

Healthy Lifestyles Subcommittee: Expert Webinar

Cancer Risk Reduction Committee (CRRC)

Co-Chairs: Lt. Governor Bethany Hall-Long and Dr. Karyl Rattay,
Director of the Delaware Division of Public Health

March 24, 2020

Agenda

1. Speaker Introduction
2. Kristin Sukys
Policy Analyst
Food Law and Policy Clinic
Harvard Law School
+ Evidence-Based Approaches
+ Feedback on Subcommittee Policy Ideas
3. Chris Kochtitzky
Chief, Physical Activity and Health Branch
Division of Nutrition, Physical Activity, and Obesity
National Center for Chronic Disease Prevention and Health Promotion, CDC
+ Evidence-Based Approaches
+ Feedback on Subcommittee Policy Ideas
4. Question & Answer
5. Closing

Evidence-Based Approaches

Kristin Sukys

Policy Analyst

Food Law and Policy Clinic

Harvard Law School

Approaches to Reducing the Consumption of Sugar

Kristin Sukys

Policy Analyst | Food Law and Policy Clinic

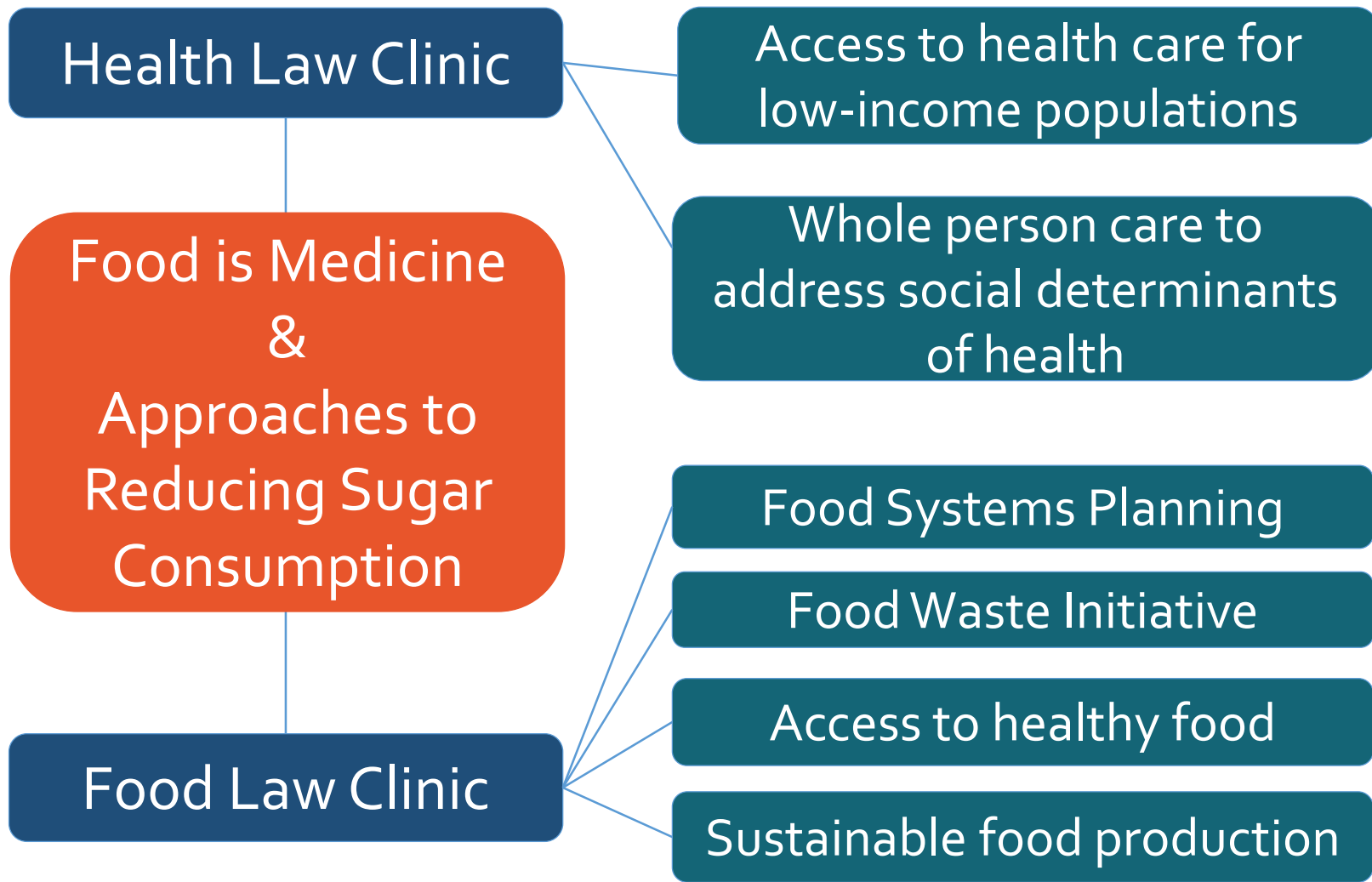
Harvard Law School

2020



Center for Health Law and Policy Innovation

Training center for the next generation of health and food lawyers, law and policy reform think tank, advocacy leadership development, and law reform advising program



