CGPS | Center for Global Policy Solutions

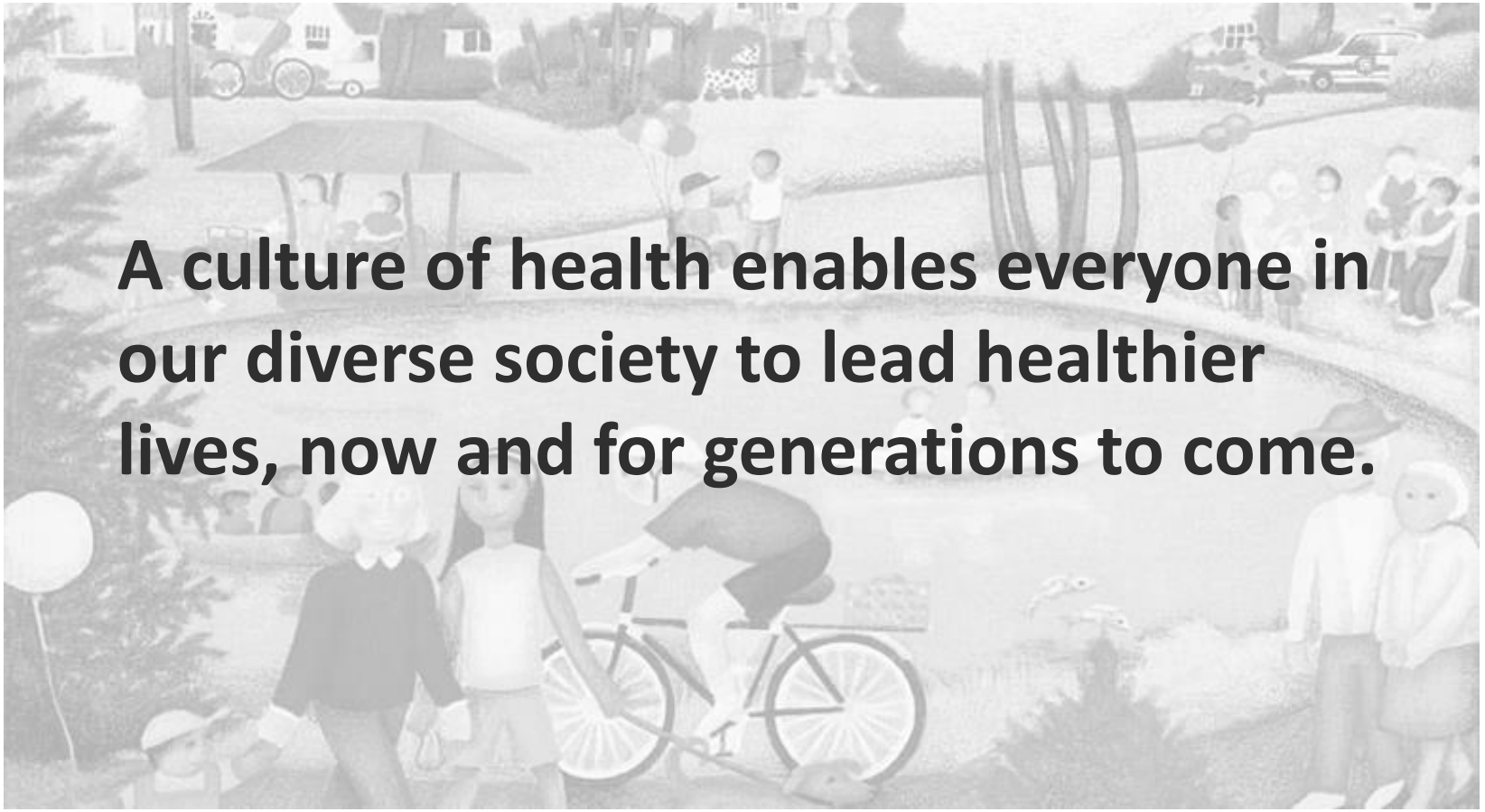
HEALTH IS WHERE THE HEART IS

Policy Prescriptions for Reversing Obesity in Southern States

Dr. Maya Rockeymoore | OCT 6, 2014

- Building a Culture of Health
- Making it Actionable
- Elements of Successful HEAL Policy Strategies
- A Few Advocacy Essentials

WHAT IS A CULTURE OF HEALTH?



WHAT KIND OF CULTURE DO WE HAVE?

