

CHAMPION PROVIDER

FELLOWSHIP

A Powerful Approach to Healthier Communities

RECOMMENDED FOCUS AREAS

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Objectives

1. Define four targeted focus areas to prevent obesity, for which real world evidence exists.
2. Orient fellows to specific policies that can affect each focus area.
3. Strongly encourage fellows to select one of these focus areas and to adapt one of the evidence-based policies for their fellowship work.

Framework

Alignment Table:

	ECE	Nutrition Standards	Behavioral Economics	Healthy Default	Active Transport	Daily PA <small>Physical Activity</small>	Increase Access to and Utilization of Farmers Markets	Access to PA	Portion Size Limits	Access to Healthy Food
LEARN	K-12 Before/ After School									
EAT	Restaurants	x	x		x	x		x		x
SHOP	Retail/Food Assistance Sites	x	x		x	x		x	x	x
PLAY	Farmers' Markets	x	x	x				x		x
PLAY	Parks and Open Spaces		x		x		x	x		x
PLAY	Bicycle & Walking Paths	x	x		x	x		x		
LIVE	Employers	x	x		x	x	x			x
	LHD Programmatic Priorities									



Focus Area 1: Reduce SSB/Increase Water Consumption

SSB Covers All Settings

NEW! LHD PSE Strategy and Setting Alignment Table:

PSE Strategies		Nutrition Standards	Behavioral Economics	Healthy Default	Active Transportation	Daily Quality Physical Activity	Increasing Access to and Utilization of Farmers Markets	Access to Physical Activity Opportunities	Portion Size Limits	Access to Healthy Food	
DOMAIN	PSE Settings										
LEARN	Early Childcare and Education	X	X		X	X		X		X	
	Schools (K-12)	X	X		X	X		X		X	
	Before- and After-School	X	X		X	X		X	X	X	
EAT	Restaurants			X					X		
	Retail (Small and Large)		X							X	
SHOP	Food Assistance Sites (Banks or Pantries)	X	X		X		X	X		X	
	Farmers Markets		X		X		X				
PLAY	Parks and Open Spaces	X	X			X		X			
	Bicycle and Walking Paths				X	X		X			
LIVE	Employers	X	X							X	
	Hospitals						X				

Source: 2020 – 2022 SNAP-Ed LHD Programmatic Priorities

Active SSB Reduction Strategies

- For your education there are 5 pieces of potential legislative activity at the state level:
 - [Sugar-sweetened Beverages \(Bonta\)](#)
 - [AB 765- Health Checkout Aisles for Healthy Families Act \(Wicks\)](#)
 - [AB 766- Unsealed Beverage Container Portion Cap \(Chiu\)](#)
 - [SB 347- Sugar-Sweetened Beverages: Safety Warnings \(Monning\)](#) 
 - [AB-138 California Community Health Fund \(Bloom\)](#) 
- Fellow Role: Educate the public about SSB health effects

Labeling SSBs can reduce consumption by 50%

- Provide warning about health risks

	Percentages and Means (SEs)			Control Versus Calorie	Calorie Versus Warning	Control Versus Warning
	Control	Calorie Label	Warning Label			
Vending machine choice						
Choosing an SSB, % ^{a,b}	59.9 _a (2.4)	53.3 _a (2.5)	40.4 _b (1.2)	.07	<.001	<.001
SSB perceptions and intentions ^c						
Child would find delicious	4.6 _a (0.06)	4.6 _a (0.07)	4.6 _a (0.03)	.46	.22	.78
Healthy	3.8 _a (0.07)	3.7 _a (0.07)	3.4 _b (0.04)	.68	<.001	<.001
Purchase intention	3.8 _a (0.07)	3.8 _a (0.07)	3.4 _b (0.04)	.27	<.001	<.001

Roberto, et al. *Pediatrics*. February 2016.

