



Using Research to Impact Public Policy

Active Living Research Conference 2007

February 22, 2007

Harold Goldstein, DrPH

Executive Director

California Center for Public Health Advocacy



Using Research to Impact Public Policy

(Lessons from 6 years getting soda and junk food out of CA schools)

Active Living Research Conference 2007

February 22, 2007

Harold Goldstein, DrPH

Executive Director

California Center for Public Health Advocacy

CALIFORNIA CENTER FOR
PUBLIC HEALTH ADVOCACY



*Promote the establishment of
public health policy at both the
State and local levels*

OVERVIEW

- **How we got soda and junk food out of CA schools**
- **Lessons we learned**
- **Implications for ALR**

NUTRITION & PHYSICAL ACTIVITY POLICY CAMPAIGN (1998 – 2002)

**Mobilize grassroots Teams in 6
Assembly districts in Los Angeles
County to educate policy makers
about childhood obesity**

Funded by The California Endowment

CAFETERIA

TODAY'S LUNCH
 - HOAGIES
 - BURGERS
 - FRIES

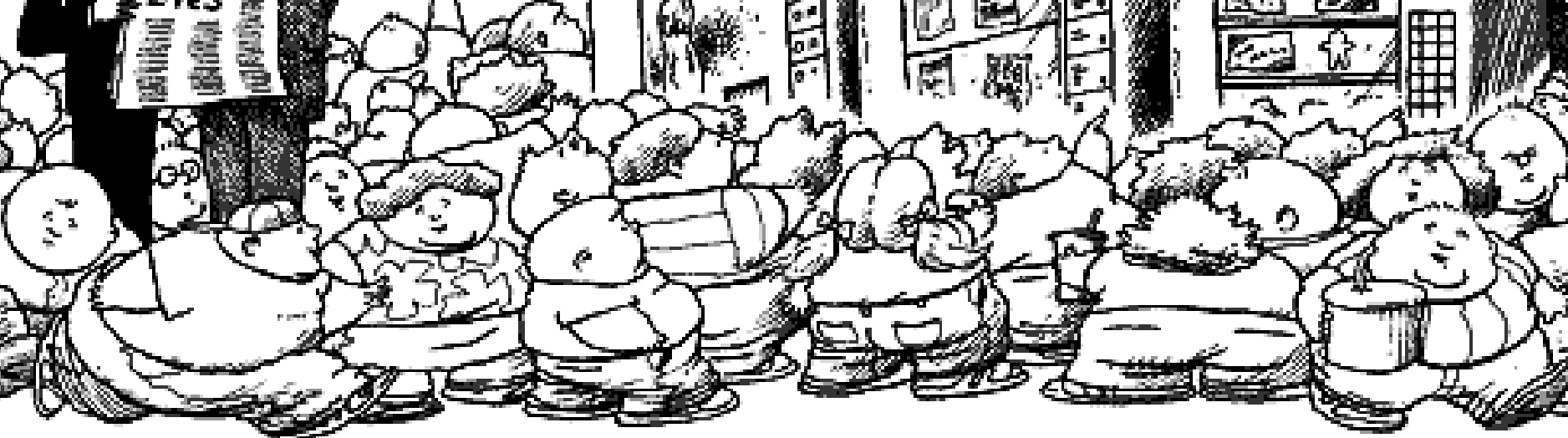
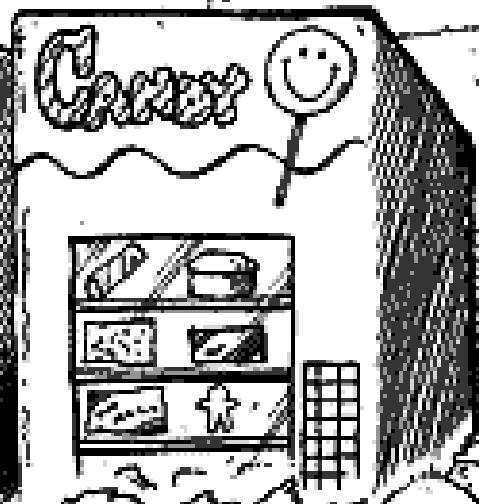
PIZZA PARTY TODAY!

CANDY SALE FOR ORCHESTRA FRIDAY

HOME & SCHOOL PRETZEL SALE EVERY THURSDAY!

ICE CREAM PARTY FOR STUDENT COUNCIL!

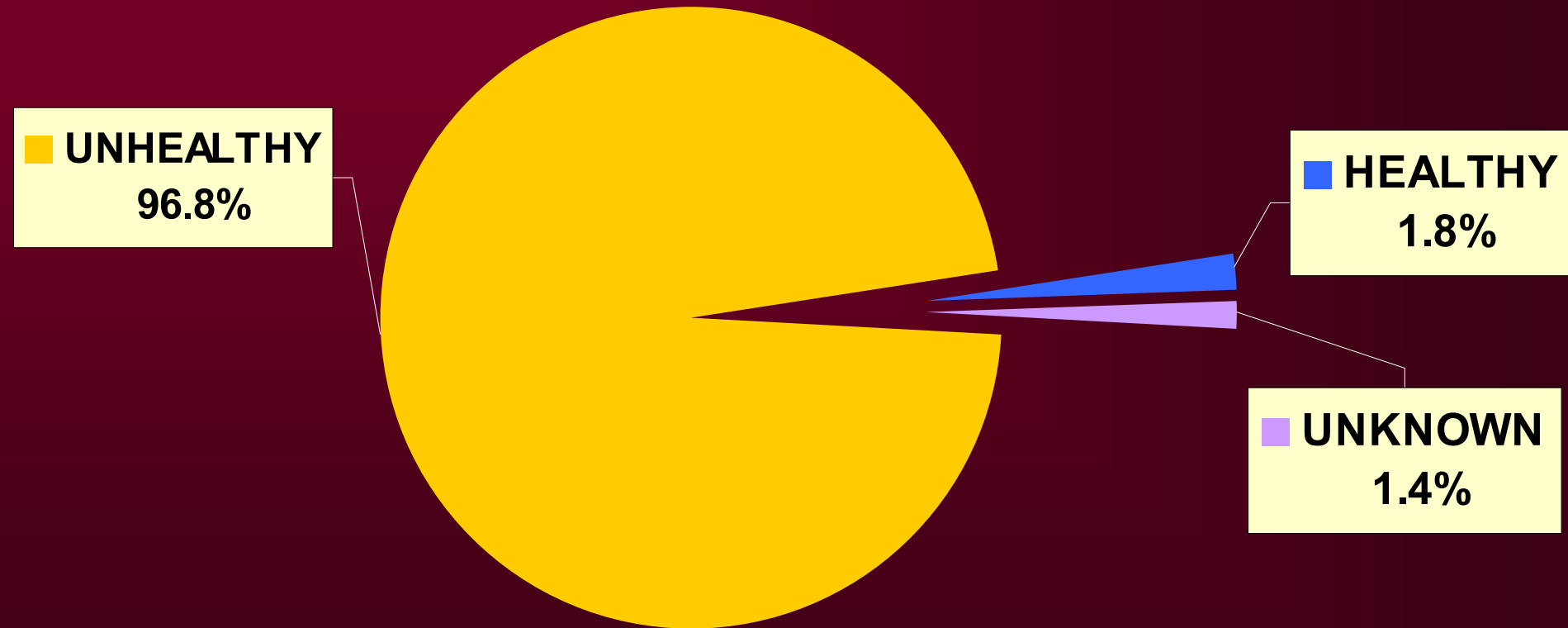
LOLLIPOPS FOR HONOR STUDENTS!



