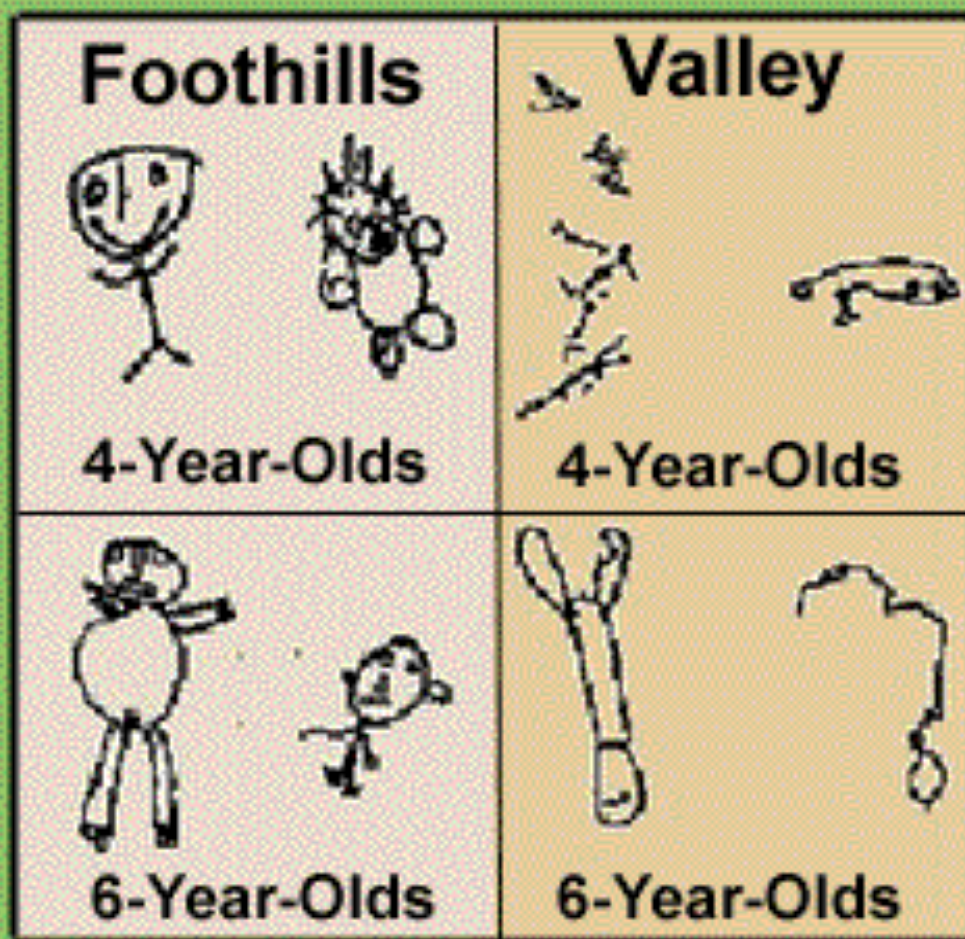




An Advocacy Agenda

Food Matters: A Clinical Education and Advocacy Program

Christine Wood, MD, FAAP, CLE
November 9, 2013,
San Diego, CA



These pictures of people are representative examples drawn by children relatively unexposed to pesticides (foothills) and those heavily exposed (valley).

Treating the Symptom...

Medically or Environmentally

Symptom	Diagnosis	Treatment
Earache	Otitis media	Antibiotic
Fast food, poverty, access to activity	Obesity and other chronic diseases	Environmental change



If we look at obesity through the lens of healthcare it is only a snapshot of where people really spend their time

VIACOM



Childhood obesity.
Don't take it lightly.



EAT FRUITS & VEGETABLES
AND BE ACTIVE

Food Stamps can help. Call 1-888-328-3483 to see if you qualify.

1161

VIACOM



I'm lovin' it



my kinda
shoppin'
spree



Dollar **M** Menu

PLEASE VISIT www.mcd.com FOR MORE

1152

Definition of Advocacy

- Speaking out, expressing one's opinion on a matter of importance
- The act of supporting a cause or proposal
- Storytelling
- Leadership



Why Health Professionals (HPs) Make Good Advocates

- They are effective messengers and authorities on obesity prevention issues.
- People trust HPs because of their expertise.
- HPs are appealing to the media as authoritative spokespeople.
- A HP can attract audiences to an issue or event such as a press conference or community event.



