

Seizing the Moment and the Momentum: *Building Healthier Communities*

RENEW LA County

Presented by:
Suzanne Bogert, MS, RD
Project Director



Communities Putting Prevention to Work

- Project RENEW (obesity prevention) and Project TRUST (tobacco control) funded by CDC through the Communities Putting Prevention to Work initiative.
- Interventions must focus on “policy, systems, and environmental change” to improve nutrition, increase physical activity, and reduce obesity (i.e., making the healthier choice the easier choice.)
- Interventions must address five strategy areas: media, access, point of purchase/promotion, price, and social support & services.
- Funding period March 19, 2010 through March 18, 2012.

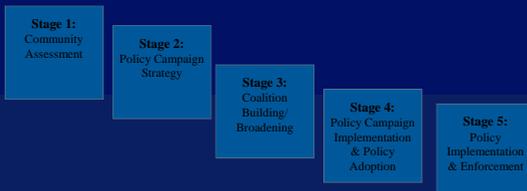


Opportunities and Challenges

- Large reach—LA County has over 10 million residents
- Very strong public health infrastructure within county and across the state
- Diverse population with rich ethnic and cultural fabrics, but stark inequities to overcome
- Extremely complex policymaking environment—88 cities and 81 school districts
- Budget crises have created instability in public agencies and community organizations



Policy Adoption Model (PAM)



- The PAM has been used by TCPD with great success (89% of campaigns resulted in policy adoption within 19 months).



Project RENEW will implement a Community Action Plan (CAP) that includes 8 objectives:

- 1) Adopt healthy food and beverage policies in eight cities
- 2) Adopt healthy food/beverage policies in three L.A. County departments
- 3) Improve school meal nutrition in four local districts, including LAUSD
- 4) Adopt nutrition and physical activity guidelines for preschools
- 5) Adopt policies to support breastfeeding in county and private firms
- 6) Increase teacher capacity to implement physical education requirements
- 7) Adopt or strengthen joint-use policies in school districts
- 8) Adopt land use policies to increase pedestrian activity and biking



Cities/Communities in LA County with Lowest and Highest Childhood Obesity Rates, 2008

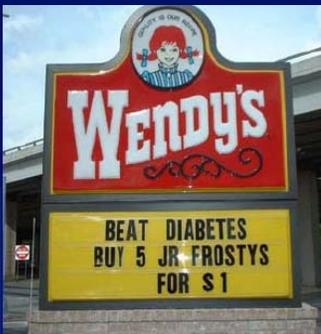
Top 10*			Bottom 10*		
City/Community Name	Obesity Prevalence (%)	Rank of Economic Hardship (1 - 128)	City/Community Name	Obesity Prevalence (%)	Rank of Economic Hardship (1 - 128)
Manhattan Beach	3.4	2	West Athens	30.6	94
Calabasas	5.0	8	South Gate	30.7	110
Hermosa Beach	5.1	1	Florence-Graham	31.0	128
Agoura Hills	5.3	10	West Whittier-Los Nietos	31.1	81
Beverly Hills	5.4	19	West Carson	31.4	56
Malibu	5.9	4	Vincent	32.2	69
Palos Verdes Estates	7.3	5	East Los Angeles	32.9	117
San Marino	7.8	15	Hawaiian Gardens	33.4	107
Rolling Hills Estate	8.4	9	South El Monte	34.5	111
La Canada Flintridge	8.5	18	Walnut Park	38.7	113
Average 10 lowest	6.2%		Average 10 highest	32.7%	

*Table excludes cities/communities where number of students with BMI data < 500.
Source: California Physical Fitness Testing Program, California Department of Education. Includes 5th, 7th, and 9th graders enrolled in LA County public schools.



City and County Food and Beverage Policy Strategies

- Food and beverage procurement and distribution (e.g., vending machines, cafeterias, community programs)—heavy focus on sugar-sweetened beverages, supported by social media campaign.
- Incentives for healthy food/beverage retail
 - administrative (e.g., streamlined permitting, preferential siting, technical assistance)
 - financial (e.g., reduced fees, grants, loans)
- Regulation (e.g. zoning, taxation, regulatory fees)





Early Lessons Learned

- New skill sets needed
- Important commonalities across tobacco and obesity prevention strategies, but also important differences
- Need for coordination, and even integration, across obesity and tobacco projects, but CPPW structure works against this; also, a need to coordinate with others doing similar work
- On obesity side, building community and political support for policy, systems, and environmental change a major hurdle
- Important to be flexible and opportunistic, identifying opportunities for short-term wins that will build momentum
- CPPW success will require leveraging local wins to create state and federal level policy change—need to be realistic regarding required time frame



Contact information

Suzanne Bogert, MS, RD
 Project Director, RENEW LA County
 Los Angeles County Public Health Department,
 Division of Chronic Disease & Injury Prevention
sbogert@ph.lacounty.gov
 213.738.2413

