



# 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:

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

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	
SHOP	Retail (Small and Large)		X							X
	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			X
	Hospitals									

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

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

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

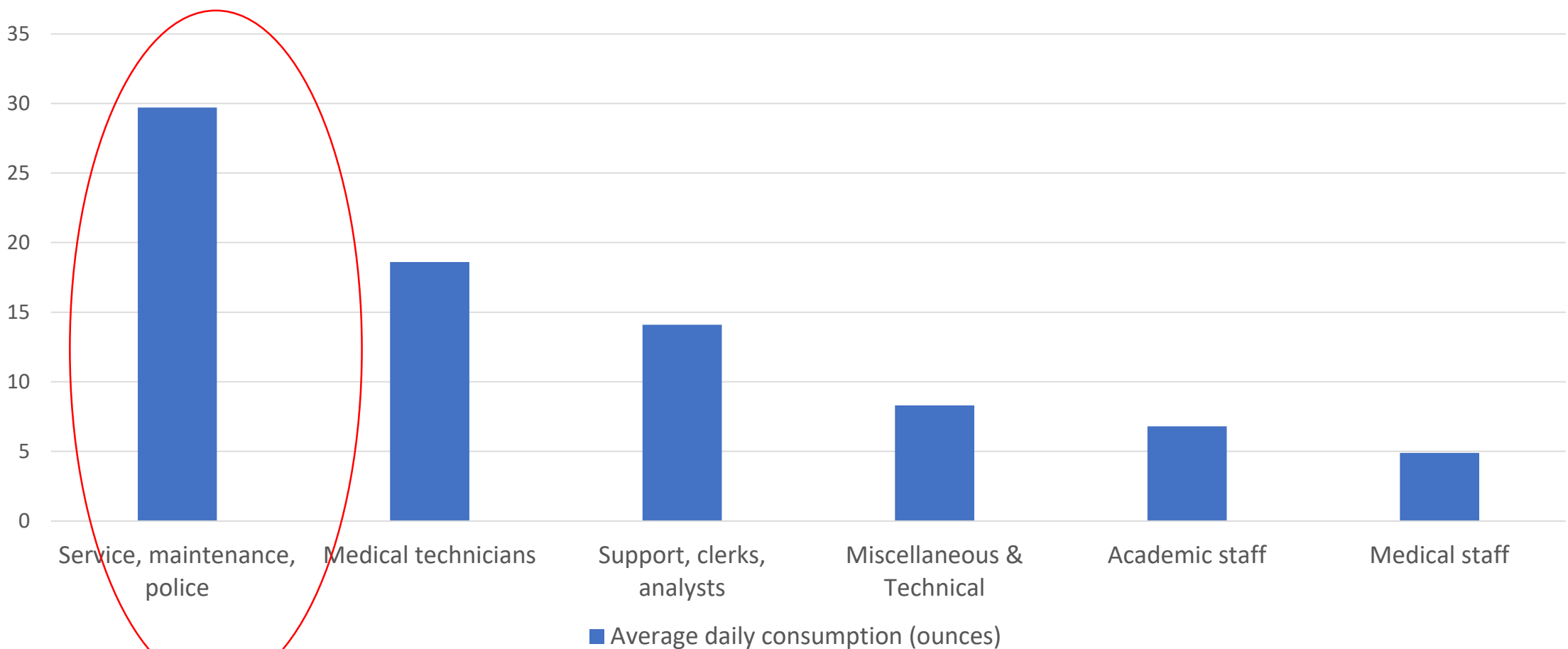
# Reduce SSB Consumption in the Workplace

