

**List of potential COMMUNITY policies for CT Child Obesity Task Force to consider,  
with indication of which national organizations (and CT's coalition) have endorsed them  
December 2013**

<b>Policy Recommendations</b>	<b>IOM<sup>1</sup></b>	<b>TFAH<sup>2</sup></b>	<b>HP 2020<sup>3</sup></b>	<b>RWJF<sup>4</sup></b>	<b>CCACO<sup>5</sup></b>
<p><b>BREASTFEEDING</b> Increase the proportion of infants who are breastfed.</p> <p>Encourage hospitals &amp; health care providers to use maternity care practices that empower mothers to breastfeed, such as the Baby-Friendly hospital standards and the use of breastfeeding peer counselors to support breastfeeding among low-income families (CCACO)</p>			<b>X</b>	<b>X</b>	<b>X</b>
<p><b>SUGARY DRINKS</b></p> <ul style="list-style-type: none"> <li>• Impose a penny-per-ounce excise tax on all sugar-sweetened beverages, earmark revenue for child obesity prevention and other health promotion efforts.(CCACO)</li> <li>• Adopt policies and implement practices to reduce overconsumption of sugar-sweetened beverages; implement fiscal policies and local ordinances (e.g., taxes, incentives, land use and zoning regulations) that discourage the consumption of foods and beverages that are high in calories but low in nutrients. (TFAH)</li> </ul>		<b>X</b>			<b>X</b>
<p><b>FAST FOOD RESTAURANTS</b> Increase availability of lower-calorie and healthier food and beverage options for children in restaurants. (TFAH)</p> <p>Develop a joint effort (modeled after the Healthy Weight Commitment initiative) to set a specific goal for substantially reducing the total annual calories served to children at restaurants.(IOM)</p>	<b>X</b>	<b>X</b>			
<p><b>GOVERNMENT PROCUREMENT</b> Utilize strong nutritional standards for all foods and beverages sold or provided through the government, and ensure that these healthy options are available in all places frequented by the public. (TFAH)</p>		<b>X</b>			<b>X</b>
<p><b>ACCESS TO HEALTHY FOOD/FRESH FOOD FINANCING</b> Provide incentives/promotions for supermarkets to build in low-income neighborhoods, and</p>		<b>X</b>	<b>X</b>		<b>X</b>

for corner stores/farmers markets to increase access to affordable, fresh food in underserved areas. (CCACO) Increase the proportion of Americans who have access to a food retail outlet that sells a variety of foods that are encouraged by the Dietary Guidelines for Americans. (HP2020)					
<b>MARKETING TO CHILDREN</b> Implement common standards for marketing foods and beverages to children and adolescents; reduce youths' exposure to the marketing of unhealthy foods through regulation, policy, and effective industry self-regulation; limit advertising that directly appeals to children (e.g., celebrities, cartoon characters, toys, gifts, games, food packaging).		X			
<b>FARMERS' MARKETS</b> Increase number of farmers markets accepting EBT/Food Stamps; expand Farmers Market Nutrition Programs; allow use of WIC fruit and vegetable vouchers at markets; exempt sales at certified farmers markets from sales tax.					X
<b>INCREASE INCENTIVES FOR HEALTHY FOOD PURCHASES</b> Increase number of farmers markets accepting EBT/Food Stamps; expand Farmers Market Nutrition Programs; allow use of WIC fruit and vegetable vouchers at markets; exempt sales at certified farmers markets from sales tax.					X

<sup>1</sup>IOM - <http://www.iom.edu/Reports/2012/Accelerating-Progress-in-Obesity-Prevention.asp>

For this report, the Institute of Medicine committee evaluated hundreds of prior strategies for their promise in accelerating obesity prevention over the next decade. This report maps how the most promising interacted with, reinforced, or slowed each other's progress. In addition, for the childcare recommendations, see recommendations in Early Childhood Obesity Prevention Policies June 2011  
<http://www.iom.edu/Reports/2011/Early-Childhood-Obesity-Prevention-Policies.aspx>

<sup>2</sup>Trust for America's Health **F as in Fat** <http://healthyamericans.org/report/108/> from 2010, 2011, 2012, 2013

These reports document the trends in obesity rates in the United states, examines high-impact policies to prevent and reduce obesity, and includes a growing set of strategies that have improved health if not reduced obesity trends as of yet.

<sup>3</sup>Healthy People 2020 <http://www.healthypeople.gov/2020/default.aspx>

Healthy People provides science-based, 10-year national objectives for improving the health of all Americans. For 3 decades, Healthy People has established benchmarks and monitored progress over time in order to encourage collaborations across communities and sectors; empower individuals toward making informed health decisions; and measure the impact of prevention activities.

<sup>4</sup>RWJF Signs of Progress (and other policies)

This interactive tool tracks childhood obesity rates around the United States, highlights places that have seen improvements, and details the work being done to contribute to the signs of progress in reversing the childhood obesity epidemic.

<sup>5</sup>**Connecticut Coalition Against Childhood Obesity** was formed in 2011 to combat the epidemic of childhood obesity and the urgent need to address its connection to Connecticut's educational achievement gap. The Coalition, comprised of more than 30 health advocacy organizations, stresses that the connections between better health and better academic achievement make action against childhood obesity an education as well as health imperative. [www.ctfightobesity.org](http://www.ctfightobesity.org)

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