



Advancing Local, State, and Federal Policy: Progress and Challenges Across the U.S.

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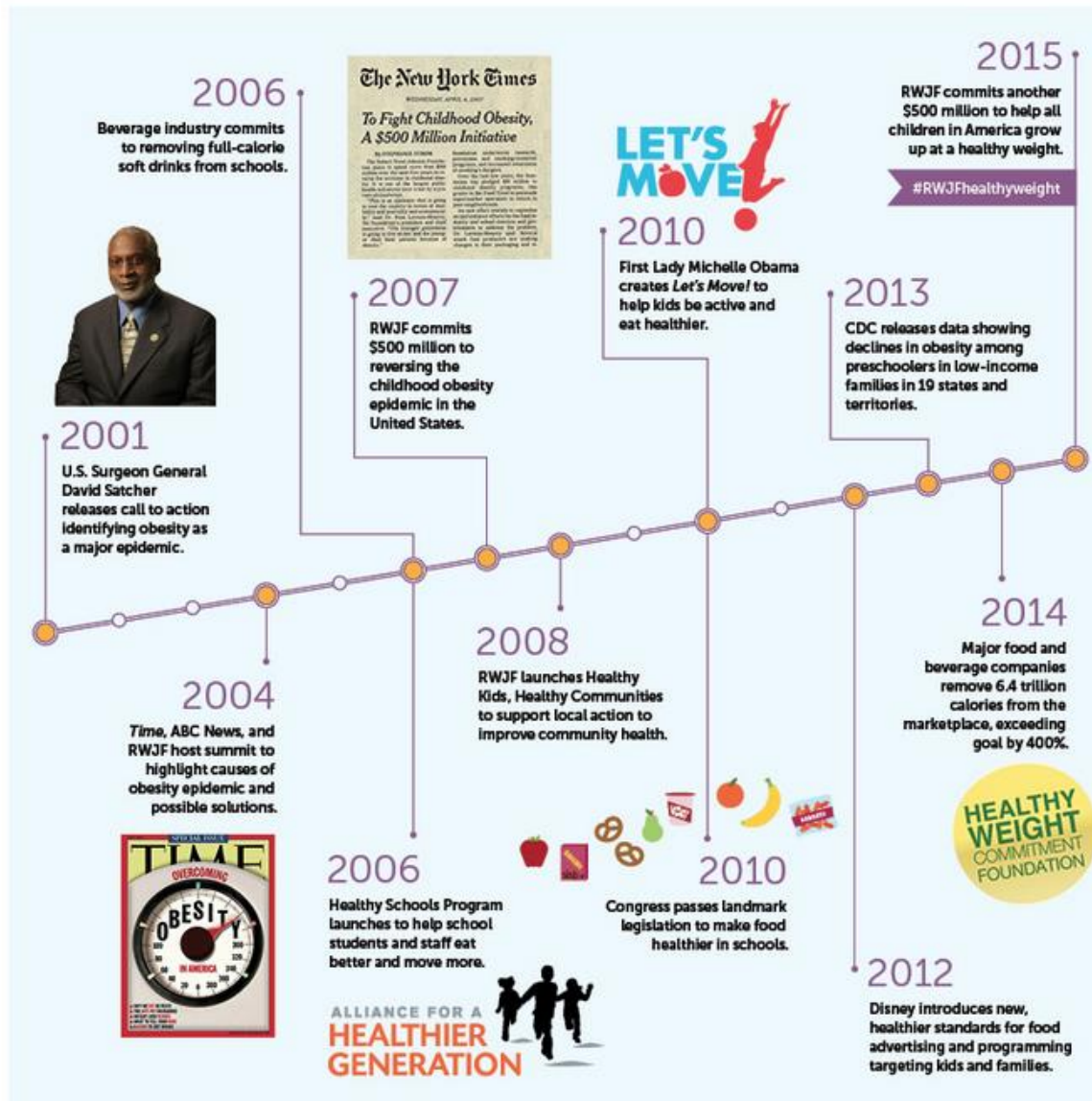
