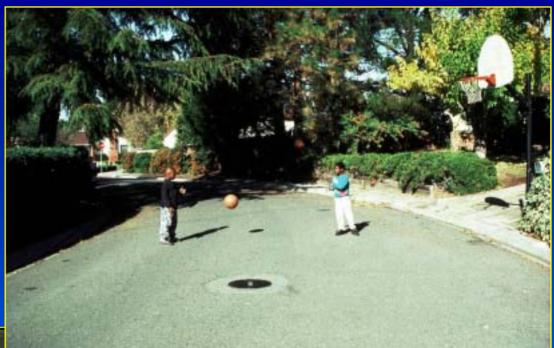
"One policy is worth ten thousand service units."

Dr. Federico Cruz, Tacoma-Pierce Public Health











#### HAVE IT YOUR WAY

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#### ENORMOUS OMELET SANDWICH

MORE DETAILS

REPLAY?







BURGER KING®
Black History Month:
Write your Future.

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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



Nutrition and Activity
Community
Tool







Printed Courtesy of The California Obesity Prevention Initiative



### **ENACT Environments**

- Neighborhoods
- ♦ Preschools
- **♦** Schools



Injury Free Coalition for Kids of Philadelphia

- After School Programs
- Workplaces
- → Health care
- ♦ Government Institutions & Practices



## **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:
  - 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 contributing 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.

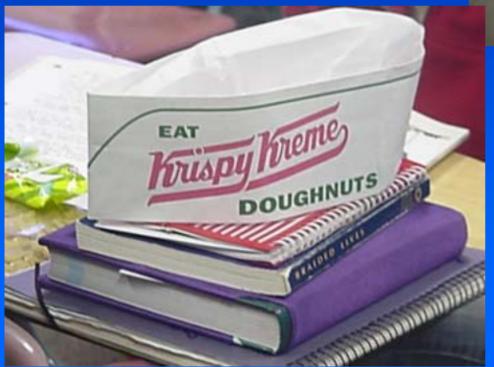
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## Legislation (2001 - 2004)

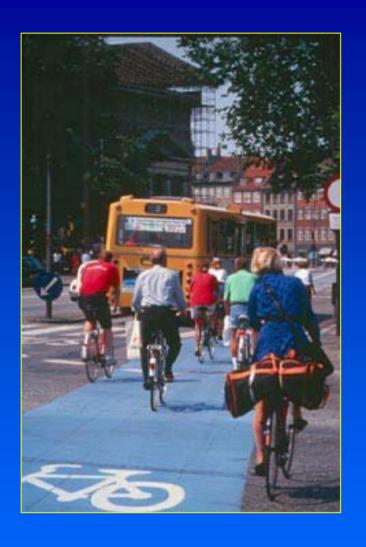
K-6, BUT not funded SB 1520 **Not Yet** LAUSD All schools K-12 SB 677



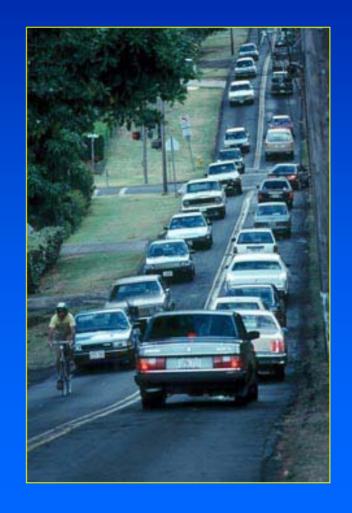








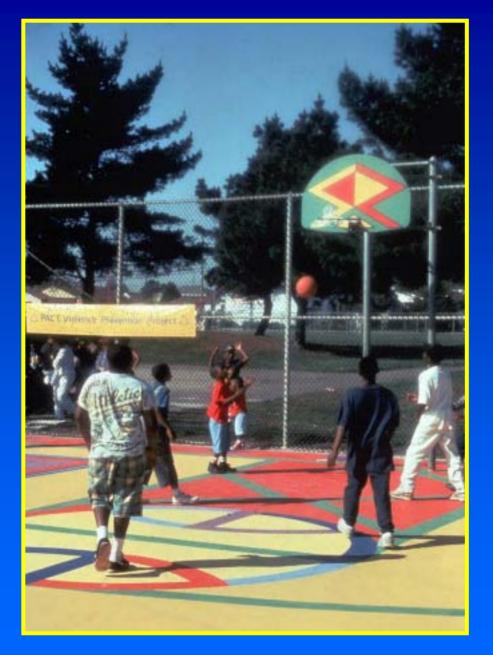
## **Complete Streets**



### Senate Bill 1087 (Soto) Legislative Victory!









## Diet and Fitness

## Should hospitals serve fast food?

Leading heart clinic says it sends the wrong message



Tony Dejak / AP file





#### **Health Care Without Harm**



Without Harm

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



i'm lovin' it.

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 s 10t Healthier California



#### TAKING ACTION FOR A HEALTHIER CALIFORNIA: Recommendations to Improve Healthy Food and Activity Options

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Recommendations to Improve Food and Activity



Options

www.eatbettermovemore.org NPA10xx Taking Action 033105

#### **Taking Action Endorsements**









www.preventioninstitute.org www.eatbettermovemore.org prevent@preventioninstitute.org

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.

