



**RUDD CENTER**

FOR FOOD POLICY  
& OBESITY



Yale University

# ***From Access to Zoning: Local Policies to Make Healthy Eating the Default***

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Director of Public Policy

Yale Rudd Center for Food Policy and Obesity

CT ACHIEVE Conference

August 31, 2011

# Today

- Rudd Center
- Optimal defaults
- Zoning/access to healthy foods
- Marketing
- Sugary drinks



# The Rudd Center

- Strategic science
- Research on
  - sugar sweetened beverage taxes
  - food marketing to youth
  - school and pre-school nutrition
  - legal and economic issues
  - weight bias
  - food and addiction

# www.yaleruddcenter.org



## YALE RUDD CENTER FOR FOOD POLICY & OBESITY

**SEARCH**

**HOME** / **WHO WE ARE** / **WHAT WE DO** / **NEWS & EVENTS** / **PRESS**



-  **What's New**
-  **Hot Topics**
-  **Publications**
-  **Policy Briefs and Reports**
-  **Revenue Calculator for Sugar-Sweetened Beverage Taxes**
-  **Pledges Database on Food Marketing to Children Worldwide**
-  **Legislation Database**
-  **Image Gallery**
-  **Seminar Series**

[Home](#) > [Legislation Database](#)

## Legislation Database

Search for current food policy and obesity legislation filed by Congress, states, and select cities and counties. Bill status is monitored and the database is updated regularly. Users can generate Excel spreadsheets of search results.

**Search for Bills**  
Find bill language, status updates, and other information on state and federal legislation.

**Bill Updates**  
See which bills were acted on in the past day or week.

**Bills Enacted into Law**  
See which bills have been passed, signed, and adopted.

**Failed Bills**  
See which bills have failed to pass.

For more information contact [Roberta Friedman](#), Director of Public Policy. Media inquiries should be sent to [Meg Orciari](#), Communications Assistant.

### Legislation Trends

What trends exist in current legislation?

### Legislative Process

How does a bill become law?

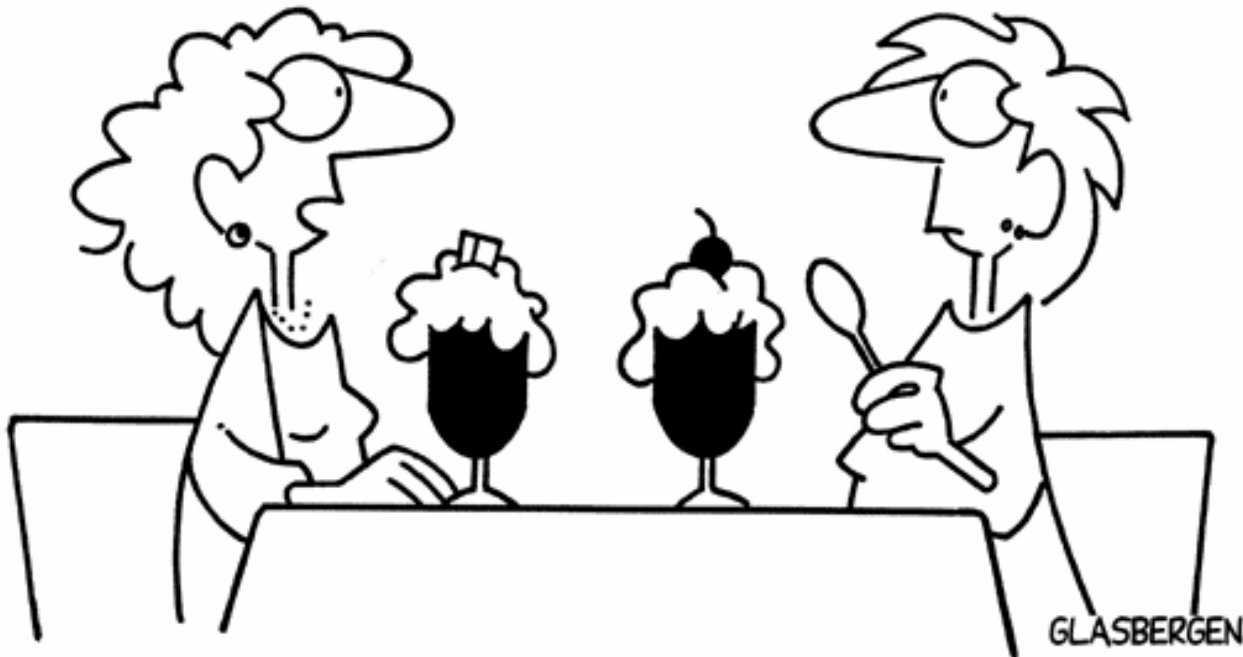
### Legislative Session Calendar - 2011

When does each state's legislative session begin and end?

### Search for Past Legislation

# How do you define “healthy foods”?

Copyright 2003 by Randy Glasbergen.  
[www.glasbergen.com](http://www.glasbergen.com)



**“If you put a crouton on your sundae  
instead of a cherry, it counts as a salad.”**

*“Don’t eat anything your great-grandmother wouldn’t recognize as food.”*

- ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMIN MONONITRATE [VITAMIN B1], RIBOFLAVIN [VITAMIN B2], FOLIC ACID), SUGAR, CORN SYRUP, SOYBEAN AND PALM OIL (WITH TBHQ FOR FRESHNESS), DEXTROSE, HIGH FRUCTOSE CORN SYRUP, CORN SYRUP SOLIDS, CRACKER MEAL, CONTAINS TWO PERCENT OR LESS OF WHEY, CORNSTARCH, SALT, MILK CHOCOLATE (SUGAR, CHOCOLATE, COCOA BUTTER, MILK), COCOA PROCESSED WITH ALKALI, MODIFIED CORN STARCH, CREAM, HYDROGENATED PALM KERNEL OIL, LEAVENING (BAKING SODA, SODIUM ACID PYROPHOSPHATE, MONOCALCIUM PHOSPHATE), NATURAL AND ARTIFICIAL FLAVOR, GELATIN, DRIED EGG WHITES, SOY LECITHIN, COLOR ADDED, XANTHAN GUM, CARNAUBA WAX, VITAMIN A PALMITATE, DATEM, NIACINAMIDE, REDUCED IRON, RED #40, PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), YELLOW #5, YELLOW #5 LAKE, RIBOFLAVIN (VITAMIN B2), THIAMIN HYDROCHLORIDE (VITAMIN B1), BLUE #1, FOLIC ACID.



