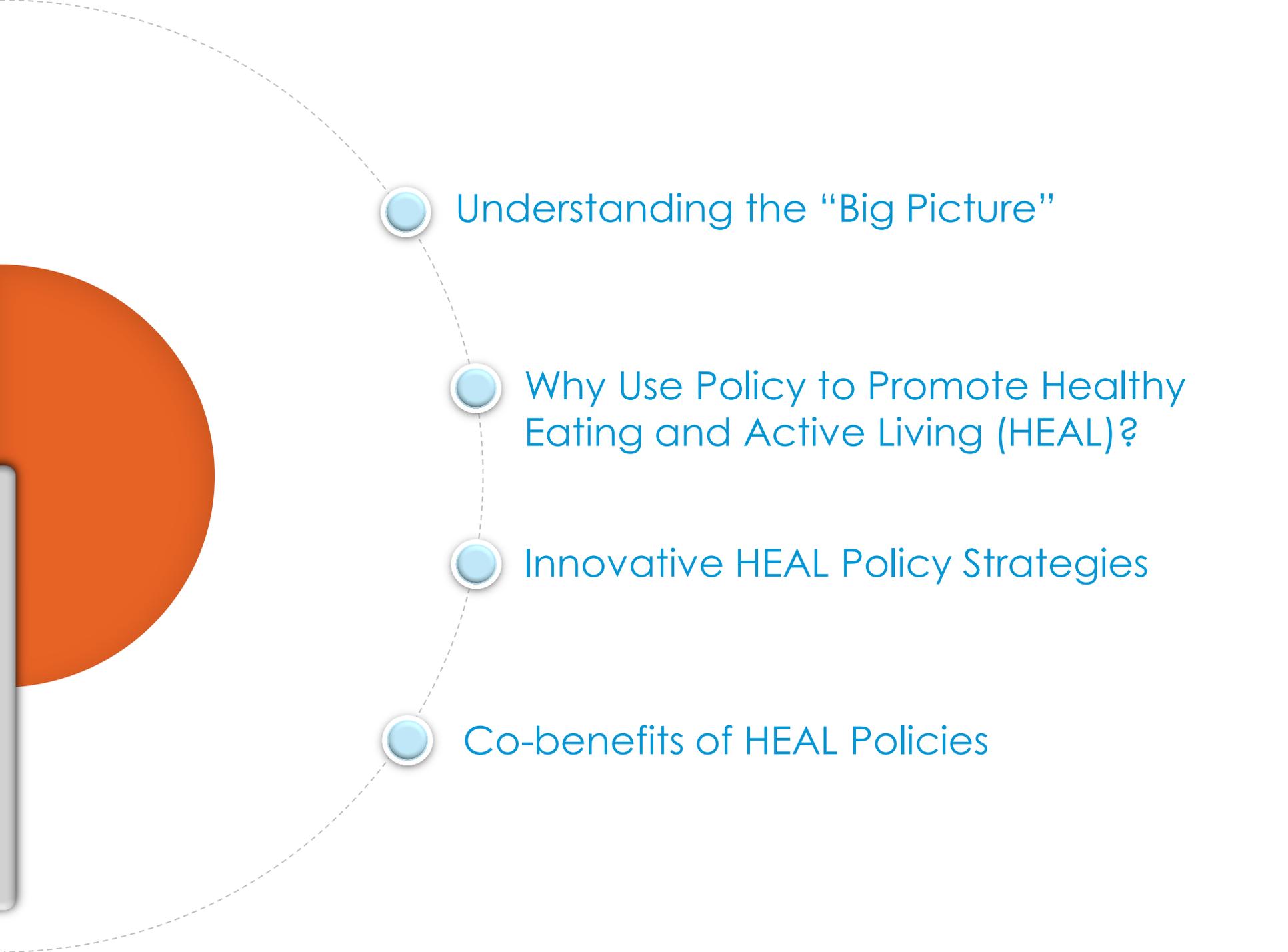




Delivering Healthy Outcomes

Providing Americans with Opportunities for Healthy Eating & Active Living

Dr. Maya Rockeymoore | May 23, 2013



Understanding the “Big Picture”

