



Healthy Eating & Active Living Policy Trends *Opportunities for Impact*



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**Review
Key Concepts**



**Policy
Trends
Overview**



**Provide
Resources**



**Summarize
Recommendations**



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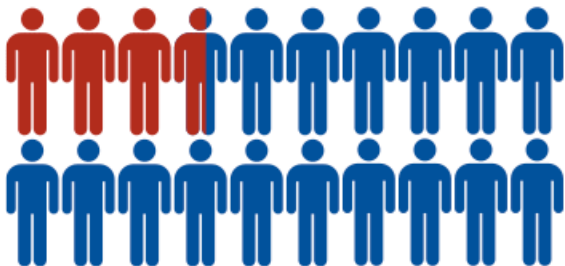


**Provide
Resources**

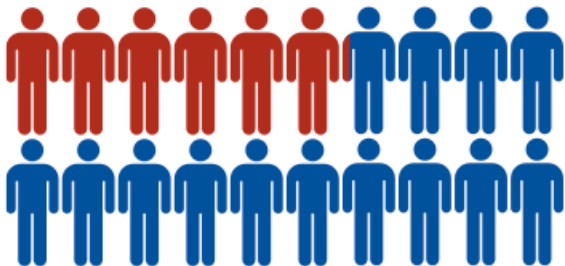


**Summarize
Recommendations**

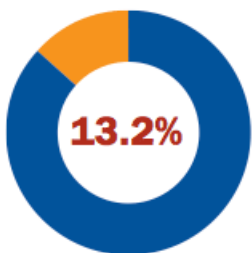
U.S. Latino Population in 2012 = 18%



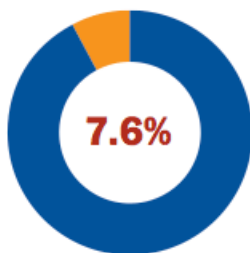
U.S. Latino Population in 2060 > 30%



Population Over 18 with Diabetes

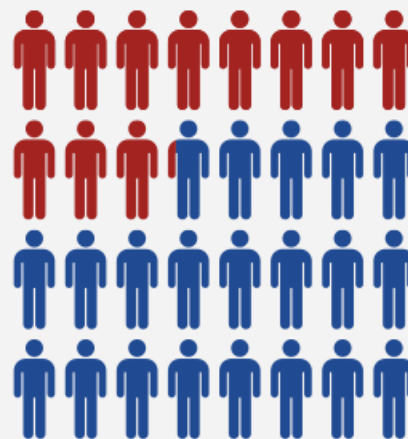


Latino

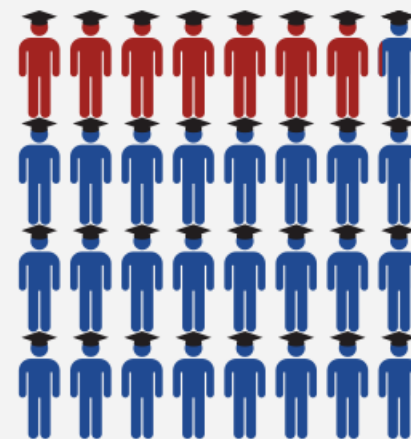


White

WHY WORK ON HEALTHY EATING AND ACTIVE LIVING POLICIES?



35.3% of adults with
no high school diploma
are obese



22.1% of adults who
graduated college or
technical college are obese

WHO DOES WHAT



Federal



State



Local

Federal

Sets baseline national standards and allocates funding to states.

State

Appropriates and distributes funding to localities; clarifies or exceeds federal standards.

Local

Exceeds state and federal standards; has jurisdiction over land use, community planning, transportation and where and how food is sold.

WHAT DO WE MEAN BY POLICY?

