

Building a Policy Roadmap to Advance Organizational Practice Change and Public Policy for Healthy Eating and Active Living

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American Public Health Association
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- ◆ Building momentum for *quality primary prevention*
- ◆ Characterized by a strong commitment to *community participation, social justice, and equitable health outcomes* among all social and economic groups

Supersizing America



Is it *just* individual choice?



“It is unreasonable to expect that people will change their behavior *easily* when so many forces in the social, cultural, and physical environment conspire against such change.”

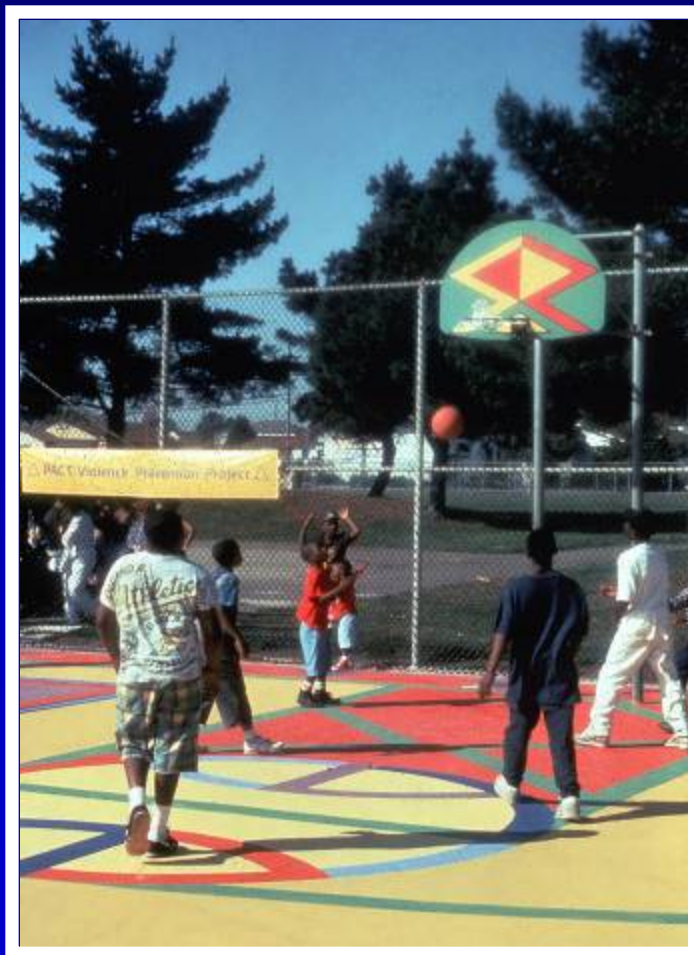
Institute of Medicine

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HEALTH DISPARITIES:

The same
injuries and
illnesses only
more so

Building a Movement for Healthy Eating & Active Living



Chronicle / Lance Iversen

Our Learnings



ENACT

Environmental
Nutrition and
Activity
Community
Tool

A collage of five images: a busy street with a capitol building in the background, a blue bicycle sign with '35' and 'Lake Merritt', a hand holding a bunch of green leafy vegetables, a bunch of bright orange carrots, and a group of people working in a garden.