Reduce SSB Consumption in the Workplace

- **Healthy Beverage Initiative**

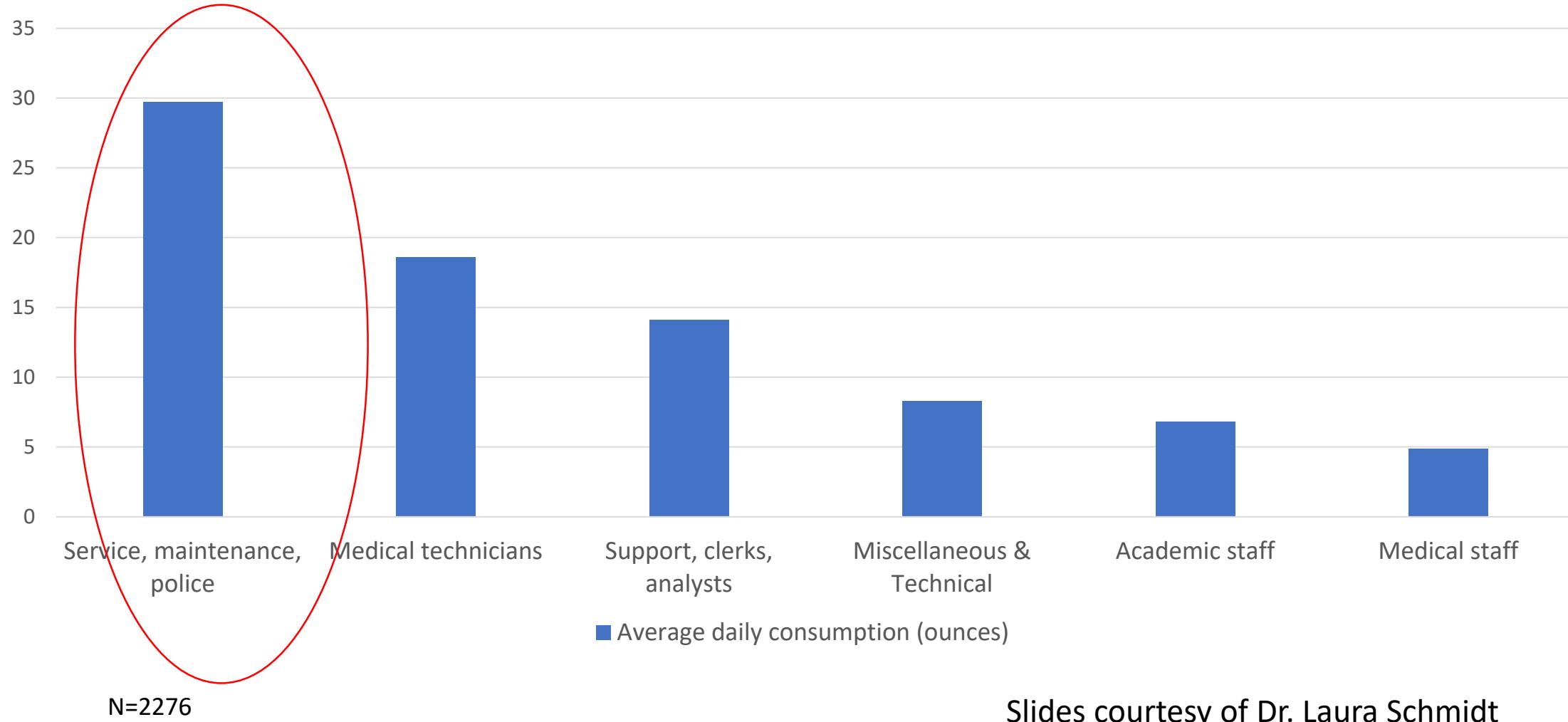
- UCSF eliminated the sale of SSBs
- Phase out timeline: July 1, 2015 – November 1, 2015
- Locations affected:

- Vending machines
- Cafeterias
- Campus eateries
- Retail locations
- Catering services
- Patient menus



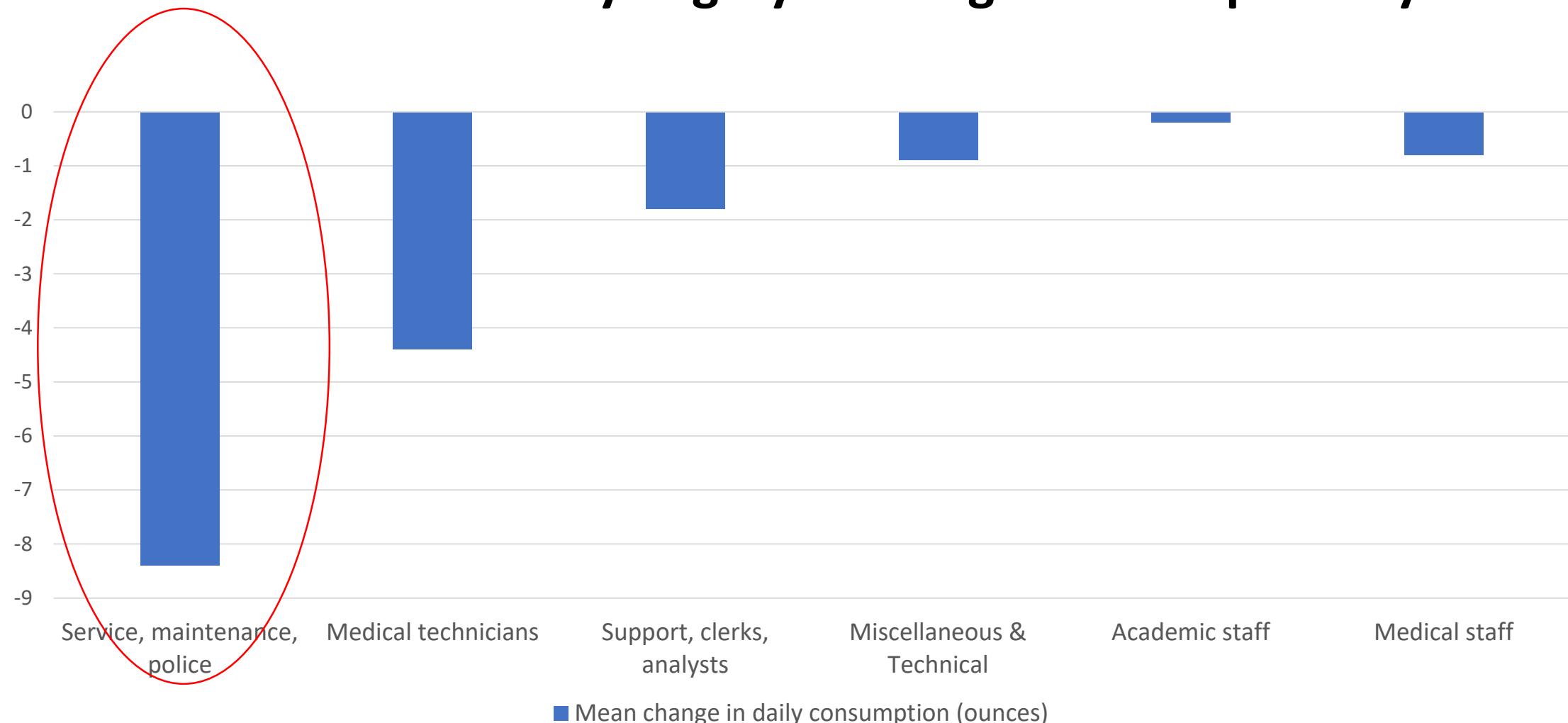
- Healthy Beverage Initiative Toolkit @ SugarScience:
<http://sugarscience.ucsf.edu/healthy-beverages-initiative.html#.XMDSBIVKjb0>

