Evidence Based Policy and Environmental Change Strategies for Obesity Prevention: Strategies with National Consensus and Examples from the 50 States

Prepared July 2010 by the Consortium to Lower Obesity in Chicago Children (CLOCC; <a href="www.clocc.net">www.clocc.net</a>) with input from the Chicago Department of Public Health

In response to request for information presented to CLOCC and CDPH during the Chicago Obesity Hearing on February 26, 2010

Strategy	Brief Description	References	Implementing State/locality
Improve Physical Activity Opportunities in Communities			
Implement Complete Streets to support active transportation	Local governments can develop or evaluate long-term transportation plans that explicitly set "active transportation" goals for walking or biking as modes of transportation.	Children in neighborhoods with sidewalks and controlled intersections have been shown to be more physically active than children in neighborhoods with road hazards and unsafe intersections. <sup>1</sup>	San Diego, CA Cary, IL West Palm Beach, FL USDOT endorsed
	Complete Streets refers to the design of street networks to support all methods of transportation.  Typical elements include: - Sidewalks - bike lanes (or wide paved shoulders) - special bus lanes - comfortable and accessible public transportation stops - frequent crossing opportunities - median islands - accessible pedestrian signals - curb extensions	http://www.naco.org/Template.cfm?Section =New_Technical_Assistance&template=/C ontentManagement/ContentDisplay.cfm&C ontentID=29155  http://www.leadershipforhealthycommunitie s.org/index.php?option=com_content&task =view&id=98  http://www.rwjf.org/files/research/activelivi nglhc2007.pdf	Chicago adopted a Complete Streets policy in 2006 and the State of Illinois passed legislation for Complete Streets in 2007.

Strategy	<b>Brief Description</b>	References	Implementing State/locality
Zoning and Community	Create trails, bicycle lanes and inter-	Installing well-connected trails is a low-	Columbia, MO received a \$25M
Planning to expand and	connections to public transportation;	cost intervention that reduces some	grant from FHWA to develop a
connect trails and	creating a network of routes to enable	barriers individuals face in being	non-motorized transportation
bikeways	active transportation	physically active. <sup>2,3</sup>	system connecting their
			community through a system of
			walkways and bikeways.
			The St. Louis bi-state area offers
			resources to the public including
			over 120 walking, hiking and
			biking trails and on-road
			bikeways throughout the five-
			county area including, St. Louis
			City and County and St. Charles
			County in Missouri and Madison and St. Clair Counties in Illinois.
			Atlanta Beltline Initiative
			Attanta Bettine Initiative
			Chicago and Chicago
			Metropolitan Agency on
			Planning also have strong plans
			for mixed use greenways and
			trails, re: the Northeastern
			Illinois Regional Greenways and
			Trails Plan and the Chicago
			Trails Plan.
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Increase access to recreation facilities and		Children who live in communities with	Miami-Dade County parks master plan
open spaces, including		open spaces (e.g. parks, ball fields) are more physically active than those living	master plan
parks and community		in areas with fewer recreational	
gardens		facilities. <sup>4</sup>	

Strategy	Brief Description	References	Implementing State/locality
Increase park utilization	Ensure park maintenance, cleanliness,	http://www.activelivingresearch.org/files/Sy	Portland, OR
	and safety. Also, provide equipment and	nthesis_Mowen_Feb2010.pdf	Jefferson Co, WI
	facilities to encourage activity	1.44//	Edinburgh, TX
		http://www.activelivingresearch.org/files/A LR_Brief_ActiveTransportation.pdf	Fairfax Co, VA
		LK_Brief_ActiveTransportation.pdf	Example initiatives are
			underway in Chicago through
			Interdepartmental Task Force on
			Childhood Obesity's "Wellness
			Campuses" and Healthy Kids,
			Healthy Communities Chicago
			Initiative.
Rehab blighted areas to	Turn vacant lots into community	Children who live in communities with	New York Parks and Recreation
create healthier	gardens, parks and other green spaces;	open spaces (e.g. parks, ball fields) are	Department's "Green Thumb"
environments.	use U.S. HUD Community	more physically active than those living	program
	Development Block Grant funding;	in areas with fewer recreational	
	provide financial incentives to investors	facilities. <sup>3</sup>	
	and developers; work with local		
	businesses to sponsor maintenance of		
	parks; work with local facilities to		
	provide subsidies to rec centers to low-		
	income families.		