Categories of Sugar Reduction Strategies

1. Price Manipulation
2. Marketing & Advertising
3. Strengthening Healthy Food Environments
4. Increasing Healthy Food Access through Government Programs



1. Price Manipulation

Policies

- Excise Taxes on SSBs
- Sales Taxes on SSBs
- Junk Food Taxes
- Regulatory Fees
- Tax Credits

Considerations

• Who has an SSB Tax?

Berkeley (2014; 1c/oz)

Albany (2016; 1c/oz)

Philadelphia (2016; 1.5c/oz)

Boulder (2016; 2c/oz)

San Francisco (2016; 1c/oz)

Seattle (2017; 1.75c/oz)

Oakland (2016; 1c/oz)

Cook County, IL (2016; 1c/oz)

• Who has Junk Food Taxes?

- Navajo Nation (2016; 2% excise tax)
- Hungary (2011; 4% excise tax)
- Mexico (2103; 8% excise tax)

• Legal Feasibility

• Tax Size & Structure

• Revenue


• Big Soda Fighting to Limit Local Authority

• Framing

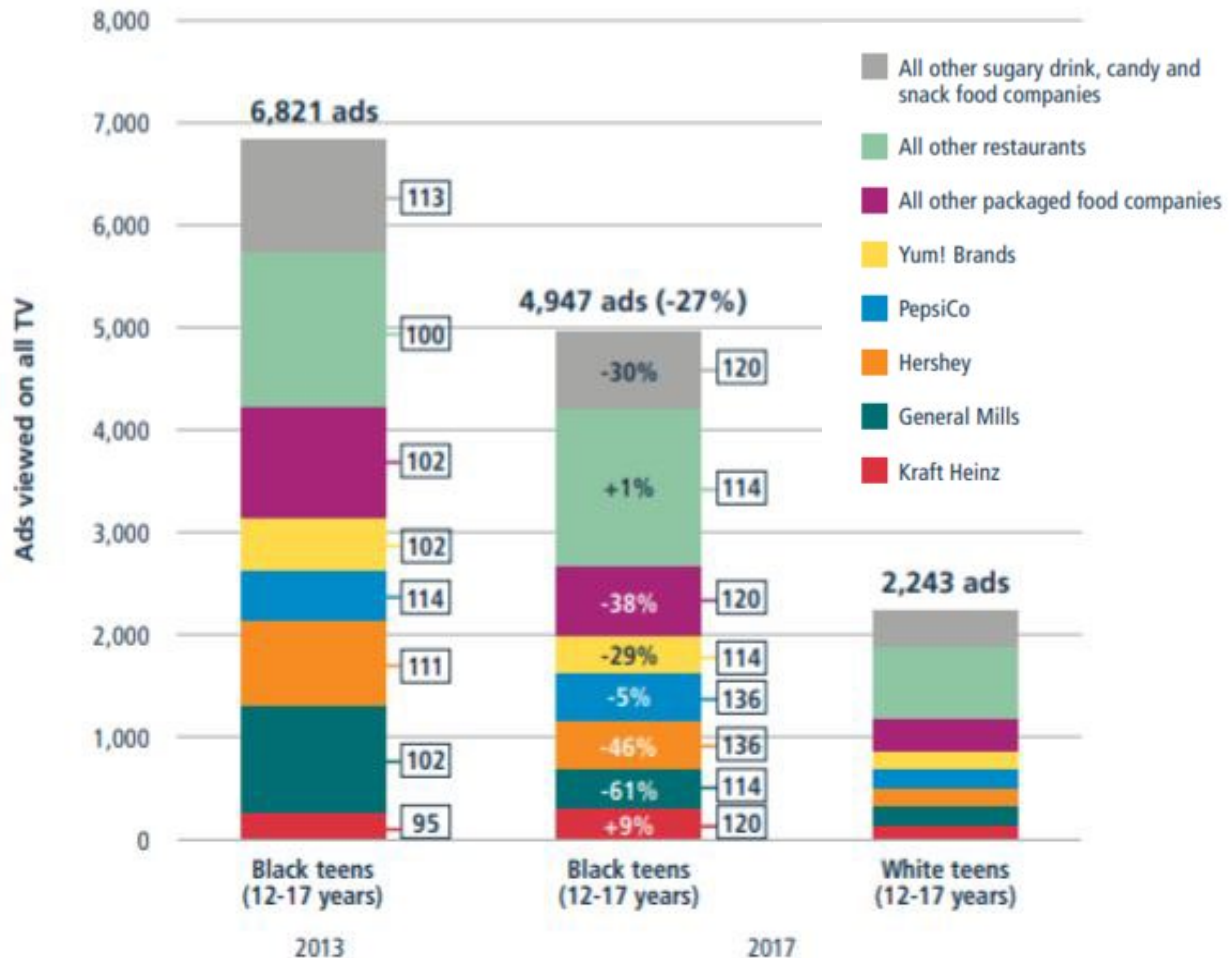


2. Marketing & Advertising

WARNING:
 Drinking beverages with added sugar(s) contributes to obesity, diabetes, and tooth decay.



Black and White teens' exposure to advertising on all TV programming by company



Policies

- Warning Labels
- Menu Labels
- Marketing Location Restrictions
- Restrict Point-of-Sale Advertising & Special Promotions
- Healthy Default

3. Strengthening Healthy Food Environments

The New York Times

Pros and Cons of a Zoning Diet: Fighting Obesity by Limiting Fast-Food Restaurants

THE WALL STREET JOURNAL.

BUSINESS

Why Your Local CVS Is Hiding the Candy and Tanning Oil