# IOM standards

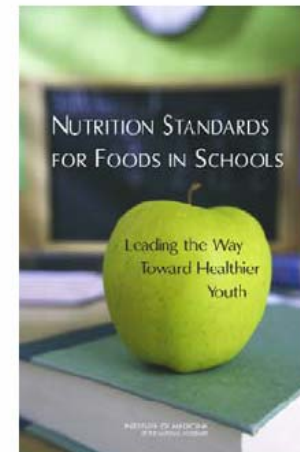
## [www.iom.edu](http://www.iom.edu)

# INSTITUTE OF MEDICINE

REPORT BRIEF • APRIL 2007

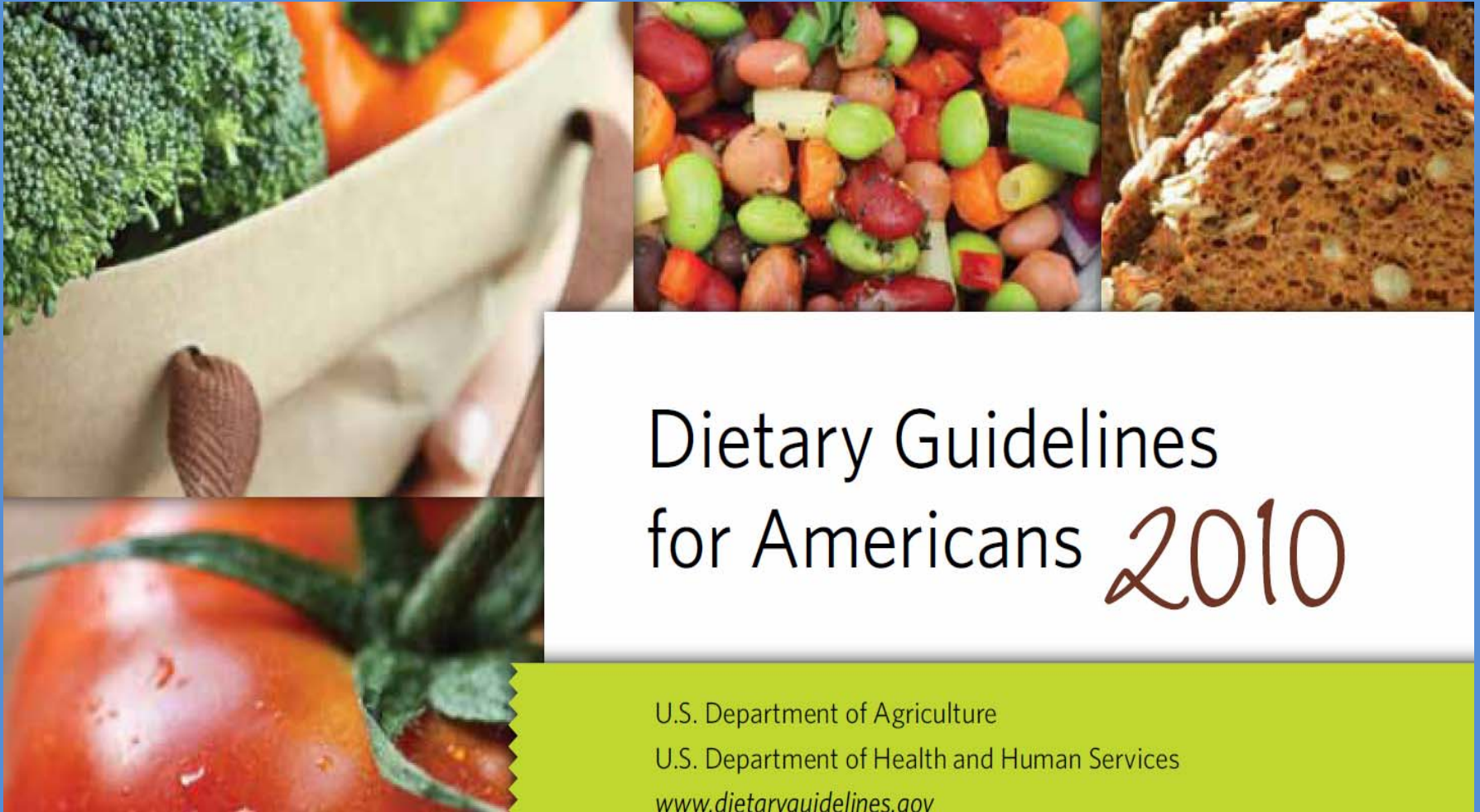
## NUTRITION STANDARDS FOR FOODS IN SCHOOLS: LEADING THE WAY TOWARD HEALTHIER YOUTH

Research has shown that the school environment has a vital role in shaping children's health behaviors. The rise in obesity over the past 2-3 decades has been accompanied by an increase in the number of alternative food options available on school campuses. These "competitive foods" that are obtained from a variety of sources, including à la carte service in the school cafeteria, school stores and snack bars, and vending machines, are vying with the traditional breakfast and lunch offered through federally reimbursable school nutrition programs. Children spend the majority of their day at school, often staying for after-school activities; the foods and beverages available during and after school can contribute a number of calories to their total daily





# USDA Guidelines




## Dietary Guidelines for Americans 2010

U.S. Department of Agriculture

U.S. Department of Health and Human Services

[www.dietaryguidelines.gov](http://www.dietaryguidelines.gov)

www.hsph.harvard.edu/nutritionsource



# HARVARD School of Public Health

About HSPHAcademicsAdmissionsResearchFacultyStudent Life

home > the nutrition source > what should you eat? > healthy eating pyramid


## Menu

- Nutrition Source Home
- What Should You Eat?
  - » **Healthy Eating Pyramid**
  - » Carbohydrates
  - » Protein
  - » Fats and Cholesterol
  - » Fiber
  - » Vegetables and Fruits
  - » Calcium and Milk
  - » Alcohol
  - » Vitamins
- Choosing Healthy Drinks
- Getting to Your Healthy Weight
- Staying Active
- Recipes

## The Nutrition Source Healthy Eating Pyramid

### The Bottom Line

Use a food pyramid that's actually based on the latest and best science.



