

ChangeLab Solutions

Strong Communities: ***13 Ways to Improve Urban Environments***

Heather Wooten, MCP
Senior Planner + Program Director

Quang “Q” Dang, JD
Senior Staff Attorney + Technical Assistance Director

Presented in partnership with the Network for a Healthy California



ChangeLabSolutions



Heather Wooten, MCP



Quang "Q" Dang, JD



ChangeLabSolutions

We partner with state and local leaders to improve health in communities, especially the underserved.

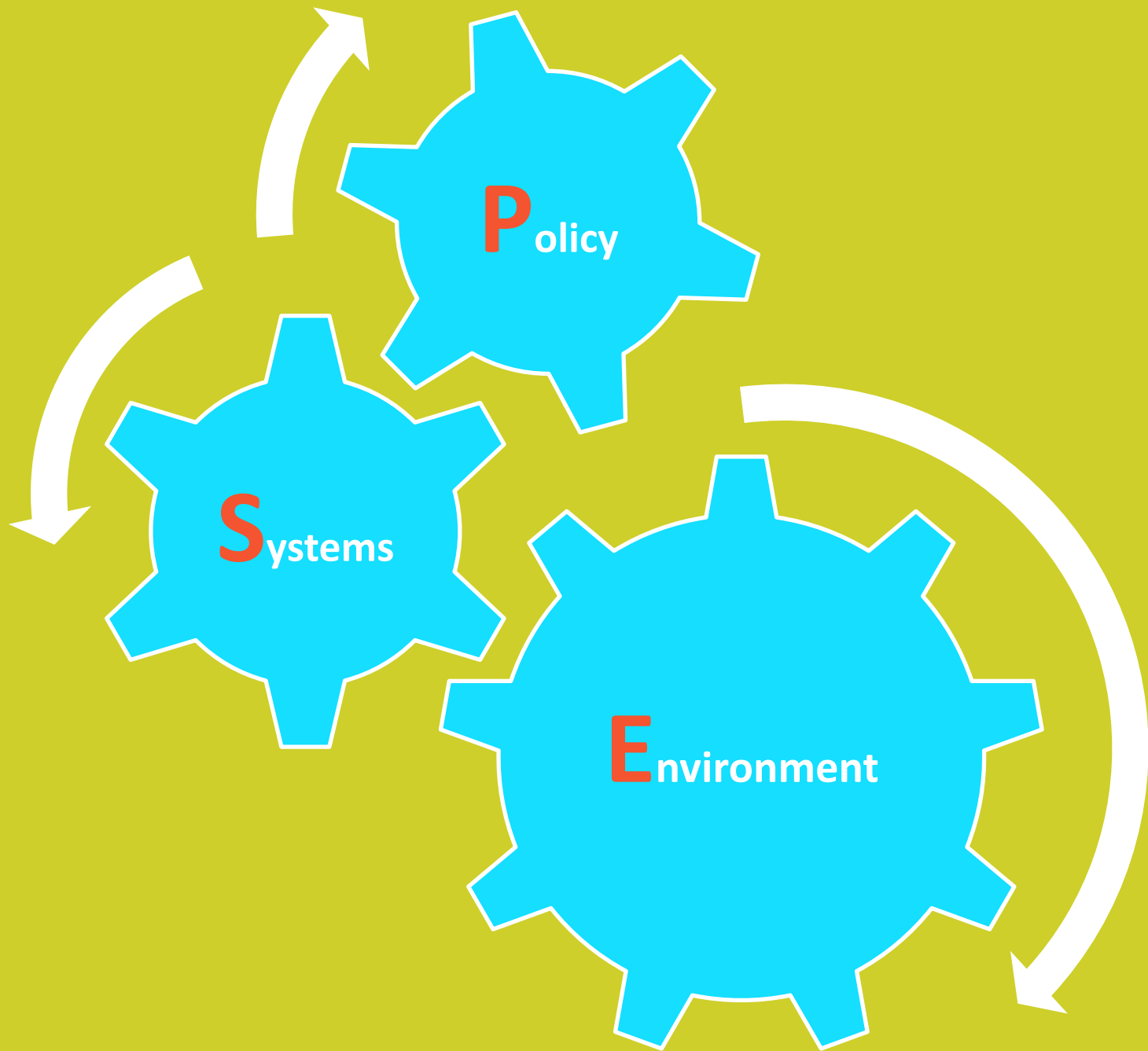
We research legal and policy questions, draft policy language, and train community leaders to put these ideas to work.



Agenda

- Refresher: Policy, Systems, and Environmental Change (PSE)
- 13 PSE Strategies
- Discussion







POLICY:

Written statement of organizational position, decision or course of action. (Such as ordinances, resolutions, mandates, guidelines, or rules)



SYSTEMS:

Changes in organizational procedures (such as personnel, resource allocation, programs)



ENVIRONMENT:

Physical, observable changes in the built, economic, and/or social environment.

Schools

13

PSE

Interventions

Neighborhoods

Retail

Public Places

Worksites



POLL:

What are your priority environments?

Resource: SNAP-ED Toolkit



SNAP-Ed Interventions: A Toolkit for States

**Strategies for Evidence-based Policy and Environmental
Change Interventions in Child Care, School, Community and
Family Settings**

29 March 2013

This toolkit is a collaborative effort between:



Available at:

<http://snap.nal.usda.gov/snap/SNAP-EdInterventionsToolkit.pdf>

1. Childcare & Preschool

Childcare centers undertake improvements in healthy eating and physical activity policies including **healthier snacks or meals**, making **water the primary beverage of choice** for snacks and meals, **limiting the amount of screen time** to no more than two hours per day, adding or increasing the amount of **physical activity** to their curricula, and establishing **farm to preschool** at early childhood sites.



