

About This Document

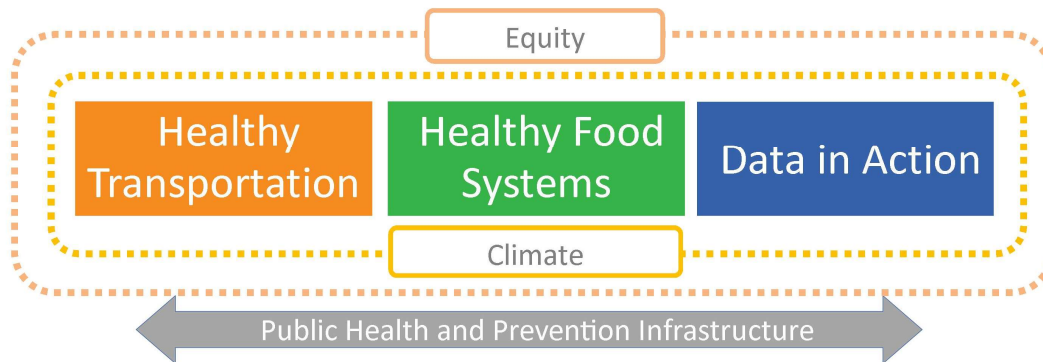
This resource of sample legislative platform language provides a range of options for local health departments seeking to integrate health promoting policies into their jurisdiction's legislative platform. Topic areas identified support and advance the Public Health Alliance of Southern California priority initiative areas. Sample language is drawn upon evidence-informed, federal, state and local best practices accompanied by references and resources. Development of policy and policy recommendations is part of Public Health's Essential Health Services as defined by the [American Public Health Association 2014](#).

Disclaimer: Contents of this resource are not intended to reflect positions of Alliance members.

About the Alliance

The Public Health Alliance of Southern California (Alliance) is a collaboration of local health departments in Southern California. Collectively our members are statutorily responsible for the health of nearly 60% of California's population. Our vision is "All Southern California communities are healthy, vibrant and sustainable places to live, work and play." The Alliance builds healthy communities through upstream multi-sector policy, systems and environmental change; and mobilizes and amplifies the Southern California local health departments' regional voice in three Priority Initiatives: **Healthy Transportation and Land Use, Healthy Food Systems and Data in Action**. The Alliance work is grounded in two overarching frameworks including: **1) Equity/Opportunities for All and 2) Climate and Health**.

Priority Initiatives:



The Suggested Legislative Platform Language statements are grouped around these priority initiatives and overarching framework categories, with sections devoted to each. A sixth section provides recommended language for supporting overall Public Health and Prevention Infrastructure.

Document Structure

This document provides a set of sample legislative platform policy statements that support and advance the three Alliance Initiative Priorities and overarching approaches to address equity and climate change. These policy statements were identified by the Alliance within the context of our current work to achieve significant policy, systems and environmental change for the Southern California region. References provided in the document demonstrate how each policy statement is aligned with leading public health organizations, other prominent regional, state and national organizations, research centers and local laws and ordinances.

Guiding Principles

The Alliance's efforts to reduce the burden of chronic disease and build healthy communities will be guided by core principles to protect health, equity and sustainability, and ensure the greatest near- and long-term benefits:

- Take substantial and timely action toward primary prevention
- Support strategies with the highest potential impact through policy, systems and environmental change that can shift population health
- Promote health equity and environmental and social justice by identifying and addressing the social determinants of health to reduce health disparities.
- Engage the community in assessment, planning, decision-making and policy development to address health inequities
- Support greater resource allocation for communities suffering a disproportionate burden of social and behavioral determinants that lead to chronic disease
- Maximize health, environmental and economic co-benefits, including climate change adaptation, readiness, mitigation and community resilience especially for the most vulnerable with chronic illnesses
- Prioritize prevention for children and youth, the aged and other vulnerable groups
- Support better quality health care and self-management for those already affected by chronic disease
- Promote "Health in All Policies" approaches within government and non-governmental organizations to improve population health
- Build collaboration between public health, healthcare, transportation, land use planning, energy, housing, agriculture and environmental health sectors to improve population health

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Increase access to food assistance programs by streamlining enrollment, and leverage food assistance programs to increase consumption of healthy foods, decrease consumption of low-nutrient, high-calorie foods, reduce hunger, and add dollars to the local economy.

