

Using Tobacco Control Lessons to Prevent Obesity

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The Theory

- The Maine Coalition on Smoking OR Health formed in 1985
- Nation leading tobacco policies, including using MSA funds for prevention
- State program includes obesity prevention, therefore CSH *was* advocating for obesity policy, by default



The Test

- Legislator put in bills we thought we could win
.... Or not
- Two years fighting beverage associations, convenience stores, educators, school food service workers, restaurants, MCLU



But, there was *some* success

- Resolve, To Study Obesity and Methods to Decrease the Cost of Health Care and Increase the Public Health (2004 - 05) - formally adopted 27 recommendations to the 122nd Legislature.
- Maine Department of Education Proposed Rule Change — All foods and beverages sold in Maine schools must meet or exceed the 5% minimal nutritional value rule for one of eight specified nutrients: protein, vitamins A and C, niacin, riboflavin, thiamin, calcium, and iron. In Maine, this “5% Rule” is in effect during the school day. The proposed rule change is to have this “5% Rule” in effect 24/7.



Policy Brief

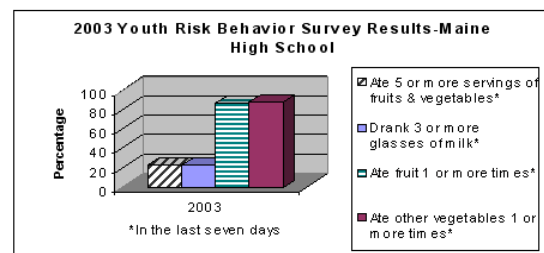
The Competitive Food Market in Maine

Schools can contribute to increasing the overall health and academic performance of Maine youth. An epidemic of overweight and obesity is putting Maine citizens at higher risk for developing chronic diseases. Fifty-nine percent of Maine adults are either overweight or obese (Behavior Risk Factor Surveillance System, 2002). Thirteen percent of Maine adolescents are overweight and 15% are at risk for becoming overweight (Youth Risk Behavior Surveillance System, 2003). Schools can provide an environment where youth can acquire skills and receive support in making healthy food and physical activity choices.

What is the Issue?

Today many school districts in Maine are struggling to assure availability of healthy food choices. Many foods are available to students and staff through a number of venues including vending machines and a la carte sales in cafeterias. These foods are often high in calories, total fat, saturated fat, added sugars, cholesterol, and sodium. The revenue from vending machines is often used to support school-related programs, including sports and other extra-curricular activities. Many school meal programs depend on revenue from a la carte sales to remain financially solvent. A number of Maine schools are stocking their vending machines with healthy snack and beverage choices and offering healthier options on a la carte lines as part of policy and environmental change initiatives to support improving nutrition.

Most Maine youth do not meet current recommendations for dietary intake as described in the table below. Seventy-seven percent of Maine high school students do not eat the recommended servings of fruit and vegetables each day and 78% of Maine high school students do not consume the recommended servings of milk each day (Maine Youth Risk Behavior Survey, 2003).



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Back to the Theory

- Coalition work is research, strategy, and teamwork
- We were *reacting*, rather than acting on solid policy base
- Prioritize obesity prevention, or don't do it at all



The New (sub) Coalition

- Maine Center for Public Health
- Maine Nutrition Network
- Department of Education
- MeCDC
- American Heart Association
- American Lung Association
- American Cancer Society