"ON THE BRIGHT SIDE, VENDING MACHINE PROFITS GO TOWARD OVERSIZE UNIFORMS FOR THE MARCHING BAND."

Food in LBUSD Vending Machines

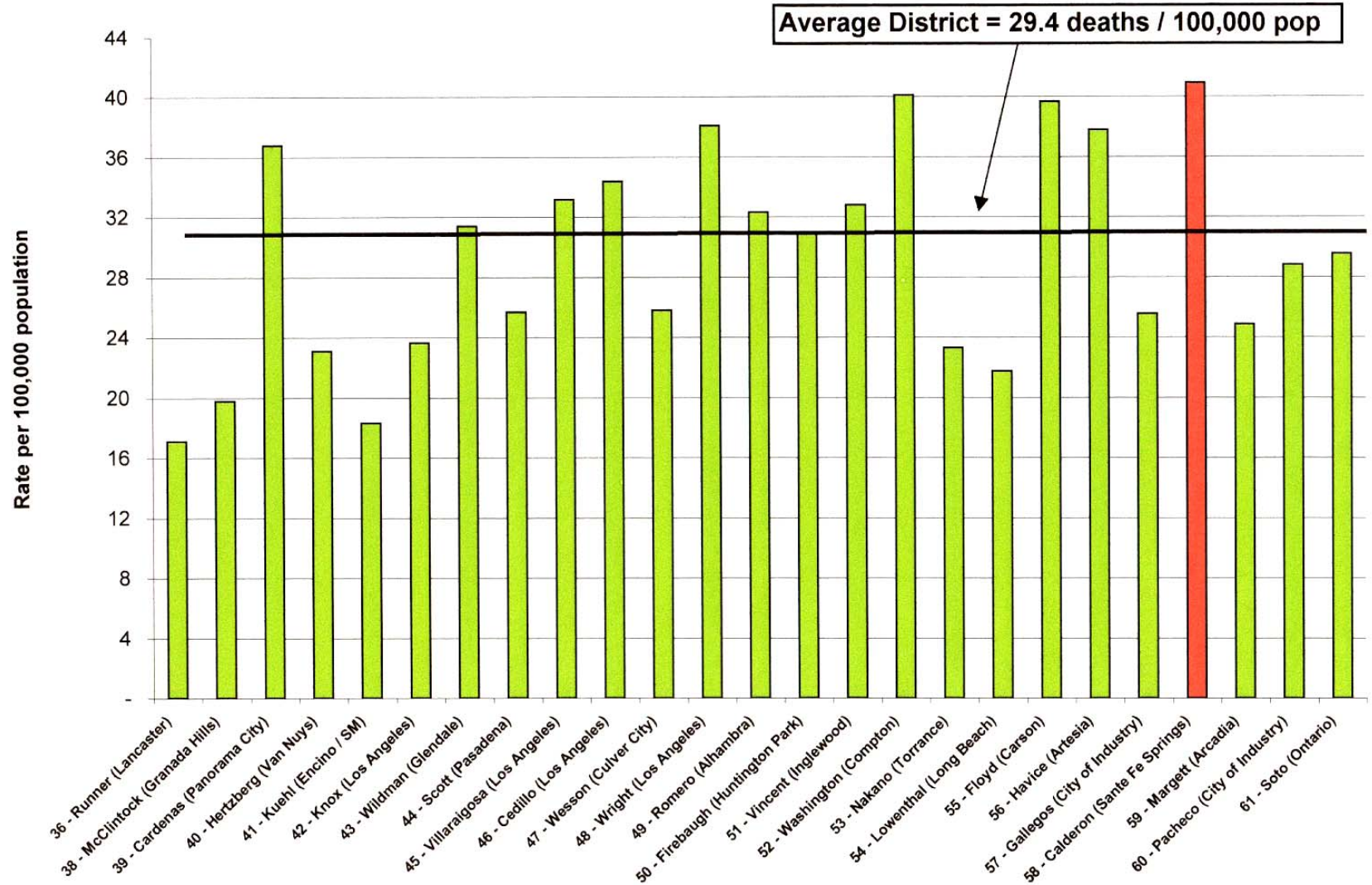
Survey of 7 High Schools & 7 Middle Schools



DIABETES DEATH RATES

State Assembly Districts in L.A. County

1997



State Senator Martha Escutia



Policy Reforms (2000–2005)

Policy Reforms (2000–2005)

SB 19 (Nutrition Standards, 2001)

Competitive Foods

Any foods sold outside the school meal program

- a la carte foods
- vending machines
- school stores
- fundraisers on campus

USDA's Competitive Food Regulations

DO NOT prohibit sale of

- **High-fat, high added-sugar snacks**
- **Sodas**
 - away from meal areas
 - in food areas at non-meal times



America's Favorite



PEPSI-COLA STORE

WELCOME to the Pepsi-Cola Store! Your official site for Pepsi and Mountain Dew merchandise. Come on in and check out our great deals on cool Pepsi and Mountain Dew Gear.



Proposed Nutrition Standards

Beverages	Low & nonfat milk Water 50% Fruit Juice
Snacks and Sweets	30% fat 10% saturated fat 35% sugar Portion sizes
Fruits and Vegetables	Required
Entrée	Portions: same size as when sold as part of school meal

SB 19 Supporters

American Cancer Society

American Diabetes Association

American Heart Association

CA Assoc for Health, PE, Recreation and Dance

CA Conference of Local Health Officers

CA Dental Association

CA Dietetic Association

CA Federation of Teachers

CA Food Policy Advocates

CA Medical Association

CA Nurses Association

CA Nutrition Council

SB 19 Supporters

CA PTA

CA Public Health Association -- North

CA School Employees Association

CA Teachers Association

CA WIC Association

Can Fit

Center for Public Health Advocacy

Center for Science in the Public Interest

Children's Advocacy Institute

Children's Hospital Los Angeles

Community Health Councils, Inc.

