



Childhood
Obesity
Prevention
Coalition

Building a Healthier Generation

COPC Annual Report: 2012 - 2013

Comprehensive Obesity Prevention: Putting Washington State on the Map

FOR SIX YEARS, the statewide Childhood Obesity Prevention Coalition has advocated for real, sustainable solutions to the obesity crisis in Washington. This year, our efforts have resulted in meaningful state and local successes that demonstrate the will of Washington leaders, advocates and residents to build a healthier generation:

- ✓ For the first time in a long time, we saw obesity rates decline in among low-income pre-schoolers.
- ✓ Several state and local institutions of influence set the right example by examining access to healthy foods and beverages for their staff and visitors.
- ✓ Our governor enacted a bill into law to make streets safer for our kids to bike, walk and be active.
- ✓ We stood up for healthy nutrition and physical activity standards in early learning settings.

- ✓ We made headlines when we successfully fought unhealthy marketing in Seattle Public Schools.
- ✓ Creating healthier beverage environments in places where we live, work, learn and play became easier with the launch of our Hydrate for Health campaign.
- ✓ The Childhood Obesity Prevention Coalition continued to expand its membership to new organizations and areas throughout the state.

Below you find snapshots of our success as a Coalition. These successes are the product of highly engaged members who are motivated to make an impact on the health of Washington state residents, and to be a model for other states. We are a strong and vibrant Coalition, but we need you, your friends, allies and networks to continue to further this work and truly build a movement that has real influence locally and statewide. Let's build a healthier generation together: www.copcwa.org/our-members.



COPC Highlights

Director Receives Tom Drummey Memorial Award

On October 15th, 2012 at the Washington State Public Health Association "Joint Conference on Health," our director Vic Colman was awarded the Tom Drummey Memorial Award. Vic was presented the award for his contributions toward advancing public health in Washington State, including his accomplishments as director of the Childhood Obesity Prevention Coalition. In addition to his work with COPC, Vic has worked for local and state governments and non-profits in both Washington State and California.

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COPC Director Vic Colman receives the Tom Drummey Memorial Award (pictured with wife Cathy).



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COPC Welcomes Lobbyist Erin Dziedzic

This year, COPC welcomed lobbyist Erin Dziedzic to its team. Right out of the gates, Erin provided a new level of presence in the halls of Olympia. Her voice and strategic advice enabled COPC to air critical obesity-related solutions among a broader audience. Erin brings a wealth of experience. She is the principal in Dziedzic Public Affairs firm, a private consulting firm that she launched in early 2013. Prior to starting on her own, she was with the American Cancer Society Cancer Action Network's, director of government relations for the state of Washington. She worked as the chief staff lobbyist for ACS CAN managing both state and federal issues from 2006 until 2013. Erin has a background in lobbying, campaigns, and fundraising. She has also worked as a legislative aide in Olympia and ran several successful legislative campaigns.

Statewide and Local Successes

Healthy Food Purchasing Standards (HB 1321)

COPC was proud to work with Representative Laurie Jinkins on introducing HB 1321 (Establishing Food and Beverage Provision and Service Policies) this session. The bill would require that when the state purchases or serves food there will be healthy options. Currently, much of the food and beverages purchased and served by the state does not meet the Dietary Guidelines for America, or any healthy standards at all. On February 14th, the bill was heard in the House Committee on Government Operations & Elections and passed out a week later. What's next? Although the bill did not make it out of House, its key provisions may be picked up in other state-level policy vehicles.

COPC Hosts Third Obesity Prevention Summit



From left, top to bottom: State Health Officer Maxine Hayes delivers an eye opening keynote. Over 150 advocates from around the state enjoy a full day of obesity prevention policy and systems change discussion.

On December 6, 2012, nearly 150 obesity prevention advocates gathered in Shoreline, WA for the "Obesity Prevention Summit." The Summit featured an Advocacy Bootcamp as well as topical sessions on obesity prevention policy approaches. It was hosted by the Childhood Obesity Prevention Coalition, its sponsor Coordinated Care, and co-hosts Seattle Children's and the American Heart Association.



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Soda Pop and Sugary Drinks

In 2013, we launched Hydrate for Health (www.hydrateforhealth.org) - a campaign aimed at making the healthy beverage



choice the easy choice where we live, work, learn and play. Hydrate for Health is funded through a two-year Communities Transformation Grant and is focused on increasing access to healthy beverages like water in South King County. It works with key organizations such as after school programs, faith-based organizations, low-income housing sites and places of community gathering in order to reach individuals who are likely to overconsume sugary drinks. Organizations participate in the campaign by advancing educational materials and messaging about sugary drinks, and by making improvements to their own beverage environments.