- State and federal laws
- Local ordinances
- Zoning language
- Resolutions
- Standards
- School board policy language
- Contracts and agreements
- Organization and company policies



Healthy Foods in Schools



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School Nutrition in Iowa



Goal: Improve school food in Iowa

Policy: Implementation of nutrition standards

Partners: The Iowa Department of Education, the Academy of Nutrition & Dietetics Foundation

Funders: The Wellmark Foundation and the Iowa Department of Education

SCHOOL FOOD: POLICY TRENDS

State

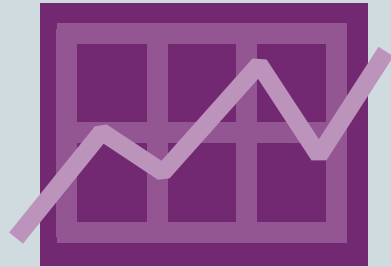
- Clarify the requirements of the federal regulations on school meals, competitive foods and wellness policies
- Provide technical assistance to school districts on nutrition standards

Local

- Provide technical assistance to wellness policy councils that are updating wellness policies
- Provide technical assistance and resources to school districts charged with serving and selling healthier food



Healthy Foods in Communities



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Minneapolis Healthy Corner Store Program & Staple Food Ordinance

Goal: Improve the nutrition environment in Minneapolis' small food outlets

Policy: Local staple food ordinance

Funders: State Health Department, local health department, Minnesota Blue Cross Blue Shield

Partners: Local Health Department, local CBOs, U of Minnesota, local farmers' market, local food policy council



HEALTHY FOOD IN COMMUNITIES: POLICY TRENDS

State

- Support Healthy Food Financing Initiatives

State and Local:

- Promote SNAP uptake at farmers' markets
- Champion healthy procurement and vending policies

Local

- Facilitate efforts to improve offerings at corner stores
- Support food policy councils



Supporting Farmers' Markets in Seattle



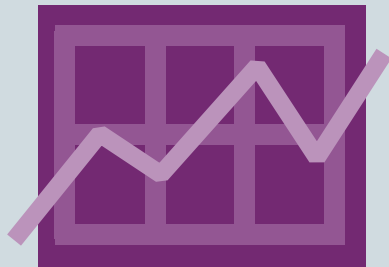
Policy: Local ordinance that reduces permitting fees for farmers' markets + "fresh bucks" program

Goal: Improve community access to farmers' markets and incentivize SNAP users to attend

Funders: City of Seattle, Chase Bank and the Seattle Foundation

Partners: Seattle Office of Sustainability & Environment, the Washington State Farmers Market Association and Seattle's farmers markets

Physical Activity in Schools



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PE and PA in School: Illinois & Chicago

- SB 3274 (2014) recognizes PE teachers' skills
- HB 5397 (2014) introduces physical fitness assessments for all students
- Chicago Public Schools' wellness policy includes specific targets for PE, PA and recess

PHYSICAL ACTIVITY IN SCHOOLS: POLICY TRENDS

State

- Ensure state PE laws require schools to provide a certain number of minutes and a specified difficulty level of physical activity

State & Local

- Recognize physical education as a pathway to academic achievement

Local

- Include PE and PA targets in local wellness policies
- Consider strategies that increase recess



Physical Activity in Communities



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Shared Use in Coachella Valley

Goal: Increase access to recreational facilities in underserved communities

Policy: Shared use policies and agreements between schools & other agencies

Funders: The California Endowment and the Desert Healthcare Foundation

Partners: Three school districts, a special recreation district, community organizations, cities

PHYSICAL ACTIVITY IN COMMUNITIES: POLICY TRENDS

State

- Provide funding for shared use incentives
- Provide funding for SRTS projects

Local

- Participate in the development of local land use plans to ensure SRTS and shared use are considered
 - Update school board policies and school wellness policies to include SRTS and shared use provisions



Safe Routes to School in Detroit

Goal: Keep all students safe as they walk and bike to school

Policy: Comprehensive Safe Routes to School strategy

Funders: AAA of Michigan, Detroit Public Schools Foundation, the Skillman and Kellogg foundations

Partners: Detroit Public Schools, Detroit Police Department, Detroit Transit Department and others