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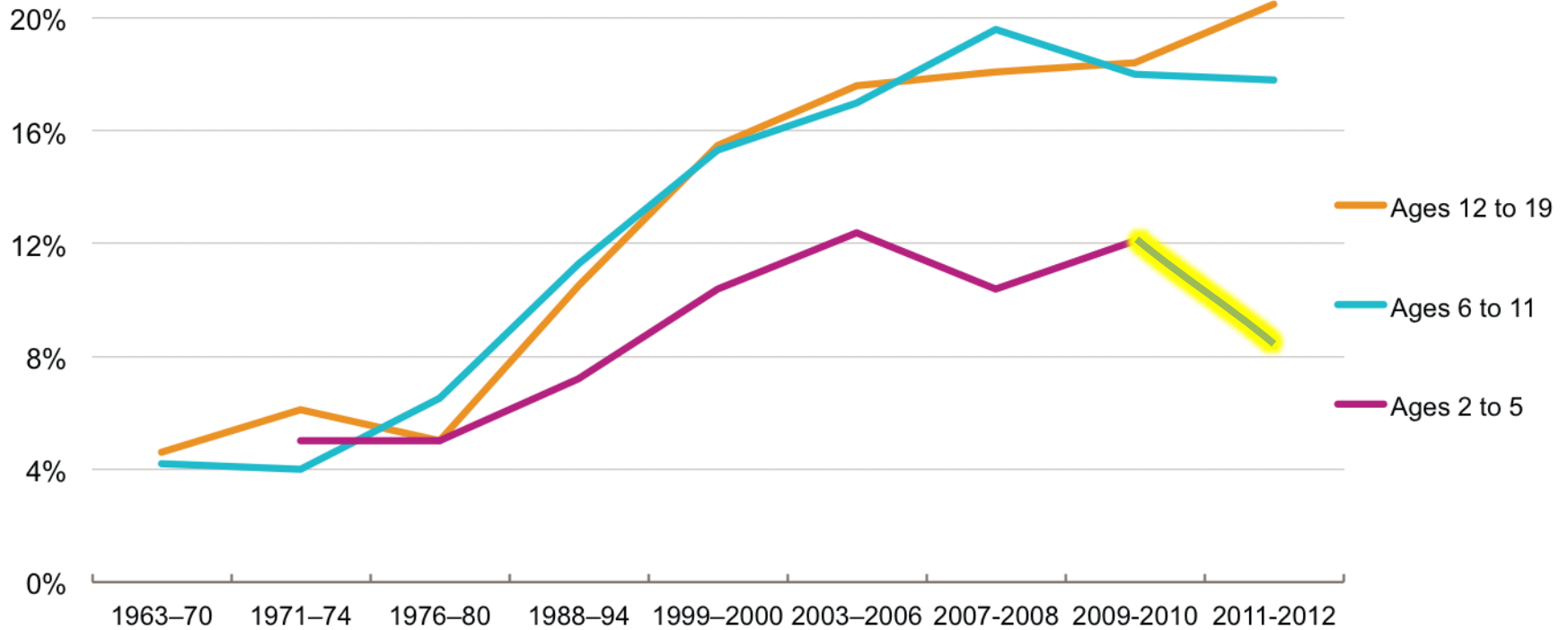
Progress in Reversing the Childhood Obesity Epidemic

