



Childhood Obesity Prevention Coalition

Building a Healthier Generation

Current Policy Platform: July 2011 – June 2012

Now in its fourth year, the Childhood Obesity Prevention Coalition (COPC) and its 43 member organizations advocate for policies that help to build a healthier generation for Washington.

In 2012, we are calling on key decision makers and partners to support the following specific recommendations for securing the health and wellbeing of Washington's children and families.

FEDERAL LEVEL POLICY PRIORITIES

■ **Develop Stronger Nutritional and Physical Activity Standards**

- Child Care Settings: Family home, after-school and center care are not subject to standards, as schools are—we are working to ensure that kids in these settings have a healthy environment.
- School Settings: We need to convert the current NPA "goals" into actual standards.

STATE/LOCAL LEVEL POLICY PRIORITIES

To advance nutrition and physical activity in institutional settings we must:

■ **Ensure Active Transportation**

- *Local Authority to Establish Maximum Speed Limits*
HB 1217 can help ensure that neighborhoods have a safe spaces for physical activity, including active transportation modes of biking and walking.
- *Updating Key Design Standards*
HB 1700 will provide greater support to local governments by updating design guidelines for bicycle and pedestrian facilities.

■ **Support Stronger Standards for Institutional Food Purchasing**

- Supporting stronger standards for the State of Washington's institutional purchasing of foods will help ensure that those who the State provides for receive food with nutritional quality. It will also assure that government sets the right example by following the standards that it sets

in place. This year, the national American Heart Association has called the 2011 state legislation in WA their "gold standard" for all other states.

- Developing healthy vending guidelines for King County, WA means that Washington State has an example of what local jurisdictions can do to stand up for healthy food options and fair marketing. In July 2011, the King County Council passed a motion in support of these guidelines.

■ **Develop Stronger Nutrition and Physical Activity Standards in All Child Care Settings**

- Family home, after-school and center care are not subject to standards, as schools are—we are working to ensure that kids in these settings have a healthy environment.

■ **Reduce Consumption of Sugary Drinks**

- COPC will support local and institutional policy approaches to help the goal of reducing our addiction/consumption of soda pop and sugary drinks.

■ **Support Local and Institutional Policy Approaches to Help the Goal of Reducing Our Addiction/Consumption of Soda Pop and Sugary Drinks.**

■ **Increase Access to Healthy Foods**

We are working to enable small grocers to become authorized retailers. The state Department of Health is in the midst of amending the Women, Infants and Children (WIC) Nutrition program requirements for selecting authorized retailers. We will be monitoring the rule-making process and, if in play, will work to ensure that program requirements make it easier, not harder, for smaller grocers to be WIC retailers.



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POLICY IMPLEMENTATION

- **Create A Strong Food Policy Council For Washington State**
 - The COPC currently sits as a member of the InterAgency Workgroup that was spawned from the Governor's Executive Order.
- **Support Worksite Wellness to Increase Health and Productivity**
 - This issue area continues to be the best arena to engage businesses and their associations and also connects to our institutional procurement work as well. We will support continuing efforts by the state Health Care Authority to provide technical support to state agencies interested in "health and productivity".
- **"Open Playgrounds" and Promote Shared Use of Community Spaces**
 - The COPC is now actively populating a toolkit around shared use, talking to key informants, capturing potential (real and perceived) policy barriers, and providing sample agreements and local case studies. *Proposed release in Fall 2011.*
- **Implement "Complete Streets" Legislation Passed in the 2011 Legislative Session**
 - COPC has been invited to sit on the WSDOT Implementation Committee.

BUDGET

- **Impact the Future State Transportation Budget to Build Better Communities**
 - Achieve Real Equity in Future State Transportation Budgets
 - Improve our health and grow our economy by diversified investment in our transportation system, especially by creating more transit choices and building transit-oriented communities.
- **Expand Access to Food:**
 - *Expanding Free/Reduced School Breakfast.* 180,000 kids from low income families already get breakfast at no charge through state and federally funded programs but another 300,000 eligible kids do not. *Proposal: support OSPI policies to improve the quality of school breakfasts and the share of eligible children receiving them.*
 - *Restore "Farm to School" program* in the state Department of Agriculture budget. This is part of their "Domestic Marketing Budget."
- **Promote/Expand Use of Safe Routes to School (SRTS):**

There is interest to revitalize the SRTS Workgroup from several years ago to maintain a policy presence with this issue, especially with regards to maintaining and expanding funding opportunities, including a funding center in Washington State that can provide technical assistance to grantees across the state.

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Coalition Members (44)

Access to Healthy Food Coalition
American Academy of Pediatrics - WA Chapter
American Assoc. of Landscape Architects - WA Chapter
American Diabetes Association
American Heart Association
American Planning Association (WA Chapter)
Bicycle Alliance
Camp Fire Usa Central Puget Sound Council
Cascade Bicycle Club Education Foundation
Cascade Land Conservancy
Coalition for Safety and Health in Early Learning
Comprehensive Health Education Foundation (CHEF)
Children's Alliance
Community Choices (Clark County)
Feet First
Group Health Cooperative
Hope Heart Institute
Let's Move, Cheney
Multicare Health Systems
Nutrition First
Odessa Brown Children's Clinic
Physical Therapy Association of Washington
Rev it Up! (Yakima County)
School's Out Washington
Seattle Children's
Seattle and King County Public Health
Seattle Parks and Recreation
Skagit County Healthy Communities Project
Spokane Regional Health District
Tacoma Pierce County Health Department
Transportation Choices
Tree Swing
Washington Assoc. of Community & Migrant Health Centers
Washington Coalition for Promoting Physical Activity
Washington Dental Service Foundation
Washington Health Foundation
Washington Recreation & Park Association
Washington School Nutrition Association
Washington State Association of Local Public Health Officers
Washington State Dairy Council
Washington State PTA
Washington State Public Health Association
Washington Sustainable Food & Farming Network
YMCA - Greater Seattle