EXAMPLE



Urban & Environmental
Policy Institute
OCCIDENTAL COLLEGE

Built Environment | Food | Transportation | Exploratory

search here ...

Go

Home

Projects

Publications

UEPI Blog

UEPI in the News

Contact Us

About Us

Support UEPI

What?

Farm to Preschool

How?

So what?

What?

How?

So what?

- Influence healthy eating habits of young children
- Greater access to locally grown fresh fruits and vegetables
- Facilitate local food purchases between child care sites and regional food producers and processors
- Promoting farmers' markets to low-income families
- Sustainable market basket program for parents, teachers and staff
- Nutrition education in the classroom
- Technical assistance for child care staff to implement
- Workshops for parents
- Evaluations show increased knowledge and consumption of fruits and vegetables
- www.farmtopreschool.org



Resource: Child Care Toolkit



Contra Costa
Child Care Council

Best Practices for Child Care Nutrition and Physical Activity Environments

A Guide for Self-Assessment and Policy Development



Available at:

www.ccfproundtable.org/docs/BestPractices/BestPracticesHandbook.pdf

2. School Wellness Policies

Schools and/or districts establish model wellness policies that meet or exceed the USDA minimums.



EXAMPLE

The image shows a screenshot of the Oakland Unified School District website. The header includes the district logo, the tagline "Community Schools, Thriving Students", and navigation icons for home, calendar, site map, and contact. A green navigation bar contains links for Home, About Us, For Students & Families, For Our Community, Schools, Governing Board, Departments, and Staff Resources. The main content area features a large banner image of graduates, overlaid with the text "Wellness Policy encompasses:". Below this, a list of wellness categories is provided: Nutrition, Physical Education & Physical Activity, Health Education, Safe & Healthy School Environments, Student Wellness Services, and Staff Wellness. The website also displays "site Shortcuts" with links to school choice, calendars, news, strategic plans, meeting agendas, and documents. A "Welcome" section highlights the district's status as California's most-improved urban school district. Social media links for Facebook, Twitter, and YouTube are visible, along with a "Follow Us" button. The footer shows the date 04/27/13 and the Examiner.com logo.

Wellness Policy encompasses:

- Nutrition
- Physical Education & Physical Activity
- Health Education
- Safe & Healthy School Environments
- Student Wellness Services
- Staff Wellness

site Shortcuts

- Education - OUSD School Choice (School Choice)
- 2012-13 and 2013-14 School Calendars
- ONews - OUSD Student Website
- Strategic Plan Implementation www.thrivingstudents.org
- Board of Education Meeting Agendas, Minutes eComment Live Meeting Video
- Key District Documents
- OUSD Employment Information
- OUSD Email
- Career Opportunities
- Teacher Resources
- Online Application for Free and Reduced-Price Meals
- Looking for an RFP?

News

Oakland School Board to Consider Dr. Gary Yee for Acting Superintendent

Please click here for the press release

Superintendent Tony Smith Resigns, Effective 4/30/2013

Please click here to read Tony Smith's letter of resignation

Today

5:00 PM - 7:00 PM **Parent Cafe: Discuss School Nutrition and Wellness at OUSD**

Tomorrow

5:30 PM - 8:00 PM **Community Training to Win More Money for**

High School Students—Apply for Summer Credit Recovery Now!

Welcome

Oakland Unified is California's most-improved urban school district over the last eight years!

Follow Us

facebook | twitter | YouTube

04/27/13 | Examiner.com



healthy schools program

**Resource:
Alliance for a Healthier
Generation
Schools Program**

- ▶ Home
- ▶ How It Works

Wellness Categories

- ▶ Policy and Systems
- ▶ Healthy Cafeterias
- ▶ Healthy Vending
- ▶ Health Education
- ▶ Employee Wellness
- ▶ Physical Education
- ▶ Student Wellness

- ▶ 6 Step Process
- ▶ Resources & Tools

School: It's Where Our Kids Are.

Our nation's kids are in school for about 1,100 hours every year. It's where they spend the most time outside the home. This makes campuses essential places to promote healthy eating and active lifestyles.

Healthy kids have higher attendance rates, higher test scores and behave better in class. We are using our [Healthy Schools Program Framework](#) to make this the norm for all students.

We've taken the latest research on childhood health and combined it with the most effective school policies to maximize impact of practices on campus. We divided our approach into seven wellness categories to create a workable framework that sets specific actions to



"[The Alliance] likes to use the school's resources and people to help the school achieve healthier solutions for their students." – Susan Dell

Available at:

https://schools.healthiergeneration.org/wellness_categories/

3. Farm to Plate



Schools districts, retail, or worksites purchase more from local farmers and producers.

EXAMPLE



HOME GETTING STARTED RESOURCES NEWS & EVENTS PROJECTS ABOUT SEARCH JOIN US

Community Alliance with Family Farmers

Since 2001, Community Alliance with Family Farmers (CAFF) has been conducting Farm to School programs in California. A statewide, farmer-member organization, CAFF has worked in dozens of school districts from L.A. to Humboldt, running farm education programs and creating distribution solutions for schools wanting to buy local produce. Currently active CAFF hubs of Farm to School work include the the Bay Area, the South Bay, Humboldt County, the Central Coast, Sonoma County, and Fresno. Basic elements of CAFF's Farm to School program are: 1) "Know Your Farmer" Educational Program, which introduces students to local farmers and healthy, fresh foods through local food system lessons, farmer visits to classes and farm field trips. 2) Harvest of the Month Tasting Kits, which provide teachers with locally-grown produce and curriculum for teaching about nutrition and agriculture. These are only currently available in Humboldt and the Central Coast. 3) Farm to Cafeteria (technical assistance with food service). CAFF works with school food service, produce distributors and farmers to bring local produce on the menu. We partner with food service departments to determine the best distribution method for local procurement and support the district in working with their distributor or local farmers. Please contact farmtoschool@caff.org for more

information.