A Look Back at Key Milestones



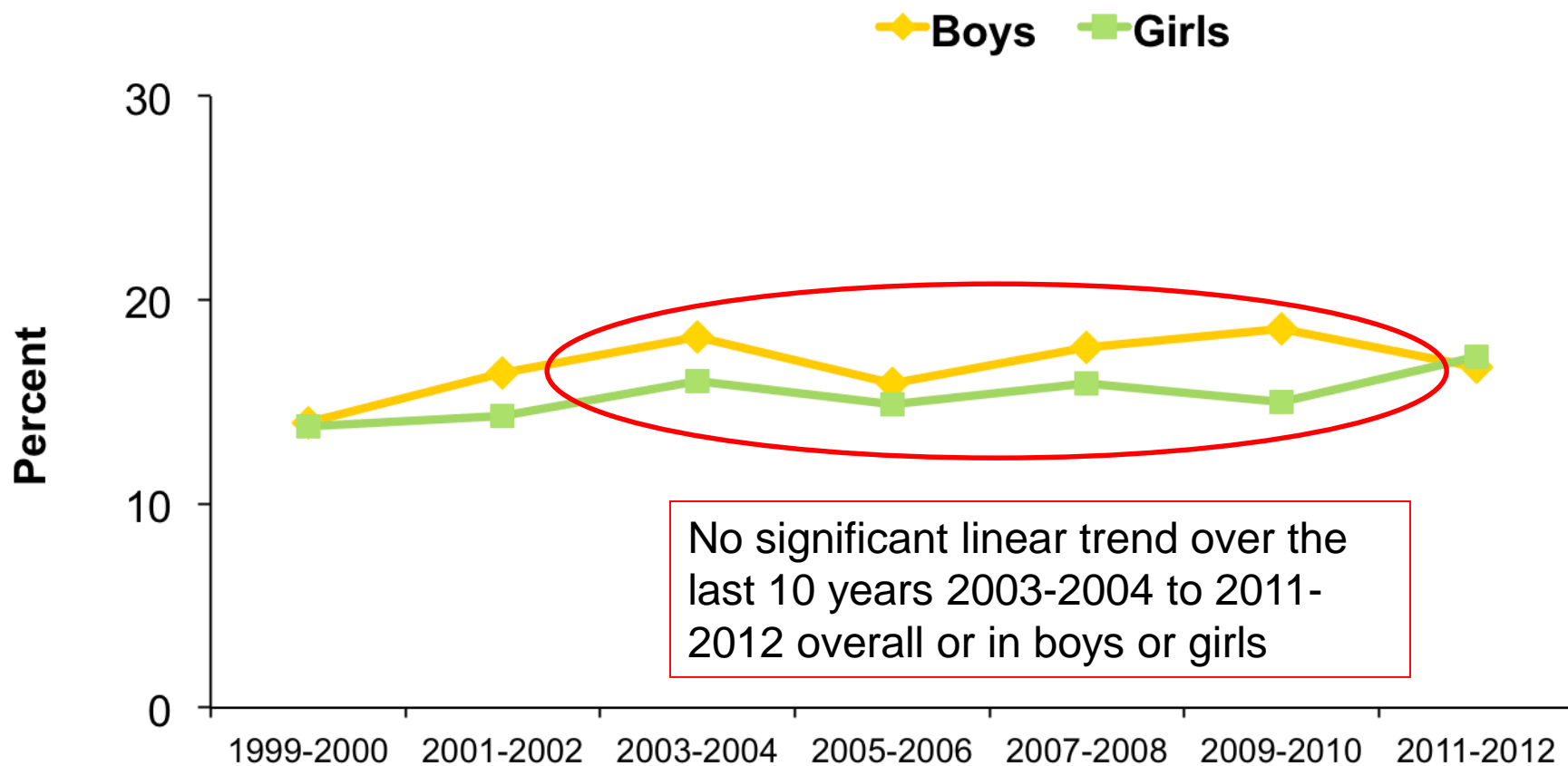
National Overview

Prevalence of Childhood Obesity (BMI \geq 95th)