<p>123rd Legislature: 2007 and 2008</p> <p>Require chain restaurants with 20 or more locations to provide caloric information for food items on menus or menu boards.</p> <p>Prohibit advertising of unhealthy foods on school grounds.</p> <p>Schools must assess the Body Mass Index (BMI) of Maine school children and submit their information to the Department of Education and Bureau of Health. Issues around appropriate and trained personnel, confidentiality and parental notification must be addressed.</p> <p>Schools must require daily recess for all elementary and middle school students. (Recess will have to be carefully defined)</p> <p>The Department of Transportation must spend a specified amount of its total annual budget on construction of walking and bicycle paths</p> <p>Increase funding for School Health Coordinators.</p> <p>Schools must require elementary and middle school students to participate in specified amount of physical activity per week</p> <p>Increase funding for training of food service personnel on purchase, preparation and marketing of healthy foods in schools</p>
<p>124th Legislature: 2009 and 2010</p> <p>Levy a tax on bottles of \$4.00 for every gallon of carbonated beverages up or its equivalent sold in the State, and use the revenue from the tax to implement obesity prevention programs in schools and communities.</p> <p>Bring back the snack tax (combine with tax on bottles)</p> <p>Apply standards developed through LD796 rule making process to fund raisers, boosters, and all other school related functions.</p> <p>Post nutritional information, including saturated fat, trans fat, and sodium content on all food items in schools (calories only for menu boards)</p> <p>Increase funding for BOH for Obesity initiatives</p> <p>Increase funding of Food Service Programs to provide healthy food</p> <p>Schools must require elementary and middle school students to participate in specified amount of physical education per week</p> <p>Food or beverages may not be used as a reward or incentive for learning or behavior in a school setting</p> <p>Require DOE/AGDHHS to create a model school fitness and nutrition policy in partnership with public health community</p> <p>MaineCare - need to do something to promote awareness of the problem of obesity in this population and incent appropriate rx and treatment as part of larger MaineCare strategy around public health/prevention</p>
<p>125th Legislature: 2011 and 2012</p> <p>High school students must require students to participate in specified minutes of physical activity per week</p> <p>Smarter Community Design: Communities and government must stress smarter community design, including requiring the evaluation of the health impact of new building efforts and updating existing development and encouraging design that promotes and integrates space for physical activity, such as recreational space, sidewalks, public transportation, and safe staircases, and the inclusion of food shopping venues in new development.</p> <p>School lunch periods must allow at least 20 minutes for students to eat.</p> <p>Require that nutritional analysis be performed on all major selling food items and that caloric and nutritional information be posted at cafeterias and snack bars under the purview of the Division of the Blind and Visually Impaired. (Do a pilot during Wellness Month during</p> <p>Require that the following be included as part of health coverage for State employees: BMI assessment; intensive counseling and behavioral interventions for all employees with BMI of at least 30kg/m²; and evidence-based interventions for all overweight employees (BMI of at least 25kg/m²) who are 45 years of age or older with prediabetes.</p>
<p>126th Legislature: 2013 and 2014</p> <p>Bolstering Preventive Care: Employers, including the government, and Medicaid should provide routine obesity-risk screening and more benefits for preventative care, obesity-related disease management, and subsidizing and encouraging fitness activities</p> <p>Require that news schools be within X miles of the percentage of community population to support alternate transportation</p>

Year One, the right way

123rd Legislature: 2007 and 2008	Private Sector	Require chain restaurants with 20 or more locations to provide caloric information for food items on menus or menu boards
	Schools	Prohibit advertising of unhealthy foods on school grounds.
	Schools	Schools must assess the Body Mass Index (BMI) of Maine schoolchildren and submit the information to the Department of Education and Bureau of Health. Issues around appropriate and trained personnel, confidentiality and parental notification must be addressed.
	Schools	Schools must require daily recess for all elementary and middle school students. (Recess will have to be carefully defined)
	Transportation	The Department of Transportation must spend a specified amount of its total annual budget on construction of walking and bicycle paths.
	State Program Funding	Increase funding for School Health Coordinators.
	Schools	Schools must require elementary and middle school students to participate in specified amount of physical activity per week
Schools	Increase funding for training of food service personnel on purchase, preparation and marketing of healthy foods in schools.	



