

# Listening Session Summary for the Governor's Summit on Obesity Prevention

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# Listening Session

- Held Monday, January 10, 2005
- Participants from attendees of 2005 California Childhood Obesity Conference
- Summary of comments derived from session discussion and from 78 response forms submitted individually

# Listening Session Goals

- Suggest critical actions or issues to be addressed by the summit
- Advise summit about possible opportunities and pitfalls
- Recommend ways to enhance summit outcomes and link them to broader efforts

# Summary Overview

- Summit Structure
  - Participation
  - Process
  - Presentation
- Recommendations
- After the Summit

# Summit Structure: Participation

- Who will be involved?
  - Involve the ***diversity*** of California's population
    - Race/ethnicity
    - Economic
    - Rural and urban
    - Youth and adult
  - Include federal and local government representation

# Summit Structure: Process

- Utilize the data at hand
- Identify priorities for the summit
- Focus on
  - **Commitments**
  - **Accountability**

# Summit Structure: Presentation

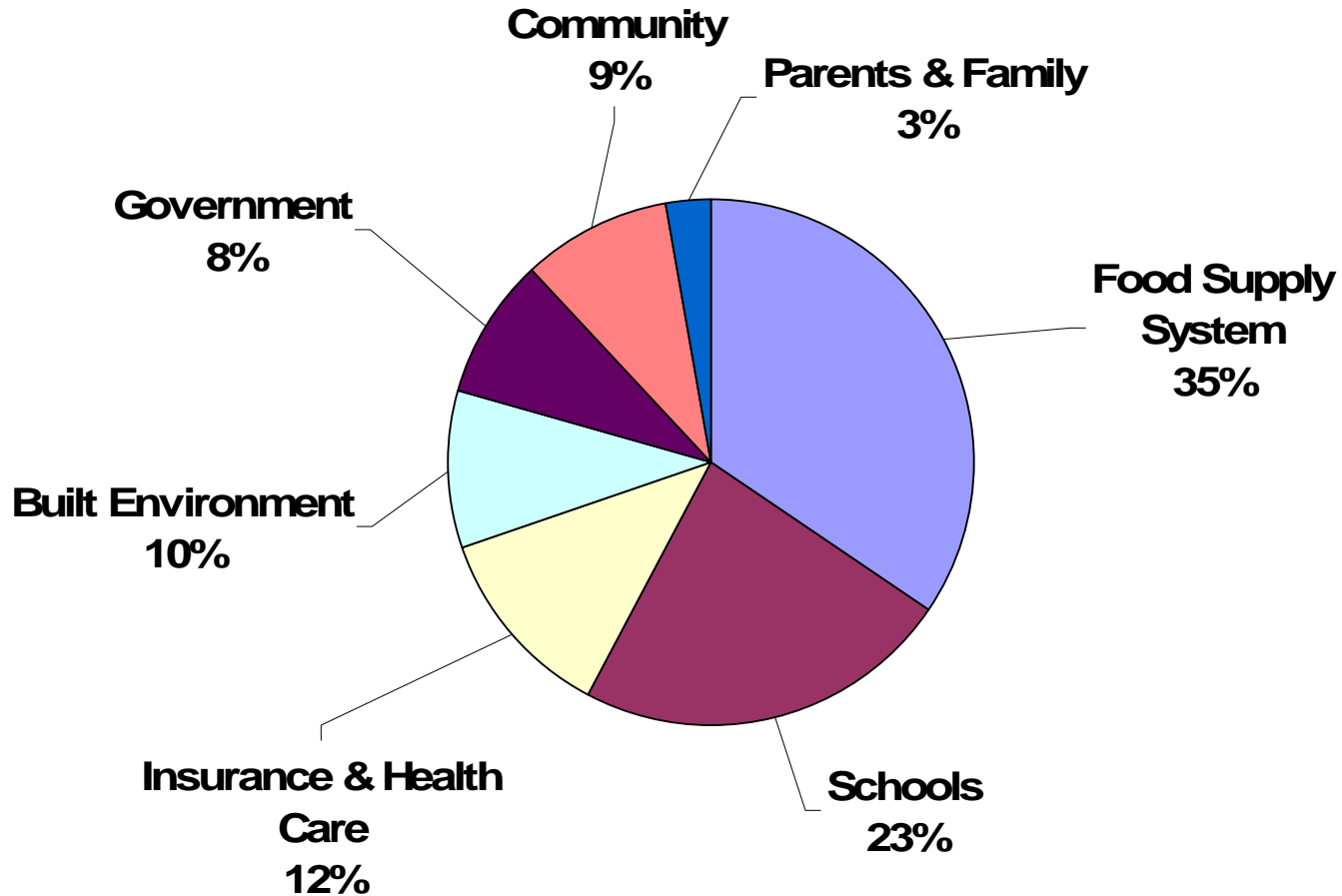
- Summit organized not by “silo” but by:
  - Strategy
  - Barrier
  - Sector
  - Message
  - Spectrum of Prevention



# Listening Session Question

The Summit will include a group of people and organizations that are typically not engaged in thinking and action about obesity, providing a unique opportunity to stimulate new action and engage new actors in fighting the obesity epidemic. List two specific actions or issues in which such a group might make the greatest impact on reversing the obesity epidemic.

