

# Arizona Policy Training Institute

Community  
Breakout Session  
Dec 16, 2009

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# Session Objectives

A brief history of recent policy activities

Lessons learned

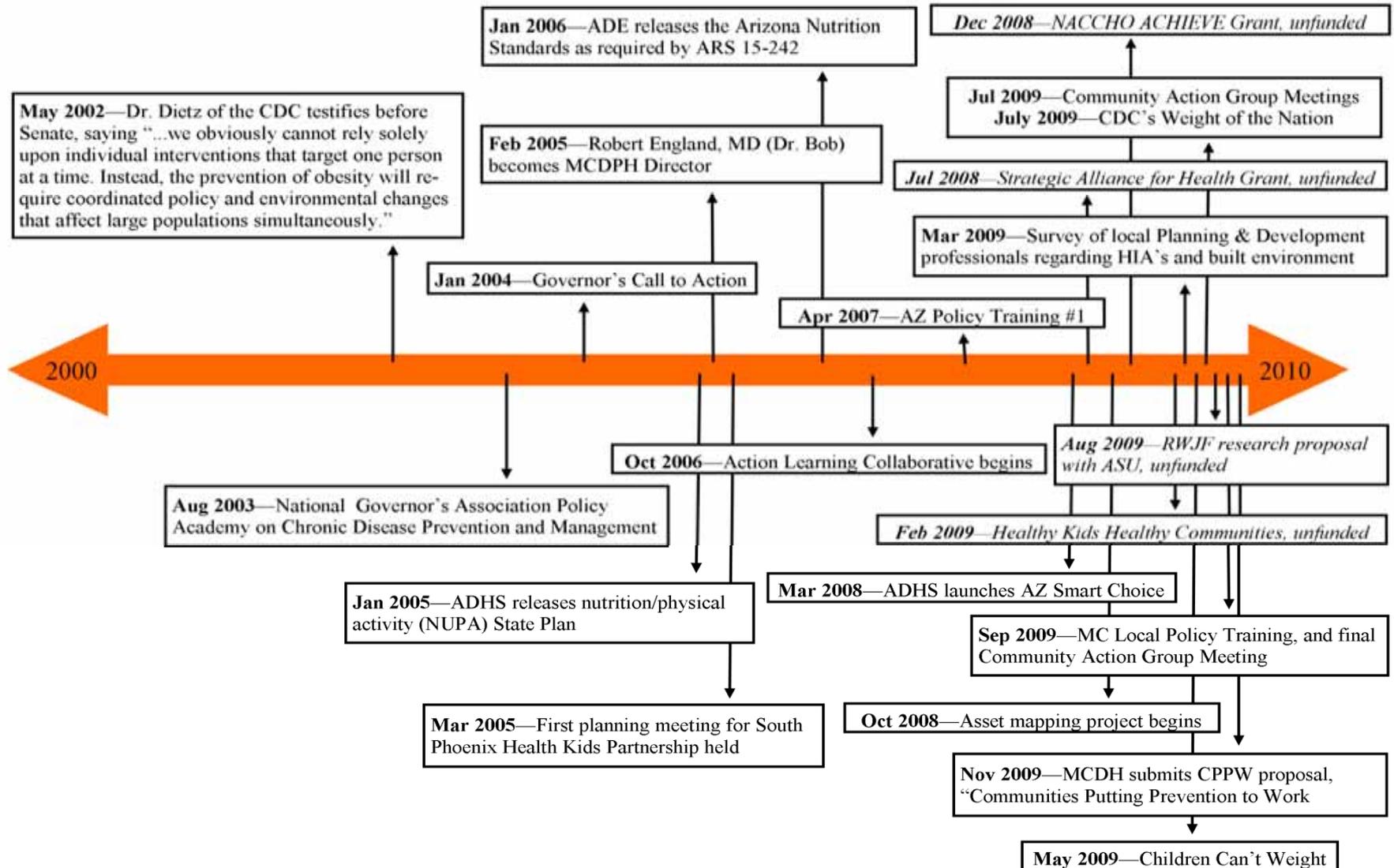
- Missing pieces
- Missing partners
- Missed opportunities