Congress of California Seniors

SB 19 Opponents

Assoc of CA School Administrators

Assoc of Directors of Activities

CA Automatic Vendors Council

CA Nevada Soft Drink Assoc

CA School Boards Association

CA School Food Service Assoc

Chocolate Manufacturers Assoc

Dairy Institute

Glendale Unified School District

Grocery Manufacturers of America

Hershey Foods Corporations

SB 19 Opponents

Assoc of CA School Administrators

Assoc of Directors of Activities

CA Automatic Vendors Council

CA Nevada Soft Drink Assoc

CA School Boards Association

CA School Food Service Assoc

Chocolate Manufacturers Assoc

Dairy Institute

Glendale Unified School District

Grocery Manufacturers of America

Hershey Foods Corporations

Policy Reforms (2001–2005)

Pilot Test Standards

SB 19 (Nutrition Standards, 2001)

Policy Reforms (2001–2005)

Pilot Test Standards

SB 19 (Nutrition Standards, 2001)



Not Yet

SB 1520 (Soda Tax, 2002)

Policy Reforms (2001–2005)

Pilot Test Standards

SB 19 (Nutrition Standards, 2001)

Not Yet

SB 1520 (Soda Tax, 2002)

All schools K-12

LAUSD (Soda, Junk Food, 2002-3)

Policy Reforms (2001–2005)

Pilot Test Standards

SB 19 (Nutrition Standards, 2001)

Not Yet

SB 1520 (Soda Tax, 2002)

All schools K-12

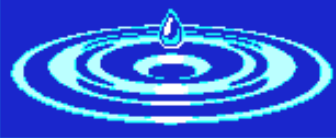
LAUSD (Soda, Junk Food, 2002-3)

K-12 ???

SB 677 (Soda Ban, 2003)

An Epidemic

CALIFORNIA CENTER FOR
PUBLIC HEALTH ADVOCACY



Overweight and Unfit Children in California Assembly Districts

LEGISLATIVE DISTRICT POLICY BRIEF Nº 1

Childhood overweight and physical inactivity have reached epidemic levels in California. These conditions are dooming our children to serious health problems now and in the future, and saddling the state's economy with exorbitant and preventable long-term costs. The crisis is perpetuated by complex social and environmental factors that overwhelm our children's ability to make healthy decisions about eating and physical activity. Given the political will, much can be done to ensure a healthier future for our children.

To understand the extent of the epidemic among California's children, the California Center for Public Health Advocacy analyzed the California Department of Education's 2001 *FITNESSGRAM* data in a unique way—by state Assembly Dis-

Terms and Definitions

AEROBIC CAPACITY:

A FITNESSGRAM measure that reflects the fitness of the cardiovascular and respiratory systems and the ability to engage in strenuous exercise for prolonged duration. Aerobic capacity is determined in the FITNESS-

Support for this project was provided by a grant from
The Robert Wood Johnson Foundation®, Princeton, New Jersey

Overweight Children: By Assembly District

Overweight Children: By Assembly District

Lowest Rate:

16.9%

Statewide:

26.5%

Highest Rate

36.8%

***This generation of children could
be the first in the history of the
United States to live . . . shorter
lives than their parents.***

**David Ludwig
New England Journal of Medicine
March 17, 2005**

Media Coverage



Policy Reforms (2001–2005)

Pilot Test Standards

SB 19 (Nutrition Standards, 2001)

Not Yet

SB 1520 (Soda Tax, 2002)

All schools K-12

LAUSD (Soda, Junk Food, 2002-3)

K-12 ???

SB 677 (Soda Ban, 2003)

Policy Reforms (2001–2005)

Pilot Test Standards

SB 19 (Nutrition Standards, 2001)

Not Yet

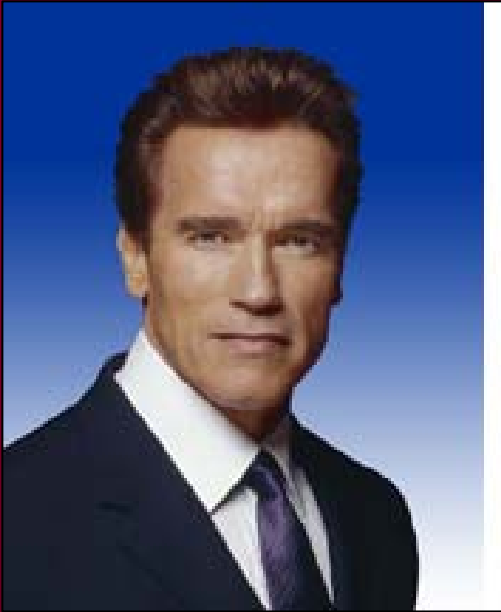
SB 1520 (Soda Tax, 2002)

All schools K-12

LAUSD (Soda, Junk Food, 2002-3)

K-8

SB 677 (Soda Ban, 2003)



-- 2005 --

Governor

Arnold Schwarzenegger

- **High School Soda Ban (SB 965, Escutia)**
- **School Food Standards (SB 12, Escutia)**

Co-Sponsors (SB 12)

California Center for Public Health Advocacy

California School Boards Association

Governor Schwarzenegger

California School Food Service Association

California Academy of Family Physicians

California Pan-Ethnic Health Network

Statewide Youth Board on Obesity Prevention

The American Cancer Society

The American Heart Association

The Latino Coalition for a Healthy California

Co-Sponsors (SB 12)

California Center for Public Health Advocacy

California School Boards Association

Governor Schwarzenegger

California School Food Service Association

California Academy of Family Physicians

California Pan-Ethnic Health Network

Statewide Youth Board on Obesity Prevention

The American Cancer Society

The American Heart Association

The Latino Coalition for a Healthy California

Co-Sponsors (SB 12)

California Center for Public Health Advocacy

California School Boards Association

Governor Schwarzenegger

California School Food Service Association

California Academy of Family Physicians

California Pan-Ethnic Health Network

Statewide Youth Board on Obesity Prevention

The American Cancer Society

The American Heart Association

The Latino Coalition for a Healthy California

Co-Sponsors (SB 12)

California Center for Public Health Advocacy

California School Boards Association

Governor Schwarzenegger

California School Food Service Association

California Academy of Family Physicians

California Pan-Ethnic Health Network

Statewide Youth Board on Obesity Prevention

The American Cancer Society

The American Heart Association

The Latino Coalition for a Healthy California

SB 12 Opponents

Industry

Industry

Industry

Industry

Industry

Industry

Industry



THE GROWING EPIDEMIC

POLICY BRIEF NO. 4 AUGUST 2005

CHILD OVERWEIGHT RATES ON THE RISE IN CALIFORNIA ASSEMBLY DISTRICTS

SUMMARY

In 2002, the California Center for Public Health Advocacy (CCPHA) released a study reporting that 26.5 out of every 100 children enrolled in grades 5, 7, and 9 in California in 2001 were overweight. In this updated study, CCPHA reports that in 2004 childhood overweight rates had increased by 6%, to 28.1 out of every 100 children. Between 2001 and 2004, the percentage of overweight children

