Healthy Eating
Active Communities

Places Where Healthy Choices Are Possible

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The California Endowment
Neighborhood Environments
School Environments
Marketing Environments
It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.

Institute of Medicine
Environmental factors that discourage healthy choices

- TV and ads full of unhealthy food & drinks
- Lots of junk food but no affordable produce
- Unsafe outdoors for walking, biking and play
- Unhealthy school meals; scant activity
- Jobs, buildings & towns discourage activity
Instead of helping some kids beat the odds, why don’t we just change the odds?

- Geoffrey Canada
Why An Environmental Approach?

- Individuals make decisions within the context of the surrounding environment.

- One environmental change is equal to numerous daily decisions by large numbers of individuals.

- Environmental interventions are particularly important for communities of color where environmental risk is concentrated.

- More sustainable, larger reach, less costly in the long run
Improve Environments

Quality Activity

Healthy Meals

School Gardens

Walking School Bus
Target: Healthy Communities

- Form diverse coalitions of community agencies, public health, schools, medical providers, & business
- Aim to eliminate health disparities by improving environments for nutrition and physical activity
- Focus child- and youth-centered organizations on healthy nutrition and physical activity
- Mobilize for policy advocacy and systems change
- Apply platform to improve schools, neighborhoods, parks, safety, built environment, transportation, and commerce
Precursor: Partnership for the Public’s Health

- 39 communities
- 14 health departments
- 5 years

- Partnerships
- Planning
- Address social determinants
- Multi-level interventions

- Participatory evaluation

- Platform for innovation
Healthy Eating, Active Communities

**Community demonstration component**
- Multi-sector partnerships
- Improve social and physical environments
- School, after school, community, health care and marketing / media targets
- Policy and systems change goals
- Comprehensive technical support
- Rigorous evaluation

**Statewide component**
- Broad based policy advocacy
- Communications
- Developmental research

$26 M
4 years
Healthy Eating, Active Communities

**Overarching Goal:**
- Reduce Disparities in Obesity/Diabetes by Improving Food and Physical Activity Environments for School-age Children

**Objectives:**
- Increase Opportunities for Healthy Eating
- Increase Opportunities for Physical Activity
- Develop Evidence and Strategies for Community-based Work to Decrease Disparities & Prevent Chronic Disease
Key Outcomes – Schools

- All a la carte food and beverages adhere to statewide standards
- District-wide policies for more physical activity during the school day
- Parents, youth, and community supporters strengthen policy advocacy capacity and leadership
Key Outcomes – After School Programs

- Only healthy food and drinks
- Moderate to vigorous physical activity on a regular basis
- Parent and family advocates
Key Outcomes – Neighborhood

- Access to healthy food and physical activity opportunities
- Advocacy plan
- Supportive policies and programs
- Parents, youth, and supporters strengthen policy advocacy capacity and leadership to improve environments for nutrition food and physical activity
Key Outcomes – Healthcare

✓ Participate in local collaborative activities
✓ Testify and talk with local policymakers
✓ Incorporate prevention into clinic visits: Assess obesity risk factors, incorporate prevention messages into patient counseling, refer patients to community resources, encourage advocacy
✓ Organizational policies that promote healthy eating and physical activity on site
Key Outcomes - Marketing and Advertising

✓ Eliminate targeted marketing of unhealthy products aimed at children and specific ethnic groups
✓ Communities are aware and motivated to reject unfair industry marketing practices
✓ Teams of trained youth advocating to eliminate marketing of unhealthy foods
Getting the Ball Rolling

An Epidemic

Overweight and Unfit Children in California
Assembly Districts

LEGISLATIVE DISTRICT POLICY BRIEF 

Childhood overweight and physical inactivity have reached epidemic levels in California. These conditions are dooming our children to severe health problems now and in the future, and saddling the state economy with trillions in future health care costs. The crisis is precipitated by complex social and environmental factors that are undermining our children’s ability to make healthy decisions about eating and physical activity. Given the political will, much can be done to ensure a healthier future for our children.

To understand the extent of the epidemic among California’s children, the California Center for Public Health Advocacy analyzed the California Department of Education’s 2001 FITNESSGRAM data in a unique way—by state Assembly District. This analysis provides policy makers with a clear picture of childhood obesity among their constituents and gives all Californians a clear picture of childhood fitness in their communities.

BACKGROUND

Overweight

NATIONAL RATES OF CHILDREN WHO ARE OVERWEIGHT ARE RISING.

- The National Health and Nutrition Examination Survey (NHANES) data show that the prevalence of overweight among children from six to eleven years old increased nearly five-fold between 1963 and 2000.
- Among adolescents from 12-17 years old, the prevalence of overweight increased more than three-fold between 1965 and 2000.

Though the prevalence of overweight in children and adolescents is increasing, the rate of increase is particularly pronounced among certain ethnic groups.

According to the Surgeon General, overweight children face a greater risk of a host of problems, including Type 2 diabetes, high blood pressure, high blood lipids, asthma, sleep apnea, ethnic hyperlipidemia, low oxygen in the blood, early maturation, and orthopedic problems. Overweight children also suffer psychosocial problems, including low self-esteem, poor body image, and symptoms of depression. For girls, in particular, poor self-image from being categorized as obese follows them into adulthood, resulting in fewer years of completed education, lower family income, and higher rates of poverty, regardless of their initial socio-economic background. These children are also hospitalized more often than children with healthy weight.

Terms and Definitions

ADRENOCORTICAL: A FITNESSGRAM measure that reflects the fitness of the cardiovascular and respiratory systems and the ability to engage in strenuous exercise for prolonged duration. Aerobic capacity is determined in the FITNESSGRAM by running and walking tests. Data from the aerobic capacity measure were analyzed in this study.

ASSEMBLY DISTRICT: A geographic area that contains 1.86% of the population of California. That population data are individual to represent the counties in the California State Assembly. There are 80 Assembly Districts appointed by population every decade. This study uses the Assembly Districts that became effective in the November 2002 election based on the 2000 Census.

BODY COMPOSITION: A FITNESSGRAM measure to assess weight as determined by Body Mass Index or percent of body fat. FITNESSGRAM data on body composition were analyzed in this study.
Getting Soda Out of Schools

CAPTIVE KIDS: Selling Obesity at Schools

Banning Junk Food and Soda Sales in the State's Public Schools

Prepared by: Stephen Issac and Ava Swatz
Building A Movement -- Convergence

- Partnerships of communities, PH Depts, schools & others
- Policy and systems change to improve environments for nutrition and physical activity
- Develop and share models, tools, advocacy agenda

- HEAC 6 communities
- CROPP 6 counties
- Mini-grants 11 PH Depts
- KP HEAL 3 communities
- Keck 2 communities
- STEPS 2 counties
- CX3 6 counties
Policy Opportunities

☑ Healthy nutrition options in and around schools
☑ Eliminate marketing unhealthy products to kids
☑ Menu labels, no trans fat, tasty healthy options
☑ Access to affordable fresh produce
☑ Recreation centers, parks & bikeways
☑ Safe streets, rapid transit
☑ Smart growth, clean air
☑ Health element in general plan
☑ Sustainable funding
What does success look like?

- Community environments that promote healthy eating and physical activity
- Accountable industry practices
- Multi-sector partnerships
- Priority for prevention
- Platform for collaboration
- Healthy communities
http://www.calendow.org

http://www.healthyeatingactivecommunities.org