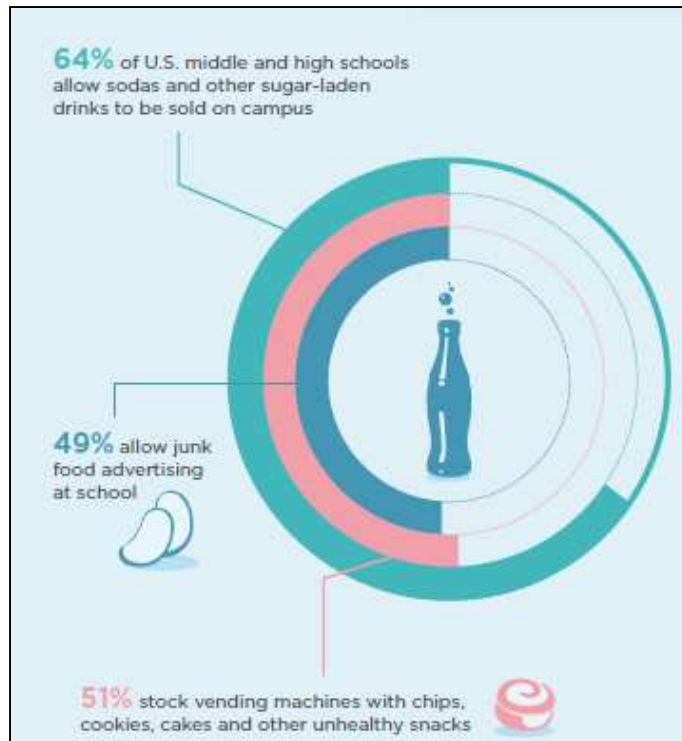


# Voices for Healthy Kids: Reversing Childhood Obesity by 2015

*The New American Heart Association &  
Robert Wood Johnson Foundation  
Childhood Obesity Advocacy Initiative*



# Our Changing World



Consumption of sugar-sweetened beverages (SSBs) has **increased 500%** in the past 50 years.



SSBs are now the single largest category of caloric intake in children, surpassing milk a decade ago.

# A Collaborative Response



## THE RESULT



Influencing public policy through advocacy is an essential strategy to reducing childhood obesity.



# Policy Priorities

## Smart School Foods

- Improve the nutritional quality of snack foods and beverages in schools.

## Healthy Drinks

- Increase accessibility, availability, and affordability of healthy beverages by increasing access to water in school and community environments.
- Increase costs of sugar sweetened beverages through the passage of excise taxes.

## Food Access

- Increase access to affordable foods in Corner Stores & Grocery Stores

# Policy Priorities

## Marketing Matters

- Develop guidelines for serving more nutritious foods in restaurants.
- Improve point-of-purchase design in retail environments.
- Replace unhealthy food promotion & marketing in schools with healthy food promotion & marketing.

## Active Places

- Pass and implement Shared Use legislation which clarifies liability laws so schools can open playgrounds and gyms to the community.
- Support policies which fund Safe Routes to School programs and ensure federal dollars are effectively used.
- Promote “Complete Streets” initiatives that integrate bike and pedestrian paths into road-planning and construction.

## Active Kids Out of School

- Establish mandatory physical activity standards in before and after school programs.
- Increase access to playground equipment within communities.

# Team of Experts

**Food Access**  
**The Food Trust**

**Marketing Matters**  
**Berkeley Media Studies Group**

**Active Places**  
**Safe Routes to School National Partnership**

**Smart School Foods**  
**The Pew Charitable Trusts**

**Active Kids Out of School**  
**YMCA of the USA**

**Healthy Drinks**  
**Yale Rudd Center Food Policy & Obesity**

# Our Approach

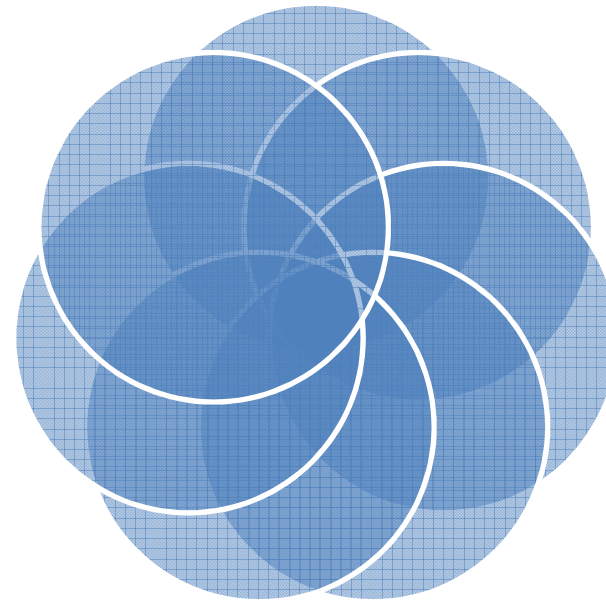
National policy  
outcome goals with  
state and local  
alignment

National coalitions  
focused on state  
and local priorities

Strong investment  
in state and local  
policy campaigns

Prioritized policies  
and technical  
assistance for each  
state and local  
obesity coalition

Coordinated use of  
tools and training  
across campaign  
efforts



National best  
practice campaigns



# Strategic Advisory Committee



## Member Organizations

American Academy of Pediatrics	National Council of La Raza
American Cancer Society Cancer Action Network	Notah Begay III Foundation
BMSG	Rudd Center for Food Policy & Obesity
Briding the Gap - University of Illinois at Chicago	Safe Routes to School National Partnership
ChangeLab Solutions	Salud! America - UT Health Science Center San Antonio
Healthy Eating Research - University of Minnesota	The Food Trust
Healthy Kids, Healthy Communities - Active Living by Design	The PEW Charitable Trusts
MomsRising	The Praxis Project DC
NAACP	YUSA





# Campaign Development

## Key Components



- National Campaign Brand
- Policy Research
- Message Research
- Stakeholder Development
- Grassroots Advocacy
- Media Advocacy
- Decision-maker Engagement
- Operations
- Training

# AHA's Strategic Technical Assistance Model

A customized approach that takes into consideration regional and state variance, including both internal coalition capacity and community environment.

Core services provided through this technical assistance are based on the following platforms:

- Resource development – Assuring that the coalition has the resources needed to accomplish goals.
- Research and Data – The scientific data and other factual information on which desire for change is based.
- Polling, Message Research and Development, and Media Advocacy – Crafting the appropriate messages, based on public opinion research, science and data to persuade targeted audiences using all appropriate communications channels.



# AHA's Strategic Technical Assistance Model

- Coalition building and engagement – Assuring that strategic partners are involved and engaged and that those partners have agreed upon roles and tasks to accomplish.
- Volunteer engagement – Identifying individuals who not only share coalition concerns and mission, but are also willing to engage with the coalition to achieve its goals.
- Organizing and advocacy – Identification of people and organizations with the power to deliver needed changes to accomplish coalition goals, and then persuading them to do so.



# Customized Technical Assistance

- Personal coaching, onsite visits and technical assistance tailored to the individual grantees' needs
- Assistance in the development and refinement of strategic issue advocacy plans
- On-site workshops customized for grantee needs with topics such as timeline, coalition management, volunteer recruitment and retention, and communications