BACKGROUND

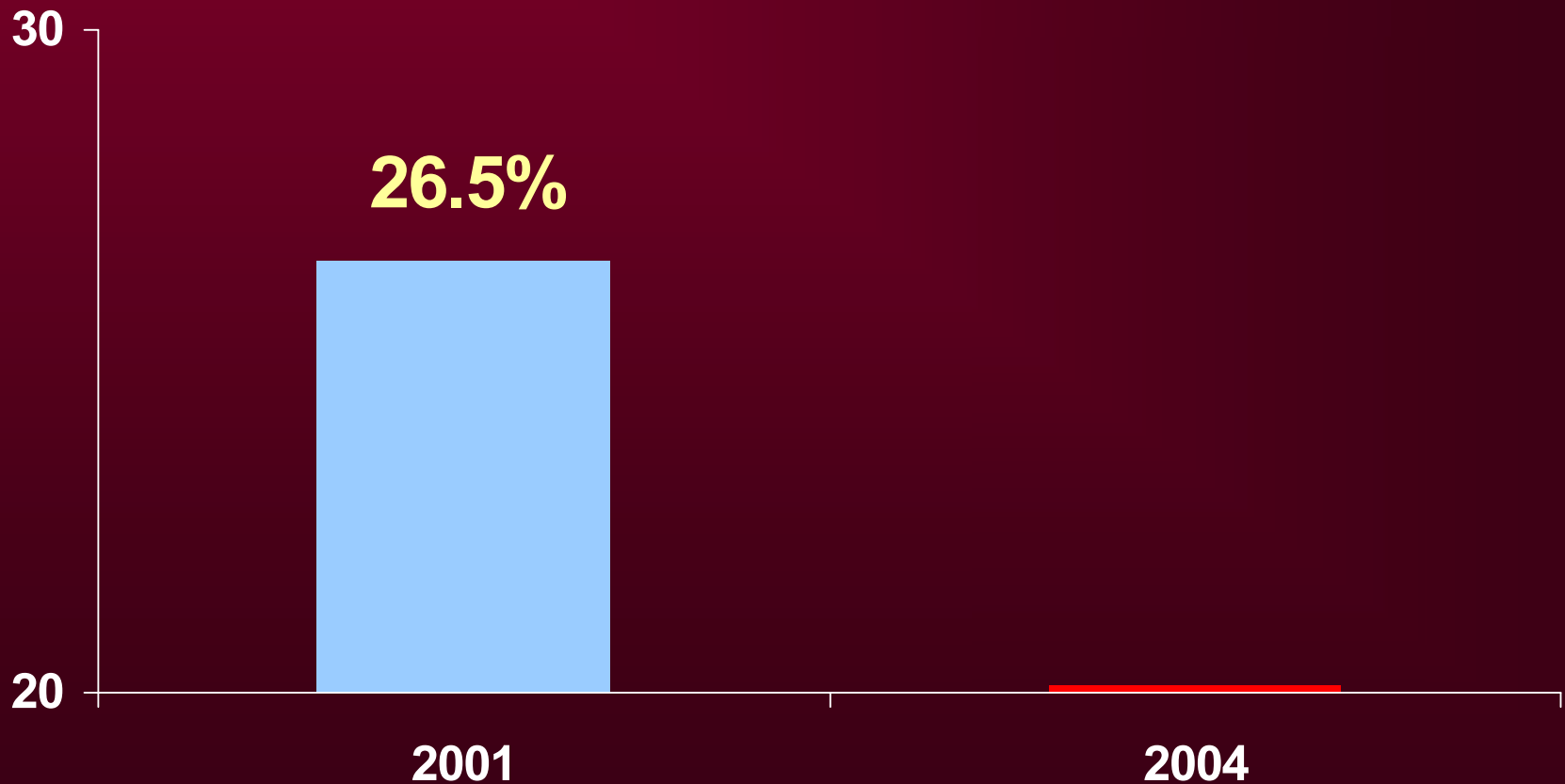
During the past three decades, the prevalence of overweight among young people in the United States more than tripled among children 6 to 11 years and more than doubled among adolescents aged 12 to 19 years.¹ These figures are particularly alarming because of the health problems associated with children being over-

**Support for this project was provided by a grant from
The California Vitamin Cases Consumer Settlement Fund**



FINDINGS (2001 v. 2004)

