

HEAL Policy in Uncertain Times

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HEAL Policy in Uncertain Times



CARTER HEADRICK

DIRECTOR, STATE AND LOCAL OBESITY

POLICY INITIATIVES

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8 years of progress

Healthy, Hunger-Free Kids Act

- SmartSnacks
- Wellness Policies
- Stopping efforts to roll back progress.

ESSA

- Opportunities to expand health and wellness under ESSA
- Physical Education

Transportation Bill

- Active Transportation Funding

Prevention Fund in the Affordable Care Act

Threats and Opportunities

Childhood Nutrition Reauthorization:

- Likely not happening this year.
- Focus on Continued Implementation

Appropriations

- Whole Grains
- Dairy

Farm Bill

- Protecting SNAP will be #1 issue in the farm bill.
- AHA advocating for increased access and benefits.

Threats and Opportunities

Continue to monitor new leadership at Department of Education

- ESSA implementation at the state level

Potential opportunities under an infrastructure improvement plan.

Strategies Moving Forward

- ❑ Protect and defend progress made.
- ❑ Look for opportunities for alignment
- ❑ Continue to appropriately Frame and Advocate for HEAL related issues.

State Legislatures:
86 of America's 99 state
legislative chambers held
elections in 2016

State Chambers

Three chambers switched from Democratic to Republican control:





- Kentucky House
- Iowa Senate
- Minnesota Senate

Four chambers switched from Republican to Democratic control:

- New Mexico House
- Nevada Assembly
- Nevada Senate
- Washington Senate (Republicans, however, will have functional control as one Democrat will caucus with the Republicans)

And one chamber is tied:

- Connecticut Senate

Partisan Control of All 99 State Legislatures				
Legislative Chamber	Pre-election		Post-election	
				
State senates	14	36	13	37
State houses	16	33	18	31
Total:	30	69	31	68

Governors:
Twelve states elected governors,
including a special mid-term
election in Oregon

Governors

Pre-Election: Republicans held 31 governorships. Democrats held 18. Independents hold one. There were 12 seats up for election in 2016.

Republicans won three governorships previously controlled by Democrats: Missouri, New Hampshire and Vermont

Democrats won one seat previously held by Republicans.

Survey of the Field

Opportunity remains:

“[Our work in childhood obesity policy will be] slightly harder. Not so much because of the numbers as much as that we lost several “friendly” members that we had good working relationships with and that were supportive our work, true champions.”

“Given that the Republicans will have control of the House for the first time in nearly 100 years, coupled with the Republicans controlling the Senate and the Governor’s Office, things will definitely be different at the state level. Some issues will be more challenging than in the past and we will have rethink the way we frame some of our messaging.”

Things to Consider...

- Important health policy decisions being pushed from the federal to the state level (e.g., ESSA, block grants)
- Preemption on anything that opposition doesn't like to stifle movements

Things to Consider...

- High levels of anxiety and vulnerability of broader policy areas
- Vulnerability of Prevention Fund for funding for state and community chronic disease prevention funding
- Vulnerability of federal policy implemented through states, including Healthy, Hunger Free Kids; wellness; and menu labeling

Healthy Eating & Active Living Advocacy in Uncertain Times

URGENCIES & OPPORTUNITIES



PUBLIC HEALTH
ADVOCATES
EVERYONE HAS THE RIGHT TO BE HEALTHY

Harold Goldstein, DrPH
Executive Director



PUBLIC HEALTH
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MISSION

We promote health equity by helping neighborhoods and schools become places that nurture health and wellbeing for everyone



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STRATEGIES

- Conduct strategic research to identify and publicize health disparities.
- Organize state and local campaigns to address the underlying causes of those disparities.
- Tackle tough issues like obesity, diabetes, and toxic stress that disproportionately impact low income communities and communities of color.



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GEOGRAPHY

- State Level: CA
- Local Level: CA, OR, CO, VA, MD
(300 cities)

OUTLINE

1. Urgency: **Diabetes**
2. Policy Priorities: **SSBs/Water, Parks, DPP**
3. Geography: **Cities, regions, states**
4. Advice for funders: **Offense vs defense**