Download the [Healthy Eating Pyramid handout \(PDF\)](#).

Policies can create

Optimal Nutrition  
Defaults

# Definition: Default

A selection made usually  
automatically or without  
active consideration  
*due to lack of a viable  
alternative*

# Current nutrition defaults

Can you name some?





# Current nutrition defaults



\$\$\$\$\$



# Optimal nutrition defaults

- *Create the viable alternatives*
- Healthy choice is *easy* choice
- Public health examples
  - fluoride in drinking water
  - airbags
  - unleaded gasoline, paint

What would be OPTIMAL  
re: nutrition?



# Optimal Nutrition Defaults

- Fruit/vegetables are CHEAP
- Processed foods are EXPENSIVE
- SNAP/WIC worth double when purchase f/v
- No community w/o supermarkets
- No schools selling junk
- Local gov't serves only healthy

# Programs vs. Policy

- What's the difference?
- Examples?

# What's the difference?

## Programs/Events

- Short-term
- Feel-good
- Small reach
- No default change
- Ending date

## Policy

- Long-term
- Political, controversial
- Broad, equitable reach
- Default change
- Ongoing

# Policy Types

- Public policy
  - Legislation
  - Regulation
- Institutional policies
  - School wellness policies
  - Teachers' classroom policies
  - Workplace policies

# Policies should be...

- Politically feasible
- Low-cost (for now)
- Address disparities
- Evidence-based—have impact
  - Rudd can help with this

# Access to Nutritious and Affordable Food in the Community

Access to Nutritious and  
Affordable Food in the  
Community:

**ZONING and PLANNING**

# Google: FOOD DESERT LOCATOR

Home Enter Locator About the Locator Documentation Download the Data More Maps

## Food Desert *Locator*

Get a spatial overview of low-income neighborhoods with high concentrations of people who are far from a grocery store.

*Map food deserts and view census tract-level statistics on population groups with low access to healthy food.*

**Enter Locator**

U.S. Department of Agriculture  
Economic Research Service

You may also be interested in ERS's Food Environment Atlas. **Enter >**

Variable	Value
POP	810942
Low_Income	1.00
Female_Lo	0.38
Single_Mar	0
TRACT	421000
Total_Pop	





# Zoning as a tool

- Incentives for supermkts, groceries
  - mixed-use
  - parking
  - areas not traditionally zoned
- Urban gardens/farming
  - Allow sales by residents
  - City council: make permanent

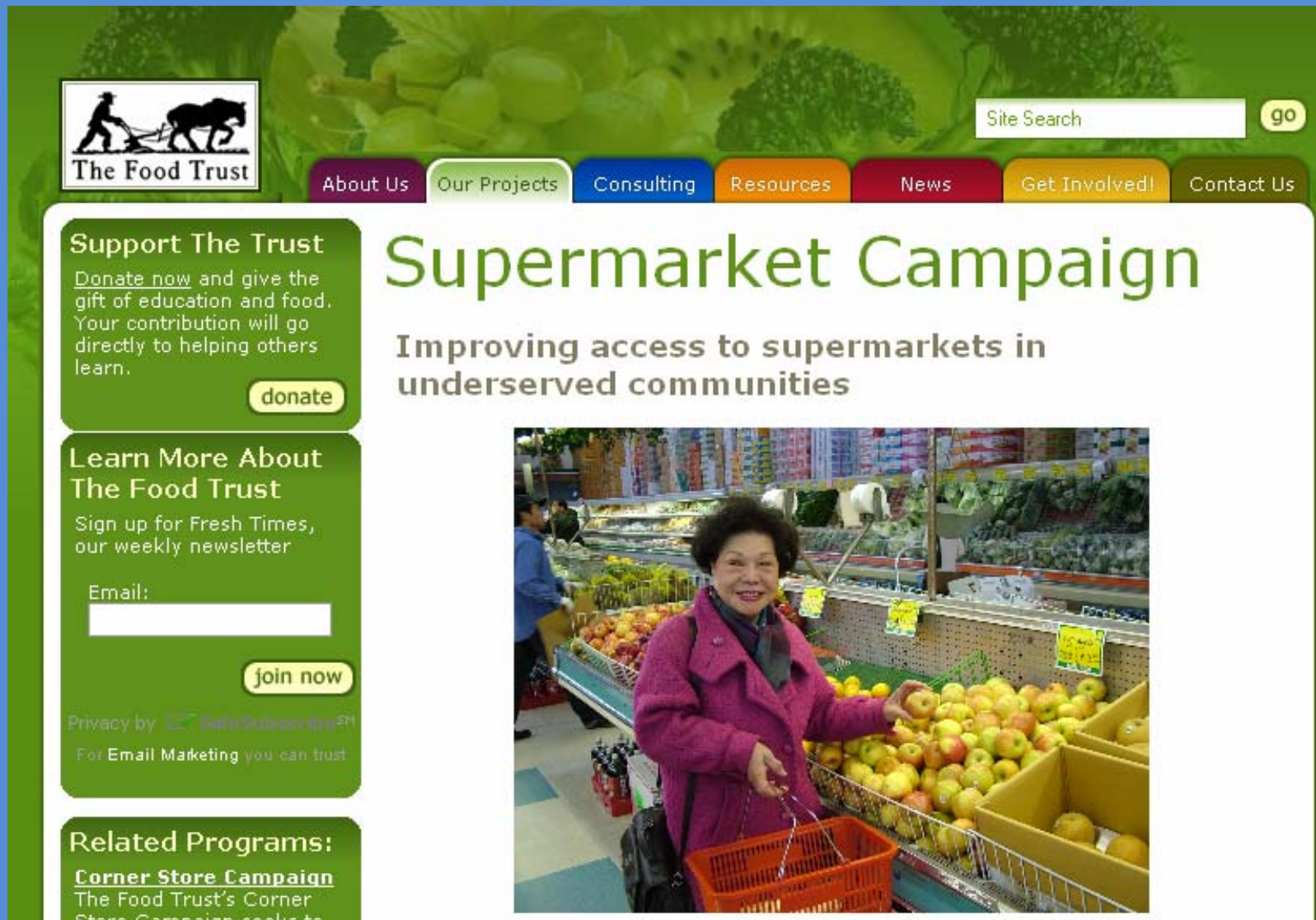
[www.phlpnet.org](http://www.phlpnet.org)

## Getting to Grocery

Tools for Attracting Healthy Food Retail  
to Underserved Neighborhoods



# www.thefoodtrust.org



The screenshot shows the homepage of The Food Trust website. The header features the organization's logo on the left, a site search bar with a 'go' button on the right, and a navigation menu with links to 'About Us', 'Our Projects', 'Consulting', 'Resources', 'News', 'Get Involved!', and 'Contact Us'. The main content area is divided into three sections. The left sidebar contains three green boxes: 'Support The Trust' with a 'donate' button, 'Learn More About The Food Trust' with an email sign-up form and a 'join now' button, and 'Related Programs:' featuring the 'Corner Store Campaign'. The main content area has a large green heading 'Supermarket Campaign' followed by the subtitle 'Improving access to supermarkets in underserved communities'. Below this is a photograph of an elderly woman in a pink coat selecting apples from a display in a supermarket.