References

<p>CDPH</p>	<p>Better utilize state-administered food assistance programs to increase consumption of healthy foods, decrease consumption of low-nutrient, high-calorie foods, reduce hunger, and add dollars to the local economy.</p> <p><i>(Health in All Policies Task Force Report to the Strategic Growth Council, December 3, 2010 – Healthy Eating Recommendation I.E2, page 66;</i> http://sgc.ca.gov/pdf/HiAP_Task_Force_Report_-_Dec_2010.pdf)</p>
<p>NACCHO</p>	<p>Enhance the accessibility and availability of healthy foods as a means to prevent and reduce chronic diseases. Local health department, public and private collaboration can support small business development to promote providing incentives to retailers that promote produce and nutritious foods to Supplemental Nutrition Assistance Program (SNAP) beneficiaries.</p> <p><i>(NACCHO Statement of Policy 13-04, Healthy Food Access;</i> http://www.naccho.org/uploads/downloadable-resources/Policy-and-Advocacy/13-04-Healthy-Food-Access-2.pdf)</p>

Support continued and increased funding for programs that support nutrition assistance including WIC, School Lunch and Breakfast programs, Child and Adult Care Food Program (CACEP), SNAPed and SNAP and advocate for the use of healthy and sustainable foods in these programs.

References

<p>National WIC Association</p>	<p><i>The National WIC Association advocates for and promotes quality nutrition services for all eligible mothers and young children, and assure effective management of WIC. Funding for WIC must be adequate to: assure that no eligible applicants are turned away; maintain current and anticipated WIC participation levels; assure adequate nutrition services and administration (NSA) funding; respond adequately to economic forecasts of rising food cost inflation; and provide funds for nutrition services to maintain clinic staffing and assure competitive salaries.</i></p> <p><i>(National WIC Association 2017 Legislative and Funding Agenda, February 2016; https://s3.amazonaws.com/aws.upl/nwica.org/legislativeagenda2017_final.pdf)</i></p>
<p>Riverside County</p>	<p>Support Child Nutrition and WIC Reauthorization to provide full funding which is adequate to maintain current and anticipated Women, Infants and Children (WIC) participation levels and assure adequate Nutrition Services and Administrative (NSA) funding to maintain clinic costs, education and cost of living increases should the economic recovery take longer than anticipated. Child Nutrition also includes SNAP education for families.</p> <p><i>(Riverside County 2016 Legislative Platform, Public Health, page 54; http://countyofriverside.us/Portals/9/LegislativePlatform/RCLegislativePlatform2016.pdf)</i></p>

Increase access and marketing of healthy, local and affordable foods, particularly in low-income communities and food deserts.

References

<p>National Prevention Strategy</p>	<p>Increase access to healthy and affordable foods in communities. Increasing access to healthy, affordable food options provides people with the opportunity to make healthy choices. Providing healthy foods in existing establishments, increasing the availability of full-service supermarkets and grocery stores, and supporting local and regional farm-to-table efforts (e.g. farmers markets, community gardens) have all been shown to increase access to healthy food. In addition, providing a greater variety of healthy options that are affordable can help increase consumption of healthy foods, as the price of healthy food choices is frequently more expensive (per calorie) than less healthy food options.</p> <p><i>(National Prevention Strategy, 2011 – Healthy Eating Recommendation 1;</i> http://www.surgeongeneral.gov/priorities/prevention/strategy/healthy-eating.html)</p>
<p>NACCHO</p>	<p>Local communities should increase community access to healthy foods by enhancing incentive programs and policies to increase access to affordable healthy food options.</p> <p><i>(NACCHO Statement of Policy 13-04, Healthy Food Access;</i> http://www.naccho.org/uploads/downloadable-resources/Policy-and-Advocacy/13-04-Healthy-Food-Access-2.pdf)</p>
<p>CDC</p>	<p>Having healthy food available and affordable in food retail and food service settings allows people to make healthier food choices. When healthy foods are not available, people may settle for foods that are higher in calories and lower in nutritional value.</p> <p>Assist in the creation of new food retail outlets in underserved areas to increase access to healthier foods and beverages. Support the improvement of the quality, variety, and amount of healthier foods and beverages in existing stores. Help with the promotion and marketing of healthier foods and beverages to the consumer.</p> <p><i>(CDC Healthy Food Environments, October 2015;</i> http://www.cdc.gov/obesity/strategies/healthy-food-env.html)</p>

Constrain food marketing practices that threaten the health of children and their families by supporting intersectoral policies to reduce the amounts of sodium, added sugar and trans fat in the food supply.

