### Public Health Policy and Obesity Prevention

**Presentation Objectives:**

- Understand the role of policy in obesity prevention initiatives.
- Identify specific policy initiatives impacting obesity prevention in different environments.

### Obesity Trends – 1995 - 2010

<table>
<thead>
<tr>
<th>US Obesity Rates</th>
<th>Idaho Obesity Rates</th>
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<tbody>
<tr>
<td><img src="image1.png" alt="Graph US Obesity Rates" /></td>
<td><img src="image2.png" alt="Graph Idaho Obesity Rates" /></td>
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### Obesity Prevention – Basic Concepts

- **Physical Activity**
- **Healthy Eating**

### Policy and Obesity Prevention

**WHAT IS POLICY AND WHY IS IT IMPORTANT?**
Policy Overview

What is a policy?
- Any written plan or course of action designed to influence and determine decisions

Value of public health law and policy
- Law and policies can be used to solve public health challenges
- Examples of laws that have made a difference in public health include:
  - Sanitation laws
  - Air bag requirements
  - Vaccination requirements

Impact of Policy on Obesity Prevention

What impact do policies have on obesity prevention?
- Provide direction
- Ensure consistency
- Develop continuity
- Create sustainable initiatives

Personal Choice and Role of Policy

Goal to “enable all citizens of Idaho to make the healthy choice the easy choice.”
Governor “Butch” Otter

Recognizes need to integrate “personal and environmental change agents.” HEAL framework

Policy and Obesity Prevention

Seeking Change in:
- Policy
- Systems
- Environment

Targeted Policy Interventions to Prevent/Reduce Obesity
- Work Environment
- School Environment
- Community Environment
Work Environment

The term “food procurement policy” refers to a policy that outlines how food is supplied and purchased for a particular environment, such as a government, hospital or private business.


Work Environment: Procurement

Executive Order of Boston Mayor Thomas Menino
“City of Boston departments shall adhere to the City’s Healthy Options Beverage Standards in all vending machine services, City-managed food or beverage services programs, contracted food or beverage services, food or beverage procurement, leases and other agreements for food or beverage concessions in or around City-owned buildings.” Boston Order Relative to Healthy Beverage Options

Work Environment: Nutrition Policy

Clark County, Washington
It is not recommended to offer food at meetings that do not take place during usual meal times, are less than 3 hours long, and where food is not an incentive for meeting attendance. Beverages such as tap or bottled water, coffee, and/or tea are suggested. If it is decided to provide food, offer fruits, vegetables, or other healthy food options.


Work Environment: Active Living

Worksite Wellness policies can:
➢ Create Worksite Wellness Committees
➢ Provide walking routes.
➢ Promote walking programs, online newsletters and tracking tools to motivate employees.
➢ Allow staff to wear athletic shoes in the workplace on designated "sneaker days."

From AHA, Start Walking Now program https://www.startwalkingnow.org/Fit-FriendlyCompaniesProgram.jsp
Work Environment: Breastfeeding Policy

Breastfeeding:
- Reduces incidence of obesity for mother and child
- Reduces health care costs
- Fewer missed work days for parent employees
- Environmentally friendly

Section 4207 of Affordable Care Act

An employer shall provide—
A. a reasonable break time for an employee to express breast milk for her nursing child for 1 year after the child’s birth each time such employee has need to express the milk; and
B. a place, other than a bathroom, that is shielded from view and free from intrusion from coworkers and the public, which may be used by an employee to express breast milk.

Work Environment: Breastfeeding Policy A Place to Express Milk

Le Sueur County, Minnesota

A private Lactation Room (not a toilet stall or restroom) shall be available for employees to breastfeed or express milk. The room will be private, sanitary and have an electrical outlet. The Lactation Room will be located on third floor of the courthouse near the west elevator. This room is also located near the sink in the third floor galley with running water for washing hands and rinsing out breast pump parts. ….

http://www.co.le-sueur.mn.us/

School Environment

“...the commissioner of education shall initially adopt the most recent standards developed by the National Association for Sport and Physical Education for physical education in grades kindergarten through 12.”

2010 Amendments to Minn. Stat. § 120B

School Environment: Physical Activity

Bicycle and Walk to School Policy
Moose Lake School District, MN

The purpose of this policy is to outline the criteria students, parents/guardians and employees need to follow when bicycling or walking to school. Bicycling and walking promote student and adult well being by integrating more physical activity into a daily routine and provides active living skills and healthy habits that will last a lifetime.

http://www.mooselake.k12.mn.us/se3bin/clientschool.cgi?schoolname=school538
School Environment: Physical Activity

School District Wellness Policy
Fredericktown, Missouri

Provide time in elementary schools for supervised recess. All students will have at least 25 minutes per day of supervised recess. It is preferred that recess be scheduled before lunch.

