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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.

History of NCAH



- Created in May, 2002
- Mission: tobacco-use prevention only
- Focus on cigarette tax, with success in 2005
- Shifted focus to smoke-free worksites and public places
- Mid-2007, membership voted to expand mission to include obesity prevention
- Late 2007 TFAH grant; hired additional obesity-focused contractor
- 2008-10 RWJF grant for BOTH tobacco and obesity policy change (passage of HB 2)
- 2010-11 ANR and CTFK grants, but no dedicated funding for obesity work
- 2012 – aside from membership dues, continued obesity funding drought
- 2013 VOICES FOR HEALTHY KIDS

NCAH Successes



Tobacco Prevention Policy Successes:

- **Increased cigarette tax by 30 cents in 2005**
 - (two tiered increment: 25 cents in 9-05 and another 5 cents in 7-06).
- **Eliminated smoking in General Assembly buildings in 2006.**
- **Eliminated smoking in state government buildings and restored local authority to make local government buildings smoke-free in 2007.**
- **Made state government motor fleet smoke-free and restored local authority to make local government motor fleets smoke-free in 2008.**
- **Passed House Bill 2 in Long Session 2009 (signed May 19, 2009) implementing smoke-free restaurants and bars effective January 2, 2010.**
- **During the 2013 legislative session, NCAH has been successful in defending several efforts to weaken NC's smoke-free law.**

Obesity Prevention Policy Successes:

- **Passage of HB 503, Nutrition Standards for all Competitive Foods Sold in Schools, by NC House in 2011. However, in 2012 short session, the bill became a target of political competition between the House and Senate, and was ultimately not passed in the same form by both the houses.**

Who is NCAH?



- **Sampling of Diverse Membership:**

American Heart Association

American Cancer Society Cancer Action Network

American Lung Association

American Diabetes Association

AARP and NC CHILD

First Health of the Carolinas

March of Dimes

NC Alliance of YMCAs

NC Center for Health and Wellness – UNC Asheville

NC Council of Churches

NC Pediatric Society

NC Prevention Partners

NC Local Health Directors Association

WakeMed

Youth Empowered Solutions (YES!), and many others

- **Strong collaboration with state agency partners.**

NCAH

Structure and Process



- “Staff” of three contractors
- 11 member Executive Committee
- Fiscal Agent: NC Pediatric Society
- AHA office space
- Quarterly membership meetings
- Two Subcommittees: Tobacco & Obesity
- Policy priority-setting process
- Strive to make decisions by consensus
- Result: NCAH Policy Priorities (updated annually)

2014 Tobacco-Use Prevention Policy Priorities:



- Secure funding for evidence-based tobacco prevention and cessation programs in North Carolina
- Protect public health by eliminating exposure to secondhand smoke (follow approval by NCGA of new SF law rules)
- Support an increase in North Carolina's tobacco tax BY at least \$1.00.

Obesity Prevention Policy Priorities



Physical Activity/Physical Education: Promote the implementation of quality, comprehensive PE statewide according to national PE standards set by the National Association for Sport and Physical Education (NASPE).

Worksite Wellness: Support policies which promote a healthy work environment for employees.

Support the adoption and implementation of evidence-based procurement standards for food sold or offered in state government venues.

Support the implementation of evidence-based guidelines for healthy eating options for the Legislative Building cafeteria and/or snack bar.

Obesity Prevention Policy Priorities (cont)



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)
- food venues (eg. grocery stores, farmers' markets, community gardens).

Obesity Prevention Policy Priorities (cont)



Nutrition:

Schools: Promote the implementation of policies that require all foods and beverages available in schools meet national nutrition guidelines and are fully funded. Advocate for policies identified to reduce exposure to marketing and advertising of unhealthy foods in schools.

FOCUS for 2014:

Communities: Promote the elimination of food deserts in North Carolina through statewide policies and appropriations for healthy food financing and corner store initiatives that improve access to healthy foods (including fruits, vegetables, whole grains and lean proteins).



