



# Orange County Obesity Prevention Plan A Plan of Action 2008

Prepared by NuPAC  
The Orange County Nutrition & Physical Activity Collaborative

## BACKGROUND

For the past two years, NuPAC has worked with its partners to develop a plan of action to address the issue of obesity in Orange County (OC). Patterned after the *California Obesity Prevention Plan*, the OC plan focuses on seven sectors that impact obesity and it identifies two areas for action in each sector. Obesity is a complex issue and there are many strategies and programs that will make a difference. This plan provides a framework in which multiple partners can work together and measure their progress. To date, four groups have stepped forward and are providing leadership to help see this plan come alive. NuPAC invites others to join in this effort.

## STATE & LOCAL GOVERNMENT

Coordinated by: **O.C. in Motion; NuPAC's Advisory Board**

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### **1) Adopt and implement walkable community policies, build paths and trails in order to promote physical activity in an effort to reduce obesity.**

Approach the County Board of Supervisors, School Boards and City Councils to pass resolutions to or proclamations that include components needed for their communities to change the built environment to improve safety, access to walking, biking, and policies for foods in public environments, etc.

- Provide templates, sample policy language, and sample plans.
- Identify local opportunities and link to local members.
- Identify members or member's organizations who can/will be advocates.

### **2) Encourage access to public facilities to house health, nutrition and physical activity programs in order to promote physical activity and healthy eating in an effort to reduce childhood obesity.**

Encourage joint use agreements.

- Provide template, sample policy language and sample plans.
- Identify and promote successful examples (i.e. school and city parks, schools and community organizations).
- Identify local opportunities and link to local members.
- Identify members or member's organizations who can/will be advocates.

## FAMILIES

Coordinated by: **NuPAC's Parents for Healthy Neighborhoods Workgroup**

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**1) Develop strategies to promote healthier food choices and family mealtimes at least once a day.**

Provide nutrition education opportunities to families.

- Work with agencies serving 0-5 years (Head Start, Children and Families' Commission, Supplemental Nutrition Program for Women, Infants, and Children (WIC) and others) to coordinate efforts that promote the importance of family mealtimes and recipes incorporating fruits and vegetables.
- Enhance and provide nutrition education to families by sharing culturally appropriate nutrition lessons/handouts for ways to make family meals fun and meaningful and coordinate education opportunities provided by County and school-based *Network for a Healthy California* partners, UC Cooperative Extension, and Dairy Council of California.

Highlight efforts of parents and community advocates who serve as role models for leading healthy lifestyles.

- Recruit parent leaders to conduct food demonstrations and share testimonials at retail and community events.
- Recognize "Champions for Change" and other parent leaders at local meetings.

**2) Develop and promote strategies to encourage families to increase playtime together and physical activity.**

Design/create ideas for families to conduct walking activities with their families in their neighborhoods and through their schools.

- Identify physical activity and recreational opportunities through expanded partnerships with schools, City Parks and Recreation departments, YMCAs, businesses, Orange County Health Care Agency and others as appropriate.
- Identify neighborhoods where parent and youth volunteers can complete a safety and physical activity assessment tool.
- Partner with parent and youth volunteers to identify and coordinate solutions based on assessment results to increase physical activity for families in the identified neighborhood/community.

Encourage parent leaders to participate in physical activity (PA) opportunities.

- Work with qualified PA specialists and community partners to promote the importance of physical activity and to demonstrate ways families can sustain an active lifestyle together.
- Promote opportunities for parents to support increased physical activity by providing information on national, state, and local PA campaigns.

**HEALTH CARE INSURERS & PROVIDERS**

**Coordinated by: NuPAC's Children & Weight Management Workgroup**

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**1) Promote and implement preventive standards of care that support regular physical activity & healthy eating in a manner sensitive to culture, age and individual abilities.**

Promote preventive standards of care for obesity prevention and treatment.

- Promote the American Medical Association's Expert Committee recommendations and other preventive standards of care.
- CalOptima to share a toolkit / preventive standards of care through health plan trainings, provider trainings and office visits.

- Orange County Child Health and Disability Prevention (CHDP) Program, Healthy Eating, Active Communities (HEAC) partners, health plans and others to conduct trainings that support program-specific preventive standards of care.

