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**8 ELEMENTS OF A STRONG POLICY**



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**Ian McLaughlin, JD**  
Senior Staff Attorney



**Rio Holaday, MPH**  
Policy Analyst



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**AGENDA**

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- 8 Elements of a Strong Prevention Policy
- Q&A



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**Elements of a Strong Prevention Policy**



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**Elements of a Strong Prevention Policy**

1. It is a policy, not a program.
2. It is data driven and grounded in community.



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**Elements of a Strong Prevention Policy**

1. It is a policy, not a program.
2. It is data driven and grounded in community.
3. It is legally feasible.
4. It is ambitious, yet politically feasible.
5. It is financially sustainable.
6. It addresses disparities.
7. Its implementation and enforcement are clear and feasible.



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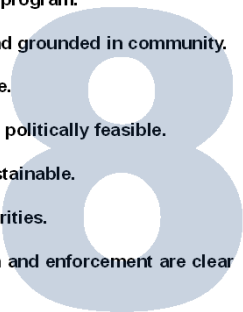
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### Elements of a Strong Prevention Policy

1. It is a policy, not a program.
2. It is data driven and grounded in community.
3. It is legally feasible.
4. It is ambitious, yet politically feasible.
5. It is financially sustainable.
6. It addresses disparities.
7. Its implementation and enforcement are clear and feasible.
8. It is one piece of a larger puzzle.



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### ELEMENT #1

✓ It is a policy, not a program.



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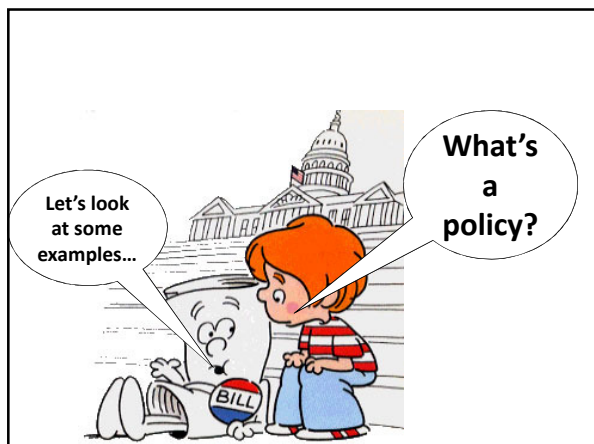
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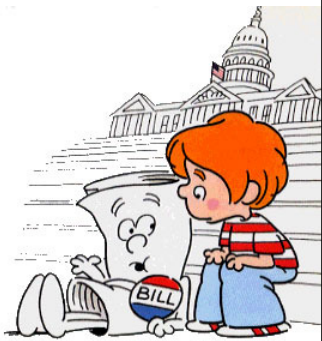
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## WHAT DO WE MEAN BY POLICY?



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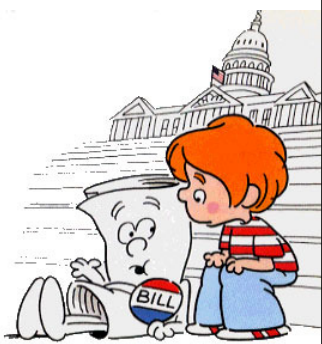
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## WHAT DO WE MEAN BY POLICY?

- Local ordinances
- Zoning language
- Resolutions
- Standards
- School/agency policy language
- Contracts/agreements
- State/federal laws
- Organization/company policies



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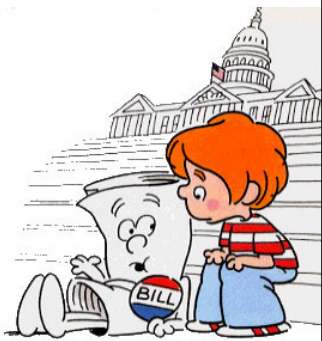
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## WHAT DO WE MEAN BY POLICY?