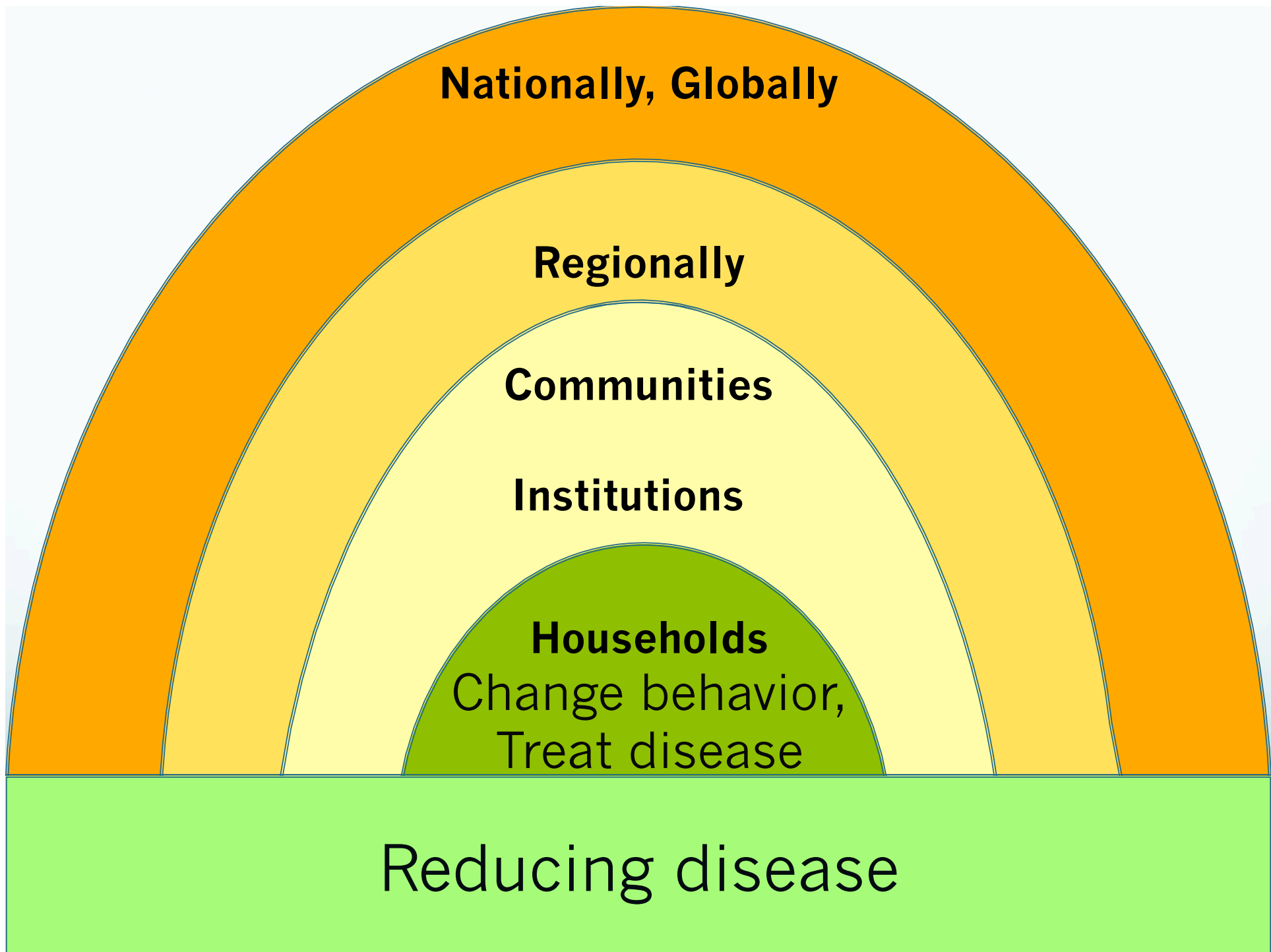


Stanford SOCIAL
INNOVATION REVIEW

Collective Impact
By John Kania & Mark Kramer

Stanford Social Innovation Review
Winter 2011

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Institutions

Promoting health

Making change In your practice



HEALTHY HABITS FOR HEALTHY COMMUNITIES

- 5** or more servings of fruits & vegetables
- 2** hours or less recreational screen time*
- 1** hour or more of physical activity
- 0** sugary drinks, more water & low fat milk

*Keep TV/Computer out of the bedroom. No screen time under the age of 2.



www.5210SanDiego.org

Core funding provided in part by:



Facilitated by:



Adapted from the Let's Go! program in Maine.