Baseline Daily Sugary Beverage Consumption by Job Class



Slides courtesy of Dr. Laura Schmidt

12 Month Reductions in Daily Sugary Beverage Consumption by Job Class

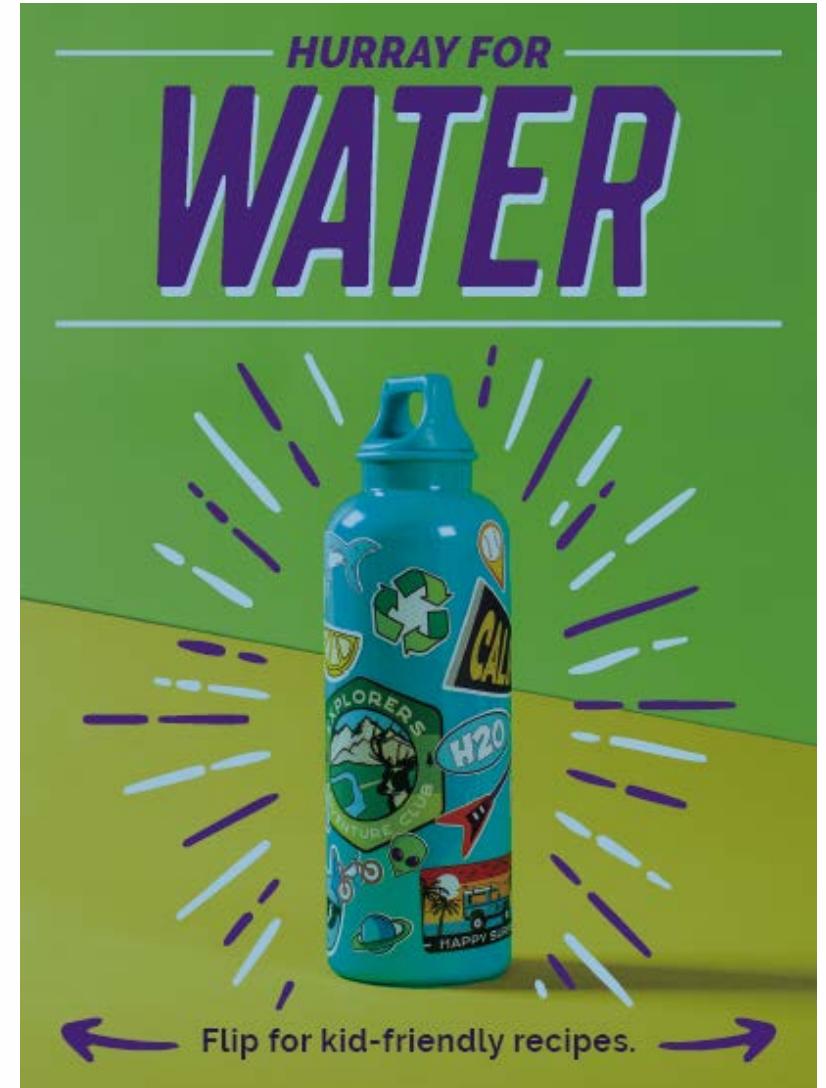


N=1908

Slides courtesy of Dr. Laura Schmidt

Increased Water Consumption

- SB 1413 & Healthy, Hunger-Free Kids Act (HHFKA)
- Support installation of water stations





Focus Area 2: Promote Food Security

Focus Area 2: Promote Food Security

LEARN

EAT

SHOP

LIVE

SE Strategy and Setting Alignment Table:

SE Strategies	Nutrition Standards	Behavioral Economics	Healthy Default	Active Transportation	Daily Quality Physical Activity	Access to Physical Activity Opportunities	Portion Size Limit	
PSE Settings								
Early Childcare and Education	x	x		x	x	x	x	
Schools (K-12)	x	x		x	x	x	x	
Before- and After-School	x	x		x	x	x	x	
Restaurants			x				x	
Retail (Small and Large)		x					x	
Food Assistance Sites (Banks or Pantries)	x	x		x		x	x	
Farmers Markets		x		x		x		
Parks and Open Spaces	x	x			x	x		
Bicycle and Walking Paths				x	x	x		
Healthcare Clinics and Hospitals	x	x			x		x	

