

Division of Nutrition, Physical Activity and Obesity's (DNPAO) Implementation Guidance and Resources For Cooperative Agreement DP-13-1305, Domain 2 Enhanced Strategies

This document contains guidance to help implement DNPAO-recommended Domain 2 Enhanced strategies for the *State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity and Associated Risk Factors and Promote School Health FOA* (CDC-RFA-DP13-1305). For each strategy and sub-strategy there are definitions, background information, suggested activities and implementation guidance. Additionally, health equity resources are provided at the end of the document.

The information provided is not intended to be comprehensive. The purpose of the general information is to facilitate understanding of the Domain 2 Enhanced strategies and sub-strategies, beyond the health promotion activities of the Basic component. This document provides guidance on how to implement those strategies. It includes actions that state health departments can take directly as well as actions state health departments can work with others on.

Links to non-federal government organizations found in this document are provided solely as a service to the reader. These links do not constitute an endorsement of these organizations or their programs by CDC or the Federal Government, and none should be inferred. CDC is not responsible for the content of the individual organization sites listed in this document.

Enhanced Strategies & Sub-Strategies

1. Increase access to healthy foods and beverages
 - Provide access to healthier food retail
 - Provide access to farmers markets
2. Implement food service guidelines/nutrition standards where foods and beverages are available. Guidelines and standards should address sodium.
 - Implement food service guidelines in priority settings (early care and education (ECE), worksites, communities)
3. Increase physical activity access and outreach
 - Create or enhance access to places for physical activity with focus on walking combined with informational outreach
 - Design streets and communities for physical activity
4. Implement physical activity in ECE
 - Implement ECE standards for physical activity
5. Increase access to breastfeeding friendly environments
 - Implement practices supportive of breastfeeding in birthing facilities
 - Provide access to professional and peer support for breastfeeding
 - Ensure workplace compliance with federal lactation accommodation law

1. Increase access to healthy foods and beverages.

- **Provide access to healthier food retail**

Definition: Healthier food retail (HFR) initiatives increase access to stores that sell healthier foods and beverages in underserved areas, either by introducing a new food retail store that sells healthier foods or by improving the quality, variety, amount, or promotion of healthier foods and beverages at existing stores.

Background Information

Initiatives to increase access to healthier foods and beverages in retail venues can improve existing stores, encourage placement of new stores, improve transportation access to healthier food retailers and/or implement comprehensive in-store markets and promotion. Healthier foods include fruits, vegetables, whole grains, fat-free and low-fat dairy products, lean meats and fish, and foods with less sodium (salt), saturated fats, trans fats, cholesterol, and added sugars. Healthier beverages include water, fat-free or low-fat milk and milk products, fortified low-fat soy beverages and other low-fat lactose-free products, and 100% juice. The Dietary Guidelines for Americans, 2010 can serve as a guide for defining healthy foods. Stores can include supermarkets, grocery stores, small retail venues (e.g., corner stores, convenience stores, bodegas, gas stations, drug/dollar stores) and specialty food stores (e.g., fruit and vegetable markets).

When defining specific population groups disproportionately affected by lack of healthy food access, DNPAO suggests using census tracts that lack healthier retailers as cited in the CDC State Indicator Report on Fruits and Vegetables at <http://www.cdc.gov/nutrition/downloads/State-Indicator-Report-Fruits-Vegetables-2013.pdf>.

Background Resources

The CDC Guide to Strategies to Increase the Consumption of Fruits and Vegetables
<http://www.cdc.gov/obesity/resources/recommendations.html>

This website provides an overview of evidence, key considerations, action steps, and program examples.

<http://www.healthyfoodaccess.org/retail-strategies>

This website provides a variety of resources to support implementation of healthier food retail strategies.

Suggested State Health Department Activities:

Engage in strategic partnerships to increase the sale, stocking, and promotion of healthier foods and beverages or to increase the healthier food and beverage distribution infrastructure across a community, city, region, or state. For example, partnering with:

- A retail chain or corporate office to increase healthier food and beverage access across multiple stores.
- Schools or school districts to increase healthier food and beverage access in stores near schools.
- A distribution company to help stores identify and procure healthier foods and beverages appropriate for small retail venues.
- Community or regional leaders to identify stores that are interested in participating in a healthier corner store program.