- **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>



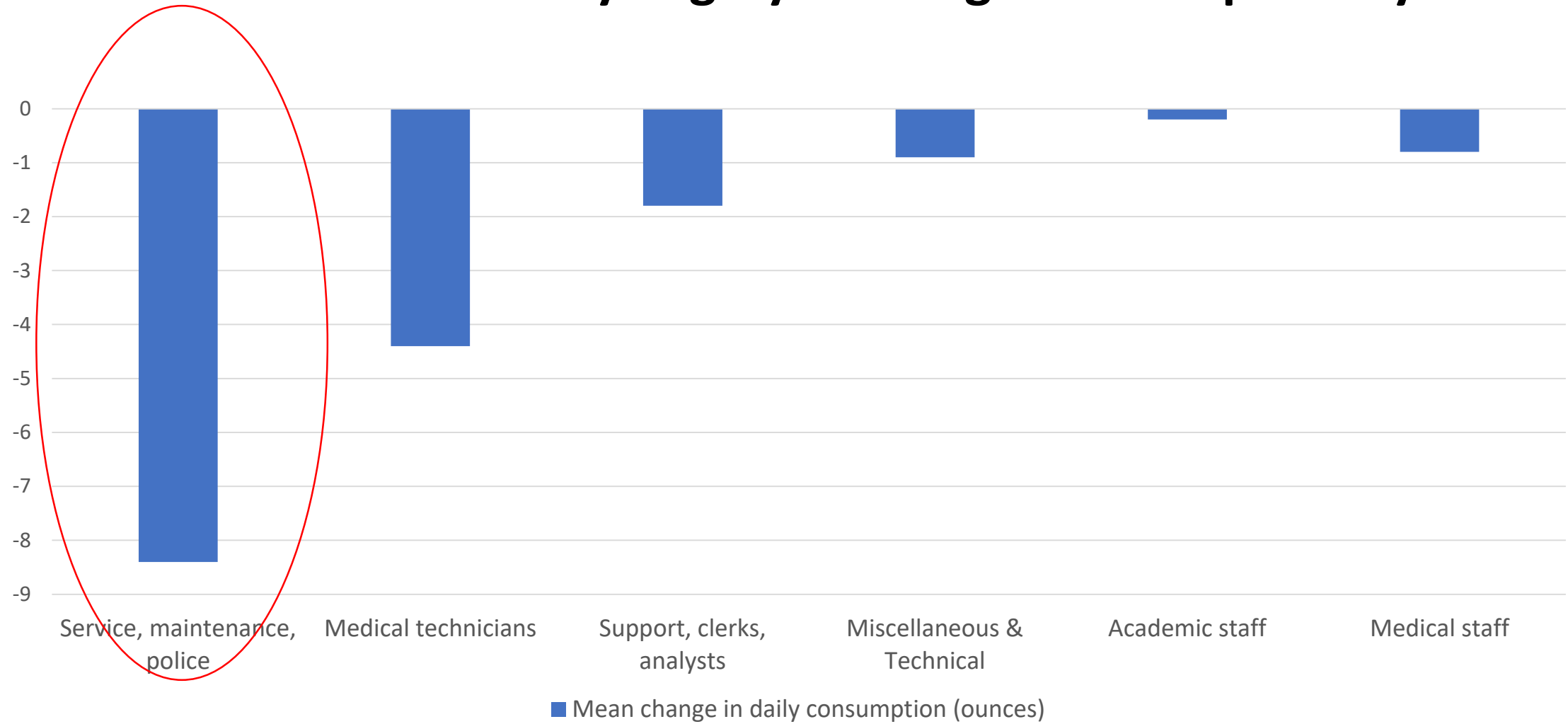
# Baseline Daily Sugary Beverage Consumption by Job Class