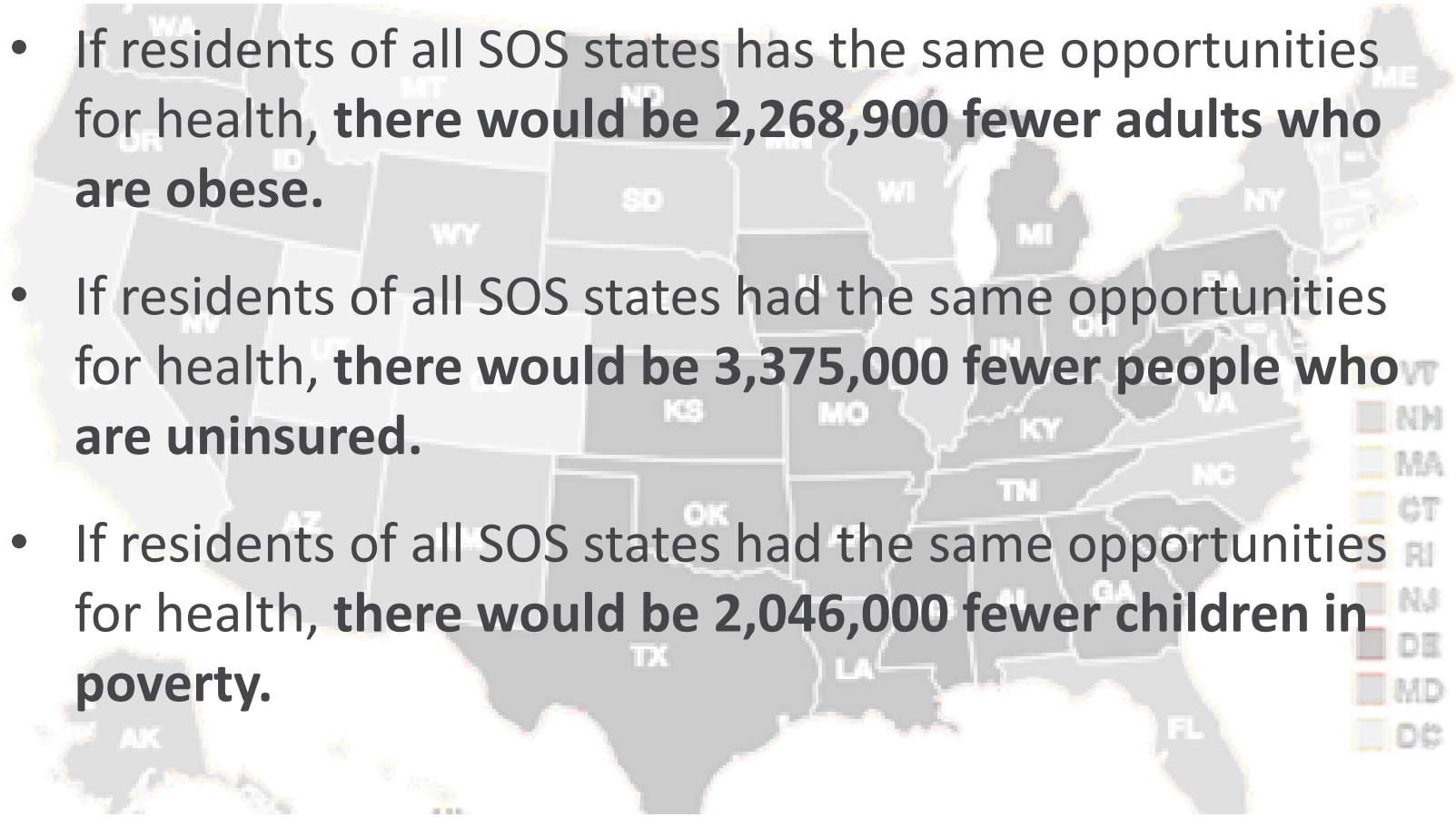
- Focus on sickness and not on wellness
- Emphasis on wealth and not on health
- Prioritize individual desires over collective well-being
- Foster a culture of exclusion and not inclusion
- Pursue short term gain without regard for long term pain
- **We have cheapened the value of life.**
- **We are numb to preventable death.**

Every year, over 2,300 deaths in Mississippi could be avoided if all residents in the state had a fair chance to be healthy.

Source: University of Wisconsin Population Health Institute. County Health Rankings Health Gaps Report 2015.

Every year, about 62,275 deaths in the 16 SOS states could be avoided if all residents in the states had a fair chance to be healthy

- If residents of all SOS states has the same opportunities for health, **there would be 2,268,900 fewer adults who are obese.**
- If residents of all SOS states had the same opportunities for health, **there would be 3,375,000 fewer people who are uninsured.**
- If residents of all SOS states had the same opportunities for health, **there would be 2,046,000 fewer children in poverty.**

