



National Obesity Campaign

Asian Pacific Partners for Empowerment,
Advocacy and Leadership (APPEAL)

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RWJF Center to Prevent Childhood Obesity

June 3, 2010



**PolicyLink is a national
research and action institute
advancing economic and
social equity by
Lifting Up What Works. ®**

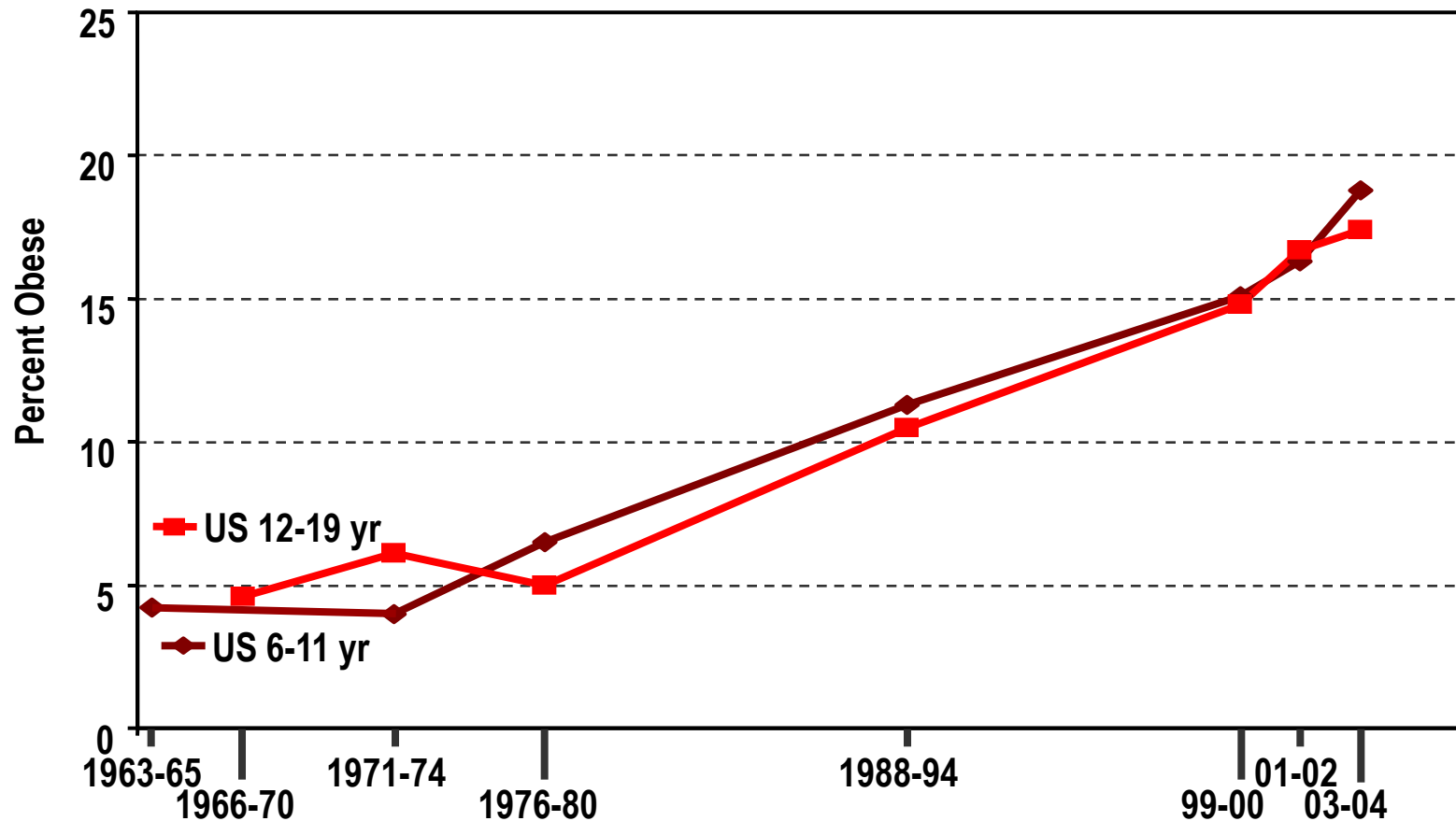
- **PolicyLink in partnership with The Arkansas Center for Health Improvement (ACHI) has established the new Robert Wood Johnson Foundation (RWJF) Center to Prevent Childhood Obesity (CPCO).**

- The Center serves as the lynchpin of the Foundation's strategy to reverse the childhood obesity epidemic by 2015.
- The Center is a leader in the national movement for long-term changes to support and promote healthy environments.

