Describing the Impact of Law and Policy on Increasing Fruit and Vegetable Consumption: The Healthy People 2020: Law and Health Policy Project

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What is Healthy People?

- Provides a strategic framework for a *national agenda* that communicates a vision for improving health and achieving health equity
- Identifies *science-based, measurable objectives* with *targets* to be achieved by the year 2020
- Requires tracking of *data-driven outcomes* to monitor progress and to motivate, guide, and focus action
- Offers model for international, state, and local *program planning*
Healthy People 2020

A society in which all people live long, healthy lives

Overarching Goals:

- Attain high quality, longer lives free of preventable disease, disability, injury, and premature death.
- Achieve health equity, eliminate disparities, and improve the health of all groups.
- Create social and physical environments that promote good health for all.
- Promote quality of life, healthy development and healthy behaviors across all life stages.

https://www.healthypeople.gov/2020/About-Healthy-People
Framework for Improving Health

- Guided by collaborative stakeholder-driven process
- Framework for program planning and development
- Benchmarks to compare State and local data
- Platform for goal setting, agenda building, & forging nontraditional partnerships
Healthy People 2020 Key Elements

- 42 Topic Areas
  - Nutrition and Weight Status

- >1200 Objectives

- Leading Health Indicators
  - 12 Topics supported by 26 Indicators
  - Includes: Nutrition, Physical Activity, and Obesity

- HealthyPeople.gov
  - Highlights narratives, resources, tools, data
Purpose

- In-depth analysis of evidence-based legal interventions and strategies that may improve health
- Highlight laws and policies related to specific Healthy People 2020 topic areas and objectives
- Develop at least 10 evidence-based resources over 4 years

Focus

- Feature progress toward HP2020 objectives
- Highlight state and local laws and policies with demonstrated outcomes and effects
- Case studies or “bright” spots to bring issues to life
Why Focus on Law?

Law is a valuable lever to protect and promote health
- Law reinforces public policies and standards
- Establishes minimum standards for desired change
- Grants authority and flexibility to governments to respond to community needs
- Use and application of law have been demonstrated to protect and promote health
The Current Role of Law and Policy

Variability found in topic areas and specific objectives focus on law and policy

Results from legal scan conducted by Temple’s Public Health Law Research Program

Of the 1200 HP2020 objectives in 42 Topic Areas:

- 36 (across 6 topic areas) explicitly focus on enactment of laws
- Variation not always based on lack of evidence-base (e.g., Community Guide, Prev. Status Reports, “Winnable Battles”)

Law and Health Policy Project
Organizational Structure

Partnering Agencies

Organizational Liaisons

Working Bodies

External SMEs
Report Working Group
Authors
Report Development Process
Report Selection Criteria

• Public health field and/or Agency priority
• Clear ways law and policy can improve health
• Evidence-based knowledge to share
• Data availability (including state and local) – input from National Center for Health Statistics (NCHS)
• Ability to highlight state and local laws and practice
• Range of topics to engage various partners
• Emerging or established topic or issue
• Political or feasibility considerations
Nutrition and Weight Status

- 22 main objectives in areas including:
  - Healthy Food Access
  - Healthcare and worksite settings
  - Weight Status
  - Food Insecurity

- 3 Leading Health Indicators
- CDC’s NCHS manages data
Report Elements/Outline

- Introduction
- Background
- Interventions/Topics for Discussion
  - 3-5 Interventions or “Themes”
  - “Bright Spots”/Community Examples
- Legal Research and Related Evidence
- Emerging Trends/Issues
- Conclusions
- Appendix
- Supplemental Resources
HP2020 Objectives

• **NWS – 14, 15.1 and 15.2**: Increase the contribution of fruits and vegetables to the diets of the population aged 2 years and older

Focus of NWS Report

• How can law and policy support fruit and vegetable consumption?
• Which laws & policies influence the availability and offering of fruits and vegetables?
• What are important examples of interventions across public and private sectors?
Legal Governmental Powers to Promote and Protect the Public’s Health

- Taxing and spending on specific programs
- Direct regulation of persons, professionals, and businesses
- The power to alter the built environment
- The power to alter the socio-economic environment
- The power to alter the informational environment
- Deregulation when laws act as a barrier to health

Where Do These Laws and Policies Happen?