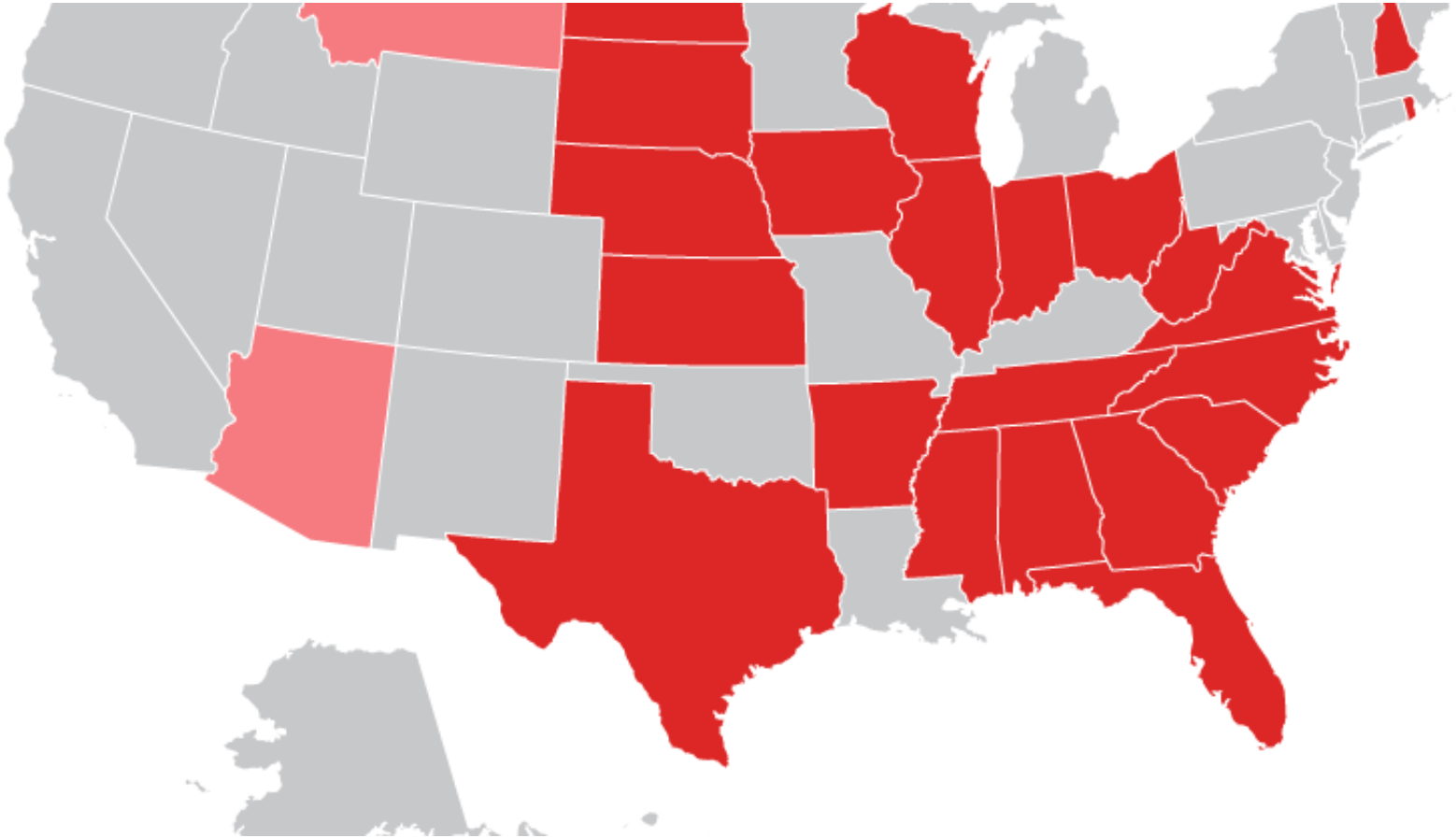


Source: University of Wisconsin Population Health Institute. County Health Rankings Health Gaps Report 2015.

HOW DO ALL PEOPLE GET THE SAME OPPORTUNITIES TO BE HEALTHY?

