

## Task Force on Preventing Childhood Obesity

Task Force on Preventing Childhood Obesity

October 9, 2008; 10:00 am – 3:00 pm

Second meeting in series of three

Location: Building 3 Cardinal Room, Division of Public health, 5605 Six Forks Rd, Raleigh

Chairs: Leah Devlin, DDS, MPH, State Health Director, NC Department of Health and Human Services; Howard N. Lee, Chairman, NC State Board of Education

Task Force Members present: Frank Amend, Robert Blackburn, Robert J. Greczyn, Betsy La Forge, Gerry Hancock (for Debra Horton), Beth Lovette, Beth Palien, Bill Pully, Pam Seamans, Robert Seligson, Vandana Shah, Sarah Strunk

Interested persons present: Kymm Ballard, Ashley Bell, Ben Blankenship, Phillip Bors (speaker), Suzi Bowden, John Bowdish, Kevin Cain, Darrin Clark, Steve Cline, Paula Collins, Elizabeth Dalton, Sarah Edwards, Andy Ellen, Dave Gardner, Cameron Graham, John Graeter, Butch Gunnells, Jennifer Hastings, Mary Henderson (speaker), Sarah Hinton, Chris Hollis, Julie Knaack, Ron Morrow, Brenda Motsinger, Jimmy Newkirk, Tom Norman (speaker), Julie Paul, Ruth Petersen, Marcus Plescia (moderator), Rebecca Reeve, John Richards, Pam Silberman (speaker), Laurie Stradley, George Suddath, Cathy Thomas, Betsy Vetter, Sheere Vodicka (speaker), Representative Doug Yongue

Welcome and Introduction of others; Co Chairs Leah Devlin, State Health Director and Howard Lee, Chairman NC State Board of Education

Comments – Representative Doug Yongue commented on the importance of childhood obesity and his appreciation of all being involved.

Dr. Devlin reviewed agenda, drew attention to grid with areas of activity by DPH, HWTF, and DPI in the required 6 strategic areas, and provided information for public comment section. She also presented minutes from September 18<sup>th</sup> meeting; note made by Paula Collins that Think Tank minutes are in separate document. Motion to approve made by Bob Blackburn; seconded by Beth Lovette. Motion passed.

Summary of NC IOM Prevention and Adolescent Task Force Activity Relating to Prevention of Childhood Obesity (Targeting Strategic Component #1-3)

Pam Silberman – President and CEO of NC Institute of Medicine

(slides available at:

[http://www.eatsmartmovemorenc.com/HT/HotTopic.html?HotTopic=TaskForce\)](http://www.eatsmartmovemorenc.com/HT/HotTopic.html?HotTopic=TaskForce))

Dr. Silberman presented a background on IOM and Task Force process. The IOM Prevention Task Force will have an interim report in January 2009 and a fall summit for presentation of final report. She pointed out that all recommendations are draft and need to be considered a work in progress.

Discussion after presentation:

Dave Garner noted that it is not the lack of PE teachers, but the lack of funds for PE teachers.

Also, that while money is going to ESMM for TA, it is a collaborative of over 54 organizations.

## Task Force on Preventing Childhood Obesity

There were questions about whether there have been any comparisons of other states who have piloted nutrition standards which have been successful and not lost money? Dr. Silberman responded that most appear to be losing money, but there are some strategies that are successful across the country we can learn from. Other discussion was concerned with the indirect costs applied to the NC child nutrition programs and with the best approach for pilots. Many have tried to implement regardless of financial loss on a voluntary basis. Other discussion pointed out that Middle Schools need to help serve healthy meals so that they are not only available at elementary schools.

### Panel Discussion: Master Plans for Pedestrian and Bikeway and Safe Places to Play (Targeting Strategic Component #4-5)

#### 1- Phillip Bors – Project Officer, Active Living by Design

(slides available at:

<http://www.eatsmartmovemorenc.com/HT/HotTopic.html?HotTopic=TaskForce>)