The screenshot shows the 'Let's Move' website interface. At the top, it says 'LET'S MOVE! America's Move to Raise a Healthier Generation of Kids'. There are navigation links for HOME, BLOG, ABOUT, EMAIL UPDATES, and EN ESPAÑOL. A search bar is present with the text 'Search LetsMove.gov' and a 'GO' button. Below the navigation are five main menu items: 'Learn the Facts RAISING HEALTHIER KIDS', 'Eat Healthy FOOD & NUTRITION', 'Get Active PHYSICAL ACTIVITY', 'Take Action SIMPLE STEPS TO SUCCESS', and 'Join Us LET'S MOVE TOGETHER'. The 'Take Action' item is highlighted. Below this is a breadcrumb trail: 'Home > Take Action > Health Care Providers'. The main content area features a large blue banner that says 'HEALTH CARE PROVIDERS' with 'TAKE ACTION' written vertically on either side. Below the banner is a large number '5' followed by the text 'simple steps TO SUCCESS' and 'FOR HEALTH CARE PROVIDERS'. On the left side of the content area, there is a 'Take Action' section with a list of categories: Parents, Schools, Mayors & Local Officials, Community Leaders, Chefs, and Kids.

What Health Care Facilities Are Doing

Procurement Cafeteria & Patient trays

- Buying local, organic, fair trade, rBGH-free, antibiotic and hormone-free, grass-fed, cage-free
- Reducing meat & sugar sweetened beverages
- ↑ Contracting with local and regional vendors, farmers, distributors and processors

On-site

- Farmers' markets & hospital gardens
- Waste reduction - composting & reusable dishes

Policy

- Healthy Food in Health Care Pledge
- Healthier Hospitals Initiative Healthier Food Challenge
- Advocating for federal legislation, e.g. Preservation of Antibiotics for Medical Treatment Act

Making change In Hospitals HealthyFoodinHealthcare.org

- Farmers markets and hospital gardens
- Healthy vended items
- Fast-food-free zones
- Composting and food waste reduction
- Comprehensive 'Healthier Food in Health Care' policies
- Local, organic, fair trade and sustainably grown foods in cafeterias and on patient trays
- Antibiotic-free meat/poultry; rBGH-free dairy
- Cage-free eggs



Making change In Hospitals

Balanced Menus Challenge

4 Pilot Hospitals:

- Reduced meat by 28% in 12 months
- Achieved \$402,000 savings
 - Used savings to purchase more sustainably-produced meat
- Saved the equivalent of over 1,000 tons/year reductions in greenhouse gas emissions

Balanced Menus CHALLENGE



Across the country, and the globe, the health care community is doing its part to reduce its carbon footprint. Health care food service is no different. **Balanced Menus** is a climate change reduction strategy that helps hospitals serve the healthiest food to benefit patients, the environment, and the bottom line.

Making change In Hospitals

Healthy Food in Health Care



A Pledge for Fresh, Local,
Sustainable Food

Nutrition-related chronic diseases are placing new demands on an already overburdened health care system, and taking their toll on human productivity and quality of life. Our current large scale, industrial food system favors animal products and highly-refined, preservative laden, calorie-dense foods, rather than fresh fruits and vegetables, whole grains, and other high fiber foods important for health. It is a system misaligned with dietary guidelines. Moreover, the way our food is produced and distributed impacts our health and the environment in which we live. For example:

Antibiotic Resistance

The routine use of antibiotics contributes to growing antibiotic resistant bacteria. Each year 20 to 30 million pounds of antibiotics (including related antimicrobials) are used in agriculture—by volume, about 7-10 times the total antibiotics used in human medicine. Industrialized food systems that produce poultry, pork, beef and farmed fish routinely use antibiotics as growth promoters rather