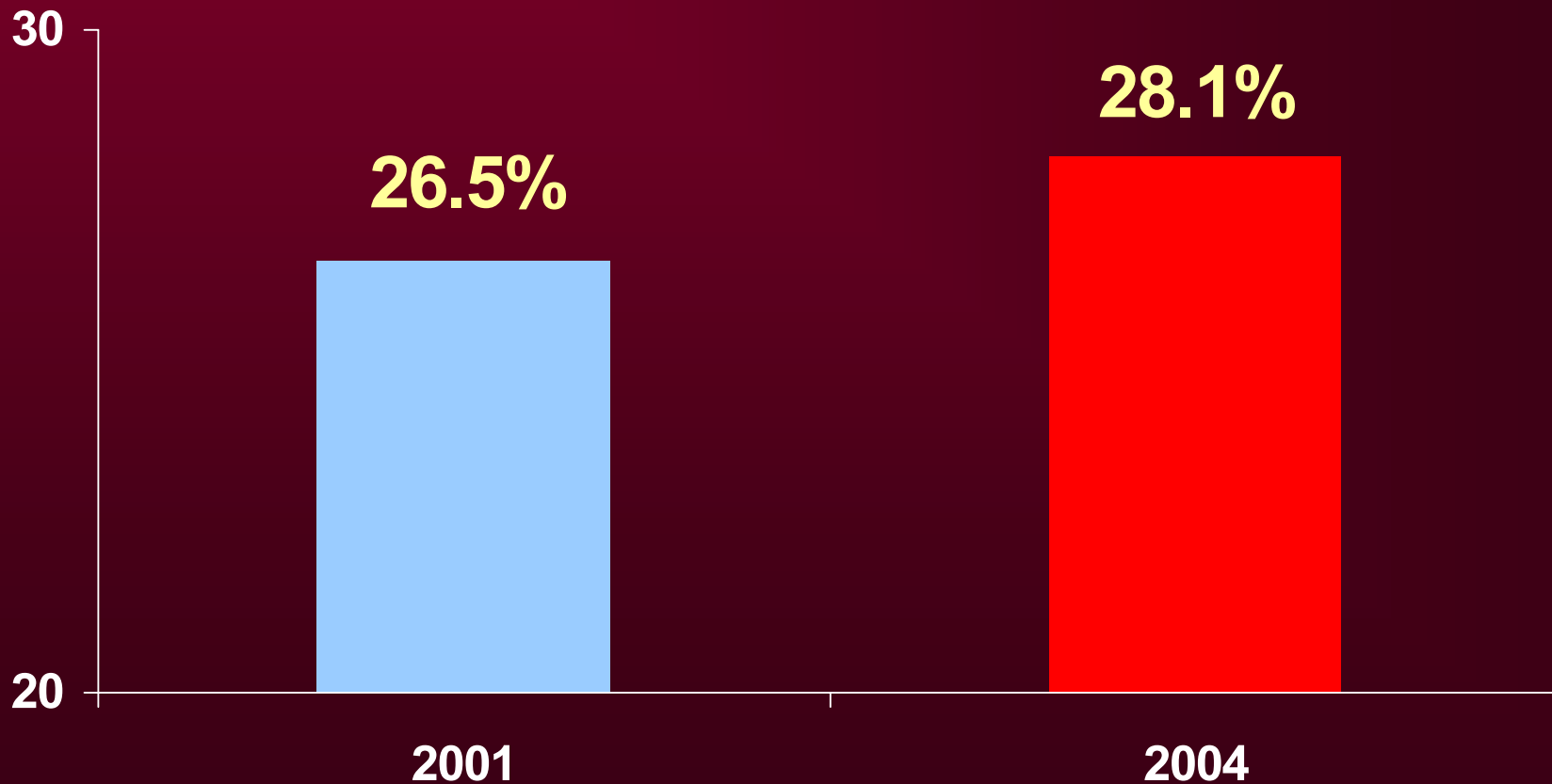
Overweight Children in California





FINDINGS (2001 v. 2004)

Overweight Children in California



Media Coverage

- **Front page stories in every paper**
- **Particular emphasis in key districts**
- **Cited in newspaper editorials as reason to support bills**
- **Quoted by legislators on floor of Assembly**

Policy Reforms (2001–2005)

Pilot Test Standards

SB 19 (Nutrition Standards, 2001)

Not Yet

SB 1520 (Soda Tax, 2002)

All schools K-12

LAUSD (Soda, Junk Food, 2002-3)

K-8

SB 677 (Soda Ban, 2003)

SB 12

(K-12 Food Standards)

SB 965

(High School Beverages)



What Did We Learn?



Lesson #1: The Problem

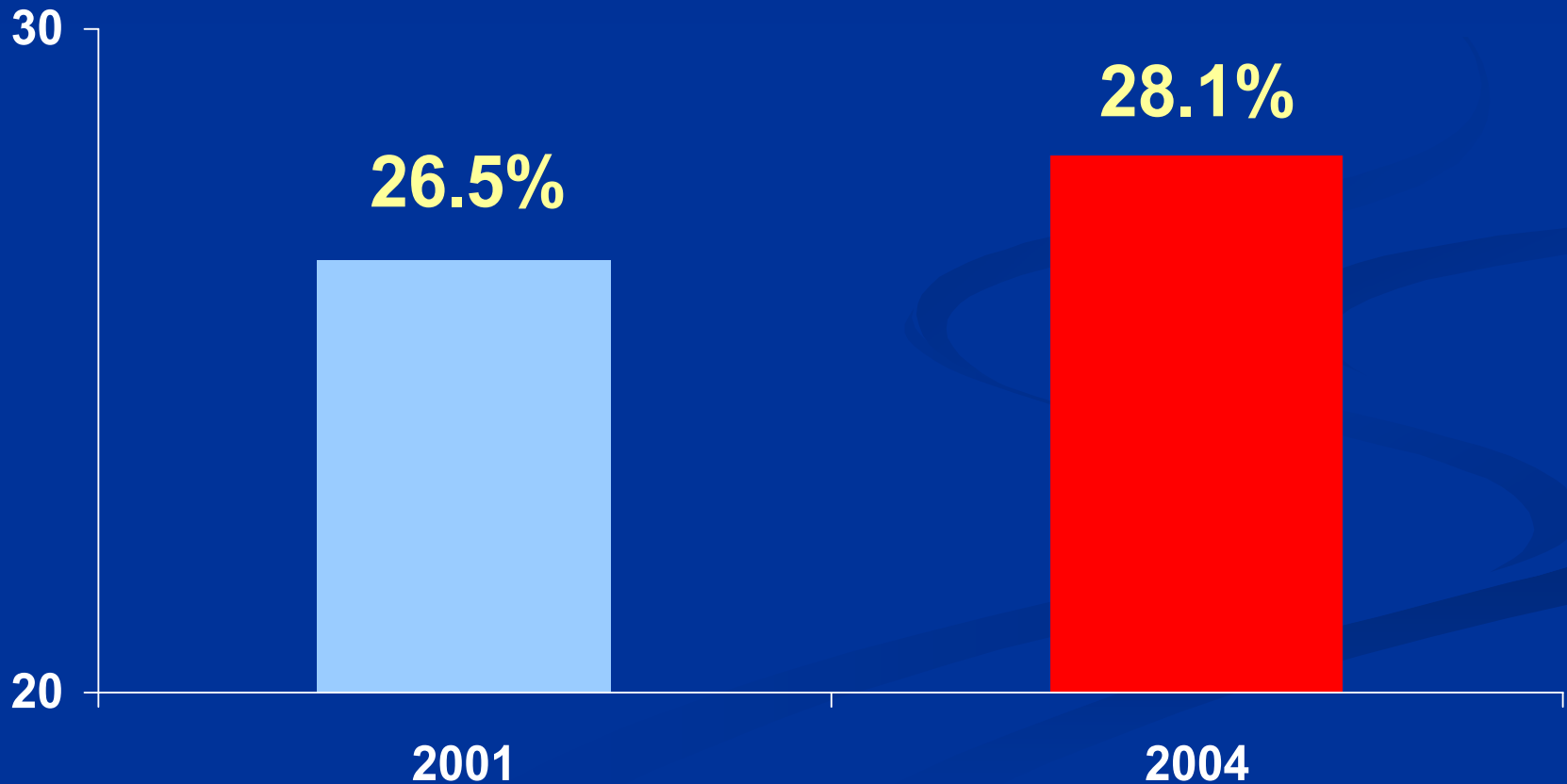
Define An Egregious Problem

- ✓ Powerful data



FINDINGS (2001 v. 2004)

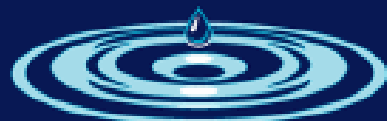
Overweight Children in California



Lesson #1: The Problem

Define An Egregious Problem

- ✓ Powerful data
- ✓ Local data



THE GROWING EPIDEMIC:

CHILD OVERWEIGHT RATES ON THE RISE IN CALIFORNIA SENATE DISTRICTS

Change in Percentage of Overweight* Children in California
Senate Districts, 2001-2004

District	Senator	Counties in District	2001	2004	Percent Change
1	Dave Cox (R)	Alpine, Amador, Calaveras, El Dorado, Lassen, Modoc, Mono, Nevada, Placer, Plumas, Sacramento	18.3	21.0	14.8%
2	Wesley Chesbro (D)	Humboldt, Lake, Medocino, Napa, Solano, Sonoma	25.7	27.2	5.8%
3	Carole Migden (D)	Marin, San Francisco, Sonoma	19.6	22.9	17.1%
4	Sam Aanestad (R)	Butte, Colusa, Del Norte, Glenn, Nevada, Placer, Shasta, Siskiyou, Sutter, Tehema, Trinity, Yuba	22.8	24.3	6.5%
5	Mike Machado (D)	Sacramento, San Joaquin, Solano, Yolo	27.4	28.6	4.4%
6	Deborah Ortiz (D)	Sacramento	25.1	28.6	14.3%
7	Tom Torlakson (D)	Contra Costa	20.5	23.1	12.4%
8	Jackie Speier (D)	San Francisco, San Mateo	22.6	24.1	6.5%
9	Don Perata (D)	Alameda, Contra Costa	26.7	26.6	-0.1%
10	Liz Figueroa (D)	Alameda, Santa Clara	23.5	26.5	12.5%
11	S. Joseph (Joe) Simitian (D)	San Mateo, Santa Clara, Santa Cruz	22.8	21.8	-4.5%
12	Jeffrey Denham (R)	Madera, Merced, Monterey, San Benito, Stanislaus	31.6	33.2	5.3%
13	Elaine Alquist (D)	Santa Clara	27.0	29.6	9.7%
14	Charles Poochigian (R)	Fresno, Madera, Mariposa, San Joaquin, Stanislaus	24.9	27.3	9.7%

Benefits of Local Data

- **Brings the problem “home”**
- **Makes state and community leaders accountable to their constituents**
- **Great for getting media attention**

Lesson #2: The Policy Solution

Develop a reasonable and justifiable policy solution

- ✓ **Research / Science Based**



National Consensus Panel on School Nutrition

Recommendations for Competitive Food Standards in California Schools

March 2002

The California Center for Public Health Advocacy
P.O. Box 2309
Davis, CA 95617
Phone 530-297-6000 Fax 530-297-6200
info@publichealthadvocacy.org

File Edit View Favorites Tools Help

← Back → × Home Search Favorites Media

Address http://www.publichealthadvocacy.org/policy_briefs/study_documents/Fact_Sheet_AD_47.pdf Go Links >>

120%

Adobe

A nonpartisan, nonprofit organization established by the Northern and Southern California Public Health Associations



Post Office Box 2309
Davis, California 95617
Telephone 530.297.6000
Fax 530.297.6200
www.PublicHealthAdvocacy.org

An Epidemic of Overweight and Unfit Children 47th Assembly District

THE PROBLEM

The California Center for Public Health Advocacy analyzed the 2001 California Physical Fitness Test of 5th, 7th and 9th graders. Results show that among all students in the 47th Assembly District,

- 30.3% of children are overweight – among the highest percentages in the state.
- 54.0% of children are unfit – the highest percentage in the state.

THE EFFECT

- Overweight children face a greater risk of developing many health problems, including Type 2 diabetes, high blood pressure and asthma, as well as low self-esteem, poor body image,

File Edit View Favorites Tools Help

← Back → Search Favorites Media

Address http://www.publichealthadvocacy.org/policy_briefs/study_documents/Fact_Sheet_AD_47.pdf Go Links >>

120%

Adobe

- **50% of obese adolescents become obese adults**, putting them at a much higher risk for heart disease, cancer, stroke and diabetes later in life.
- **Physical inactivity and nutrition-related diseases are the second-leading cause of preventable death.** These diseases account for 28% of preventable deaths each year, more than AIDS, violence, car crashes, alcohol and drugs combined.
- **Obesity costs California an estimated \$14.2 billion a year** in direct medical costs and lost productivity.

WHAT CAN BE DONE



National Panel of Experts

To ensure a healthier future for our children, dramatic action is needed to address the social and environmental factors that perpetuate this epidemic. The Center recommends that:

- State law mandating 200-400 minutes of physical education every 10 days in grades 1-12 should be carried out and enforced.
- Elementary school nutrition standards prescribed in current state law (SB 19, 2001) should be implemented.
- Legislative hearings should be held to examine the impact that advertising to children has on the epidemic.
- District forums of community leaders should be convened within six months to identify immediate strategies to address the epidemic.

Lesson #2: The Policy Solution

Develop a reasonable and justifiable policy solution

- ✓ **Research / Science Based**
- ✓ **Evidence your policy will work**

Senate Bill 19

CHAPTER 913

An act to add Article 2.5 (commencing with Section 49430) to Chapter 9 of Part 27 of the Education Code, relating to pupil health, and making an appropriation therefor.

[Approved by Governor October 14, 2001. Filed
with Secretary of State October 14, 2001.]

I am signing Senate Bill 19, which will help to significantly improve the nutrition and eating habits of California's school children. This bill establishes, as of January 1, 2004, various prohibitions on the sale of beverages in elementary and middle schools and places

Results of Pilot Program:

*“An overall increase
in food service department revenue.”*

- UC Berkeley Center for Weight and Health

Lesson #3: The Message

**Translate research into a clear /
convincing message**

- ✓ **Problem**
- ✓ **Effect**
- ✓ **Policy solution**

✓ Problem

“Childhood obesity rates have skyrocketed.”

“Schools are a part of the problem: they have become soda / junk food superstores”

✓ Effect

“This could be the first generation of children in modern history to have a shorter life expectancy than their parents”

✓ Policy Solution

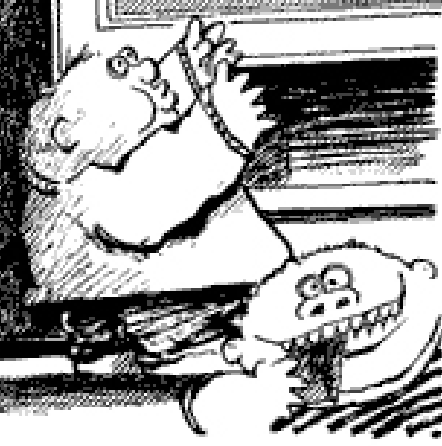
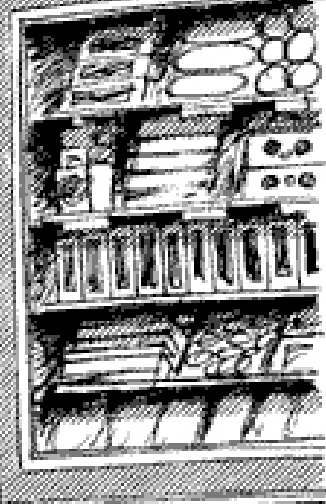
“Its time to get schools out of the junk food business”

I PLEDGE ALLEGIANCE
TO THIS JUNK AND ALL
THE OBESE KIDS IN
AMERICA. AND TO THE
REVENUE FOR WHICH
IT STANDS...