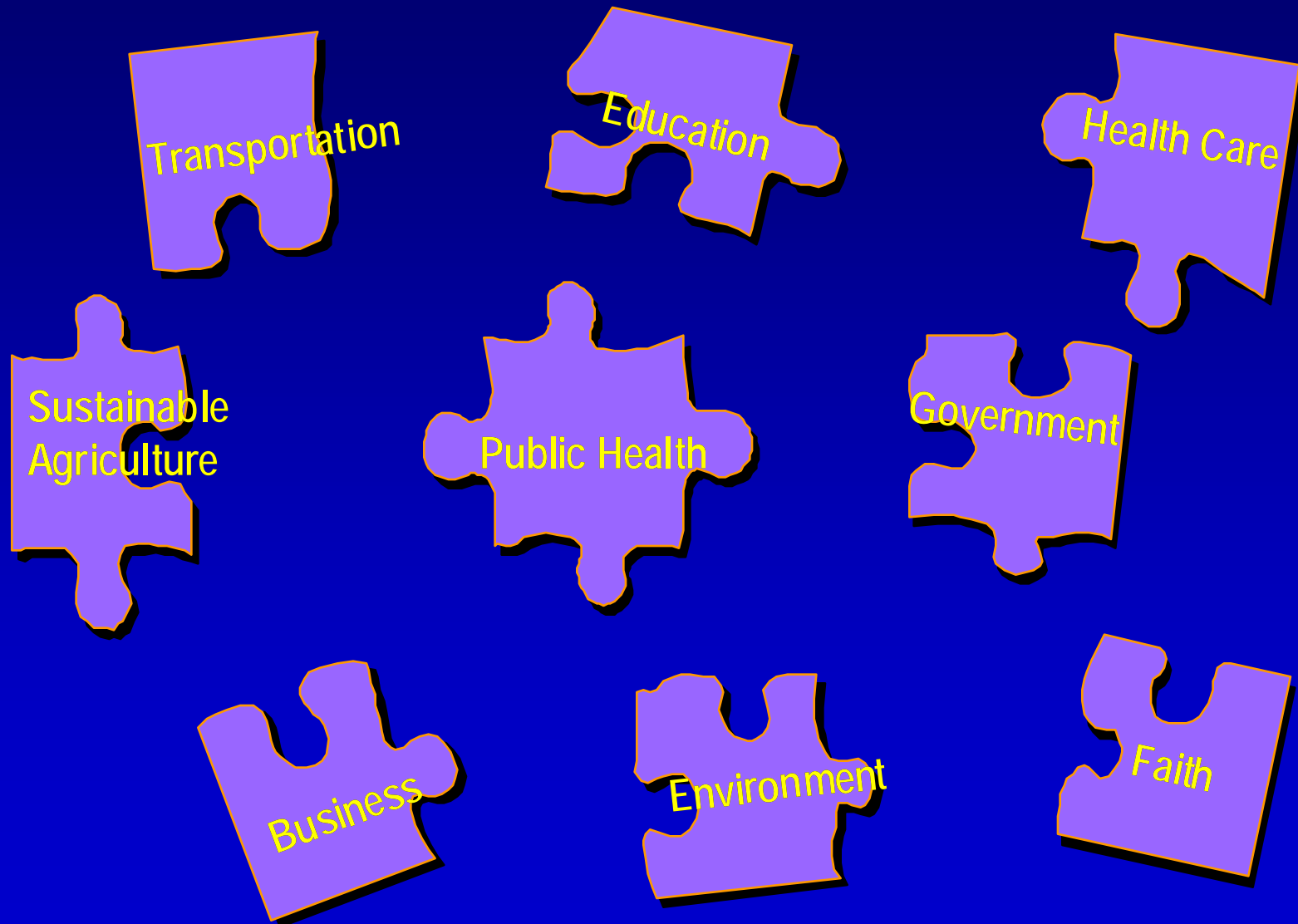
Printed Courtesy of
The California Obesity Prevention Initiative

Strategic Alliance

Promoting healthy food and activity environments

Healthy Eating Active Living
Convergence Project

Inter-Sectoral Collaboration



Collaboration Math

	Data	Concepts	Funding	Training	Partners	Key Issues	Outcomes
Health							
Education							
Social Services							
Nutritionists							
Business							
Media							
Public Planning							
TOTALS	Sum Remainder:	Average:	Sum:	Product:	Sum:	Sum:	Exponential Product:

Convergence of Interests

Preliminary Findings

Sectors	Built Environment Strategies	
	<i>Land Use Planning</i>	<i>Active Transportation</i>
Environment		
Planning		
Advocates		
Public Health		
Education		
Sustainable Agriculture		
Healthcare		

Policy Criteria

- ◆ Consider whether proposed policies have the potential for *significant impact* and whether they are *politically feasible*.
- ◆ Ensure the right elements are in place for *successful implementation* and to inform future policy