After dropping cigarettes, drugstore chain moves junk food back; rival Walgreens says 'it's the customer's choice'

Delaware Uses Vending Machines to Reduce Consumption of Sugar-Sweetened Beverages

Policies



NACCHO
National Association of County & City Health Officials
The National Connection for Local Public Health

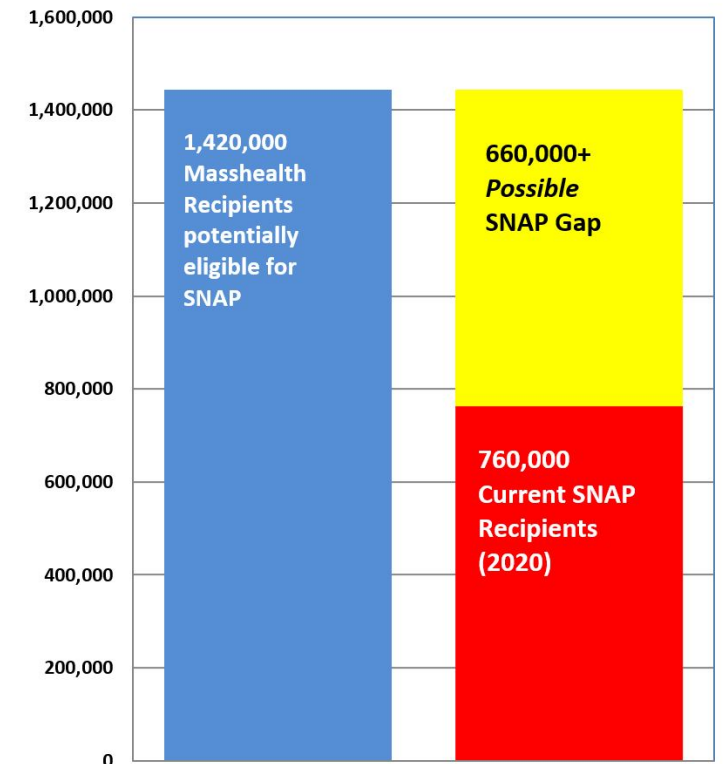
- **Food Retail:**
 - Placement of items
 - Stocking standards
- **Restaurants:**
 - Limiting refills
 - Reducing portion sizes
- **Healthy Food Zones**
 - Limiting fast food establishments around youth and health-oriented spaces
- **Public/Private Institutional Policy**
 - Healthy Vending
 - Nutrition-oriented Procurement
 - Menu Labeling

4. Increasing Healthy Food Access Through Government Programs

- Increasing Enrollment in SNAP/WIC
- GusNIP
 - Produce Prescription Programs
 - Nutrition Incentive Programs
- Healthy Food Financing Initiative
 - Targeted small grants program and TA program for private businesses that addresses the limited and inequitable access to healthy foods in low-income communities
- Medicaid 1115 Demonstration Waiver
 - Can be used to authorize the use of state & federal Medicaid funding to cover selected services such as food and housing (NC & MA)
- Medicare Advantage
 - Expansion of Supplemental Benefits to include medically tailored meals and produce CY 2020
- CDC Funding
- HRSA Funding



How big is the SNAP Gap?