URGENCY: Diabetes by Ethnicity

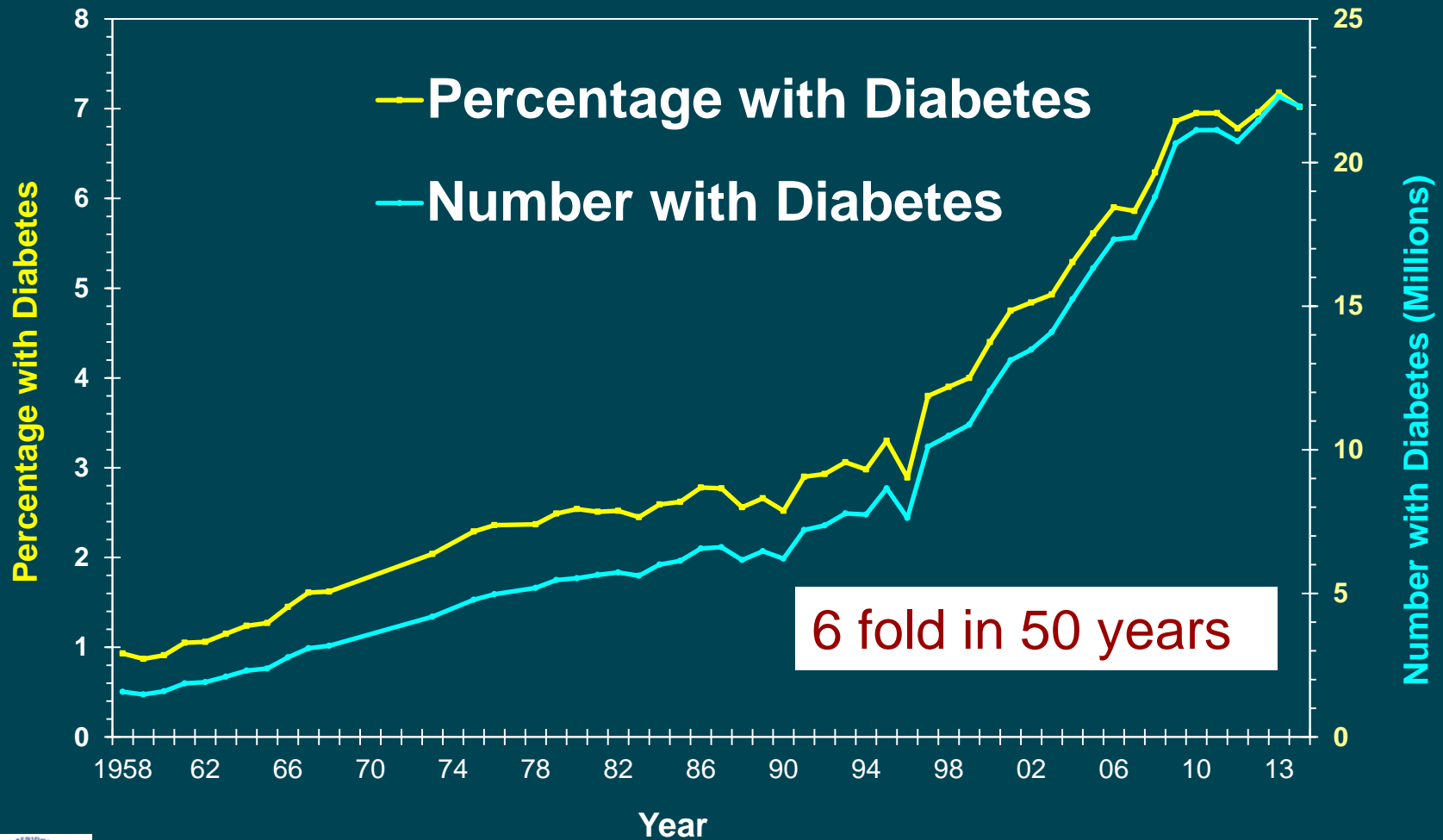
Ethnicity	Diabetes (40-54)	
American Indian	15%	2.5x
Latino	14%	2.3x
African-American	9%	1.5x
Asian	9%	1.5x
White	6%	
CALIFORNIA	9%	

California Health Interview Survey, 2014

URGENCY: Diabetes by Income

Income	Diabetes (40-54)	
<100% FPL (\$25k)	20%	4x
100-199% FPL	10%	2x
200-299% FPL	10%	2x
>300% FPL (\$75k)	5%	
CALIFORNIA	9%	

Number and Percentage of U.S. Population with Diagnosed Diabetes (1958-2014)



