

“ One policy is worth ten thousand service units.”

Dr. Federico Cruz, Tacoma-Pierce Public Health







HAVE IT YOUR WAY<sup>®</sup>

[Home](#) ❖ [Our Menu](#) ❖ [Nutrition](#) ❖ [Kids](#) ❖ [Find a BK<sup>®</sup>](#) ❖ [Gift Certificates](#) ❖ [Company Info](#)



GET AN  
**ENORMOUS**  
OMELET SANDWICH.

[MORE DETAILS](#)

[REPLAY?](#)



now available  
**MOTT'S<sup>®</sup>**  
Strawberry  
Flavored  
Applesauce



**BURGER KING<sup>®</sup>**  
Black History Month:  
**Write your Future.**

[Legal Info](#) ❖ [Privacy Policy](#) ❖ [Children's Privacy Policy](#)



Chronicle / Lance Iversen



# Reframing

the nutrition & physical  
activity debate

*from simply a matter  
of individual choice...*

*...to corporate  
& government  
responsibility*

Funded by The California Endowment

# ENACT



**E**nvironmental  
**N**utrition and  
**A**ctivity  
**C**ommunity  
**T**ool



Printed Courtesy of  
The California Obesity Prevention Initiative

# ENACT Environments

- ◆ Neighborhoods
- ◆ Preschools
- ◆ Schools
- ◆ After School Programs
- ◆ Workplaces
- ◆ Health care
- ◆ Government Institutions & Practices



Injury Free Coalition for Kids of Philadelphia





# ENACT Tool



- ◆ Based on best practices and promising approaches from around the country
- ◆ Offers a specific menu of *achievable* strategies for implementation
- ◆ Each strategy is complemented by practical how-to information including tools, resources, model policies and more



# How to use ENACT



Injury Free Coalition for Kids of Philadelphia

## ◆ You can use ENACT to:

### 1. ***Planning Tool:***

Learn about best practices and promising approaches

### 2. ***Assessment Tool:***

Assess and select priorities for change

### 3. ***Evaluation Tool:***

Have a report card for a particular environment



# Governor Davis Signs SB 677 into Law!

## No more soda will be sold in most California schools

Staff writer

OAKLAND -- Saturday, September 17, 2003, Governor Davis signed SB 677 into law to help prevent childhood obesity. Beginning July 1, 2004, only healthy beverages will be sold in elementary, middle and junior high schools. Sodas, which studies have shown to be a major contrib-

uting factor to obesity, will be a memory on these campuses. SB 677 also ensures that SB 19 nutrition standards for foods in elementary schools will go into effect whenever funds are appropriated to increase the state's reimbursement for school meals.

Continued on page 4C.