What's next? We look forward to engaging 15 organizations to increase availability of healthy beverage options, and 40 organizations to educate South King County residents on improving their hydration habits by September 2014.

Safe Routes to Schools

In 2012-2013, Washington State maintained funding for Safe Routes to Schools (SRTS) programs, but failed to act on legislation – SB 5506 (Safe Routes to Schools) – that would guarantee a minimum level of federal funding despite recent federal shifts in SRTS funding. In related news, a new revenue package for transportation was introduced and SRTS funding was included in that proposal. The legislature will be working on passing some version of a transportation revenue package in the near future, possibly in the 2014 session.

What's next? COPC will continue to protect current funding as well as seek additional monies to spread Safe Routes to Schools to areas of the state that do not currently have programs in place.

Establishing Healthy Early Learning Settings

In September 2012, Washington State's Department of Early Learning (DEL) released new draft rules for School-Age child care settings. COPC was pleased to see that DEL agreed with our call for advancing contemporary standards in increasing physical activity and reducing screen time for our kids; however our recommendations for improving nutrition standards were not included in the final rules.

In the 2013 legislative session, COPC worked with Representative Jessyn Farrell to introduce HB 1784 (Concerning the prevention of childhood obesity in early learning settings) – to set certain standards for nutrition and physical activity in early learning settings. The bill did not receive a hearing before cutoff, but did prompt a successful, special worksession. The worksession was an impactful opportunity to present with colleagues from the University of Washington, Public Health – Seattle and King County and South Sound YMCA in front of the Early Learning and Human Services Committee, on the topic of applying obesity prevention strategies and overall healthy approaches in early learning settings.

What's next? COPC will continue to work with the departments of Early Learning and Health, the legislature and the Governor's office to continue to raise issues and solutions related to obesity prevention in early learning settings.

Our 2012-2013 Funders

Thank you to:

Seattle Children's
Public Health - Seattle & King County
Washington State Department of Health
Coordinated Care

Membership Funds:

Comprehensive Health Education Foundation
Seattle Children's
Washington Dental Service Foundation



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Ensuring Safer Neighborhood Streets



COPC director Vic Colman and strategist Erin Dzejick join key HB 1045 supporters, including Representative Ryu and the Bicycle Alliance of Washington for Governor Inslee's signing of the bill.

With one minute to go before the cutoff of the legislative session in Olympia, the Neighborhood Safe Speeds bill (HB 1045 - Ryu) – which would allow towns and cities to lower speed limits to 20 MPH on non-arterial streets without seeking approval from the State – reached the Senate floor on April 17, 2013. The result of a strong statewide advocacy effort was 45 yay votes to 2 nays (and an 86-10 vote in the House), and ultimately signed by Governor Inslee. COPC was proud to be a part of this effort to make streets safer for kids to bike, walk and be more active.

What's next? Support implementation of HB 1045 locally and identify model communities where HB 1045 is being successfully applied.

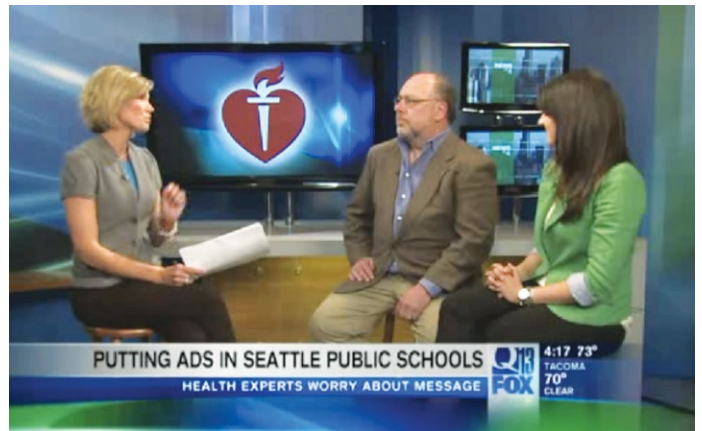
Local Work

Keeping Unhealthy Marketing Out of Our Schools

In June of 2012, COPC learned that the Seattle School Board was considering an amendment to its policy (policy #4237) on marketing within Seattle Public Schools. The amendment would allow marketing of unhealthy foods and beverages in schools, as a means of generating revenue. The policy change would have been inconsistent with existing school policies around competitive foods and nutrition, sending mixed messages to students and exposing them to unhealthy marketing in a space that should be oriented toward health, safety and learning.

Along with our partner, the American Heart Association, COPC took to writing letters to the School Board, as well as testifying at the School Board hearing, and speaking out publicly to the media. The result was a revised amendment to the policy which including explicit language about keeping unhealthy marketing out of Seattle Public Schools.

What's Next? Explore opportunities to work with school districts to keep unhealthy marketing out of schools, including the promotion of "safe school zones".



