8 ELEMENTS OF A STRONG POLICY

AGENDA

• 8 Elements of a Strong Prevention Policy
• Q&A
Elements of a Strong Prevention Policy

1. It is a policy, not a program.
2. It is data driven and grounded in community.
3. It is legally feasible.
4. It is ambitious, yet politically feasible.
5. It is financially sustainable.
6. It addresses disparities.
7. Its implementation and enforcement are clear and feasible.
Elements of a Strong Prevention Policy

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7. Its implementation and enforcement are clear and feasible.
8. It is one piece of a larger puzzle.

ELEMENT #1
✓ It is a policy, not a program.

Let’s look at some examples...

What’s a policy?
WHAT DO WE MEAN BY POLICY?

- Local ordinances
- Zoning language
- Resolutions
- Standards
- School/agency policy language
- Contracts/agreements
- State/federal laws
- Organization/company policies

WHAT DO WE MEAN BY POLICY?

A policy is:
- a statement in writing
- binding
- setting out a general approach to be applied broadly
Policy?  Program?

**Rooney’s Liquor**

**Policy?**

**Program?**

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**SEFA Southeast Food Access**

SEFA Overview  SEFA Profiles  Food Access  Urban Ag  Policy  News

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**Staple Food Requirements for Grocery Stores**

The Law Requires:

Minneapolis Code of Ordinances Chapter 201.20

(1) requires licensed grocery stores to provide a variety of fresh, non-perishable food items for sale as follows:

(1) Each grocery store licensed under this chapter shall offer for sale food for home preparation and consumption, at least five (5) varieties of oil refinery, non-exempt in staple food groups, with at least five (5) varieties of perishable food in the first category and at least two (2) varieties of perishable food in all subsequent categories.

(1) Vegetables and/or fruits.

(2) Meat, poultry, fish and/or vegetable protein.

(3) Baked goods and/or cereal.

(4) Dairy products and/or substitutes.
Policy allows for accountability & enforcements.

Policy reaches more people.

Policy institutionalizes good ideas.
Questions?

ELEMENT #2
✓ It is data driven and grounded in community.

DATA!
What is it good for?
CASE STUDY
HOSPITAL BREASTFEEDING POLICIES IN COLORADO

WHAT'S THE SOLUTION?
- Train staff to implement policy
- Have a breastfeeding policy
- Start breastfeeding within 1 hour of birth
- Inform all pregnant women
- Show mothers how to breastfeed
- Only give infants breast milk
- Allow mothers and infants to stay together 24hrs a day
- Encourage breastfeeding on demand
- Give mothers a number to call for support
- No pacifiers

http://www.unicef.org/newsline/tensteps.htm
Results

Questions?

Element #3

✓ It is legally feasible.
RESOURCE:
Work with your City Attorney

Questions?
ELEMENT #4

✓ It is ambitious, but politically feasible.
CASE STUDY
Safe Routes to School Programs in Columbia, MO

PROGRAMS

ADVOCACY

Questions?
ELEMENT #5
✓ It is financially feasible.

WHAT IS FINANCIAL FEASIBILITY?
- Low or no cost
- Uses existing funding
- Saves money
- Generates revenue

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Tobacco Policy Results in California, 1989-2008

- $134 billion were saved in health care costs
- 6.8 billion fewer packs of cigarettes sold
WHAT IS FINANCIAL FEASIBILITY?

- Low or no cost
- Uses existing funding
- Saves money
- Generates revenue
ELEMENT #6

- It accounts for disparities.

STRATEGIES

- Community-wide policy
- Narrow policy
- Prioritize implementation
- Think broadly about disparities
**STRATEGIES**

- Community-wide policy
- Narrow policy
- Prioritize implementation
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**Hialeah, FL**

- 5th largest city
- 95% Latino
- 46% of children are overweight or obese

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“Given the demographics of Hialeah, programs … must be designed for Hispanics, taking into account the variability that exists among Hispanics with regard to language, food preferences and customs…”
STRAATEGIES

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STRAATEGIES

• Community-wide policy
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STRATEGIES

• Community-wide policy
• Narrow policy
• Implement priorities
• Think broadly about disparities
ELEMENT #7

- Its implementation and enforcement are clear and feasible.
“Compliance shall be monitored by the City. The City anticipates that compliance checks will be conducted periodically.”

or

“Compliance shall be monitored by Municipal Law Enforcement. Municipal Law Enforcement shall check compliance of each tobacco retailer at least three times per twelve-month period. Compliance checks shall determine, at a minimum, if the tobacco retailer is complying with tobacco laws regulating youth access.”

Who will implement the policy?
Questions?

 ELEMENT #8
✓ It is one piece in the larger puzzle.
Limit access to unhealthy food
Create school wellness policies
Enforce policies banning tobacco
Create shared use agreements
Increase access to healthy food
Healthy Children

Improve opportunities for exercise

Available here:
changelabsolutions.org

RESOURCE:
Model Obesity Prevention Resolution

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changelabsolutions.org

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Model Obesity Prevention Resolution

Available here:
changelabsolutions.org
www.eatwellbewell.org

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For any other information dealing with Supplemental Nutrition Assistance Program (SNAP) issues, individuals should either contact the SNAP Helpline Number at 1-800-222-1526, which is also in Spanish or call the Arizona Nutrition Network hotline, in Maricopa County call 602-258-4400, outside of Maricopa County call 1-888-287-3647.

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