# Legislation (2001 - 2004)

SB 19

K-6, BUT not funded



SB 1520

Not Yet

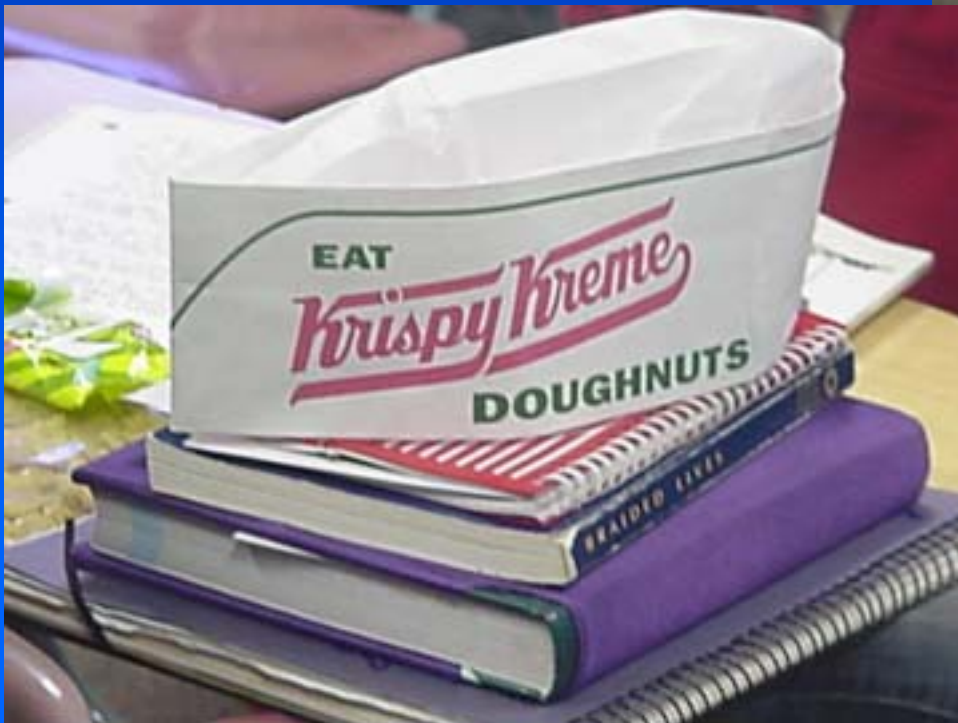


LAUSD

All schools K-12



SB 677



# Complete Streets



# Senate Bill 1087 (Soto) Legislative Victory!







# HEALTH

Diet and Fitness

## Should hospitals serve fast food? Leading heart clinic says it sends the wrong message



Tony Dejak / AP file



KAISER PERMANENTE.

Welcome to our  
**Friday Fresh Farmer's Market**



# Health Care Without Harm



it's what i **eat** and what i **do**™



it's what i **eat** and what i **do**™

## **McDonald's Policies, Plans and Strategies to Support Balanced, Active Lifestyles**

Prepared by McDonald's  
Balanced, Active Lifestyles Team

March 2005



# Taking Action for a Healthier California

## Recommendations to Improve Food and Activity Options



# Taking Action Endorsements

**Alameda Public  
Health Department**

**Falcon Trading Co./  
Sunridge Farms**

**Youth  
Leadership  
Institute**

**Central Coast  
Hunger Coalition**

**Latino Coalition  
For a  
Healthy California**

**Ritchie Valens  
Recreation Center**

**Ryan Snyder  
Associates  
(Transportation  
Consulting)**



Photo: TYLER. Courtesy of the Center for Excellence

## QUALITY OF LIFE

Nutritious and delicious food improves quality of life for all of us. We all want to eat well and live healthily. We want to breathe clean air, drink clean water, and live in a world that supports life in its many varied and beautiful forms. The farmers market contributes immensely to this quality of life. It provides us with fresh wholesome food, rich in vital nutrients. It also offers a gathering place where people from all walks of life, both urban and rural, come together to form a community. At the same time, sustainable agriculture protects our natural resources for many generations to come.







[www.preventioninstitute.org](http://www.preventioninstitute.org)  
[www.eatbettermovemore.org](http://www.eatbettermovemore.org)  
[prevent@preventioninstitute.org](mailto:prevent@preventioninstitute.org)

[www.preventioninstitute.org/mentalhealth.html](http://www.preventioninstitute.org/mentalhealth.html)

# Priority Checklist for Action

## Taking Action for a Healthier California

- ◆ Eliminate unhealthy advertising of unhealthy foods and beverages to children and youth.
- ◆ Establish grocery stores with produce and other fresh, healthy items in all low-income neighborhoods and communities of color.
- ◆ Adopt model worksite policies -- include access to healthy food and physical activity, and breastfeeding accommodations.



# Priority Checklist for Action

## Taking Action for a Healthier California

- ◆ Ensure that children are receiving quality physical education that meets minimum state standards.
- ◆ Institute healthy food and beverage standards in preschool, school, and after-school programs.
- ◆ Implement farm-to-institution programs to make fresh, local, and sustainably grown food available at schools, hospitals, worksites, and other facilities.



# Priority Checklist for Action

## Taking Action for a Healthier California

- ◆ Provide health plan benefits that cover prevention and wellness activities.
- ◆ Support new mothers in breastfeeding and eliminate in-hospital marketing of formula.
- ◆ Ensure full and equitable access to public buildings for physical activity.
- ◆ Adopt and implement “complete streets” policies.