Strategy	Brief Description	References	Implementing State/locality
Increase community	Increase policing in high-crime areas,	Neighborhood safety, and perceptions	South Carolina
policing to increase	walkways, and parks	thereof, have been linked to physical	Michigan
safety		activity among adults and children,	Los Angeles, CA
	Support Safe Routes to Schools and	overweight status in children <sup>5,6,7</sup>	San Antonio, TX
	other Walk to School programs		
			Chicago Alternative Policing
	Work with community members to		Strategy (CAPS)
	establish neighborhood watch groups		Draper Utah Police Department
			formed a volunteer Mobile
	Adopt problem-oriented policing		Neighborhood Watch
	Adopt community design strategies that	For information on "Crime Prevention	Cincinnati, Ohio used elements
	discourage crime.	through Environmental Design," see	of "Crime Prevention through
		http://www.cpted.net/ and	Environmental Design" in the
		http://www.cops.usdoj.gov/files/ric/publ	Over-the Rhine neighborhood
		ications/e0807391.pdf	

Increase Healthy Eating, Water Consumption, and Breastfeeding in Communities			
Attract grocery stores that provide high-quality, healthy, affordable foods to lower-income neighborhoods	Pass a resolution for a food policy council or task force that advances healthy food options and includes supermarkets; add specific language to locality's comprehensive plan to identify grocery stores as important for developing and redeveloping neighborhoods; provide grants and loan programs, small business development programs, and tax incentives that encourage grocery stores to locate in underserved areas; relax zoning requirements that make it difficult for supermarkets to move into densely populated urban and rural areas; provide parking subsides; ensure that recently closed stores can be replaced by another one quickly.	Greater access to supermarkets may be related to a reduced risk of obesity, while greater access to convenience stores may be related to an increased risk of obesity.  8,9,10,11,12	Pennsylvania Fresh Food Financing Initiative Funding  Proposed national Fresh Food Financing Initiative introduced in 2010 by Secretary Sebelius  Illinois passed Illinois Fresh Food Fund Act in 2009; this Fund has not been implemented  Nevada offers tax breaks for grocery stores willing to locate in lower-income urban communities.  The city's Department of Community Development (DCD) works with existing grocery stores to offer site assistance, incentives and general information to encourage growth throughout the city. Specifically, Tax Increment Financing (TIF) financing and New Market Tax Credits are currently being utilized to encourage grocery store development.

Encourage convenience stores and bodegas to offer healthier food	Establish a food policy council; provide incentives to store owners to provide healthy options; require store owners to accept EBT cards for SNAP benefits as a form of payment; develop a technical assistance program to help stores get approved as WIC vendors as an incentive for them to provide fresh produce; encourage store owners to limit the marketing of unhealthy food in corner stores that are located near schools.	Research has found that youth who had greater access to convenience stores consumed fewer fruits and vegetables. 13, 14  Purchases made in corner stores contribute significantly to energy intake among urban school children. Obesity prevention efforts, as well as broader efforts to enhance dietary quality among children in urban settings, should include corner store environments proximal to schools. 15  http://www.thefoodtrust.org/php/programs/corner.store.campaign.php  http://npnnola.com/CMSuploads/NOLAHealthy_Corner_Stores_Toolkit-2.pdf	New York City Green Carts and Healthy Bodegas Campaign; New Orleans Corner Store Initiative  Walgreens Healthy Food Oasis Initiative, with the City of Chicago, whereby 10 Walgreens stores located in low access food communities are now offering basic foods for residents to maintain a healthy diet including fresh fruits and produce. To further assist residents, classes are being offered to teach healthy meal preparation and healthy shelf tags are also being posted.
Establish healthy mobile markets	Require licensing and certification of healthy mobile markets to ensure they meet high standards of food safety; develop healthy mobile market promotional campaigns to increase awareness about the program; offer grants for mobile refrigeration units and traffic provisions that make it easier for mobile sales	For residents living in areas with high average distances from residence to sources of healthy food (often referred to as "food deserts") mobile food carts can be a viable source of fresh produce. <sup>16</sup>	New York City Green Carts and Healthy Bodegas Campaign Food Trust's Healthy Corner Store Initiative, Philadelphia, PA