Change strategies to be employed

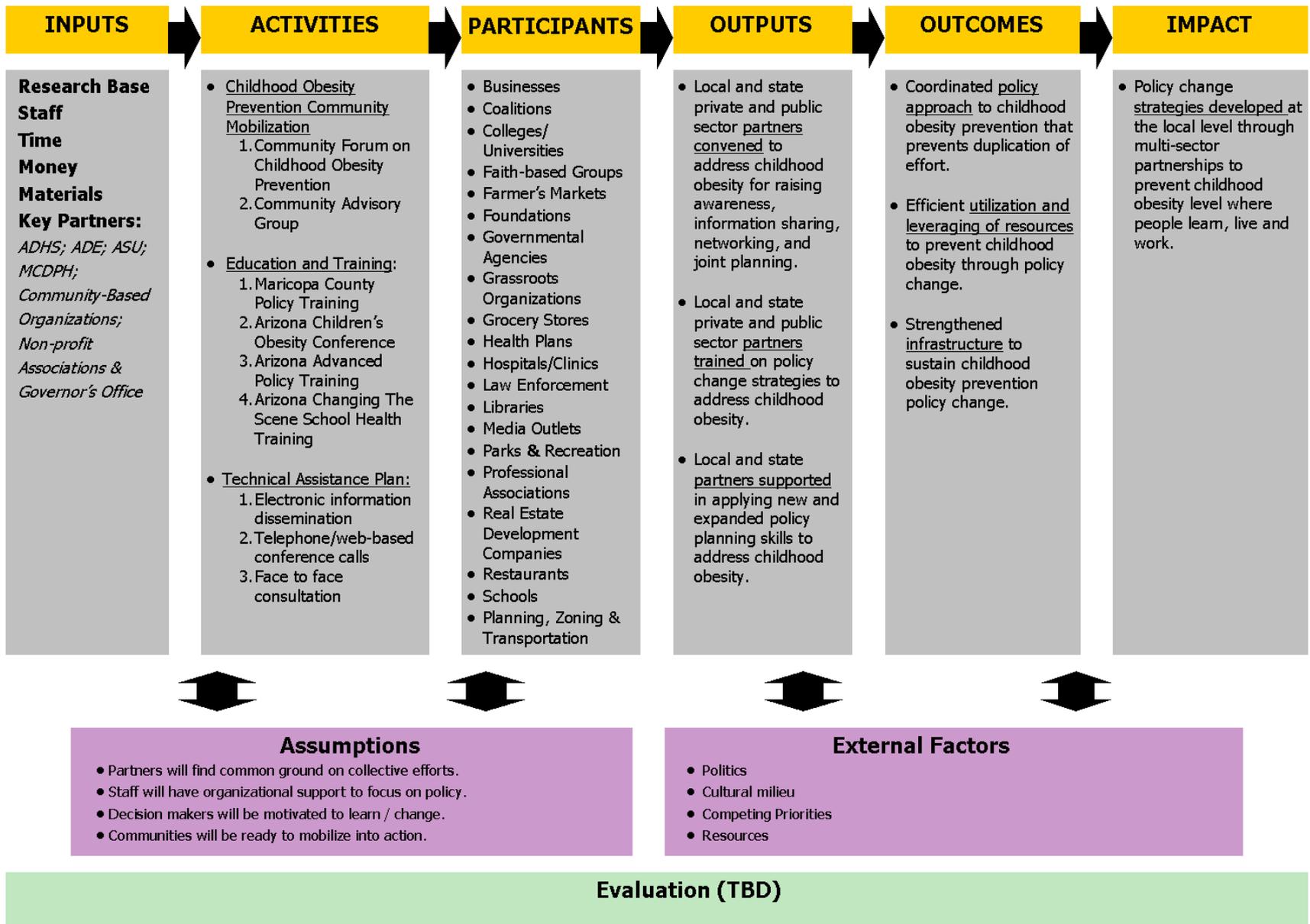
How should we move forward?