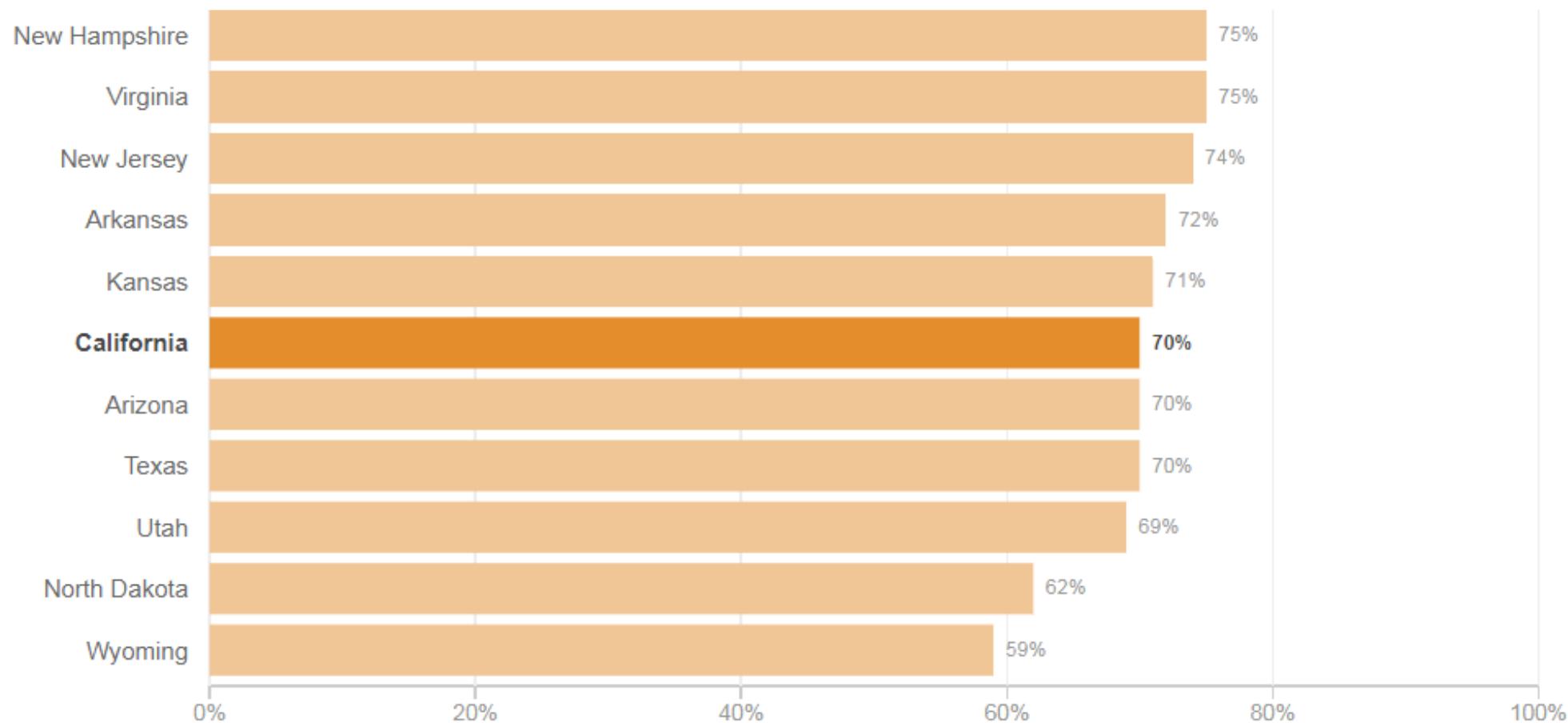
Increase Access to and Utilization of Farmers Markets

Access to Healthy Food

Source: 2020 – 2022 SNAP-Ed LHD Programmatic Priorities

11 States With The Lowest SNAP Participation Rates In 2015

In California, 70 percent of those eligible for food assistance participate in the Supplemental Nutrition Assistance Program — meaning that 3 in 10 people who are eligible are not enrolled. (Nationally, 83 percent of those eligible receive benefits.)



Source: [U.S. Department of Agriculture](#)

Credit: [California Healthline, NPR](#)

Increase Enrollment in SNAP

- SSI Cashout
 - Starts summer 2019
 - Estimated 500,000 will be eligible
 - Impacts older adults and adults with disabilities
- Fellow Role
 - Promote and streamline enrollment in eligible populations

Current Market Match Network



Thanks to the FINI grant, a healthy diet is more easily within reach for our customers. Shopping the local farmers' market becomes a weekly routine, and their fresh fruit and vegetable purchases support California farmers whose hard work brings us year-round access to the freshest and best food imaginable.

Allen Moy, Executive Director, Pacific Coast Farmers' Market Association

Source: Market Match Impact Report 2018.

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Fruit & Vegetable Incentive Programs

- Matching funds to purchase healthy foods
- Redeemed at farmers markets
- Operating in 38 counties
- USDA Gus Schumacher Federal Insecurity Nutrition Initiative (FINI)
 - 2017 - \$3.9 million over 2.5 years
 - 2018 – Funding expanded in 2018 Farm Bill
- Fellow Role:
 - Support local jurisdictions in expanding participation
 - RFA for produce Rx programs to partner with health care centers



Focus Area 3: Implement PSE Interventions in the childhood learning environment



Framework

NEW! LHD PSE Strategy and Setting Alignment Table:

		PSE Strategies		Healthy Default		Daily Quality Physical Activity		Increasing Access to and Utilization of Farmers Markets		Portion Size Limits		Access to Healthy Food	
		Nutrition Standards	Behavioral Economics			Active Transport	Daily PA						
LEARN		ECE K-12 Before/ After School											
EAT	Restaurants												
SHOP	Retail (Small and Large)												
PLAY	Food Assistance Sites (Banks or Pantries)												
LIVE	Farmers Markets												
EAT	Parks and Open Spaces												
SHOP	Bicycle and Walking Paths												
PLAY	Employers												