**The Food Trust**

Site Search

[About Us](#) [Our Projects](#) [Consulting](#) [Resources](#) [News](#) [Get Involved!](#) [Contact Us](#)


## Support The Trust

Donate now and give the gift of education and food. Your contribution will go directly to helping others learn.

## Learn More About The Food Trust

Sign up for Fresh Times, our weekly newsletter

Email:


Privacy by  SafeSubscribe<sup>SM</sup>  
For Email Marketing you can trust

## Related Programs:

**Corner Store Campaign**  
The Food Trust's Corner Store Campaign seeks to

# Supermarket Campaign

## Improving access to supermarkets in underserved communities





# Zoning: Fast Food Restaurants

## Bans

Fast Food Outlets/  
Drive-through Service

"Formula" Restaurants

Application to Certain  
Areas

## Restrictions

Quotas

Density of Fast Food  
Outlets

Distance from Other  
Uses

# Urban Farming

- Growing Power
  - [www.growingpower.org](http://www.growingpower.org)
- Ground Rules: A Legal Toolkit for Community Gardens
  - [www.nplanonline.org](http://www.nplanonline.org)

# New Haven Farms





# Wellness Policies: Garden in every school



Our Garden is growing... stop by and take home some fresh lettuce, basil, parsley or chives.



# www.wellsat.org

**WellSAT:**

Wellness School Assessment Tool

[Rudd Center](#) | [Contact](#) | [Disclaimer](#)

[Who Should Use This Tool?](#)

[FAQ](#)

[How WellSAT Scores are Calculated](#)

[Resources](#)



**WellSAT** provides a standard method for the **quantitative** assessment of school wellness policies. This tool offers a consistent and reliable means of assessing the **comprehensiveness and strength** of school wellness policies within or among states. It was developed by researchers funded by the Robert Wood Johnson Foundation.

## Welcome to the WellSAT

In passing the Child Nutrition and WIC (Women, Infants and Children program) Reauthorization Act of 2004, Congress mandated that all school districts participating in federal school meal programs create and implement school wellness policies by July 2006. These policies must address nutrition education, nutrition standards for foods sold, and physical activity, and must include measures for evaluating the policy's effectiveness. By completing the Wellness School Assessment Tool (WellSAT), users will be able to assess the quality of their school district's wellness policy, and will be provided with personalized guidance and resources for making improvements, based on survey results.

Support for this project was provided by grants from the Robert Wood Johnson Foundation and Rudd Foundation.

**SIGN IN FOR YOUR WELL VISIT**

Email Address:

Password:

[Forgot password?](#)

[Don't have an account?](#)

[Register](#)

**GO**



**RUDD CENTER**

[Who Should Use This Tool](#) [Resources](#) [FAQ](#) [Contact Us](#) [Privacy Legal](#) [Yale University](#)  
Copyright © 2009 Rudd Center