# A Decade of Change



# Obesity Prevention Policy Change Capacity Building Logic Model



# Health reforms may not be enough to change bad habits

by Ginger Rough - Dec. 13, 2009

## The Arizona Republic

Americans are unfit, unhealthy and costing the nation billions of dollars to treat illnesses that could easily be prevented.

And health experts believe it's only going to get worse.

Already, more than 67 percent of Americans are overweight or obese. Only one in seven eats the daily recommended amount of fruits and vegetables.

And nearly one-third don't meet federal guidelines for even moderate physical activity, meaning they spend less than 2½ hours a week walking, cycling, gardening or doing anything else that increases their heart rate.

There is, however, a growing effort among both medical and political leaders to try to reverse the tide through health education and new laws.

But as Congress works feverishly to overhaul our ailing health-care system, at least one weighty question has gone largely unanswered: Will reform actually make us healthier?

The answer is murky.

What is clear, public-health experts say, is that preventative medicine is the best, most economical form of health care. Improving our overall health could eliminate billions of dollars in costs by keeping people out of hospitals in the first place, not to mention saving tens of thousands of lives. .. (cont)



You can fund all the bike paths and parks you want, but it isn't going to get the zaftig off the couch. Locally how many subdivisions have retention basin parks? and how often do you see them being used? almost never. If someone can't walk 2 blocks to the retention basin park, then how can you expect them to use bike paths and the like. The only way this epidemic is going to subside, to levy a massive tax, similar to that of Cigarettes. After about \$3 worth of taxes per pack, were seeing Cig sales drop fairly rapidly. There are limits to what people will pay for the crap they eat.

TeamTurris



Either we Americans start exercising more and eating less or our health is doomed. I don't like to exercise and I do like to eat. So I'm a lost cause. But if the rest of you live healthy life styles, health care costs will go down despite my bad habits. So I'm counting on the rest of you. And I know you won't let me down because you are all good people. Thank you so much.



michjas

“In Arizona, one out of every four adults is obese.”

BS - try two out of every one.

Looking4clients



# Three Recent Efforts

Children Can't Weigh Community Forum on  
Childhood [the "O" word]