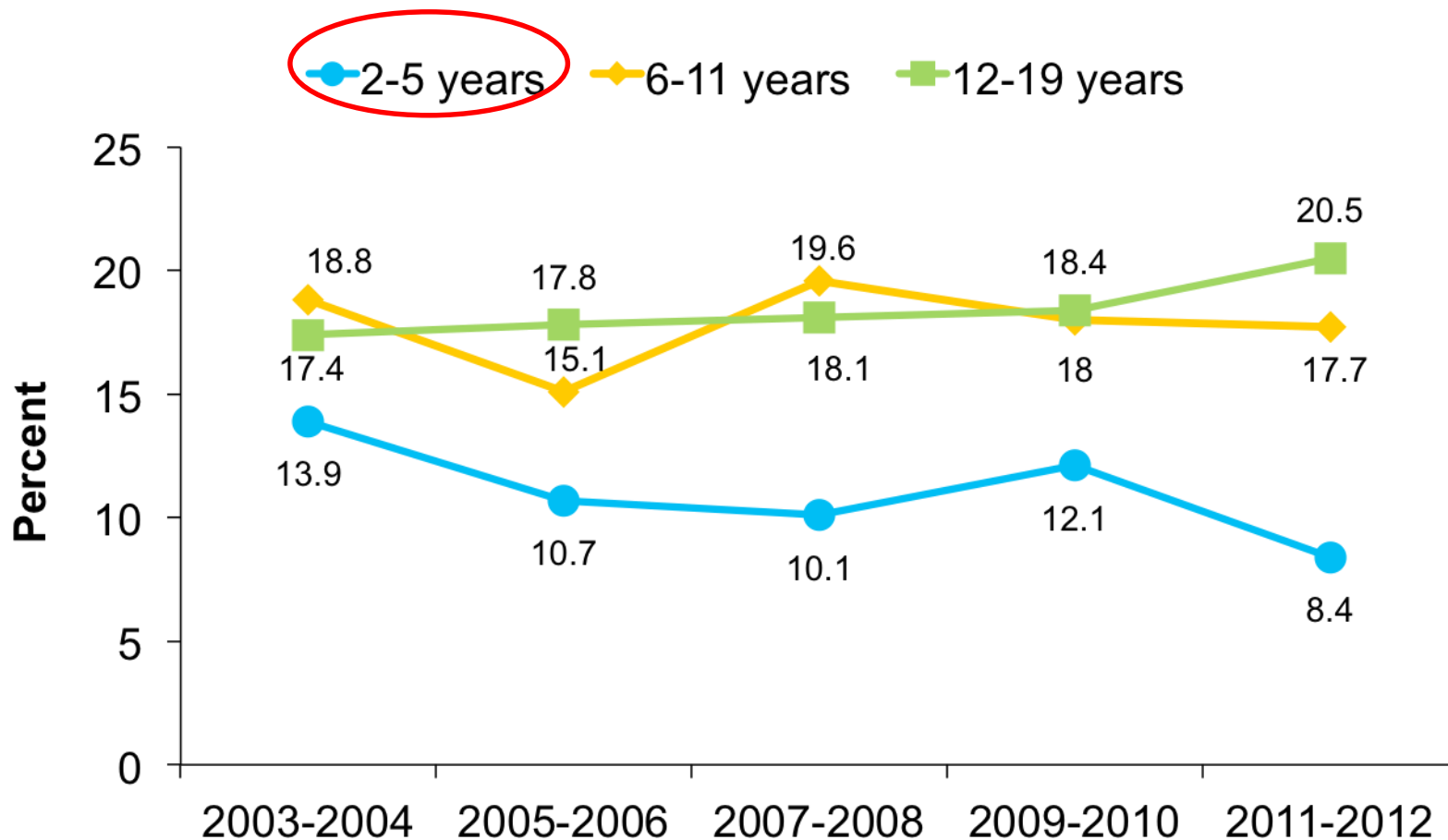


Source: CDC, National Health and Nutrition Examination Survey (NHANES)

Most recent obesity trends in youth ages 2 to 19



Trends in obesity prevalence among US youth ages 2 to 19 years, by age, 2003-2004 to 2011-2012