#### Six Recommendations:

1. Increase safe opportunities for activity (walking /biking) to/from School
  - Safe routes
  - Liability/ legal protection
  - Site selection of neighborhood schools
2. Increase safe opportunities for activity (walking /biking) around community -
  - Creating ped/bike plans
  - Funding for implementing ped/bike master plans
  - Complete streets policy
3. Walkable destination
  - Creating close-knit communities
  - Smart growth
4. Creating of new parks
  - Funding for parks and trails master plans
  - Funding for smaller parks and play facilities
  - Increase funding to communities for large parks
5. Maintain the parks we have
  - Funding for existing parks upkeep and enhancement
  - Safety
6. Shared use for schools for recreation
  - Funding for shared use of facilities
  - Upkeep of facilities

#### 2- Thomas Norman – Division of Bicycle and Pedestrian Transportation (DOT)

Working to increase safe opportunities

NC Board of Transportation Resolution (Handout)

## Task Force on Preventing Childhood Obesity

### Bicycling and Walking in North Carolina, a Critical Part of the Transportation System

DOT did not have funds to hire consultants to look at communities to help prepare active communities. The General Assembly stepped up to provide Bicycle and Pedestrian Planning Grant Initiative. Since 2004, 80 communities awarded funds. This program was created by NC DOT to encourage municipalities to develop comprehensive bicycle and pedestrian plans as an essential part of their overall transportation strategy. For a view of sample plans, visit [www.ncdot.org/transit/bicycle/safety/programs\\_initiatives/planninggrant.html](http://www.ncdot.org/transit/bicycle/safety/programs_initiatives/planninggrant.html) or for more information, visit [www.itre.ncsu.edu/ptg/bikeped/ncdot/index.html](http://www.itre.ncsu.edu/ptg/bikeped/ncdot/index.html).

### 3- Mary Henderson, Director of Parks, Recreation and Cultural Resources, Cary, NC

Mary Henderson commented that Parks and Recreation needs to be involved in these types of discussions and she appreciated the opportunity to talk to the group on this important issue. Parks and Recreation can be helpful in planning and designing as neighborhoods are being built. Management and maintenance of facilities is very important. Working with schools is important although challenging sometimes.

Trails are actually expensive also, but we need them.

#### Question/Answers/ Comments

Dr. Devlin asked: What would be your recommendation that you would like us to consider?

Tom Norman – 21<sup>st</sup> Century Transportation Committee has been meeting over last year to gather and study data. We need bikeways, greenways, etc but also we need to look at public transportation. While you may ride public transportation once you step off, you are a pedestrian – so we need to look at both. Will be a billion dollar request – and we need to make sure that bike/ped recommendations are not left out.

Mary Henderson– The Trust Fund Parks and Recreation have helped with \$500,000 matching grants. However, need to make sure school systems are working with local government management for design so we can share those facilities and save green space.

Phil Bors– Would request more resources for Bike/Pedestrian walkways. Would recommend a complimentary effort like Parks and Rec Trust Fund for Bike/Ped plans.

Discussion from Task Force: Gerry Hancock pointed out there is hope that the 21<sup>st</sup> Century Transportation Study will assist in recognizing that schools need more resources to contribute to effort of expanding opportunities for physical activity and access to safe places to play. We have to think about new funds and a statewide approach.

### Public comment of the Development of Strategic Plan

#### 1- Alice Ammerman, University of NC (summarized by Ruth Petersen)

Suggestions: providing healthier food to students and improving the availability of healthy foods at home and in the community.

- Establish a council on Food Policy
- Encourage and Support Farm to School and School/Community Garden Initiatives
- Anticipate challenges of nutrition standards implementation in middle schools/test creative solutions.

#### 2- Frank Amend, American Heart Association

## Task Force on Preventing Childhood Obesity

- At the very least, we need to publish calories of foods served in our schools so that students and parents can make good choices.
- NC General Assembly to fund the SBE standards

### 3- Robert “Bob” Blackburn, Association of NC Boards of Health

- Develop a plan for the utilization of the local school health advisory committee to fight obesity.
- Develop a plan for the utilization of the NC School Health Leadership Assembly to fight obesity in children.
- State should establish statewide “quality” PE guidelines
- State should mandate a minimum of requirements of appropriate instruction periods for physical education to be provided to all NC students as integral part of the K-12 education.
- Programs for high schools such as K-12 Healthful Living K-12.
- Organize a tracking plan of the various professional development activities in dealing with childhood obesity going on the state.

### 4- Butch Gunnells, NC Beverage Association (handout)

Here to discuss on national voluntary guidelines to change the beverage mix in schools. Butch provided a review of the historic collaboration regarding study committee through Health and Wellness Trust and the possible tipping point on the industry changing on this issue. Now we have guidelines through Alliance for a Healthier Generation’s School Beverage Guidelines.