Why Childhood Obesity?

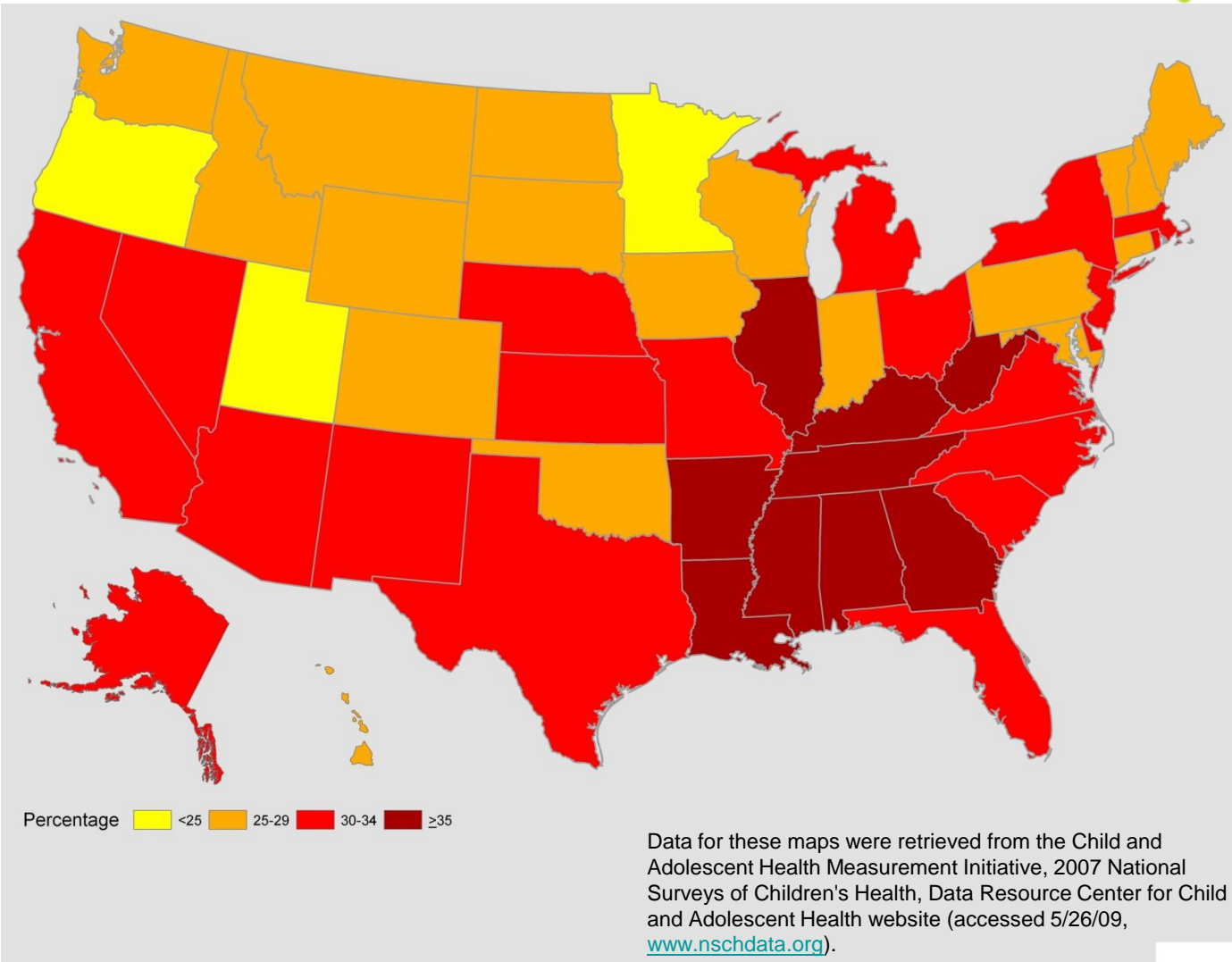


National Childhood Obesity Trends



NHANES data sources: Ogden et al. *Prevalence and Trends in Overweight Among US Children and Adolescents, 1999-2000*. JAMA 2002;288(14):1728-1732. Ogden et al. *Prevalence of Overweight and Obesity in the United States, 1999-2004*. JAMA 2006;295(13):1549-1555.

Percentage of Children who are Overweight or Obese Aged 10–17 Years by State (2007) PolicyLink



Consequences of Childhood Obesity

- Shorter life expectancy for this generation¹
- Early emergence of adult onset diseases
- Associated adult medical costs \$147 billion²
- Impact on vulnerable populations



¹ Olshansky, S.J., Passaro, D.J., Hershow, R.C., Layden, J., Carnes, B.A., Brody, J. et al., (2005). A Potential Decline in Life Expectancy in the United States in the 21st Century. *New England Journal of Med.* 352:1138-1145.

² Finkelstien, E.A., Trogon, J.G., Cohen, J.W., & Dietz, W. (2009). "Annual Medical Spending Attributable to Obesity: Payer-and Service-Specific Estimates." *Health Affairs.* 5: w822-w831.

Energy Balance Framework of the RWJF Center



- Increasing children's consumption of healthy foods and beverages and decreasing consumption of unhealthy alternatives



- Increasing physical activity
- Building awareness and support

Factors Linked to Creating Energy Imbalance

- **Food Environment**
- **Built Environment**
 - Transportation
 - Parks
 - Safety
- **Education and the School Setting**



- **Reduce the prevalence of overweight and obesity among children in the U.S.**