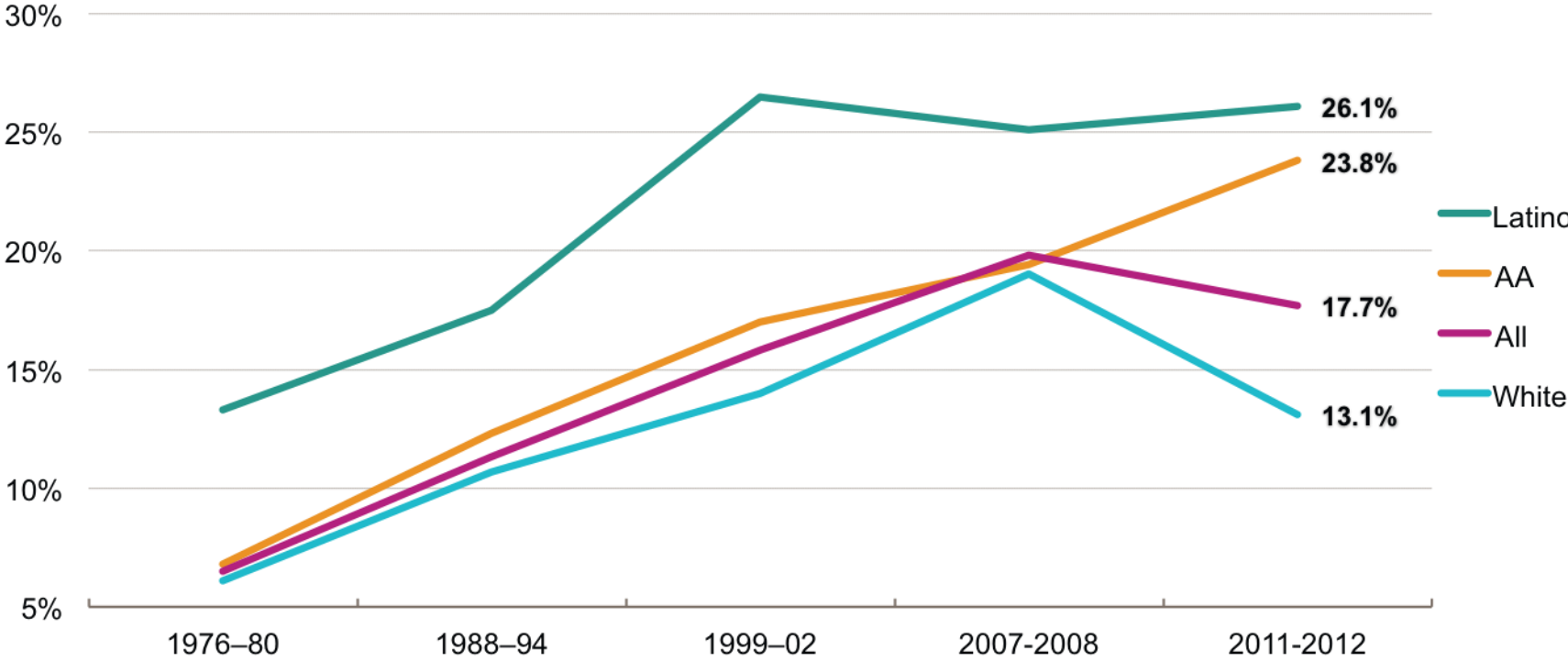


1 p=.03 for linear trend

SOURCE: CDC/NCHS, National Health and Nutrition Examination Surveys; Ogden et al. 2014 JAMA