N=2276

Slides courtesy of Dr. Laura Schmidt

# 12 Month Reductions in Daily Sugary Beverage Consumption by Job Class

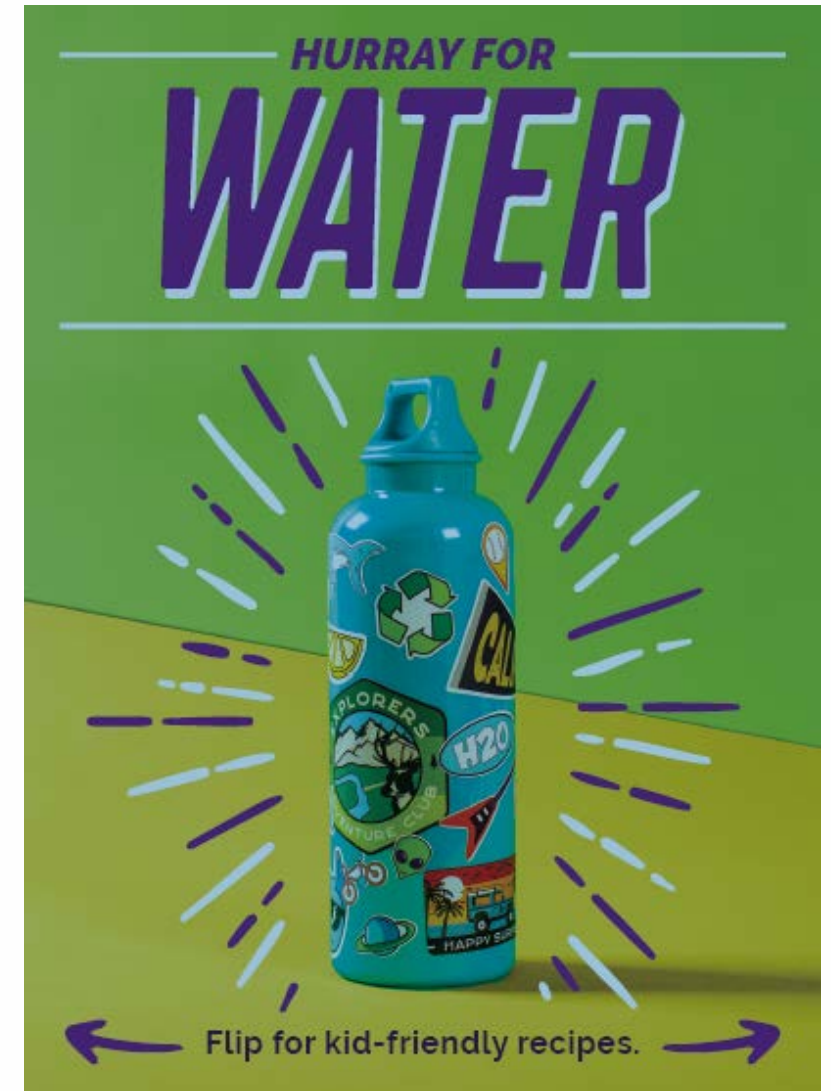


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Slides courtesy of Dr. Laura Schmidt

# 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

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	Access to Healthy Food
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	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