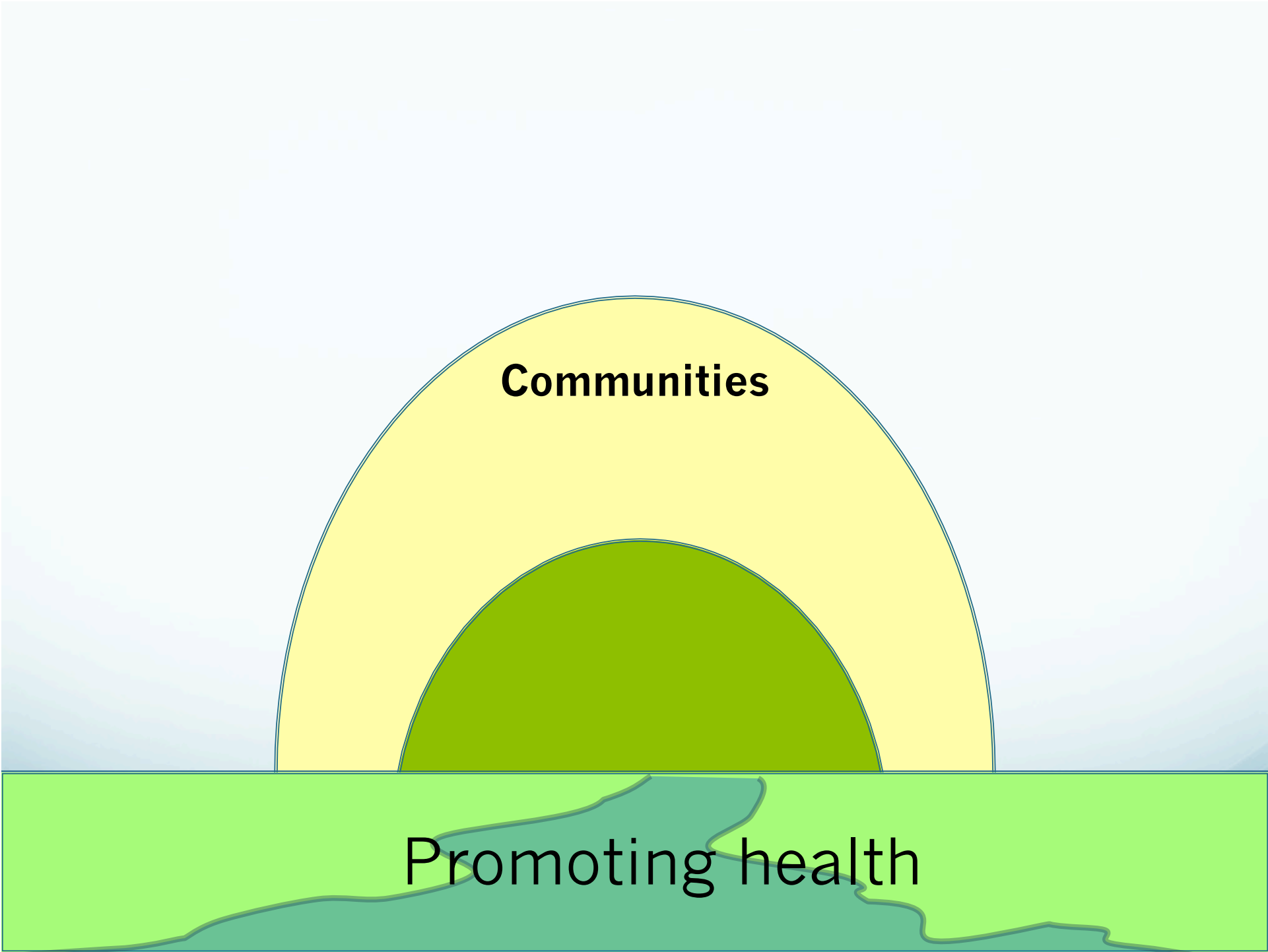
ported an average of 1,500 miles to reach its destination. Through the use of diesel and other fossil fuels, vehicles unnecessarily contribute to global warming. Fertilizers and pesticides contaminate ground water in many locales and some pesticides have been found regularly in rainfall. Large-scale animal feedlot operations contribute to water pollution when untreated animal waste releases biologically active hormones, nitrates and other toxic breakdown products into waterways.

Worker Health and Safety

Widespread pesticide use in industrial-scale food production exposes farm workers and their families to dangerous chemicals, often at levels that exceed established "safety" limits. Longer-term, low-level pesticide exposure has been linked to an array of chronic health problems including cancer, birth defects, neurological, reproductive, and behavioral effects, and impaired immune system function. Industrialized meat packing is recognized as one of the most dangerous occupations every year, over one quarter

Over 400
signers across
the US

www.HealthyFoodinHealthcare.org



Communities

Promoting health

My Soda Contract Story

Policy speaks
louder than
individuals



USDA United States Department of Agriculture
Food and Nutrition Service



[Home](#) | [About Team Nutrition](#) | [FNS Newsroom](#) | [Help](#) | [Contact Us](#)

