

Engaging with Grasstops and Grassroots through Priority Setting



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Southern Obesity Summit
Jackson, Mississippi

- Mission: Reduce/prevent overweight and obesity in the Greater New Orleans area by addressing the physical and social environmental factors influencing physical activity and diet.
 - ▣ Community engaged research
 - ▣ Educate and communicate with stakeholders, students, and policy makers on local health issues
 - ▣ Collaborate with community partners on local strategies to improve health
- Examples: Neighborhood Ambassador Program, New Orleans Food Policy Advisory Committee, Louisiana's Health Rankings

Neighborhood Ambassador Program

- Mission: connect neighborhood groups to health-related resources and programs, depending on each community's needs and goals
- Since 2011, build capacity and skillsets to empower neighborhoods to initiate and maintain future health-related activities



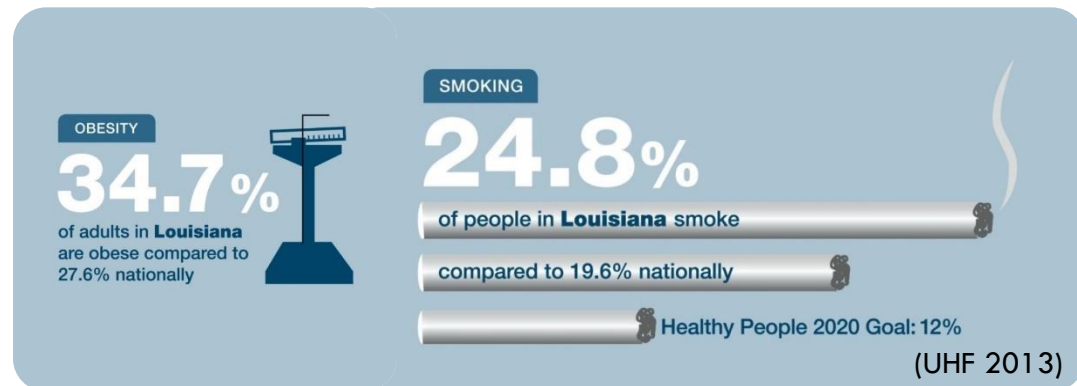
New Orleans Food Policy Advisory Committee

- ❑ Mission: improve equitable, healthy food access in our community
- ❑ Maintain diverse set of stakeholders from across food system, including Tulane PRC (founding organization and current chair)
- ❑ Research and recommend local strategies
- ❑ Fresh Food Retailers Initiative: \$14 million partnership between city government, private lender, and advocates to improve healthy food access
 - ▣ Low-interest and forgivable loans to open, renovate, or expand food outlets that sell fresh produce in underserved neighborhoods
 - ▣ Five stores have received funding