There is more information on the report presented by Butch, visit [www.schoolbeverages.com](http://www.schoolbeverages.com).

Encouraged to say we are a little bit ahead of target and want to remain a partner and moving forward in this direction. NC Beverage Association is willing to remain a part of this discussion.

### 5- Beth Lovette, NC Health Directors

- Recommendation –Support for IOM possible recommendation NPA-2 (community initiatives- 10 million dollars)

### 6- Beth Palien, School Nutrition Association of NC

Programs in jeopardy – CNS programs received no additional funding. Child nutrition programs have been required to increase analysis and other things mandated by state and federal mandates but have not been funded.

- Please provide the funding needed to implement the State Board of Education nutrition standards (20 million) for elementary schools

### 7- Pam Seamans, NC Alliance for Health

PA is important and a step in the right direction, but we also need the physical education component.

- Mandate and fund appropriate minutes for physical education in school – much like the IOM report as well. (The Alliance will consider if support a pilot or not, because we feel we really need to move on this and we have research to show this is a benefit.)
- Establishing PE guidelines – to provide some consistency of what quality physical education programs should look like to address obesity.

## Task Force on Preventing Childhood Obesity

8- Laurie Stradley, Director of Programs, Be Active NC (handout of making the case for PE)

- Increase frequency, intensity and duration of physical activity during the school day including elementary having 150 minutes of weekly PE, and middle school having 225 minutes of weekly Healthy Living instruction
- High School- recommend one semester of Health and 3 PE as graduation requirement
- Continue to receive 30 min. of PA
- Neither PE nor PA can be taken away or used as punishment
- Regular teachers prepared in higher Ed to provide active classrooms.

9- Robert Schwartz, Wake Forest University School of Medicine (summarized by Ruth Petersen)

Three points

- Indirect costs in school nutrition programs
  - Resources for outdated equipment and fresh foods
  - Address issues of A-la-cart foods and beverage
- Need to monitor compliance of HAC policy and extend into high school
- Look at the advertising targeting children in schools, on radios, etc.

10- Betsy Vetter, NC Director of Government Relations, American Heart Association (handout)

Three tier approach

- Require quality physical education with minimum standards in schools
- Support physical activity and healthy eating in the school environment
- Support physical activity and healthy eating in the community environment.

### **Lunch Break**

Comments: Bill Pully – wanted to mention that he has heard about the urgency of this issue and there is a shortage of resources. To the extent we can reduce the number of sick people we can provide more resources. We need to make a strong business case because of the cost to the whole business health care. We do not have a lot of time to do lots of pilots. Only way to get there is to set a firm goal for what we are going to do to address obesity in this state. We need to know where we are going and how we are going to get there.

Dr. Devlin pointed out there had been a handout provided by NC Retail Merchants Association (ESA) to request opportunity to participate and have input into the Task Force regarding strategic component #6; specifically to provide information on how video games and technology can help kids increase activity.

### **Limiting Screen Time (Targeting Strategic Component #6)**

Sheree Vodicka, Healthy Weight Communications Manager, PAN Branch, DPH

Sheree prepared recommendations in this area for the Task Force (ppt available)

- Support the work of LimiTV, NC Healthy Schools and LearnNC.org in training educators and parents about the impact screen time has on learning and child obesity.

## Task Force on Preventing Childhood Obesity

- Implement Eat Smart Move More NC social marketing campaign featuring CDC's Tame the Tube advertisements across the state.

### Discussion and Development of Draft Recommendations Related to Six Components of Strategic Plan

Dr. Marcus Plescia (moderator)

Suggested guidelines: Review recommendations from Dr. Silberman (IOM) and make comments as well as add any new suggestions.

NCGA should

#### 1. Healthier food for children

N1: enact menu-labeling laws to require chain restaurants with 20 or more locations to include prominently displayed nutrition and calorie information.

#### Suggestions:

- Add carbohydrates for diabetic children/ adults
- Consider similar requirement in schools and notification to parents
- A-la-cart labeling for middle schools

N2: a law to remove advertising and marketing of unhealthy foods in schools.