Search FNS

Go

You are here: [Home](#) > Local School Wellness Policy

Local School Wellness Policy

Making change

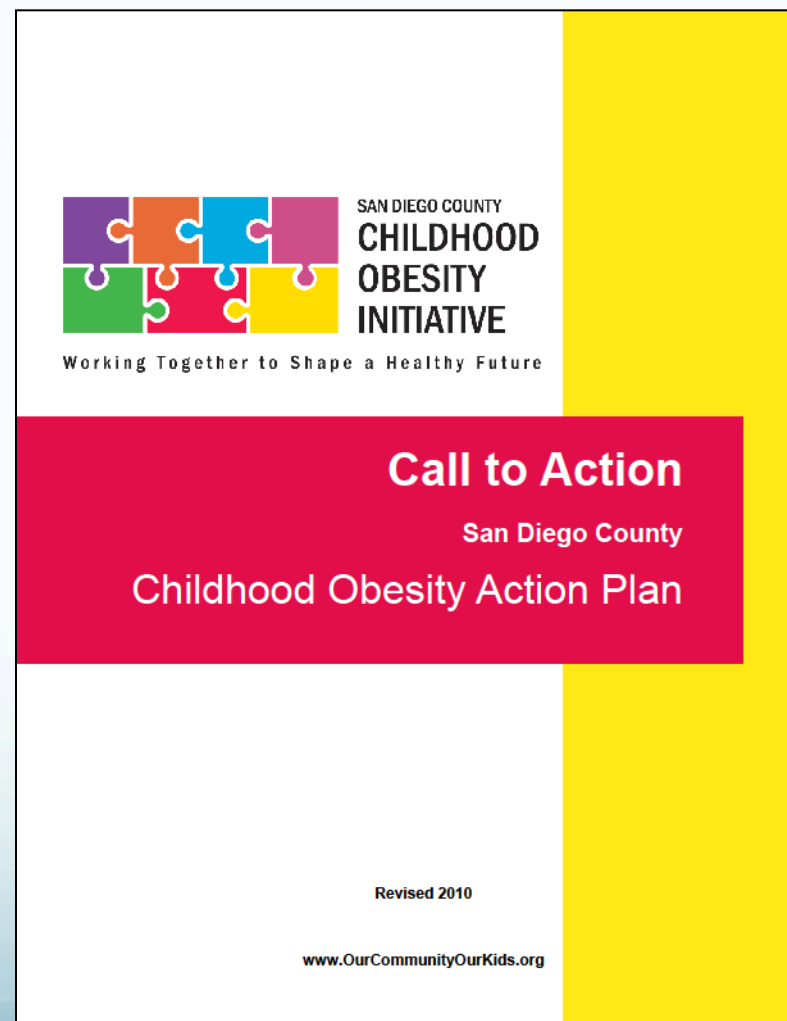
In Communities



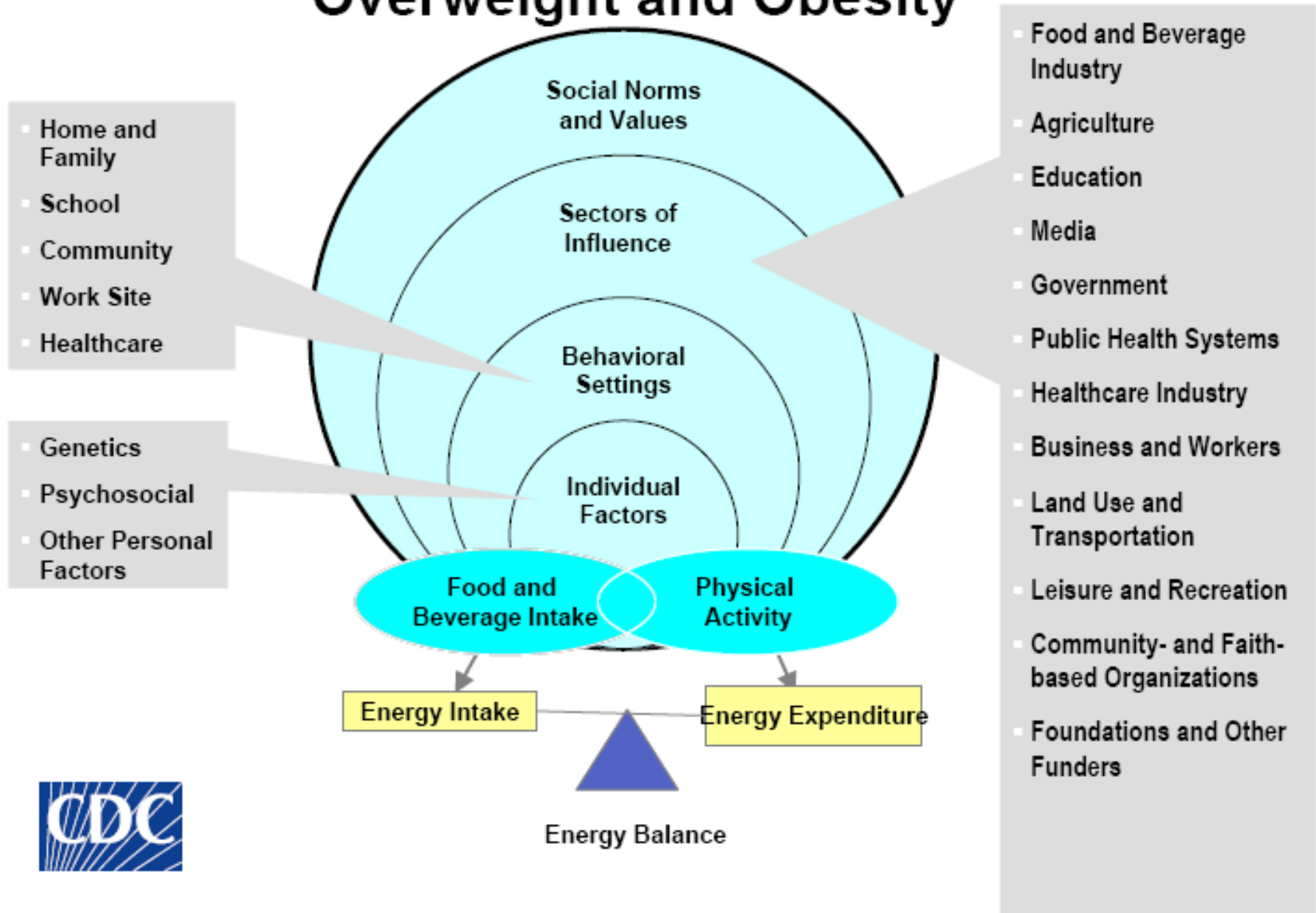
San Diego County Childhood Obesity Initiative