Community Action Group

Maricopa Policy Training



# Questions to ask

1. What was the purpose of these events?
2. Who was there?
3. Who was not there?



# Questions to ask

1. What was the purpose of these events?
2. Who was there?
3. Who was not there?
- 4. Was it real?**



# Children Can't Weight Community Forum May 19, 2009

**76 Total Participants**

**Community Forum Framework**

**Panel 1 - Collecting Useful Data to Enhance  
Childhood Obesity Prevention**

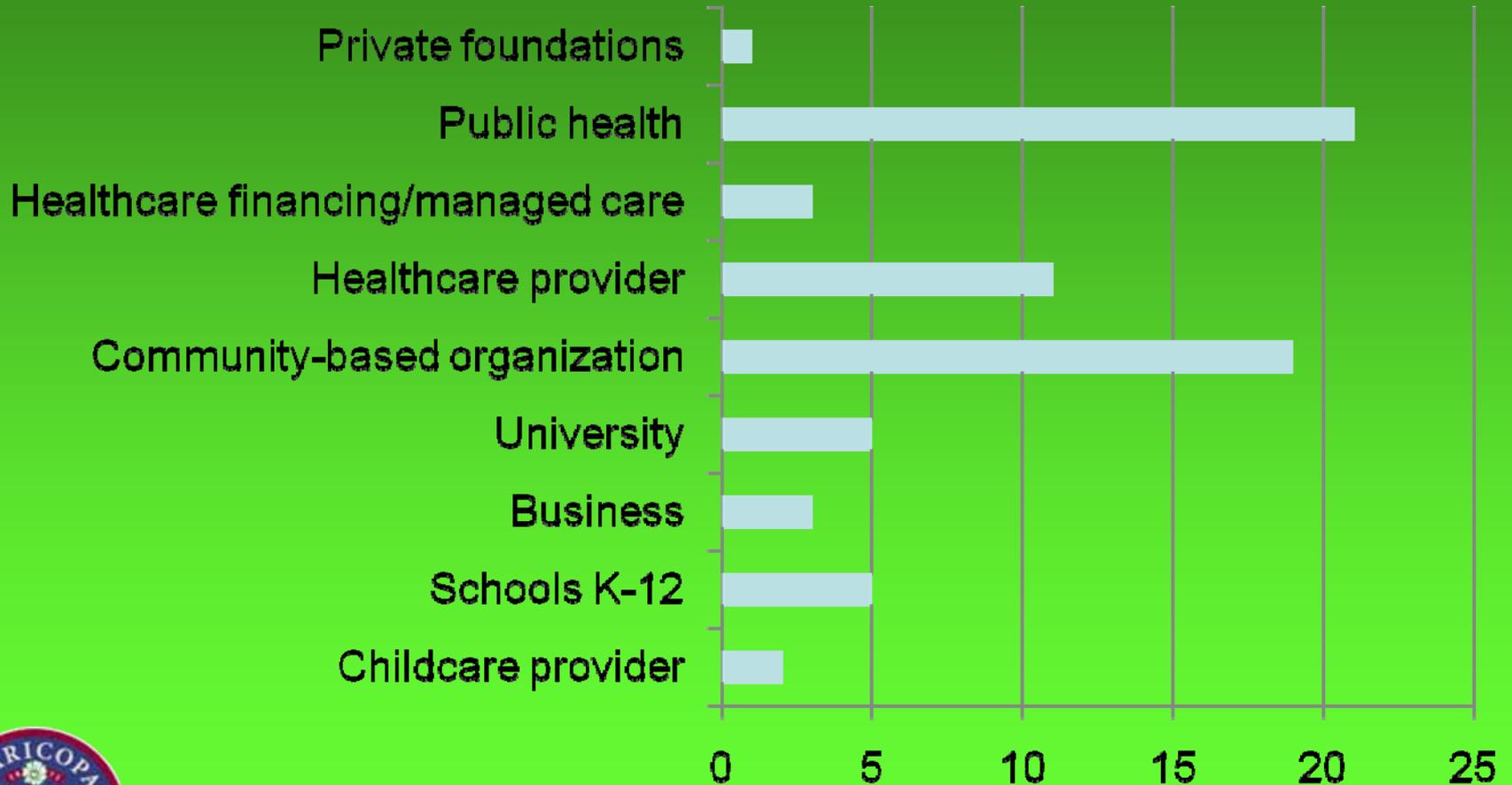
**Panel 2 - Role of Policy in Strengthening  
Childhood Obesity Prevention Efforts**

**Facilitated Chaos**

**Networking**



# CCW Representation



# Facilitated Chaos

## Domains

- Childcare
- School Settings
- Built Environment
- Food Environment
- Healthcare
- Other?



# Facilitated Chaos

## Childcare

- Adopt and enforce nutrition/physical activity standards for childcare centers. Establish funding for oversight.
- Childcare programs mandate healthy foods for all children.
- One hour of structured physical activity in childcare and schools.
- Decrease screen time.



# Facilitated Chaos

## School Settings

- Segmented into three sections
  - Physical Education and Activity
  - Nutrition and Food Service
  - Other!



# Facilitated Chaos

## School Setting - Physical Education & Activity

- Require physical activity in schools as part of non-elective curriculum
  - 60 to 90 minutes/daily
  - 150 minutes/week for K-8; 225 minutes/week for 9-12.
- Require PE be taught by certified PE teacher
- Teach life-long physical activity in school; including mandated active recesses.
- Offer more variety in types of physical activity offered both for recess and PE—give choices to all students



# Facilitated Chaos

## School Setting – Food & Nutrition

- Expand Arizona School Nutrition Standards through High School
- Monitor implementation of school food service policies
- Free universal breakfast for everyone
- Mandatory nutrition curriculum and nutrition education K-12
- Education for food service employees and other school administrators with behavior modeling



