

GrantMakers in Health
Difficult-to-Crack Healthy Eating Policies

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Pleasure to be here

- CCPHA: 15 years on Difficult to Crack Healthy Eating policies
 - State level
 - School food
 - Menu labeling
 - Human right to water
 - Local level
 - Working with 180 cities in CA: HEAL Cities
 - Now in Maryland, Oregon, Virginia, Colorado
 - Have the bruises to show for it
 - Partner with a lot of passionate organizations, any of which could have spoken with you tonight.
- Thank you for being here – for your interest

Collapse: How Societies Choose to Fail or Succeed by Jered Diamond

- “Why different civilizations have collapsed over the last 5,000 years
 - Not just “fate,” but purposeful action
 - Easter Island: Southeastern Pacific Ocean, almost 1,000 monumental statues
 - What happened to them? What happened to the people?
 - Big and bigger statues, needed trees – but needed trees for other things too (fire, houses). Who cut down the last tree?
- Time and again, civilizations made CHOICES that served a limited/special interest, but not the greatest interest
- “Despite our own society’s apparently inexhaustible wealth and unrivaled political power, ominous warning signs have begun to emerge, raising the urgent question of how we will avoid destroying ourselves?”
- Petri dish: when half of the dish is still left, think we’re still doing great.
 - One more generation and destroyed

We live in a culture that fails to heed warning signs

- o August 25, 2005: Hurricane Katrina –
 - More than 1,000 people died, \$100 billion in damage
 - Remember the public warnings of engineers saying that the levees won't hold if there is a hurricane? I do.
 - "We can't do that, it will cost a lot of money!"
- o September 15, 2008: Lehman Brothers went bankrupt trigger global financial collapse
 - How many people had said that the collapse of mortgage-lending standards and trading of crazy derivatives could and would some day destroy our economy?
 - "Oh no, that cant' happen. We banks won't be able to make all that money!"
- o April 20, 2010 - Gulf Oil Spill: 210 million gallons of crude oil. Largest environmental catastrophe in history. Took 87 days to cap it because it was a mile deep and 40 miles from the coast
 - No idea how to cap it!
 - Weren't people saying for decades?!
 - "And if we imposed the obvious regulations – BP and all their friends could never make so much money"

In public health, we have our own version of the big warning:

- In 2001, The Surgeon General's Call To Action To Prevent and Decrease Overweight and Obesity.
 - o Epidemic of obesity would lead to skyrocketing rates of things like diabetes
 - o That was 15 years ago!
 - o What's happened? Skyrocketing rates of diabetes.
 - A quarter of teens now have diabetes or prediabetes
 - ½ of all kids of color will have diabetes sometime in their lives
 - Diabetes is the leading cause of higher health care costs
 - Most amazing: according to CDC – 12% of US adults have diabetes, and another 40% have prediabetes
 - o And why hasn't anything significant been done to prevent this?
 - o According to the head of the WHO
 - "Not one single country has managed to turn around its obesity epidemic . . . This is not a failure of individual will-power. This is a failure of political will to take on big business."
 - Why big business: because Difficult-to-Crack Healthy Eating policies are generally about taking on big business
 - That is what it will take to make major change
 - Not about "bringing everyone together"
 - "Consumer Freedom" = "Corporate Freedom"

- Milton Friedman, conservative Nobel Prize winner in Economics:
 - “There is one and only one social responsibility of business . . . to increase its profits . . . **so long as it stays within the rules of the game.**”
 - Difficult-to-Crack Healthy Eating policies are about changing the rules of the game
 - Do it in a way that has the greatest impact
 - How to turn a aircraft carrier
- Three buckets that you all will be talking about, fit that criteria very well:
 - Sugar-Sweetened Beverage
 - Largest source of sugar: 16 tsp in 20 oz bottle
 - Liquid sugar is particularly harmful: glucose/pancreas, fructose/live
 - Focused intervention
 - New national focus
 - Food Access – incentives and disincentives
 - Incentives don’t work: get people to eat more F/V, different than replacing junk
 - Disincentives we know work: taxes, warning labels
 - Food deserts vs food swamps
 - Healthy food in childcare: Pregnancy to Age 5
 - Set pallet / food tastes / habits
 - Parents have a lot more control
 - Change defaults (e.g., kids meals)
 - Childcare is a great policy
- All good issues for foundations
 - Impact
 - Sustainability
 - Flexibility

School nutrition standards in CA:

- 6 years
- Battle industry
- Now national / industry support
- Bent the childhood obesity curve

This is about major social change

- policy is key way to do that
- foundations play central role

- been true for all the major social movements in this country
 - civil rights movement:
 - environmental movement
 - tobacco control movement

Martin Luther King

- There is no human circumstance more tragic than the persisting existence of a harmful condition for which a remedy is readily available.”
- Know what kinds of things to do, now we just need to do them
- Learned the lessons time and again

Lessons:

- Change can and does happen (e.g., marriage equality)
- People want change, THE PEOPLE want justice – Pope Francis
- Disparities demand it!
 - Compared to whites, African-Americans are
 - Twice as likely to have diabetes
 - 3 times more likely to have an amputation from diabetes
 - 5 times more likely to suffer kidney disease from diabetes
 - 50 times more likely to go blind from diabetes
 - Among children born in the year 2000, a third of all children and almost half of African American children are expected to have diabetes sometime in their lives.
 - For all of your priorities, imperative to focus on the those most impacted
 - Low income, black and brown communities

Other lessons

- Tenacity – not easy, but it’s worth it
- Time: not one year – in it for the long haul
- Build Momentum:
 - local – state – federal
 - smaller policies – bigger policies
- Hard Ball - Make enemies
 - After Berkeley Soda Tax, ABA
 - “If politicians in this country want to stake their reputations on what Berkeley's done, then they do so at their own risk.”

Preamble to the Constitution

We the People
in Order to form a more perfect Union, establish justice,
insure domestic tranquility,
provide for the common defense,
promote the general welfare,
and secure the blessings of liberty to ourselves and our posterity,
do ordain and establish this constitution for the United States of America

This is what public health is all about

This is what democracy is all about

Foundations play a pivotal role in making that happen