CIVIC ENGAGEMENT

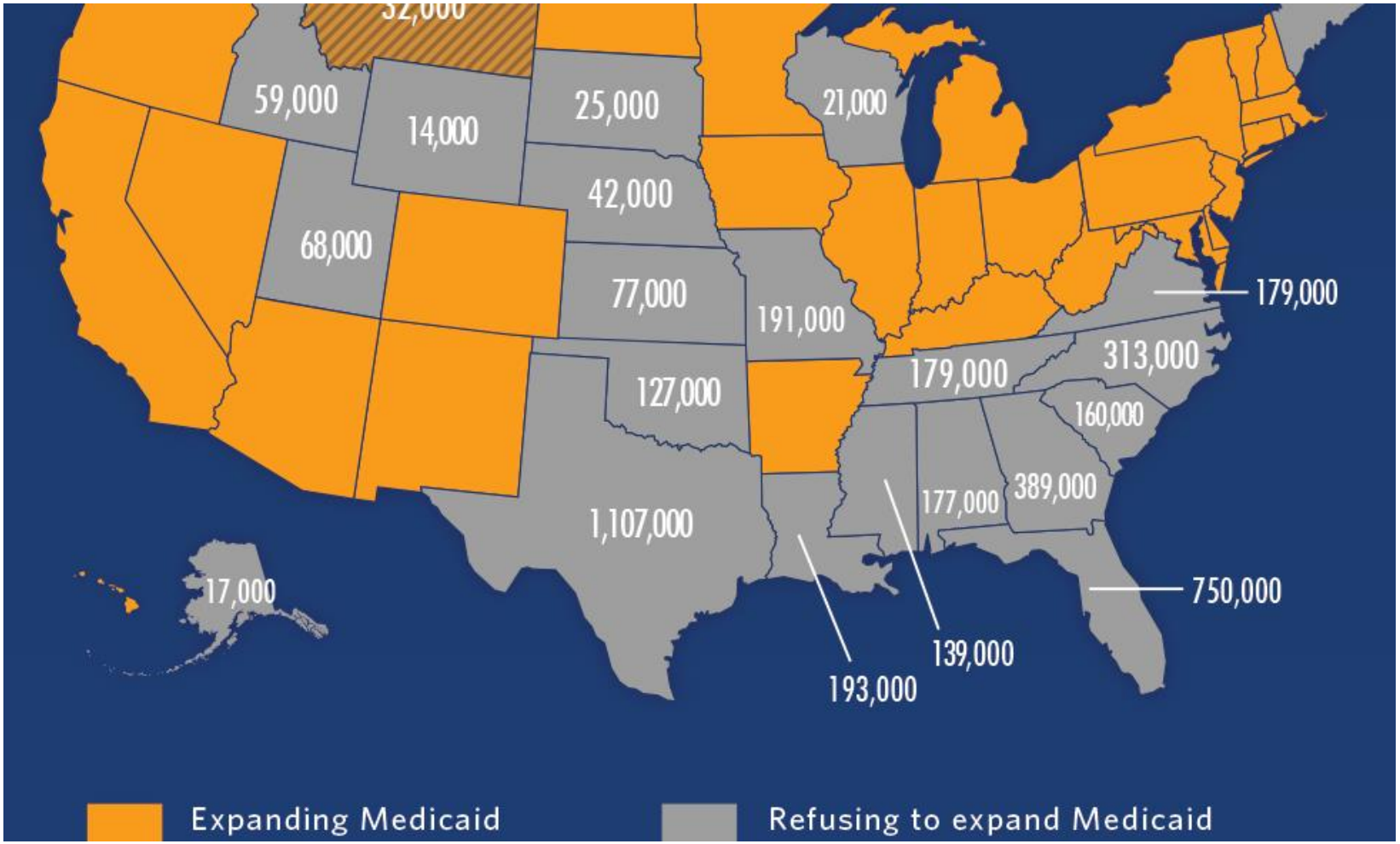
States Passing Restrictive Voting Laws Within Past Five Years



HOW DO ALL PEOPLE GET THE SAME OPPORTUNITIES TO BE HEALTHY?