LEARN

EAT

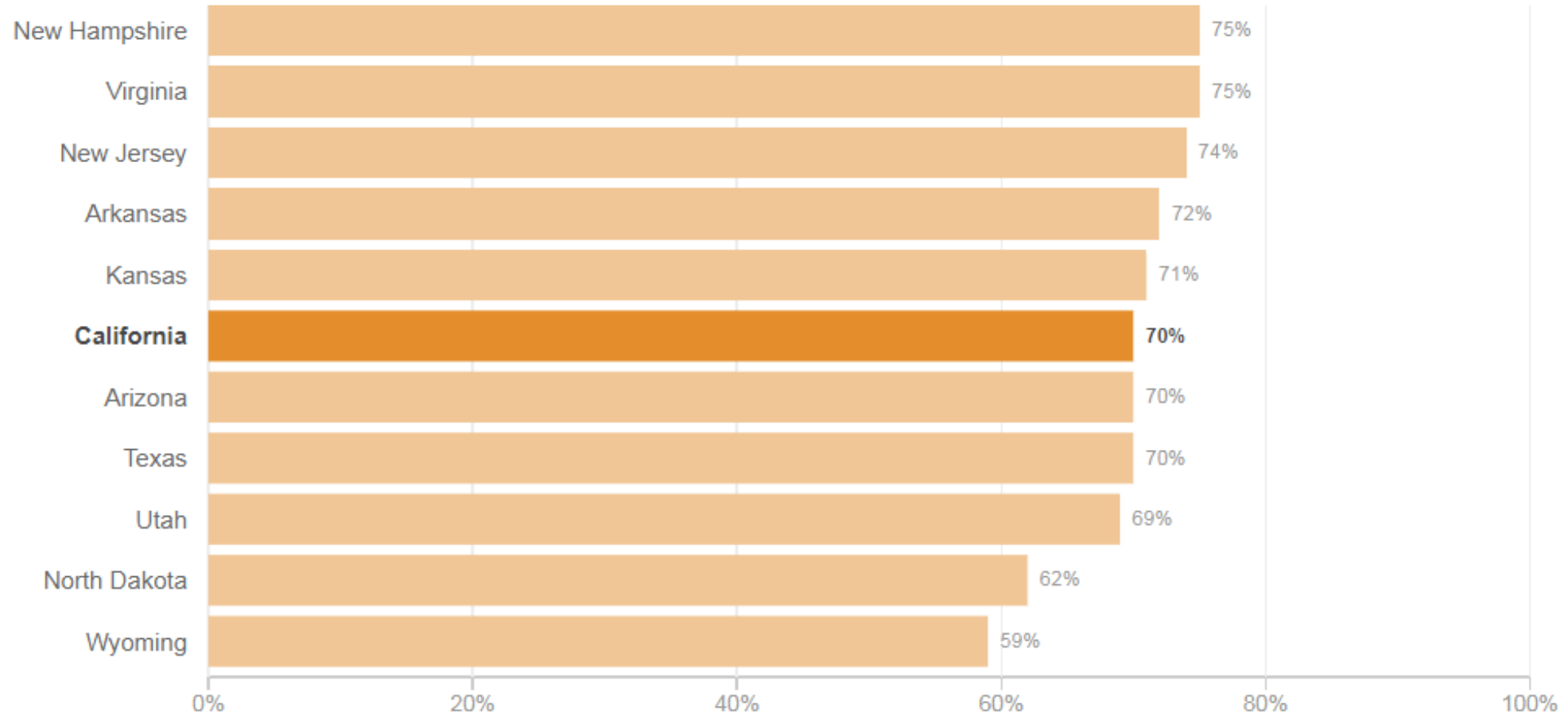
SHOP

LIVE

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.

# 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:

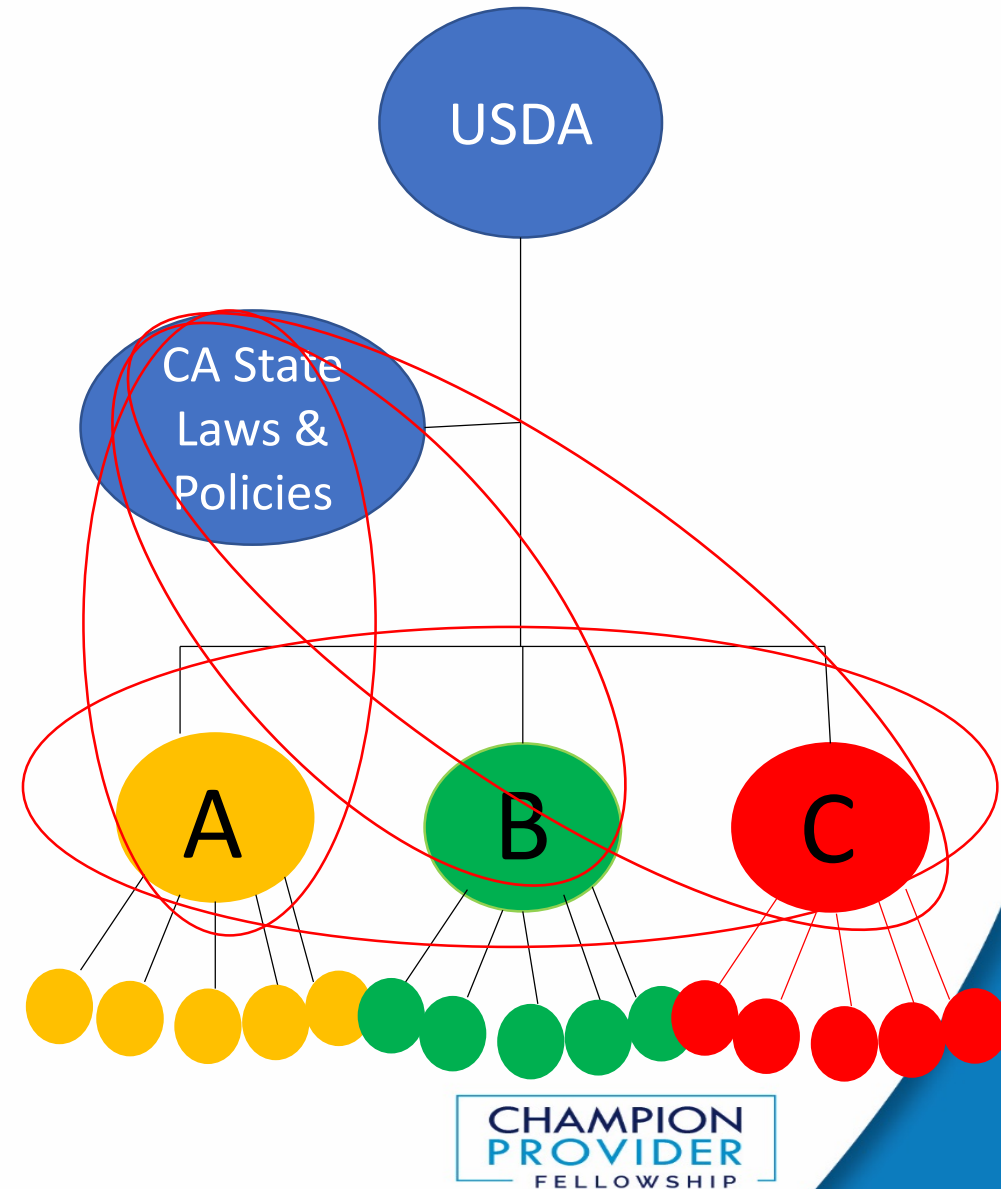
PSE Strategies		Nutrition Standards	Behavioral Economics	Healthy Defaults	Active Transport	Daily Quality Physical Activity	Increasing Access to and Utilization of Farmers Markets	Access to PA	Portion Size Limits	Access to Healthy Food
LEARN	ECE	X	X		X	X		X		X
	K-12	X	X		X	X		X		X
	Before/ After School	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			X