**A policy is:**

- a statement in writing
- binding
- setting out a general approach to be applied broadly



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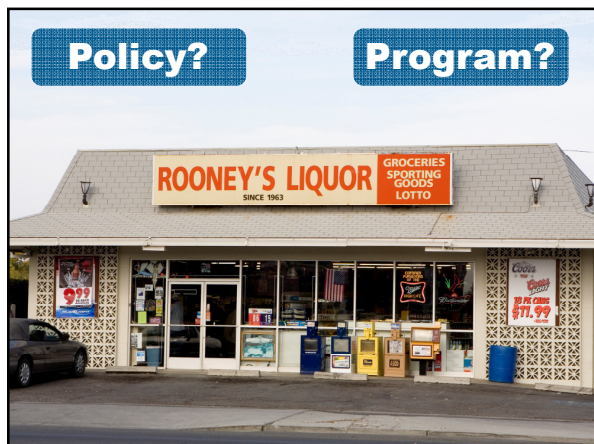
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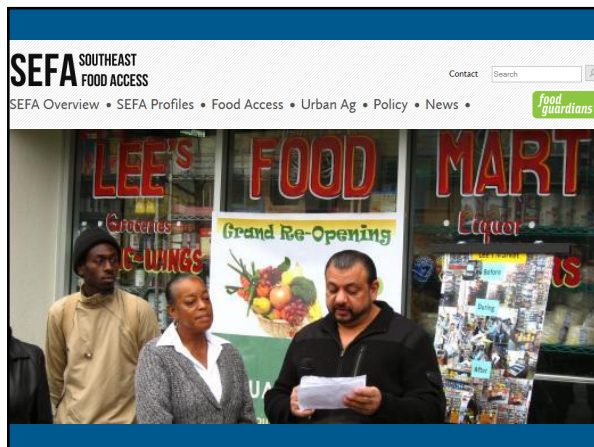
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Questions? Call us at 612-673-2080 or 311  
<http://www.ci.minneapolis.mn.us/business-licensing/>  
 Language Assistance: 612-673-3737

### Staple Food Requirements for Grocery Stores

**The Law Requires:**

Minneapolis Code of Ordinances Chapter 203.20 (c) requires licensed grocery stores to provide a variety of fresh, non-perishable food items for sale as follows:

*All grocery stores licensed under this chapter must offer for sale food for home preparation and consumption, on a continuous basis, at least three (3) varieties of qualifying, non-expired or spoiled, food in each of the following four (4) staple food groups, with at least five (5) varieties of perishable food in the first category and at least two (2) varieties of perishable food in all subsequent categories:*

- (1) Vegetables and/or fruits.
- (2) Meat, poultry, fish and/or vegetable proteins.
- (3) Bread and/or cereal.
- (4) Dairy products and/or substitutes.

City of Minneapolis  
 Regulatory Services Department  
 Licenses and Consumer Services Division

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**ELEMENT #2**

✓ It is data driven and grounded in community.



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## CASE STUDY

### HOSPITAL BREASTFEEDING POLICIES IN COLORADO



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## WHAT'S THE SOLUTION?



- Have a breastfeeding policy
- Train staff to implement policy
- Inform all pregnant women
- Show mothers how to breastfeed
- Start breastfeeding within 30 min of birth
- Only give infants breast milk
- Encourage breastfeeding on demand
- Allow mothers and infants to stay together 24hrs a day
- Establish support groups
- No pacifiers

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## WHAT'S THE SOLUTION?



- Have a breastfeeding policy
- Train staff to implement policy
- Inform all pregnant women
- Show mothers how to breastfeed
- Start breastfeeding within 1 hour of birth
- Only give infants breast milk
- Encourage breastfeeding on demand
- Allow mothers and infants to stay together 24hrs a day
- Give mothers a number to call for support
- No pacifiers