Thank You!

[Food Law and Policy Clinic](#)

[Food is Medicine Massachusetts](#)

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FOOD LAW
and POLICY CLINIC
HARVARD LAW SCHOOL

[@HarvardCHLPI](#) | [@HarvardFLPC](#) | [@FoodisMedMA](#)

Other Helpful Websites:

[ChangeLab Solutions](#)

[Healthy Food America](#)

[Center for Science in the Public Interest](#)

[Urban Institute](#)

[Public Health Law Center](#)



Feedback on Subcommittee Policy Ideas

- + Develop policy prohibiting sugary/sweetened beverages and noncaloric sweeteners in Early Childhood Education.
- + Set standards for wellness centers and food retailers in communities.
- + Healthier food and snack guidelines in workplaces.
- + Double down on corner store program efforts, across sectors.
- + Improve support for Meals on Wheels, Senior Feeding.
- + Create a mechanism to expand SNAP-Ed like programming to broaden reach, enable interactions across sectors, but with less administrative burden.

Evidence-Based Approaches

Chris Kochtitzky

Chief, Physical Activity and Health Branch

Division of Nutrition, Physical Activity, and Obesity

National Center for Chronic Disease Prevention and Health Promotion, CDC



Creating An Active America, Together



Delaware Healthy Lifestyles Subcommittee

March 24, 2020



Inadequate Physical Activity and Obesity Cost Lives and Dollars

**\$117
BILLION**



Inadequate levels of physical activity are associated with \$117 billion in annual health care costs





Too Few Americans Get the Recommended Amount of Physical Activity

31 
MILLION

About **31 million** adults aged 50 or older are inactive, meaning they get no physical activity beyond that of daily living



Only **1 in 5** adults and **1 in 5** high school students fully meet physical activity guidelines for aerobic and muscle-strengthening activities



A national initiative led by CDC to help

27 million Americans

become more physically active by 2027. Increased physical activity can improve health, quality of life, and reduce healthcare costs.



The Community Guide

- Systematic reviews of population-based interventions
 - Communities
 - Health care systems
- Methods for the broad consideration of evidence on effectiveness and other issues
- Reviews support the findings of the **Community Preventive Services Task Force (CPSTF)**