COPC Director Vic Colman and Lucy Asdourian of the American Heart Association talk to FOX Q13 about the importance of keeping unhealthy advertising out of Seattle schools.



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City of Seattle Passes Healthy Vending Ordinance



In the spring of 2013, the Childhood Obesity Prevention Coalition was called upon to offer support and public comment regarding a proposed ordinance requiring all vending machines on city property to carry at least 50 percent “healthiest” or “healthier” foods, as defined by the King County Board of Health Healthy Vending Guidelines. The ordinance successfully passed and was a big step forward in our collective efforts to make healthier options more widely available.

What’s next? Vending machines are known for their convenience, but have over time have become filled with sugary drinks and junk foods. COPC received funding later in the spring of 2013 from Public Health Seattle King County to continue to implement healthy vending options in low-income housing sites, family-based organizations and at other city government facilities.

Federal Efforts

COPC continued to insert its voice into relevant federal policy by standing up for key budget vehicles, such as the Supplemental Nutrition Assistance Program component of the Farm Bill. We also “rang the bell” several times to push back against the seemingly endless “money grabs” of the Prevention Fund. COPC also submitted comments on the new Competitive Foods Guidelines to go into effect next year.

Membership

Though we have lost three members due to programmatic shifts, we have gained three new members with American Cancer Society – Cancer Action Network, Snohomish Health District and the Washington Action for Healthy Kids – bringing us to a 47-member strong coalition. We welcome the fresh perspectives that our new members bring and look forward to working with them in the coming year.

Funding

In 2012, COPC began a new year-long grant from Washington State Department of Health to support a statewide workgroup on healthy early learning settings. The grant enabled COPC to pull together early learning and health experts and advocates from around the state to discuss recommendations for improved standards in those settings.

In 2012, COPC also finished out a successful Communities Putting Prevention to Work (CPPW) grant from Public Health – Seattle and King County. In 2013, COPC began two new grants with work based in King County – a 9-month Chronic Disease Fund grant from Public Health-Seattle & King County to improve access to healthy vending, and a two-year Community Transformation Grant (CTG) from Seattle Children’s to improve access to, and education on healthy beverages in South King County. The CTG grant led to the launch

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of Hydrate for Health, a campaign aimed at improving beverage environments where we live, work, learn and play. The two grants enabled COPC to hire part-time coordinators to provide on the ground technical assistance and outreach in the field.

Communications Highlights

At several points this year, the Childhood Obesity Prevention Coalition was called upon by the media for its expertise and thoughts on responding to the obesity crisis. One interview of note resulted in a Parent Map article published in December of 2012, titled “Childhood Obesity: How did so many kids get so overweight?”

The article featured a discussion with COPC associate director, Jennifer Trott and Seattle Children’s pediatrician, Dr. Lenna Liu. The two commented on the importance of our environments in influencing healthy behavior.

<http://www.parentmap.com/article/childhood-obesity-how-did-so-many-kids-get-so-overweight>

Also noteworthy...

...was the launch of our new healthy beverage website and campaign www.hydrateforhealth.org and our webpage on healthy vending resources www.copcwa.org/healthy-vending/.

List of Members

Access to Healthy Food Coalition
American Academy of Pediatrics – WA Chapter
American Assoc. of Landscape Architects — WA Chapter
American Cancer Society Cancer Action Network*
American Diabetes Association
American Heart Association
American Planning Association (*WA Chapter*)
Arthritis Foundation
Bicycle Alliance
Camp Fire USA Central Puget Sound Council
Cascade Bicycle Club Education Foundation
Forterra (*formerly the Cascade Land Conservancy*)
Coalition for Safety and Health in Early Learning
Comprehensive Health Education Foundation (*CHEF*)
Children’s Alliance
Feet First
Group Health Cooperative
Hope Heart Institute
Let’s Move Cheney
MultiCare Health Systems
Nutrition First
Odessa Brown Children’s Clinic
Public Health Roundtable
Physical Therapy Association of Washington
School’s Out Washington

Seattle Children’s
Seattle and King County Public Health
Seattle Parks and Recreation
Skagit County Healthy Communities Project
Snohomish Health District*
Spokane Regional Health District
Tacoma Pierce County Health Department
Transportation Choices
Washington Action for Healthy Kids*
Washington Assoc. of Community & Migrant Health Centers
Washington Coalition for Promoting Physical Activity
Washington Dental Service Foundation
Washington Health Foundation
Washington Recreation & Park Association
Washington School Nutrition Association
Washington State Association of Local Public Health Officers
Washington State Dairy Council
Washington State PTA
Washington State Public Health Association
Washington Sustainable Food & Farming Network
Yakima Valley Memorial Hospital
YMCA – Greater Seattle

*New members in 2013