Support Farmers'	Ensure that a local food policy council	Farmers' Market Nutrition Programs for	Hartford County, Maryland
Markets	addresses farmers markets; develop an	people in the Special Supplemental	Farmers' Market Coupon
	ordinance that outlines rules/regulations	Nutrition Program for Women, Infants,	Program
	to govern the market and dedicate staff	and Children may lead to improvements	
	people to manage the markets; provide	in their intake of fruits and	HB 4756 Farmers' Market
	incentives, grants, and subsidies to	vegetables. <sup>17,18</sup>	Technology Improvement
	support the creation of markets in	-	Program Act recently passed
	underserved communities; encourage		both Houses in the Illinois State
	farmers' markets to accept SNAP and		Legislature
	provide subsidies to markets to accept		
	SNAP electronic benefit transfer cards;		
	designate public land for markets and		
	provide logistical support (traffic		
	control and cleanup).		
Support the	Encourage school and government	Policies that increase local sources of	Washington Healthy Kids Act
procurement of locally	procurement policies that favor local,	food will provide consumers with	
grown food	healthy foods; support small farms and	healthier choices, farmers with more	Farm to School examples across
	direct farm-to-institution relationships;	marketing opportunities and	the country
	support farm-to-cafeteria opportunities,	communities with powerful economic	
	farmers' markets, and other regional	development opportunities. <sup>19</sup>	http://www.farmtoschool.org/stat
	food initiatives; provide processing and		<u>es.php</u>
	distribution financial assistance to	Students may be more likely to choose	
	regional produce farmers; ensure the	to eat more healthy foods, such as fruits	
	food policy council addresses local food	and vegetables, if the foods are fresh,	
	procurement	locally grown, picked at the peak of	
		their flavor, and supplemented by	
		educational activities that link them	
		with the food cycle from seed to table. <sup>20</sup>	

Encourage restaurants to offer reasonably sized portions and low- fat and low-calorie menus	Provide incentives to restaurant owners (e.g. free advertisement) for them to offer healthier food; formally acknowledge restaurants who offer healthy options with a "healthy eating" designation or other stamp of approval	Research indicates a potentially positive effect on consumer choice of promotions related to healthier offerings and low-fat menu options. <sup>21</sup>	Boston BestBites Campaign "Shape Up Somerville" in Somerville, MA
		Some research suggests that menu	
	Pass regulations regarding menu labeling so that consumers can make informed choices at "point-of-purchase."	labeling can help consumers to consume less calories 22, 23, 24	
Implement zoning for	Ensure that open and/or vacant space in	Policies that increase local sources of	
urban agriculture	urban communities is zoned to permit	food will provide consumers with	
	production of fruits and vegetables	healthier choices, farmers with more marketing opportunities and	
		communities with powerful economic	
		development opportunities. 19	
		March 2010 Issue of Zoning Practice (see <a href="https://www.planning.org">www.planning.org</a> )	

			1
Encourage	Support breastfeeding initiation and	The longer a child breastfeeds, the less	Illinois has a number of laws that
breastfeeding and	duration to at least 6 months of age	likely he or she is to be	support breastfeeding; however,
promote breastfeeding-		overweight. 25,26,27,28,29,30,31	implementation may not be as
friendly communities.	Adopt practices in city and county	http://www.babyfriendlyusa.org/eng/10step	effective as hoped <sup>1</sup>
-	hospitals consistent with the Baby-	<u>s.html</u>	_
	Friendly Hospital Initiative USA;		Other states with progressive
	permit breastfeeding in public places;		breastfeeding policy include:
	allocate funding to WIC clinics to		California
	acquire breast pumps to loan to		Texas
	participants; develop incentive		Washington DC
	programs to encourage public and		Most commonly through WIC
	private agencies to ensure breast-		wiest commonly unough wite
	feeding worksites, including providing		HealthConnect One in
	lactation rooms.		Chicago/Illinois is leading
	lactation rooms.		advocacy organization on
			breastfeeding promotion
			breastreeding promotion
			00 UC Daha Friendla Hamitala
			90 US Baby-Friendly Hospitals
			and Birth Centers as of April 15,
			2010 – including Pekin Hospital
			in Pekin, IL and St. John's
			Hospital in Springfield, IL

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<sup>&</sup>lt;sup>1</sup> <u>Ill. Rev. Stat. ch. 20 § 2310/55.84</u> (1997) allows the Department of Public Health to conduct an information campaign for the general public to promote breastfeeding of infants by their mothers. The law allows the department to include the information in a brochure for free distribution to the general public. (Ill. Laws, P.A. 90-244);

<sup>&</sup>lt;u>Ill. Rev. Stat. ch. 705 § 305/10.3</u> (2005) amends the Jury Act. Provides that any mother nursing her child shall, upon her request, be excused from jury duty. (<u>Ill. Laws, P.A. 094-0391</u>, SB 517);

Ill. Rev. Stat. ch. 720 § 5/11-9 (1995) clarifies that breastfeeding of infants is not an act of public indecency. (SB 190) worship. (SB 3211); Ill. Rev. Stat. ch. 820 § 260 (2001) creates the Nursing Mothers in the Workplace Act. Requires that employers provide reasonable unpaid break time each day to employees who need to express breast milk. The law also requires employers to make reasonable efforts to provide a room or other location, other than a toilet stall, where an employee can express her milk in privacy. (SB 542); Ill. Rev. Stat. ch. 740 § 137 (2004) creates the Right to Breastfeed Act. The law provides that a mother may breastfeed her baby in any location, public or private, where the mother is otherwise authorized to be; a mother who breastfeeds in a place of worship shall follow the appropriate norms within that place of worship.