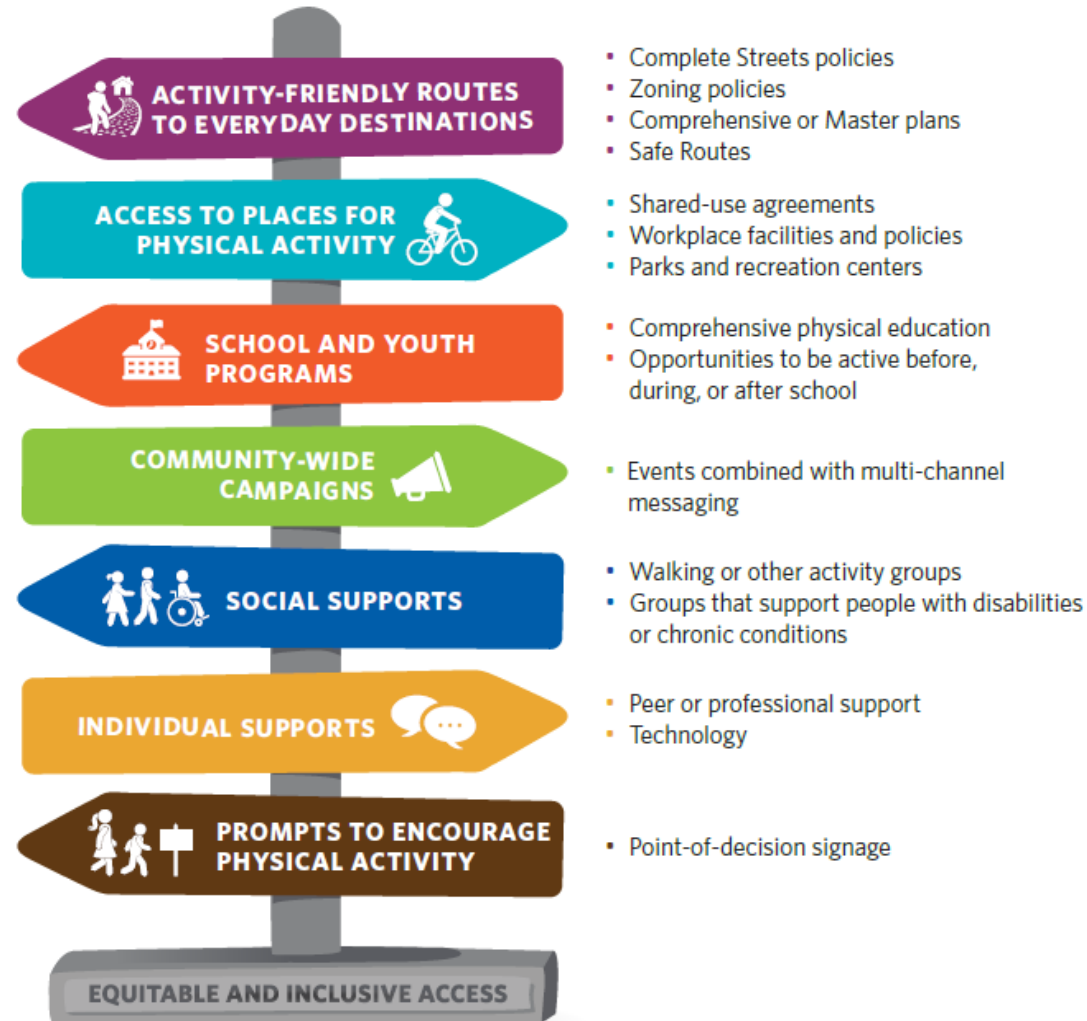


A screenshot of the The Community Guide website homepage. At the top, there is a navigation bar with the logo and menu items: Topics, CPSTF, Publications & Resources, About, and GuideCompass. Below the navigation bar is a search bar with the text "Search The Community Guide" and a search button. The main content area features a large banner image of a police officer in a high-visibility vest holding a "STOP" sign with a pedestrian symbol. Overlaid on the banner are three article teasers: "CPSTF Recommends Active Travel to School", "AMIGAS Program Increases Cancer Screening", and "Primary Prevention Reduces Intimate Partner and Sexual Violence". Below the banner is a section titled "Explore Popular Features of The Community Guide" with three columns: "Find Out What You Missed" (with a newspaper icon), "The Community Guide in Action: Stories from the Field" (with a speech bubble icon), and "Listen to the Experts" (with a microphone icon).

www.thecommunityguide.org



Strategies that Work



Community Guide Recommendations



The Community Preventive Service Task Force recommends the following to increase physical activity:

- [**Macro-level**] Based on 90 studies, built environment strategies that combine one or more interventions to improve pedestrian or bicycle transportation systems (*Activity-friendly Routes*) with one or more land use and environmental design interventions (*Everyday Destinations*).
- [**Meso-level**] Based on 52 studies, the **creation of or enhanced access to places** for physical activity to increase physical activity and improve fitness.
- [**Meso-level**] Based on 12 studies, the **active travel to school interventions** that must include one or more of the following: engineering, education, encouragement, and enforcement.
- [**Micro-level**] Based on 14 studies, **point-of-decision prompts** to increase the percentage of people who choose to take the stairs rather than an elevator or escalator.



Why Active Routes to Everyday Destinations?

They solve the two of the most common reported barriers...

“Not enough time to “go to the gym”

“Unsafe places”



Built Environment Approaches

U.S. Community Preventive Services Task Force

Combine interventions from two major categories

Pedestrian or Bicycle Transportation Systems

- Pedestrian infrastructure
- Bicycle infrastructure
- Public transit infrastructure and access

Routes + Destinations



Land Use and Environmental Design

- Proximity to destinations
- Mixed land use
- Residential density
- Parks and recreational facilities





Combined Approaches



- **Policies:** Complete Streets and Safe Routes policies
- **Plans:** Master/general plans, bike/ped plans or Vision Zero action plans.
- **Codes:** Zoning, building, subdivision, or unified development codes.
- **Programs:** Safe Routes to School, Safe Routes to Parks, or Safe Routes for All programs.
- **Systems:** Public transit systems or pedestrian/bicycle networks.

Feedback on Subcommittee Policy Ideas

- + Active transportation investments and policies.
- + Bike and Ped Capital projects and bond bill appropriations.
- + Complete Streets policy revisions.
- + Safe Routes to Schools funding (state level support and focus).

Questions...