

Strategies to Promote the Availability of Affordable Healthy Food and Beverages

CDC Recommended Strategies and Measurements	IOM Recommended Strategies & Action Steps <i>*Indicates the action step was identified as having the greatest potential to affect change, based on the available research evidence</i>
<p>Strategy #1: Communities Should Increase Availability of Healthier Food and Beverage Choices in Public Service Venues</p> <p>Measurement: A policy exists to apply nutrition standards that are consistent with the Dietary Guidelines for Americans to all food sold (e.g. meal menus and vending machines) within local government facilities in a local jurisdiction or on public school campuses during the school day within the largest school district in a local jurisdiction.</p>	<p>Strategy: Ensure that publicly run entities such as after-school programs, child-care facilities, recreation centers, and local government worksites implement policies and practices to promote healthy foods and beverages and reduce or eliminate the availability of calorie dense foods, nutrient-poor foods</p> <p>*Recommended Action Step: Mandate and implement strong nutrition standards for foods and beverages available in government-run or regulated after-school programs, recreation centers, parks, and child care facilities (which includes limiting access to calorie-dense, nutrient-poor foods).</p>
<p>Strategy #2: Communities Should Improve Availability of Affordable Healthier Food and Beverage Choices in Public Service Venues</p> <p>Measurement: A policy exists to affect the cost of healthier foods and beverages (as defined by IOM, 2005) relative to the cost of less healthy foods and beverages sold within local government facilities in a local jurisdiction or on public school campuses during the school day within the largest school district in a local jurisdiction.</p>	<p>Strategy: Ensure that publicly run entities such as after-school programs, child-care facilities, recreation centers, and local government worksites implement policies and practices to promote healthy foods and beverages and reduce or eliminate the availability of calorie dense foods, nutrient-poor foods</p> <p>Recommended Action Step: Provide incentives or subsidies to government run or regulated programs and localities that provide healthy foods at competitive prices and limit calorie-dense, nutrient poor foods.</p>
<p>Strategy #3: Communities Should Improve Geographic Availability of Supermarkets in Underserved Areas</p> <p>Measurement: The number of full-service grocery stores and supermarkets per 10,000 residents located within the three largest underserved census tracts within a local jurisdiction.</p>	<p>Strategy: Increase community access to healthy foods through supermarkets, grocery stores, and convenience/corner stores</p> <p>*Recommended Action Step: Create incentive programs to attract supermarkets and grocery stores to underserved neighborhoods (e.g. tax credits, grant and loan programs, small business/economic development programs, and other economic incentives).</p>

<p>Strategy #4: Communities Should Provide Incentives to Food Retailers to Locate in and/or Offer Healthier Food and Beverage Choices in Underserved Areas</p> <p>Measurement: Local government offers at least one incentive to new and/or existing food retailers to offer healthier food and beverage choices in underserved areas.</p>	<p>Strategy: Increase community access to healthy foods through supermarkets, grocery stores, and convenience/corner stores</p> <p>Recommended Action Step: Create incentive programs to enable current small food store owners in underserved areas to carry healthier, affordable food items (e.g. grants or loans to purchase refrigeration equipment to store fruits, vegetables, and fat-free/low fat dairy; free publicity; a city awards program; or linkages to wholesale distributors).</p>
<p>Strategy #5: Communities Should Improve Availability of Mechanisms for Purchasing Foods from Farms</p> <p>Measurement: The total annual number of farmer-days at farmers' markets per 10,000 residents within a local jurisdiction.</p>	<p>Strategy: Promote efforts to provide fruits and vegetables in a variety of settings, such as farmers' markets, stands, mobile markets, community gardens, and youth-focused gardens</p> <p>Recommended Action Step: Introduce or modify land use policies/zoning regulations to promote, expand and protect potential sites for community gardens and farmers' markets, such as vacant city-owned land or unused parking lots.</p>
<p>Strategy #6: Communities Should Provide Incentives for the Production, Distribution, and Procurement of Foods from Local Farms</p> <p>Measurement: Local government has a policy that encourages the production, distribution, or procurement of food from local farms in the local jurisdiction.</p>	
<p><i>Strategies to Support Healthy Food and Beverage Choices</i></p>	
<p>Strategy #7: Communities Should Restrict Availability of Less Healthy Foods and Beverages in Public Service Venues</p> <p>Measurement: A policy exists that prohibits the sale of less healthy foods and beverages (as defined by IOM, 2005) within local government facilities in a local jurisdiction or on public school campuses during the school day within the largest school district in a local jurisdiction.</p>	<p>Strategy: Implement fiscal policies and local ordinances that discourage the consumption of calorie-dense, nutrient poor foods and beverages (e.g. taxes, incentives, land use and zoning regulations)</p>

