



THE UNITED STATES CONFERENCE OF MAYORS

Healthy Cities E-Newsletter



Mayors' Healthy Cities Campaign

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Local News

[A Plan to Add Supermarkets to Poor Areas, With Healthy Results](#) (9/23/09)

New York Times, Diane Cardwell

The Bloomberg administration, in its ever-expanding campaign to help New Yorkers eat better, has already clamped down on trans fats, deployed fruit vendors to produce-poor neighborhoods and prodded corner bodegas to sell leafy green vegetables and low-fat milk.

Now, in a city known more for hot dogs and egg creams than the apple of its nickname, officials want to establish an even bigger beachhead for healthy food — new supermarkets in areas where fresh produce is scarce and where poverty, obesity and diabetes run high.

[Study Reignites Push for Soda Fee](#) (9/18/09)

The San Francisco Examiner, Mike Aldax

Buying a soda or other sugary drink in San Francisco will cost you more if Mayor Gavin Newsom has his way. As a nationwide debate rages about taxing soft drinks and a new health study says sodas are linked to obesity, Newsom said that he is prepared to push legislation that would impose a fee on sugary drinks sold in the city by large retailers.

The mayor first pitched the fee idea in 2007, but it fizzled due to legal restrictions. Under state law, new taxes require voter approval. Local governments, however, can charge a fee for programs if they can prove there's a cause-and-effect link.

[Fall River Students Get Walking](#) (9/17/09)

The Herald News, Michael Holtzman

Fall River third graders walked nearly two miles to school along Meridian Street sidewalks to serve as healthy examples and symbols of the city's efforts to boost fitness among residents. "We need to promote more physical activity in the city," Mayor Robert Correia said. "And the more people we have walking, the healthier our neighborhoods will be," he said, stating that adults and kids walking and biking lowers the opportunity for a crime to occur.

National News

[Michelle Obama at Farmers Market. Transcript](#) (9/18/09)

Chicago Sun Times

Remarks by the First Lady at the opening of Freshfarm Farmers' Market in Washington, D.C.

[Johnson Chosen as International Speaker](#) (9/14/09)

Desoto Times Tribune, Robert Lee Long

One small city can make a difference in the global fight against obesity. That's the message that Hernando, Miss. Mayor Chip Johnson will be taking to the world when he speaks at an international workshop in Washington, D.C. on Oct. 22. The workshop is sponsored by the Institute of Medicine (IOM) and the United Kingdom Department of Health. "We chose Chip for his innovative work at the local level on childhood obesity prevention," Annina Catherine Burns, study director for the Institute of Medicine Food and Nutrition Board in Washington, said Monday. "This IOM workshop is a forum to learn about obesity prevention policy in Britain and America. A critical part of obesity prevention work in America occurs at the local level. Access to healthy food in a community and places for people to engage in physical activity are often determined by local

policy."

[Big Food vs. Big Insurance](#) (9/9/09)

New York Times, OP-ED, MICHAEL POLLAN

Our success in bringing health care costs under control ultimately depends on whether Washington can summon the political will to take on and reform a second, even more powerful industry: the food industry. We're spending [\\$147 billion](#) to treat obesity, [\\$116 billion](#) to treat diabetes, and hundreds of billions more to treat cardiovascular disease and the many types of cancer that have been linked to the so-called Western diet. One recent [study](#) estimated that 30 percent of the increase in health care spending over the past 20 years could be attributed to the soaring rate of obesity, a condition that now accounts for nearly a tenth of all spending on health care.

[Let the Children Play \(Some More\)](#) (9/02/09)

New York Times, OP-ED, Stuart Brown

For most American children in the not-so-distant past, "going out to play" was the norm. Today, according to a [University of Michigan](#) study, children spend 50 percent less time outside than they did just 20 years ago — and the 6.5 hours a day they spend with electronic media means that sitting in front of a screen has replaced going out. Through the lens of play research, we can see that there is a direct line between play deficiencies and some frightening public health and social trends: tragic statistics for obesity, 4.5 million children diagnosed with attention deficit hyperactivity disorder, an increase in childhood depression and classroom behavioral problems involving violence and an inability to interact well with peers.