PREDIABETES



California

Diabetes: 9%

Prediabetes: 46%

55%

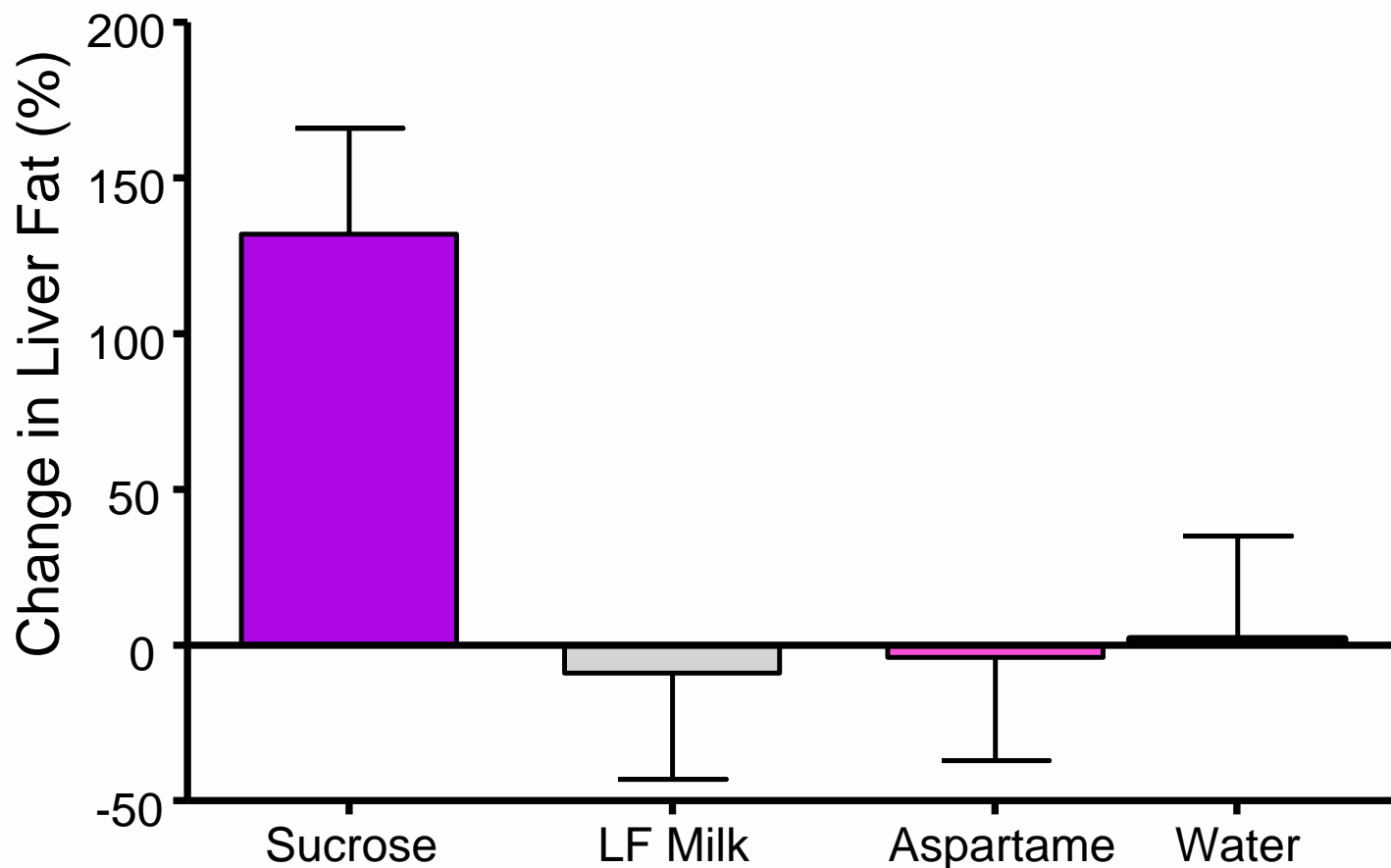


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OPPORTUNITY #1: SSBs

Changes in liver fat
< 2 bottles (34 oz) of beverages daily for 6 mos



#1a. SSB Taxes




Los Angeles Times (Nov 6, 2014)

"Berkeley is not like mainstream America. If politicians in this country want to stake their reputations on what Berkeley's done, then they do so at their own risk."



1. Berkeley
2. San Francisco
3. Oakland
4. Albany
5. Philadelphia
6. Boulder
7. Cook County (Chicago)
8. Navajo Nation

#1b. SSB Warning Labels

A close-up photograph of a red beverage can. A white rectangular warning label is affixed to the side of the can. The label contains text in red and black. The top line is in red, and the subsequent lines are in black. The can is partially filled with a light-colored liquid.

STATE OF CALIFORNIA SAFETY WARNING:
Drinking beverages with added sugar(s) contributes
to obesity, diabetes, and tooth decay.

#1c. Healthy Beverages by Default in Kids' Meals

Stockton

Davis

Hawthorne

Perris



#1d. Water promotion



If you are going to REACH for a drink,

Drink WATER

NOT Sugar

[StocktonREACH.org](https://www.stocktonreach.org)

REACH
A Healthier Community is Within Our Reach

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#REACH4Water

+ Churches
+ BRITA

#1d. Water promotion

Public filling stations
Testing / Access in schools



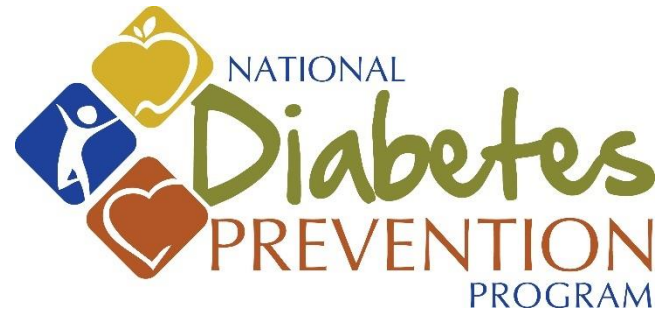
The Fountain of Youth.



