

Public Health Institutes as Food Policy Leaders: Opportunities for Innovation at the Federal, State, and Local Levels

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CENTER FOR
Science IN THE
Public Interest

*The nonprofit publisher of
Nutrition Action Healthletter*

Progress Addressing Obesity

- Improved School Food Environment
- Menu Labeling
- Reduced Food Marketing to Children

HOT & *fresh* TOASTED
Subs From The Oven!

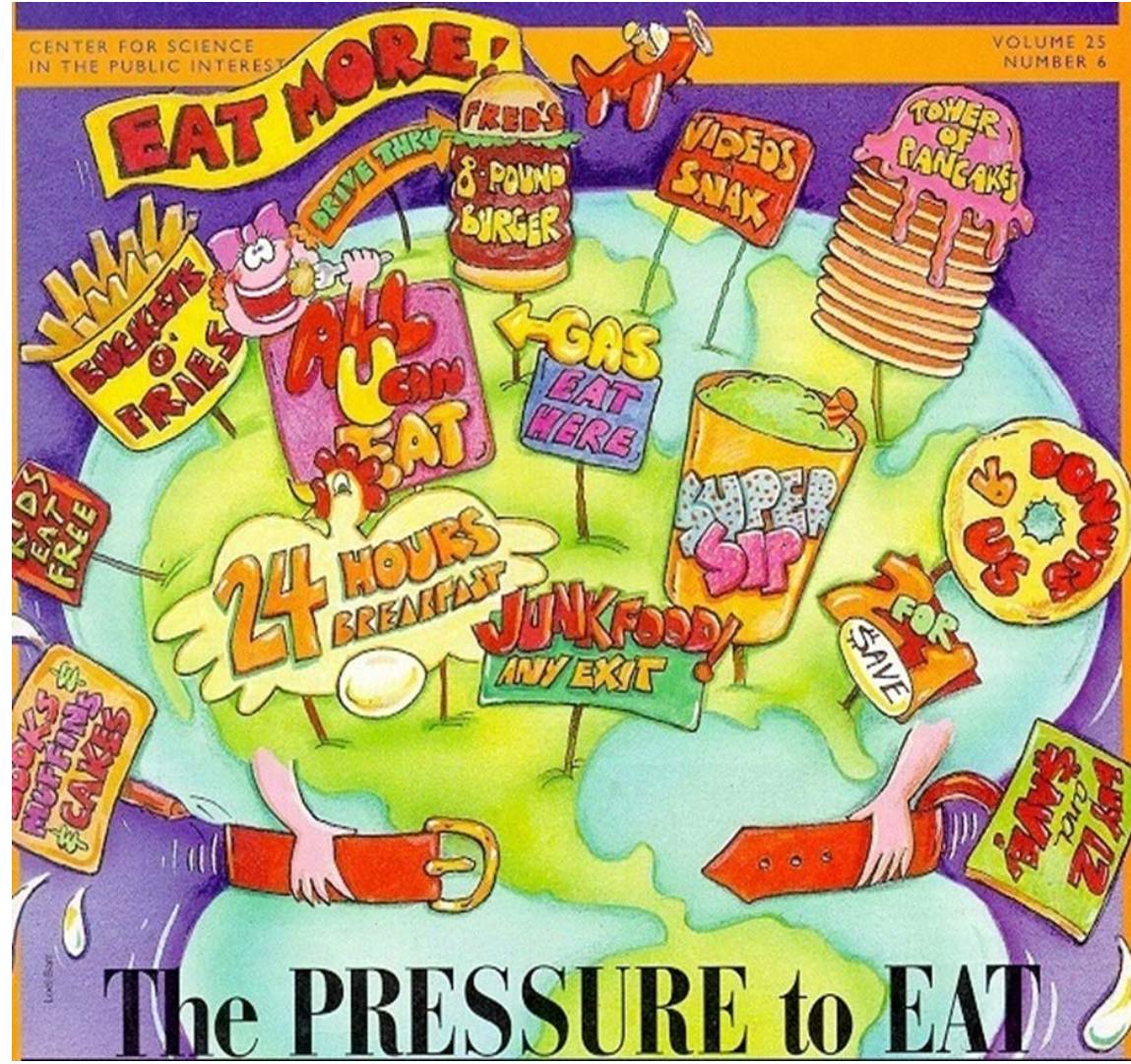
Cal		6" Sub or Wrap
560	Meatball Marinara	2.99
450	Italian B.M.T.*	3.69
480	Spicy Italian	3.29
400	Steak & Cheese	4.29
380	Subway Melt*	3.69
580	Chicken & Bacon Ranch	3.69

Hungrier? Make it a FOOTLONG!