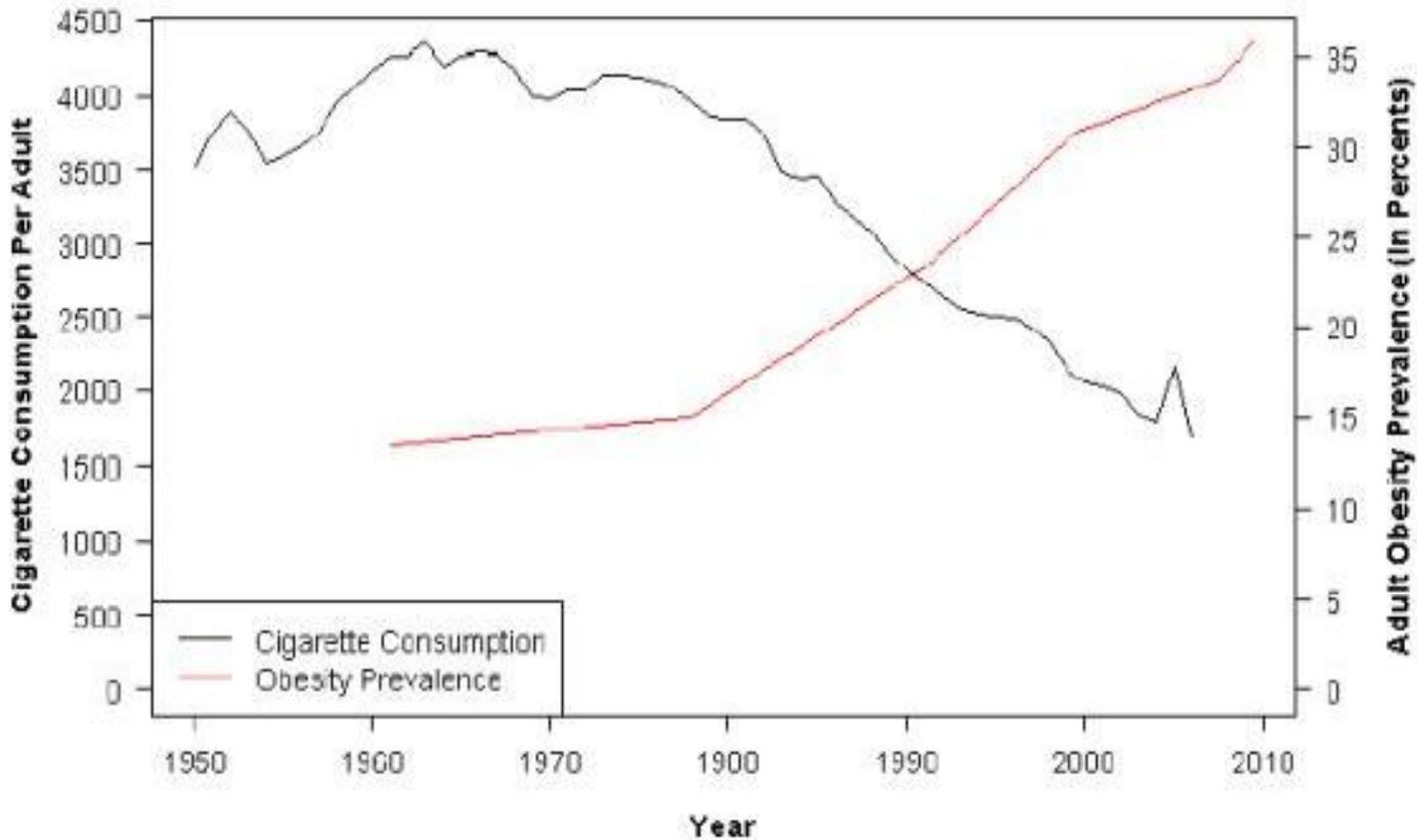
Why Use Policy to Promote Healthy Eating and Active Living (HEAL)?

Innovative HEAL Policy Strategies

Co-benefits of HEAL Policies

Trends in Obesity

Trends in Smoking and Obesity in the United States, 1950-2000



Wonkblog and National Bureau of Economic Research

Childhood Obesity

Nearly **1 in 3** children & adolescents

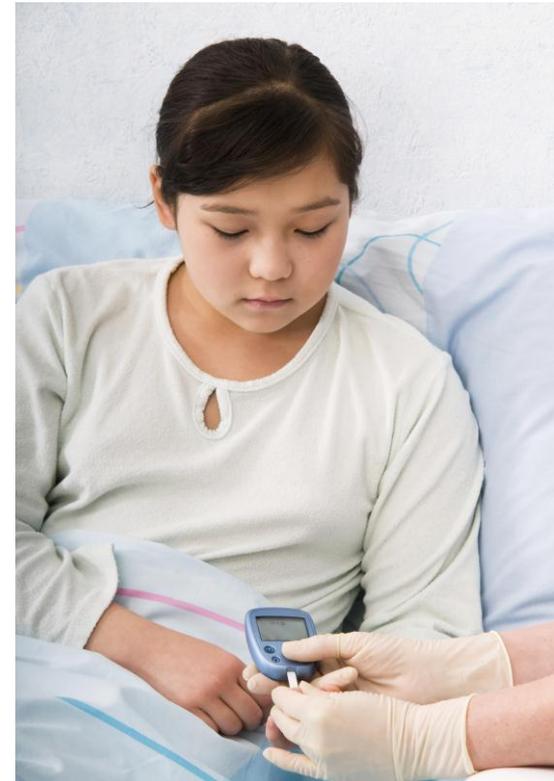


obese or **overweight.**

Health Risks

Obese children are at **higher risk** for:

- Type 2 diabetes
- Cardiovascular disease
- Asthma
- Sleep disordered breathing
- Depression



Social Costs



Obese children are:

- More likely to be **bullied or rejected** by their peers
- **Absent from school** significantly more than average-weight children

Social Costs

Today's children
may be the first generation to

live sicker &
die younger

than their parents' generation.

Effects of the Epidemic

Employers lose roughly **\$73 billion** per year to

obesity-related
health care costs

absenteeism

services and loss of
worker productivity.

Effects of the Epidemic

We could spend **\$344 billion** in obesity-related health care costs in 2018.