#2. Complete Park



#3. Diabetes Prevention Program



WAYS TO PREVENT OR DELAY TYPE 2 **DIABETES**

Exercise



Manage weight



Eat healthy

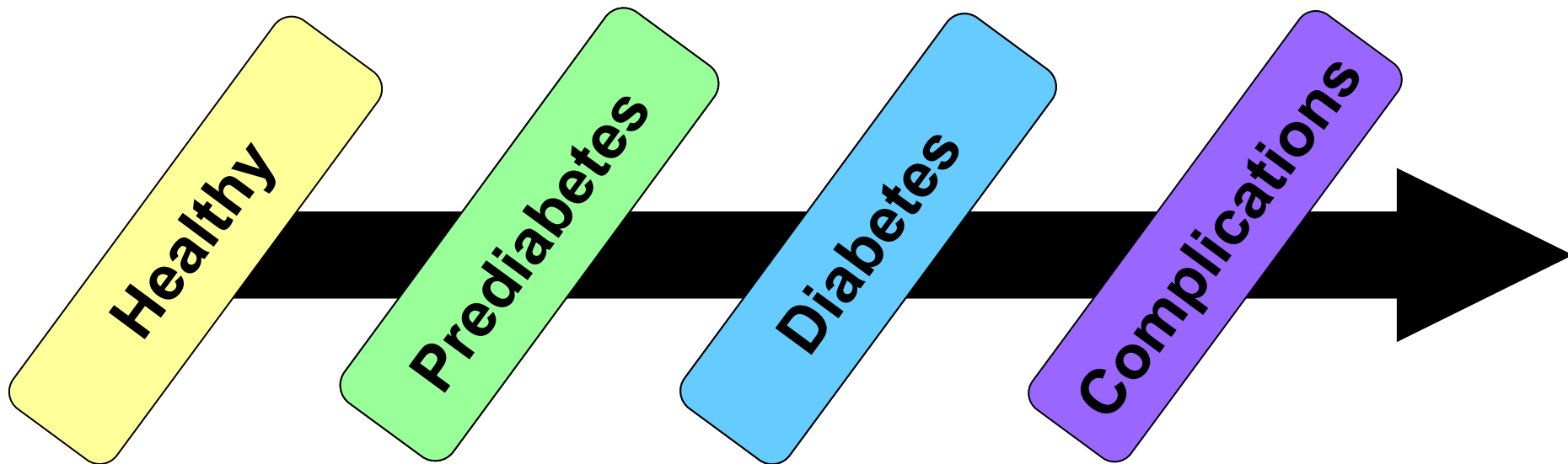


Education + Group Support



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HEAL Policies

- Healthy eating
- Physical activity

Diabetes Prevention Program

Healthy

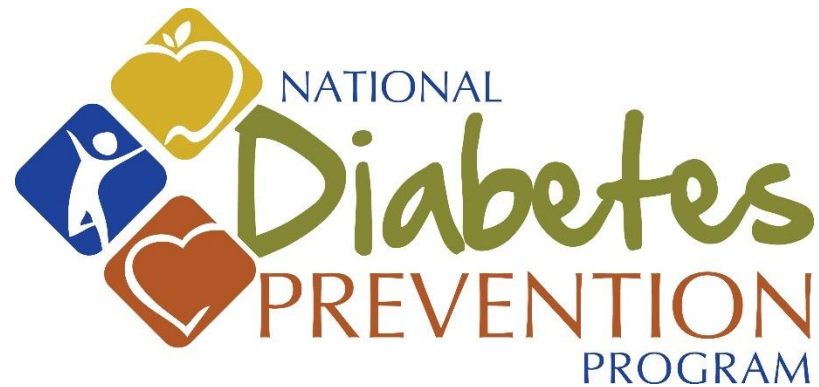
Prediabetes

Diabetes

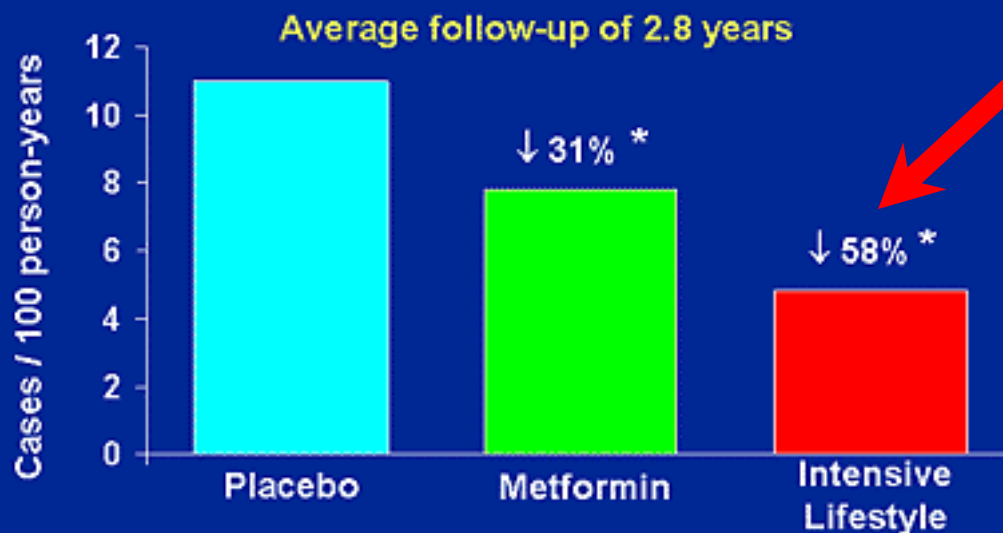
Complications

Diabetes self management
Quality treatment





Diabetes Prevention Program Progression to Type 2 Diabetes



*All pair-wise comparisons significantly different by group sequential log-rank test

The Diabetes Prevention Program Research Group. *New Engl J Med* 2002;346:393-403.