ACCESS TO AFFORDABLE, QUALITY HEALTH CARE

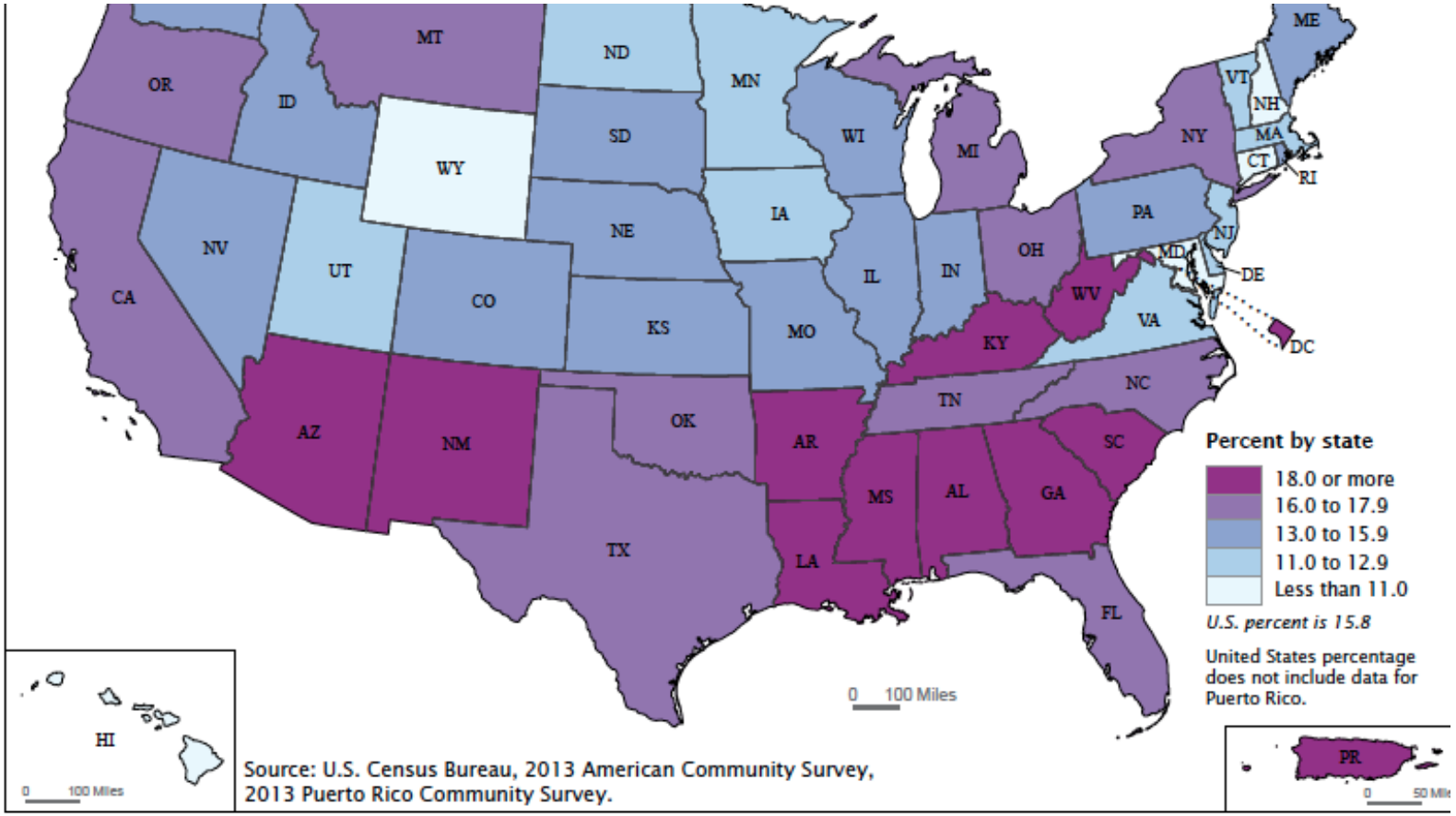
States Refusing to Expand Medicaid



HOW DO ALL PEOPLE GET THE SAME OPPORTUNITIES TO BE HEALTHY?