Individual Energy Imbalance

PHYSICAL ACTIVITY

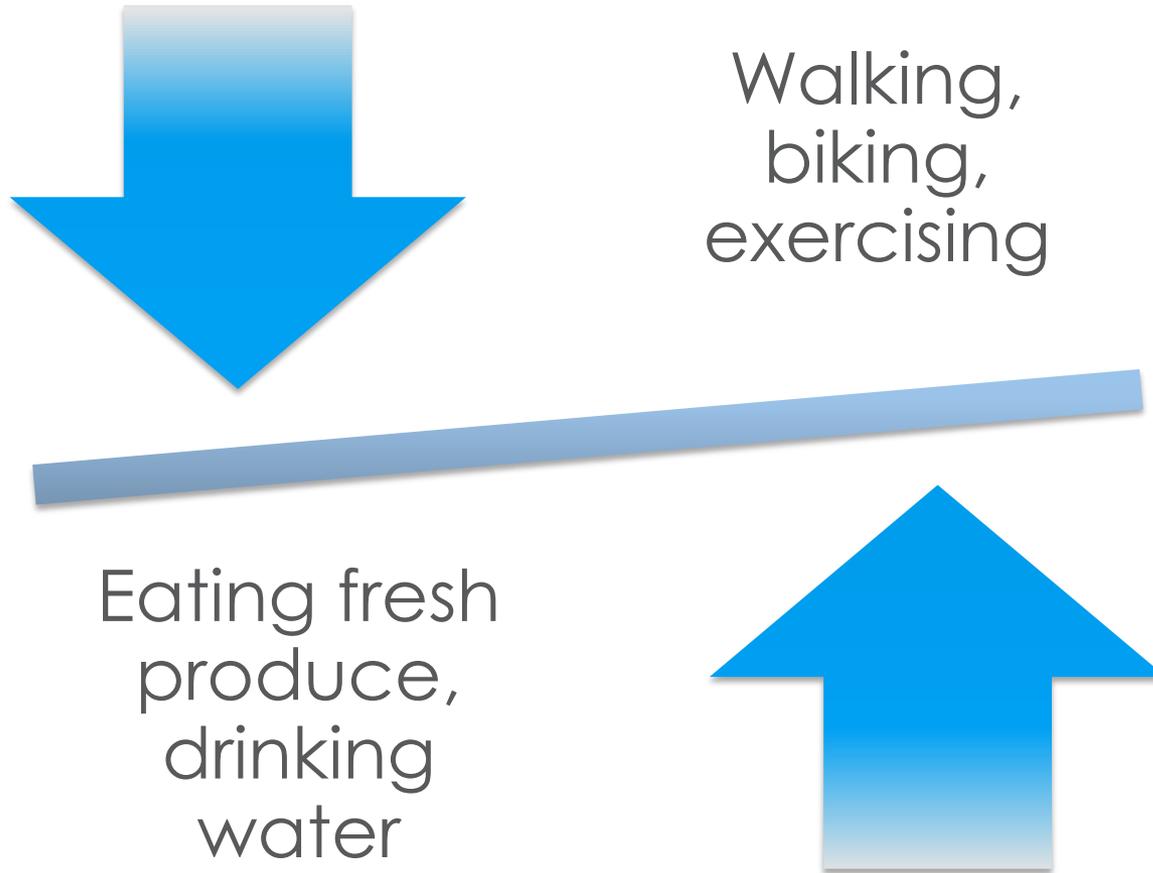
FOOD & DRINK

ENERGY OUT

ENERGY IN



Balancing Individual Energy



Societal Energy Imbalance



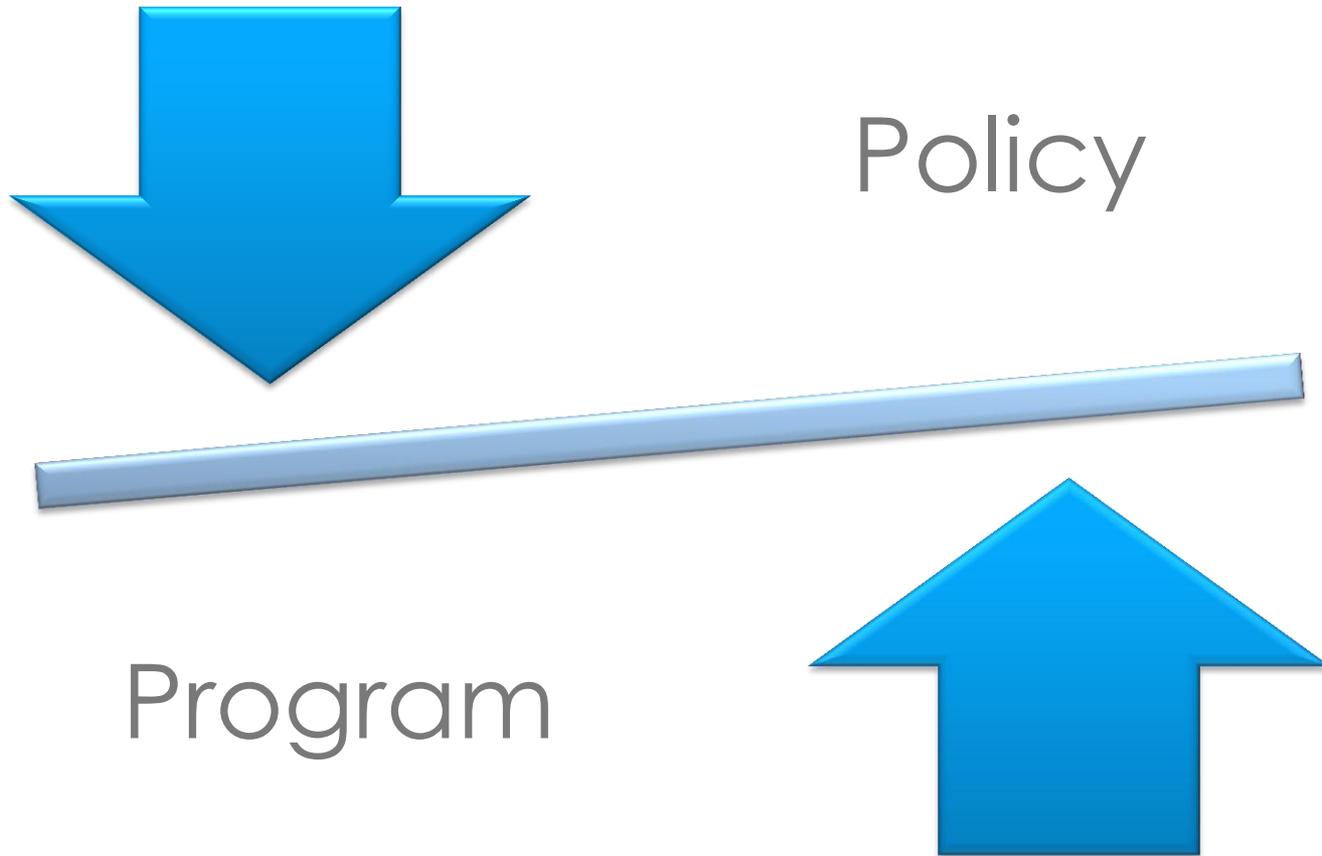
Why Policy? Why Now?