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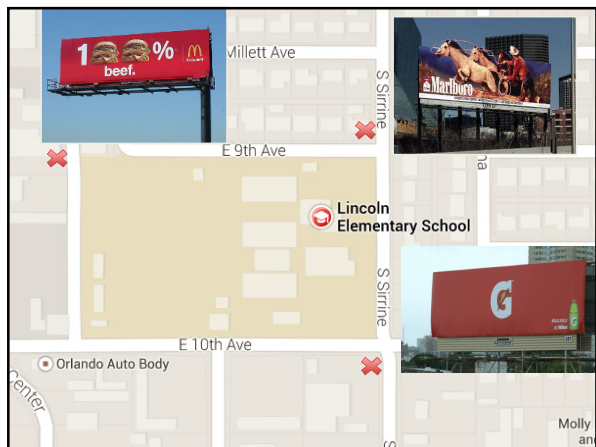
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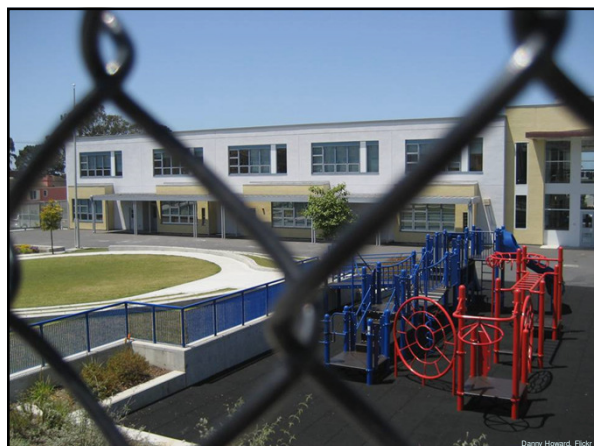
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**ChangeLab Solutions**

**RESOURCE:  
Work with your  
City Attorney**

**What Does the City Attorney Have to Do with Obesity Prevention? A Fact Sheet for Advocates**

City and county officials often work with to-been attorneys in government business. Although these attorneys are not public policy, they can play a role in the planning, process, and the implementation of public policy. This fact sheet provides information on the role of the city attorney in obesity prevention, including the role of the city attorney in the development of public policy, the role of the city attorney in the implementation of public policy, and the role of the city attorney in the enforcement of public policy. This fact sheet also provides information on the role of the city attorney in the development of public policy, the role of the city attorney in the implementation of public policy, and the role of the city attorney in the enforcement of public policy.

When an elected official is not comfortable or capable to manage a complex issue, it is often a good idea to consult with the city attorney. The city attorney can provide advice on the legal aspects of the issue, and can help the official understand the potential risks and benefits of different options. The city attorney can also help the official understand the role of the city attorney in the implementation of public policy, and the role of the city attorney in the enforcement of public policy.

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**Questions?**

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### ELEMENT #4

✓ It is ambitious, but politically feasible.



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**CASE STUDY**

Safe Routes to School Programs in Columbia, MO

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**PROGRAMS**      **ADVOCACY**

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**Questions?**



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### ELEMENT #5

✓ It is financially feasible.



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### WHAT IS FINANCIAL FEASIBILITY?

- Low or no cost
- Uses existing funding
- Saves money
- Generates revenue



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### WHAT IS FINANCIAL FEASIBILITY?

- Low or no cost
- Uses existing funding
- Saves money
- Generates revenue



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### WHAT IS FINANCIAL FEASIBILITY?

- Low or no cost
- Uses existing funding
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### WHAT IS FINANCIAL FEASIBILITY?

- Low or no cost
- Uses existing funding
- Saves money
- Generates revenue



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### Tobacco Policy Results in California, 1989-2008

- ✓ \$134 billion were saved in **health care costs**
- ✓ 6.8 billion **fewer packs of cigarettes** sold

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### WHAT IS FINANCIAL FEASIBILITY?

- Low or no cost
- Uses existing funding
- Saves money
- Generates revenue



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**ELEMENT #6**

✓ It accounts for disparities.



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**STRATEGIES**

- Community-wide policy
- Narrow policy
- Prioritize implementation
- Think broadly about disparities

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## STRATEGIES

- Community-wide policy
- Narrow policy
- Prioritize implementation
- Think broadly about disparities

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**Hialeah, FL**

- 5<sup>th</sup> largest city
- 95% Latino
- 46% of children are overweight or obese

© 2012

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**Carlin Hernandez**  
Mayor

**Ed Garcia-Martinez**  
Council President

**Luis Gonzalez**  
Council Vice President




**City of Hialeah**

**Jose J. Caragol**  
Vice Mayor

**Katherine E. Quiñones**  
Council Member

**Paul R. Hernandez**  
Council Member

**Jose Ybarra**  
Council Member



**Hialeah HEALTHY Families**

FAMILIAS SALUDABLES!