Italian B.M.T.

Unhealthy Food Environment



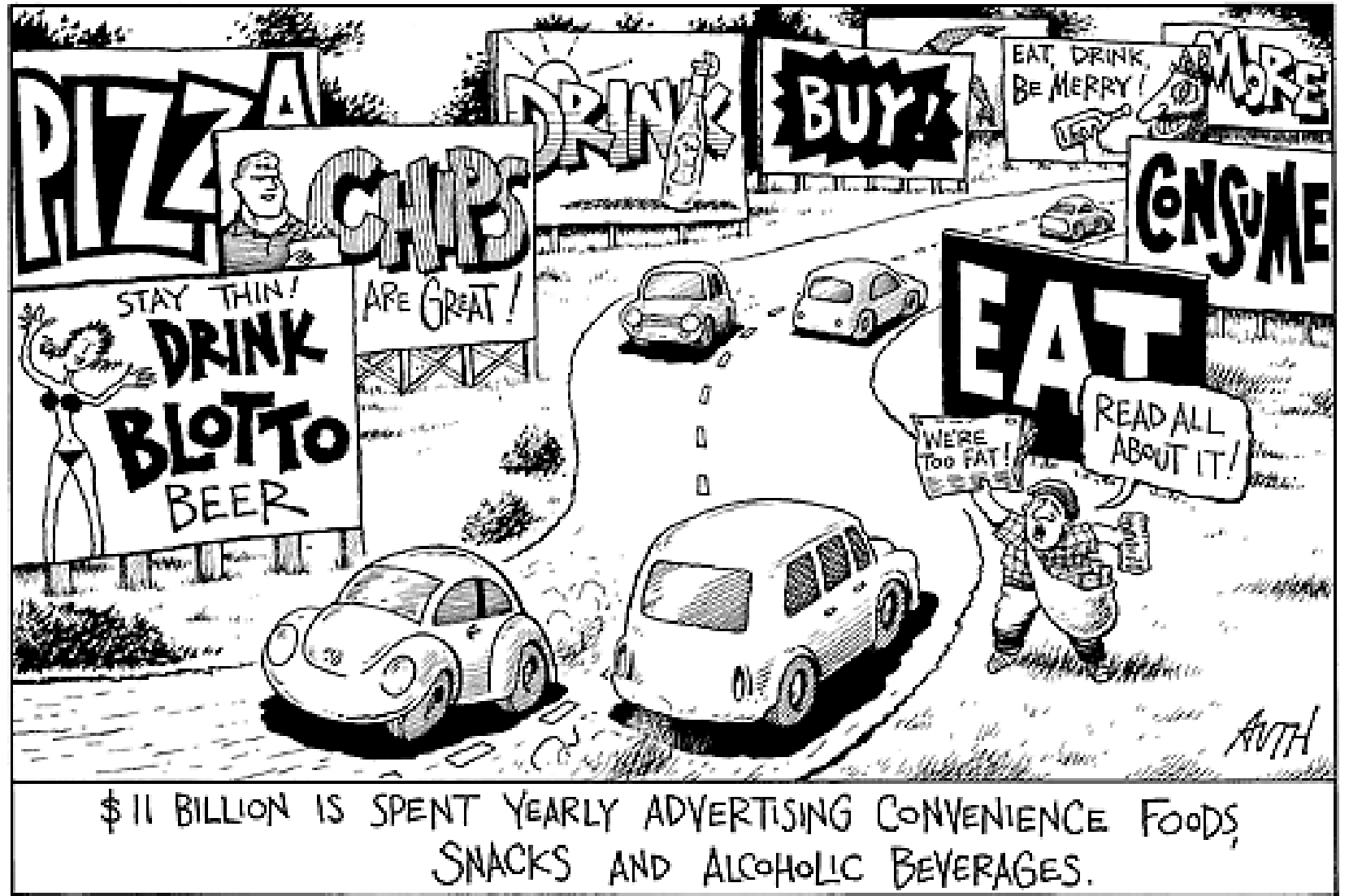
People Make
Different
Choices
Depending on
What is
Available