Cross-Cutting Strategies for Healthy Activity



Cross-Cutting Strategies for Healthy Eating



Priority Checklist for Action by Business and Government

- Eliminate the advertising of unhealthy foods and beverages to children and youth.
- Establish grocery stores with produce and other fresh, healthy items in all underserved neighborhoods. (see definition of healthy food & beverages at the end of this document)
- Adopt model worksite policies that include access to healthy food and physical activity and to breastfeeding accommodations.
- Provide health plan benefits that cover prevention and wellness activities, including counseling, education, and access to weight-loss and physical activity programs.
- Encourage new mothers to breastfeed and eliminate in-hospital marketing of artificial baby milk (formula) to new mothers.
- Ensure full and equitable access to all public facilities (community centers, schools, government buildings) that could house programs and services that increase the amount of daily physical activity for each community member.
- Adopt and implement “complete streets” policies to provide safe and convenient roadway access for people who walk, bicycle, or use wheelchairs.
- Ensure that children are receiving quality physical education that meets minimum state standards for duration and frequency.
- Institute healthy food and beverage standards for all food items available in pre-school, school, and after-school programs.
- Implement farm-to-institution programs to make fresh, local, and sustainably grown food available at schools, hospitals, worksites and other facilities.

Taking Action for a Healthier California

Opportunities to Take Action

- ◆ Transportation Equity Act
- ◆ Childhood Nutrition Reauthorization
- ◆ No Child Left Behind
- ◆ Farm Bill

TOOLS



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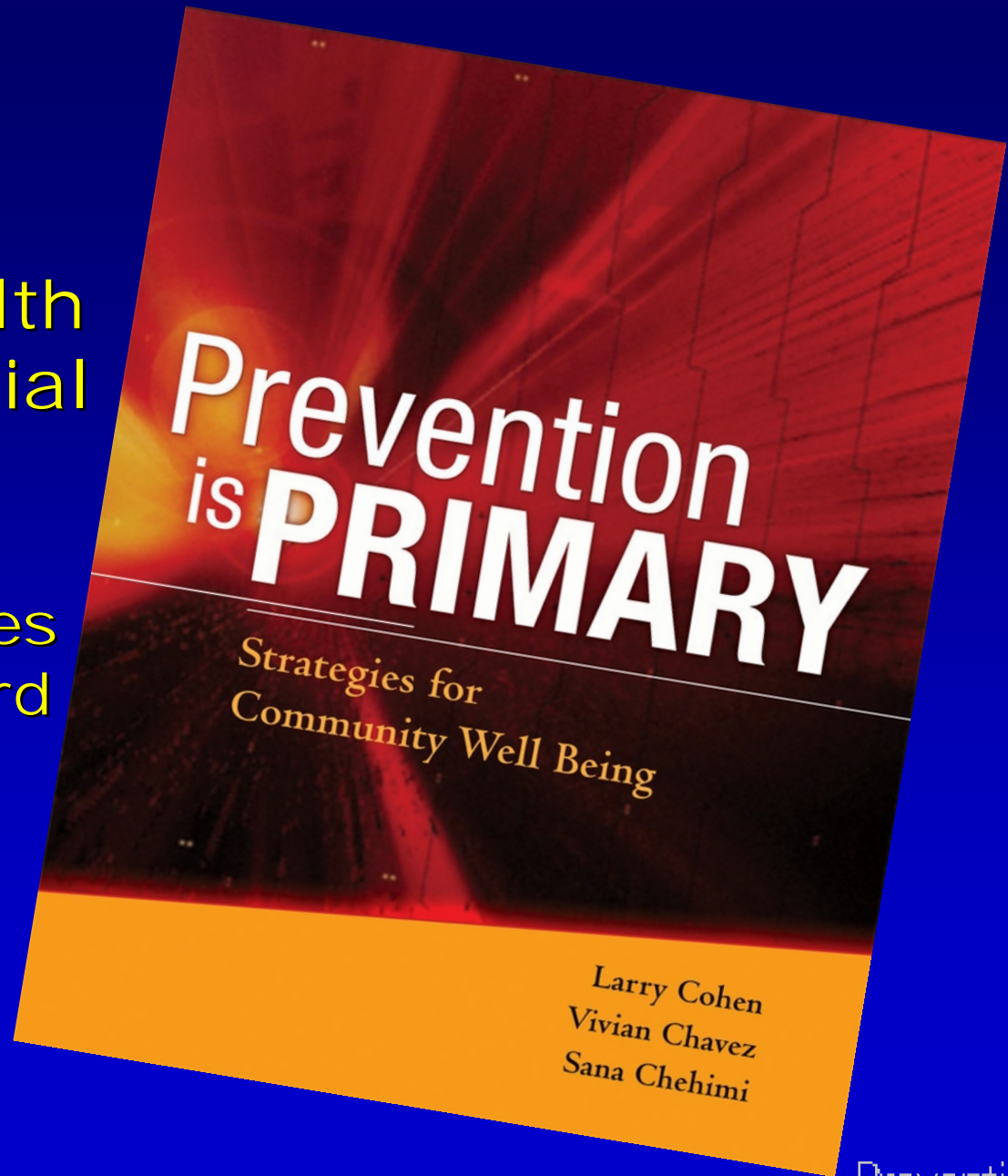
Prevention is **PRIMARY**