The Policy Environment



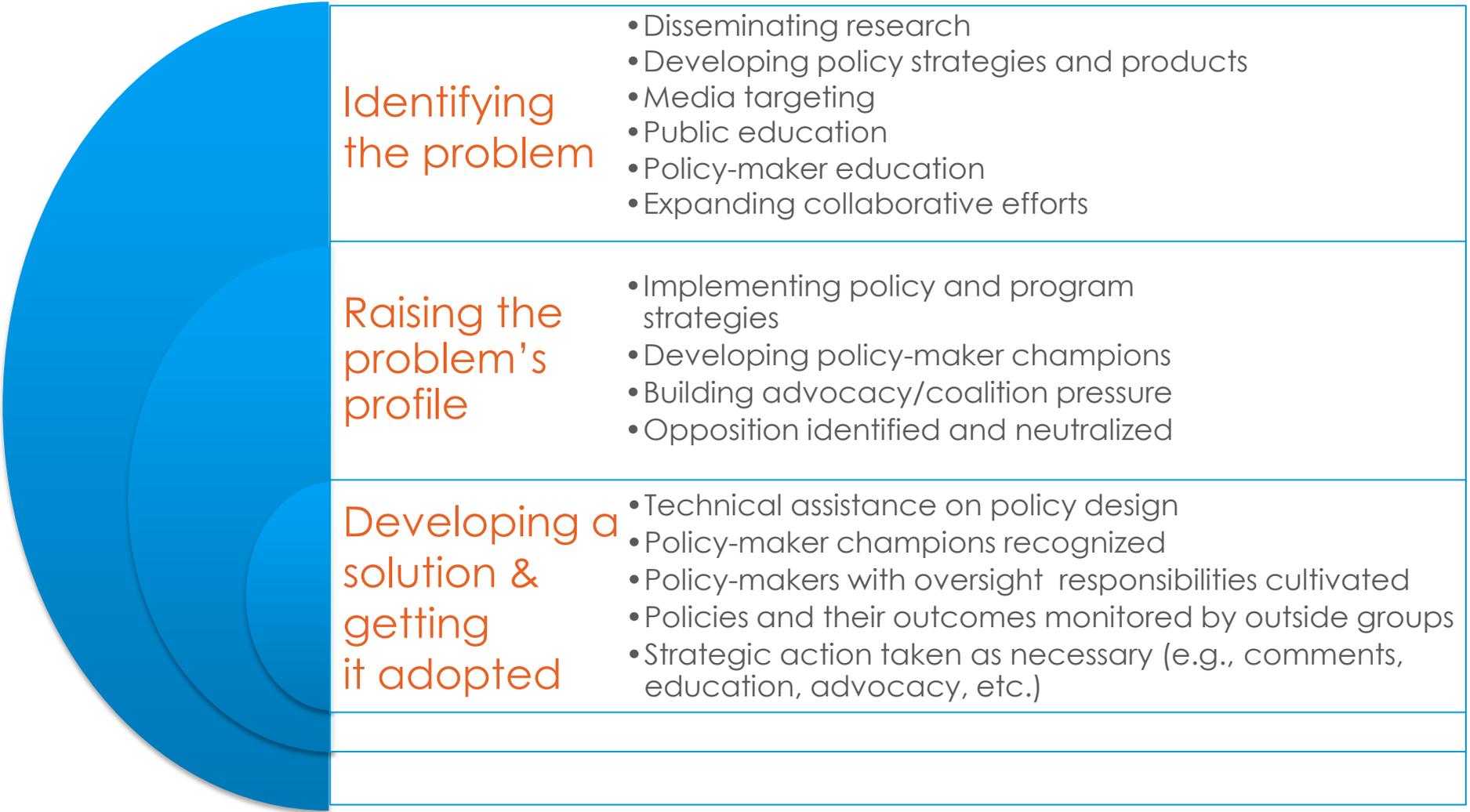
Complementary Relationship



Steps to Policy Change



Stages of the Policy Process



Identifying the problem

- Disseminating research
- Developing policy strategies and products
- Media targeting
- Public education
- Policy-maker education
- Expanding collaborative efforts