Partner with others to:

- Increase the number of stores that follow guidance for national- and state-specific minimum stocking requirements of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC).
- Improve public transportation or other viable modes of transport to stores that carry healthier foods and beverages.
- Promote the establishment of new food stores that carry and promote healthier foods and beverages in underserved areas.
- Upgrade the facilities at existing stores to enable them to carry healthier foods and beverages (e.g. increasing refrigeration).
- Increase the supply chain for and shelf space dedicated to healthier foods and beverages (at existing stores).
- Implement in-store promotions such as shelf labels, rating systems, healthy check-out aisles, or social marketing campaigns to encourage consumers to purchase healthier foods and beverages.
- Develop certification, recognition, or incentive programs to encourage stores to stock, sell, and market healthier items.

Implementation Guidance

Healthier Food Retail: Beginning the Assessment Process in Your State or Community

<http://www.cdc.gov/obesity/stateprograms/resources.html>

This document provides public health practitioners with an overview of how to develop an assessment of their state's or community's food retail environment.

Healthy Corner Stores Network (HCSN) – Tools Web Page

<http://healthycornerstores.org>

<http://www.healthycornerstores.org/resources>

These tools provide information on how to start, implement, and evaluate corner stores initiatives, including toolkits, manuals, and tip sheets.

Shop Healthy NYC

<http://www.nyc.gov/html/doh/html/living/shophealthy.shtml>

Shop Healthy NYC works with communities on increasing access to healthier foods and beverages. Two guides are available to help plan and implement corner programs, the “How to Adopt a Shop” guide and the “Implementation Guide.” The Implementation Guide also has some helpful information.

Philadelphia Healthy Corner Store Network

<http://www.foodfitphilly.org/eat-healthy/healthy-corner-stores/>

[The Food Trust](#) is working with corner stores in Philadelphia to increase access to healthier foods and beverages. A “Sell Healthy Guide”, available in English and Spanish at the bottom of the page, provides guidance on healthier corner store initiatives.

Pennsylvania Fresh Food Financing Initiative (FFFI)

<http://centertrt.org/?p=intervention&id=1097>

Describes strategies to address an environmental change intervention designed to increase access to affordable, quality healthful foods in underserved areas of the state.

- **Provide access to farmers markets (or other produce markets)**

Definition: A farmers market is a recurring gathering of farmers selling their food products directly to consumers. Other produce markets may include wholesalers and retailers, rather than just farmers. These markets can be held on public or private land, in temporary or permanent structures, or may even be mobile; be set up in community locations, health clinics, places of worship, schools, hospitals, and workplaces; and can include locally or regionally grown items and fresh produce.

Background Information

Initiatives to provide access to farmers markets may increase public access to and consumption of fruits and vegetables. Additionally, nutrition assistance benefit programs, such as Supplemental Nutrition Assistance Program (SNAP), Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), WIC Farmers Market Nutrition Program (FMNP), and Senior FMNP extend benefits to include farmers' market purchases for fruits and vegetables through the use of coupons or electronic benefit transfer (EBT) debit cards. Accepting nutrition assistance benefit programs at farmers' markets help low-income families overcome the barriers of cost and availability of fresh fruits and vegetables.

Background Resources

Farmers Market Coalition

<http://farmersmarketcoalition.org/resources/resource-library>

This Web page has a database of resources for multiple audiences including public health practitioners. Topics include Food Safety and Handling, Funding and Grants, Insurance, Liability, Licensing, Market Start-up and Development, State Association Development, Surveys, Evaluation, and Research

The CDC Guide to Strategies to Increase the Consumption of Fruits and Vegetables

<http://www.cdc.gov/obesity/resources/recommendations.html>

This resource provides an overview of evidence, key considerations, action steps, and program examples.

