Public Policy

Key to Health Equity

Mayors Innovation Project
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Healthy communities for all through better laws & policies
Problem

Health Inequities
Place, race, wealth, & health are linked
Problem

Unhealthy Norms
The over-proliferation of chain restaurants
Insufficient quality housing that is affordable = families in substandard housing
Strategy
Public Policy via Targeted Universalism
Consider the history of tobacco control
Public policy drove the decline of tobacco use.
California 1989-2008

- 25% fewer tobacco-related diseases (compared to the rest of the nation)
- 6.79 billion fewer packs
- $134 billion saved
Strategy
Use Data to Support Policy
Factors Influencing Health

- Health Behaviors: 50%
- Environment: 20%
- Genetics: 20%
- Access to Care: 10%

National Health Expenditures

- Medical Services: 96%
- Prevention: 4%

County Health Rankings – What Works

Health Behaviors (30%)
- Tobacco Use
- Diet & Exercise
- Alcohol & Drug Use
- Sexual Activity

Clinical Care (20%)
- Access to Care
- Quality of Care

Social & Economic Factors (40%)
- Education
- Employment
- Income
- Family & Social Support
- Community Safety

Physical Environment (10%)
- Air & Water Quality
- Housing & Transit

County Health Rankings model © 2016 UWPHI
Sources of Data

Healthy People 2020
CDC Studies
IOM Reports
Housing Codes and Inspection Reports
American Housing Survey
Joint Center for Housing Studies
Comprehensive/General Plans
Local Zoning Codes
Neighborhood Surveys/Audits
HI-5 and the Health Impact Pyramid

- School-Based Programs to Increase Physical Activity
- School-Based Violence Prevention
- Safe Routes to School
- Motorcycle Injury Prevention
- Tobacco Control Interventions
- Access to Clean Syringes
- Pricing Strategies for Alcohol Products
- Multi-Component Worksite Obesity Prevention

Changing the Context
Making the healthy choice the easy choice

Social Determinants of Health

- Early Childhood Education
- Clean Diesel Bus Fleets
- Public Transportation System
- Home Improvement Loans and Grants
- Earned Income Tax Credits
- Water Fluoridation

HI-5
HEALTH IMPACT IN 5 YEARS

Strategy
Change the Norms through Policy
Build complete streets
Create & Improve parks and open spaces
Develop new affordable housing
Attract new food stores
Zone for farmers’ markets
Healthy, Smokefree Housing
Economic Opportunity
Transportation
Healthy Eating
Healthy Schools
Active Living
Healthy Policies
Model Healthy Checkout Aisle Ordinance

July 2015

Model Produce Cart Ordinance
Increasing Access to Fresh Produce by Creating a Permit Program for Sidewalk Produce Vendors

Developed by the National Policy & Legal Analysis Network to Prevent Childhood Obesity (NPLAN), a ChangeLab Solution

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Drinking Water Access in Schools

The drinking fountains of our youth are all but relics of the past. At many schools today, sugary beverages are far easier to come by than safe, free drinking water. Inadequate water consumption can have negative consequences on children’s overall health and their ability to learn. Children who are dehydrated tend to experience a drop in their cognitive performance, particularly short-term memory and concentration. ¹

Making matters worse, instead of drinking water, children tend to drink beverages that can contribute to excess weight gain and tooth decay, such as sodas, sports drinks, and sweetened teas. ² About a third of children and adolescents in the United States are overweight or obese, and studies link rising obesity rates to the consumption of soda and other sugar-sweetened beverages. ³

How to Enforce a Wellness Policy

A Guide for Parents and Community Advocates

All public school districts nationwide are required to implement a wellness policy to promote student health. This fact sheet is designed to help parents and community advocates ensure that their district’s policy is enforced.

All local educational agencies and school districts receiving federal funding for food programs are required to have a wellness policy in place. ⁴ The wellness policy must:

- Set goals for nutrition education, nutrition promotion, physical activity, and other school-based activities to promote student wellness
- Establish nutrition guidelines for all foods available on school grounds during the day, with the intention of promoting student health and reducing childhood obesity
- Ensure that nutrition guidelines for reimbursable school meals are not less restrictive than federal guidelines
- Involve parents, students, representatives of the school food authority, the school board, school administrators, teachers of physical education, school health professionals, and the public in the development, implementation, and periodic review and update of the school wellness policy
- Establish a plan to ensure periodic machinery of the wellness policy and designate one or more district or school officials to ensure progress is made in attaining the goals of the school wellness policy
- Inform and update the public, including parents, students, and others in the community, about the content and implementation of the school wellness policy (this requirement paves the way for community members to help enforce the policy)
Let's Ride!

4 Requirements for a Bikeable Community

To decide to bicycle, people need biking to be safe and convenient. They need access to a bicycle, and they won't bike unless it seems like something normal and worthwhile. Here are a few of the many strategies that can help get people bicycling around town.

### Safety
Travel by bicycle is sufficiently safe

**Approaches Include**
- Bike-friendly traffic control
- Street design: Special bike lanes, lanes, and other features help bicyclists feel safe.
- Complete streets: New and renovated streets are required to accommodate everyone, including bikes, cars, and pedestrians.
- Traffic calming: Streets include features like medians, islands, speed bumps, and roundabouts to reduce speed and other hazards.

### Convenience
Travel by bicycle is convenient

**Approaches Include**
- Bike parking: New housing and commercial developments must have bicycle parking.
- Bikes on board: Bikes can be brought on public transit, and vehicles include storage racks.
- 20 minute neighborhood: Plans and zoning codes ensure that everyday destinations (work, school, stores, services) are within convenient biking distance.

### Access
People have access to bicycles

**Approaches Include**
- Bike-share: Affordable programs make bicycles available to people for short trips around town, especially to and from transit.
- Bike fleet for government: Local government agencies provide employees with bikes for short-distance work travel.

### Social Acceptability
Travel by bicycle is seen as socially acceptable and worthwhile

**Approaches Include**
- Open streets: Communities designate certain roadways as “car-free” on select days.
- Safe routes to schools: Kids are encouraged to bike and walk to school through education and infrastructure improvements.
- Drivers’ ed bike safety principles and rights are included in traffic school, drivers’ manuals, and written license tests.

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Infographics
Infographics

Sugary Drinks
Approaches to Reduce Sugary Drink Consumption

School Strategies
School districts can go further than local, state, and federal requirements to limit sugary drinks and increase water access.

Marketing Restrictions at Schools
School districts can limit marketing of foods and beverages on school property.

Child Care and After School Restrictions
Child care and after school programs can limit sugary drinks and increase water access.

Drinking Water Access
School districts and local governments can adopt a variety of policies to encourage fresh drinking water as an alternative to soda and other sugary drinks.

Government Purchasing
Public institutions can limit sugary drink purchasing through “healthy vending” and other procurement policies.

Licensing Retailers
A local licensing law could place restrictions on sugary drink sales and encourage the sale of healthier beverages.

Screening and Counseling
Routine medical and dental appointments could help raise awareness about the risks of excess consumption of sugary drinks.

Voluntary Organizational Policies
Companies, nonprofits, and other organizations can adopt policies to discourage sugary drink intake, including wellness programs and healthy vending/station guidelines.

To learn more, refer to our brochure on the topic at www.changelabsolutions.org
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Thank you!

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