

Promising Practices & Activities to Prevent and Reduce Childhood Obesity – Examples

Component I: Infrastructure-Building Action Items

<p><u>Forming a Healthy Communities Action Team (HCAT)</u></p>	<p>Objectives</p> <ul style="list-style-type: none"> - Identify a minimum of five community partners and include them in the VFHY HCAT. - Develop a mission and vision statement to ensure a shared understanding of the HCAT’s purpose and goals. - Identify and attend training as needed to strengthen coalition members’ abilities to maximize the work of the HCAT. - Develop a strategic plan for the group which includes the implementation of one or more activities from Nutrition and Physical Activity Action items. - Perform a community assessment of current trends, activities and concerns regarding childhood obesity.
<p><u>Expanding a Healthy Communities Action Team (HCAT)</u></p>	<p>Objectives</p> <ul style="list-style-type: none"> - Add additional community partners to the VFHY HCAT to expand the reach and engage other members of the community. - Retain member commitment and participation to achieve objectives. - Identify strengths, weaknesses and gaps of the HCAT. - Identify and engage in media advocacy strategies to highlight HCAT activities and accomplishments. - Provide regional and local training on best practices in preventing childhood obesity focusing on expanding local partnerships, building infrastructure for the HCAT, and local policy, systems, and environmental changes.
<p><u>Sustaining the Healthy Communities Action Team (HCAT)</u></p>	<p>Objectives</p> <ul style="list-style-type: none"> - Institutionalize strategies within member organizations and community institutions. - Identify and attend training to ensure HCAT sustainability. - Identify opportunities for current and future funding for financial stability. - Diversify and strengthen coalition’s financial base.

Component II: Nutrition and Physical Activity Action Items (Numbers in parentheses refer to resources listed at the end of this document).

<p>Community Food Access</p>	<p>Improve access to retail stores that sell high-quality fruits and vegetables or increase the availability of high-quality fruits and vegetables at existing retail stores in underserved communities.</p> <p>Objectives:</p> <ul style="list-style-type: none"> - Attract new food stores to underserved areas through financial incentives, partnerships, community engagement, and other strategies. (Policy Change) (3) - Improve public transportation to food stores through partnerships with transportation providers or influencing business owners to provide transportation for customers. (Systems Change) (3) - Upgrade the facilities at existing stores to enable them to carry all forms of fruits and vegetables. (Environmental Change) (3)
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	<ul style="list-style-type: none"> - Increase the supply and shelf space dedicated to high-quality, affordable fruits and vegetables at existing corner stores, markets, community stores, etc. (Policy/Environmental Change) (3) - Encourage distribution, stocking, and promotion of local healthy foods through incentives, outreach materials, and other strategies. - Assist stores with training, equipment, and outreach to accept Supplemental Nutrition Assistance Program (SNAP) and Special Supplemental Nutrition Program for Women, Infants, and Children. (WIC) (3) <p>Promote efforts to provide fruits and vegetable in a variety of settings, such as farmers’ markets, farm stands, mobile markets, community gardens, and youth-focused gardens.</p> <p>Objectives</p> <ul style="list-style-type: none"> - Encourage Farmer’s Markets to accept Supplemental Nutrition Assistance Program (SNAP), Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) and WIC Senior Farmers’ Market Nutrition Program (SFMNP) through allocating funding for equipment that accepts these benefits and marketing the availability of this method of payment. (Policy Change/Environmental Change) (1,3) - Improve funding for outreach, education, and transportation to encourage use of farmers’ markets and farm stands by residents of lower-income neighborhoods, and by WIC and SNAP recipients. (Systems Change) (1) - Include fruits and vegetables in emergency food programs and community-based interventions (e.g., community kitchens, healthy vending, farm-to-institution, community gardens) that link procurement of affordable, healthy food with improving skills in purchasing and preparing food. (Systems Change/Policy Change) (1) - Promote food policy councils as a way to improve the food environment at state and local levels. (3)
<p>Education, Childcare, and Government-run programs</p>	<p>Implement policies and practices to promote healthy foods and beverages and reduce or eliminate the availability of calorie-dense, nutrient-poor foods in publicly run entities such as after-school programs, childcare facilities, and recreation centers.</p> <p>Objectives</p> <ul style="list-style-type: none"> - Mandate and implement strong nutrition standards for foods and beverages available in government-run or regulated after-school programs, recreation centers, parks, and child care facilities (which includes limiting access to calorie-dense, nutrient-poor foods). (Policy Change) (1) - Ensure that local government agencies that operate cafeterias and vending options have strong nutrition standards in place wherever foods and beverages are sold or available. (Policy Change) (1) - Provide incentives or subsidies to government-run or -regulated programs and localities that provide healthy foods at competitive prices and limit calorie-dense, nutrient-poor foods (e.g., after-school programs that provide fruits or vegetables every day, and eliminate calorie-dense, nutrient-poor foods in vending machines or as part of the program). (Systems Change) (1)