public/private partnership

reduce and prevent childhood obesity in San Diego County by creating healthy environments for all through policy, environmental, and systems change



A Public Health Framework to Prevent and Control Overweight and Obesity



A Public Health Framework to Prevent and Control Overweight and Obesity

Government	SD County Public Health SD County Parks & Recreation
Healthcare	Rady Children's Hospital SD Medical Society
Schools and After Schools	SD Office of Education CA Project Lean County Public Health
Early Childhood	YMCA Childcare Resource SDSU Research Foundation
Community	East County Public Health SD Hunger Coalition
Media	Sharp HealthCare
Business	Healthy Kids Choice Initiative

- Food and Beverage Industry
- Agriculture
- Education
- Media
- Government
- Public Health Systems
- Healthcare Industry
- Business and Workers
- Land Use and Transportation
- Leisure and Recreation
- Community- and Faith-based Organizations
- Foundations and Other Funders

Moving Forward

Adoption of overarching strategies

- Sugar-sweetened beverages
- Safe routes to healthy places



rethink
YOUR DRINK

Healthcare Domain: Physician Advocacy Menu



Working Together to Shape a Healthy Future
Facilitated by Community Health Improvement Partners

Appetizers

Whet your appetite with these advocacy activities, which can be accomplished even with a busy schedule.

Let's Move

Sign on to First Lady Michelle Obama's "Let's Move" campaign on the American Academy of Pediatrics website at www.aap.org/obesity/whitehouse.

Be Informed

Sign up to receive the monthly e-newsletter of the San Diego County Childhood Obesity Initiative at www.OurCommunityOurKids.org.

Read Up

Learn about your local school district's wellness policy at www.OurCommunityOurKids.org/resources/policy-clearinghouse.aspx#providers.

Healthy Tips

Attach "Healthy Tips" flyers to completed preschool medical forms.

Educate Patients

Place books and brochures on the topic of healthy weight and fitness in your waiting area.



Entrees

If you have slightly more time to give, bite into these juicy opportunities, which will expand your involvement and outreach.

Get Schooled

Offer to present about childhood obesity at a local school at a back-to-school night, health fair, parent association meeting or staff development day.

Get Schooled 2

Attend a meeting of a school district's wellness council or school nurses group.

Start Young

Contact a local preschool or childcare center and offer to present to teachers, staff and parents. Encourage adoption of a wellness policy, which can be found at www.OurCommunityOurKids.org/media/59950/yymca%20policy%20new.pdf.

Buy it Back

Participate in the Halloween Candy Buy-Back Program by using your office as a collection site and paying children who wish to bring in their excess, unopened Halloween candy \$1 per pound. Find out more at www.OurCommunityOurKids.org/domains-committees/business/halloween-candy-buy-back-program.aspx.

Meet for a Purpose

Attend meetings of the San Diego County Childhood Obesity Initiative's domain workgroups: Healthcare, Schools & After-school, or Early Childhood. Find our calendar at www.OurCommunityOurKids.org/calendar.aspx.

Set an Example

Establish a wellness policy at your office to encourage healthy food and physical activity environments and practices.

Make a Referral

Encourage your patients to contact 211 San Diego by calling 2-1-1 or visiting www.211sandiego.org to discover free and low-cost programs and services related to physical activity, nutrition, healthy weight and diabetes management.

Desserts

Now that you've had a taste of advocacy, sink your teeth into these delicious ways to expand your reach and influence.

Get Schooled 3

Join a school district wellness council as a regular committee member to provide ongoing advice and recommendations on creating healthy school environments.

Know Your Community

Practice "community competency" by familiarizing yourself with the food and physical activity resources and environments in the community where you practice.

Write Now

Write an opinion article or letter to the editor on childhood obesity to a newspaper or news website. Write a series of health articles for your local school or preschool newsletter.