ENSURING INDIVIDUALS AND FAMILIES HAVE THE MEANS AND **OPPORTUNITY** TO MAKE HEALTHY CHOICES

U.S. Poverty Rates by State

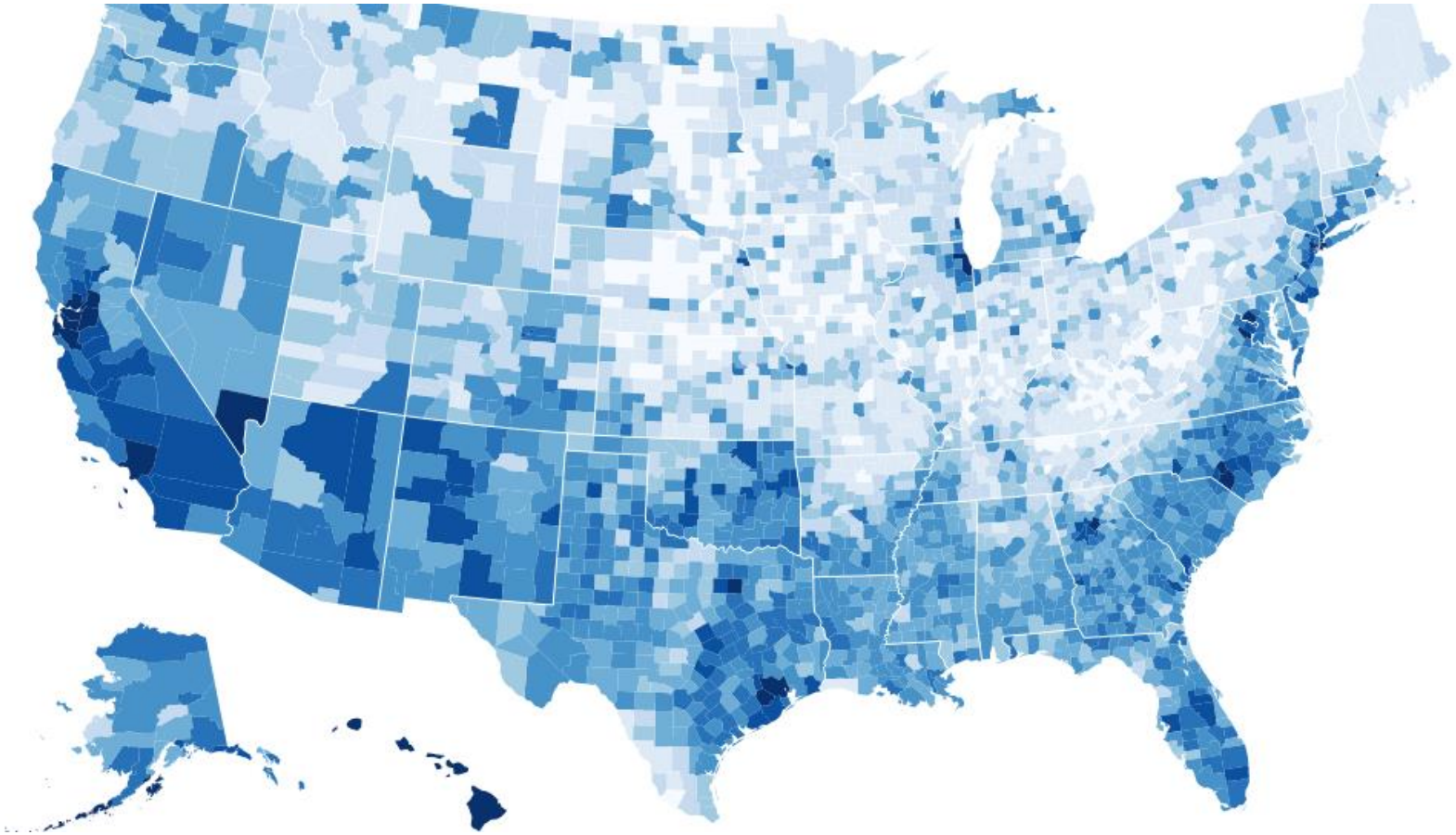


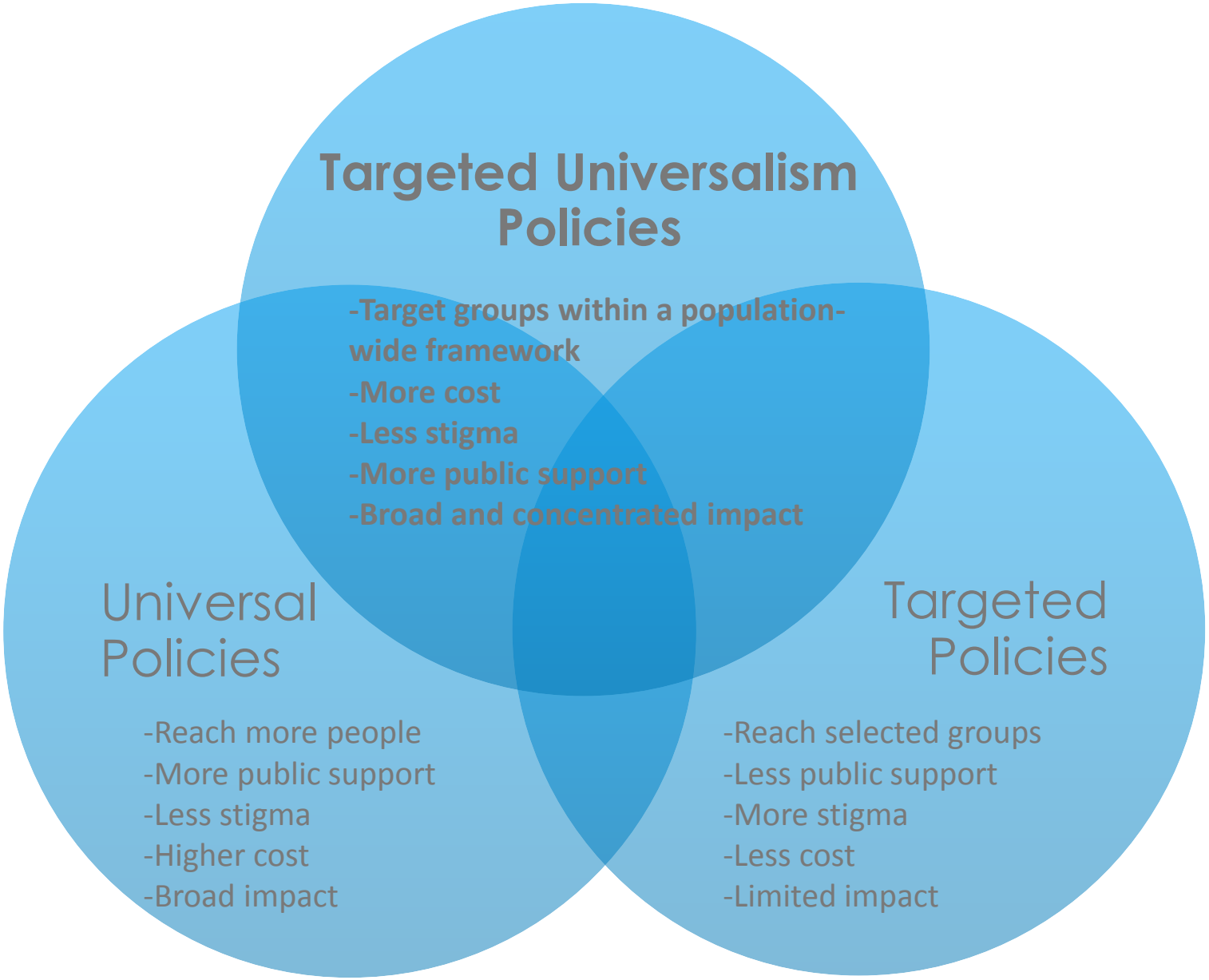
HOW DO ALL PEOPLE GET THE SAME OPPORTUNITIES TO BE HEALTHY?

LASER FOCUS ON

INCLUSION

U.S. Racial Diversity by County




Targeted Universalism Policies
-Target groups within a population-wide framework
-More cost
-Less stigma
-More public support
-Broad and concentrated impact
Universal Policies
-Reach more people
-More public support
-Less stigma
-Higher cost
-Broad impact
Targeted Policies
-Reach selected groups
-Less public support
-More stigma
-Less cost
-Limited impact

Inclusive but targets marginalized
Participatory Policy making
Conscious of Race, Class, Gender
Recognizes how people are differently situated
Targeted Universalism
Makes connection to social determinants
Promotes linked fate and collective solutions
Addresses geography of opportunity constraints
Prioritizes Equity of Outcomes

Multi-Pronged Approaches

...make the best **obesity prevention policy**.

