

No-Cost, Low-Cost and Revenue-Generating Measures For Children's Nutrition, Physical Activity and Healthy Weight

These measures are designed to improve children's nutrition and physical activity by establishing clear State policy and identifying new measures that take full advantage of existing State and Federal resources.

Young Children

- **Prop 10:** Emphasize the importance to children, parents and child care staff of nutrition education, fruits and vegetables, active play, healthy weight, and participation in federal food assistance programs such as Food Stamps and WIC as essential components of the School Readiness Initiative within the California State Children and Families Commission's strategic planning guidance to the 58 county-level Children and Families (First Five) Commissions. Encourage development by the state health department of 5 a Day campaign that promotes fruits, vegetables, and active play for young children and their families.
- **WIC:** Require the WIC Program to modify its food package by offering more fruits, vegetables and lowfat milk products, providing education on healthy weight, and promoting the Food Stamp Program to potentially-eligible families.

Children in School

- **School Meals:** Encourage school districts to set goals and substantially increase participation in the National School Lunch Program at all grade levels and in all payment categories, including promotion in the paid-meal and Free/Reduced Price Meal categories, and to assure that all cafeteria foods are offered as part of federally-qualified school meals.
- **School Breakfast:** Require low resource, under-performing schools to participate in the National School Breakfast Program and - if eligible - in Provision 2 that offers Universal School Lunch to all students.
- **Health Promotion and Policies:** Encourage school districts to promote healthy eating and healthy weight by conducting comprehensive programs to promote fruit and vegetable consumption through salad bars; school gardens; partnerships with farmers' markets; farm-to-school, California Grown, and community-supported agriculture purchasing programs; use of cafeterias as

- learning laboratories; and participation in the 5 a Day—Power Play! and Physical Activity Campaign by classroom and community partners.
- **Right-to-Know:** Require school districts that contract for vending machines, fast foods or other competitive foods to be sold on campus to notify parents, post the terms of the proposed contract, and provide ample opportunity for public testimony before any contract is executed.

Children in Communities

- **Streamlined Applications and Outreach:** Require the State to develop and promote use of a single application package for low-income families that includes access to all available food and non-food assistance programs (Medi-Cal, Healthy Families, Food Stamps, School Lunch, School Breakfast, and Summer Meals).
- **After School Programs:** Require nutrition education, physical activity and healthy foods in state- and federally-funded after-school programs, including those funded through the Before and After School Learning and Safe Neighborhoods Partnership and Proposition 49.

Resources

- **Self-Funding of Healthy Food:** Encourage school districts that offer competitive foods to use economic incentives to promote healthier foods and discourage foods with low nutritional value.
- **Efficiency:** Require the State Department of Education to match state public assistance and education data to automatically enroll children in school meals.
- **Trust Fund:** As funds become available, develop policy that provides for a comprehensive, long-term approach to promoting good nutrition, physical activity, healthy weight, and participation in food assistance programs by children and families and establish a Special Account into which funds could be deposited for use for a balanced set of programs, such as those described above.