

# 2011 CLOCC Policy Priorities

The following policy priorities are listed in no particular order. However, they are categorized in the following manner: priorities on which CLOCC will take the lead, priorities that pertain to nutrition and food access, priorities that pertain to physical activity, and priorities that pertain to clinical care.

## **POLICY PRIORITIES ON WHICH CLOCC WILL TAKE THE LEAD:**

### **A.\* Explore the possibility for 5-4-3-2-1 Go™! to become the Official IL Healthy Lifestyle Message.**

5-4-3-2-1 Go! is CLOCC's evidence-based, healthy lifestyle message. It has been disseminated throughout IL, and in other parts of the country and world. Consistency in public education messaging is key for maximum effectiveness. During the Spring 2011 legislative session, CLOCC will explore the possibility of introducing a resolution to have 5-4-3-2-1 Go! adopted as the Official IL Healthy Lifestyle Message.

### **B.\* Support City and/or State Initiatives to Forge Collaboration Between Schools and Health Agencies to Transfer Data for Public Use.**

Since 2004, CLOCC has been advocating for a statewide child health examination surveillance system (CHES) that includes body mass index (BMI) data to monitor childhood overweight/obesity in the State. Data would come from the mandated Child Health Examination form and be used for surveillance purposes. CLOCC will continue to lead advocacy efforts for this system within the State.

## **POLICY PRIORITIES THAT PERTAIN TO NUTRITION AND FOOD ACCESS:**

### **C. Support Novel Models for Healthy Food Retail.**

Addressing the food access issues in Chicago requires creative approaches. CLOCC is committed to working with our partners to research and disseminate information about novel healthy food retail approaches, such as produce carts and Internet-based food delivery systems, for Chicago communities in low food access areas.

### **D. Challenge the Federal Subsidy System, Especially Agriculture Subsidies.**

Federal agriculture subsidies have a major impact on the quality and type of food available to consumers. CLOCC is committed to researching and disseminating information to Consortium partners about how the federal agriculture subsidy system can be utilized for healthy food production, and the mechanisms (e.g. Farm Bill) to reduce negative impacts of the current system.

### **E. Ensure Implementation of the IL Fresh Food Fund to Incentivize Grocers to Provide Healthy Food.**

CLOCC and partners participated in a statewide task force to create the IL Fresh Food Fund in 2009. This fund would combine public and private funds to incentivize grocery retailers to locate in low food access areas. CLOCC is committed to working with our partners to ensure that this fund is implemented.

### **F. Create Broad Multi-Sector Community Awareness on Breastfeeding Rights and Resources.**

Illinois has several state laws that promote and protect a woman's right to breastfeed. CLOCC is committed to working with our partners to educate individuals and organizations about these laws.

### **G. Expand the Number of "Baby-Friendly" Hospitals in Chicago and IL Following World Health Organization (WHO) Model.**

The WHO has established a "baby-friendly hospital" designation for hospitals that promote breastfeeding through a comprehensive set of mechanisms. Only two hospitals in IL have this designation. CLOCC is committed to working with our partners to increase the number of "baby-friendly hospitals" in Chicago.

### **H. Higher Reimbursement for Child and Adult Care Food Program and Higher Nutrition Standards in Federally-Funded Food Programs.**

Higher federal reimbursement rates are necessary for the provision of foods that meet the higher nutrition standards being promoted for federally-funded food programs (e.g., school lunch). CLOCC is committed to advocating for higher nutritional standards and reimbursement rates at the federal level.

### **I. Limit Marketing of Unhealthy Foods to Children.**

Food marketing to children influences their eating preferences. Some corporations have taken voluntary steps to change their practices. More work is needed. CLOCC will work with our partners to discourage the marketing of unhealthy foods and encourage marketing of healthy food to children.

### **J. Consider the Merits of an Excise Tax on Sugar-Sweetened Beverages at Various Levels of Government; Revenue to be Put Towards Surveillance, School and Community Prevention Programs, Implementation and Monitoring of Policy.**

Obesity prevention advocates are researching new funding mechanisms for prevention. Many jurisdictions across the country are pursuing sugar-sweetened beverage excise taxes as a potential funding stream. CLOCC will work with partners to research the feasibility of this option.

### **K. Support Food System Planning.**

Addressing the food access issues in IL requires both macro (i.e. assessing the overall regional food system) and micro (i.e. working with individual food retailers) approaches. CLOCC will continue to explore with our partners in zoning and planning, urban agriculture, social services, and food retail to determine innovative ways to intervene in the food system to ensure equitable access to food for Chicago consumers and expansion of jobs related to these efforts.

