



Nutrition Education and Obesity Prevention Branch Priority PSE Strategies

1. Qualifying childcare centers self-assess and undertake improvements in healthy eating and physical activity policies including healthier snacks or meals, making water the primary beverage of choice for snacks and meals, limiting the amount of screen time to no more than two hours per day, adding or increasing the amount of physical activity to their curricula, and establishing farm to preschool at early childhood sites.
2. Schools and/or districts establish model wellness policies, including afterschool, that meet or exceed the USDA minimums. Includes drinking water at schools
3. Schools and/or districts, retail and/or worksite to participate in Farm to School/Farm to Fork procurement systems.
4. Schools and/or districts have Joint Use Agreements for recreational, gardening, and cooking facilities.
5. Healthy retail strategies to improve grocery store options e.g. raising CX3 scores by improving availability of healthy foods sold, increasing healthy and decreasing unhealthy interior/exterior signage, etc. May also include a voluntary Healthy Food Retailer Recognition Program.
6. The overall *Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX³)* scores for the food environment are improved in low-income neighborhoods. Work with neighborhood vendors and restaurants to improve menu selections and marketing of healthier items. Focus on restaurants/mobile vending.
7. Institute policy to offer structured physical activity programs in low-income settings or for low-income children, youth, families, and elders.
8. Identify and provide opportunities to communities for land, water, and other support for community and school “edible” gardens.
9. Qualifying worksites self-assess and participate in the *NEOPB* Worksite Program (California Fit Business).
10. Promote active transport and work to improve access to safe streets through Safe Routes for all users, including bicyclists and pedestrians.
11. Increase access to farmers markets through location, Electronic Benefit Transfer (EBT) and Women, Infants, and Children Supplemental Nutrition Program (WIC) coupon acceptance to increase consumption of fresh fruits and vegetables or other systems changes that promote access to healthy foods.
12. Promote healthy food and beverage standards from county welfare offices, public housing units, city parks and recreational facilities and/or school vending machines in eligible settings serving low-income populations. Provide healthy beverage alternatives in appropriate serving sizes.
13. Collaborate with local youth-serving organizations working with low-income populations (such as parks and recreation, sports leagues, booster clubs, etc.) to ensure that healthy foods and beverages are available at community events for purchase. Encourage organizations to seek healthy beverage sponsorships.