Adopt building codes to require access to, and maintenance of, fresh drinking water fountains (e.g. public restrooms).	Make fresh drinking water available in local government-operated and administered outdoor areas and other public places and facilities	Replacing sugar-sweetened beverages with water is associated with reductions in total energy intake for children and adolescents. <sup>32</sup>	
Focus on Child- Serving Institutions for Childhood Obesity Prevention – Physical Activity			
Increasing the required amounts of vigorous physical activity in schools to improve fitness levels and academic performance.	Physical activity can take many forms – integrated into classroom activities, recess, physical education (P.E.), etc.	Most youth do not engage in adequate amounts of physical activity <sup>33</sup> A variety of programs based in child-serving institutions can lead to increased levels of physical activity for children. <sup>34</sup> Physical activity and fitness can lead to academic improvement <sup>35,36</sup>	Mississippi Delaware North Carolina
Promote and support Safe Routes to school programs and funding for education and infrastructure improvement to increase physical activity among children.	Federal funding program that allows schools and communities to work together to create a safe walking environment for students to and from school and includes the 5Es of injury control (evaluation, education, encouragement, enforcement and engineering).	Adding and improving bicycle lanes, traffic signals, sidewalks and crosswalks can increase the number of children walking or bicycling to school and may lead to more physical activity among children. <sup>2,37,38,39</sup> In an intervention that included these improvements, students were three times more likely to start walking or bicycling on routes that included improvements than they were before these improvements were made. <sup>39</sup>	All 50 states have received federal funding.  Illinois has received the 5 <sup>th</sup> largest amount of funding (\$22M) but remains one of the last states to fully implement the program

Focus on Child- Serving Institutions for Childhood Obesity Prevention – Healthy Eating			
Train child care providers on physical activity practices	Staff will be better able to support activity, structured and free play, regardless of weather or space limitations	Childcare settings are an ideal context for early intervention to ensure that children maintain healthy weights and grow up being physically active 40,41	New York City Alaska South Dakota Delaware  Chicago Department of Family and Support Services has begun to implement provider training
Reduce screen time by children of all ages, especially in child care and school settings	Replace screen-based activity with non-screen activity (e.g., physical activity, art, music)	Screen time of >2 hours daily is associated with increased risk of obesity 42,43,44,45,46  Research indicates television and other screen-based activities increase exposure to marketing of unhealthy foods and promote junk food consumption 47,48,49  See http://www.tvturnoff.org/	strategies  TV Bans/Limits through Childcare Center policies:     AK, CO, DE, MS, NM Through Home-based Child Care:     AK, DE, MS, MT, MS, NY,     OH  The City of Chicago passed 2009 Childcare Center Resolution that strengthened regulations for licensed childcare; banning or limiting screen-based activity (depending upon age)

Ensure that publicly-run entities such as after-school programs, child-care facilities, etc. implement policies and practices to promote healthy foods and beverages and reduce or eliminate the availability of caloriedense, nutrient-poor foods.	Mandate and implement strong nutrition standards for foods and beverages available in government-run or regulated after-school programs, recreation centers, parks, and child-care facilities; ensure that local government agencies that operate cafeterias and vending options have strong nutrition standards in place wherever foods and beverages are sold or available	Research suggests that the nutritional quality of meals and snacks in child-care settings can be poor and activity level may be inadequate. 50,51,52	New York City  2009 Chicago Board of Health Child Care Center Resolution
Create healthy food environments in schools.	Promote healthy foods in school cafeterias through strategic marketing, placement or price promotions.	A variety of intervention strategies that make healthy foods more available, more affordable, and more attractive in school settings can positively influence students' choices and eating behaviors. 53,54,55  A comprehensive policy-oriented approach to improving nutrition in schools can reduce the incidence of childhood weight gain. 56	Philadelphia  Chicago Public Schools has revamped its school meals to meet and exceed the Healthier US Gold Standard for school food. During this school year, CPS will offer more whole grains, a different vegetable every day, and breakfast items that do not contain dessert or candy-type ingredients.
Institute a competitive foods policy that restricts unhealthy food sales.	School wellness policies should include a focus on "competitive foods," or those foods that compete with food provided through the federal school lunch program. These include policies related to fund-raising, a la carte foods, and foods sold in vending machines. These should also include policies pertaining to food sold at sports and entertainment events and served during in-class celebrations.	Wellness policies and a state incentive plan to improve competitive food standards help decrease availability of unhealthy snacks in schools. <sup>57</sup> Most School Wellness Policies do not meet their full potential. <sup>58</sup>	West Virginia California  IL includes competitive foods in its statewide wellness policy; however, implementation varies across the state.