Healthy Food Financing/ Healthy Corner Stores Campaign

Why do we need Healthy Food Financing Initiatives?

- **Food deserts** are communities, particularly low-income areas, in which residents do not live in close proximity to affordable and healthy food retailers. Healthy food options in these communities are hard to find or are unaffordable.
- If you live in a food desert, you are more likely to be food insecure
- North Carolina has over 171 food deserts across 57 counties, impacting 31.8% of North Carolina residents
- Food swamps
- There aren't enough grocery stores in these areas, and convenience stores do not offer enough healthy options
- Rural vs. Urban issues and solutions

Healthy Food Financing/ Healthy Corner Stores

- Healthy Corner Store Initiatives
 - Smaller grants and loans to corner stores who want to augment their healthy food options
 - Marketing and education efforts
- Healthy Food Financing
 - Programs that provide grants and/or loans to healthy food retailers that increase access to fresh fruits and vegetables and other affordable healthy foods in underserved communities
 - Simply put – bring in more grocery stores to areas that do not have them
 - Issue: Traditional large grocery stores in food deserts
 - Community Development Financial Institutions (CDFIs)
 - Public private partnerships

NCAH Division of Tasks



- Addition of Healthy Food Access Coordinator!
- Educating Elected Officials
 - NCAH ED, numerous partners
- Educating the Grassroots
 - NCAH Managing Director (MD), HFA Coordinator
- Educating the Media
 - Fuquay Solutions, in coordination w/ MD & HFA
- Developed strategic campaign plan

Educating Elected Officials



- **House *ONLY* Food Desert Study Committee**
 - Best hope for 2014 legislative action
 - Four meetings before May 14 session commences
 - NCAH and key partners working to educate members & influence agenda
 - May result in proposed legislation for 2014 session
 - NCAH and AHA reps met w Study Cmt chairs (Starnes & Whitmire) to discuss cmt goals, agenda and possible speakers
- **Other Key GA Members**
 - House & Senate DHHS, Agriculture &/or Commerce Appropriations Cmt Chairs; Key Legislative Leaders
 - Previous NCAH Legislative Supporters

Educating the Grassroots



- ***Working with many members and partners***
 - Community Transformation Grant (CTG) Staff
 - AHA and ACS CAN grassroots
 - Youth Empowered Solutions! and Alliance of YMCAs
 - Building on relationships built in tobacco prevention:
 - El Pueblo
 - National African American Tobacco Prevention Network
- Regional Advocacy Trainings
- In-district meetings
- Weekly Grassroots and Media Call with Partners

Educating the Grassroots (cont)



Reaching Out to New Potential Partners:

- Food Corps
- Cooperative Extension
- NC Food Banks
- Support Center, Self Help Credit Union
- Rural Advancement Foundation International (RAFI),
Center for Environmental Farming Systems (CEFS),
Carolina Farm Stewardship Association (CFSA)
- Groups w/ a focus on health disparities
- Grocery and Corner Stores (need to be strategic)
 - Whole Foods contacted

Educating the Media



- Media Contract with Fuquay Solutions
 - Editorial Memos/Visits
 - Media Campaigns for key meetings and events
 - Coverage of House Study Committee
 - Letters to the Editor printed across the state

May consider limited ad buys

Other activities



Research and Data Collection

- Creating NCAH fact sheets on healthy food financing to share with committee members
- Researching committee members interests and policy priorities

Coalition Building and Maintenance

- Inviting coalition partners to join NCAH staff for first committee meeting
- Stakeholder meetings

Upcoming Events



Healthy Food Access Grassroots Trainings

Hickory

Thursday, March 20

5:00 pm - 7:00 pm

Location: Hickory Foundation YMCA

Goldsboro

Wednesday, April 9

5:00 pm - 7:00 pm

Location: Goldsboro Family YMCA



NCAH Website

<http://www.ncallianceforhealth.org>

Questions-and-Answers



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