# Facilitated Chaos

## School Setting – Other

- RN at every school monitoring IHPs, including BMI, nutrition, physical activity and cognitive measures
- Target high school kids in health education and body image
- Educate faculty and administrators on good health practices
- Open schools to after-school and weekend access
- School yard revitalization
- Bring back urgency to nutrition and physical activity at schools (as opposed to AIMS)
- Gardens in schools
- Photovoice “type” activities in schools



# Facilitated Chaos

## Built Environment

Segmented into three sections:

- Transportation & Walkability
- Spaces to Play & Recreation
- Zoning



# Facilitated Chaos

Built Environment –

## Transportation/Walkability

- Safe Routes to School & Walking School Bus
- Complete streets
  - Increase the number of seconds that traffic allows for crossing street
- Better Public Transportation
- Mixed Use Development



# Facilitated Chaos

## Built Environment –

### Recreation

- Mixed Use Facilities
  - Schools (after school and weekends)
  - Inside areas for summer activities
- Climate considerations
  - More water activities (i.e. splash pads)
  - Shade and awnings over playgrounds
  - School yard revitalization
- Safety issues – adult/police supervision



# Facilitated Chaos

## Built Environment – Zoning

- Smart Growth & Mixed Use Zoning
- Zoning to encourage smaller stores that offer healthy foods in neighborhoods and communities
- Corporate Building “recreation tax” to go into built environment parks and facilities fund
- Zoning policy to limit fast food restaurants within a certain distance of schools



# Facilitated Chaos

## Food Environment

Segmented into four sections:

- Labeling
- Availability
  - Community Gardens
  - Access to healthy food in restaurants
- Marketing
- Other



# Facilitated Chaos

## Food Environment – Labeling

- Nutrition labeling including calories and fat
  - grocery stores
  - restaurants and
  - other places that sells prepared food



# Facilitated Chaos

## Food Environment

### Availability – Community Gardens

- Promote community gardens
  - Churches, schools, community centers, vacant lots, businesses, etc.
- Utilize businesses to donate supplies, tools and seeds to begin the garden
- Community Garden tax credit



# Facilitated Chaos

## Food Environment -

### Availability - Access to healthy restaurant food

- Zoning to limit fast food restaurants within a certain distance of schools
- Promote healthy fast food
- Encourage supermarkets within walking distance of housing
- Food vendors on the side of the road to promote healthier options



# Facilitated Chaos

## Food Environment – Marketing

Policy that grocery stores have only healthy foods at eye level of children

Limit marketing to young children

- Require 1-1 match in health vs. junk food marketing

Make obesity costs available to increase awareness



# Facilitated Chaos

## Food Environment – Other

- More education on portion sizes
- Outlaw high fructose corn syrup



# Facilitated Chaos

## Health Care

- Registered nurses in every school as an extension of pediatricians
- Monitor BMI and use word “obese” to get parental attention
- Promote use of “Tool Box” (lots of discussion about 5-a-day)
- Providers need to be accountable for referring to dietitians and follow up on referrals.
- Create physical activity models in health professions.
- Promote breastfeeding and baby friendly hospitals.



# Facilitated Chaos

## Others!

- Internet sites geared toward children and adults regarding nutrition
- Put healthy parameters in SNAP with incentives
- Breast feeding policies (workplaces and hospitals)
- Support subsidized child care to decrease latch key kids
- Parents/teachers need to be role models (nutrition education)
- Financial rewards for good weight
- Keep the message simple: obesity is taboo
- Volunteering—decrease in student loans
- Tax on soda
- Socio-ecological model--multiple levels of intervention to impact the problem of childhood obesity