	<ul style="list-style-type: none"> - Begin or expand farm-to-institution programs in schools, hospitals, workplaces, and other institutions including institutional purchasing of locally and regionally grown fruits and vegetables and education about local fruits and vegetables, food preparation, or agriculture. (Policy Change) (3)
Breastfeeding promotion	<p>Encourage breastfeeding and promote breastfeeding-friendly communities.</p> <p>Objectives</p> <ul style="list-style-type: none"> - Encourage the creation of lactation rooms in public places. (Environmental Change) (1) - Adopt practices in city and county hospitals that are consistent with the Baby-Friendly Hospital Initiative USA (UNICEF/WHO). This initiative promotes, protects, and supports breastfeeding through 10 steps to successful breastfeeding for hospitals. (Systems Change) (1) <p>Support breastfeeding in the workplace and in early care settings.</p> <p>Objectives</p> <ul style="list-style-type: none"> - Encourage worksites to develop policies to support breastfeeding women. (Policy Change) (4) - Provide designated private space for women to breastfeed or express milk. (Environmental Change) (4) - Encourage early childhood education facilities to provide arrangements for and support breastfeeding through appropriate staff training, providing a designated place set aside for breastfeeding mothers who want to come during work to breastfeed or a private area with an outlet (not a bathroom) for mothers to pump their breast milk. (Policy/Environmental Change) (4)
Local government policies	<p>Implement local ordinance to discourage the consumption of calorie-dense, nutrient-poor foods and beverages.</p> <p>Objectives</p> <ul style="list-style-type: none"> - Eliminate advertising and marketing of calorie-dense, nutrient poor foods and beverages near school grounds and public places frequented by youth. (Environmental Change) (1) - Create incentive and recognition programs to encourage grocery store and convenience stores to reduce point-of-sale marketing of calorie-dense, nutrient-poor foods (ex. Promote “candy-free” check out aisles and spaces). (Policy Change/Environmental Change) (1) <p>Implement transportation and travel policies and practices to encourage active transport by facilitating walking, bicycling, and public transportation use; increasing the safety of walking and bicycling; reducing car use; and improving air quality.</p> <p>Objectives</p> <ul style="list-style-type: none"> - Support strategies including changing roadway design standards including creation or enhancement of bicycle lanes. (Environmental Change) (2) - Encourage active transportation though expanding and increasing the availability of and access to public transportation, providing bicycle racks on buses, providing incentives to car or van pool, and increasing parking costs. (System/Environmental Change) (2)