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Policy Support for DPP

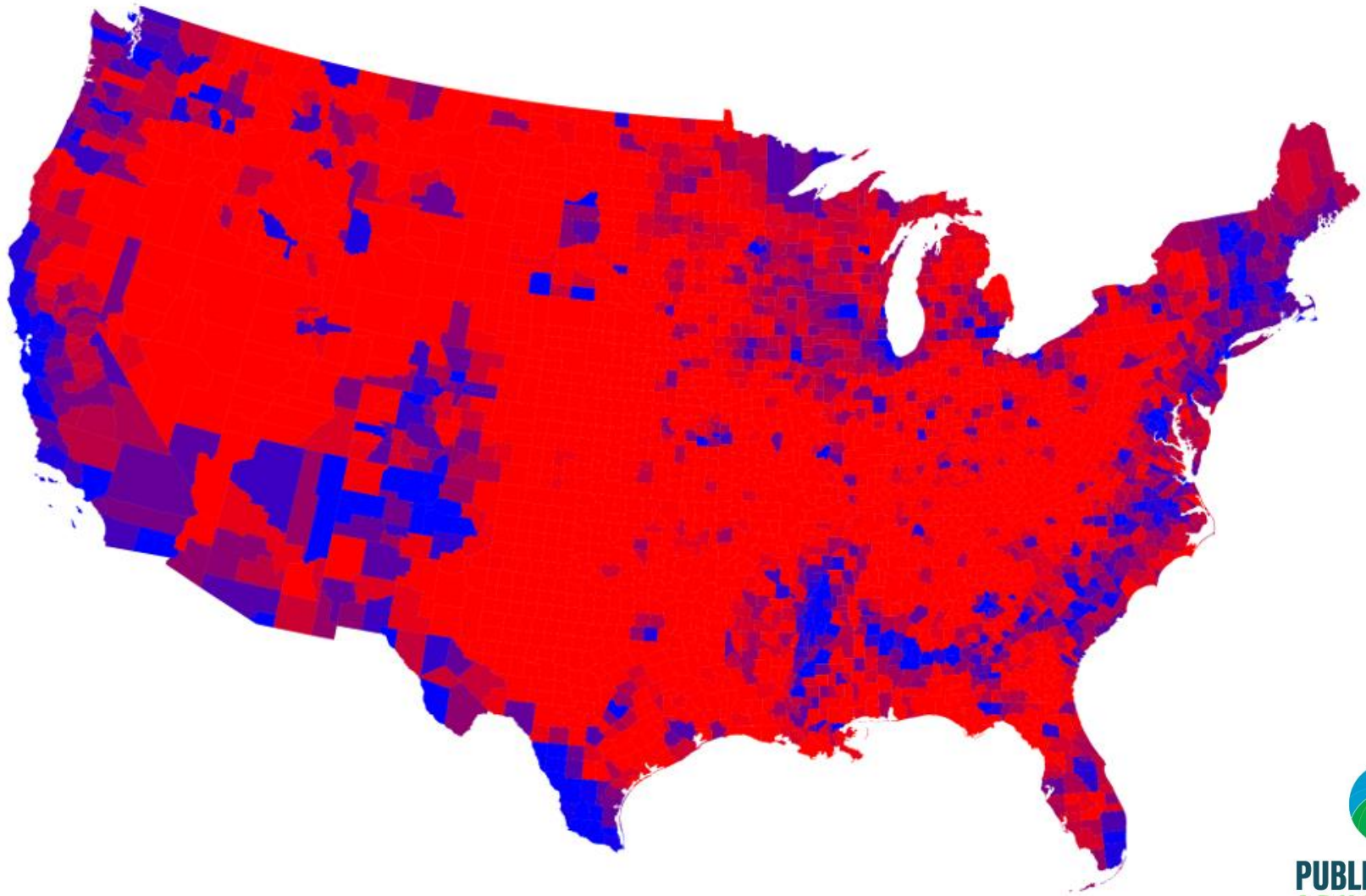
Encourage participation

- **Medicaid coverage**
- **Public education**
- **Provider education: screening + referrals**