Reports and Studies

[Local Government Action to Prevent Childhood Obesity](#) PDF

Recognizing that local government officials are eager to address the childhood obesity epidemic, The Institute of Medicine (IOM) produced *Local Government Action to Prevent Childhood Obesity*, a report that serves as a practical guide for government officials at the city, township or county level who want to take action to address healthy eating and active living. This report recommends 58 action steps organized under 15 broad strategies. These strategies are similar to those in the *Leadership for Healthy Communities Action Strategies Toolkit*, which was developed in collaboration with the U.S. Conference of Mayors and 10 more of the nation's leading policy-maker organizations.

[Health Impacts of Sugar-sweetened Beverage Consumption](#) PDF

This research brief by Healthy Eating Research and Bridging the Gap, national programs of the Robert Wood Johnson Foundation, examines the latest information on sugar-sweetened beverages (SSBs) and food pricing strategies. The brief concludes that taxes resulting in substantially higher prices of SSBs could be a powerful policy tool for curbing obesity rates by leading people to reduce consumption.

[Compendium of Proven Community-Based Prevention Programs](#) PDF

Trust for America's Health and The New York Academy of Medicine (NYAM) released a report featuring a range of evidence-based disease prevention programs that have shown results for improving health and reducing costs in communities. The report includes a summary and examples from an extensive literature review that NYAM conducted of peer-reviewed studies evaluating the effectiveness of community-based disease prevention programs designed to reduce tobacco use, increase physical activity and/or improve eating habits.

[Reducing Obesity: Policy Strategies From the Tobacco Wars](#) PDF

This Urban Institute report outlines the impact of obesity on health, health care costs and productivity. The report reviews successful policy interventions to reduce tobacco use and considers whether excise or sales taxes, labeling requirements and advertising bans could lower obesity rates.

[F as in Fat: How Obesity Policies Are Failing in America, 2009](#) PDF

This report developed by Trust for America's Health and the Robert Wood Johnson Foundation finds that in the past year, adult obesity rates grew in 23 states and did not decrease in a single state. Two-thirds of adults are overweight or obese, and the number of obese adults now exceeds 25 percent in nearly two-thirds of states.

[Access to Affordable and Nutritious Food: Measuring and Understanding Food Deserts and Their Consequences](#) PDF

The U.S. Department of Agriculture Economic Research Service released a report on food deserts that summarizes findings of a national-level assessment of the extent, characteristics and causes of food deserts, the consequences for local populations, lessons learned from related federal programs and a discussion of policy options for alleviating their effects.

The section on [policy options](#) is particularly relevant, as is the [economics of supermarket and grocery store locations](#) section.

[How Does Your Garden Grow? Brownfields Redevelopment and Local Agriculture](#) PDF

Brownfields are properties that are vacant or abandoned due to concerns about real or perceived contamination of the property. Using funds from the Environmental Protection Agency (EPA), states, tribes and communities can assess sites and clean brownfields, creating safe spaces where people can grow their own food or buy locally-grown food. This EPA document provides links to resources for brownfields cleanup and redevelopment into gardens and markets.

Tools You Can Use

[Action Strategies Toolkit](#)

Leadership for Healthy Communities' comprehensive Action Strategies Toolkit represent a collection of current best approaches that childhood obesity policy experts, policy-makers and representatives from policy-maker organizations have evaluated and selected as levers to improve children's health and reduce childhood obesity. Each section includes targeted strategies, stakeholders, policy and program options, guidance on how to start programs, resources that can help inform the process and examples of how other states and localities have achieved progress. The U.S. Conference of Mayors and 10 other major policy-maker organizations that represent state, local and school district decision makers signed a leadership compact urging members to adopt policies designed to reduce childhood obesity rates, and to focus efforts on our most vulnerable children.

[Walkability Checklist](#)

The Partnership for a Walkable America (PWA) is a national coalition working to improve the conditions for walking in America and to increase the number of Americans who walk regularly. This checklist can be used to assess how walkable a neighborhood is.

[Mayors' Guide to Fighting Childhood Obesity](#)

The *Mayors' Guide to Fighting Childhood Obesity* provides suggested action steps that mayors and other local government leaders can take to address the childhood obesity epidemic in their communities. The action steps included are in three areas: the community food environment, the physical environment and the school and out-of-school environment.

