

# **Innovative Policy Ideas and Update**

## **Accelerating Policies and Research on**

### **Food Access, Diet, and Obesity Prevention**

*UPenn Prevention Research Center (PRC) Symposium*  
*April 28<sup>th</sup>, 2017*



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**Day 99**



**NOW  
PANIC  
AND  
FREAK  
OUT**



# Successes



| Nutrition Facts           |                    |
|---------------------------|--------------------|
| 10 serving per package    |                    |
| Serving size              | 1/10 package (43g) |
| Amount per 1 container    |                    |
| <b>Calories</b>           | <b>160</b>         |
|                           | % DV*              |
| Total Fat 4g              | 6%                 |
| Saturated Fat 1.5g        | 8%                 |
| Trans Fat 0g              |                    |
| Cholesterol 0mg           | 0%                 |
| Sodium 80mg               | 3%                 |
| Total Carbs 33g           | 11%                |
| Dietary Fiber 0g          | 0%                 |
| Total Sugars 18g          |                    |
| Includes 16g Added Sugars | 32%                |
| Protein 11g               |                    |
| INGREDIENTS: X, Y, Z      |                    |



# Threats



| Nutrition Facts                  |                    |
|----------------------------------|--------------------|
| 10 serving per package           |                    |
| Serving size                     | 1/10 package (43g) |
| Amount per 1 container           |                    |
| <b>Calories</b>                  | <b>160</b>         |
|                                  | % DV*              |
| <b>Total Fat</b> 4g              | <b>6%</b>          |
| <b>Saturated Fat</b> 1.5g        | <b>8%</b>          |
| <b>Trans Fat</b> 0g              |                    |
| <b>Cholesterol</b> 0mg           | <b>0%</b>          |
| <b>Sodium</b> 80mg               | <b>3%</b>          |
| <b>Total Carbs</b> 33g           | <b>11%</b>         |
| <b>Dietary Fiber</b> 0g          | <b>0%</b>          |
| <b>Total Sugars</b> 18g          |                    |
| <b>Includes 16g Added Sugars</b> | <b>32%</b>         |
| <b>Protein</b> 11g               |                    |
| INGREDIENTS: X, Y, Z             |                    |

# Threats (cont'd)

**America First**  
**A Budget Blueprint to Make  
America Great Again**

- Budget process: President's 2018 budget; Government shutdown?? (April 28<sup>th</sup>), reconciliation (simple majority), appropriations, debt limit
- Regulations: roll back, weaken, delay
- Preemption



# Defend, Protect, Implement

Research → Advocacy → Policy

- Message research: neutralize anti-government, nanny state arguments
- HHFKA/SNAP: reverse analysis – what would happen if...
- SNAP-Ed: ROI/Impact/Outcomes/State Models
- Regulatory actions: we can all play in that space
- **Big Picture: Upstream issues; minimum wage; family leave; rural challenges**



- Impact of block grants
- New Retail Stocking Standards Rule
- State variations of SNAP options
- Rural challenges and opportunities
- Waivers??
- Collaboration and consensus building among anti-hunger and public health

# Advocacy Strategies

- Highlight successes
- Build the evidence base
- Communicate-story telling through data
- Policy maker engagement: FB, Twitter, face to face
- Align with administration (job growth, child care, infrastructure)



# Local: Active Healthy Food Policies

## Current

- SSB tax
- Kids Meals
- Procurement
- Healthy food financing
- Farmers market subsidies
- Schools, out-of-school, and childcare nutrition standards

## In the wings

- Warning labels
- SNAP subsidies and incentives
- Marketing restrictions in schools
- Portion sizes?

# State/Local: Active Healthy Food Policies

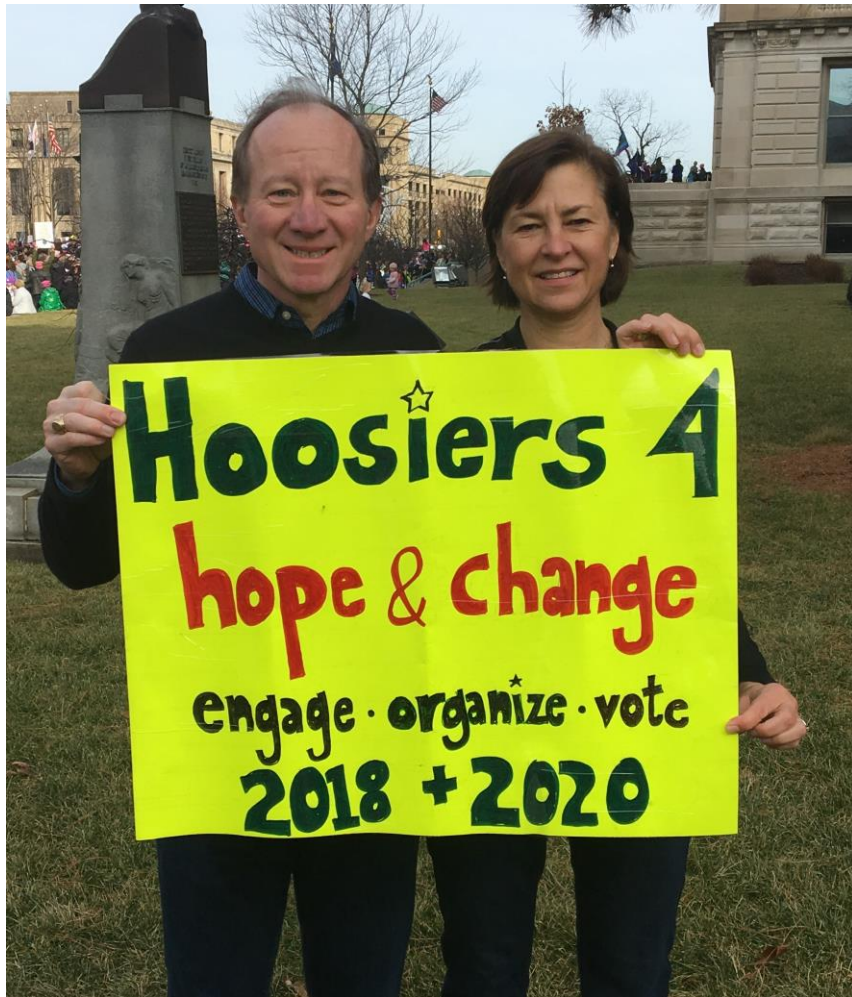
*30 WINS in 7 Months*

- ✓ 9: nutrition standards for government procurement of food
- ✓ 2: codifying Federal “SmartSnacks” standards in state law
- ✓ 1: expanding access to healthy food in SNAP
- ✓ 1: making healthy drinks the default option in kids’ meals
- ✓ 5: Sugary drink taxes
- ✓ 12: policies increasing funding for biking and walking

# Issue Fatigue







*“Strengthening connections with families, communities, and organizations is the most important preventive approach.”*

*Jack Saul, Trauma Expert*

Freak out time is over...