design by cavich creative llc

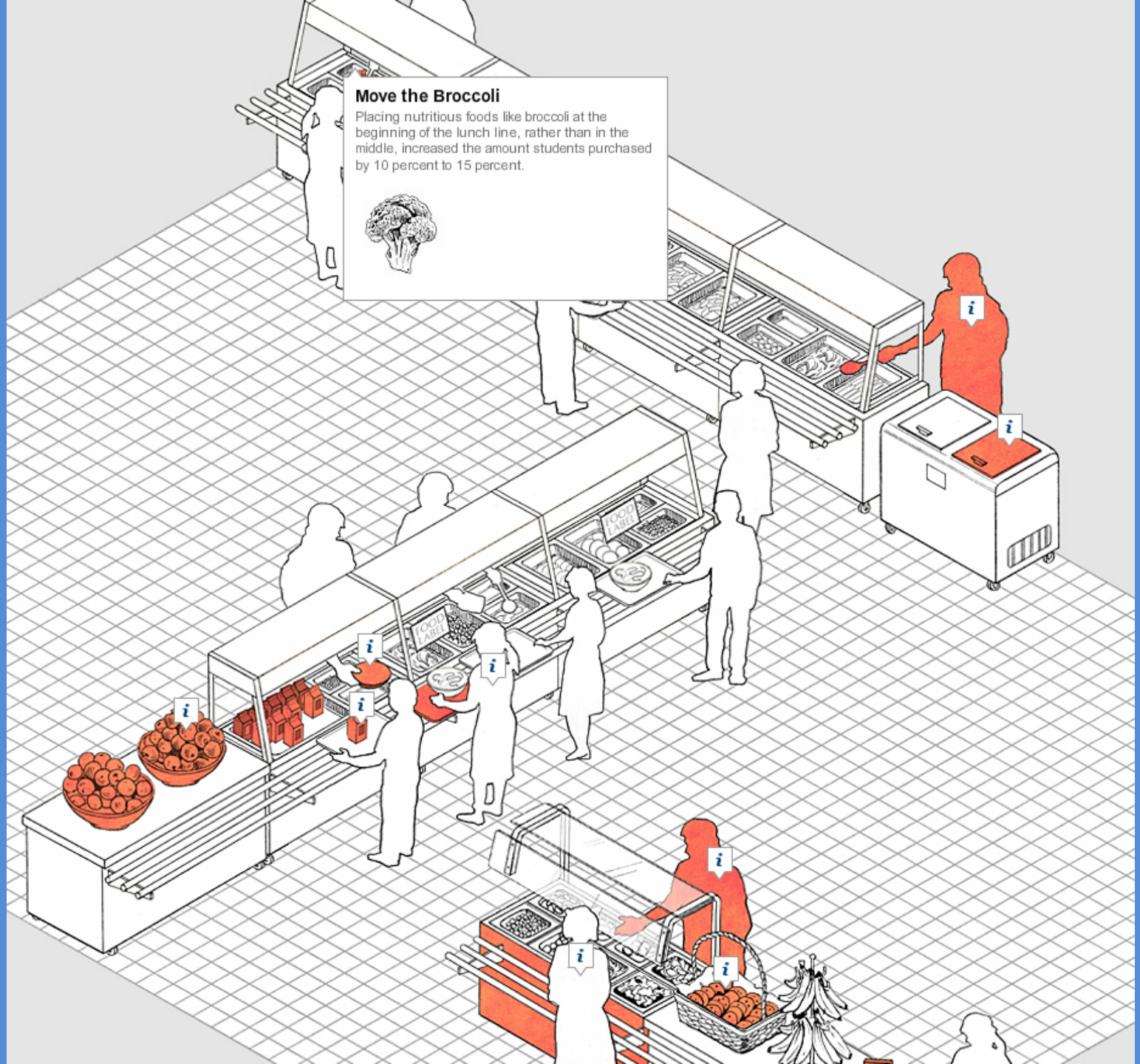


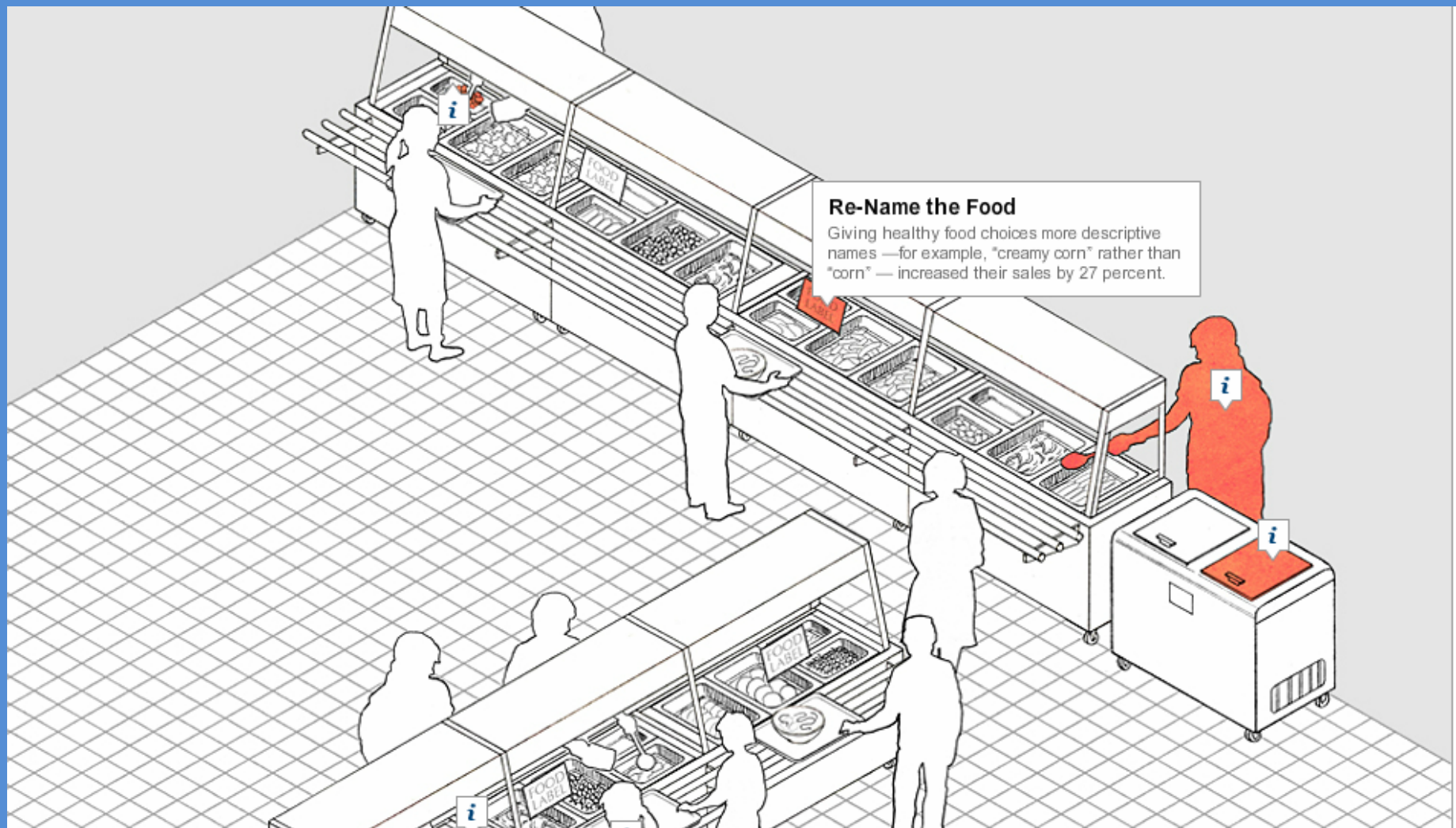
# School Cafeteria Policies

- Work with school district
- Google: "Lunch Line Redesign Brian Wansink"