References

County Health Rankings and Roadmaps	<p>Child-focused advertising restrictions for unhealthy foods and beverages minimize corporate appeals to children and adolescents who may not be aware of persuasive intent. Prohibiting unhealthy food and beverage advertising during children’s television programming, incentivizing healthy food advertising, or banning product placement of unhealthy foods and beverages in children’s movies are examples of policies that restrict advertising of unhealthy foods and beverages.</p>
	<p><i>(County Health Rankings and Roadmaps, Child-focused Advertising Restrictions for Unhealthy Foods and Beverages; http://www.countyhealthrankings.org/policies/child-focused-advertising-restrictions-unhealthy-foods-beverages)</i></p>

Support taxation on sugar sweetened beverages to reduce obesity rates and provide a revenue stream to subsidize healthy foods or support public health education campaigns.

References

<p>County Health Rankings and Roadmaps</p>	<p>Adding an excise tax (a fee per ounce) or a sales tax (a percentage of the product’s price) to the current price of soda or other sugar sweetened beverages increases the price of those beverages. There is some evidence that this tax will decrease consumption. Funds generated by this tax may be used to subsidize healthy foods or to support other public health ventures.</p> <p><i>(County Health Rankings and Roadmaps, Sugar Sweetened Beverage Taxes;</i> http://www.countyhealthrankings.org/policies/sugar-sweetened-beverage-taxes)</p>
<p>City of Berkeley, CA</p>	<p>Frequently Asked Questions (FAQ) for the Sweetened Beverage Tax of Berkeley, CA. The Sugar-Sweetened Beverage Product Tax was adopted by the voters in November 2014 on the distribution of “sugar-sweetened beverage products” in the City of Berkeley. Beginning in January 2015, products whose distribution is subject to the tax include both products like soda, energy drinks, and heavily presweetened tea as well as the “added caloric sweeteners” used to produce them, such as the syrup used to make fountain drinks.</p> <p><i>(City of Berkeley, Sweetened Beverage Tax, Updated November 10, 2015;</i> http://www.ci.berkeley.ca.us/uploadedFiles/Finance/Level_3_-_General/Frequently%20Asked%20Questions%20Edited%20Version%20111015.2.pdf)</p>

Support policies and programs that promote breastfeeding including requirements for hospitals to adopt “baby friendly practices”.

References

<p>National Prevention Strategy</p>	<p>Support policies and programs that promote breastfeeding. Support breastfeeding, including implementing the breastfeeding provisions in the Affordable Care Act. Adopt worksite lactation policies that provide space and break time for breastfeeding employees (in accordance with the Affordable Care Act) and offer lactation management services and support. Work with hospitals, early learning centers, health care providers and community based organizations to implement breastfeeding policies and programs.</p> <p><i>(National Prevention Strategy, 2011- Healthy Eating;</i> http://www.surgeongeneral.gov/priorities/prevention/strategy/healthy-eating.html)</p>
<p>CDC</p>	<p>The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies includes support for breastfeeding in hospitals and birth centers, worksites and communities.</p> <p><i>(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;</i> http://www.cdc.gov/breastfeeding/resources/guide.htm)</p>

Support policies and guidance to reduce meat consumption as part of a sustainable, healthy diet.

References

<p>United States Department of Agriculture (USDA)</p>	<p>Sustainable diets are higher in plant-based foods (vegetables, fruits, whole grains, legumes, nuts, seeds) and lower in calories and animal based foods and are more health promoting and associated with less environmental impact than the current U.S. diet.</p> <p><i>(USDA Scientific Report of the 2015 Dietary Guidelines Advisory Committee, February 2015, Part A. Executive Summary, page 7; https://health.gov/dietaryguidelines/2015-scientific-report/pdfs/scientific-report-of-the-2015-dietary-guidelines-advisory-committee.pdf)</i></p>
<p>USDA</p>	<p>Recognize and place priority on moving toward a more sustainable diet consisting with healthy dietary pattern options. Access to sufficient, nutritious and safe food is an essential element of food security and a sustainable diet helps ensure access for the current population and future generation.</p> <p><i>USDA Scientific Report of the 2015 Dietary Guidelines Advisory Committee, February 2015, Part A. Executive Summary, page 10-11; https://health.gov/dietaryguidelines/2015-scientific-report/pdfs/scientific-report-of-the-2015-dietary-guidelines-advisory-committee.pdf)</i></p>
<p>Healthier Hospitals Initiative</p>	<p>Includes a Healthier Food Challenge that provides a framework in hospitals to serve healthier foods to improve the health of patients, staff and communities. Hospitals can commit to “Less Meat, Better Meat” by reducing meat purchased by 10% per year or achieve the goal of an average 1.5 ounce meat per meal served. Also increase by 5% per year or achieve the goals of 20% of meat and poultry purchases raised without routine use of antibiotics.</p> <p><i>Healthier Hospital Initiative, downloaded July 2016; http://healthierhospitals.org/hhi-challenges/healthier-food</i></p>