<p>Strategy #8: Communities Should Institute Smaller Portion Size Options in Public Service Venues</p>	
<p>Strategy #9: Communities Should Limit advertisements of less healthy foods and beverages</p>	<p>Strategy: Implement fiscal policies and local ordinances that discourage the consumption of calorie-dense, nutrient poor foods and beverages (e.g. taxes, incentives, land use and zoning regulations) Recommended Action Step: Eliminate advertising and marketing of calorie dense, nutrient-poor foods and beverages near school grounds and public places frequently visited by youth.</p>
<p>Strategy #10: Communities Should Discourage consumption of Sugar-Sweetened Beverages Measurement: Licensed child care facilities within the local jurisdiction are required to ban sugar-sweetened beverages, including flavored/sweetened milk and limit the portion size of 100% juice.</p>	<p>Strategy: Implement fiscal policies and local ordinances that discourage the consumption of calorie-dense, nutrient poor foods and beverages Strategy: Increase access to free, safe drinking water in public place to encourage consumption of water instead of sugar-sweetened beverages.</p>
<p>Strategy to Encourage Breastfeeding</p>	
<p>Strategy #11: Communities Should Increase Support for Breastfeeding Measurement: Local government has a policy requiring local government facilities to provide breastfeeding accommodations for employees that include both time and private space for breastfeeding during working hours.</p>	<p>Strategy: Encourage breastfeeding and promote breastfeeding-friendly communities Recommended Action Step: Develop incentive programs to encourage government agencies to ensure breastfeeding-friendly worksites, including providing lactation rooms.</p>
<p>Strategies to Encourage Physical Activity or Limit Sedentary Activity Among Children and Youth</p>	
<p>Strategy #12: Communities Should Require Physical Education in Schools Measurement: The largest school district located within the local jurisdiction has a policy that requires a minimum of 150 minutes per week of PE in public elementary schools and a minimum of 225 minutes per week of PE in public middle schools and high schools throughout the school year (as recommended by the National Association of Sports</p>	<p><i>The Committee did not assess actions local school districts could take to improve nutrition and physical activity environments for children during the school day.</i></p>

<p>and Physical Education).</p>	
<p>Strategy #13: Communities Should Increase the Amount of Physical Activity in PE Programs in Schools Measurement: The largest school district located within the local jurisdiction has a policy that requires K–12 students to be physically active for at least 50% of time spent in PE classes in public schools.</p>	<p><i>The Committee did not assess actions local school districts could take to improve nutrition and physical activity environments for children during the school day.</i></p>
<p>Strategy #14: Communities Should Increase Opportunities for Extracurricular Physical Activity Measurement: The percentage of public schools within the largest school district in a local jurisdiction that allow the use of their athletic facilities by the public during non-school hours on a regular basis.</p>	<p>Strategy: Promote other forms of recreational physical activity *Recommended Action Steps: Collaborate with school districts and other organizations to establish joint use of facilities agreements allowing playing fields, playgrounds, and recreation centers to be used by community residents when schools are closed; if necessary, adopt regulatory and legislative policies to address liability issues that might block implementation.</p>
<p>Strategy #15: Communities Should Reduce Screen Time in Public Service Venues Measurement: Licensed child care facilities within the local jurisdiction are required to limit screen time to no more than 2 hours per day for children aged ≥ 2 years.</p>	<p>Strategy: Promote policies that reduce sedentary screen time Recommended Action Step: Adopt regulatory policies limiting screen time in preschool and after-school programs.</p>
<p><i>Strategies to Create Safe Communities That Support Physical Activity</i></p>	
<p>Strategy #16: Communities Should Improve Access to Outdoor Recreational Facilities Measurement: The percentage of residential parcels within a local jurisdiction that are located within a half-mile network distance of at least one outdoor public recreational facility.</p>	<p>Strategy: Promote other forms of recreational physical activity *Recommended Action Step: Build and maintain parks and playgrounds that are safe and attractive for playing, and in close proximity to residential areas.</p>
<p>Strategy #17: Communities Should Enhance Infrastructure Supporting</p>	<p>Strategy: Encourage walking and bicycling for transportation and</p>

