEO ICMA NACCHO NOBCO	NLC NACo LGC NALEO NOBCO	NSBA
School	NASBE AASA		NASBE NSBA	

Grantee Program Models

- State teams and technical assistance
- City teams and technical assistance
- Regional/County collaborative and technical assistance
- School/City collaborative and technical assistance

Grantee Program Models

- Individual training and technical assistance
- Tribal planning and technical assistance

Partnership: Coordination of Healthy Communities Work Among Organizations

- AASA-NLC Technical Assistance Initiative
 - Charleston, South Carolina
 - Created a master plan for children's health

Partnership: Coordination of Healthy Communities Work Among Organizations

- City partnered with public schools to adopt a comprehensive agenda for children and youth known as the *Charleston Youth Master Plan*

Partnership: Coordination of Healthy Communities Work Among Organizations

- Plan references a broad investment in increasing physical activity, mental health, and overall wellness for children and youth

Sample Grantee Accomplishments

- West Virginia
 - NASBE helped state's board of education adopt nutrition standards for school meals incorporating the majority of the Institute of Medicine's Nutrition Standards for Foods in Schools

Sample Grantee Accomplishments

- Colorado
 - NASBE helped the State Board of Education pass a new school beverage regulation
 - Included a ban on all soda in Colorado schools

Sample Grantee Accomplishments

- San Fernando, California
 - NALEO provided technical assistance to Mayor Veres to facilitate the development of Heritage Park
 - Three-acre park that is the city's first new park in nearly 30 years

Sample Grantee Accomplishments

- Hawaii
 - NCSL provided technical assistance to the State Legislature that facilitated passage of a Complete Streets policy

Sample Grantee Accomplishments

- Yuba County, California
 - LGC organized the Yuba/Sutter Obesity Prevention forum, resulting in the elimination of junk food and soda in schools across Yuba County

Sample Grantee Accomplishments

- AASA and NLC worked with Jackson County, TN to facilitate passage of their county-wide wellness policy
 - The approved wellness policy includes provisions to improve the built environment and encourage healthy snack choices at all city or county events and facilities

Sample Grantee Accomplishments

- AASA and NLC helped create Healthy Savannah, an initiative dedicated to making Savannah, GA a healthier place
 - Influenced policy and program changes including overhaul of school vending policies to provide healthy options for children and creation of a civic master plan to promote physical activity

Sample Grantee Accomplishments

- ICMA provided technical assistance to the city of Decatur, GA and helped incorporate Health Impact Assessments (HIA) into land use and transportation planning efforts to promote physical activity

Sample Grantee Accomplishments

- NACCHO helped the Franklin County (KY) Health Department get physical activity implemented throughout the school day in the Franklin County school district with the active support of several health department staff members

Other Places Where LHC Grantees Made an Impact on HEAL Policies

- Yuba County, California (LGC)
- Colorado (NASBE)
- West Virginia (NASBE, CSG)
- Arkansas (NASBE, NLC)
- Hawaii (NCSL)

Other Places Where LHC Grantees Made an Impact on HEAL Policies

- Patagonia, Arizona (NALEO)
- Jackson-Madison County, Tennessee (AASA and NLC)
- Savannah, Georgia (AASA and NLC, ICMA)

Other Places Where LHC Grantees Made an Impact on HEAL Policies

- Spartanburg, South Carolina Region (NACo, ICMA, and AASA)
- Lacava County, Arkansas (NSBA)
- Oklahoma City, Oklahoma (USCM, NLC)

Tom Massey and Rhonda Fields: Colorado State Legislature

- HB 1069 requires each Colorado school district to set aside a minimum of 600 minutes per month (30 minutes per day) dedicated to physical activity for elementary students
 - School districts will implement the policy in the 2011-2012 school year

Mary M. Cheh, Council Member Washington, D.C.

- Healthy Schools Act of 2010
 - First piece of legislation to address the childhood obesity epidemic in Washington, D.C.

Mary M. Cheh, Council Member Washington, D.C.