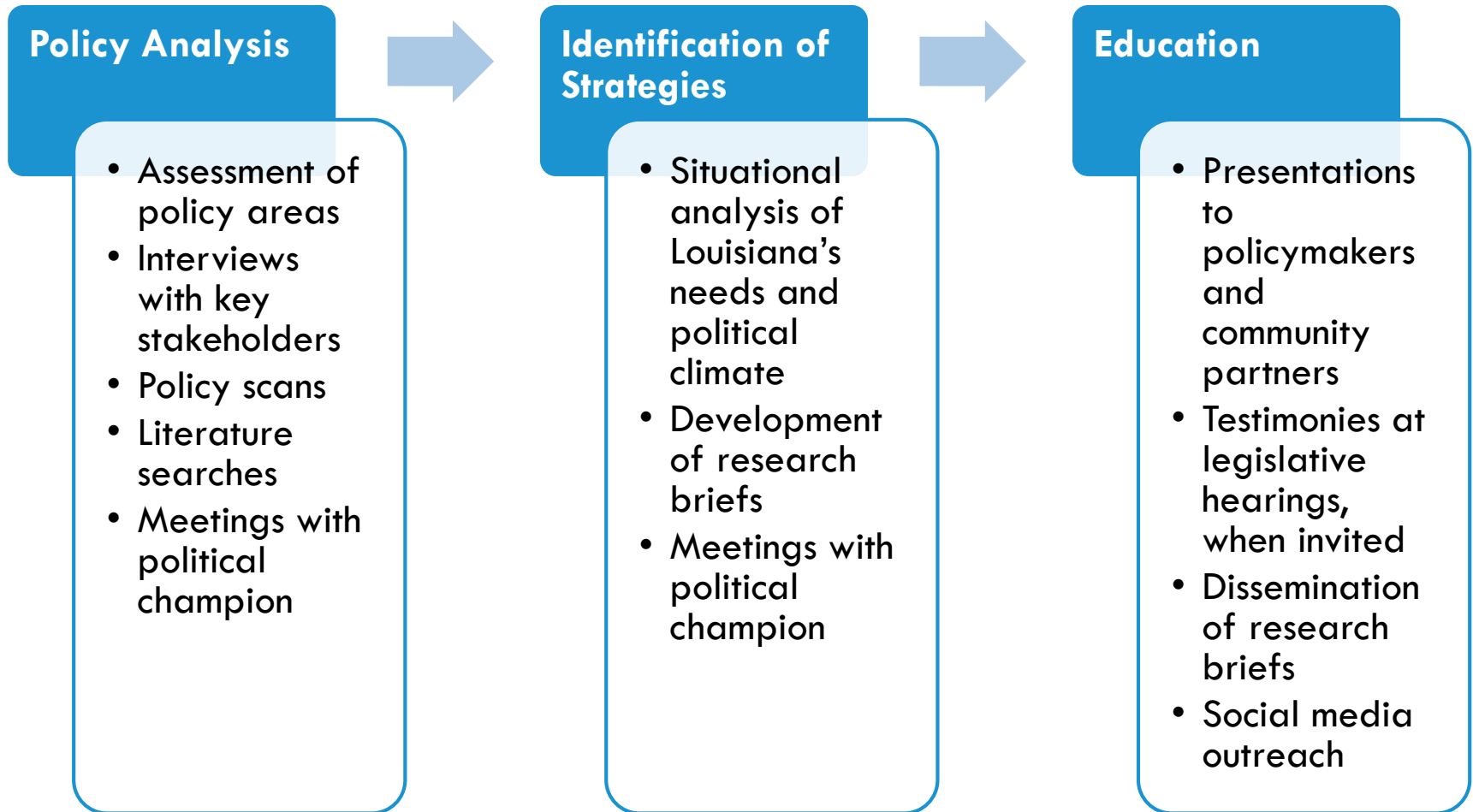


Louisiana's Health Rankings

- One year project funded by United Healthcare Foundation
- State-level research and education project to improve public health across Louisiana
 - ▣ Using America's Health Ranking, identified obesity and smoking as indicators with largest potential impact
 - ▣ Louisiana ranks in the bottom 10 across the nation for 17 of the 27 indicators, including:
 - 50th in obesity
 - 46th in smoking



Project Activities



Proposed and enacted legislation related to education campaign

Policy Area	Related Legislation and Summary of Text
Early Childhood	
Worksite Lactation Support	SB 28 (Act 681): Increases the number of lactation rooms in state-owned facilities from 10 to 20 rooms by July 2016
Food Assistance at Farmers Markets (WIC CVV)	SCR 20: Directs the Department of Health and Hospitals to submit a state plan amendment to the federal government that will permit the WIC CVV to be used at registered farmers markets
Elementary and Secondary Schools (K-12)	
Farm to School	SCR 94: Encourages the Department of Agriculture and Forestry and the Department of Education to establish a statewide farm to school program and form a study group on farm to school barriers
Joint-Use Agreements	SCR 95: Studies the barriers that prevent schools and governing agencies from using joint-use agreements
Smoke-Free School Zones	SB 514 (Act 581): Prohibits smoking within 200 feet of public and private elementary and secondary school property
Drinking Water in Schools	SCR 96: Assesses water availability in elementary and secondary schools
Community	
Complete Streets	SB 527 (Act 470): Requires the Department of Transportation and Development to maintain a state Complete Streets Policy and issue an annual progress report
Menu Labeling	SB 512: Provides menu labeling requirements in chain restaurants with 15 or more locations
State Obesity Coordination	SB 513 (Act 580): Creates Louisiana Obesity Prevention and Management Commission SCR 21: Creates a joint legislative committee on obesity

Key factors across grassroots and grasstops

▣ Challenges:

- Many competing priorities in New Orleans and Louisiana
- High transiency/turnover within community
- Limited resources

▣ Facilitators:

- Understanding of mutuality
- Community-led priorities
- Simple and convincing information
- Seize windows of opportunity
- Broad-based, sustained stakeholder relationships

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