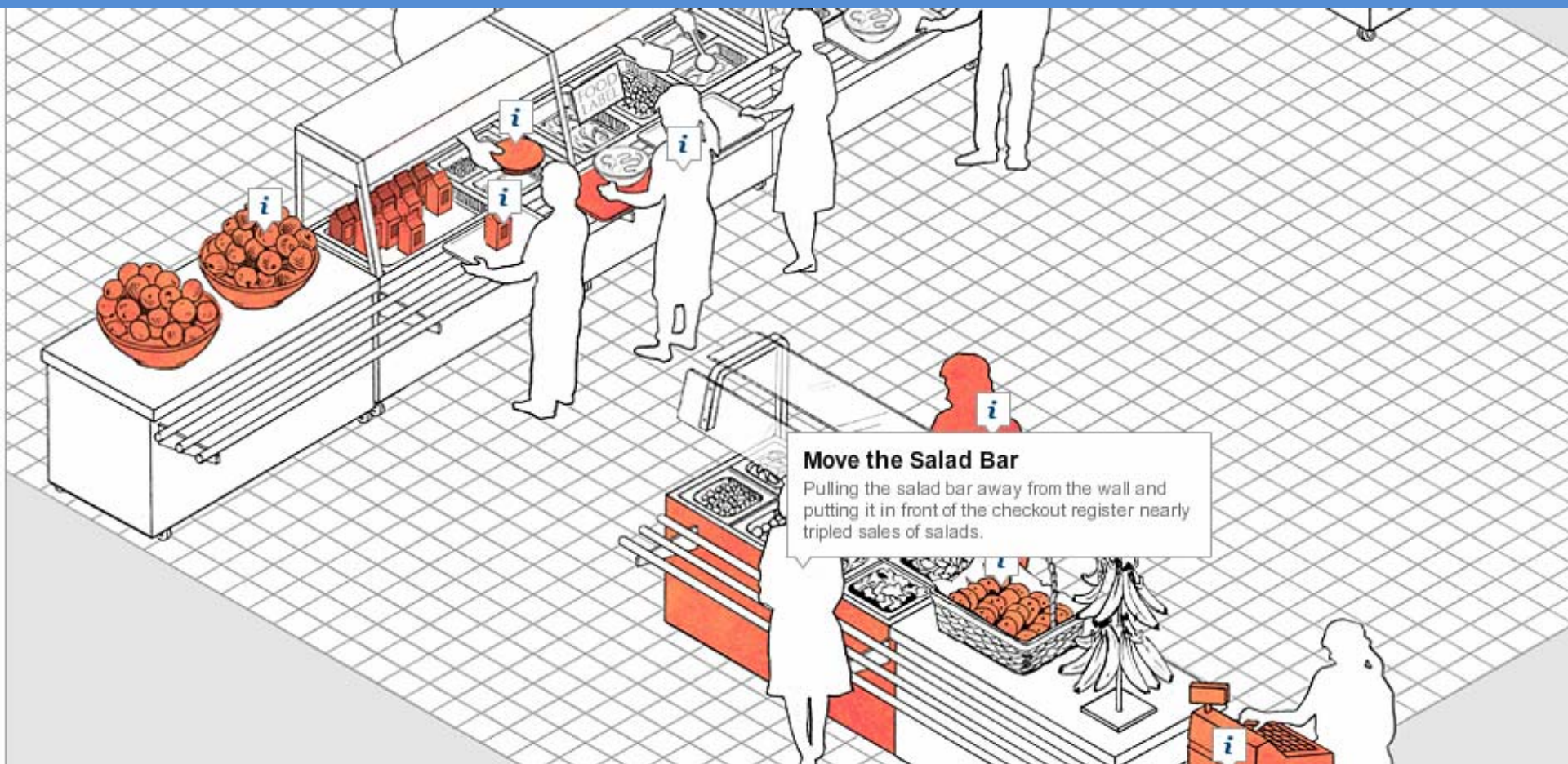
### Move the Broccoli

Placing nutritious foods like broccoli at the beginning of the lunch line, rather than in the middle, increased the amount students purchased by 10 percent to 15 percent.









**Move the Salad Bar**  
Pulling the salad bar away from the wall and putting it in front of the checkout register nearly tripled sales of salads.

Access to Nutritious and  
Affordable Food in the  
Community:

HONORABLE MENTIONS

Food policy councils

Corner stores


Green carts

Joint use agreements

# Food Policy Councils

- CT Food Policy Council
  - [www.foodpc.state.ct.us](http://www.foodpc.state.ct.us)
- North American Food Policy Council
  - [www.foodsecurity.org/FPC/](http://www.foodsecurity.org/FPC/)

# www.healthycornerstores.org



## HEALTHY CORNER STORES NETWORK

- Home
- About Us
- Participant Profiles
- Resources
- Events

### Participant Profiles

**Listed by Organization**

This page provides brief profiles of organizations working on corner store issues. It is intended to help interested individuals and organizations to network and to find information on projects relevant to their own work.

You can **fill out a profile** to add your organization to the directory or **update an existing profile**.

Participant profiles are listed alphabetically by organization below. Click on the letter links to go directly to an organization whose name starts with that letter.

6 | [A](#) | [B](#) | [C](#) | [D](#) | [E](#) | [F](#) | [G](#) | [H](#) | [I](#) | [J](#) | [K](#) | [L](#) | [M](#) | [N](#) | [O](#) | [P](#) | [S](#) | [T](#) | [U](#) | [V](#) | [W](#) | [Y](#)

Change to view by: Organization Name / **State**

6

<b>Organization:</b>	61st Street Farmers Market
<b>Contact Name:</b>	Kate Miller
<b>Location:</b>	Chicago, Illinois
<b>Area of Service:</b>	South Side of Chicago
<b>Website:</b>	<a href="http://www.experimentalstation.org">http://www.experimentalstation.org</a>
<b>Email:</b>	m-kate@att.net

### IN THIS SECTION

- HCSN Participant Profiles
  - by Organization Name
  - by State
- Mini-Grant Recipients

### JOIN THE HCSN!

IT'S FREE

SEARCH

### HCSN MINI-GRANTS

The HCSN awarded mini-grants to four organizations. [Learn More](#)



# CARE Initiative (Yale)

*[www.yccci.yale.edu/care](http://www.yccci.yale.edu/care)*

## Healthy Corner Stores: Three and Counting



# [www.nplanonline.org](http://www.nplanonline.org) archived webinars

## planning for healthy places

[Create an account](#)[Home](#)

## Policy Approaches to Healthy Corner Stores

### Presentation

[Planning for Healthy Places](#) and the [Healthy Corner Stores Network](#) invite you to attend a webinar: **Policy Approaches to Healthy Corner Stores** - which will be held **Tuesday, November 2, 2010**, from **12:30pm – 2:00pm, Pacific Time/3:30-5:00pm Eastern**. [Register here](#)

Corner store advocates around the country are exploring how policy approaches can sustain healthy changes in small stores. The authority of local governments to regulate economic development and levy taxes lends itself to a number of promising policy approaches. Corner store advocates across the country are currently developing a number of policy approaches. In some communities, new policies are being developed; in others, existing policies are being revised.



Green Carts

[www.nyc.gov/health](http://www.nyc.gov/health)

What policies are you  
considering?