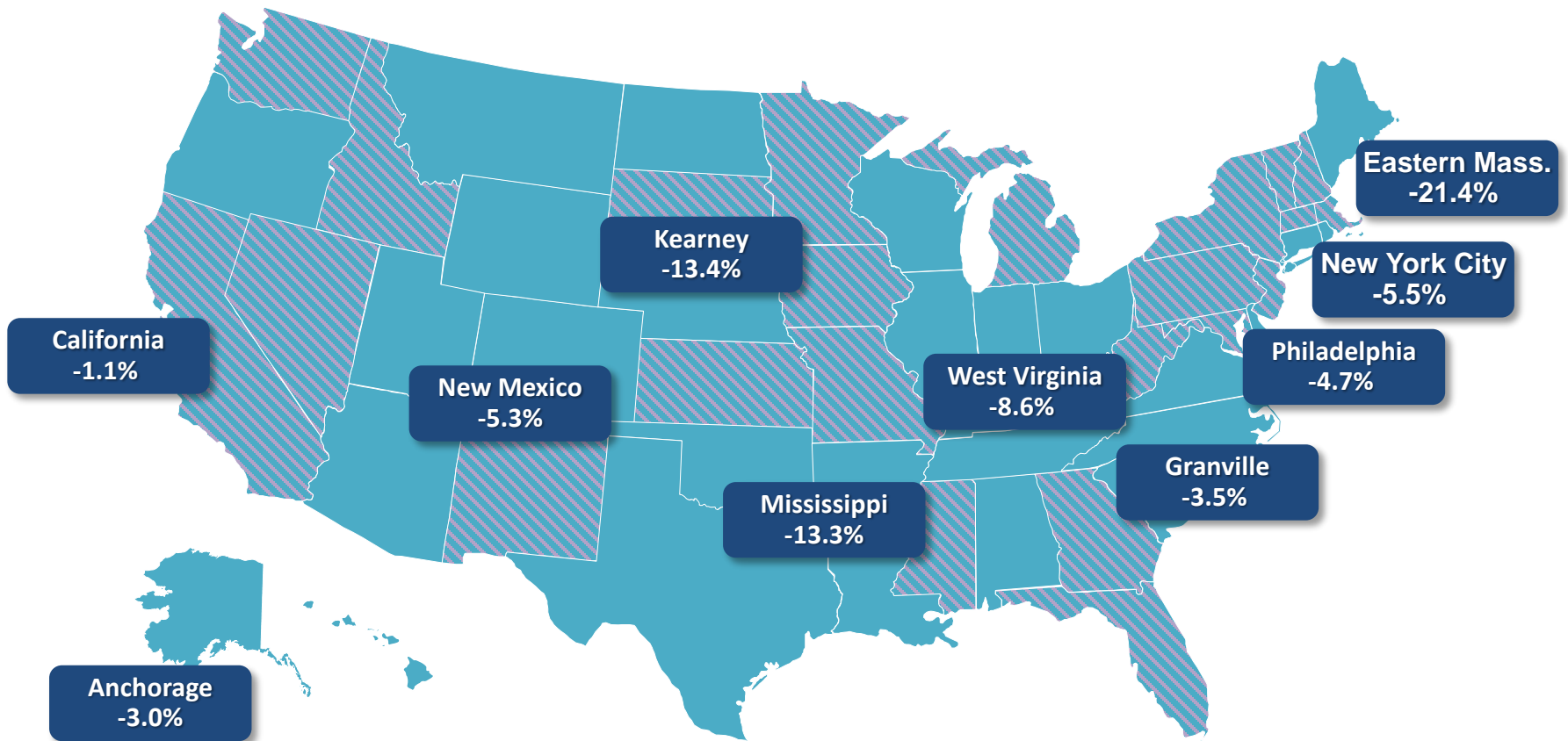
Overall Progress, Disparities Remain

Obesity Trends in Children 6-11



Data based on NHANES.