<p>Built Environment</p>	<p>Encourage walking and bicycling for transportation and recreation through improvements in the built environment.</p> <p>Objectives</p> <ul style="list-style-type: none"> - Plan, build, and maintain a network of sidewalks and street crossings that creates a safe and comfortable walking environment and that connects to schools, parks, and other destinations. (Environmental Change) (1) - Utilize policies and practices to improve street lighting, increasing ease and safety of street crossings, introducing or enhancing traffic calming, enhancing the aesthetics of the streetscape, and ensuring sidewalk continuity. (Policy Change/Environmental Change) (2) - Implement zoning regulations and roadway design standards that promote destination walking and co-location of residential, commercial, and school properties (i.e., mixed land-use zoning), as well as transit-oriented development. (Policy/Systems/Environmental Change) (2)
<p>Programs for Walking and Biking</p>	<p>Promote programs that support walking and bicycling for transportation and recreation.</p> <p>Objectives</p> <ul style="list-style-type: none"> - Collaborate with schools to develop and implement a Safe Routes to School program to increase the number of children safely walking and bicycling to schools. (Policy/Systems/Environmental Change) (1) - Improve access to bicycles, helmets, and related equipment for lower-income families, for example, through subsidies or repair programs. (Environmental Change) (1) - Involve urban-design elements and practices, land-use policies and practices to improve conditions for active transport, and non-infrastructure activities such as walking program. (Policy/Environmental Change) (1)
<p>Recreational Physical Activity</p>	<p>Promote other forms of recreational physical activity.</p> <p>Objectives</p> <ul style="list-style-type: none"> - Build and maintain parks that are safe and attractive for playing, and in close proximity to residential areas. (Environmental Change) (1) - Improve access to public and private recreational facilities in communities with limited recreational options through reduced costs, increased operating hours, and development of culturally appropriate activities (Policy Change) (1) - Expand after-school activity programs, e.g., dance classes, city-sponsored sports, supervised play, and other publicly or privately supported active recreation. (Environmental Change) (1) - Collaborate with school districts and other organizations to establish joint use of facilities agreements allowing playing fields, playgrounds, and recreation centers to be used by community residents when schools are closed; if necessary, adopt regulatory and legislative policies to address liability issues that might block implementation. (Policy/Systems Change) (1) - Promote youth athletic leagues and increase access to fields, with special emphasis on income and gender equity. (Environmental Change) (1)

	<ul style="list-style-type: none"> - Implement community-wide campaigns that deliver messages by using media (Ex. television, radio, newspaper columns, etc.) also including other on-the-ground components such as school and community education and policy and environmental changes, such as opening school facilities to public use and creating walking trails. (Policy/Environmental Change) (2)
Routine Physical Activity	<p>Promote policies that build physical activity into daily routines.</p> <p>Objectives</p> <ul style="list-style-type: none"> - Institute regulatory policies mandating minimum play space, physical equipment, and duration of play in preschool, after-school, and child care programs. (Policy/Environmental Change) (1) - Improve stairway access and appeal, especially in places frequented by children through point-of-decision prompts and enhancements to the stairwell. (Environmental Change) (1,2) - Enhance physical education (PE) programs with the goal of 150 minutes per week for elementary school students and 225 minutes per week for middle and high school students through increased percentage of time during PE class that students are moderately to vigorously active, additional PE classes within the school schedule, or longer PE classes. (Policy Change) (2)
Decrease Sedentary Behavior	<p>Promote policies that reduce sedentary screen time.</p> <p>Objective</p> <ul style="list-style-type: none"> - Adopt regulatory policies limiting screen time in preschool and after-school programs. (Policy Change)(1)

1. Transportation Research Board, Institute of Medicine, and National Research Council. 2009. Local Government Actions to Prevent Childhood Obesity. Washington, DC: The National Academies Press.
2. Centers for Disease Control and Prevention. Strategies to Prevent Obesity and Other Chronic Diseases: The CDC Guide to Strategies to Increase Physical Activity in the Community. Atlanta: U.S. Department of Health and Human Services; 2011.
3. Centers for Disease Control and Prevention. Strategies to Prevent Obesity and Other Chronic Diseases: The CDC Guide to Strategies to Increase the Consumption of Fruits and Vegetables. Atlanta: U.S. Department of Health and Human Services; 2011.
4. Centers for Disease Control and Prevention. Strategies to Prevent Obesity and Other Chronic Diseases: The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies. Atlanta: U.S. Department of Health and Human Services; 2013.