Strengthen Clinical Mechanisms for Treating and Preventing Obesity in Children			
Screen and refer children 6 years old and younger to comprehensive behavioral interventions.	Institute practice- and hospital-wide policy to screen children aged 6 years and older for obesity and offer them or refer them to comprehensive, intensive behavioral interventions to promote improvement in weight status.	The USPSTF found adequate evidence that multi-component, moderate- to high-intensity behavioral interventions for obese children and adolescents aged 6 years and older can effectively yield short-term (up to 12 months) improvements in weight status. Inadequate evidence was found regarding the effectiveness of low-intensity interventions. <sup>59</sup>	
		Studies of such clinical interventions have found positive results in obesity reduction. <sup>60</sup>	Massachusetts
Healthy vending in healthcare settings.	Institute healthy vending and other food policies in healthcare settings; particularly where children and families are treated	Unhealthy vending in healthcare environments can send mixed messages about the importance of healthy eating and limiting the availability of unhealthy foods through vending can decrease the likelihood that children will consume high calorie, nutrient-poor foods while waiting to receive care. 61	No information about any states doing this systematically – Illinois could be the first to do so publicly.

Provide adequate funding for obesity-related services	To improve the provision of preventive services to the Medicaid population, the GAO recommends that the CMS Administrator review states' EPSDT programs to identify gaps in provision of EPSDT services to children and to identify needed improvements. Illinois HFS administration could do this locally.	"The prevalence of obesity and other health conditions among Medicaid beneficiaries nationally suggests that more can and should be done to ensure this vulnerable population receives recommended preventive services. Although Medicaid children generally are entitled to coverage of EPSDT services that may identify and address health conditions such as obesity, both national survey data and states' reports to CMS suggest that children's receipt of EPSDT services is well below national goals. Further, providers may not understand that services to screen for and manage obesity are covered under EPSDT." 62	In GAO report, only 4 states' Medicaid programs reported having managed care organization utilization goals for obesity screening in Children; only 2 had fee-for-service utilization goals for obesity screening in Children – states were not identified by name in the report.
Develop statewide system for monitoring BMI and other obesity measures	Use existing data from Child Health Examinations to monitor childhood obesity rates.  Expand BRFSS to be provide more data at population levels smaller than the state (e.g., counties, census tracts, MSAs).	Collecting body mass index (BMI) at the state and local levels can be instrumental in identifying and tracking obesity trends, designing interventions to help overweight children, and guiding broader policy solutions. Just as the Centers for Disease Control and Prevention childhood obesity data collection helped reveal the nation's epidemic, such localized approaches would help to clarify the nature and scope of the problem at the state and local levels.63	Arkansas and approximately 29 other states2  Illinois has piloted a system using data obtained from the Child Health Examination (CHE) form; BMI is included in the emerging I-CARE system; Healthy Smiles project collects data on third-graders in the state.3

<sup>&</sup>lt;sup>2</sup> Though it has experienced challenges, Arkansas has been identified as the state with the highest-quality surveillance data. Others have developed a variety of methods with strengths and weaknesses.

Promote consistent healthy lifestyle messaging			
Adopt 5-4-3-2-1 Go! as the State's official healthy lifestyle message.	CLOCC developed the 5-4-3-2-1 Go! message for outreach to children and families. By providing a single, consistent message, CLOCC has helped thousands of families to understand the components of a healthy lifestyle.	The 5-4-3-2-1 Go! message includes science-based recommendations and is guided by community assessments and formative research on attitudes, beliefs, lifestyle, health information-seeking practices, and services in target communities. 64	State of Michigan, throughout Chicago, in various locations throughout the nation (i.e. City of Omaha, NE) and internationally.
	The following is a link for more information about the message: http://www.clocc.net/partners/54321Go/index.html	5-4-3-2-1 Go! counseling has been shown to result in improvements in parental fruit and vegetable and water consumption. <sup>65</sup>	

<sup>&</sup>lt;sup>3</sup> PA 093-0966 amended the School Code and requires that the Illinois Department of Public Health promulgate rules to require schools to report data from the CHE, including data related to obesity. These rules have not been written.

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