- **Decrease disparities in childhood obesity**
 - **Communities of color**
 - **Impoverished areas**
 - **Disproportionately affected regions**
- **Create systematic, sustainable changes**

- **Support and coordinate efforts with RWJF National Program Offices (NPOs)**
- **Provide technical assistance to build capacity and leadership of the movement to reverse the epidemic**
- **Advance policy agendas at the national, state, regional, and local levels**
- **Synthesize the science and evidence to ensure policies and activities are built on what works**
- **Advance effective communications and media strategies**

- **Federal**
- **State**
- **Local**



- **Changing demographics**
- **Social determinants of health**
 - A growing movement for healthy communities of opportunity



- **Lack of healthy food**
- **Connections to the built environment**



- **Gathering and analyzing the latest research**
- **Action on the ground**
- **Advocating for policy and environmental change**



- Health Reform
- ARRA: Prevention and Wellness Funds
- Child Nutrition Act
- Transportation Reauthorization
- Fresh Food Financing Initiative
- K-12 Education: Physical Activity

- Menu Labeling
- Soda Tax
- Park development
- School Menus
- Joint Use Agreements

1. **Increase in opportunities for healthy food:**

- In schools, afterschool and childcare settings
- Neighborhoods- grocery stores and farmers markets
- Connections to sustainable agriculture
- With new grocery stores- impact quality of available foods
- Decrease number of fast food restaurants, convenience stores, vending carts/trucks