Successful HEAL Policy Approaches

- Develop "high leverage, community-wide, multi-level strategies designed to effect policy, systems and environmental change within government, schools, work sites, communities and places of worship"
- Involve interagency and intergovernmental collaboration to improve HEAL access, opportunities, and information
- Utilize innovative and supportive partnerships that involve the academic, healthcare, business, and civic sectors
- Focus on vulnerable populations
- Extensive community involvement, needs assessment, and feedback

Low and No-Cost Policies

Leverage existing resources

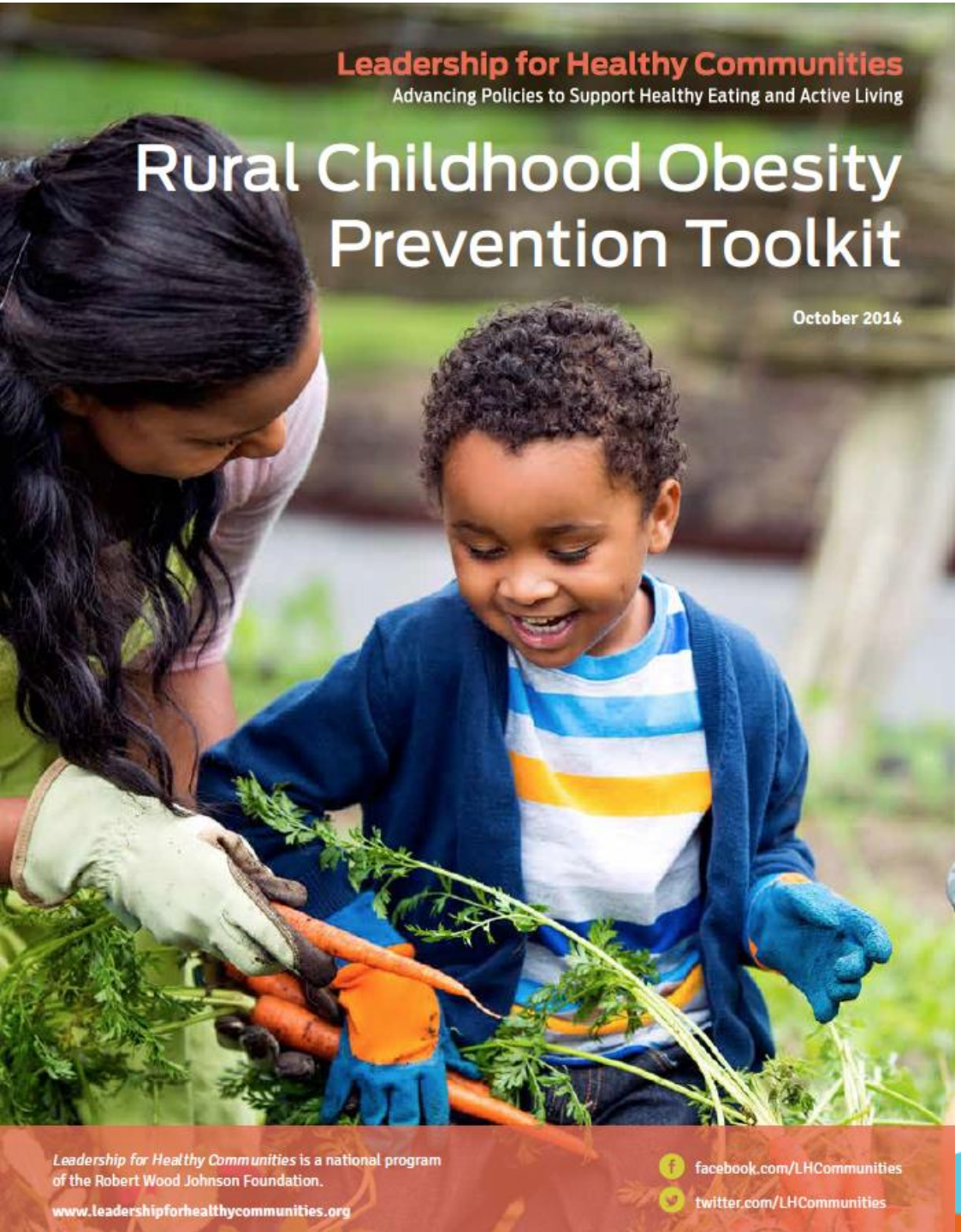
Redirect current funding

Advance "win-win" policies

Partner & collaborate with public and private entities

Low and 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



What Does the Toolkit Offer?