# COMMUNITY ACTION GROUP

Jul 17 – CCW Facilitated Chaos

Aug 6 - Feasibility versus Impact

Sep 30 – Maricopa Policy Training Action  
Planning recap and CPPW interventions



# Maricopa Policy Training

3 days

Limited invitation list – 69 attended all or part

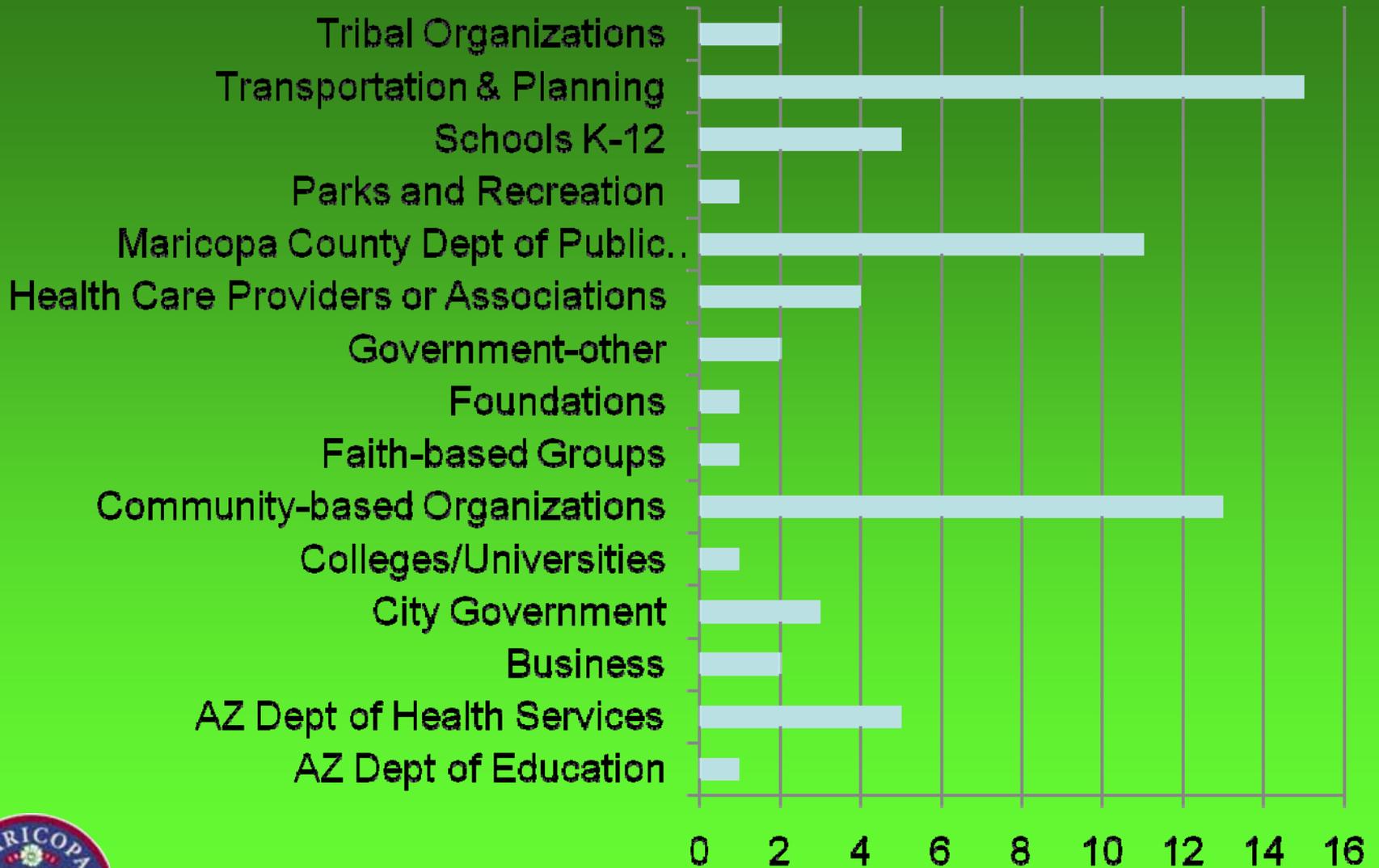
Prevention Institute

Mark Fenton

Action planning



# Maricopa Policy Training



# Action Planning

Breastfeeding Support

Physical Activity in Schools

Complete Streets

Sugar-Sweetened Beverage Tax

Food Deserts

Menu Labeling



# Complete Streets Action Planning

## Goal:

- Within two years after its approval at the upcoming Regional Council of Mayors, the Maricopa Association of Government (MAG) Complete Streets Plan will be adopted by all Maricopa County cities, towns, and municipalities.

