

Advocacy is our purpose

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Mission



NCAH is an independent, statewide **coalition** of individuals, businesses and nonprofits working to promote obesity and tobacco prevention policies before NC's legislative and executive branches.

NC Alliance for Health



- More than 100 organizations from across the state have joined or partnered with the Alliance to promote efforts to:
 - Raise NC's cigarette tax;
 - Eliminate secondhand smoke from worksites & public places;
 - Address obesity issues by promoting PE, child nutrition programs and issues around built environments.

NC Alliance for Health



- Setting Alliance policy priorities is done, typically by consensus, through Alliance policy committees.
- Alliance Obesity Policy Committees:
 - Physical Education/Physical Activity
 - Nutrition
 - Built Environments
- ESMM Policy Platform informs Alliance priority setting process.



Join the Alliance!

www.ncallianceforhealth.org

Individual and organizational memberships:

- Individual dues = \$100
- Organizational dues based on your organization's budget



2011 Tobacco-Use Prevention Policy Priorities:

- Support an increase in North Carolina's cigarette excise tax by AT LEAST \$1.00 and support an excise tax increase on other tobacco (non-cigarette) products to a tax rate equivalent with that of cigarettes;



Tobacco-Use Prevention Policy Priorities:

- Protect public health by eliminating exposure to secondhand smoke:
 - Protect existing law (HB 2) which made restaurants and bars smoke-free on January 2, 2010;
 - Expand existing smoke-free law by advocating for legislation to make *all* NC worksites and public places 100% smoke-free, in combination with;
 - Advocate for legislation that expands local control so local communities can pass ordinances to eliminate exposure to secondhand smoke in worksites (in addition to public places granted by HB 2).



Tobacco-Use Prevention Policy Priorities:

- Support reinstating North Carolina's cigarette tax stamp to promote health, safety, crime prevention efforts and increased state revenue.
- Support funding for evidence-based tobacco use prevention and cessation programs.



2011 Obesity Prevention Policy Priorities:

- Advocate for the continuation and strengthening of the Joint Legislative Task Force on Childhood Obesity.



Obesity Prevention Policy Priorities:

- Physical Activity/Physical Education:
 - Promote the implementation of quality, comprehensive Physical Education (PE) statewide according to national PE standards set by the National Association for Sport and Physical Education (NASPE).
 - Work with local coalitions to advocate for comprehensive PE before local school boards and use resulting processes and policies as models for future statewide policy change.



Obesity Prevention Policy Priorities:

•Nutrition:

- Ensure all foods and beverages available in schools meet national nutrition guidelines and are fully funded;
 - Advocate for policies requiring that all competitive foods and beverages offered in school meet national nutritional guidelines; Advocate for policies identified to reduce exposure to marketing and advertising of unhealthy foods in schools.**
- Support the implementation of national nutrition standards for state government vending machines; Advocate for policies identified to reduce exposure to marketing and advertising of unhealthy foods in state government buildings;
- Support menu labeling for the Legislative Building cafeteria and/or snack bar.



Obesity Prevention Policy Priorities:

Built Environments:

- Promote the ability of local communities to support routine physical activity and healthy eating through built environment supports, including multi-modal transportation infrastructure (eg. mass transit, sidewalks, bike lanes), recreation opportunities (eg. parks, trails greenways), and food venues (eg. grocery stores, farmers' markets, community gardens). Support the integration of healthy land use (“sustainable communities”) and multi-modal transportation options (“complete streets” policies).
 - Monitor & support the development of Depart. of Transportation’s Complete Streets Initiative;
 - Monitor and support the work of the Sustainability Task Force.



Obesity Prevention Policy Priorities:

Support funding for evidence-based obesity prevention programs.

Legislative Status



- **HB218 - Childhood Obesity Task Force**
(Reps. Insko, Brown, John, Weiss)
Passed House 3-31; passed Senate Health Committee 6-8;
calendared for Senate vote TODAY, 6-14.
- **HB 503 –Nutrition Standards in Schools**
(Reps. Insko, La Roque)
Passed House 6-1; referred to Senate Education Committee
- **HB 334 (SB 400) - Fitness Testing Reporting**
(Reps. Insko, LaRoque)
passed House 3-23, passed Senate Education Committee 6-7;
awaiting Senate calendar

Legislative Status



- **Built Environments**
 - Impact of Budget Cuts
 - Collaboration with the NC Coalition for Trails and Greenways
 - Shape Your World Advocacy Efforts
- **Support funding for evidence-based obesity prevention programs.**
 - Health and Wellness Trust Fund: Abolished in final budget approved by House and Senate
 - Vetoed by Governor 6-12; Awaiting Override Vote

Next Steps



- Continue to educate about NC's obesity epidemic
- If continued, work to ensure Childhood Obesity Task Force takes up issues consistent with partner goals
- Sign PE and nutrition resolutions
- Join the Alliance!

Questions-and-Answers



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