### **POLICY PRIORITIES THAT PERTAIN TO PHYSICAL ACTIVITY:**

#### **L. Develop and Implement Ways to Increase Safety and Funding Equity in Safe Routes to School (SRTS).**

Safety is an emerging focus of SRTS Programs nationwide. CLOCC is committed to ensuring that safety and violence prevention are priorities for the IL SRTS program. Additionally, Chicago receives a disproportionately low amount of funding for SRTS compared to the rest of the state (based on child population numbers). CLOCC will work with partners to advocate for IL to rectify this funding inequity.

#### **M. Implement City, County, and State Complete Streets Policies.**

Chicago, Cook County, and IL have complete streets policies. Implementation is ongoing but work remains to achieve full implementation. CLOCC will work with our partners to support these policies to ensure equitable street access for all users, including those who use non-motorized transportation.

#### **N. Ensure Active Transportation Inclusion in Relevant Federal Legislation (i.e. Energy, Transportation) Consistent with National Transportation Objectives.**

Active transportation (e.g. walking, biking) is transportation that encourages and promotes safety, physical activity, health, recreation, social interaction, equity, environmental stewardship, and resource conservation. CLOCC will advocate for active transportation principles, consistent with National Transportation Objectives, to be included in relevant federal legislation.

#### **O. Get Physical Education (P.E.) Back Into Schools Every Day.**

In this time of fiscal constraint, physical education is vulnerable in schools across the City and State. CLOCC will work with our partners to ensure that P.E. is not put in jeopardy and that P.E. requirements are strengthened to ensure daily physical education for all children Pre K-12.

### **POLICY PRIORITIES THAT PERTAIN TO CLINICAL CARE:**

#### **P. Higher Reimbursement for Clinical Care and Physical Activity Programs for Children/Families with Public Health Care Insurance.**

As healthy lifestyle promotion/obesity prevention progress, a consequence is increased identification of children with existing overweight/obesity who require clinical care and/or community programs to assist in management of weight and associated medical problems. Current health care insurer payments for these services—even those recommended by federal agencies—is so low that it prevents the development of sufficient services to meet current needs. CLOCC will work with partners to expand coverage by government insurance programs, to improve access for the neediest children.

**For additional information** about the current CLOCC Policy Priorities, please contact Christine Bozlak, Advocacy Program Manager, at 312-573-7741 or [cbozlak@childrensmemorial.org](mailto:cbozlak@childrensmemorial.org).

The table displays CLOCC’s policy priorities and the level of activity CLOCC will take on to accomplish the goal. Priorities may fit in multiple columns of “intensity”, but each is only displayed in the most intense of these. CLOCC will sign letters of support for most priorities (considered case-by-case for items in far right column).

<b>Intensity of CLOCC’s Involvement</b>	<b>CLOCC Leads Through Legislative Process</b>	<b>CLOCC Supports Partners’ Lead</b>	<b>CLOCC Raises Awareness Among the Network</b>	<b>CLOCC Refines Through Negotiated Support of Policy Options</b>
	State- and city-wide BMI surveillance (B)*	Increase number of baby-friendly hospitals in Chicago (G)	Create awareness of BF-obesity connection and BF rights in Chicago (F)	Novel models for healthy food retail in Chicago and Illinois (C; 5,4,3)
	Explore establishment of <i>5-4-3-2-1 Go!</i> as state’s healthy lifestyle message (A)*	Increase safety in SRTS in Chicago (L; 2,1)	Address federal agricultural subsidy system (D; 5,4,3)	Consider statewide excise tax on sugar-sweetened beverages (SSBs) (J; 4)
		Implement Complete Streets in Chicago (M, 1)	Higher reimbursement for CACFP and stronger nutrition standards in federal legislation (H; 5,4,3)	Support food system planning in Chicago (K; 5,4,3)
		Get daily PE back into schools in Chicago (O;1)	Ensure active transportation inclusion in federal legislation (N, 1)	Implementation of IL Fresh Food Fund (E; 5,4,3)
		Higher reimbursement for obesity care under public funding in city and state (P)		Increase funding equity in SRTS for Chicago (L; 2,1)
				Engage in national dialogue on limiting marketing of unhealthy foods to children (I; 5,4,3)

\*Note: Letters refer to the corresponding letter priority in the accompanying priority description document; numbers refer to the component of *5-4-3-2-1 Go!* addressed by the priority.