Farm to School Initiative Local Food Systems

Contact Person

Website: www.caff.org

- Buy Fresh Buy Local
- Community Aggregation Hubs

Follow @CAFarmtoSchool

Like 100 people like this. Be the first of your friends.



PROJECTS

SCHOOLS & SCHOOL DISTRICTS

PARTNER ORGANIZATIONS

FARMERS & DISTRIBUTORS

EVENTS

SEARCH

Members Login

Email Address:

Password:

[Forgot password?](#)

Login

Subscribe to our mailing list

Email Address:

Subscribe





Resource: California Farm to School

Farm to School
Interested in school
The Urban and Environ
Policy Institute at Occid
College is conducting a
workshop facilitating the
development of skills necessary
for creating and maintaining
your school garden. Discover
how garden-based learning can
support the educational
environment, promote healthy
eating habits, and build the Farm
to School connection. Workshop
is May 11, and space is limited!
To register, click [here](#).
[Read More](#)



Welcome

Welcome to the online home of California Farm to School! Farm to School programs are popping up all across the state. These programs connect schools with local farms with the objectives of serving healthy meals in school cafeterias, improving student nutrition, providing health and nutrition education opportunities that will last a lifetime, and supporting California's farmers. Use this site to learn more about farm to school, find schools and farmers in your area to connect with, and make farm to school a reality in your area.

Available at:

www.cafarmtoschool.org

4. Joint Use Agreements

Schools have Joint Use Agreements for recreational, gardening, and cooking facilities.



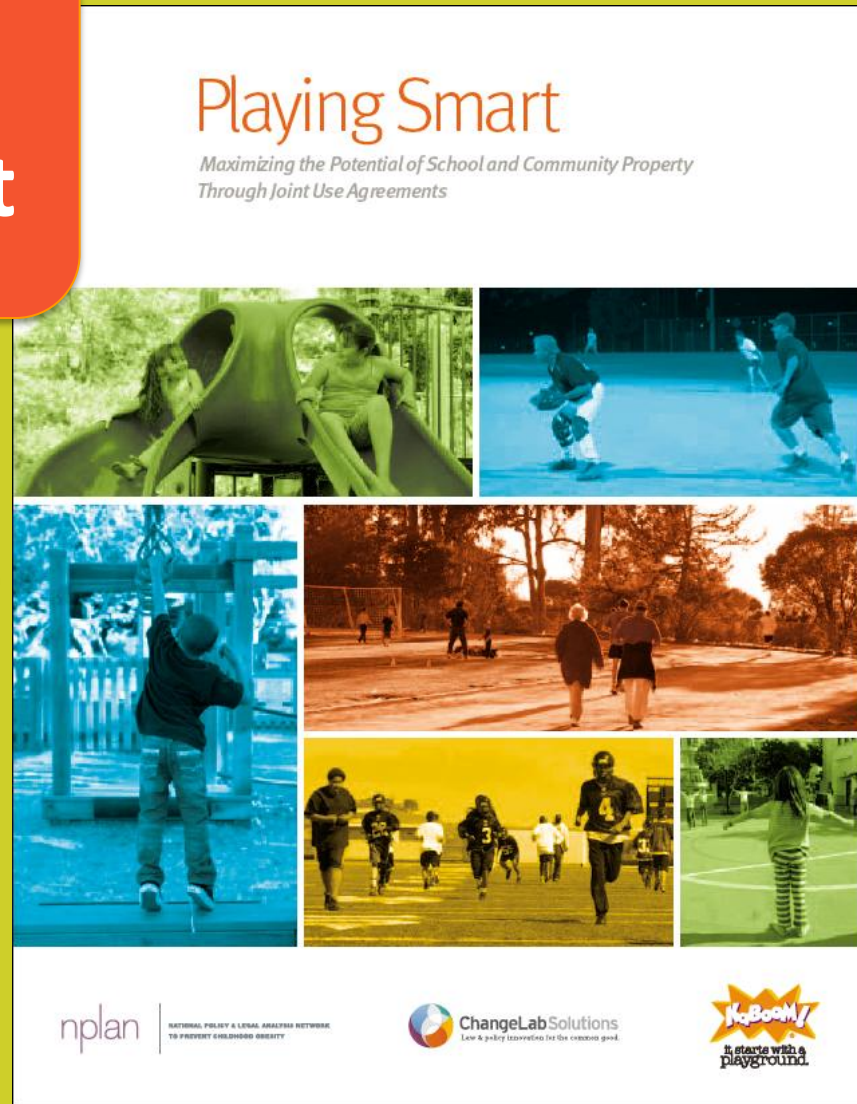
EXAMPLE



San Francisco

- Coordinated
- Districtwide partnership
- Address grounds, staffing, security, liability, oversight
- City and School working together

Resource: Joint Use Toolkit



Available at:

<http://changelabsolutions.org/childhood-obesity/joint-use>

Questions?

- Childcare & Preschool
- School Wellness Policies
 - Farm to Plate
- Joint Use Agreements

5. Healthy Corner Stores



MARKET

A healthy corner stores certification program is established and certifies stores to improve grocery store options.



Eat local, buy fresh!