Increase supply

- **Train more coaches**
- **More locations (Churches, WIC)**

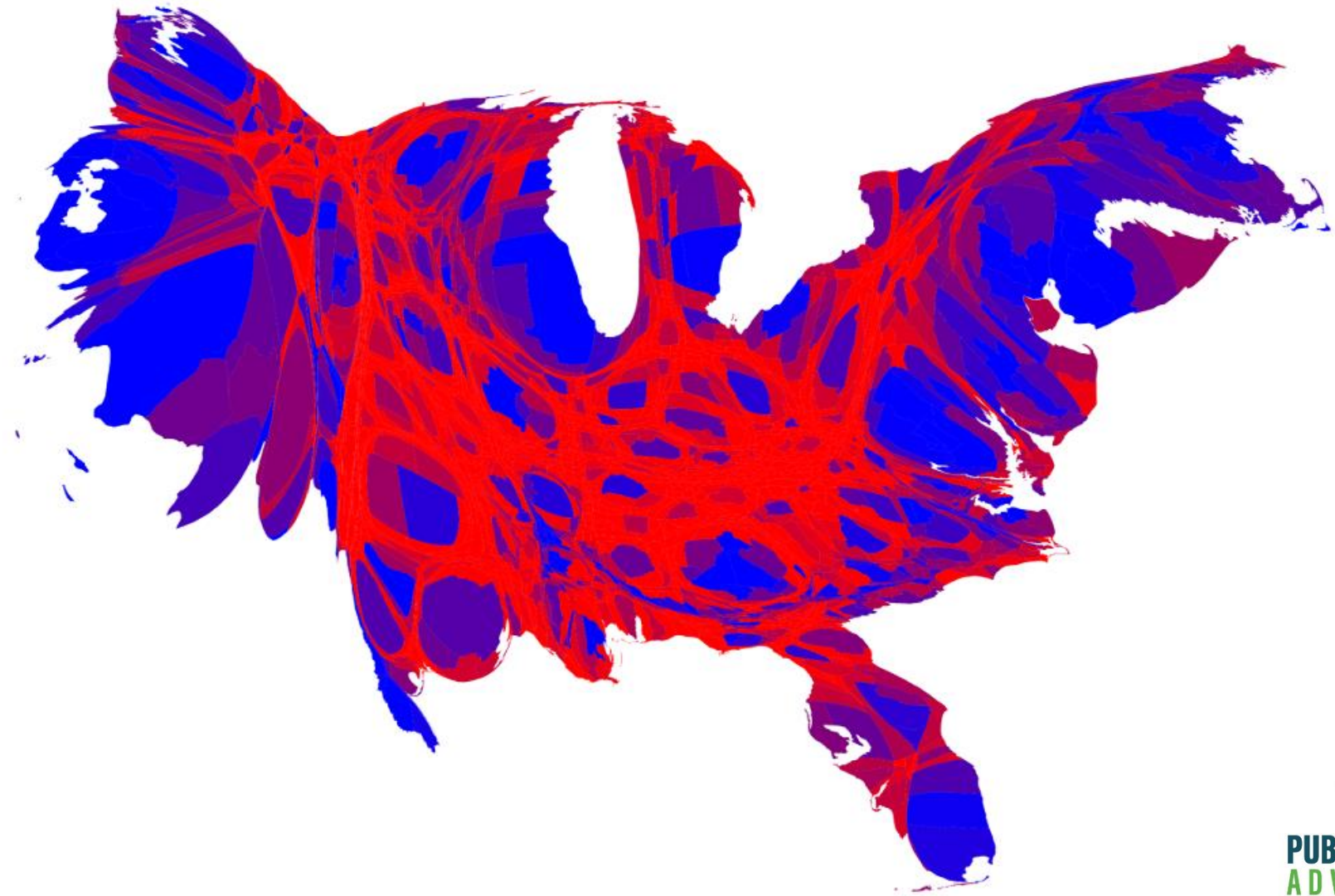
GEOGRAPHIC OPPORTUNITIES



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GEOGRAPHIC OPPORTUNITIES



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LOCAL POLICIES



HEALTHY EATING
ACTIVE LIVING
CITIES
CAMPAIGN

190 Cities
393 Policies
(so far)



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ADVICE FOR FUNDERS

1. **Offense and Defense** *(best defense is a good offense)*
2. **Federal → State → Local**
3. **Focus: most impact for most people in your area**
4. **Incredible Movement – build on it**



DESIGNED FOR DIABETES



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HEAL POLICY IN UNCERTAIN TIMES

Glenn E. Schneider, Chief Program Officer, Horizon Foundation

HOWARD COUNTY,
Unsweetened.

SUGAR
FREE
KIDS
MARYLAND


OPEN
STREETS


LET'S
Rethink
LUNCH


HORIZON FOUNDATION

The Horizon Foundation





Mission

“To improve the health and wellness of those who live or work in Howard County.”

Vision

“All people in Howard County should live long, healthy lives.”



Strategic Plan Buckets



“All residents can achieve and maintain a healthy weight.”