# Frequency of Responses





# Most Frequent Recommendations: Top Two

- 1) Impose taxes on unhealthy foods
- 2) Create safe, walkable communities

# Most Frequent Recommendations: Runners-up

- 1) Provide professional development and technical support for teachers and educators
- 2) Enforce nutrition education and physical activities in schools
- 3) Make healthy foods more available and affordable
- 4) Support social marketing to promote healthy behaviors

# Recommendations:

## Food Supply System – Increase Access to Healthy Foods

- Make healthy foods affordable and available across all communities and in many arenas (movies, malls)
- Repackage and rework healthy food products for school food service
- Bring farmers markets to neighborhoods as part of redevelopment efforts

# Recommendations: Food Supply System – Marketing

- Support social marketing to promote healthy behaviors
- Focus on positive nutrition and physical activity marketing
- Launch mass media campaign with time donated by television/cable networks, possibly including celebrities



# Recommendations: Food Supply System – Supermarkets and Grocers

- Promote supermarkets as first choice for fast, healthy meals
- Shift slotting fees from prime placement of unhealthy to healthy foods
- Promote positive lifestyle messages in supermarkets and provide point-of-decision nutrition information

# Recommendations: Food Supply System – Agriculture

- Link school food program with local growers
- Provide access to fresh fruits & vegetables after school to parents and their children

# Recommendations:

## Schools – Nutrition Education

- Promote school garden programs paired with cooking and nutrition education
- Involve culinary industry in school nutrition education
- Eliminate marketing of unhealthy food in schools

# Recommendations:

## Schools – Foods Offered

- Limit or eliminate sale of chips, soda, candy; provide nutritious alternatives and create nutrition policies
- Link school food programs with local farmers by way of financial incentives
- Allocate more funding to build better food preparation and eating areas and subsidize healthy options

# Recommendations: Schools – Physical Activity

- Incorporate fitness tests in school accountability grade
- Create fun fitness education for all grades
- Enforce physical activity standards and increase time allotted and diversity of activities for physical education

# Recommendations:

## Schools - Staff

- Provide professional development and technical support for educators
- Encourage teachers to model healthy behavior
- Involve school nurses to connect students to health care and prevention efforts

# Recommendations: Insurance and Healthcare

- Cover health counseling and prevention services in insurance plans and reimburse clinical services aimed at identifying and reducing obesity
- Educate physicians about nutrition

# Recommendations: Breastfeeding

- Provide a supportive worksite environment
  - Encourage time off for new mothers
  - Provide lactation rooms
  - Allow adequate breaks for breast pumping
- Use marketing to promote breastfeeding
- Eliminate marketing of formula in hospitals

# Recommendations: Built Environment

- Promote open spaces, playgrounds, walkable communities
- Improve indoor spaces for physical activities, such as staircases
- Regulate housing developments to assure equal health promoting amenities in low income housing
- Establish zoning to decrease density of fast foods/liquor stores and to promote physical activity

# Recommendations: Government

- Maintain and improve current successful federal food programs – streamline access and eligibility
- Distribute food stamps and WIC vouchers at farmers markets
- Establish DOD buying programs for rural communities
- Increase funding to pay for interventions

# Recommendations: Government - Taxes

- Impose taxes on junk foods and fast food
- Utilize experts to help refine the food excise tax proposals
- Provide tax incentives to those who promote healthy foods

# Recommendations:

## Community – Physical Activity

- Focus on safety: safe neighborhoods, playgrounds, and walkable communities
- Maximize use of Parks & Recreation, afterschool activities, children's clubs
- Resolve legal issues regarding using schools for afterschool activity programs

# Recommendations:

## Community – Childcare Providers

- Set guidelines for mandatory activity levels and for menu patterns (for licensing)
- Set guidelines for payment levels based on participation in nutrition training programs

# Recommendations: Parents and Family

- Support the family as a unit to change behaviors in relation to food and activity
- Encourage parents to model healthy behaviors

# Innovative Recommendations

- Include nutrition education on standardized tests
- Include the health environment of schools in Academic Performance Index
- Mandate one healthy food message for X number of ads for unhealthy foods
- Create a “zone of health” around every young California child – off limits to provision, marketing, or modeling of unhealthy foods, messages and behaviors
- Market cell phones which include pedometers

# After the summit . . .

- Take information back to the communities
- Create individual community plans, specific to local needs
- Follow up with those who make commitments after the summit



# Thank you to...

Gail Woodward-Lopez

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