Reducing Junk Food Marketing to Children



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Reduce Marketing to Children: Policy Trends

Local

- Set standards for children's meals in restaurants
- Reduce junk food advertising on school grounds





Children's Restaurant Meals in Santa Clara County, CA


Goal: Improve the nutrition content of fast food restaurant meals sold to children

Policy: Local ordinance that sets nutrition requirements for children's meals which include a toy


Partners: Santa Clara County Department of Public Health


Funders: RWJF funded legal research and evaluation

Addressing Junk Food Marketing in Nevada Schools



NEVADA'S
SCHOOL WELLNESS POLICY



 **FOOD & NUTRITION DIVISION**
Nevada Department of Agriculture

The U.S. Department of Agriculture (USDA) is an equal opportunity provider and employer.

Goal: Create a healthier environment in Nevada's schools

Policy: State wellness policy that restricts advertising

Funders: The Nevada Department of Agriculture

Partners: Partners for a Healthy Nevada, the Alliance for a Healthier Generation, the Nevada Department of Agriculture and the American Heart Association



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HANDOUT: National Trends in Healthy Eating & Active Living Policy



ChangeLab Solutions
Law & policy innovation for the common good.

A Snapshot of 2014 – 2015 National Trends in Healthy Eating and Active Living Policy

The categories in the table below are based on the 2014 Grantmakers in Health Report, *Foundation Strategies to Promote Healthy Eating and Active Living*. The policies listed were chosen as trends based on ChangeLab Solutions' experience as a technical assistance provider to the Robert Wood Johnson Foundation's Childhood Obesity Prevention Initiative, the American Heart Association's Voices for Healthy Kids Initiative and the Center for Disease Control's Community Transformation Grants Initiative as well as to numerous state and local health departments nationwide. This list is a snapshot of promising state and local policies; it is not intended to serve a comprehensive review of all obesity prevention policies. The policies listed are supported by an evidence base.

1. Improve Access to Healthy Foods in Schools

POLICIES	State (S) or Local (L)	Accepted (A) or Emerging (E) Practice	EXAMPLES	RESOURCES
Update wellness policies to promote and extend nutrition standards and reduce junk food marketing.	L	A	Washington DC: DC Public Schools updated their policy in 2012 and it includes strong provisions, including provisions to reduce junk food marketing and teach students about food marketing.	<i>National Association of School Boards of Health (NASBE) policy database</i>
Help schools transition to nutrition standards by providing additional funding and technical assistance for implementing healthier standards.	S, L	A	Greenville, SC: To support implementation of the new "smart snacks in school" program, LiveWell Greenville in partnership with the American Association of School Administrators provides TA on school nutrition standards in addition to support offered by the USDA. Funding for this initiative provided by RWJF.	<i>The Alliance for a Healthier Generation</i>

THE EVIDENCE BASE

- Report: **State of Obesity 2014**, Trust for America's Health and the Robert Wood Johnson Foundation (<http://stateofobesity.org>)
- **Bridging the Gap Program at the University of Illinois** (<http://www.bridgingthegapresearch.org>)
- **Active Living Research** (<http://activelivingresearch.org>)
- **Healthy Eating Research** (<http://healthyeatingresearch.org>)
- The American Heart Association's **Voices for Healthy Kids Initiative** ([http://www.heart.org/HEARTORG/Advocate/Voices-for-Healthy-Kids UCM 453195 SubHomePage.jsp](http://www.heart.org/HEARTORG/Advocate/Voices-for-Healthy-Kids_UCM_453195_SubHomePage.jsp))
- **County Health Rankings and Roadmaps** (<http://www.countyhealthrankings.org/>)
- **Salud America!** (<http://salud-america.org/>)



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BROAD RECOMMENDATIONS



- Create the evidence base for promising policies through research and evaluation
- Take a comprehensive or multi-pronged approach
- Support projects with a strong community presence or coalition behind them
- Commit to strategies for at least five years

Questions?



Thank You!

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