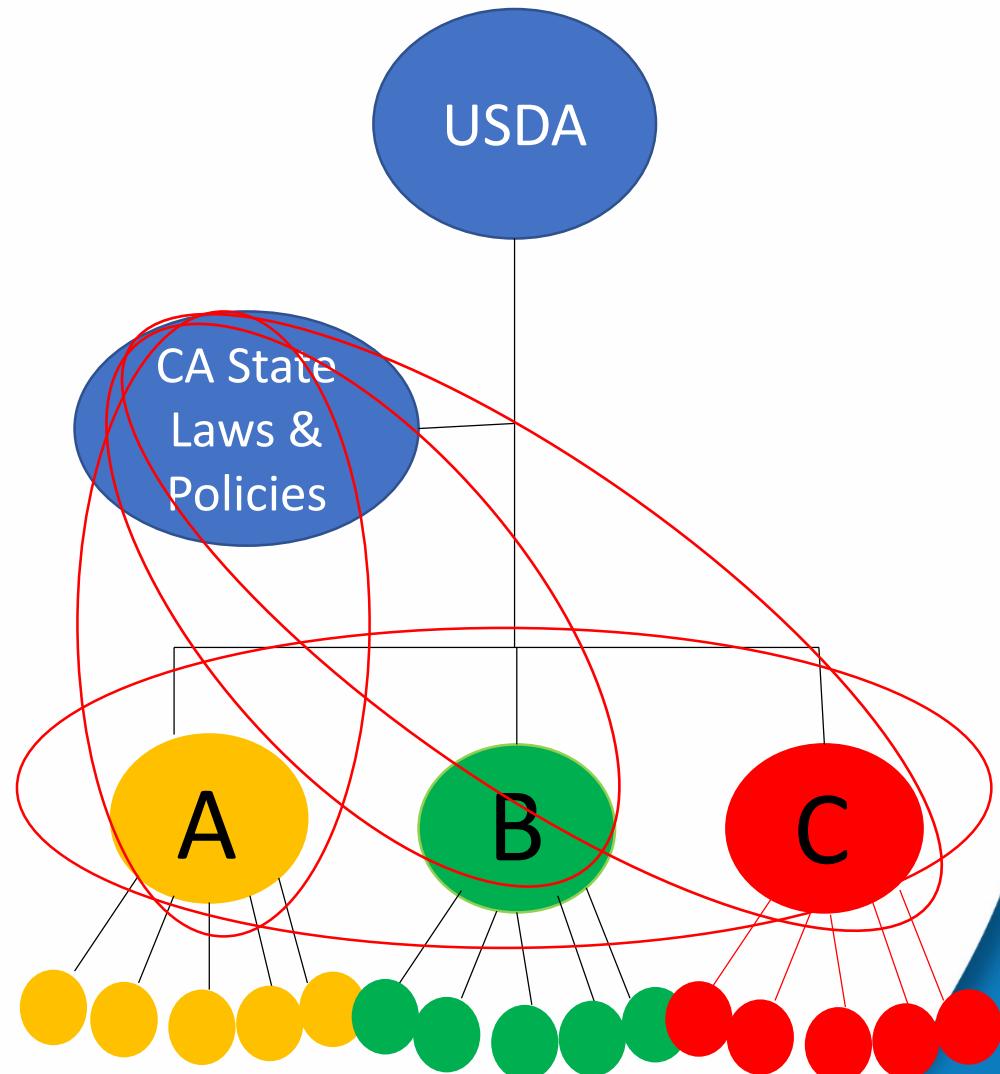
Source: 2020 – 2022 SNAP-Ed LHD Programmatic Priorities

Local School Wellness Requirements

Final Rule (2016)

- Measurable goals for nutrition promotion and education + physical activity
- Nutrition guidelines for all foods and beverages
- Policies for food and beverage marketing
- Stakeholders provided opportunities to participate
- A plan for measuring effectiveness
- Public notification for LSWP

Source: <https://www.cde.ca.gov/ls/nu/he/wellness.asp>



Local School Wellness Policy

- Local agencies will be required to do an assessment of their LSWP implementation
- **Fellow Role:**
 - Participation on local school wellness councils
 - Support adoption of policies that adhere as close to possible to model policy

ALLIANCE FOR A
**HEALTHIER
GENERATION**



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Local School Wellness Policy

- Early Childhood Education
- Support adoption of policies that adhere as close to possible to model policy



CHOICE

Creating Healthy Opportunities In Child Care Environments



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Focus Area 4: Promote PA through Built Environment and Programming



