



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

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Current Issues

- Governor's Summit on Nutrition, Health, and Obesity
- Governor's Policy Priorities
- CDC Nutrition, Physical Activity, and Obesity Prevention Program
- Enhanced California Obesity Prevention Plan
- Communities Putting Prevention to Work Grants



Governor's Summit on Nutrition, Health, and Obesity and 2010 Policy Priorities



Governor's Summit on Nutrition, Health, and Obesity

- Governor met with advocates fall 2009
 - Identified priorities policy issues
- Convened Summit February 24, 2010 with President Clinton
- Announced policy priorities and sponsored legislation



Governor's 2010 Policy Priorities

- Promote the consumption of healthy beverages in schools
 - SB 1413 (Leno) Water in Schools
 - SB 1255 (Padilla) Eliminate electrolyte replacement beverages in high schools
- Increase MVPA in Educational Programs
 - AB 2705 (Hall) After school programs and PE Classes



Governor's 2010 Policy Priorities

- Health in All Policies
 - AB 2705 (Hall) Increase flexibility to develop joint use policies
 - Simplify and focus Safe Routes to School
 - Letter to CalTrans Director
 - Health in All Policies Task Force
 - Executive Order S-04-10 directing Strategic Growth County to establish Task Force



California Obesity Prevention Program



California Obesity Prevention Program

- CDC NPAO Cooperative Agreement
 - 5-year grant
 - Nearing end of Year 2
 - Accomplishments to date
 - Listening sessions and community forums
 - Input from key stakeholders
 - Conference presentations
 - Draft enhanced California Obesity Prevention Plan
 - Funded obesity prevention activities
 - Financial support for childhood obesity conference
 - California Breastfeeding Roundtable



California Obesity Prevention Program

- 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



California Obesity Prevention Program

- 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
- Update - requirement of CDC grant
 - Currently going through approval process
 - Addresses seven sectors:
 - State and Local 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



California Obesity Prevention Plan

- Next steps:

- Complete state and CDC approval process
- Design, layout, print plan
- Develop dissemination and marketing plans
- Develop implementation and evaluation plans
- Identify and convene sector-specific subcommittees



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



Questions?

- Contact Information

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