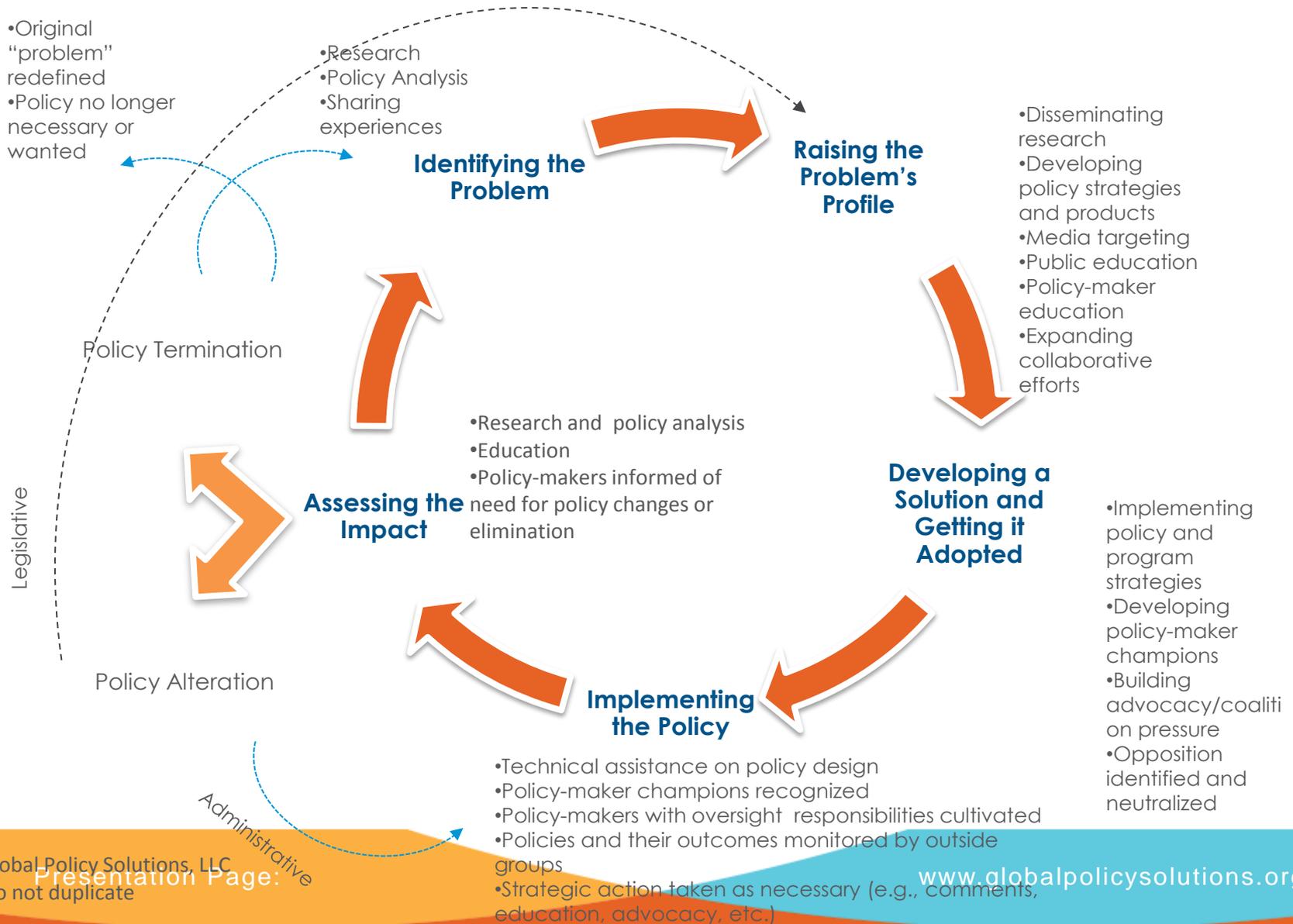
Raising the problem's profile

- Implementing policy and program strategies
- Developing policy-maker champions
- Building advocacy/coalition pressure
- Opposition identified and neutralized

Developing a solution & getting it adopted

- Technical assistance on policy design
- Policy-maker champions recognized
- Policy-makers with oversight responsibilities cultivated
- Policies and their outcomes monitored by outside groups
- Strategic action taken as necessary (e.g., comments, education, advocacy, etc.)

Stages of the Policy Process

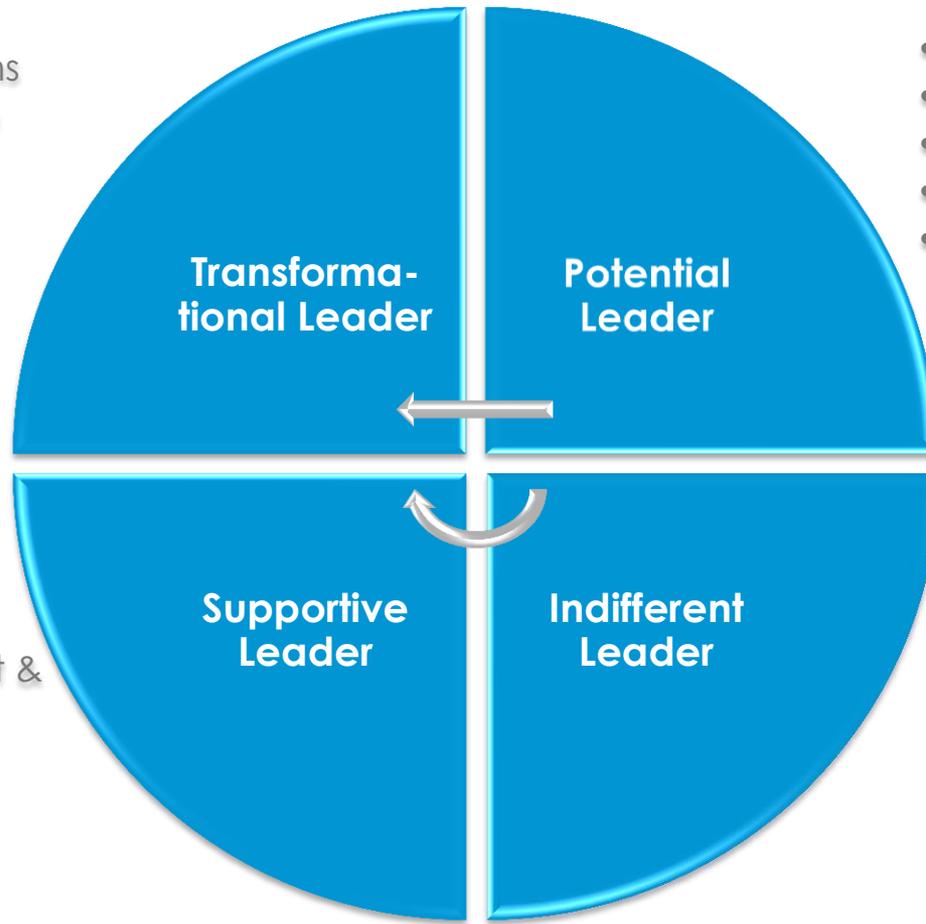


Typology of Healthy Eating Active Living (HEAL) Policy-makers

	High Interest	Low Interest
High Activism	<p>Transformational Leader</p> <ul style="list-style-type: none"> • Active on HEAL issues • Vocal champion for HEAL & childhood obesity prevention • Potential peer educator, media champion • Needs help with media & other speaking/training engagements 	<p>Potential Leader</p> <ul style="list-style-type: none"> • Active on other issues related to healthy communities • Has not prioritized healthy communities or childhood obesity prevention • Needs help making the connection between priorities & healthy communities / childhood obesity prevention
Low Activism	<p>Supportive Leader</p> <ul style="list-style-type: none"> • Very interested in healthy kids & healthy communities • Lacks appropriate content &/or process knowledge to advance HEAL policies • Needs training & technical assistance 	<p>Indifferent Leader</p> <ul style="list-style-type: none"> • Lacks interest in HEAL policy • Is either indifferent to or an opponent of HEAL issues and policies • At worst is an opponent of HEAL issues and policies • Not a LHC priority

