

**SB 931 - Obesity Prevention Task Force**  
**September 29, 2008**  
**Meeting Minutes**

Task Force Members present: Stephanie Bernell, Oregon State University (phone); Katherine Bradley, DHS/Office of Family Health; Carlos Crespo, Portland State University; Bruce Goldberg, DHS (chair); Mary Lou Hennrich, Community Health Partnership; Mel Kohn, DHS/Public Health Division; Representative Tina Kotek, Oregon State House; Melinda Manore, Oregon State University; Jonathan Purnell, Oregon Health and Science University; Adriana Voss-Andreae, Oregon Health and Science University; Yvonne Williams, Links, Incorporated

Task Force Members absent: Representative Scott Bruun, Oregon State House; Senator Margaret Carter, Oregon State Senate; Senator Jeff Kruse, Oregon State Senate

Task Force Staff: Theresa Fogg, Karen Girard, Jill Thompson

Observers: Nancy Becker, Oregon Nutrition Policy Alliance; Alan Bennett; Carol Camfield, DHS/Division of Medical Assistance Programs; Katy King, DHS/Public Health Division; Connie Kirby, Northwest Food Processors Association; Myron Lezak, MD; Sonia Manhas, Multnomah County Health Department; Jane Moore, DHS/Health Promotion and Chronic Disease Prevention Section; Pat O'Neill, DHS/Communications; Alejandro Qeral, American Heart Association of Oregon; Sue Woodbury, DHS/WIC; Jennifer Young, DHS/WIC

1. Welcome and introductions

Dr. Bruce Goldberg, the chair of the SB 931 Obesity Prevention Task Force, welcomed everyone to the third meeting and introductions were made.

2. Draft recommendations review and discussion

Dr. Goldberg thanked the members of the Task Force for providing feedback on the recommendations questionnaire. The feedback received will be compiled and shared with the Task Force. Many questions were raised through the feedback process and the staff will strive to provide more information where requested.

Funding Recommendations

Drafts of three funding recommendations for obesity prevention, physical education in schools, and nutrition monitoring for schools were distributed to the Task Force.

The Task Force began with discussing the funding recommendation for Obesity Prevention and Education in Communities. The Task Force discussed what components must be in place for comprehensive obesity prevention, including local programs, public awareness, surveillance and evaluation, and statewide oversight and guidance. The Task Force agreed that community programs through local health departments, tribes, and

community-based organizations are vitally important, and must be supported by statewide policies, strategy, technical assistance, public awareness messages, and evaluation.

Dr. Goldberg summarized the discussion:

1. Obesity is a large problem and we must invest now in solutions.
2. The science around preventing obesity is in its infancy.
3. We must put obesity prevention into a strategic framework that describes how and why we need to do this.
4. We must include information about return on investment (ROI). Where are we saving money through obesity prevention? Where should the funding for obesity prevention come from? What is the rationale for each decision?
5. Money should be invested in concrete outcomes.

The Task Force discussed the funding recommendation for grant programs supporting physical education in schools. Jane Moore clarified that the funding recommendation from the HB 3486 Committee was a doubling of the grant program from the previous budget period. The PE for All Kids (PEAK) Committee is recommending \$10 million for this grant program. Task Force members noted that getting support for grants for PE in schools is easier than for obesity prevention. Mary Lou Hennrich questioned why we have to raise money for PE. Florida mandated that schools provide PE. Mel Kohn suggested that a strong community coalition, advocating for PE in schools would likely be more effective at getting a PE curriculum in place than a grant program.

The Task Force discussed the recommendation to provide funding to the Oregon Department of Education for monitoring of nutrition standards in schools.

The Task Force requested more specific information about each funding recommendation, including what funding is needed and what it would buy.

The Task Force began a discussion about possible funding sources for obesity prevention. The Task Force agreed that requesting \$20 million for obesity prevention is the start. More resources must be dedicated to preventing obesity above and beyond that starting point. Adriana Voss-Andreae proposed that the committee consider a consumption tax, with a portion of the revenue dedicated to obesity prevention and a portion dedicated to reducing the price of healthful foods.

The Task Force also discussed the importance of engaging the business community in obesity prevention, but agreed that first there must be an infrastructure in place to create the demand for policies that support physical activity and access to healthful foods.

Tina Kotek suggested the Task Force include a recommendation for the Legislature to hold hearings about taxing unhealthy food items and revenue sources that are not necessarily taxes on food. Dr. Goldberg suggested the Task Force develop a funding source recommendation for obesity prevention.

### Partnership Recommendations

Dr. Goldberg suggested, and the Task Force agreed, to remove the two partnership recommendations from the report. The two recommendations were 1) to support the SB 329 Health Fund Board recommendations; and 2) participate in legislative discussions about transportation options and their effects on health.

The Task Force then entered into a discussion about disparities related to obesity. The Task Force discussed the barriers to collection of data to identify and track disparities, education, and partnerships. The Task Force agreed to recommend the following:

- The Director of DHS must provide a report to the Legislature on a biannual basis that includes information on the funding for activities, program accountability, and data and surveillance, concerning obesity-related disparities.

### 3. Public Testimony

Nancy Becker of the Oregon Nutrition Policy Alliance suggested the state require insurance reimbursement for nutrition counseling.

Alejandro Qural of the American Heart Association/American Stroke Association encourages supporting physical education and activity in schools. He asks that the Task Force think creatively how to integrate prevention into all discussions with policy makers.

Jane Moore of the DHS Health Promotion and Chronic Disease Prevention Section provided background as to why the HB3486 Committee recommended forming an Oregon Interagency Coordinating Council on Health Disparities. The HB 3486 committee felt it important to look at the root causes of health disparities, such as education and living wages.

### 4. Next Steps

Comments and questions submitted on the recommendations will be summarized and distributed to the Task Force. The Task Force will have a few weeks to review and rework the recommendations, based on today's discussion and information.

The funding recommendations will be rewritten to include a strategic framework describing what needs to be done, why, and the expected return on investment.

Next Meeting:

Monday, November 3, 2008

10:00 – 2:00

State Office Building in Portland

Room 710