

Local Policy Change

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Upstream Public Health

Types of Local Policies

- Ordinance / Regulation
- Voluntary Agreements
- Institutional Policy
- Local Planning Process

Case Study: Nutrition Labeling



Häagen-Dazs

Häagen-Dazs

Ice Cream & Sorbet

	Calories	Price
Sorbet, 1 scoop	120	2.95
Low Fat Ice Cream, 1 scoop	170	2.95
Vanilla Ice Cream, 1 scoop	270	2.95
Vanilla Ice Cream, 2 scoops	540	4.95
Vanilla Ice Cream, 3 scoops	810	5.25
Bailey's Irish Cream Shake	960	5.45
Banana Split	1,100	6.35
Dulce Split Dazzler	1,180	6.35

Challenges of Nutrition Labeling

- Organized opposition by the Restaurant Association
- Gap in awareness of the issue
- Legal pitfalls

Case Study: Health Impact Assessments

Can be applied to developments or policies such as bridges, train stations, and land use plans

Important for designing healthier communities that better support physical activity, clean air, and access to healthy foods



Challenges of HIAs:

- Diverse Stakeholders
- Requires Technical Expertise
- Multiple Decision-makers
- Long time horizon to affect change

Focus on the Objective!



Coordination is Critical



Know the Players

- Community Organizations
- Local Health Department
- State Public Health Division
- Issue-specific Interest Groups

Role of Local Health Department and State Government

- Create model programs
- Promote best practices
- Recommend specific policies
- Work with key stakeholders

Role of Community Organizations

- Advocate
- Communicate with media
- Distribute information
- Propose policies

Creative strategies make resources stretch further



Restaurant Quiz:

1. At Denny's, which breakfast item has the least number of calories?

- a. Ham & Cheddar Omelet (just the omelet without toast or potatoes)
- b. Country fried steak & eggs (just the steak and eggs without toast and potatoes)
- c. An order of French toast with syrup & margarine (3 slices)
- d. An order of pancakes (3) with syrup & margarine

2. Which sandwich from the restaurant Cusi has more than 700 calories?

- a. Turkey Rustica
- b. Tuscan Pesto Chicken
- c. Tandoori Chicken
- d. Grilled Chicken T.B.M.
- e. Sesame Ginger Chicken

3. Which item at Dunkin' Donuts has the fewest calories?

- a. Sesame bagel with cream cheese
- b. 2 jelly filled donuts
- c. Banana walnut muffin
- d. A medium (24 oz.) strawberry banana smoothie

1. At Denny's, which breakfast item has the least number of calories?

The answer is b.

- a. Ham & Cheddar Omelet
(595 calories)
- b. Country fried steak & eggs
(464 calories)**
- c. An order of French toast with syrup & margarine (3 slices)
(1,000 calories)
- d. An order of pancakes (3) with syrup & margarine
(650 calories)

2. Which sandwich from the restaurant Cosi has more than 700 calories?

The answer is d.

- a. Turkey Rustica
(619 calories)
- b. Tuscan Pesto Chicken
(571 calories)
- c. Tandoori Chicken
(633 calories)
- d. Grilled Chicken T.B.M.
(791 calories)**
- e. Sesame Ginger Chicken
(508 calories)

3. Which item at Dunkin' Donuts has the fewest number of calories?

The answer is b.

- a. Sesame bagel with cream cheese

Burden of evidence not essential

- Other criteria that might apply:
- Step in the right direction
- Politically feasible
- Likely benefit to public health
- Public support

Questions for Discussion

- What role do you play in local policy development or change?
- How do you determine what policies to champion?
- How have partnerships worked well to change policy?
- What innovative strategies have been effective?