Get Schooled 4

Present at a school district board meeting to advocate for improved school foods, more physical activity, etc.

Sweat Equity

Gather your colleagues and volunteer in your community...create a community garden, refurbish a local park, or build a playground.



<http://ourcommunityourkids.org/domains--committees/healthcare.aspx>

Making change In Communities

Nutrition in Healthcare Leadership Team

Vision:

San Diego County healthcare systems promote optimal health by ensuring all foods and beverages served are healthy, fresh, affordable and produced in a manner that supports the local economy, environment and community.

Mission:

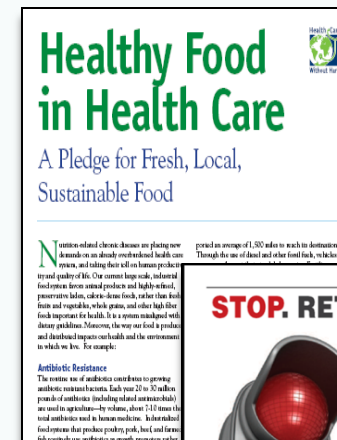
To advance healthful, sustainable food and beverage practices in San Diego County healthcare systems through collaboration.

1. Make **healthful food** the standard
2. Make **healthful beverages** the standard
3. Leverage **collective buying power**
4. Create and foster opportunities for **collaboration**
5. Raise “**food literacy**” among patients, families, employees, physicians, and the community
6. Support **evaluation and tracking** of food and beverage practices