July 4, 2011

Dear Friends,

As Mayor of The City of Hialeah, I am very excited to present to you the *Call to Action* of our Hialeah Healthy Families (HFF) initiative, a community-wide plan to address childhood obesity within Hialeah. Similar to most communities around the country, the rates of obesity in Hialeah are rising, with recent statistics showing 46% of children in Hialeah are overweight and 21% are obese. Compared to the national average of 32%, Hialeah has a higher percentage of children who are overweight. Clearly, this is a concern for our children's health that cannot go unaddressed.

“Given the demographics of Hialeah, programs ... must be designed for Hispanics, taking into account the variability that exists among Hispanics with regard to language, food preferences and customs...”

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## STRATEGIES

- Community-wide policy
- **Narrow policy**
- Prioritize implementation
- Think broadly about disparities

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## STRATEGIES

- Community-wide policy
- Narrow policy
- **Prioritize implementation**
- Think broadly about disparities

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**STRATEGIES**

- Community-wide policy
- Narrow policy
- Implement priorities
- **Think broadly about disparities**

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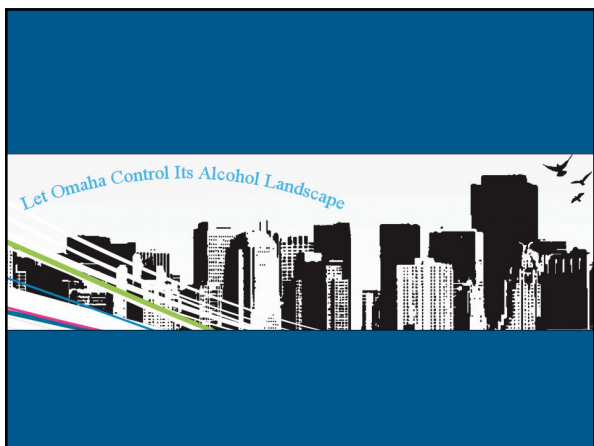
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**ELEMENT #7**

✓ Its implementation and enforcement are clear and feasible.



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**LICENSING FOR TOBACCO**



LICENSING INFORMATIONAL GUIDE

For Tobacco Retailers



CITY OF OAKLAND

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### POLICY LANGUAGE

“Compliance shall be monitored by the City. The City anticipates that compliance checks will be conducted periodically.”

*or*

“Compliance shall be monitored by Municipal Law Enforcement. Municipal Law Enforcement shall check compliance of each tobacco retailer at least three times per twelve-month period. Compliance checks shall determine, at a minimum, if the tobacco retailer is complying with tobacco laws regulating youth access.”

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### POLICY LANGUAGE

“Compliance shall be monitored by the City. The City anticipates that compliance checks will be conducted periodically.”

*or*

“Compliance shall be monitored by **Municipal Law Enforcement**. Municipal Law Enforcement **shall check compliance** of each tobacco retailer **at least three times per twelve-month period**. Compliance checks **shall determine, at a minimum**, if the tobacco retailer is complying with **tobacco laws regulating youth access**.”

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**ELEMENT #8**

✓ It is one piece in the larger puzzle.



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Resolution No. \_\_\_\_\_ **Committing (UNHEALTHY) to Fighting the Obesity Epidemic**

**PREAMBLE**

WHEREAS, 30 percent of American children and adolescents ages 10 to 17 are obese and 33.8 percent are obese or overweight, which translates into 12 million children and adolescents that are obese (BMI ≥ 30) nationally and more than 10 million who are obese alone or overweight (BMI ≥ 25) nationally;

WHEREAS, in (STATE), \_\_\_\_\_ percent of children and \_\_\_\_\_ percent of adults are obese or overweight;

**COMMENT:** Insert obesity statistics specific to the state and municipality here.

WHEREAS, overweight children and adults are at greater risk for numerous adverse health consequences, including type 2 diabetes, heart disease, stroke, high blood pressure, lung dysfunction, certain cancers, asthma, low self-esteem, depression and other debilitating diseases;