Fresh farmed fruits and vegetables are now available at the following stores:



BROADWAY LIQUOR
151 Broadway



BOBAR MARKET & GAS #8
600 F Street



SUNSET MARKET AND LIQUOR
985 Broadway



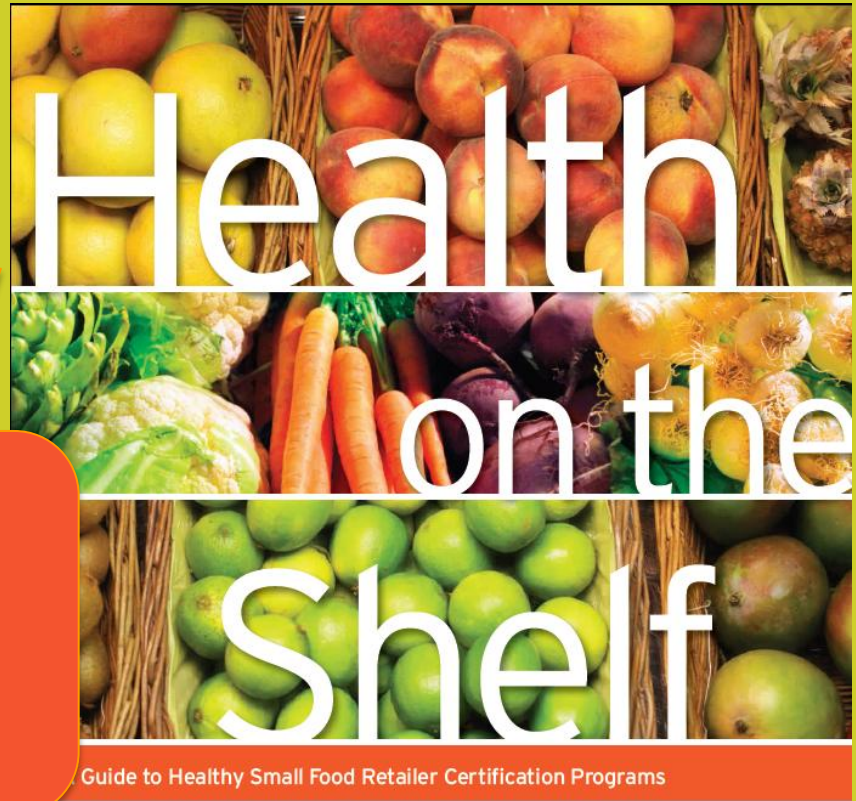
EAGLE LIQUOR MARKET
1296 3rd Avenue

**EXAMPLE:
CHULA VISTA'S
CILANTRO TO
STORES**



Made possible by funding from the U.S. Department of Health and Human Services, through the County of San Diego. Administered by the City of Chula Vista in conjunction with the San Diego County Childhood Obesity Initiative facilitated by CHIP. For more information call 619-409-5888.

**Resource:
Small Food
Retailer Toolkit**



Available at:

<http://changelabsolutions.org/publications/health-on-the-shelf>

6. Healthy Food Retail

Improve the food environment scores (e.g., CX3) in low-income neighborhoods. Work with neighborhood vendors and restaurants to improve menu selections and marketing of healthier items.



EXAMPLE: SONOMA COUNTY'S HEALTHY FOOD OUTLET PROJECT



Produce section with a large variety of fresh vegetables.
(Santa Rosa, CA)



Organized produce section in a small grocery store. (Santa Rosa, CA)

**Resource:
Healthy Food
Outlet Toolkit**



**Sonoma County
Healthy Food Outlet
Project Toolkit**

**Making Healthy Changes for a
Healthier Community**



Available at:

www.cce.csus.edu/conferences/nhc/11/speaker/uploads/Healthy%20Food%20Outlet%20Project.pdf

7. Organizations

Institute an organizational policy to offer structured physical activity programs in low-income settings or for low-income children, youth, families, and elders.



100 Citizens: Role Models for the Future

<http://Our partnership does not have a website>

Popular Choice Award



100 Citizens: Role Models for the Future

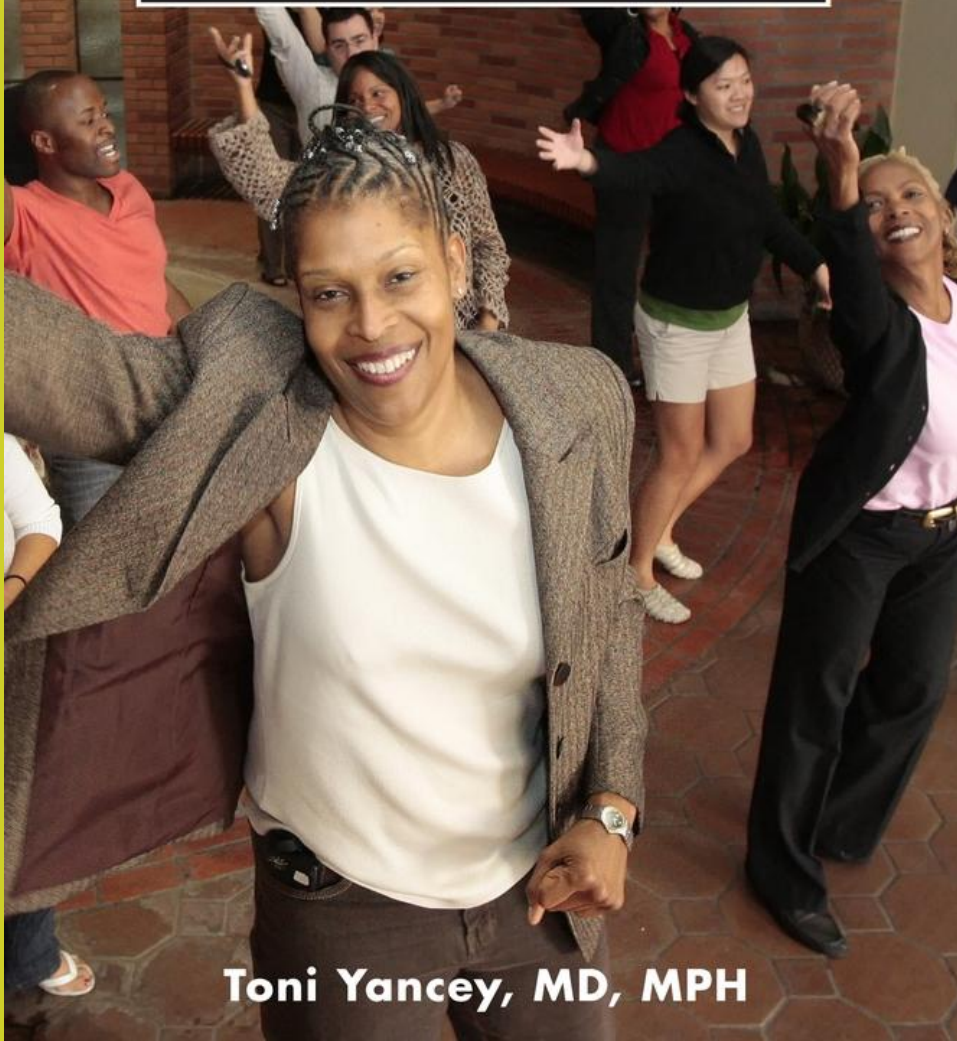
Available at:

<http://communities.challenge.gov/submissions/6815-100-citizens-role-models-for-the-future>



instantrecess

Building a Fit Nation 10 MINUTES AT A TIME



Toni Yancey, MD, MPH

***Get Up & Move to Honor
Toni Yancey:
Nationwide Instant Recess***

**Today, May 7, 2013
1 PM (Pacific Time)**

#instantrecess

**Youtube search:
“Sparking Motion”**

8. Community & School Gardens

Identify and provide opportunities to communities for land, water, and other support for community and school “edible” gardens.



EXAMPLE: URBAN SPROUTS





Community gardens play a valuable role in creating healthier communities.

This fact sheet explains how model policies from NPLAN can help advocates work with local governments to create and sustain these important neighborhood resources.

Establishing Protections for Community Gardens

A Fact Sheet for Advocates

Community gardens can bring great benefit to a neighborhood. Not only do they increase access to fresh produce, community gardens provide valuable opportunities for neighbors to connect with each other, learn about nutrition, exercise, and perhaps even start a business.

Local governments across the country are nurturing community gardens in a variety of ways. Some cities provide financial support for community gardens;¹ others inventory municipal land to determine where vacant public lots may be available.² Still others operate their own community garden programs.³ Local governments also can adopt land use laws—specifically *comprehensive plan policies* and *zoning codes*—to help create and preserve community gardens.

To help advocates work with local governments to adopt these types of policies, NPLAN has developed *Establishing Land Use Protections for Community Gardens*, a policy package that includes model language that can be incorporated into local land use guidelines.

Resource: Community Garden Fact Sheet

Available at:

<http://changelabsolutions.org/publications/establishing-protections-community-gardens>

9. Worksite Wellness

Worksites participate in the *Network's Worksite Program* (California Fit Business).



en Español

- [Su salud en su idioma](#)
- Most Popular Links**
- [Birth, Death, & Marriage Certificates](#)
- [Licensing and Certification](#)
- [WIC](#)
- Quick Links**
- [About Us](#)
- [Decisions Pending & Opportunities for Public Participation](#)
- [Diseases & Conditions](#)
- [Job Opportunities](#)
- [Local Health Services](#)
- [Newsroom](#)
- [Public Availability of Documents](#)
- Related Links**
- [California Health and Human Services Agency](#)
- [Department of Health Care Services \(includes Medi-Cal\)](#)
- [State Agencies Directory](#)

[Home](#) > [Programs](#) > [Cancer Prevention and Nutrition](#) > [Worksite Program California Fit Business Kit!](#)

Worksite Program California Fit Business Kit!

Welcome to the *California Fit Business Kit!* The *Network for a Healthy California -- Worksite Program* developed this suite of tools and resources to help employers develop and implement a culture and environment at their workplaces that support healthy eating and physical activity among workers. This Kit contains ten individual components, all of which have been evaluated by a diverse mix of businesses from across the state and have been designed to be easily implemented at any worksite. These tools can be used individually or as part of a comprehensive worksite wellness program. Most importantly, the tools can assist employers and employees who are interested in combating declining employee health and ever-increasing health care costs. The Kit includes:

[Check for Health](#) | [Wellness Committee](#) | [Healthy Meeting Policies](#) | [Vending Machine Food and Beverage Standards](#) | [Healthy Dining Menu Guidelines](#) | [Simple Steps to Ordering Farm Fresh Produce for the Worksite](#) | [A Guide to Establishing a Worksite Farmers' Market](#) | [Healthy Stairwells Tool](#) | [A Guide to Creating Worksite Walking Clubs](#) | [Take Action!](#)

As California and the nation face unprecedented increases in adult obesity and associated health care costs, eating 3½ to 6½ cups of fruits and vegetables and enjoying at least 30 minutes of physical activity every day will help employees manage their weight and protect them from the risk of chronic diseases related to lifestyle.

How healthy is your workforce? Are you doing all you can to help employees keep their medical costs down? It is important to provide an environment where employees can put healthy habits into practice!

Check for Health is an easy-to-use tool to assess your worksite and demonstrate the level of health in your organization and how well that culture supports employees' health.