Promote PA through Built Environment and Programming

LEARN

SHOP

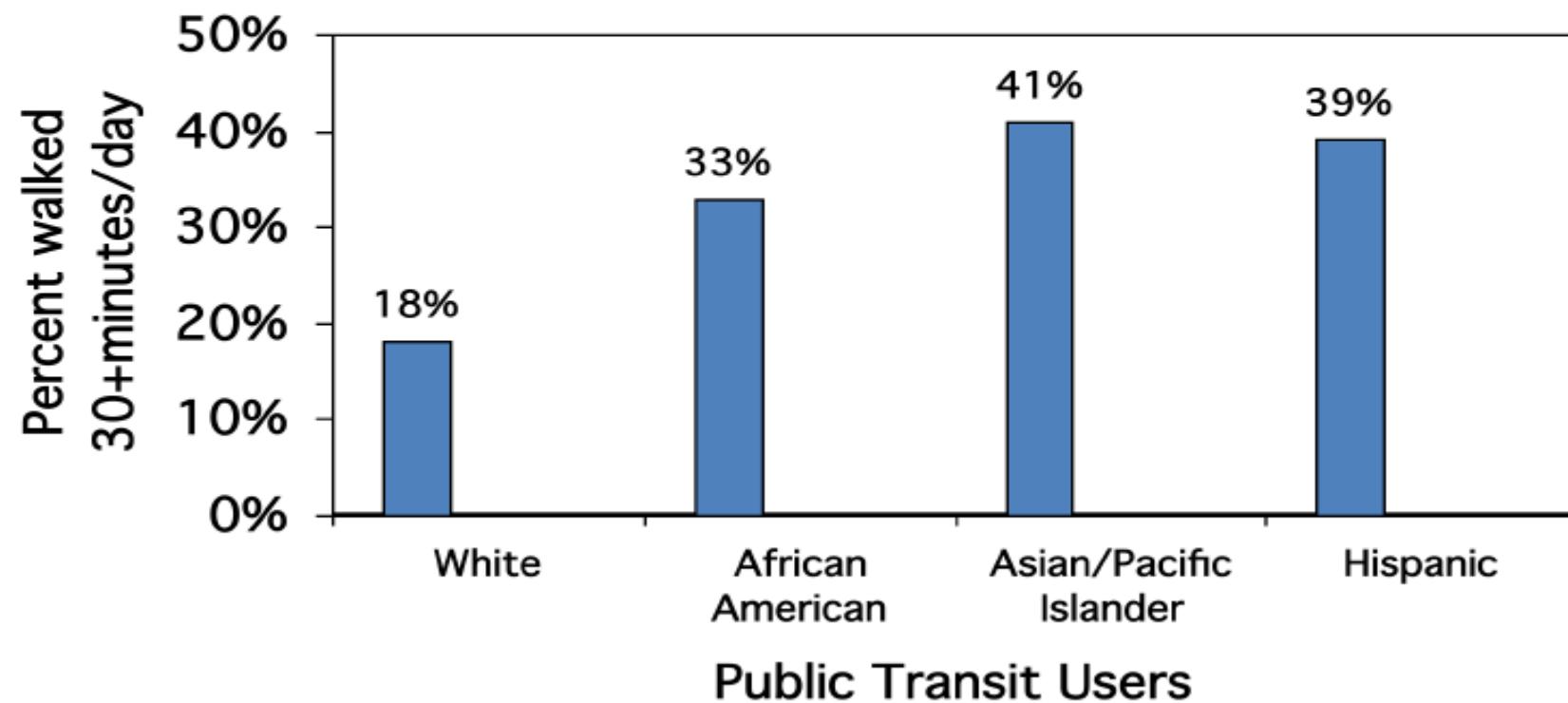
PLAY

NEW! LHD PSE Strategy and Setting Alignment Table:

PSE Strategies		Nutrition Standards	Behavioral Economics	Healthy Defaults	Active Transport	Daily PA	Daily Quality Physical Activity	Increasing Access to and Utilization of Farmers Markets	Access to PA	Portion Size Limits	Access to Healthy Food
DOMAIN	PSE Settings										
LEARN	Early Childhood and Education	x	x		x	x			x		x
	Schools (K-12)	x	x		x	x			x		x
	Before- and After-School	x	x		x	x			x	x	x
	EAT			x						x	
	Restaurants									x	
	SHOP		x								x
	Retail (Small and Large)		x								
	Food Assistance Sites (Banks or Pantries)	x	x		x			x	x		x
	Farmers Markets		x		x			x			
PLAY	PLAY	x	x			x	x		x		
	Parks and Open Spaces										
	Bicycle and Walking Paths				x	x			x		
	LIVE	x	x					x			x
Employers											