Types of Leaders

- Political Cover
- Recognition Programs
- Collaborative Action
- Peer Support
- Coalition Support
- Technical Assistance



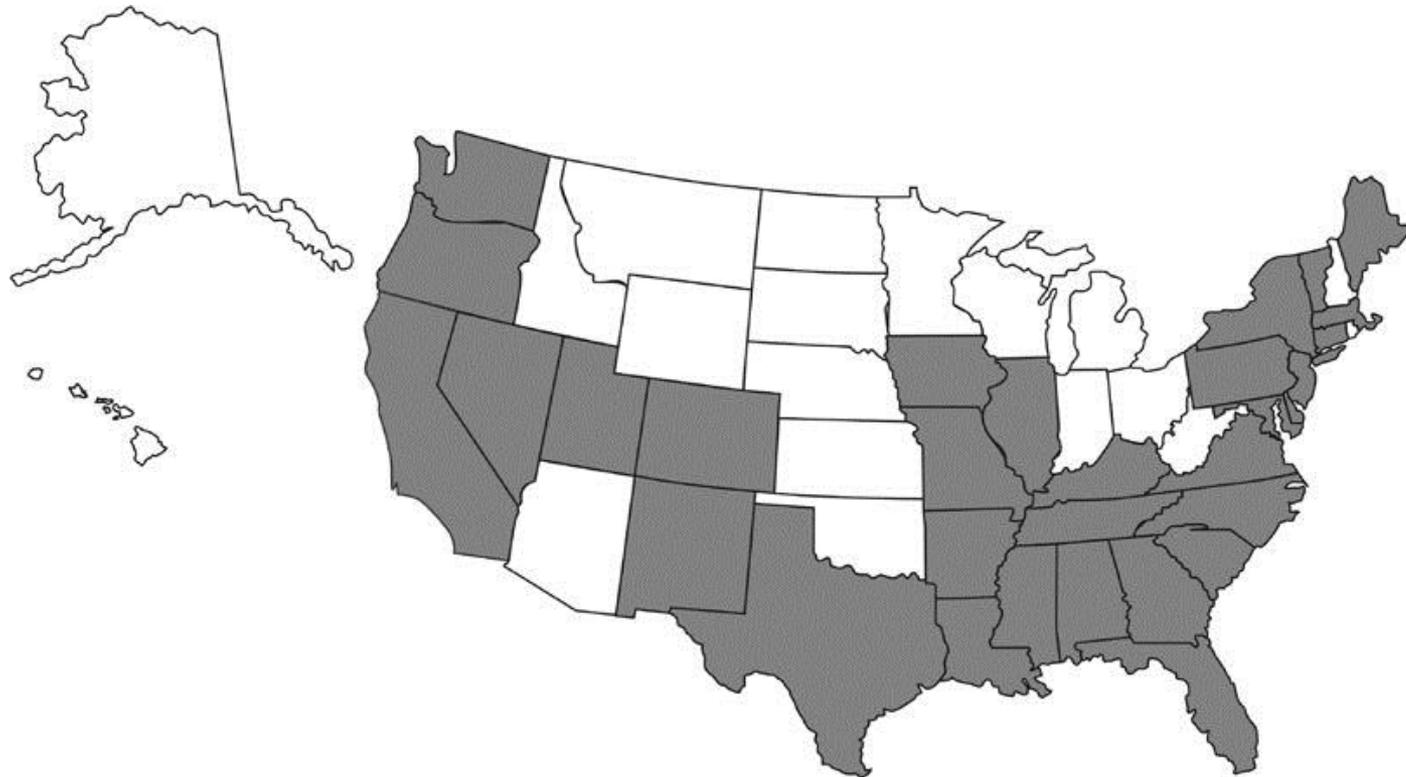
- Education
- Translation
- Tools
- Technical Assistance
- Coalition Pressure

- Tools
- Technical Assistance
- Collaborative Action
- Peer Encouragement & Support
- Coalition Support

