TAKE ACTION!
Everyone Has a Role In Creating Healthy Communities

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Leadership for Healthy Communities
Advancing Policies to Support Healthy Eating and Active Living
INDIVIDUAL ENERGY IMBALANCE

Walking  Biking  Drinking Water

PHYSICAL ACTIVITY  FOOD & DRINK

ENERGY OUT  ENERGY IN

Eating Fruits and Vegetables
Societal Energy Imbalance

Good Stuff
- Healthy Food
- Active Play, Walking, Biking

Bad Stuff
- Sugary Foods and Drinks
- Car Dependence
- Sedentary Entertainment

- Marketing Unhealthy Foods
- Sprawl

Parks & Recreation
Health Impact Assessments
Universal PE
LEADERSHIP FOR HEALTHY COMMUNITIES
Advancing Policies to Support Healthy Eating & Active Living

THE CHILDHOOD OBESITY EPIDEMIC

ACTIVE LIVING
HEALTHY EATING
SCHOOLS
SOCIAL ENVIRONMENT
PRIORITY POPULATIONS

FEATURED CONTENT

MICHHELLE OBAMA ADDRESSES CHILDHOOD OBESITY AT MAYORS CONFERENCE

First Lady Michelle Obama spoke at the Winter Meeting of the United States Conference of Mayors on January 20 in Washington, DC, announcing the launch of her childhood obesity initiative to commence in February 2010, which will mobilize federal and local resources in an effort to promote healthier communities for children to grow.

Read More >>

NEW RESOURCES

EDUCATION POLICY-MAKERS ADDRESS CHILDHOOD OBESITY

A new issue of The State Education Standard, the journal of the National Association of State Boards of Education (NASBE),...
Part I
Active Living & The Built Environment

Part II
Healthy Eating & The Food Environment
Part 1. Active Living

Active Transportation
Improve Safety for Bicyclists and Pedestrians
Expand Trails, Bicycle Lanes and Connections
Examples of Implementing Active Living Transportation

Land Use For Active Living
Re-Evaluate Urban Design and Comprehensive Land Use Plans to Improve Active Living
Improve Community Design Features to Encourage Physical Activity
Examples of Improving Land Use and Development for Active Living

Open Spaces, Parks and Recreation
Increase Access to Recreation Facilities and Open Spaces, Including Parks and Community Gardens
Examples of Supporting Active Parks and Recreation Facilities

Quality Physical Activity In and Near Schools
Offer at Least 30 Minutes of Quality Physical Activity Daily
Consider Requiring Standards-Based Physical Education Classes Taught by Certified PE Teachers
Support Walk to School and Safe Routes to School (SRTS) Programs
Facilitate Joint-Use Agreements
Examples of Enabling Physical Activity In and Near Schools

Safety And Crime Prevention
Keep Communities Safe and Free from Crime to Encourage Outdoor Activity

Part 2. Healthy Eating

Quality Nutrition In Schools
Ensure that Students have Appealing, Healthy Food and Beverage Choices in Schools
Support Farm-to-School and School Garden Programs
Implement a Standards-Based Health Education Program Taught by Teachers Certified in Health Education
Examples of Promoting Nutrition and Health Education in Schools

Supermarkets and Healthy Food Vendors
Attract Grocery Stores that Provide High-Quality, Healthy Affordable Foods to Lower-Income Neighborhoods
Encourage Convenience Stores and Bodegas to Offer Healthier Food
Establish Healthy Mobile Markets
Examples of Increasing Community Access to Healthy Foods

Farm-Fresh Local Foods
Support Farmers’ Markets
Support Community Gardens
Support the Procurement of Locally Grown Food
Examples of Increasing Access to Farm-Fresh Local Foods

Restaurants
Encourage Restaurants to Offer Reasonably Sized Portions and Low-Fat and Low-Calorie Menus
Encourage Restaurant Menu Labeling
Examples of Promoting Healthier Foods Choices in Restaurants

Food and Beverage Marketing
Regulate the Marketing of Unhealthy Food in or near Schools and Other Youth Facilities
Low and No-Cost Policies

- Low- and no- cost policies are those that:
  - Leverage existing resources;
  - Redirect current funding;
  - Advance "win-win" policies that serve multiple purposes; and/or
  - Rely on partnerships and collaboration among and between public and private entities to accomplish policy objectives.
Obesity Prevention on a Budget

Low-Cost, No-Cost Policies:

• Obesity Prevention Councils
• Joint Use Agreements
• Public Use Plans, Zoning, and Ordinances
• Supervised Recess
• Farmers Markets
• Healthy Food Procurement and Vending
• Marketing in Schools
Everyone Has a Role to Play!

Healthy Communities

- Individuals
- Policymakers
- Community Advocates
- Educators
- Parents
- Business Owners
Health in All Policies

Policy Alignment

Health  Education  Economy  Environment  Energy & Transportation  Agriculture
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