→ [Check for Health \(PDF\)](#)

Wellness Committee

Wellness Committee is simply a group of employees that come together to support a healthy worksite. The Committee creates a more successful and more sustainable worksite wellness program.

→ [Establishing a Worksite Wellness Committee \(PDF\)](#)

The Healthy Meeting Policies can help you offer healthy foods and physical activity during workplace meetings, gatherings and events, you will be encouraging your employees to be more active.

→ [Healthy Meeting Policies \(PDF\)](#) !New

→ [Healthy Meeting Certificate \(PDF\)](#)



Available at:

www.cdph.ca.gov/programs/cpns/Pages/WorksiteFitBusinessKit.aspx

Questions?

- **Healthy Corner Stores**
 - **Healthy Food Retail**
- **Physical Activity & Organizations**
 - **Community & School Gardens**
 - **Worksite Wellness**

10. Safe Routes to School

Promote active transport and work to improve access to safe streets through Safe Routes to Schools for all users, including bicyclists and pedestrians.



EXAMPLE: MARIN COUNTY





Program Tools

Search Resources

Build & Sustain a Program

Start a Program

Launch an Event

Promote your Efforts

Access Classroom Resources

Get Law Enforcement Resources

Browse Success Stories

Find State Contacts

Build & Sustain a Program

Starting a Safe Routes to School (SRTS) program is an opportunity to make walking and bicycling to school safer and more accessible for children, including those with disabilities, and to increase the number of children who choose to walk and bicycle. On a broader level, SRTS programs can enhance children's health and well-being, ease congestion near the school and improve air quality and improve members' overall quality of life. The steps outlined in this guide are meant to provide guidance by providing a framework for building an SRTS program based on what has worked in other communities. Some communities may find that a different approach or set of steps works better for them.

A SRTS program has the potential to improve walking and bicycling conditions near a school and spread interest into the surrounding community. Coalitions that persist in their efforts and implement improvements based on their evaluation will be more likely to see more children for children to walk and bicycle and more children walking and bicycling to school.



Most popular tools

- Evaluation: Parent Survey
- Education: Tip Sheets
- Evaluation: Student In-Class Travel Tally
- At what age can children walk to school by themselves?

**Resource:
How to build and
sustain a Safe Routes
to School (SRTS)
program**

Available at:

www.saferoutesinfo.org/program-tools/build-and-sustain-program

11. Farmers' Markets

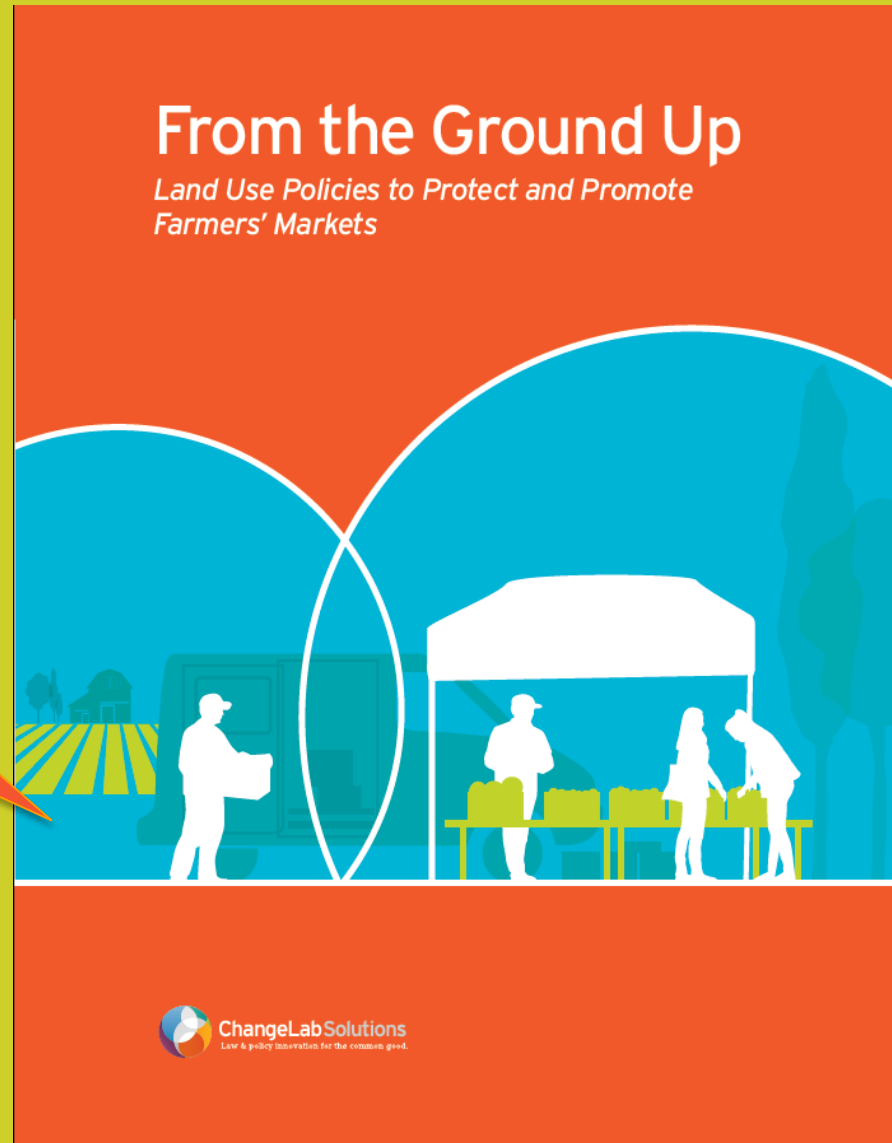
Increase access to farmers markets through location, Electronic Benefit Transfer (EBT) and Women, Infants, and Children Supplemental Nutrition Program (WIC) coupon acceptance to increase consumption of fresh fruits and vegetables or other systems changes that promote access to healthy foods.