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



# 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**



# 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





# Focus Area 4: Promote PA through Built Environment and Programming



# Promote PA through Built Environment and Programming

NEW! LHD PSE Strategy and Setting Alignment Table:

PSE Strategies		Nutrition Standards	Behavioral Economics	Healthy Defaults	Active Transport	Daily PA	Increasing Access to and Utilization of Farmers Markets	Access to PA	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
	Restaurants			X					X	
SHOP	Retail (Small and Large)		X							X
	Food Assistance Sites (Banks or Pantries)	X	X		X		X	X		X
	Farmers Markets		X		X		X			
	Parks and Open Spaces	X	X			X		X		
PLAY	Bicycle and Walking Paths				X	X		X		
	Employers	X	X				X			X

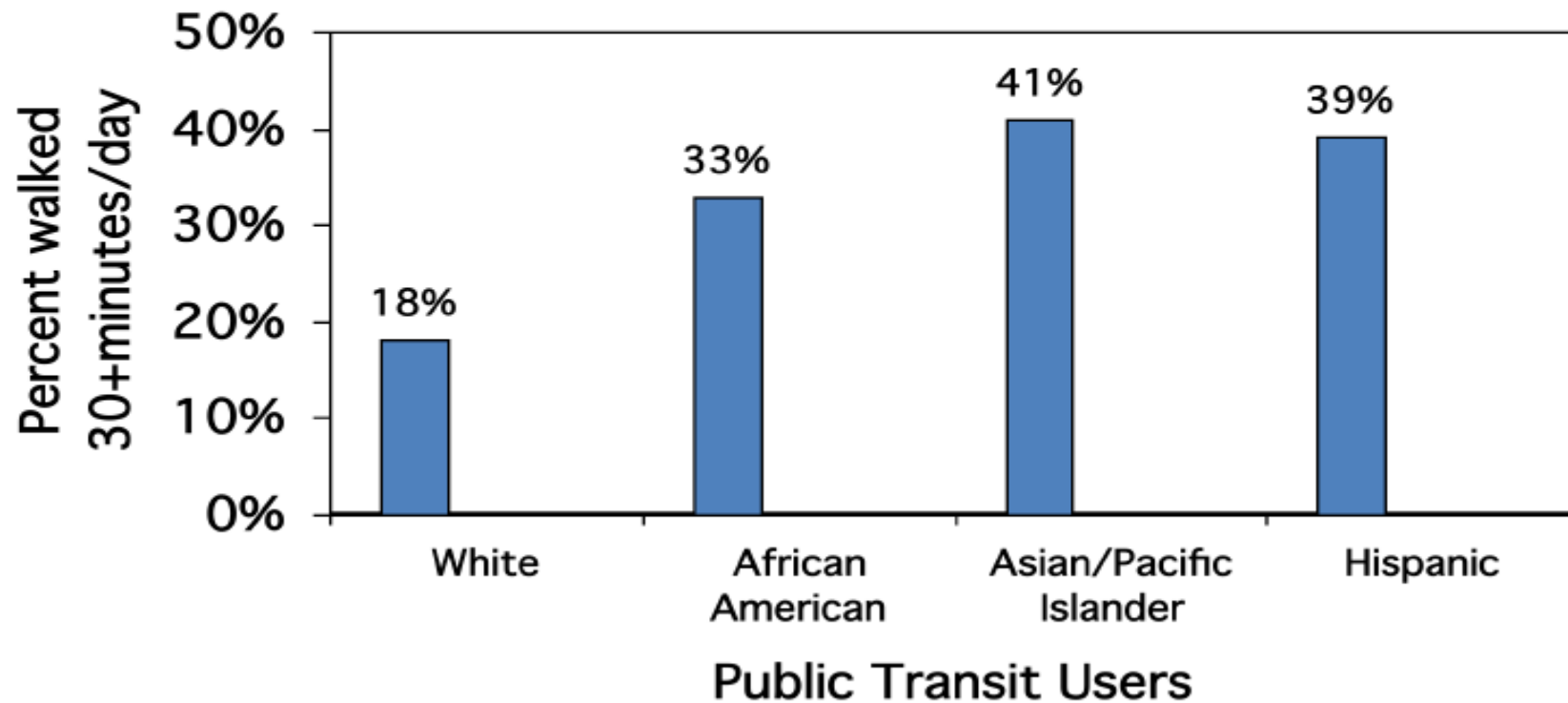
LEARN

SHOP

PLAY

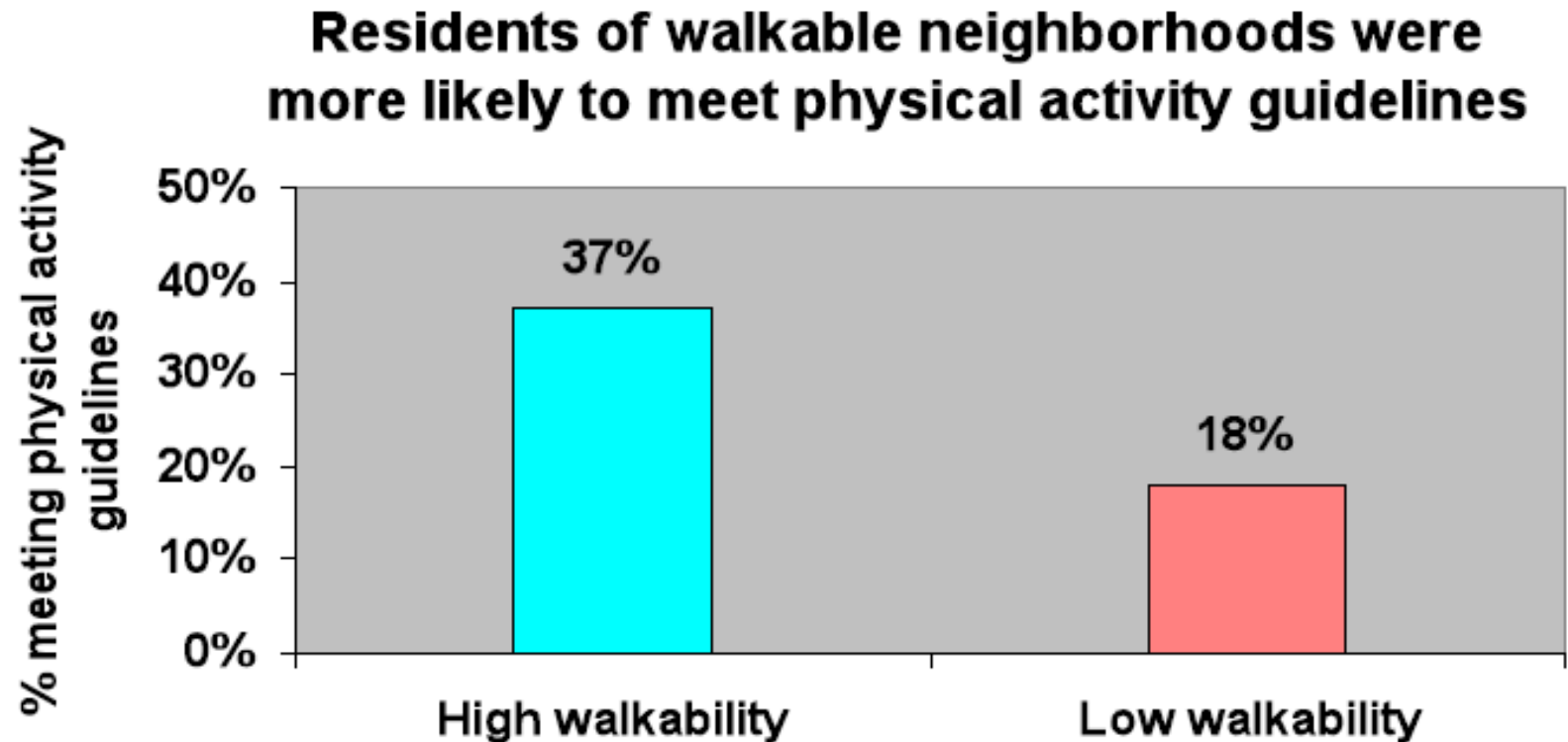
Source: 2020 – 2022 SNAP-Ed LHD Programmatic Priorities