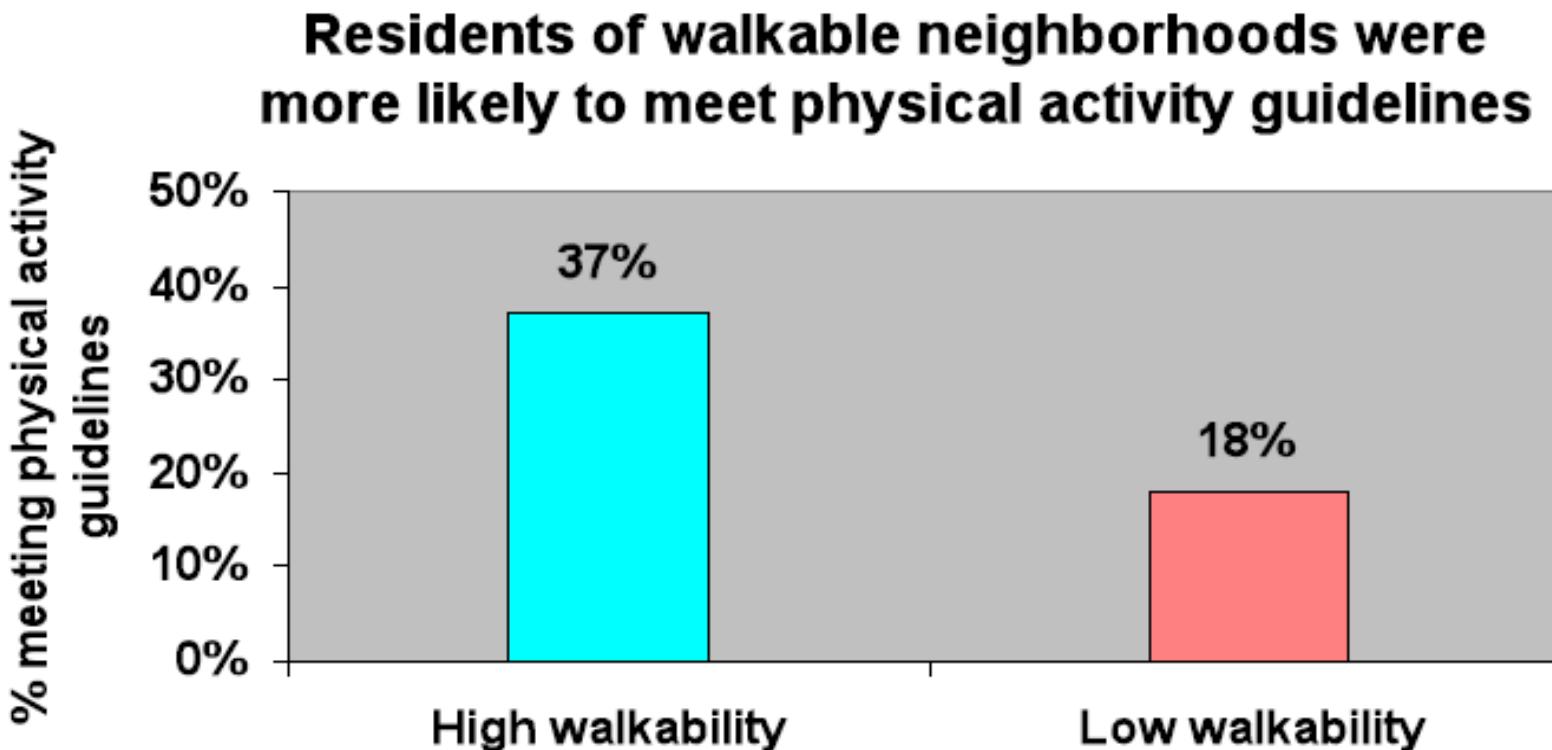
Source: 2020 – 2022 SNAP-Ed LHD Programmatic Priorities

Data from the 2001 National Household Travel Survey (N=3,312) show that 29% of public transit users achieve the Surgeon General's recommendation of 30 minutes or more of physical activity a day while walking to and from transit. Racial/ethnic minorities reported even greater percentages of achieving the recommended level of activity.



Besser L, Dannenberg A. Walking to public transit: Steps to help meet physical activity recommendations. *American Journal Preventive Medicine* 2005; 29(4): 273-280.

A study of 357 Atlanta adults using accelerometer data found people who live in walkable neighborhoods are more likely to meet recommended daily levels of physical activity.



Frank LD, Schmid TL, Sallis JF, Chapman J, Saelens BE. Linking objectively measured physical activity with objectively measured urban form. Findings from SMARTRAQ. *American Journal of Preventive Medicine* 2005; 28(2S2):117-125.

Public Health in General Plans



Land Use General Plans: Safety and Environmental Justice

- *reduce disproportionate environmental and health impacts on California's most vulnerable residents through environmental justice component*
 - *Food access*
 - *Healthier homes*
 - *Improved air quality*
 - *Physical activity in disadvantaged areas.*

FELLOW ROLE: Get involved in planning processes.

Source: Sacramento Area Council of Governments

Safe Routes to School (SRTS) programs work



ACTIVE LIVING
RESEARCH



today, few kids actively travel to school

TRAFFIC SPEED AND VOLUME, AND LACK OF SIDEWALKS, ARE THE MAIN BARRIERS

compared to 48% in 1969
13% walk or bike now

among those living within $\frac{1}{4}$ mile of school
just 56% walk or bike

kids are more active when walking and biking are safe

AFTER IMPLEMENTING SAFE ROUTES TO SCHOOL PROGRAMS:

45% increase in walking

44% fewer injuries

OF THE RECOMMENDED 60 MINUTES OF DAILY ACTIVITY:

16 min (average) can be achieved by walking or biking to school

SOURCES: McDonald NC, et al. (2011). U.S. school travel, 2009: an assessment of trends. *Am J Prev Med*. 41:146-151. Chaitan C, et al. (2012). The safe routes to school program in California: an update. *Am J Public Health*. 102(6):e8-e11. Ahlport KN, et al. (2008). Barriers to and facilitators of walking and bicycling to school: formative results from the non-motorized travel study. *Health Educ Behav*. 35(2):221-244. Timperio A, et al. (2006). Personal, family, social, and environmental correlates of active commuting to school. *Am J Prev Med*. 30(1):45-53. Bassett DR, et al. (2013). Estimated energy expenditures for school-based policies and active living. *Am J Prev Med*. 44(2):108-113. Stewart D, et al. (2014). Multistate evaluation of safe routes to school programs. *Am J Health Promot*. 28(3 Suppl):S89-S96. DiMaggio C and Li G. (2013). Effectiveness of a safe routes to school program in preventing school-aged pedestrian injury. *Pediatrics*. 133(2):280-296.

Learn more about why Safe Routes to School programs work at activelivingresearch.org/SRTSreview.