United States Department of Agriculture - Farmers Markets Website

<http://www.ams.usda.gov/AMSV1.0/FARMERSMARKETS>

This USDA's Agricultural Marketing Service's (AMS) Web page includes information about AMS programs, services, and grant funding on farmers markets. The page also maintains a national directory of farmers markets and provides resources on topics such as nutrition education, market research, farmers' market development, and food hubs. You can also find links to the federal food and nutrition programs related to farmers' markets.

Suggested State Health Department Activities:

Support the acceptance and use of nutrition assistance program benefits at farmers markets (i.e., SNAP benefits, WIC, FMNP coupons, WIC Cash Value Vouchers, or Senior FMNP coupons). Partner with others to:

- Support the development of new farmers markets in or near underserved areas through technical assistance and training.

- Explore options with partners that help markets in underserved areas implement, manage, and sustain SNAP/EBT programs.
- Work with the healthcare system (i.e. healthcare practitioners, hospitals, clinics) to encourage the placement of farmers' markets at or near clinics or hospitals to provide prescriptions to increase fruit and vegetable consumption, and to participate in farmer market marketing programs.

Work with USDA-supported programs to help farmer's markets access electronic Benefits Transfer (EBT) equipment or wireless technology to accept SNAP benefits.

Partner with USDA-supported programs to provide financial incentives or to promote programs that give customers using nutrition assistance benefits a financial incentive towards the purchase of fruits and vegetables (e.g. Double Value Coupons).

Farmer's market initiatives may also include assistance to promote healthier choices and consumer education on nutrition/food related topics. (Food/Nutrition education should be a part of a comprehensive farmer's market initiative for FOA-supported work).

Activities could include:

- Marketing programs intended to draw customers to the market or to use nutrition assistance program benefits.
- Cooking demonstrations to help consumers prepare foods.
- Nutrition education to help consumers choose healthier options while at the market.
- Collaboration with market managers on maximizing the number of healthier items sold at markets.
- Partnering with SNAP-Ed
- Training or education for farmer market vendors and managers on healthier food options
- Improving access by increasing consumer transportation options and/or market locations

Implementation Guidance

University of North Carolina Chapel Hill Center for Training and Translation provides strategies and interventions From the University of North Carolina Chapel Hill Center for Training and Translation, this website describes an incentive program that can be used to purchase fresh fruits and vegetables at participating farmers' markets.

<http://www.centertrt.org/?p=intervention&id=1109>

Seven Steps for Creating a Successful SNAP/EBT Program at your Farmers Market

<http://www.pps.org/reference/seven-steps-snap-ebt-market/>

This website from Project for Public Spaces provides helpful tips for implementing SNAP/EBT programs at farmers' markets, including information on assessing capacity, finding funding, and developing partnerships. A condensed version is available on the Web page, and a more detailed handbook can be downloaded.

Accepting Federal Nutrition Assistance Benefits at Farmers' Markets in Maryland

http://www.mdhungersolutions.org/pdf/Farmers_Market_Guide_2013_Update_general%20contact.pdf

This document from Maryland Hunger Solutions provides a state example of guidance to farmers' markets on using EBT and a token system to accept SNAP benefits at farmers' markets. It also includes information on accepting other federal nutrition assistance benefits such as the WIC Farmers' Market Nutrition Program.

[Marketumbrella.org](http://www.marketumbrella.org)

<http://www.marketumbrella.org/marketshare/>

This web portal hosts multiple resources through the Market Share section, including lessons learned and best practices for markets in various formats, manuals for market management, "field notes" or initial research findings from the field, and "green" papers on specific market topics, policies, and practices.

2. Implement nutrition standards where foods and beverages are available. Standards should address sodium.

- **Implement nutrition standards/food service guidelines in priority settings (Early Care and Education (ECE), Worksite, Community)**

Definition:

Food Service Guidelines (FSGs) or nutrition standards are guidelines for organizations or programs to create healthy eating and drinking environments at cafeterias, vending machines, and snack bars. Guidelines may also promote healthy dietary choices by using pricing incentives, promotional materials, or food placement.