Portion Sizes



Food Messages All the Time



Support
People's
Efforts to Eat
Well, Be Active
and Achieve a
Healthy
Weight

Personal Responsibility

+ Education

+ Policy

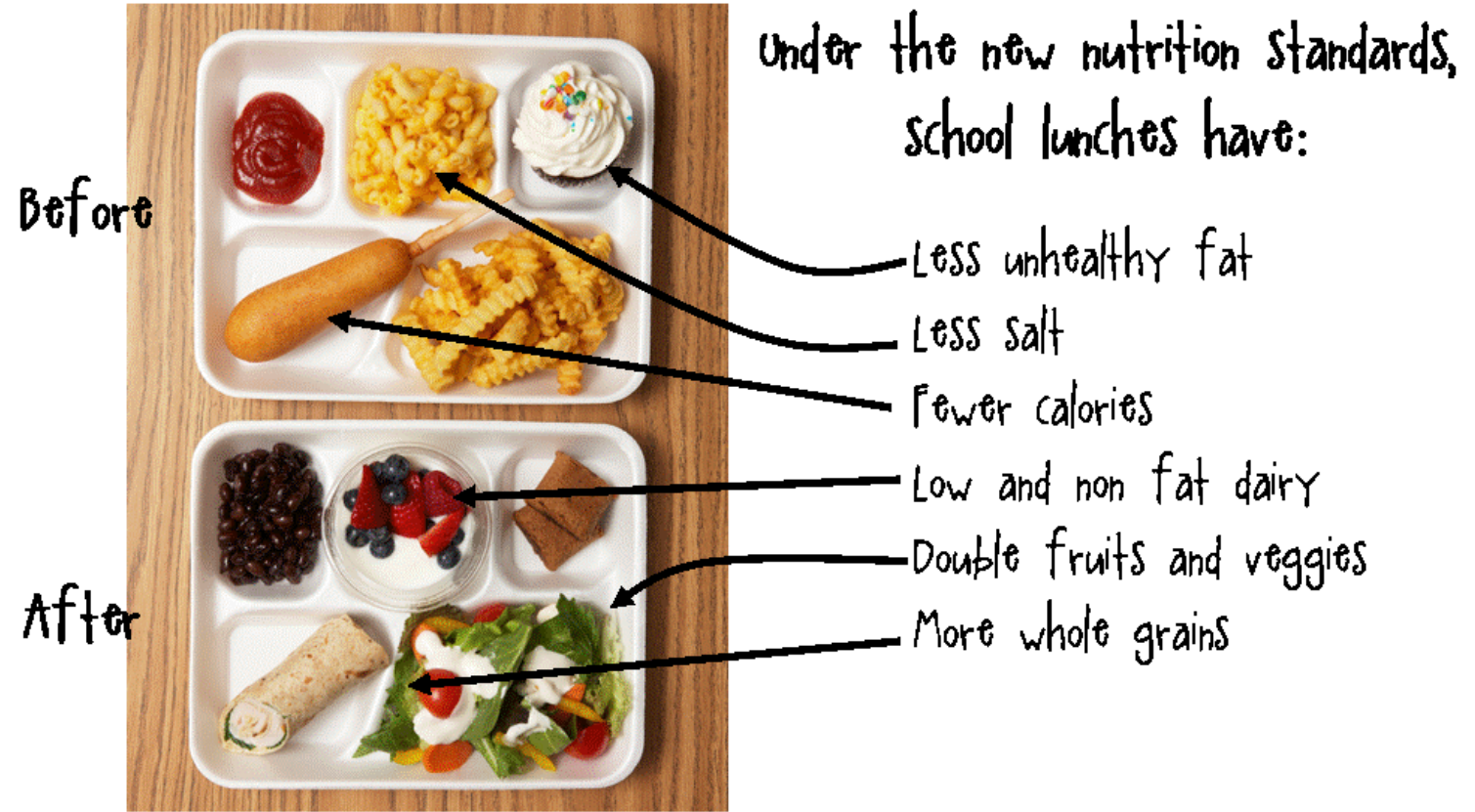
+ Environmental Change =

Healthier Eating and Active Living

Healthier
School Foods

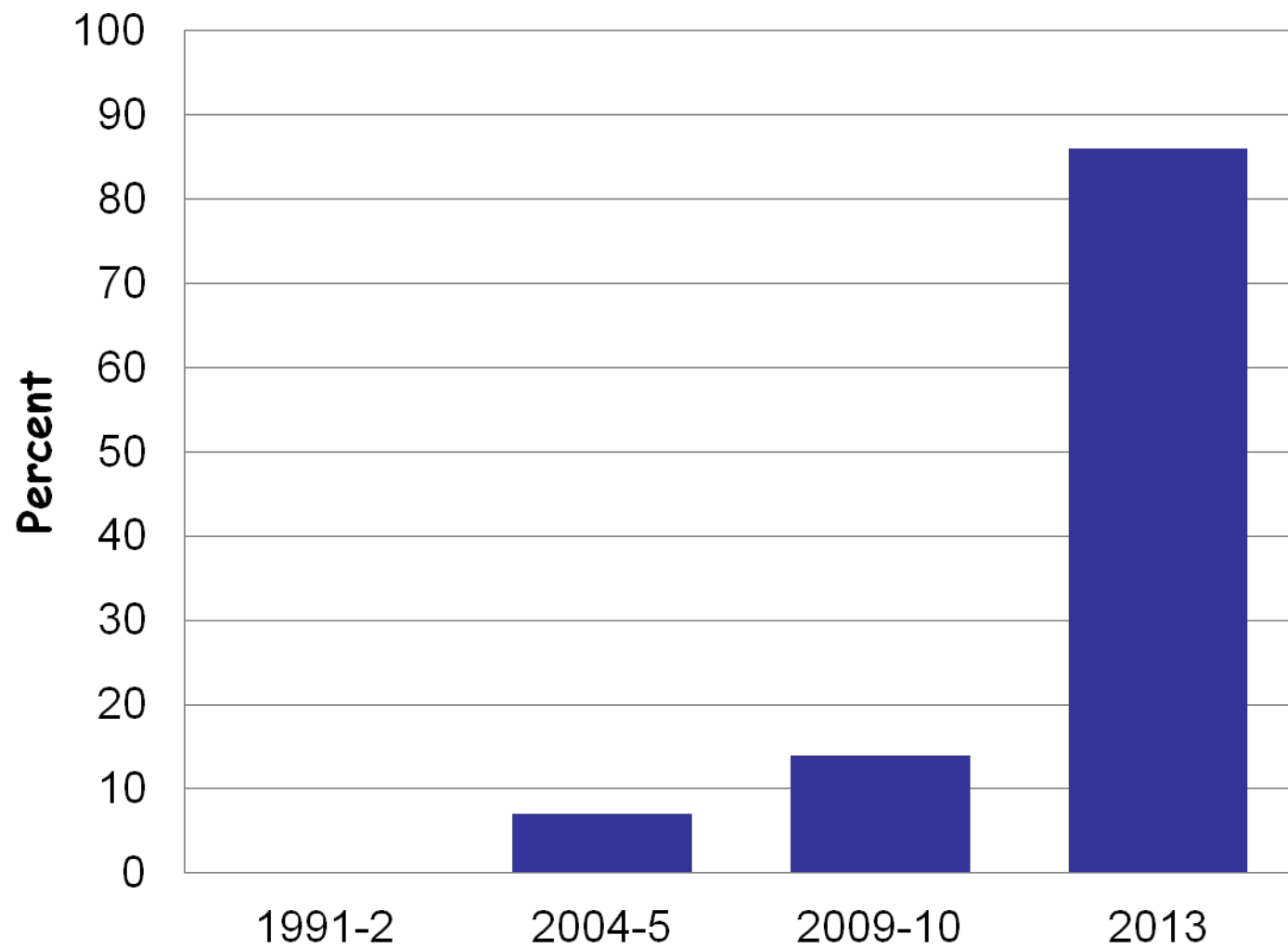
USDA School
Meal
Standards

The School Day Just Got Healthier!



visit www.schoolfoods.org/back2school for more information.

Schools Meeting the School Lunch Standards

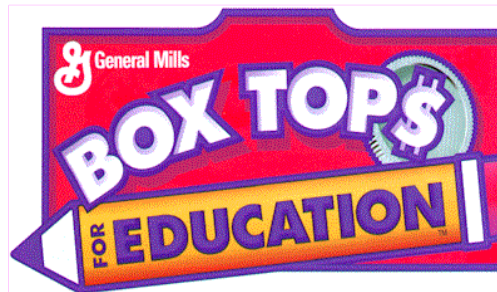


Healthier School Vending and a la Carte Items

- Strong criteria for calories, fats, sugars, and sodium for foods
- Foods must provide positive nutritional benefit:
 - Whole grain, fruit, vegetable, dairy, protein
- Only water, low-fat milk, and 100% juice in elementary and middle schools
- High schools can also have low-calorie diets with 60 calories/12 oz.