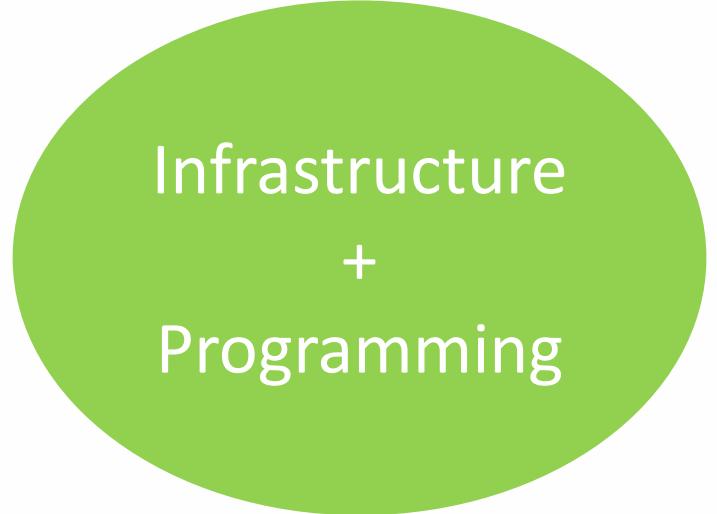
Safe Routes to School

Create or improve walking, biking, or public transit infrastructure, including sidewalks, crosswalks, protected bike lanes, or bus stops.

Improve safety conditions near schools by creating street features or enforcement mechanisms that force cars to stop or slow down.

Make walking, biking, and public transit more affordable —for example, provide free or reduced fares for students to reduce the cost of using public transit to get to school.

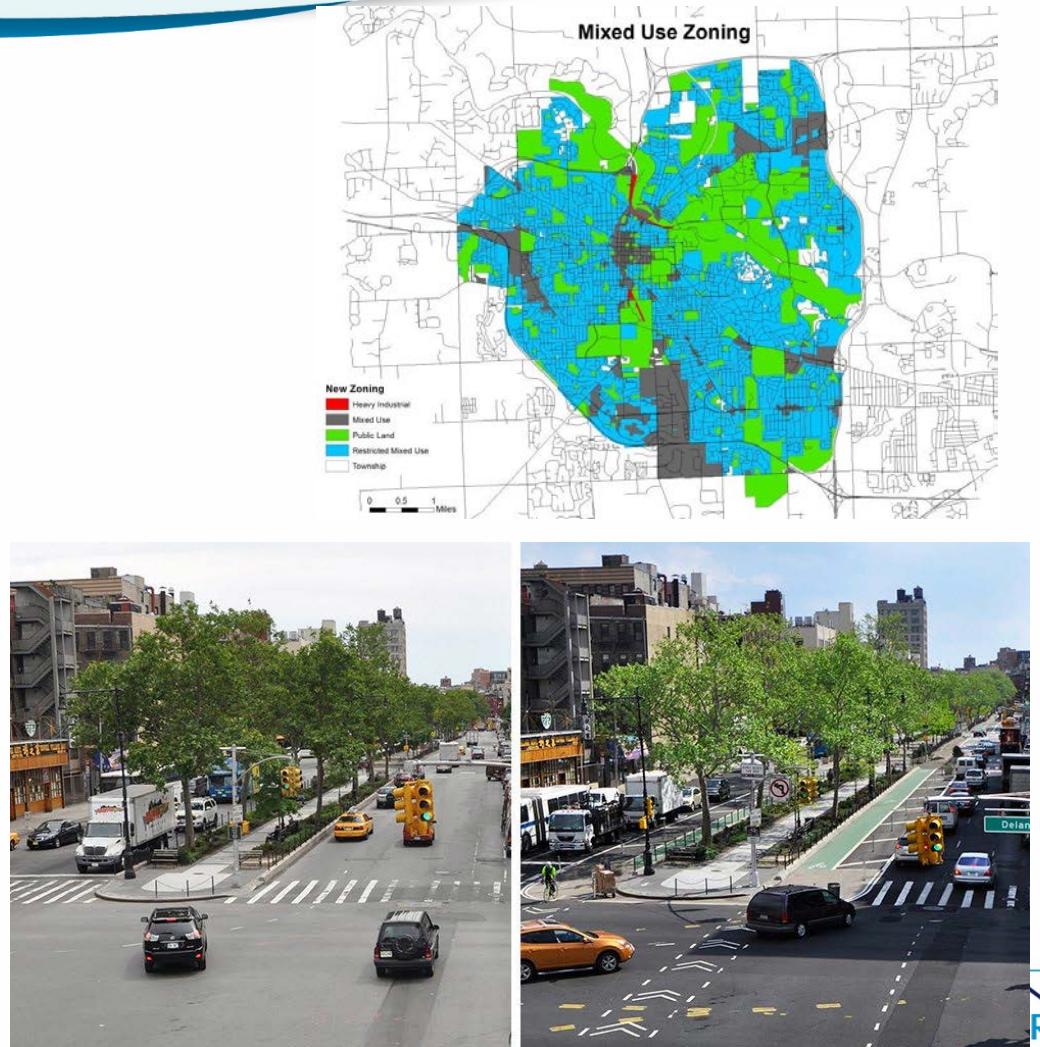
Educate students to encourage them to walk, bike, or use public transit to get to school.



Infrastructure
+
Programming

What Can Fellows Do?

- Work with planning departments
- Develop programming to harness built environment infrastructure
- Expand Safe Routes to Schools Program





Focus Area 1: Reduce SSB/Increase Water Consumption



Focus Area 2: Promote Food Security



Focus Area 3: Implement PSE Interventions in the childhood learning environment



Focus Area 4: Promote PA through Built Environment and Programming