- Community and Government Settings
- School Settings
- Early Childhood Settings
- Retail Settings
- Worksites

(Graphics and content attributed to ChangeLab Solutions)
Community and Government

- Food procurement policies for government agencies and properties
- Zoning for farmers markets and community gardens
- Regulation of food service establishments
- Nutrition policies for food banks

Graphics and content attributed to ChangeLab Solutions
Procurement

The Impact

22 million people work for a government agency

292 million people visited National Parks in 2014

2.2 million are incarcerated

Graphics and content attributed to ChangeLab Solutions
Retail Settings

- Women, Infants, Children (WIC) Supplemental Food Program
- Supplemental Nutrition Assistance Program (SNAP)
- Healthy Food Financing Initiatives
- Local Zoning Ordinances
- Corner Store Initiatives

Graphics and content attributed to ChangeLab Solutions
School and Early Childhood Education (ECE) Settings

- USDA CACFP
- State regulations addressing nutrition in child care
- Institutional policies

- National School Lunch and Breakfast Programs
- State and local laws addressing nutrition programs in school & after-school

Graphics and content attributed to ChangeLab Solutions
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- CDC’s Public Health Law Program
Law and Health Policy Project Dissemination Plan

- Healthypeople.gov
  - Webinars/Website Announcements

- Law & Health Policy Project Partners
  - FIW Law and Health Policy Workgroup
  - HP2020 Topic Area Workgroups
  - Authors & Report Working Groups - Working Bodies
  - American Bar Association (ABA)

- #Twitter
- Email alerts and eBlasts
- Social media outlets
- Relevant National Snapshots and Infographics
- Blog Posts

- Presentations and Conferences
  - Public Health Law Research Conference
  - HHS/ODPHP Health Aging Summit
  - NACCHO
  - APHA

- Companion Documents
  - Related Materials
  - Peer Reviewed Journal Articles
  - Partner Produced Products
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Additional Slides
Secretary’s Advisory Committee on National Health Promotion and Disease Prevention Objectives for 2030

- Inaugural meeting held: December 2016.
- 13 members appointed for 2 years, with renewal option
- Public health law and policy considered as areas of expertise for the Committee and part of the charge of the group
- Public Committee Meetings: June 27th, September 6-7th
- APHA Webinar – June 22nd at 12pm ET

“The Committee’s advice must assist the Secretary in reducing the number of objectives while ensuring that the selection criteria identifies the most critical public health issues that are high-impact priorities supported by current, national data sets.”

-- HP2030 Advisory Committee Charter
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Recommendations to:

- Ensure the selection criteria identifies objectives that address public health issues shown to be high-impact priorities by current national data
- Limit the number of objectives
- Identify the Leading Health Indicators
- Implement Healthy People 2030
**Phase I**
Development of Framework

- **2017**: Secretary’s Advisory Committee on National Health Promotion and Disease Prevention Objectives for 2030 develops recommendations for HHS Secretary

- **June 2017**: Public Comment/Stakeholder Input

**Phase II**
Development of Objectives

- **2018**: HP FIW develops guidance and Agency Leads develop recommendations for Healthy People 2030 framework and objectives

- **2019**: Launch Healthy People 2030

- **2020**
• Seek stakeholder input

• Two Phases of Public Comment
  • Phase 1: HP2030 Framework (Vision, Mission, Overarching Goals)
  • Phase 2: HP2030 Objectives

• Plans for 2017
  o June 22nd, 12-1pm ET - Webinar hosted by American Public Health Association
  o September – In-Person Public Comment at the Secretary’s Advisory Committee Meeting
  o Fall – Online via HP.gov
Process for Selection of NWS Report Objectives

• Engaged NWS HP2020 Workgroup Coordinators & NCHS Liaison
• Reviewed Topic Area specific objectives and data sources
  • State-level data available for 8 of the 22 objectives:
    • NWS-1 – Childcare nutrition standards for food and beverage
    • NWS-3 – Incentive policies for food retail outlets
    • NWS-8 – Healthy weight among adults
    • NWS-9 – Obesity among adults
    • NWS-13 – Food insecurity
    • NWS-14, 15.1, 15.2 – Fruit and vegetable consumption
  • Ensured availability of legal information and data

Selected focus area: NWS-14 & NWS-15 – Increase the contribution of fruits and vegetables to the diets of the population aged 2+