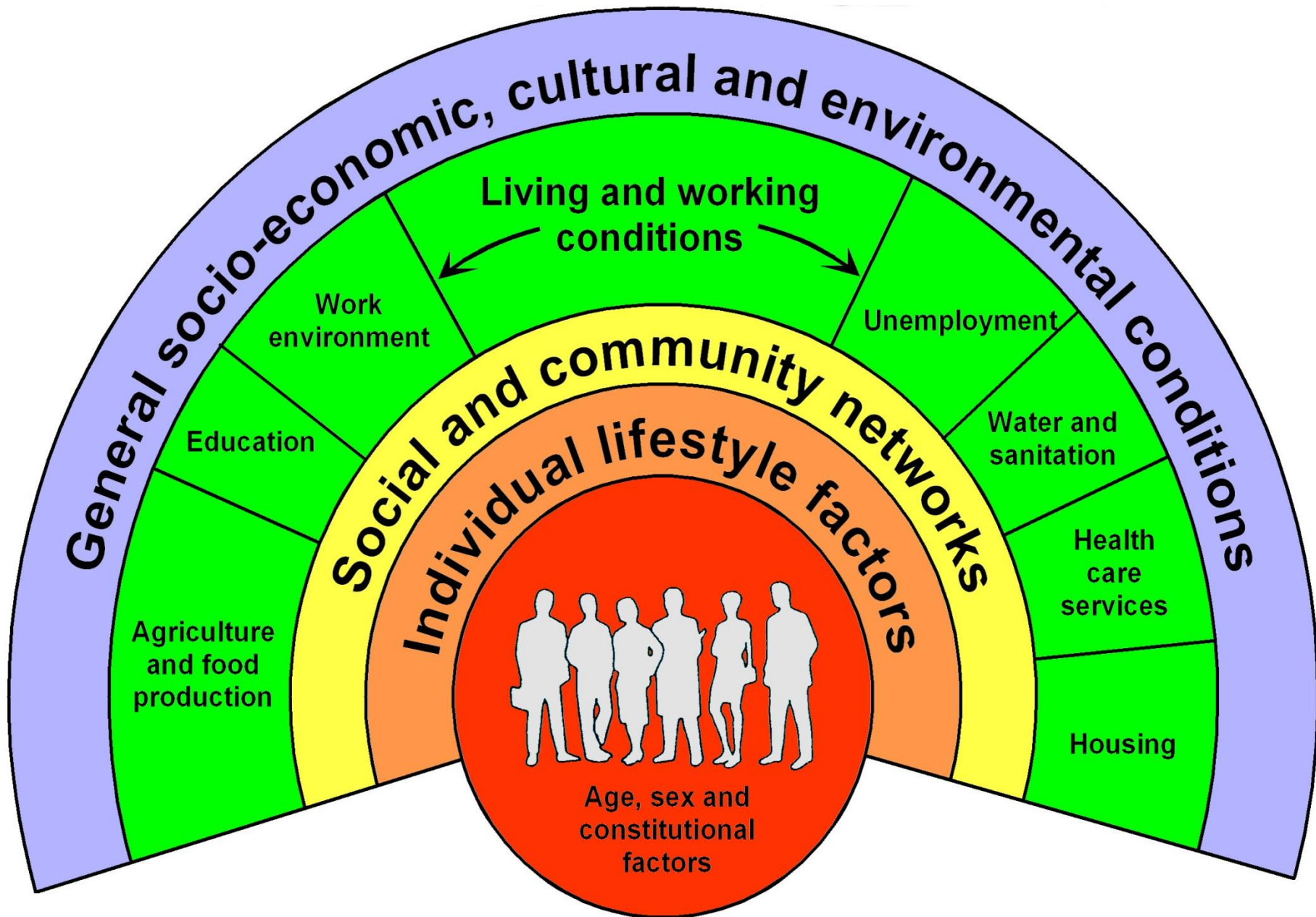


“All residents have access to high quality, affordable health care.”

**IT'S A MARATHON,
NOT A SPRINT**



<http://churchplants.com/articles/3731-pace-yourself-it-s-a-marathon-not-a-sprint.html>



Source: Dahlgren and Whitehead, 1991

Collect



<https://www.hoosieragtoday.com/data-coalition-growers-join-to-launch-national-ag-data-cooperati/>

A photograph showing two hands holding a white rectangular sign against a bright blue sky with scattered white clouds. The sign features the text "IT'S ALL ABOUT RELATIONSHIPS" in a large, bold, red, sans-serif font. The hands are positioned on the left and right sides of the sign, gripping its edges. The overall composition is clean and focused on the message of the sign.

**IT'S ALL
ABOUT
RELATIONSHIPS**

Photo Credit: <http://www.barqar.com/2016/01/05/make-the-most-of-relationship-marketing/>

Target Resources





LET'S
Rethink
LUNCH

Experiment in Systems Change



Policy and Systems Change

HOWARD COUNTY.
Unsweetened.

