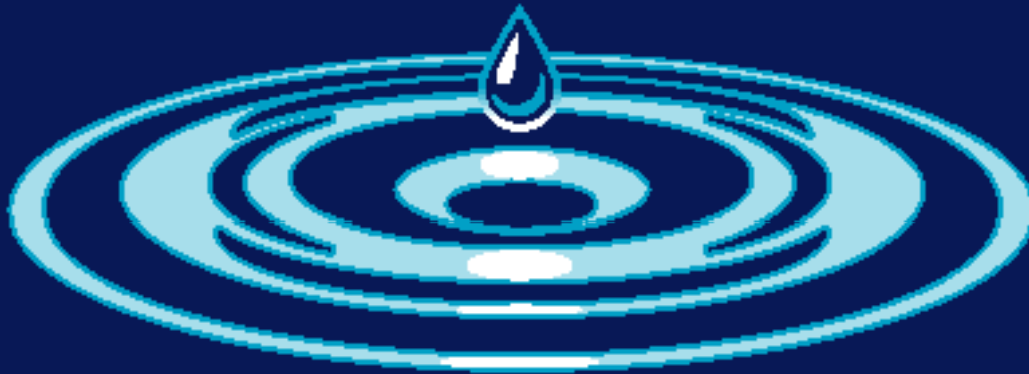




Opportunities for Engagement and Synergy

2009 CCLHDN Conference
Stefan Harvey
Assistant Director
California Center for Public Health Advocacy

CALIFORNIA CENTER FOR
PUBLIC HEALTH ADVOCACY



*Promote the establishment of
public health policy at both the
State and local levels*

It is not whether government is too large or too small; it is whether government works.

President Obama, January 20, 2009



INSTITUTE OF MEDICINE
OF THE NATIONAL ACADEMIES

“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”

What's New?

- ❖ The Obama Administration supports prevention.
- ❖ There's an chance the obesity epidemic will be addressed through the adoption of policies mandating and supporting environmental changes.

Federal Opportunities

California's Congressional Delegation

- ✓ Size
- ✓ Leadership

Legislation

- ✓ Federal Stimulus Package
- ✓ Child Nutrition Reauthorization
- ✓ Labor HHS Appropriations

State Opportunities

- ✓ Stimulus Package Funds
 - implementation of new programs
 - expansion of existing programs
- ✓ Implementation of New State Laws
- ✓ Introduction of bills

Local Opportunities

County and City Opportunities

- ✓ Policies that address issues identified by CX3
- ✓ Policies promoted by city officials
- ✓ Policies for which TA is available

Healthy Eating Active Living Cities Campaign



Lessons Learned during 2008

- ✓ Enactment of local ordinances significant
- ✓ Support of state bill by local elected officials influences state legislators
- ✓ Media matters

Take Two... 2008

➤ Reintroduced our bill as SB 1420

➤ CA Restaurant Association introduces its own bill (AB 2572)

✓ Nutritional information on posters, brochures, tray liners, table tents

✓ Preempts stronger local ordinances

Restaurants launch vigorous campaign to “take the high ground”

- ✓ *We “get it” now, consumers DO need nutrition information.*
- ✓ *We just need flexibility*
- ✓ *The nutrition advocates are being extreme, unwilling to compromise*
- ✓ *This is a reasonable first step*

2008 – Changed Landscape

- **New York City began implementation**
 - ✓ Proves feasibility, usefulness & minimal cost

RITES

6" Sub
or Wrap
3.99
4.39
4.49
4.49
5.39

HOT & *freshly* TOASTED

Subs From The Oven!

Cal		6" Sub or Wrap
560	Meatball Marinara	3.99
450	Italian B.M.T. [®] 	4.49
480	Spicy Italian	3.99
400	Steak & Cheese 	4.99
380	Subway Melt [®] 	4.99
580	Chicken & Bacon Ranch	5.49

Hungrier? Make it a FOOTLONG! Only **1.75** More



Cal
6" sub

330 **DOUBL** Turkey

420 **DOUBL** Subwa

480 **DOUBL** Sweet Chicke

Subway Menu Board in NYC



FAT FREE

BANANA CHOC. CHIP CAKE
390 Calories
\$1.95

2008 – Changed Landscape

- **New York City began implementation**
 - ✓ Proves feasibility, usefulness & minimal cost
- **CA counties enact local ordinances**
 - ✓ San Francisco, San Mateo, Santa Clara, LA
- **Media makes it a “Hot” Issue**

2009 - and Beyond: Opportunity

- ❑ In Washington, D.C.
- ❑ In Sacramento
- ❑ In every California county and city



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