- Education
- Persuasion
- Coalition Pressure

State and Local Action

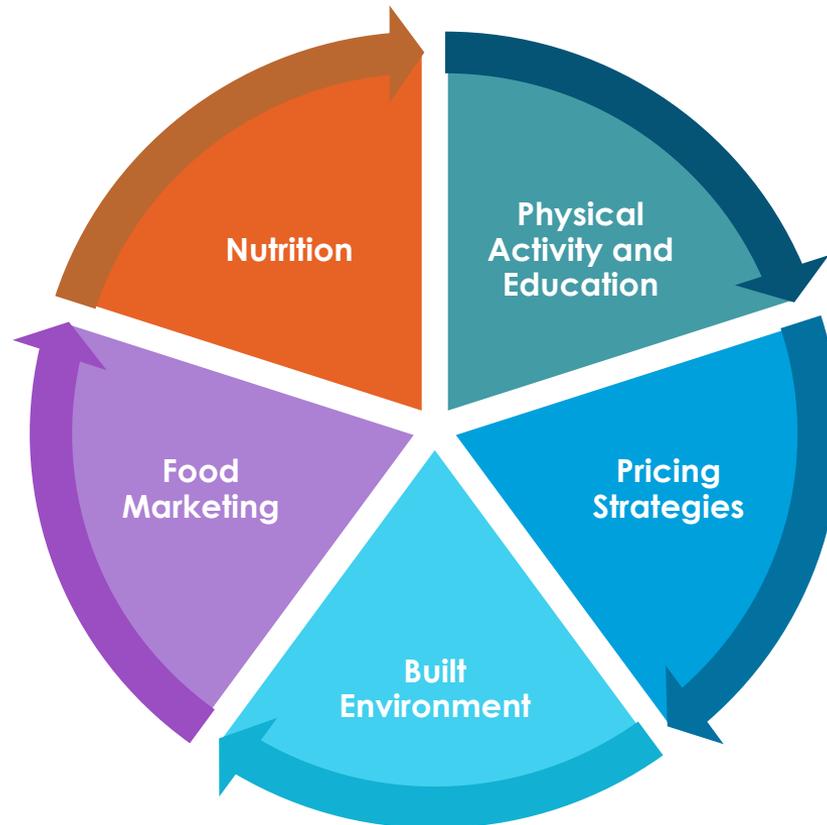
We are seeing **state & local progress** in obesity prevention policy:



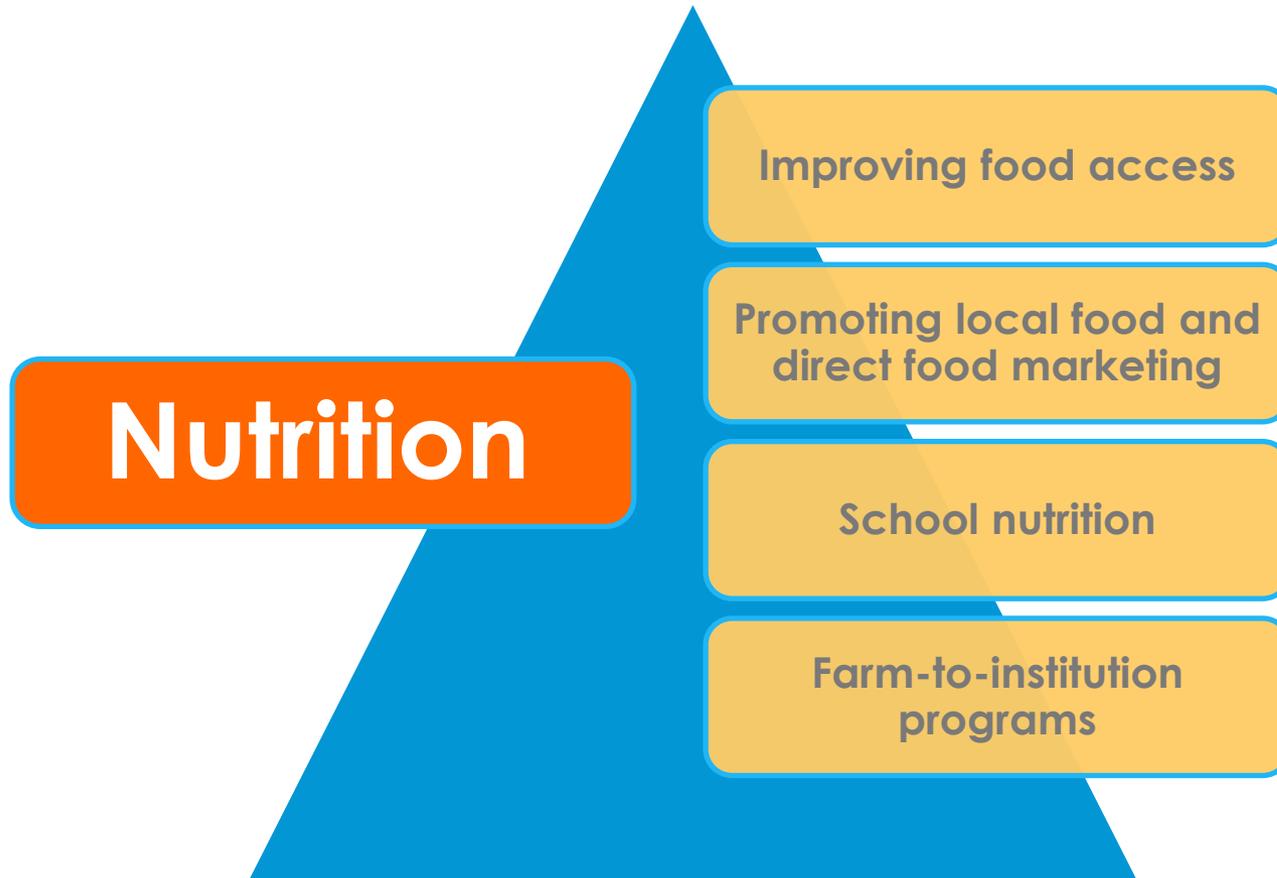
National Conference of State Legislatures

Multi-Pronged Approaches

...make the best **obesity prevention policy**.