Conduct follow-up to ensure standards of care are implemented.

**2) Encourage referral to community resources that can assist in the prevention and treatment of overweight individuals.**

Compile and update lists of resources available to prevent and treat overweight individuals.

- Children and Weight Management Workgroup to compile and update lists of resources for youth.
- Orange County Health Care Agency with assistance from the Children and Weight Management Workgroup, to compile and update a list of resources for patients with diabetes.

Share the resource lists with health care plans, professionals & community partners.

- Resource lists shared by CalOptima with Medi-Cal health plans and providers.
- Resources lists shared through the NuPAC ListServ reaching >200 community partners.
- Resource lists shared by community partners with local staff, programs and clients.

Advocate for improved payment mechanisms for resources by insurance, health plans and employers.

**SCHOOLS**

**Coordinated by: The Healthy Orange County (THOC)**

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**1) Identify countywide funding and provide support, leadership, technical assistance, training and resources for implementation, monitoring and evaluation of school wellness policies related to nutrition, physical activity/education and health education.**

- Highlight and support food service and physical education programs where health, nutrition and physical activity are promoted.
- Support school districts in the adoption of California Health Education Content Standards in all Orange County schools.
- Support and promote alternative fundraisers.

**2) Identify countywide funding and provide support, leadership, technical assistance, training and resources for the development, implementation and evaluation of Coordinated School Health (CSH).**

- Support the formation and/or maintenance of active School Health Councils to address the health needs of students and school staff.
- Collaborate with THOC partners and other coalition partners to keep abreast of current funding opportunities, conferences and resources available to support CSH.

**EMPLOYERS & WORKSITES**

**1) Encourage worksites to offer healthy foods at meetings and events.**

- Promote guidelines for offering healthy foods at meetings and events.
- Distribute information, including sample meeting and event food guides, to interested employers.
- Implement best practices in NuPAC member and partner worksites, in order to lead by example.

**2) Encourage physical activity at worksites by promoting daily physical activity breaks and stairway use, providing walking paths, pedometers, bike racks, lockers, and showers and offering flex time and regularly scheduled, organized physical activity programs and events.**

- Promote guidelines for improving opportunities for physical activity at work.
- Distribute materials, including motivational stairwell posters and guidance on stairwell use.
- Implement best practices in NuPAC member and partner worksites, in order to lead by example.

### **FOOD AND BEVERAGE INDUSTRY**

**1) Post calorie information and encourage healthy food options on menus and menu boards.**

- Support state legislation and/or encourage chain restaurants to post nutrition information on menus and menu boards.
- Encourage or educate chefs and restaurant owners to develop healthy kid's meals and provide guidelines and incentives for healthy kid's meals at restaurants.

**2) Encourage quality, variety and affordable pricing of produce and other fresh foods in neighborhoods throughout OC.**

Identify sources of affordable fresh foods in neighborhoods and work with these providers to expand and promote the consumption of fruits, vegetables and other healthy food options.

### **ENTERTAINMENT & PROFESSIONAL SPORTS**

**1) Encourage the availability of affordable healthy foods and beverages at sports, movies, and other entertainment venues.**

Develop a policy/campaign for public events/activities that promotes the availability of nutritious, affordable food and drink choices.

- Have OC cities develop a proclamation supporting the campaign.
- Explore the opportunity for a general plan amendment to include the policy.
- Negotiate with professional sports (Angels, Ducks, etc.) to promote and provide nutritious, affordable food and drink choices (adopt and implement the policy).
- Negotiate with entertainment venues (Spectrum, OC Fairgrounds, Honda Center, etc.) and movie theater chains to promote and provide nutritious, affordable food and beverage choices (adopt and implement the policy).

**2) Consider investing in public physical activity facilities and programs in surrounding communities.**

Create a local entertainment tax or surcharge that would fund public parks, public space and safe streets and neighborhoods.

*Special thanks to our many partners, members and programs that participated in the creation of this plan. They generously provided staff, resources and enthusiasm for the task at hand. The plan is a work in progress and will be revised as our community comes together to address obesity in our county.*

**For more information on the OC Obesity Plan contact:  
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