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



## 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 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:



OF THE RECOMMENDED 60 MINUTES OF DAILY ACTIVITY:



SOURCES: McDonald NC, et al. (2011). U.S. school travel, 2009: an assessment of trends. Am J Prev Med. 41:146-151. Chaufen C, et al. (2012). The safe routes to school program in California: an update. Am J Public Health. 102(16):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):45-51. Bassett DR, et al. (2013). Estimated energy expenditures for school-based policies and active living. Am J Prev Med. 44(2):108-113. Stewart O, 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. 131(2): 280-296.

Learn more about why Safe Routes to School programs work at [activelivingresearch.org/SRTSreview](http://activelivingresearch.org/SRTSreview).

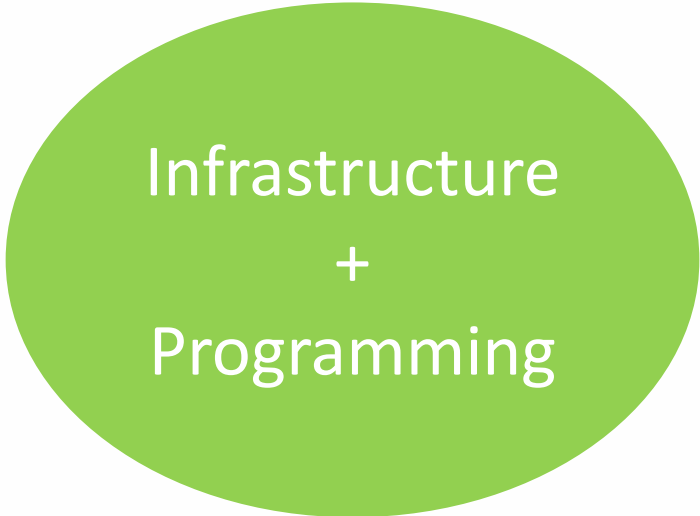
# Safe Routes to School

**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.

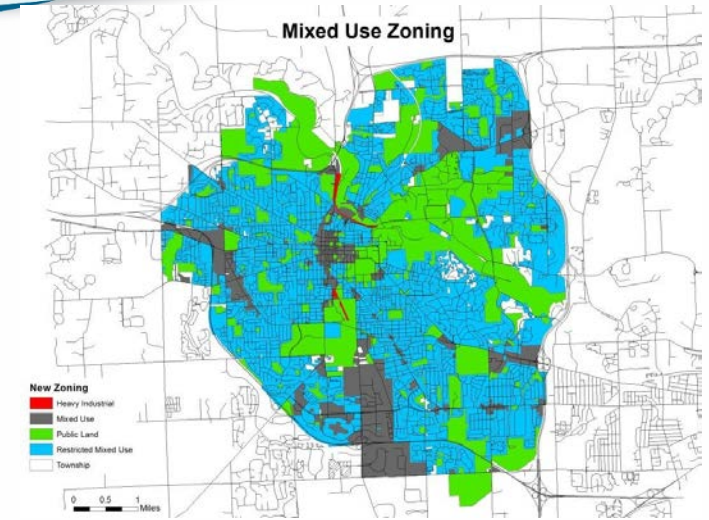
**Educate students** to encourage them to walk, bike, or use public transit to get to school.



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