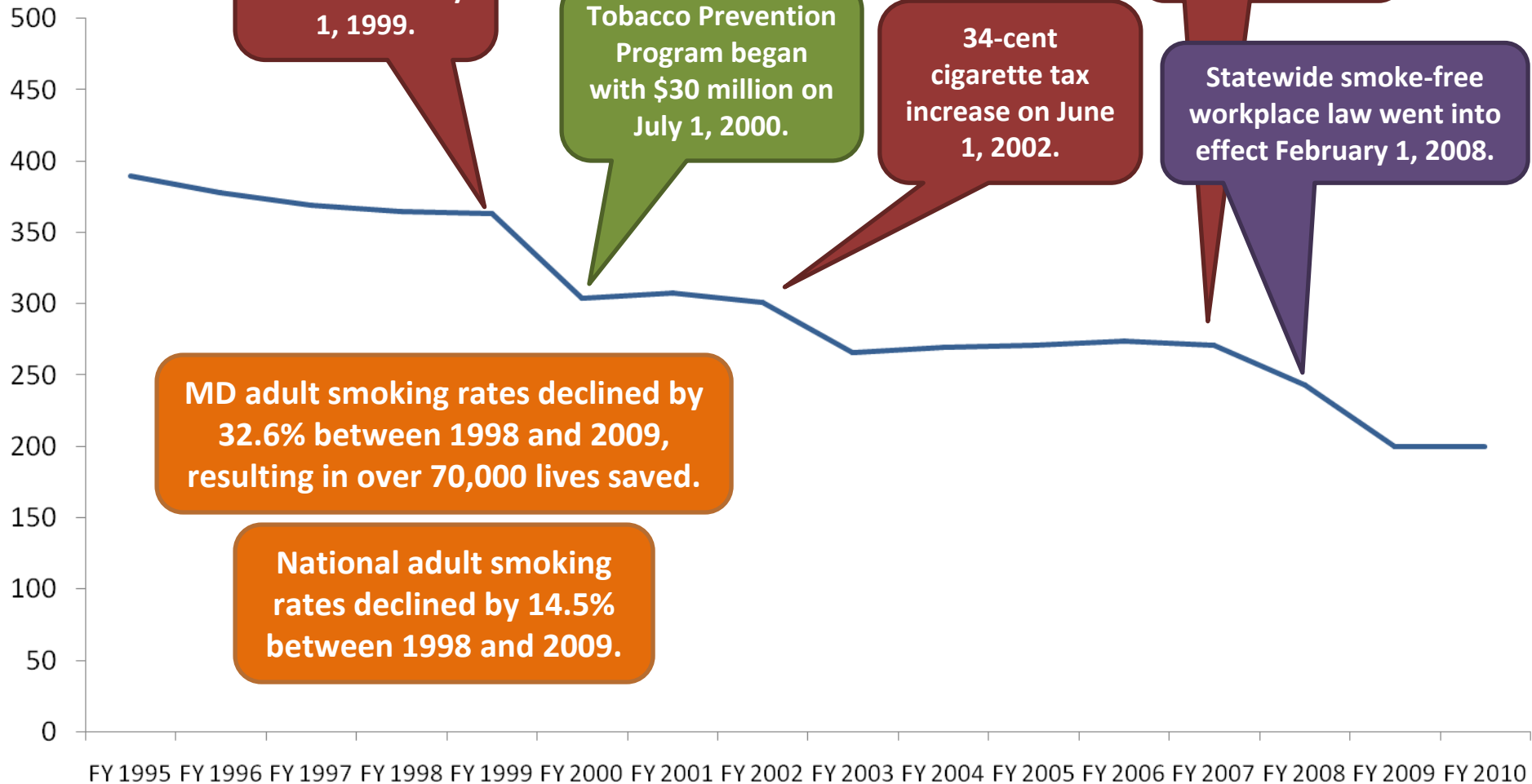
SUGAR
FREE
KIDS
MARYLAND



Build
Capacity for
Policy
Change
Work

Maryland Cigarette Pack Sales, FY 1995-FY 2010

(in millions of packs)



30-cent cigarette tax increase on July 1, 1999.

Tobacco Prevention Program began with \$30 million on July 1, 2000.

34-cent cigarette tax increase on June 1, 2002.

\$1.00 cigarette tax increase on January 1, 2008.

Statewide smoke-free workplace law went into effect February 1, 2008.

MD adult smoking rates declined by 32.6% between 1998 and 2009, resulting in over 70,000 lives saved.

National adult smoking rates declined by 14.5% between 1998 and 2009.

FY 1995 FY 1996 FY 1997 FY 1998 FY 1999 FY 2000 FY 2001 FY 2002 FY 2003 FY 2004 FY 2005 FY 2006 FY 2007 FY 2008 FY 2009 FY 2010

Why does policy change modify behavior and cultural norms?



Why does policy change modify behavior and cultural norms?

DISCUSSION

Why does policy change modify behavior and cultural norms?

CHANGE IS

HARD AT THE BEGINNING
MESSY IN THE MIDDLE
GORGEOUS AT THE END

Why does policy change modify behavior and cultural norms?



what to expect

Changes what to expect...



People who live near bike paths and trails are 50 percent more likely to meet PA guidelines and up to 80 percent more likely to bicycle.

Work the Media



Questions?

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- More webinars on this topic?
- New topics you want to tackle or learn more about?
- Innovative work that you want to share?
- A question you want to pose to your colleagues?

Contact us at HEAL@gih.org