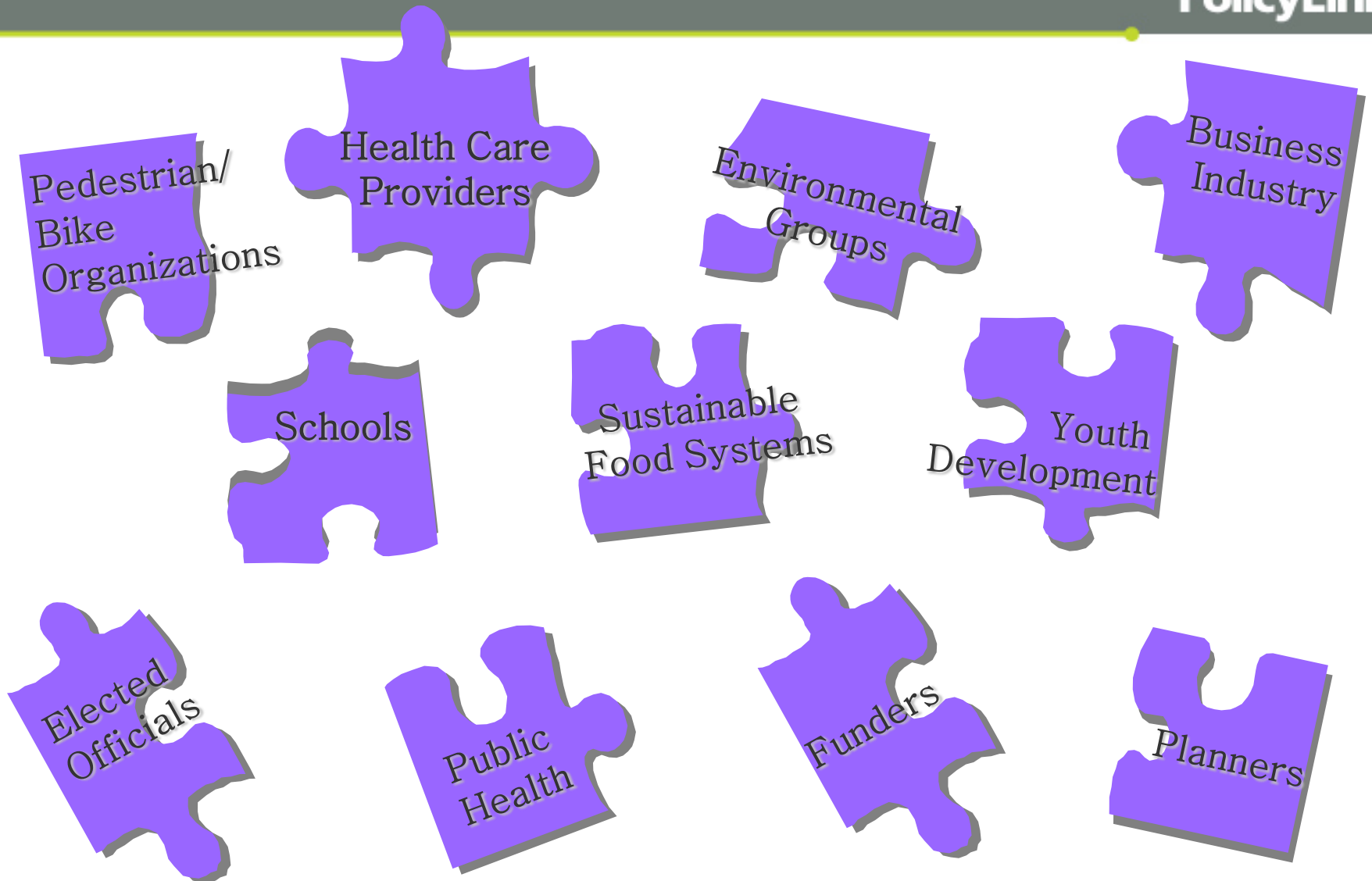
2. Greater access for safe recreational activities

- Park development and open space
- Increase in physical activity programs in schools, improvements in school yard equipment
- Health elements in general plans-attention to health impacts of planning and development
- Joint use agreements between schools and recreational facilities

There are multiple benefits to solving this problem:

- 1) Health
- 2) Economic
- 3) Community Development
- 4) Workforce Development and New Jobs
- 5) Transportation

Importance of Multifield Partnerships



Key Principles for Success

- **Data to support your issue and make your case**
- **Strong community engagement**
- **Build new alliances with diverse partners**
- **Focus on equity**
- **Use local efforts as platforms for regional and state policy change**
- **Push local governments to prioritize healthy communities**
- **Help media to reframe stories**
- **Document and disseminate success stories**





Thank you!



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www.PolicyLink.org

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<http://www.reversechildhoodobesity.org/>

<http://www.convergencepartnership.org/>