# Marketing to Children

*“Marketing works.”*

*Institute of Medicine, Food Marketing to Children  
and Youth: Threat or Opportunity? 2005*



# Product tie-ins and integration



# Product placements







# Mobile marketing



# Social media



# Internet advergames

1,857 citizens online now | [HELP](#)

[+ THE CITY](#) [DOWNTOWN](#) [- ARCADE](#)

**LOGIN or SIGN UP**  
  
**SIGN UP**  
**THE TOUR**  
  
More games >>  
  
Webisodes >>  
  
Save the Honey Now >>

**WELCOME TO MILLSBERRY!**  
Millsberry is a town full of millions of kids just like you and me. Here you can create a buddy, design a home, play games, collect rare items and prizes, shop, surf, and learn at the same time.

**CREATE YOUR BUDDY**  
  
Fun things you can do in just a few steps:  
**SEND GIFTS AND GREETINGS TO FRIENDS**  
  
**WIN MILLSBUCKS AT THE ARCADE**  
  
**BECOME A PART OF MILLSBERRY NOW**

  
**TAKE THE MILLSBERRY TOUR NOW**

**YOU CAN ALSO:**  
**DESIGN YOUR DREAM HOME**  
  
**MAKE A DIFFERENCE**  
  
**BUY SUPPLIES AND GO FISH!**  


# In-store marketing





# www.fastfoodmarketing.org



Consumers

Researchers

About FACTS

Press

## CONSUMERS

USE THE TOOLS TO COMPARE POPULAR FAST FOOD MARKETING TECHNIQUES AIMED AT CHILDREN AND NUTRITIONAL QUALITY OF FAST FOOD ITEMS.

GO->



## RESEARCHERS

UNDERSTAND THE METHODS AND KEY MEASURES EMPLOYED BY THE RUDD CENTER TO COMPILE OUR RESEARCH.

GO->



**Fast Food FACTS in Brief**



**Best and Worst Kids' Meals**



**Counting Calories in Kids' Meals**



**Marketing Rankings**



**Targeted Marketing**



**Fast Food Marketing 360° Briefs**

## Just give me the FACTS!

Here are the FACTS about fast food nutrition and marketing to children.

Fast food companies speak to children early, often, and when parents are not looking. Fast food is the most unhealthy food product marketed to children, other than sugar-sweetened beverages, and is relentlessly and aggressively targeted toward children starting as young as age two. Food marketing to children negatively influences the dietary choices and health of society's most vulnerable citizens. Given the childhood obesity epidemic at hand, we need meaningful solutions and real change. We're here to give you the FACTS.

## Press Release

**Fast Food Restaurants Dish Up Unhealthy Marketing to Youth: Researchers Release Unprecedented Report on Fast Food Nutrition and Marketing**

Children as young as age 2 are seeing more fast food ads than ever before, and restaurants rarely offer parents the healthy kids' meal choices. The new evaluation, the most

# Key findings: Fast Food

- Young FF consumers: more calories, fat, sugar, SSB; less fiber, milk, fruit, vegetables
- Industry spends \$4.2 BILLION/yr to advertise to all audiences, increasingly to preschoolers-children-teens
- Default kids' meals: fries 84% of time; soft drink 72% of time



# Toy Ordinance: San Fran & Santa Clara Counties, CA



# Healthier Defaults: Kids' Meals





# Chicago Area

In celebration of National Nutrition Month,  
March 2011,  
On Tuesdays in March your local Short Family  
McDonald's will be offering white milk and  
apple dippers with all **Happy Meals**.



If you would  
like fries or a  
different drink  
with your Happy  
Meal please let  
us know.



Perry County  
Health Wellness  
Coalition

# www.cerealfacts.org



FAQ | Contact

Consumers

Researchers

About FACTS

Press

## Consumers

Use the search tools to compare popular cereals for marketing techniques aimed at children and nutritional quality.

Go →



## Researchers

Understand the methodology and key measures employed by the Rudd Center to compile our rankings.

Go →



## Quick Search

Type a cereal Company, Brand, or Variety to see its nutrition score and FACTS sheet

GO



Cereal FACTS in Brief



Nutrition Ranking for Child and Family Cereals



Top 10 Cereals by Nutrition Score



Bottom 10 Cereals by Nutrition

## Just give me the FACTS!

Here are the FACTS about cereal nutrition and food marketing to children.

Cereal companies speak to children early, often, and when parents are not looking. The least healthy cereals are the ones most aggressively marketed to children, frequently in misleading and deceptive ways. Food marketing to children negatively influences the dietary choices and health of society's most vulnerable citizens. Given the childhood obesity epidemic at hand, we need meaningful solutions and real change. We're here to give you the FACTS. It's time for action.

FACTS - the Food Advertising to Children and Teens Score - was developed by health researchers at Yale University. Please explore the Cereal FACTS website to learn more about the companies, brands, cereal nutrition scores, food marketing techniques, and the science behind the FACTS.

For a detailed description about Cereal FACTS consult the [Cereal FACTS Report](#) and [Cereal FACTS Report Summary](#).

Cereal FACTS was developed by the Rudd Center for Food Policy & Obesity at Yale

## Press Release

**Kids Spoon-Fed Marketing and Advertising for Least Healthy Breakfast Cereals: Researchers Release Cereal Rankings Based on Nutrition and Marketing Exposure**

The least healthy breakfast cereals are those most frequently and aggressively marketed directly to children as young as age two, finds a new study from Yale University's Rudd Center for Food Policy and Obesity...