[Link to policy]

School Environment: Healthy Eating

Healthy Snacks/Treats Policy
Moose Lake School District, Minnesota

The purpose of this policy is to provide an avenue for students to be exposed to healthy food choices and rid unhealthy foods from classroom snack time and/or treats. The school is a place where students are learning healthy life decisions and school staff should serve as role models in providing opportunities for healthy eating. Because childhood obesity is a growing national health concern, Moose Lake School will implement a healthy snack/treat policy as a means to improve the health of our students.

[Link to policy]

School Environment: Healthy Eating

Jefferson County Public Schools
Louisville, Kentucky

School and Community Nutrition Services will:
1. Add a statement on weekly produce price quotes that are sent to local produce distributors that we request local produce when available for purchase.
2. Communicate with local Farm to School Community Partners and local farmers on upcoming production needs at the Jefferson County Public Schools Nutrition service center.
3. Contract with Lassiter Middle School to purchase herbs that are produced in the school garden.

[Link to policy]

School Environment: Healthy Eating

No Food as Reward or Punishment Sample Language
Public Health Law Center

Schools will not use food or beverages as rewards for academic performance or good behavior, and will not withhold food or beverages (including food served through school meals) as a punishment. If an individual student's Individualized Education Plan (IEP) recommends the use of food for behavior modification, a teacher may use food as a reward for that student. But, food shall be used as a last alternative for behavioral modification as part of an IEP, and teachers should minimize classroom use and provide healthy food when available. Teachers shall use physical activity as a reward for academic performance or good behavior, as appropriate.

[Link to policy]

Community Environment

Geographic preference. (1) A school food authority participating in the Program, as well as State agencies making purchases on behalf of such school food authorities, may apply a geographic preference when procuring unprocessed locally grown or locally raised agricultural products.

(76 FR 22607, 2011)

[Link to policy]

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[Link to policy]
Community Environment: Active Living

Healthy Eating and Active Living Resolution
King County, Washington
Recognizes the physical activity benefits of active transportation (reliance on bicycling, walking, or other forms of non-motorized transportation); urges all King County municipalities to prepare and implement pedestrian and bicycle master plans; urges investments for active transportation through King County.

Complete Streets
“The City of Byron will . . . enhance the safety, access, convenience and comfort of all users of all ages and abilities, including pedestrians . . . , bicyclists, transit users, motorists and freight drivers, through the design, operation and maintenance of the transportation network so as to create a connected network of facilities accommodating each mode of travel that is consistent with and supportive of the local community . . . .”
Byron, Minnesota Resolution, 2010

Proposed Model School Recreational Use Statute
American Heart Association and Public Health Law Center
The purpose of this legislation is to make school property available to community members outside of the school day for recreational activities to support active living, reduce obesity, reduce health care costs associated with obesity, increase community safety, maximize community resources, and promote community support for public schools.

Bicycle Parking Requirement
Naperville, Illinois
- Requires bicycle parking to be included in new developments and redevelopments.
- Applies to commercial, multi-family, residential and public property.
- Specifies the number of bicycle spaces required based on the type of facility.
- Outlines bicycle rack design and placement criteria that ensure safety and usability.

Palm Desert Municipal Code Food Vending Vehicles
Palm Desert, California
- Prohibits food vending trucks to sell food when parked within one thousand five hundred (1,500) feet of the nearest property line of any school property, park, playground or recreational facility.
- Provides rules and regulations to individuals and companies operating food vending vehicles to prevent safety, traffic, and health hazards.
Obesity Prevention Resources

Publications:
- SCHOOL HEALTH GUIDELINES TO PROMOTE HEALTHY EATING AND PHYSICAL ACTIVITY - http://www.cdc.gov/mmwr/preview/mmwrhtml/rr6005a1.htm?s_cid=rr6005a1_w

Policy and Obesity Resources

Organizations:
- PUBLIC HEALTH LAW CENTER - http://publichealthlawcenter.org/
- NPLAN - http://www.nplanonline.org/
- BRIDGING THE GAP - http://www.bridgingthegapresearch.org/about_us/
- RUDD CENTER FOR FOOD POLICY AND OBESITY PREVENTION - http://www.yaleruddcenter.org/
- AMERICAN HEART ASSOCIATION - http://www.heart.org/HEARTORG/

Public Health Law Network

- Serves as a seamless foundation to connect experts and users of public health law
- Delivers legal technical assistance
- Provides training and educational resources

Questions?

Contact Public Health Law Network

For one-on-one help, resources or training:
Contact Jill Krueger:
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http://www.publichealthlawnetwork.org/