Food Marketing in Schools

- Marketing undermines parents and affects what others feed children
- Don't market, sell, or give away low nutrition foods/brands:
 - sales
 - school fundraisers
 - placing logos, spokes-characters, etc. on vending machines, in books and curricula, and on scoreboards, buses, or other school property
 - educational incentive programs
 - supplies for labels/proof of purchase programs
 - on Channel One
 - free samples or coupons



Other HHFKA Provisions

- Local Wellness Policies
- Professional Standards for Food Service
- Transparency
- Accountability



Children's Meals



LiveWellSM
Kids

From the National Restaurant Association





Restaurant Children's Meals

Meals that Exceed Limits for...	2008 (%)	2012 (%)	% Change
Calories	93	86	-8
Sodium	85	66	-22
Total Fat	46	46	none
Saturated Fat	46	55	+20
Percent of meals that do not meet nutrition standards	99	97	-2

Restaurant Children's Meals

- Eating out provides 1/3 of children's calories
- Studies link eating out with obesity and higher caloric intakes
- Children eat almost twice as many calories from restaurant meal than typical meal from home
- Encourage reformulation
- Change norm for kids' food
- People stick with default





Healthy Public Places



Healthy Public Places

Venues to Cover

- Government Buildings
- Community-Based Organizations
- Worksites
- Parks
- Community Centers
- Recreational Facilities (city and non-profit)
- Childcare Facilities
- Hospitals
- Local Universities and Colleges
- Group Homes
- Residential and Day Rehabilitation Programs
- Homeless Shelters
- Soup Kitchens and Pantries
- Senior Centers

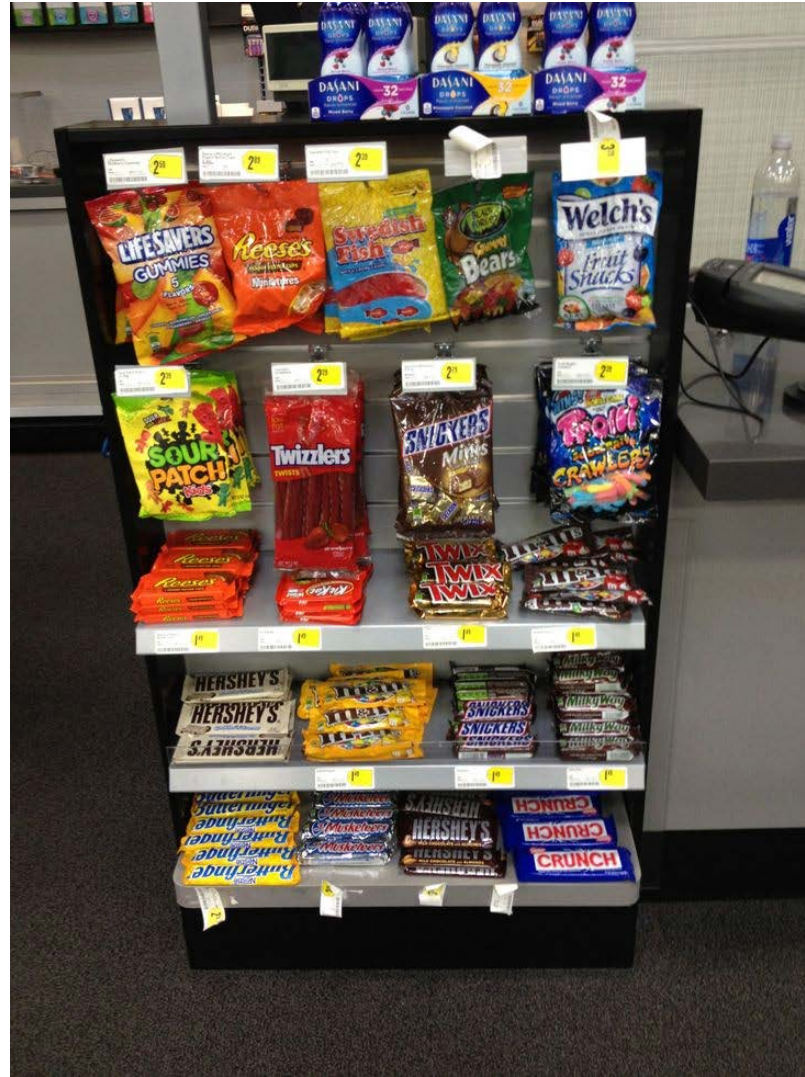


Healthier Meetings



- Healthy Meeting Toolkit
- Healthy Meeting Pledge
- www.healthymeeting.org

Healthy Checkout



Soda Taxes

Initiatives to Reduce Sugary Drink Consumption Spread Nationwide



- Soda Tax Proposals (2010, 2011)
- Beverage-Environment Improvements
- Healthy Beverage Campaigns (media and others)



Reasonable Portion Sizes



The Nanny

You only thought you lived in the land of the free.



Bye Bye Venti
Nanny Bloomberg has taken his strange obsession with what you eat one step further. He now wants to make it illegal to serve "sugary drinks" bigger than 16 oz. What's next? Limits on the width of a pizza slice, size of a hamburger or amount of cream cheese on your bagel?



New Yorkers need a Mayor, not a Nanny.
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