*Strategies for
Community Well Being*

Larry Cohen
Vivian Chavez
Sana Chehimi

CHAPTER 2
Achieving Health
Equity and Social
Justice

By Wayne H. Giles
& Leandris Liburd

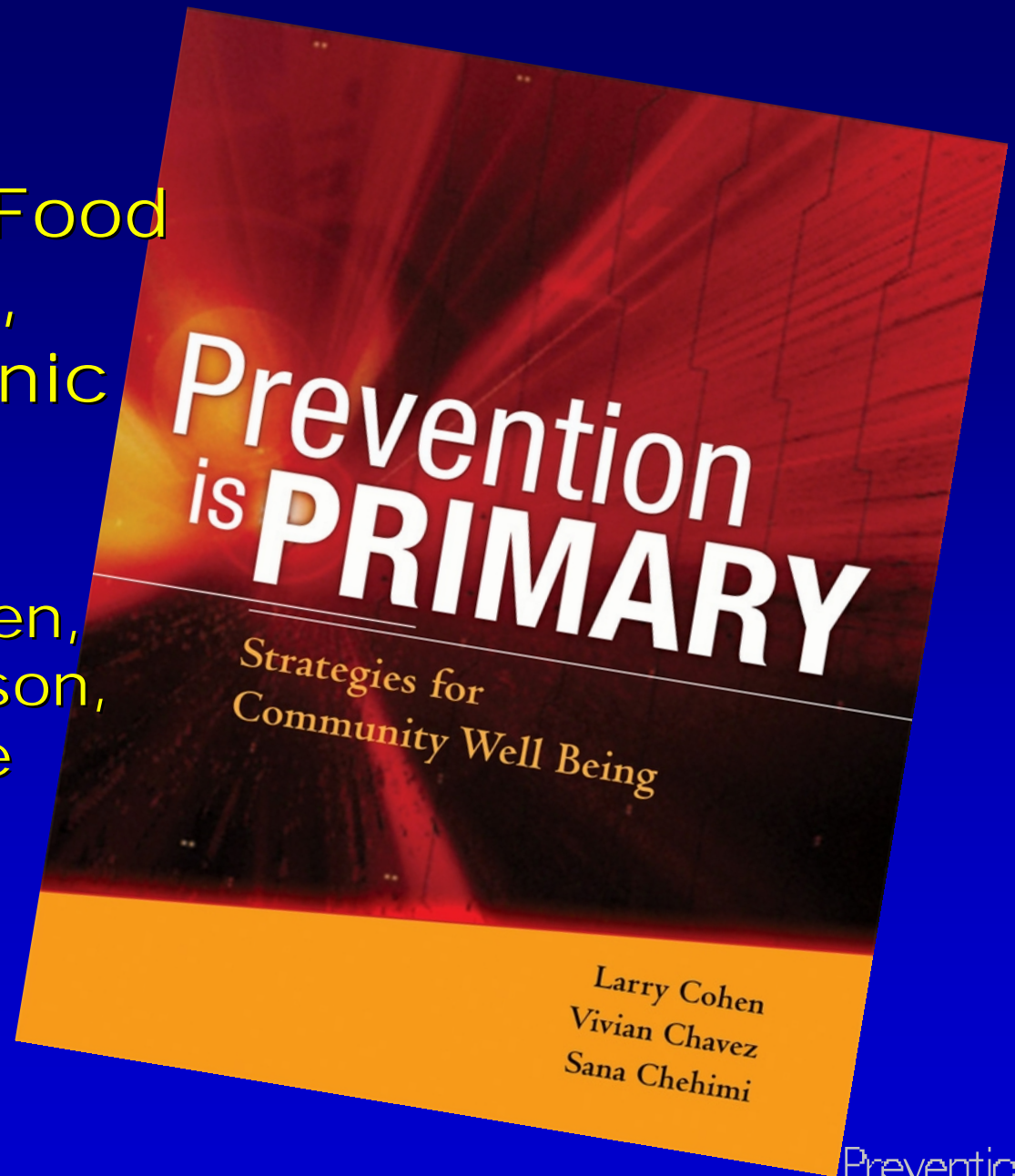


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CHAPTER 13

Creating Healthy Food
Environments,
Preventing Chronic
Disease

By Leslie Mikkelsen,
Catherine S. Erickson,
& Marion Nestle