- Developed standards on quality of food served in schools and increased amount of physical activity students are required to engage in

**Mary M. Cheh, Council Member
Washington, D.C.**

- FEED D.C. Act of 2010
 - Increased the availability of healthy foods in low-income neighborhoods by utilizing public/private partnerships to attract and renovate grocery stores

**David Kakishiba, Board of
Education, Oakland, CA**

- Authored Measure K, The Kids First! Initiative, a landmark ballot measure that requires the City of Oakland to protect and expand funding for children and youth services

**David Kakishiba, Board of
Education, Oakland, CA**

- Led Oakland School Yard Initiative to transforming schoolyards into healthy places where children play, learn, and grow

**David Kakishiba, Board of
Education, Oakland, CA**

- Leading Oakland FRESH, a partnership to establish school produce markets that provide high-quality fresh foods to neighborhoods with no nearby supermarkets

**Roel Gonzalez, Superintendent,
Rio Grande, Texas**

- Spearheaded a wellness initiative that changed school menus and food preparation practices in school cafeterias

**Roel Gonzalez, Superintendent,
Rio Grande, Texas**

- Increased exercise time at schools, introducing track meets, pee wee football, and other events, and opened school gyms and facilities to the community

Michael Bloomberg, Mayor, New York City

- Among the first in the nation on menu labeling policy
- Healthy building design and construction guidelines
- Bike lane and pedestrian walkway expansions

Michael Bloomberg, Mayor, New York City

- Multi-million dollar investment in the improvement of parks and greenways throughout the city
- Expanded access to safe places to play by constructing or improving playgrounds in underserved neighborhoods

Michael Bloomberg, Mayor, New York City

- Healthy Bodegas Initiative
- Green Carts Initiative

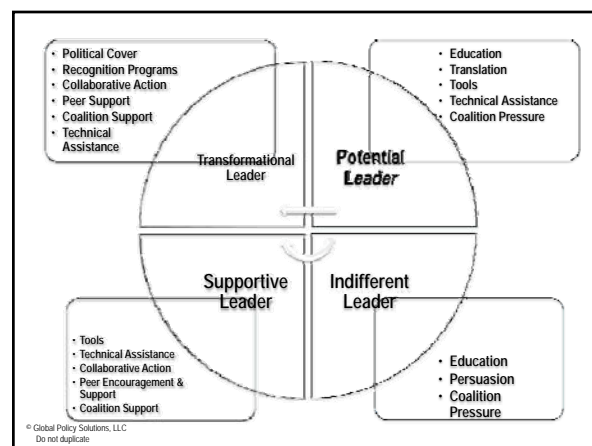
Policymaker Survey Insights

	Policymakers who Believe Actions Have Increased "Somewhat" or "A Great Deal" in the Past Two Years	Policymakers who Reported Introducing or Supporting Policy Strategies in the Past Two Years
Safety for Bicyclists and Pedestrians	72%	77%
Community Design Features that Promote Physical Activity	77%	64%
Access to Recreational Facilities and Open Spaces	62%	67%
PE and Physical Activity in Schools	45%	75%
Safe Routes to School Programs	61%	66%
Safety and Crime Prevention to Encourage Outdoor Activity	45%	68%
Expanding Access to Supermarkets that Carry Fresh Fruits and Vegetables	54%	79%
Promoting Farmers' Markets or Healthy Mobile Markets	75%	69%
Encouraging Restaurants to Offer Healthier Options (i.e., reasonably-sized portions, low-calorie or low-fat menus)	55%	48%
Improving Access to Nutritious Foods in School Vending Machines and Cafeterias	66%	73%
Regulating the Marketing of Unhealthy Foods in or near Schools	39%	47%

Typology of Healthy Eating Active Living (HEAL) Policy-makers

Interest Activism	High	Low
High	Transformational Leader <ul style="list-style-type: none"> •Active on issues related to healthy eating and active living •Vocal champion for HEAL and childhood obesity prevention •Could serve as a peer educator, media champion •Needs help getting media placements and other speaking/training engagements 	Potential Leader <ul style="list-style-type: none"> •Active on other issues related to healthy communities (e.g. transportation, economic development, environment) •Has not prioritized healthy communities or childhood obesity prevention •Needs help making the connection between established priorities and healthy communities/childhood obesity prevention
Low	Supportive Leader <ul style="list-style-type: none"> •Very interested in healthy kids and healthy communities •Lacks appropriate content and/or process knowledge to advance HEAL policies •Needs training/technical assistance 	Indifferent Leader <ul style="list-style-type: none"> •Lacks interest in healthy eating and active living from a policy perspective •At best is indifferent to HEAL issues and policies •At worst is an opponent of HEAL issues and policies •Not a LHC priority

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Low and No-cost Policies

- Low- and no-cost policies are those that:
 - Leverage existing resources
 - Redirect current funding
 - Advance "win-win" policies that serve multiple purposes

Low and No-cost Policies

- Rely on partnerships and collaboration among and between public and private entities to accomplish policy objectives

Obesity Prevention on a Budget

- Low-cost, no-cost policies:
 - Obesity Prevention Councils
 - Joint Use Agreements
 - Public Use Plans, Zoning, and Ordinances
 - Supervised recess
 - Farmers markets