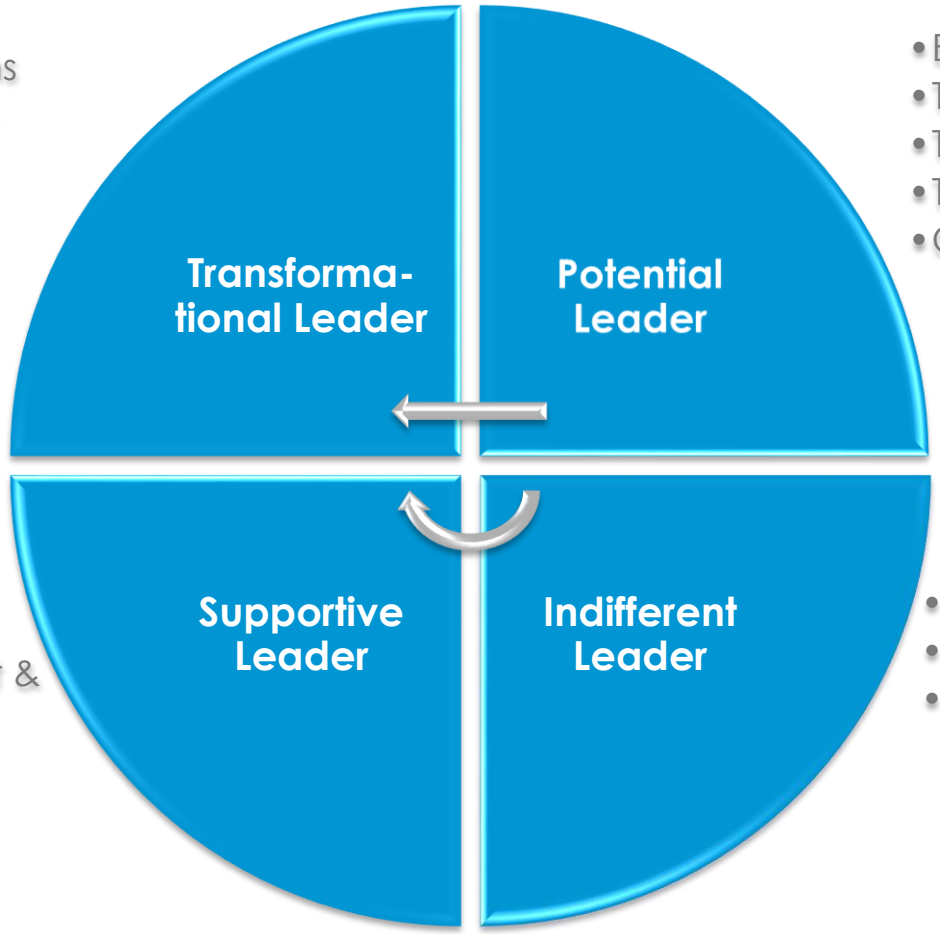
- ✓ Information about obesity in rural communities
- ✓ Strategies and solutions to address obesity in rural communities
- ✓ Examples and best practices
- ✓ Key partners and stakeholders
- ✓ Additional resources

Typology of Healthy Eating Active Living (HEAL) Policy-makers

	High Interest	Low Interest
High Activism	**Transformational Leader** • Active on HEAL issues • Vocal champion for HEAL & childhood obesity prevention • Potential peer educator, media champion • Needs help with media & other speaking/training engagements	**Potential Leader** • Active on other issues related to healthy communities • Has not prioritized healthy communities or childhood obesity prevention • Needs help making the connection between priorities & healthy communities / childhood obesity prevention
Low Activism	**Supportive Leader** • Very interested in healthy kids & healthy communities • Lacks appropriate content &/or process knowledge to advance HEAL policies • Needs training & technical assistance	**Indifferent Leader** • Lacks interest in HEAL policy • Is either indifferent to or an opponent of HEAL issues and policies • At worst is an opponent of HEAL issues and policies • Not a LHC priority

Types of Leaders

- Political Cover
- Recognition Programs
- Collaborative Action
- Peer Support
- Coalition Support
- Technical Assistance



- Education
- Translation
- Tools
- Technical Assistance
- Coalition Pressure

- Tools
- Technical Assistance
- Collaborative Action
- Peer Encouragement & Support
- Coalition Support

- Education
- Persuasion
- Coalition Pressure

Policy Co-Benefits

Policies do not occur in a vacuum!

- Consider HEAL policies as a means to achieve other policy goals.
- Use policy co-benefits to engage other policy-makers AND unusual advocacy partners in HEAL activities.

HEAL Co-Benefits:
Economic Development

Walkable, mixed-use development can provide **economic benefits** to local governments, homeowners & real estate markets.

Rhode Island found it

Redeve to a wa comm **20-30** **home** in s.

HEAL Co-Benefits: Academic Achievement

Promoting quality nutrition in schools can improve in-school **performance, cognitive skills &attitudes**.

15 to 30 minutes of daily physical activity can improve academic focus.

Children with better diet quality have **improved academic performance**.

& classroom behavior.

HEAL Co-Benefits: Climate Change

HEAL changes to the built environment can help **reduce carbon emissions**.

Green spaces help capture carbon emissions by providing cooling shade.

Local-procurement strategies can reduce the environmental cost of food production & increase the availability of healthy foods.

By increasing the convenience & safety of walking & biking & reducing daily car trips.

HEAL Co-Benefits

Other HEAL policy co-benefits include…

The prevention of **hunger** and **malnutrition**

Improved community & neighborhood **safety**

Improved worker **productivity**

Increased **federal savings** in health care costs, including Medicare & Medicaid

Looking Forward

- **Education matters**
  - → Do people understand?
- **Programs matter**
  - → Will people use what's made available?
- **Policy design matters**
  - → Is it effective? Does it promote equity?
    - Accountability Levers
    - Targeted Universalism

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THANK YOU.

Dr. Maya Rockeymoore
President and CEO

@PolicySolutions
www.globalpolicysolutions.org