SCHOOLS

SODA

CANDY
&
SNACKS



THE STATE
GENERAL ASSEMBLY
COMEN NEWS
SERVICE ©04

THE NEW PLEDGE

Lesson #4: The Author

Find the right author / champions

- ✓ Passionate and eloquent
- ✓ Makes YOUR bill is a priority
- ✓ Plays hardball in the Capitol

State Senator Martha Escutia

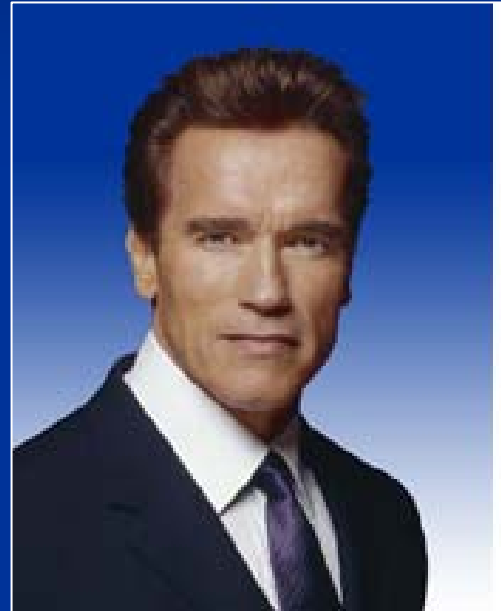


- ❖ Health Chair
- ❖ Passionate
- ❖ Genuinely concerned
- ❖ A real fighter

**State Senator
Martha Escutia**



**Governor Arnold
Schwarzenegger**



Lesson #5: The Decision Makers

Educate the right people in the right way

Who are the RIGHT People ?

- Legislators
- Agency officials
- Governor's office

Lesson #5: The Decision Makers

Educate the right people in the right way

- ✓ **Clear / concise materials**



Overweight Children in California, 2004

16th Assembly District

THE PROBLEM

The California Center for Public Health Advocacy analyzed results of the 2004 California Physical Fitness Test for 5th, 7th and 9th graders. The analysis shows that among all students in the 16th Assembly District:

- **27.9% of children were overweight in 2004, up from 27.2% in 2001.**

THE EFFECT

- **Overweight children face a greater risk of developing many health problems during childhood**, including type 2 diabetes, high blood pressure, asthma, orthopedic problems and gallstones, as well as low self-esteem, poor body image, and depression.
- **Overweight children are more likely to be obese as adults**, putting them at a much higher risk for heart disease, cancer, stroke, and diabetes later in life.
- **Overweight, obesity and physical inactivity are estimated to cost California \$28 billion during 2005** for medical care, worker's compensation, and lost productivity.

Lesson #5: The Decision Makers

Educate the right people in the right way

- ✓ Clear / concise materials

Lesson #5: The Decision Makers

Educate the right people in the right way

- ✓ **Clear / concise materials**
- ✓ **New data / Local data**

Lesson #5: The Decision Makers

Educate the right people in the right way

- ✓ **Clear / concise materials**
- ✓ **New data / Local data**
- ✓ **Office visits to share personal stories**

Lesson #6: The Media

Legislators care about the media

Lesson #6: The Media

Legislators care about the media

- ✓ Release research findings in timely way

San Francisco Chronicle

August 25, 2005

415-777-1111 46¢ plus tax

Strangers sharing mortgages

Many would-be homeowners by TICs are worth the risk

CS S.F.

500 limited partner TIC units

503 lottery tickets 2000 condo conversion this year

39 units sold 205 to date*

90 units sold 2004*

665,207 average TIC price 2005 state

819 condo units sold 2005 date

119 condo units sold in 2004

831,816

By Carolyn Said
CHRONICLE STAFF WRITER

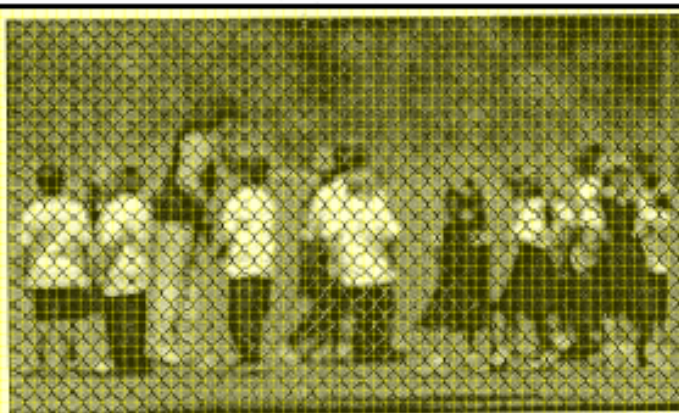
Sean McGinn thought he had found his dream house: a beautiful, two-flat Nice Valley Victorian with a spacious backyard for his dog. He and his partner bought the property as tenants in common, sharing a mortgage with a married couple they met through Craigslist.

After McGinn's partner broke up with him and moved out, his relationship with the upstairs owners went rapidly downhill. It turned out the neighbors had liked his partner more than they liked him. He says they threw out feces at his dog. They vacuumed in the wee hours, stomped on the floors overhead and almost ran McGinn over with a car. Because they shared a mortgage, McGinn felt his hands were tied.

"(They were) terrorizing me, but I was afraid to do anything because we were legally and financially tied to each other," he said. Eventually, they all agreed to sell, and he moved to Los Angeles.

Why would anybody cast his personal and financial lot with total strangers? San Francisco real estate prices.

One of the few tricks to getting into the superheated San Francisco housing market has been the tenancy in common. In so-called TICs, investors share a single



A study finds the number of overweight schoolchildren in the state has risen 6 percent over 2001.