<p>Bicycling</p> <p>Measurement: Total miles of designated shared-use paths and bike lanes relative to the total street miles (excluding limited access highways) that are maintained by a local jurisdiction.</p>	<p>recreation through improvements in the built environment</p>
<p>Strategy #18: Communities Should Enhance Infrastructure Supporting Walking</p> <p>Measurement: Total miles of paved sidewalks relative to the total street miles (excluding limited access highways) that are maintained by a local jurisdiction.</p>	<p>Strategy: Encourage walking and bicycling for transportation and recreation through improvements in the built environment</p> <p>*Recommended Action Step: Plan, build, and maintain a network of sidewalks and street crossings that creates a safe and comfortable walking environment and that connects to schools, parks, and other destinations.</p>
<p>Strategy #19: Communities Should Support Locating Schools within Easy Walking Distance of Residential Areas</p> <p>Measurement: The largest school district in the local jurisdiction has a policy that supports locating new schools, and/or repairing or expanding existing schools, within easy walking or biking distance of residential areas.</p>	<p>Strategy: Encourage walking and bicycling for transportation and recreation through improvements in the built environment</p> <p>Recommended Action Step: Collaborate with school districts and developers to build new schools in locations central to residential areas and away from heavily trafficked roads.</p>
<p>Strategy #20: Communities Should Improve Access to Public Transportation</p> <p>Measurement The percentage of residential and commercial parcels in a local jurisdiction that are located either within a quarter-mile network distance of at least one bus stop or within a half-mile network distance of at least one train stop (including commuter and passenger trains, light rail, subways, and street cars).</p>	<p>Strategy: Promote programs that support walking and bicycling for transportation and recreation</p> <p>Recommended Action Step: Promote increased transit use through reduced fares for children, families, and students, and improved service to schools, parks, recreation centers, and other family destinations.</p>
<p>Strategy #21: Communities Should Zone for Mixed Use Development</p> <p>Measurement Percentage of zoned land area (in acres) within a local jurisdiction that is zoned for mixed use that specifically combines residential land use with one or more commercial, institutional, or other public land uses.</p>	

<p>Strategy #22: Communities Should Enhance Personal Safety in Areas Where Persons Are or Could be Physically Active</p> <p>Measurement: The number of vacant or abandoned buildings (residential and commercial) relative to the total number of buildings located within a local jurisdiction.</p>	<p>Strategy: Promote other forms of recreational physical activity</p> <p>*Recommended Action Step: Adopt community policing strategies that improve safety and security for park use, especially in higher crime neighborhoods.</p>
<p>Strategy #23: Communities Should Enhance Traffic Safety in Areas Where Persons Are or Could be Physically Active</p> <p>Measurement: Local government has a policy for designing and operating streets with safe access for all users which includes at least one element suggested by the National Complete Streets Coalition (http://www.completestreets.org).</p>	<p>Strategy: Promote programs that support walking and bicycling for transportation and recreation</p> <p>Recommended Action Step: Implement a traffic enforcement program to improve safety for pedestrians and bicyclists.</p>
<p>Strategy #24: Communities Should Participate in Community Coalitions or Partnerships to Address Obesity</p> <p>Measurement: Local government is an active member of at least one coalition or partnership that aims to promote environmental and policy change to promote active living and/or healthy eating (excluding personal health programs such as health fairs).</p>	