EXAMPLE: MARKET MATCH



**Resource:
Farmers' Market
Policy Toolkit**

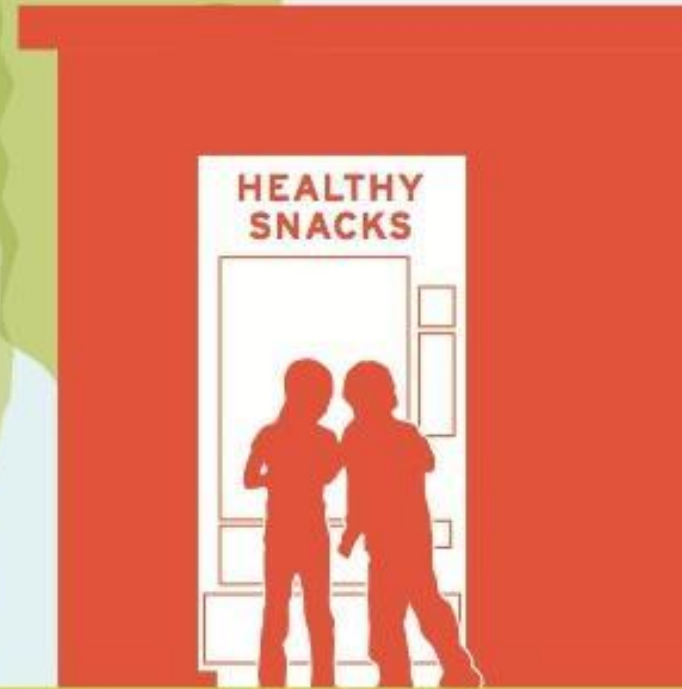


Available at:

<http://changelabsolutions.org/publications/land-use-farmers-markets>

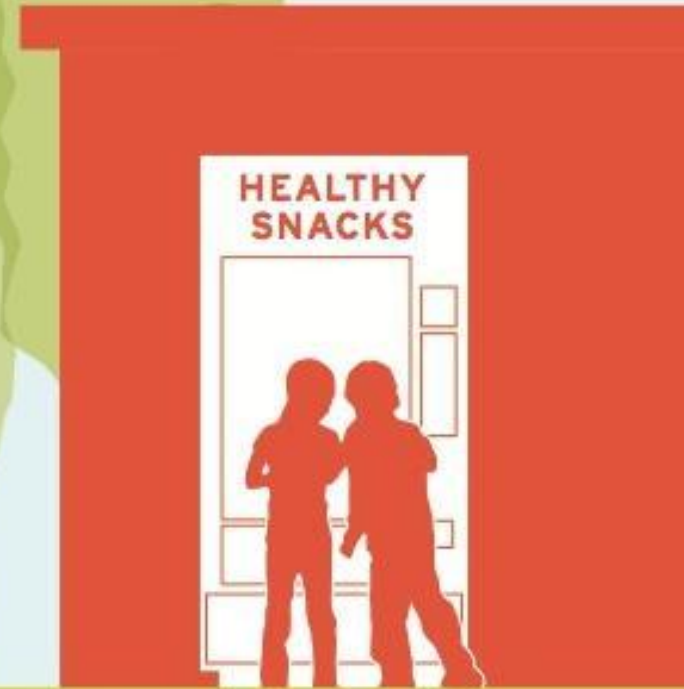
12. Government Procurement

Promote healthy beverage standards from county welfare offices, public housing units, city parks and recreational facilities and/or school vending machines in eligible settings serving low-income populations. Provide healthy beverage alternatives in appropriate serving sizes.



13. Youth-Serving Organizations

Collaborate with local youth-serving organizations working with low-income populations (such as parks and recreation, sports leagues, booster clubs, etc.) to ensure that healthy foods and beverages are available at community events for purchase. Encourage organizations to seek healthy beverage sponsorships.



EXAMPLE

COUNTY OF SAN DIEGO, CALIFORNIA BOARD OF SUPERVISORS POLICY		
Subject Healthy Choice Options in Vending Machines on County Property	Policy Number	Page
	K-14	1 of 3
<u>Purpose</u> The purpose of this policy is to establish guidelines to provide healthy-choice options in vending machines on County property.		
<u>Background</u> Childhood obesity has reached epidemic proportions. Obesity causes health problems and results in significant financial burdens to individuals and taxpayers. A Call to Action: San Diego County Childhood Obesity Action Plan was developed in 2010 to address the growing public health burden. According to the Action Plan and the subsequent Childhood Obesity Initiative, a supportive environment helps individuals make positive behavioral changes. A key strategy of the Action Plan includes providing healthy choices in vending machines. This policy will support the initiative's goal to demonstrate the benefit of vending machines to the benefit of individuals who use our facilities. High-calorie sodas and low-nutrition foods contribute to obesity. At the same time, low-nutrition foods displace healthier options in vending machines. By demonstrating this policy, County facilities will demonstrate a commitment to a positive community environment for healthy nutrition and create more demand for healthy foods in vending machines. The implementation of this policy will promote a healthy environment and create a supportive environment to foster healthy eating habits in County employees, the public, and others who use our facilities.		
<ul style="list-style-type: none">• 100% Healthy in Youth-Serving Facilities and Areas• 50% in other county facilities• Only “healthy options” can be advertised on machines• “Healthy options” must be comparably priced		
It is the policy of the Board of Supervisors that: <ol style="list-style-type: none">1. The County supports efforts to reduce obesity in County employees and individuals who use our facilities by reducing high-calorie/low-nutrition beverages and foods, and providing healthy-choice options in all vending machines on County property.2. All County Departments shall establish monitoring procedures to ensure that all vending machines located in their respective Departments meet the healthy choice nutrition standards outlined below. Continued non-compliance will be reported to the Department of		

Quiz:

Where can I learn more about PSE Strategies to improve urban environments?