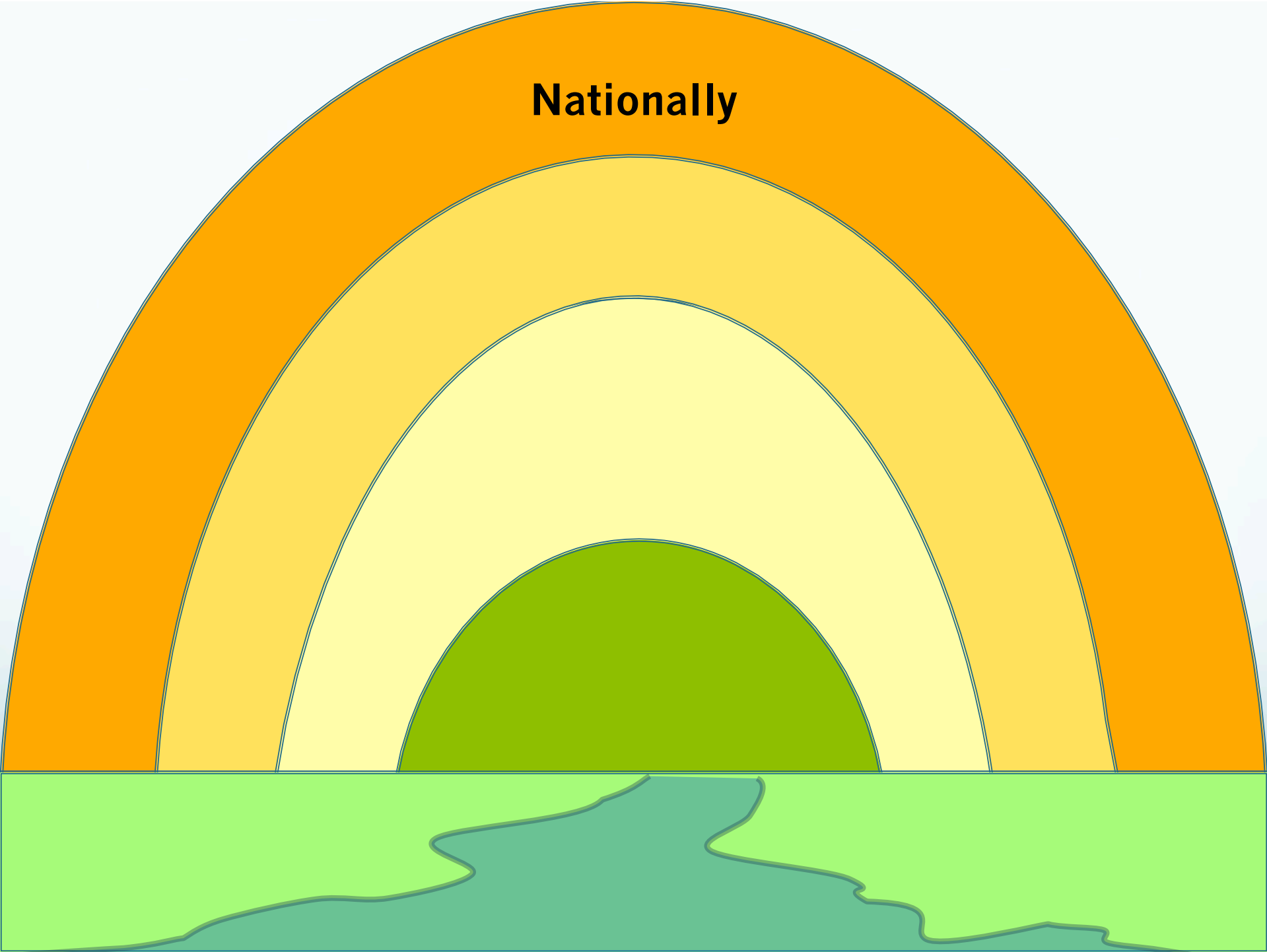
Nutrition in Healthcare Leadership Team



- Funding from California Endowment and Healthcare Without Harm
- Partnership with 22 local hospitals and local Hospital Association
- Strategic plan development



Nationally





Making change **Nationally**



Healthy Food Action

Making Health the Future of Food and Farming

www.healthyfoodaction.org

Safer Chemicals, Healthy Families

Reform Toxic Substances Control Act (TSCA) to keep toxins out of food

www.saferchemicals.org

Preservation of Antibiotics for Medical Treatment Act

Sign the Health Care Without Harm Petition

www.protectantibiotics.org

Principles of a Healthy, Sustainable Food System

Uniting health professions in a common vision

<http://www.planning.org/nationalcenters/health/food.htm>

Making change Nationally

Uniting health professions in a common vision

ADA, ANA, APA, APHA, www.APA.org

PRINCIPLES OF A HEALTHY, SUSTAINABLE FOOD SYSTEM

In June 2010, the American Dietetic Association, American Nurses Association, American Planning Association, and American Public Health Association initiated a collaborative process to develop a set of shared food system principles. The following principles are a result of this process and have been collectively endorsed by these organizations.

We support socially, economically, and ecologically sustainable food systems that promote health – the current and future health of individuals, communities, and the natural environment.

A healthy, sustainable food system is:

HEALTH-PROMOTING

- Supports the physical and mental health of all farmers, workers and eaters
- Accounts for the public health impacts across the entire lifecycle of how food is produced, processed, packaged, labeled, distributed, marketed, consumed and disposed

SUSTAINABLE

- Conserves, protects, and regenerates natural resources, landscapes and biodiversity
- Meets our current food and nutrition needs without compromising the ability of the system to meet the needs of future generations

Making change
Nationally

Preservation of Antibiotics for Medical Treatment Act

S. 619: Senator Feinstein
(17 cosponsors)
HR 1549: Rep. Slaughter
(108 sponsors)

Endorsed by:

- American Medical Association
- American Nurses Association
- American Academy of Pediatrics
- American Public Health Association
- More than 350 other organizations

- www.SaveAntibiotics.org
- www.ProtectAntibiotics.org
- www.HealthyFoodAction.org

AAP Sites

- AAP Section on Obesity



- AAP Institute for Healthy Childhood Weight





 **food**
matters

Health Care

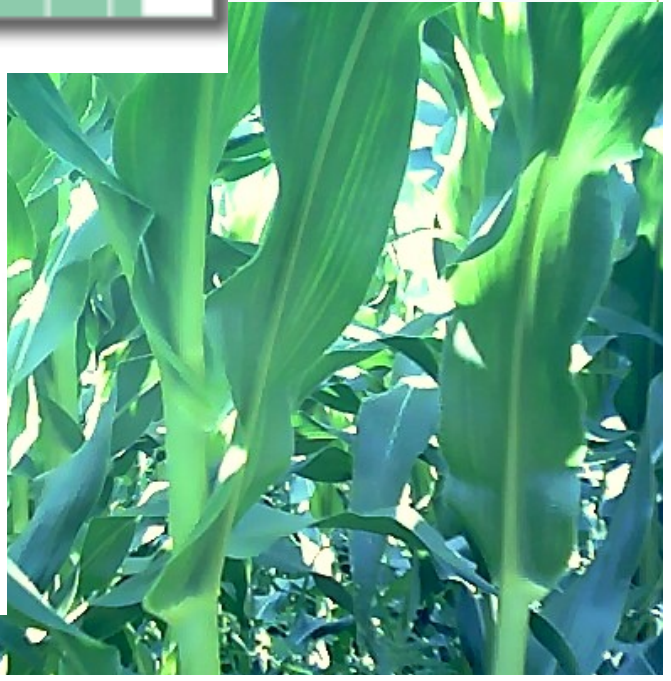
Without Harm

PSR
San Francisco-
Bay Area
Chapter



WOMEN'S HEALTH & ENVIRONMENTAL NETWORK

WHEN



Chinese Proverb

The **normal** physician treats
the problem;

the **good** physician treats the
person;

the **best** physician treats the
community.