[Promising District Practices](#)

The National School Board Association's School Health Programs Department is pleased to announce a new Web-based resource, Promising District Practices. This new Web site shares success stories related to district-level school health policies and practices.

[Obesity GPS: A Guide for Policy and Program Solutions](#)

The Obesity GPS, developed by the STOP Obesity Alliance at The George Washington University School of Public Health and Health Services, is a set of multi-layered questions that decision-makers can apply in the development or evaluation of the most common types of obesity-prevention proposals: specific health interventions, policies aimed at health care professionals or research initiatives. The Obesity GPS is divided into four main sections that highlight the important questions that decision-makers should consider related to overweight and obesity in our nation.

[Planning for Healthy Places with Health Impact Assessments](#)

This is a 'how to' guide for conducting health impact assessments (HIAs), developed by the American Planning Association and the National Association of County & City Health Officials and sponsored by the Centers for Disease Control and Prevention. This online course explains the value of conducting a HIA and the steps involved in doing so. Throughout the course, examples of health impact assessments are highlighted and discussed.

Funding Resources

[Youth Garden Grants](#)

The National Gardening Association (NGA) has announced that Home Depot is returning as the Youth Garden Grants sponsor for 2010. NGA annually awards Youth Garden Grants to schools and community organizations with child-centered garden programs across the United States. Schools, youth groups, community centers, camps, clubs, treatment facilities, and intergenerational groups throughout the United States are eligible to apply. Applicants must plan to garden with at least 15 children between the ages of 3 and 18 years.

Deadline: November 2, 2009

[Funding Sources for Healthy Food Retail](#)

This Web site developed by Public Health Law and Policy is a clearinghouse for funding opportunities related to developing food retail outlets. Funding sources, which are categorized by eligibility, source and type of assistance, include several available to local governments.

[Jenny's Heroes Community Grant Program](#)

Talk show host and philanthropist Jenny Jones has announced that she will donate an additional \$1 million to continue her community grant program. Jenny's Heroes provides grants of up to \$25,000 each to fund projects that promise long-term community benefits.

Deadline: Open

[Bikes Belong Offers Funding for Bicycle Advocacy and Facilities](#)

U.S. nonprofits and public agencies working to put "more people on bicycles more often" will be awarded grants of up to \$10,000 for facilities and advocacy projects.

Deadline: Quarterly

[Regional Community Health Grants Program Targets Obesity and Health Literacy](#)

Through its Regional Community Health Grants Program, the [Aetna Foundation](#) will award grants in support of philanthropic initiatives focused on fighting obesity and increasing health literacy in selected communities across the United States. The obesity proposal category seeks to fund community-based health education, prevention, and early detection efforts aimed at fighting obesity.

Deadline: Varies by Location

Upcoming Meetings

[Southern Municipal Leaders Combating Childhood Obesity](#)

Funded with support from the Robert Wood Johnson Foundation, the Southern Municipal Leaders Combating Childhood Obesity leadership academy will take place on December 9-11, 2009 in New Orleans, La., and will highlight promising city strategies to promote healthy eating and active living among children and youth. The academy also will help local leaders form effective city-school collaborations to reduce childhood obesity in their communities. Childhood obesity rates have risen dramatically over the past few decades, with Southern states displaying the highest rates of overweight and obesity in the United States. Given this, municipal participation for the academy will be focused on eight targeted states: Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, Tennessee, and West Virginia. The National League of Cities' Institute for Youth, Education and Families is organizing this two-day learning event in partnership with the American Association of School Administrators, which will be releasing a separate application for school district leaders interested in attending. Mayors and superintendents are encouraged to attend together.

This E-Newsletter is distributed monthly via email to members of USCM's Mayors' Healthy Cities Campaign and others by request. Funding for the newsletter has been provided by Leadership for Healthy Communities--a national program of the Robert Wood Johnson Foundation. To submit a question, comment, or local best practice or to subscribe or unsubscribe, please contact pcarter@usmayors.org.

The United States Conference of Mayors
1620 Eye St., Northwest Washington, DC 20006
p. 202.293.7330 f. 202.293.2352

