

State and Federal Overview: Nutrition, Physical Activity, and Obesity Prevention

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Summit on Nutrition, Health, and Obesity

- Governor Schwarzenegger co-convened the summit with former President Bill Clinton
- Developed policy briefs on SSBs, Joint Use and Water in Schools
- Announced sponsorship of legislation
- Creating of Health in All Policies (HiAP) Task Force

California Obesity Prevention Program

California Obesity Prevention Program

- CDC NPAO Cooperative Agreement
 - 5-year grant
 - Recent Accomplishments
 - Approved California Obesity Prevention Plan
 - Water in Schools Toolkit Website (CFPA)
 - Support for Childhood Obesity Conference
 - SPARK Trainings for 107 teachers at five low-income elementary schools
 - Local obesity prevention plans – Shasta and Sonoma counties
 - 8 new community grantees

California Nutrition, Physical Activity, and Obesity Grant (CDC)

- Six priority areas for obesity prevention:
 - Increase:
 - Breastfeeding initiation, duration, and exclusivity
 - Fruit and vegetable consumption
 - Physical activity
 - Decrease:
 - Consumption of energy-dense foods
 - Sugar sweetened beverage consumption
 - TV viewing

Community Grants for Obesity Prevention

- CSU, Chico Research Foundation (PA in childcare)
- Mendocino County (Food Policy Council)
- Monterey County (mobile food vendors)
- Shasta County (Farmers' Markets/EBT, bicycle infrastructure)
- City of Rancho Cucamonga (community gardens, Farmers' Markets, Safe Routes to Schools, organizational policies targeting youth)
- Sacramento County (SSBs in childcare)
- Shape Up San Francisco (PE assessment, include PE in Academic Performance Index)
- United Way of Santa Cruz County (Corner stores, healthy food criteria in business permit process, park assessment/improvements)

California Nutrition, Physical Activity, and Obesity Grant (CDC)

- Recommended Community Strategies and Measurements to Prevent Obesity in the United States
 - Promote availability of affordable healthy foods and beverages
 - Support healthy food and beverage choices
 - Encourage breastfeeding
 - Encourage physical activity or limit sedentary activity among children and youth
 - Create safe communities that support physical activity
 - Encourage communities to organize for change

Enhanced California Obesity Prevention Plan

California Obesity Prevention Plan

- Original Plan – 2006
- Addresses seven sectors:
 - State, Local, and Tribal Government
 - All Employers
 - Healthcare Insurers and Providers
 - Families and Community Organizations
 - Schools and Childcare
 - Food and Beverage Industry
 - Entertainment and Professional Sports

California Obesity Prevention Plan

- Broader focus
 - Greater emphasis on environmental and policy change strategies
 - Emphasis on “Place Matters”
- Incorporated “Strategies in Action” within each sector
 - Successful strategies already being implemented

Communities Putting Prevention to Work Grants

Communities Putting Prevention to Work Grants

- Non-Competitive ARRA funding
- Nutrition, Physical Activity, and Tobacco
- Nutrition
 - Target sugar sweetened beverage consumption
- Physical Activity
 - Joint Use Agreements

CPPW Grant – SSBs

Communities Putting Prevention to Work Grant:

- Two-year grant: February 2010 – January 2012

The key aims of the grant are to:

- Work toward the adoption of local and state policies that decrease access to sugar-sweetened beverages (SSBs) and increase access to healthier beverages.
- Work with communities to conduct a counter-SSB campaign.

Expectations of Grantees

Four local organizations are receiving \$25,000 to work on SSB policy

Phase I:

- Identify local partners to assist with efforts
- Identify a minimum of one local SSB policy to pursue
- Educate key stakeholders on SSBs
- Convene partners to develop a Phase II Action Plan

Phase II:

- Educate key stakeholders on SSBs
- Implement a counter-SSB campaign
- Pursue adoption of SSB policy

CPPW Grant – Joint Use

Communities Putting Prevention to Work Grant:

- Two year grant running February 2010 – January 2012

The key aims of the grant are to:

- Work toward the adoption and implementation of a state joint use policy to reduce at least one major barrier to community after-hours use of indoor and outdoor school physical activity facilities.
- Work with a minimum of 10 schools in low-resource communities to establish joint use policies and practices.

Expectations of Grantees

Five local organizations are receiving \$23,000 to work on joint use district policy.

Phase I:

- Identify local partners to assist with efforts
- Convene school/district wellness committee and discuss joint use
- Develop action plan with key stakeholders to advance joint use policy

Phase II:

- Conduct a minimum of two educational sessions on joint use with stakeholders
- Identify key elements of district joint use policy
- Work with school board to develop joint use policy
- Pursue adoption of joint use policy

Questions?