## Outcome (BHAG):

- Local (City, Municipal and Tribal) Council Resolutions will subsequently be passed to utilize the (MAG) Complete Streets Plan.



# Complete Streets Action Planning

## Four Implementation Steps

1. Establish electronic communication network for “stealth team” members to alert each other of their respective Complete Streets related meetings, documents, and deadlines to foster joint planning, implementation and evaluation activities
2. Conduct public awareness campaign to raise awareness and support of Complete Streets and the MAG Complete Streets Plan



# Complete Streets Action Planning

## Four Implementation Steps (Continued)

3. Update policies in the State of Arizona General Plan to be in line with Complete Streets concepts, strategies and recommendations.
4. Present at the Regional Council of Mayors on the health implications and importance of adopting the MAG Complete Streets Plan at the Regional Council of Mayors meeting.



# Menu Labeling Action Planning

## Goal:

All franchises of 8 or more restaurants statewide will have mandates of total calories posted next to item price

## Outcome (BHAG):

Fast food restaurants will no longer be “totally unhealthy”! They will create and add more healthy choices to their menus thru consumer demand.



# Menu Labeling Action Planning

## 5 Step Action Plan for Year One:

1. Create Stealth Group and research nationally other strategies
2. Create a virtual community via Facebook and other Social Networking platforms to build support and garner an e-petition
3. Take this “fan base” (the following from item 2) and give it to the media and local celebs to make it “sexy”. Work with Ali Vincent to champion our cause. Launch marketing campaign on the value of “choice” and “education”. Get business/schools/grocers to support point of decision marketing. E.g. On a vending machine equate necessary physical activity (calorie expenditure) needed to burn off the M&M’s (calorie intake).



# Menu Labeling Action Planning

## 5 Step Action Plan for Year One (Continued):

4. Build public consensus, compile public comment, launch surveys & polls, compile research and lessons learned from other efforts.
5. Provide a voluntary opportunity for leading restaurants to adopt menu labeling themselves, setting a positive trend, and impacting others through “peer pressure” and consumer demand



# Communities Putting Prevention to Work

Four categories of eligibility

\$10 - \$20 M

Two years

MAPPS Interventions

Community Action Plan

Leadership Team



	Nutrition	Physical Activity
Media	<ul style="list-style-type: none"> <li>• <u>Promote healthy food/drink choices</u> (Champions For Change)</li> <li>• <u>Counter-advertising for unhealthy choices</u> (Sugar Sweetened Beverages)</li> </ul>	<ul style="list-style-type: none"> <li>• <u>Promote use of public transit</u> (Trip Reduction Promotion)</li> </ul>
Access	<ul style="list-style-type: none"> <li>• <u>Healthy food/drink availability</u> (Voluntary Nutrition Standards in High Schools)</li> </ul>	<ul style="list-style-type: none"> <li>• <u>City planning, zoning and transportation</u> (Health Impact Assessments)</li> <li>• <u>Require daily quality PE in schools</u> (Recess Before Lunch)</li> </ul>
Point of Purchase/ Promotion	<ul style="list-style-type: none"> <li>• <u>Menu labeling</u> (Healthy Dining Finder)</li> </ul>	<ul style="list-style-type: none"> <li>• <u>Signage for public transportation, bike lanes/boulevards</u> (Public/Active Transport Signage)</li> </ul>
Price	<ul style="list-style-type: none"> <li>• <u>Changing relative prices of healthy vs. unhealthy items</u> (Healthy Vending)</li> </ul>	
Social Support & Services	<ul style="list-style-type: none"> <li>• <u>Support breastfeeding through policy change and maternity care practices</u> (Baby-Friendly Progression)</li> </ul>	<ul style="list-style-type: none"> <li>• <u>Safe routes to school</u> (Safe Routes to School)</li> </ul>

# Local Policy Health Advocates

Funding for up to 100 LHPAs

Recruited and coordinated through community-based organizations

Intensive training and coordinated community work

Church groups, parent-teacher organizations, homeowner associations, work teams, social clubs, neighbors, friends, etc

Presentations coordinated with media