Local and State Approaches



Other Approaches

Built Environment

- Cycling, walking and complete streets
- Transit-oriented development
- School siting
- Pedestrian-friendly roadways and intersections

Physical Activity and Education

- In-school physical activity requirements & standards
- Joint use agreements
- Collection of BMI data and other health indicators

Pricing Strategies

- Incentives for healthy food purchases
- Taxes on sugar-sweetened beverages
- Incentives for active transit

Food Marketing

- Limits on the marketing of unhealthy foods to kids, in or near schools, or within government buildings and agencies

Innovative Policy Trends

MARKETING STRATEGIES

New York City “Pour on the Pounds”

- Ad campaign with powerful images in the subway system and a multilingual House Bulletin for three months

Santa Clara “Potter the Otter”

- Distributes free educational resources that include *Potter the Otter: A Tale About Water*, a storybook for parents and children showing them how to make healthy drink choices

Innovative Policy Trends

NEIGHBORHOOD DESIGN

Sharrows: “Shared Arrows” for Bicycle Lanes

- Philadelphia installed 8.9 miles of sharrows, which are shared bike lanes

Parklets

- San Francisco was the first to repurposed part of the street into a public space with seating, planting, bike parking, and art

Innovative Policy Trends

PRICING INCENTIVES

“Produce Packs” in North Carolina

- Warren County in NC is purchasing farm fresh products and bundling it into packages that correspond with WIC voucher amounts

Double Value Coupon Programs

- Four states (CT, CA, NY, MA) have created incentive program to match the amount spent in federal nutrition benefits towards purchase of locally grown, healthy food

Legislative Trends: Nutrition & Physical Activity

More states are enacting laws...

31 states in 2011 versus 29 states in 2010

But fewer are being passed than
in previous years.

60 bills in 2011 versus 77 bills in 2010

Legislative Trends: Healthy Community Design & Access to Healthy Foods

20 states passed **34** laws in 2011
Fewer laws were enacted in 2011...
compared to...

24 states that passed **43** laws in 2010.

Successful HEAL Policy Initiatives...



- Prioritize policy change over program implementation



- Emphasize the policy environment to have maximum sustainable impact



- Develop “high leverage, community-wide, multi-level strategies designed to effect policy, systems and environmental change within government, schools, work sites, communities and places of worship”



- Focus on vulnerable populations

Successful HEAL Policy Initiatives...



- Feature strong committed leadership among department heads, executives, elected officials, and community leaders



- Display a commitment to evaluation, reporting, and data-driven decision making



- Use creative funding sources



- Make healthy communities attractive

Successful HEAL Policy Initiatives...

Work on multiple levels.

Local / County

- Optimize use of parks and recreation
- Establish partnerships with schools
- Reshape the physical environment
- Address financial constraints placed upon schools

State

- Reach high-risk populations
- Promote access to nutritious foods
- Coordinate systems and services and align policies

School

- Address childhood obesity at all ages & grade levels
- Optimize out-of-school time
- Enfold into existing curricula or school models
- Standards-based

Successful HEAL Policy Collaborations...



- Coordinate among government agencies



- Involve interagency and non-agency collaboration to improve HEAL access, opportunities, and information



- Utilize innovative and supportive partnerships that involve the academic, healthcare, business, and civic sectors



- Gather and incorporate experts from other departments or branches and levels of government



- Extensive community involvement, needs assessment, and feedback

Mick Cornett

Mayor, City of Oklahoma

“This City is Going on a Diet”

- Successfully mobilized a city-wide weight-loss campaign in 2007
- The city as a whole lost one million pounds

2007 Bond Program

- Successfully got a \$835.5 million bond to improve or replace infrastructure throughout the city
- Projects include:
 - Repairing 750 miles of residential & arterial streets
 - Improving parks
 - Constructing sidewalks, bike lanes, & trails



David Kakishiba

Board of Education, Oakland, CA

Measure K, The Kids First! Initiative

- A landmark ballot measure that requires the City of Oakland to protect and expand funding for children and youth services.

Lead Oakland School Yard Initiative

- Transforming schoolyards into healthy places where children play, learn and grow.

Leading Oakland FRESH

- A partnership to establish school produce markets that provide high-quality fresh foods to neighborhoods with no nearby supermarkets.



Michael Bloomberg Mayor, New York City

- Menu labeling
- Healthy building design & construction guidelines
- Bike lane & walkway expansions
- Multi-million dollar investment in parks and greenways
- Expanded access to new or improved playgrounds in underserved neighborhoods
- Healthy Bodegas Initiative
- Green Carts Initiative



Health in All Policies



Policy Co-Benefits

Policies do not occur in a vacuum!

- Consider HEAL policies as a means to achieve other policy goals.
- Use policy co-benefits to engage other policy-makers in HEAL activities.

HEAL Co-Benefits: Economic Development

Walkable, mixed-use development can provide **economic benefits** to local governments, homeowners & real estate markets.

Rhode Island found it



Redeveloped into
a walkable
community
places
ing in
ces. **20-30% home**



HEAL Co-Benefits: Academic Achievement

Promoting quality nutrition in schools can improve in-school performance, cognitive skills & attitudes.

15 to 30 minutes of daily physical activity can
Children with better diet quality have
**improved academic performance.
& classroom behavior.**



HEAL Co-Benefits: Climate Change

HEAL changes to the built environment can help **reduce carbon emissions.**

Local-procurement strategies can reduce the environmental cost of food production & walking & biking & reducing daily car trips. Green spaces help capture carbon emissions by providing cooling shade, flood storage & increased convenience & safety of food production & increase the availability of healthy foods.



HEAL Co-Benefits

Other HEAL policy co-benefits include...

The prevention of **hunger** and **malnutrition**

Improved community & neighborhood **safety**

Improved worker **productivity**

Increased **federal savings** in health care costs, including Medicare & Medicaid

Low and No-Cost Policies



Leverage existing resources

Redirect current funding



Advance "win-win" policies

Partner & collaborate with public and private entities



Low and No-Cost Policies

- 
- Obesity Prevention Councils
 - Joint Use Agreements
 - Public Use Plans, Zoning, and Ordinances
 - Supervised Recess
 - Farmers Markets
 - Healthy Food Procurement and Vending
 - Marketing in Schools

Looking Forward

- **Education matters**

→ Do people understand?

- **Programs matter**

→ Will people use what's made available?

- **Policy design matters**

→ Is it effective? Does it promote equity?

- Accountability Levers
- Targeted Universalism



Center for
Global Policy
Solutions

THANK YOU.

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