Places Reporting a Decline in Childhood Obesity Rates



the School Day just got Healthier

- School meals and snacks (thanks to HHFKA)
- Updated/stronger Local Wellness Policies
- Enhanced PE
- Fruit and Vegetable Snack Program
- Universal Breakfast
- Community Eligibility





The Healthy Diner



- Mobile healthy food/green trucks
- Farmers markets – SNAP redemption
- Healthy standards on government property
- Healthy dining/restaurant programs
- Toy bans in unhealthy kids meals





Nutrition Education – state, local/community, school level (FL, NYC, Somerville, Philly, WI)





- Safe Routes to Schools
- Bike lanes
- Open streets
- Urban planning and design





rethink
YOUR DRINK



- Healthy beverage campaigns: schools, communities, child care
- Updating fountains
- Taxes





Proposed Rule

Child and Adult Care Food Program: Meal Pattern Revisions Related to the Healthy, Hunger-Free Kids Act of 2010

A Proposed Rule by the Food and Nutrition Service on 01/15/2015



This document has a comment period that ends in 82 days (04/15/2015)

[SUBMIT A FORMAL COMMENT](#)



72% favor national standards for school meals.

72% support standards for school snacks.

75% think salt should be limited in meals.



Supplemental Nutrition Assistance Program

Current Proposed

Nutrition Facts

Serving Size 2/3 cup (55g)
Servings Per Container About 8

Amount Per Serving	Calories	230	Calories from Fat	40
% Daily Value*				
Total Fat 8g				12%
Saturated Fat 1g				5%
Trans Fat 0g				
Cholesterol 0mg				0%
Sodium 160mg				7%
Total Carbohydrate 37g				12%
Dietary Fiber 4g				16%
Sugars 1g				
Protein 3g				
Vitamin A				10%
Vitamin C				8%
Calcium				20%
Iron				45%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
cholesterol	Less than	300mg	300mg
odium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Nutrition Facts

8 servings per container
Serving size 2/3 cup (55g)

Amount per 2/3 cup	
Calories	230
% DV*	
12% Total Fat	8g
5% Saturated Fat	1g
	Trans Fat 0g
0% Cholesterol	0mg
7% Sodium	160mg
12% Total Carbs	37g
14% Dietary Fiber	4g
	Sugars 1g
	Added Sugars 0g
	Protein 3g
10% Vitamin D	2mcg
20% Calcium	260mg
45% Iron	8mg
5% Potassium	235mg

* Footnote on Daily Values (DV) and calories reference to be inserted here.

FDA
menu labeling law
DATE ANNOUNCED!

86% SAY the NUTRITION STANDARDS should stay the same or be **STRENGTHENED.**

31 MILLION kids rely on school meals for daily nutrition!

W.K. KELLOGG FOUNDATION
2015 SCHOOL FOOD POLL #KeepKidsHealthy

Share these results



Recent \$500 M Commitment

5 “Big Bets”



Robert Wood Johnson
Foundation

- Ensure that children enter k'garten at a healthy weight.
- Make a healthy school environment the norm and not the exception
- Make physical activity a part of the everyday experience
- Make healthy foods & bevs the affordable, available, and desired choice in all neighborhoods and communities
- Eliminate the consumption of sugar-sweetened beverages among 0-5 year olds



American
Heart
Association.

TAKING ACTION TO PREVENT OBESITY



Robert Wood Johnson
Foundation



- **Community:** HFFI, SNAP, procurement, healthy restaurant meals, water pricing, bike and ped \$\$, complete streets, shared use, srts, menu labeling
- **Schools:** healthy foods, PA and PE, school marketing, LWP, water access
- **Early Care and Ed & Out of School:** ECE standards, TA, recognition; out of school to adopt HEPA glines

Opportunities for CLOCC 2016-2020

- Surveillance: making the case for leveraging/securing funds; case studies that show success
- Child-Serving Institutions: CACFP updates = opportunities and challenges; CLOCC well-suited to highlight successful implementation; document barriers and successes
- Participation: how is CEP going? Are there barriers to address? Highlight successes in school meals
- Healthy Food Access: impact on farmers, economics
- Child Nutrition: focus is on implementing the gains we made in 2010