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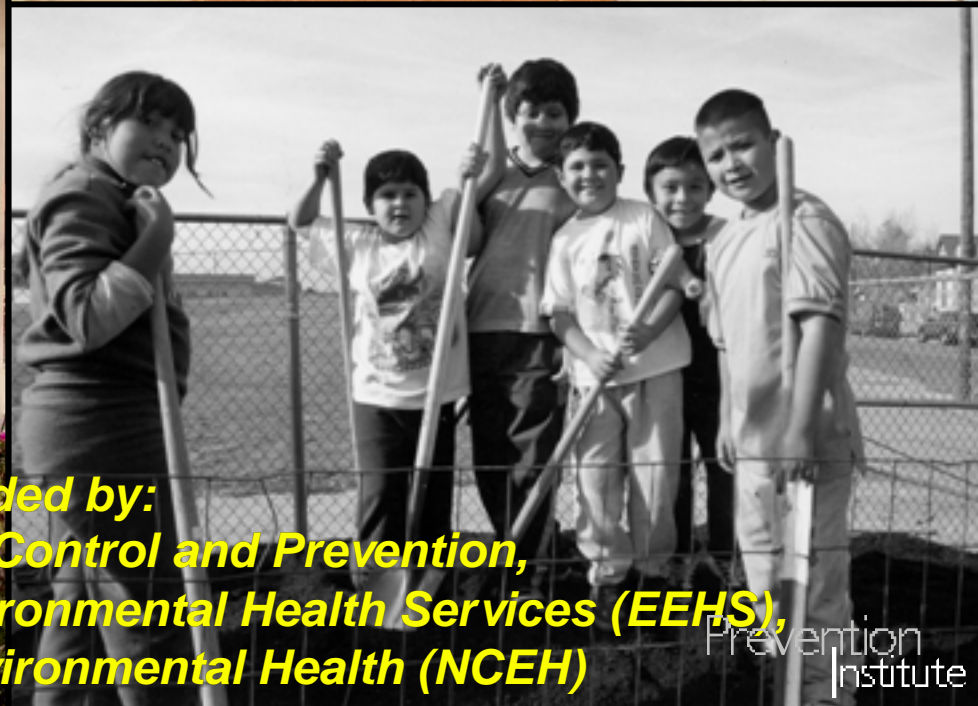


THRIVE

Toolkit for Health and Resilience In Vulnerable Environments

Eliminating Health Disparities
Through a Focus on
Community Resilience

The Built Environment and Health: 11 Profiles of Neighborhood Transformation



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Putting prevention
at the center of community well-being

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