#### Suggestions:

- Score boards at schools having more healthy signs (athletics)
- Define unhealthy and healthy foods
- Address fund raising with other options - need money to pay for indirect costs like band uniforms, score boards- need appropriate resources
- Include resources for education and marketing
- Preschool children – smart start and 5 stars (HWTF)
- Implement into the 5 star rating of HWTF (Study Committee Recommendations)
- BMI collection at schools for evaluation – (Fitnessgram)
- Comply with ADA beverage association standards with no soft drinks with full sugar by 09-10, calorie limits, and other limits noted in packet.
- Ways to reach parents.

N3: (a) appropriate \$20 million in recurring funds to support elementary nutrition standards and (b) appropriate \$XX million to pilot the information of improved nutrition standards in middle schools.

#### Suggestions:

N4: The State Board of Education should require school administrators to report fat composition, salt, and calorie content of all foods available through school vending machines to the Department of Public Instruction

#### Suggestions:

- This is about providing accountability to a law on the books. Not monitored by Child Nutrition program that would report this – so would need an administrative person both at DPI and SBE. Example – what items are in the vending machine at XXX school.
- Comply with statewide School Beverage Guidelines; many in place now.

## Task Force on Preventing Childhood Obesity

N5: Employers and faith-based organizations should offer farmer's markets/farm stands at the workplace and in the faith community (with focus on serving low-income individuals and neighborhoods.)

### Suggestions:

- ESMM will provide technical assistance

### 2. Physical Activity

PA1: (a) should appropriate \$XX /year over YY years to the NC Department of Public Instruction to pilot an expanded physical education curriculum in schools. The pilots should include the following elements:

- Elementary schools with 150 min of PE per week and MS with 225 HPE
- All PE and HE by certified health and PE teachers
- Pilot programs limited to licensed schools that have adequate facilities
- Participating schools include HPE questions on EOG
- XX funds should be hire external evaluation consultant
- DPI should select schools to participate in rural/urban areas and social economic ways

(b) SBE should work with DPI to identify or develop academically rigorous honors-level courses in health and PE that can be offered at the high school level

PA2: work with others for joint use policy and expansion of school/community facilities.

### Suggestions:

- Reciprocal policy so that schools can also use Parks and Recreation and other facilities within reach of the school, during the school day.

PA3: Appropriate \$3.3 million reoccurring to DPH for community grants

PA4: create interagency commission to develop interagency plans to promote active livable communities.

### Nutrition and Physical Activity

NPA1: NC Div. of Medical Assistance and NC Office of Rural Health and Community Care should continue to implement and evaluate the Community Care of North Carolina pilot project aimed at obesity reduction. If successful – implement statewide to match Medicaid-enrolled children

NPA2: provide 10.5 million in recurring funding to DHP to allow full implementation of ESMM NC state plan for obesity.

NPA3: Foundations and XX should continue to fund community based and clinical interventions and evaluations aimed at improving nutrition, increasing physical activity and preventing obesity.

NPA4: NC Foundations should consider supporting an annual conference hosted by ESMM NC and NC Healthy Schools to share best practices with community groups working on carious nutrition, physical activity, and obesity prevention initiatives.

## Task Force on Preventing Childhood Obesity

NPA5: Appropriate \$9.0 million annually to raise public awareness and develop a statewide marketing campaign to promote physical activity and nutrition behaviors, identified by CDC, to fight obesity.

### Other Crosscutting Prevention

NC Foundations should provide \$XX to fund the UNC Center for Health Promotion and Disease Prevention to expand its existing national databases/web portals in order to review, describe, and provide access to intervention on materials for evidence-based and promising prevention programs and policies within NC.

### Additional Recommendations

- Breast feeding moms – community level
- Child health care consultant/counselors (details from Dr. Devlin)
- Call to action from Next Governor
- CDC SLIMs - could be included in final recommendations
- Limit Screen time recommendation
  - Support LimiTV and LearnNC.org and NC Healthy Schools efforts
  - Implement ESMM NC social marketing campaign featuring CDC's Tame the Tube Advertisements across the state.

### Concluding Remarks

Leah Devlin

Howard Lee

Next Meeting: Friday November 14

10 am – 3 pm, Building 3 Cardinal Room Division of Public Health, 5605 Six Forks Road

Draft recommendations will be sent to the Task Force for their review prior to the November 14<sup>th</sup> meeting.