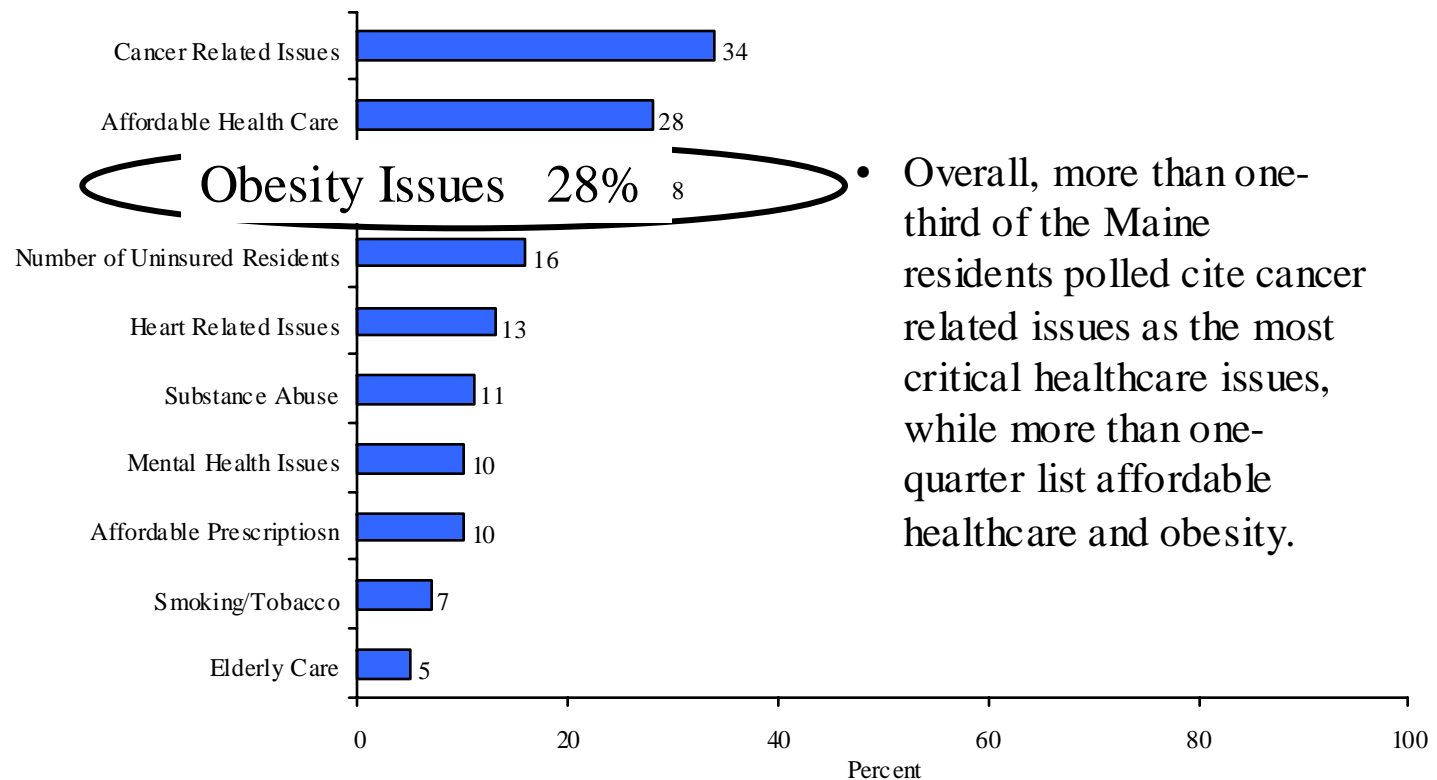
Headway

- Legislators much better educated
- Press much better educated
- Polls show obesity as a leading health threat -



Perception of Most Critical Health Issues Facing Maine People: *Top Responses Only*

*What do you think is the single most critical health issue facing Maine people? Any others?**



* Multiple responses accepted. The remaining responses can be found in the detailed tabulations.



Results of 2007 Legislative Session

- PE4ME: mandated PE K-8, 150 min/wk elementary, 255 min/wk middle school
- Scoreboards
- Vending machines



Coalition Building

- Start with “usual suspects,” move to more
- Healthy Maine Partnership coalitions
- American Diabetes Association
- Anthem Blue Cross
- Maine Health Management Coalition (business group)



Media Messages

Back to 1970's tobacco lessons – personal vs. societal problem

- Personal choice
 - do children have that?
 - Low income neighborhoods?
 - Price and tax policy
- Societal influence and marketing
 - Fast food nation
 - Easy cheezy
 - Working families – time, money, after school activities (although they are good)



Policy with Promise

- Fed & State policy
 - subsidies to what foods?
 - “snack taxes” are good
 - Food stamps at farmers’ markets
 - School policy – food service, activity, outside snacks and sodas
 - Menu labeling – post NYC & Ruby Tuesday
- Local policy - community gardens



Thank You!

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