ChangeLab Solutions

MAKING CHANGE

A GUIDE TO HEALTHIER VENDING FOR MUNICIPALITIES



ChangeLab Solutions
Law & policy innovation for the common good.

UNDERSTANDING HEALTHY PROCUREMENT:
USING GOVERNMENT'S PURCHASING POWER
TO INCREASE ACCESS TO HEALTHY FOOD

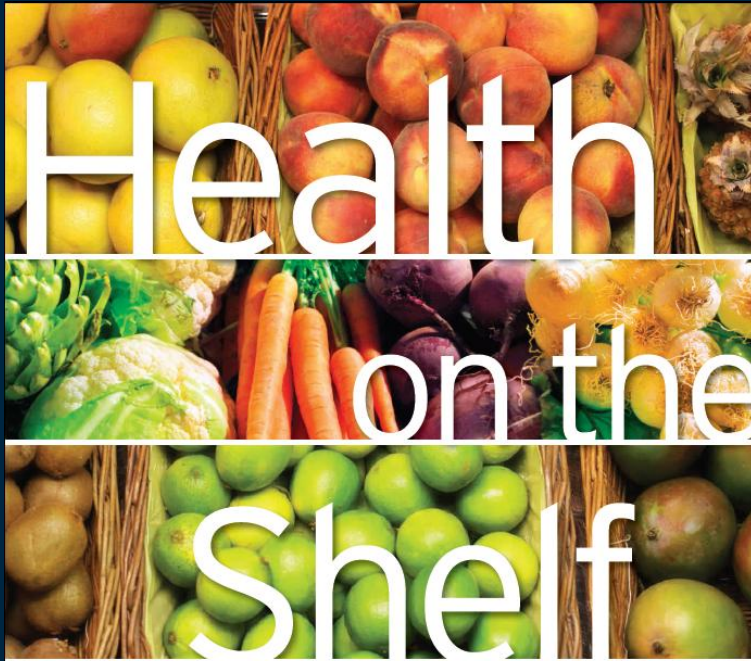


ChangeLab Solutions
Law & policy innovation for the common good.

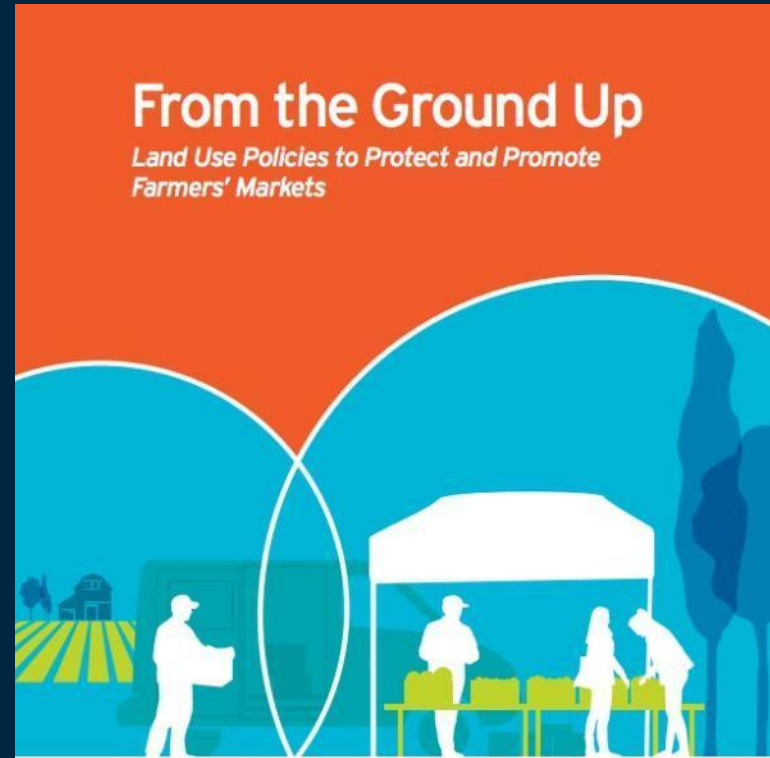
nplan

NATIONAL POLICY & LEGAL ANALYSIS NETWORK
TO PROMOTE HEALTHY COMMUNITIES

ChangeLab Solutions



A Guide to Healthy Small Food Retailer Certification Programs



From the Ground Up

*Land Use Policies to Protect and Promote
Farmers' Markets*



Questions?

- **Childcare & Preschool Wellness Policies**
- **Farm to Plate**
- **Joint Use Agreements**
- **Healthy Corner Stores**
- **Healthy Food Retail**
- **Physical Activity & Organizations**
- **Community & School Gardens**
- **Worksite Wellness**
- **Safe Routes to School**
- **Farmers' Markets**
- **Healthy Purchasing & Nutrition Standards**

FOR MORE INFORMATION:

Contact your Program Manager or:

Betty Sun: Research and Evaluation Section

Betty.Sun@cdph.ca.gov

Lisa Tadlock: Policy, Planning & Partnerships Section

Lisa.Tadlock@cdph.ca.gov

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.

ChangeLab Solutions

Schools

Neighborhoods

Retail

Public Places

Worksites



THANK YOU!