FATTER THAN EVER

Despite alarms over childhood obesity, California's kids are packing on the pounds

By Carl T. Hall / CHRONICLE STAFF WRITER

The message doesn't seem to be clicking with California schoolkids. Despite all the studies and media coverage of being bulging in all directions, researchers said, pointing to worsening trend lines for girls and boys of all ages and all racial and ethnic back-

Feinstein: Roberts' abortion stance key

Powerful senator says her vote could hinge on single issue

By James Sternfeld
CHRONICLE STAFF WRITER

LOS ANGELES — Sen. Dianne Feinstein, speaking to a large gathering of lawyers, made it clear Wednesday that maintaining a woman's right to abortion would be the litmus test she would apply in deciding whether to support Judge John Roberts' nomination to the Supreme Court.

Feinstein, who has long supported abortion rights, has said Roberts' view of the landmark Roe vs. Wade abortion ruling would influence her decision on his nomination as a member of the Senate Judiciary Committee. But her comments to the lawyers and to reporters afterward marked the first time she has stated that her vote on Roberts' nomination would hinge on his position on this single contentious issue.

"It would be very difficult for me to vote to confirm someone to the Supreme Court whom I knew would overturn Roe and return our country to the days of the 1950s," the 72-year-old Democratic senator said.

Feinstein... who has carved out a role as a political centrist and has distanced herself from some of



Feinstein on court nominee

WHAT SHE SAID
"It would be very difficult for me to vote to confirm someone to the Supreme Court whom I knew would overturn Roe and return our country to the days of the 1950s."

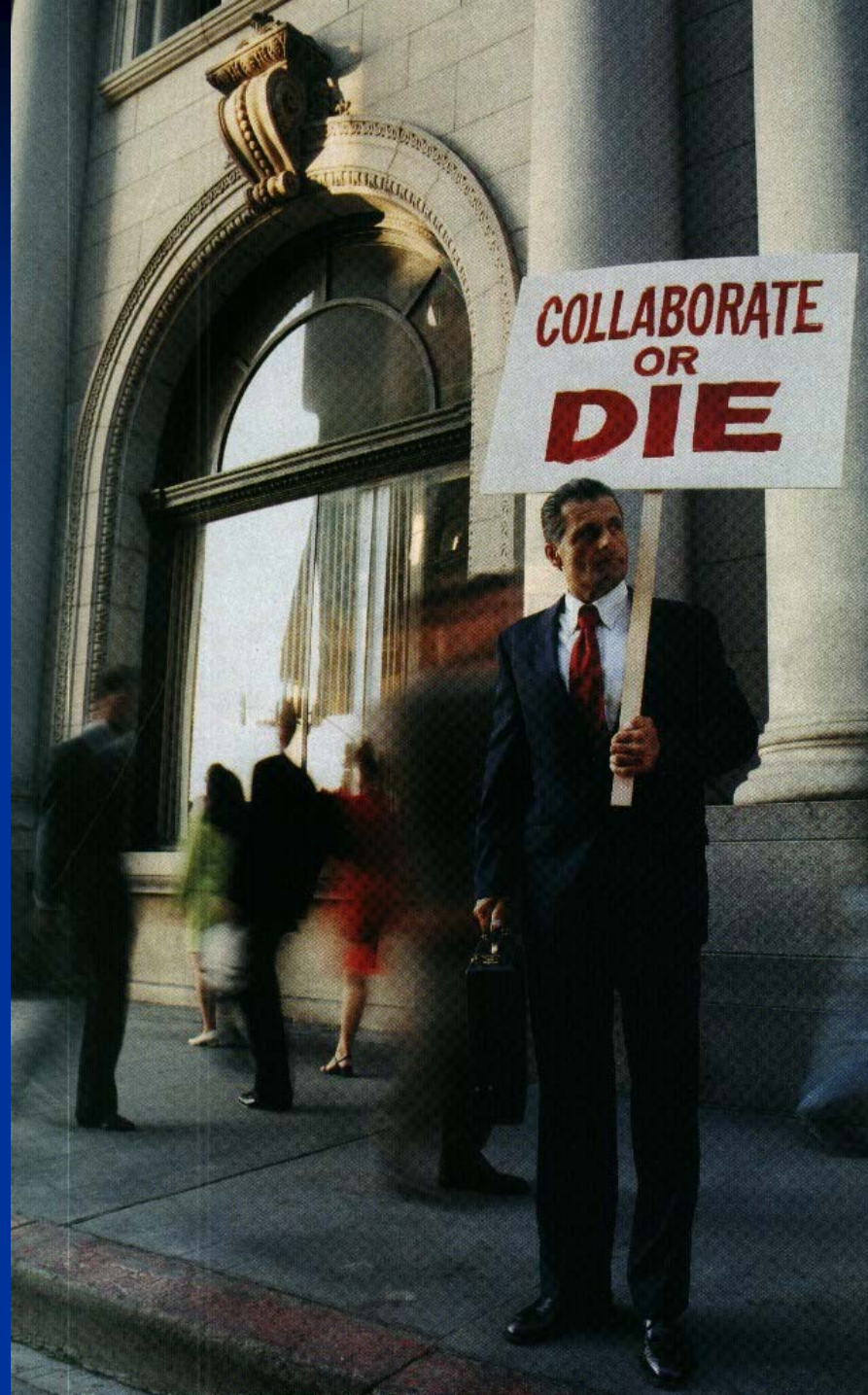
PAST COMMENTS
Feinstein has generally spoken highly of Supreme Court nominee John Roberts, but

Final votes on bills: August 31, 2005

Lesson #7: The Supporters

Build overwhelming support

- ✓ Partnerships
- ✓ Partnerships
- ✓ Partnerships
- ✓ Partnerships
- ✓ Partnerships
- ✓ Partnerships



**COLLABORATE
OR
DIE**

SB 12 Supporters

Governor

State Schools Superintendent

Every Major Health Organization

Every Major School Organization

Health Care Providers / Insurers

Ethnic Organizations

Consumer Groups

Lesson #8: The Spokespeople

Mobilize throughout the state

- ✓ Broad base of support
- ✓ Key local leaders in swing districts
 - Talk with legislators
 - Talk with media

Lesson #9: The End-Game

Finally

- ✓ **Compromise if you must**
- ✓ **Build on success**
- ✓ **Persistence**
(and did I say persistence?)

Policy Reforms (2001–2005)

Pilot Test Standards

SB 19 (Nutrition Standards, 2001)

Not Yet

SB 1520 (Soda Tax, 2002)

All schools K-12

LAUSD (Soda, Junk Food, 2002-3)

K-8

SB 677 (Soda Ban, 2003)

SB 12

(K-12 Food Standards)

SB 965

(High School Beverages)

FINAL LESSONS

1. Research must be translated into public policy
2. Researchers ≠ Advocates
 - ✓ Different skill sets
 - ✓ Different temperaments
3. Partnerships often most effective
 - ✓ Problem
 - ✓ Solution
 - ✓ Message
 - ✓ Political Strategy
 - ✓ Media Strategy



“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it’s the only thing that ever has.”

(It sure helps if they are backed up by a lot of good research)