



# **CREATING A PERSUASIVE OBESITY PREVENTION POLICY AGENDA**

**Workshop Session 4**

***Thursday, June 30 | 8:00 – 9:30 am***

**Moderator, Sarah Samuels**

# THEORY OF CHANGE

CHANGE ENVIRONMENTS TO CREATE  
GREATER ACCESS TO HEALTHY FOODS

CHANGE NORMS SO THAT THE HEALTHY  
CHOICE BECOMES THE EASY CHOICE

RESIDENTS MAKE HEALTHIER CHOICES

HEALTH INDICATORS IMPROVE (e.g. BMI)

# POLICY CHANGE AT ALL LEVELS

POLICY STRATEGY	FED/STATE/LOCAL POLICY
Require school wellness policies	Federal
Overhaul school lunch standards	
Eliminate trans fat in school foods	State
Establish afterschool nutrition standards	
Regulate vending trucks	Local
Municipal healthy vending policy	
Fast food zoning moratorium	
Farmers' market ordinances	
Promote health in general plans	
Develop safe routes to school	
Encourage Joint Use agreements	
Develop bicycling master plans/routes	

# IMPACT ON RESIDENT & YOUTH ATTITUDES & PRACTICES

- Shift in perception of obesity as only an individual behavioral problem to community problem.
- Community residents in HEAC & CCROPP sites support policy strategies to improve access to healthy foods & physical activity.
- Youth in HEAC & CCROPP communities support policies that improve school & community environments & make healthy eating & physical activity easier.



# PANELISTS

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