WHEREAS, the medical costs of obesity have risen to \$147 billion each year;

WHEREAS, the cost of obesity in (STATE) is approximately \$1.6 billion annually; AND

WHEREAS, (STATE) has the potential to reduce obesity-related costs, improve health and quality of life;

**COMMENT:** Insert the potential obesity-related economic consequences here for obesity in (STATE) by state.

WHEREAS, good nutrition is a critical part of any obesity prevention effort as nutrition interventions can reach 100% of the population, are low cost, and effective; AND

WHEREAS, studies show that most Americans do not eat enough fruits, vegetables or whole grains;

WHEREAS, adults who are overweight are less likely to increase their children's obesity;

WHEREAS, most Americans are failing to meet the Center for Disease Control and Prevention's recommendations of at least 15 minutes of moderate physical activity at least four days a week for adults, and at least 60 minutes of moderate to vigorous activity;

Model Obesity Prevention Resolution | 1 | 11/18/14

**RESOURCE:**  
Model Obesity Prevention Resolution

Available here:  
[changelabsolutions.org](http://changelabsolutions.org)

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**Model Local Obesity Prevention Resolution**

changelabsolutions.org | 1 | 11/18/14

**RESOURCE:**  
Model Obesity Prevention Resolution

Available here:  
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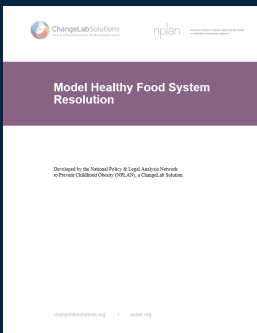
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**RESOURCE:**  
**Model Healthy Food Systems Resolution**



Available here:  
[changelabsolutions.org](http://changelabsolutions.org)

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**Questions?**



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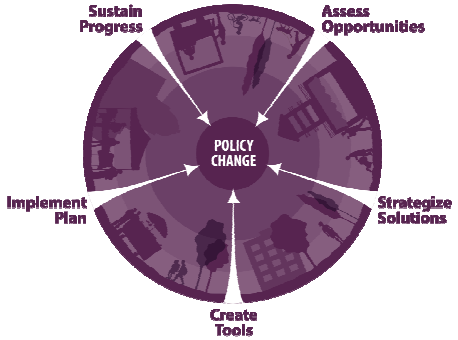
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**Who We Are**

**Partners at Every Step**  
ChangeLab Solutions Helps You Achieve Your Policy Goals



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**www.eatwellbewell.org**

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**USDA NON-DISCRIMINATION STATEMENT**

The U.S. Department of Agriculture prohibits discrimination against its customers, employees, and applicants for employment on the bases of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation, or all or part of an individual's income is derived from any public assistance program, or protected genetic information in employment or in any program or activity conducted or funded by the Department. (Not all prohibited bases will apply to all programs and/or employment activities.)

If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at <http://www.usda.gov/about-usda/about-usda-and-ard/2013-01-01>, or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442 or email at [usda.nondiscrimination@aphis.usda.gov](mailto:usda.nondiscrimination@aphis.usda.gov).

Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339; or (800) 845-6136 (Spanish).

For any other information dealing with Supplemental Nutrition Assistance Program (SNAP) issues, persons should either contact the USDA SNAP Hotline Number at (800) 221-5689, which is also in Spanish or call the Arizona Nutrition Network Hotline, in Maricopa County call 602-542-9935, outside of Maricopa County call 1-800-352-8401.

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**DISCLAIMER**

The information provided in this discussion is for informational purposes only, and does not constitute legal advice. ChangeLab Solutions does not enter into attorney-client relationships.

ChangeLab Solutions is a non-partisan, nonprofit organization that educates and informs the public through objective, non-partisan analysis, study, and/or research. The primary purpose of this discussion is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation.

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nplan | NATIONAL POLICY & LEADERSHIP INITIATIVE  
TO PROMOTE CHANGELAB GROWTH

# Contact us!

**Ian McLaughlin**  
imclaughlin@changelabsolutions.org

**Rio Holaday**  
rholaday@changelabsolutions.org



**ChangeLabSolutions**

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