Obesity Prevention on a Budget

- Healthy food procurement and vending
- Marketing in schools

National Conference of State Legislatures State Legislative Trends

- Nutrition and physical activity
 - School nutrition
 - Nutrition education
 - School wellness
 - Physical activity or physical education in schools

National Conference of State Legislatures State Legislative Trends

- BMI or fitness assessments for students
- Diabetes screening at school
- Preschool obesity prevention
- Insurance coverage for obesity prevention

National Conference of State Legislatures State Legislative Trends

- Taxes, tax credits, tax exemptions, and other fiscal incentives
- Task forces, commissions, studies, and other special programs

National Conference of State Legislatures State Legislative Trends

- Healthy community design and food access
 - Biking/walking/complete streets
 - Transit-oriented development
 - Joint use agreements
 - Farm to school

National Conference of State Legislatures State Legislative Trends

- Food deserts/access to healthy foods
- Local food/direct marketing

National Conference of State Legislatures State Legislative Trends

Nutrition & Physical Activity	Healthy Community Design & Food Access
<ul style="list-style-type: none"> • School Nutrition • Nutrition Education • School Wellness • Physical Activity or Physical Education in Schools • BMI or Fitness Assessments for Students • Diabetes Screening at School • Preschool Obesity Prevention • Insurance Coverage for Obesity Prevention • Taxes, Tax Credits, Tax Exemptions and other Fiscal Incentives • Task Forces, Commissions, Studies and Other Special Programs 	<ul style="list-style-type: none"> • Biking/Walking/Complete Streets • Transit Oriented Development • Joint Use Agreements • Farm to School • Food Deserts/Access to Healthy Foods • Local Food/Direct Marketing

NCSL State Legislative Trends: Nutrition and Physical Activity

- Legislative activity designed to promote healthy eating and active living, especially among school-age children
 - Leveled off in 2011 compared to 2010

NCSL State Legislative Trends: Nutrition and Physical Activity

- The total number of states that enacted laws showed a slight increase in 2011 over the previous year
 - 31 states in 2011 compared to 29 in 2010
 - Fewer bills passed
 - 60 bills in 2011 vs. 77 in 2010

NCSL State Legislative Trends: Nutrition and Physical Activity

- In the category of healthy eating and physical activity, most of the legislative activity was in two areas:
 - School nutrition and nutrition education
 - Physical activity and physical education

NCSL State Legislative Trends: Nutrition and Physical Activity

- 13 states passed 14 bills related to school nutrition/nutrition education during 2011
 - Compared to 14 states that passed 21 bills in 2010

NCSL State Legislative Trends: Nutrition and Physical Activity

- Six states passed six bills on physical activity/physical education in 2011
 - Compared to nine states that passed nine bills the previous year

NCSL State Legislative Trends: Healthy Design / Access

- The category of healthy community design and access to healthy food saw less legislative activity than its counterpart issue areas in 2010:
 - 20 states passed 34 laws in 2011
 - Compared to 24 states that passed 43 laws the previous year

NCSL State Legislative Trends: Healthy Design / Access

- Legislation remained stable in the areas of bicycling and walking/complete streets, and local food/direct marketing, the topics with the highest levels of activity in past years

NCSL State Legislative Trends: Healthy Design / Access

- Eight states passed nine bills related to bicycling and walking/complete streets in 2011
 - Compared to seven states that passed 11 bills in 2010

NCSL State Legislative Trends: Healthy Design / Access

- Seven states passed eight bills on local food/direct marketing in 2011
 - Compared to eight states that passed nine bills the previous year

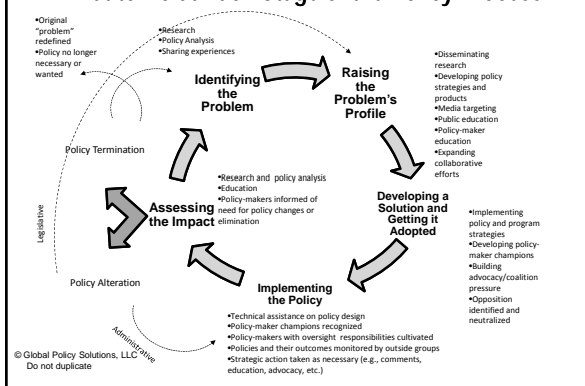
Looking Forward

- Education matters: Do people understand?
- Programs matter: Will people use what's made available?

Looking Forward

- Policy design matters: Is it effective? Does it promote equity?
 - Accountability levers
 - Targeted universalism

What to Do at Each Stage of the Policy Process



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