# Research

- Massive:
  - 15 TV food ads /day
  - 5500 TV messages per year
- Not just TV anymore
- 98% of ads promote products high in fat, sugar, and/or sodium
- Industry spends >\$1.6b/yr marketing to children and teens
- Children consume 45% more when exposed to food advertising



# Key findings: Cereals

- Least healthy: MOST heavily marketed
- 85% more sugar, 65% less fiber, 60% more sodium (vs. adults' cereals)
- Avg *preschooler* sees 642 cereal ads/yr on TV alone, almost all for cereals with worst nutrition rankings
- Research shows children *will* eat low-sugar cereals

# Worst cereal: 41% sugar

- GM markets to children more than any other cereal company
- 6 of 10 least healthy cereals advertised to children made by GM



Nutrition Highlight					
CALORIES	TOTAL FAT	SODIUM	SUGAR	FIBER	PROTEIN
120	5.5g	155mg	12g	1g	4g
6%	11%	3%	24%	2%	8%
Amount and % Daily Value per serving					

Good source of  
**Calcium & Vitamin D**

HERSHEY'S COCOA  
& Reese's Peanut Butter Sweet & Crunchy Cereal Puffs



**FREE TRIAL!**  
Turn Your Photos Into  
Coloring Pages  
Code Inside, Details on Back

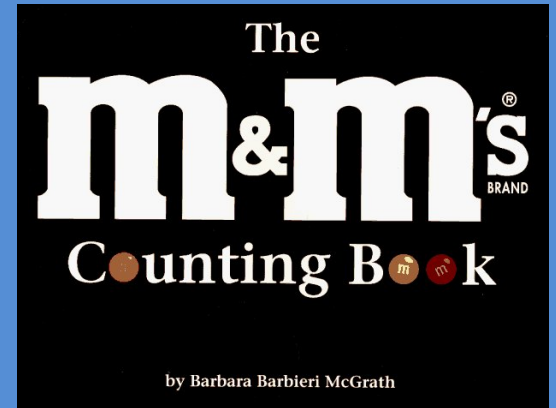
NET WT  
13 OZ (368g)

What cereals are served for  
breakfast in your schools?



# Marketing in Schools

- Scoreboards
- Textbooks/book covers
- Fundraisers
- Boxtops for Education
- Vending machines
- Reading incentive programs
- Teacher resources
- School buses



# Change the default

- Policies to get rid of marketing in:
  - Y's
  - Community centers, boys/girls clubs
  - Schools: Wellness policy language
  - Government buildings

# Sugary Drinks

*“Don’t drink soda. There is no such thing as a healthy soda.”*

*Michael Pollan*



# Why the concern?



Sugary drinks are the primary source of added sugars in Americans' diets.







# Portion Sizes

16 oz

32 oz

44 oz

52 oz

64 oz



# Why the concern?

- Consumption is increasing
- Avg child = 172 cal/day
- Avg adult = 175 cal/day



# Links to health problems

- Diet quality
- *Weight gain/obesity*
- Type 2 diabetes
- Cardiovascular disease
- Dental caries
- Osteoporosis
- No evidence of benefit of consumption

# SSB Policies to Change the Default

# SSB Tax: Goals

- Reduce consumption
- Raise money *for obesity prevention*



1955 ad



# Local Policies

- Ban from all vending machines in city-owned buildings, Y's, hospitals etc.; different placement
- Ask grocery stores to move sugary drinks to back of store, remove from check-out aisles, special displays
- Stores near schools: move drinks to less accessible place

# Policy Option: Increase Prices

- New study: 35% price increase on sugary drinks = 26% decline in consumption of regular soft drinks
- Policy: at Y's, other venues, increase drink prices substantially to decrease sales
  - Vending
  - Zoos
  - Recreation areas etc.



Improving Pre-school nutrition



# Pre-schools

- Y's, Community Centers etc.
- 60% children under 5 avg 29 hours/week in childcare
- 41% spend  $\geq 35$  hrs/week



# Rudd: Pre-school Study

Preliminary findings:

- Heavy consumption: processed, high-fat, and fried meats
- Inadequate intake: fruits, vegs, whole grains

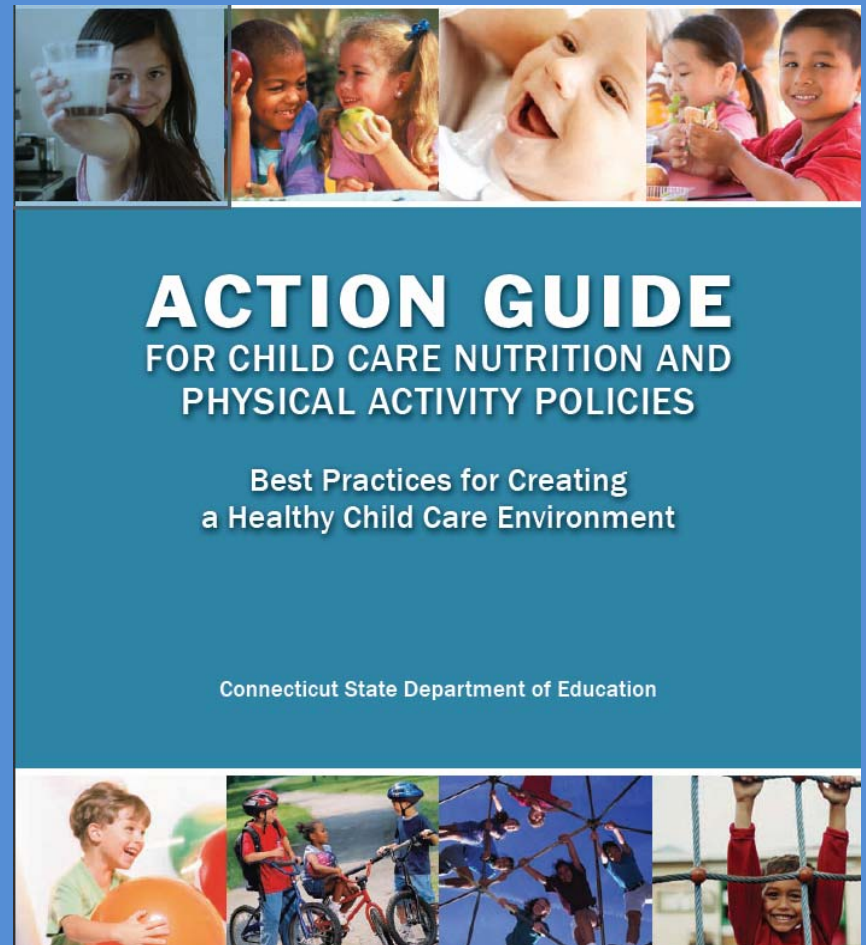


# Pre-School Policies

- Institute strong nutrition standards
  - Only juice, water, low- or non-fat milk for 2 years and older (no flavored)
- Adult sits down w. children to eat CACFP meal
- Limit screen time
- Increase physical activity time (outdoors)

# Excellent guide

- Action Guide CT DOE



Thank you!

Roberta R. Friedman

Director of Public Policy

Yale Rudd Center for Food Policy and  
Obesity

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