FSGs may include procurement policies requiring or recommending that institutions purchase foods and beverages that meet nutrition standards or that a portion of the foods and beverages the institution provides or makes available in vending, cafeterias, and/or concessions meet nutrition standards.

Background Information

The U.S. General Services Administration (GSA) and U.S. Department of Health and Human Services (HHS) released guidelines for Wellness and Sustainability Requirements for Contracts at federal facilities in 2009. This procurement guidance was designed to improve food choices at federal facilities. To aid in this improvement, GSA developed Health and Sustainability Guidelines for Federal Concessions and Vending Operations, which proposes specific food, nutrition, and sustainability guidelines to complement the GSA procurement guidelines (HHS/GSA *Health and Sustainability Guidelines for Federal Concessions and Vending*).

Use the DNPAO recommended *Health and Sustainability Guidelines for Federal Concessions and Vending Operations* as a model to align worksite food environments with the *Dietary Guidelines for Americans, 2010*, to increase the availability of healthier choices in cafeterias, vending, and snack bars. Other guidelines may be considered. However, development of new nutritional guidelines is strongly discouraged.

Early Care and Education (ECE)

ECE providers have significant opportunities to establish healthy habits among children during a developmental phase that is especially important, as habits acquired early can track into adulthood. Providers also have numerous opportunities to influence parents to adopt healthier practices at home. Despite significant variation across states in how the ECE system is organized and operated, there is a common ‘Spectrum of Opportunities’ by which most states can support the adoption of nutrition standards within the ECE setting as part of a comprehensive obesity prevention strategy.

In ECE, ensure that facilities in jurisdictions serving 0 – 5 year olds, including preschools, child care centers, day care homes (also known as family child care), Head Start and pre-kindergarten programs, meet the Caring for Our Children: National Health and Safety Performance Standards (3rd ed.).

Worksite & Community

Worksites and communities can use FSGs in cafeterias, vending and snack bars. These can be located in state and local government, businesses, non-governmental organizations and park and recreation food services.

Background Resources

Dietary Guidelines

The *Dietary Guidelines for Americans* are jointly issued and updated every 5 years by the [Department of Agriculture \(USDA\)](#) and the [Department of Health and Human Services \(HHS\)](#). <http://www.cnpp.usda.gov/dietaryguidelines.htm>

Health and Sustainability Guidelines for Federal Concessions and Vending Operations

<http://www.cdc.gov/chronicdisease/resources/guidelines/food-service-guidelines.htm>

The link provides guidance on increasing healthy food and beverage choices and sustainable practices at federal worksites. State and local governments, businesses, and non-governmental organizations can use the guidelines to make cafeteria menus and other food services healthier and more sustainable.

Healthy Food in the Federal Workplace

<http://www.gsa.gov/portal/content/104429>

These guidelines represent the best practices in nutrition science for improving health and reducing impact to the environment in all worksites.

Center for Science in the Public Interest's (CSPI's) Food Standards Links www.cspinet.org/nutritionpolicy/foodstandards.html

Ecology Action Center. Local Food Procurement Policies: A Literature

Review <http://www.organiccentre.ca/Docs/LocalFoodProcurementPolicies.pdf>

Parks and Health Guide:

<http://parkshealthguide.org/>

This web resource describes nutrition and physical activity initiatives in park settings.

National Association of State Park Directors

<http://www.naspd1.org>

The website includes several presentations and reports detailing healthy food initiatives in national and state parks.

National Obesity Prevention standards are contained in Selected Standards from Caring for Our Children: National Health and Safety Performance Standards: Guidelines for Out-of-Home Child Care Programs, 3rd

ed. http://cfoc.nrckids.org/StandardView/SpcCol/Preventing_Childhood_Obesity

Spectrum of Opportunities

Outlines opportunities helpful in supporting ECE facilities in their jurisdictions to achieve recommended standards and best practices for obesity prevention. http://www.cdc.gov/obesity/downloads/Spectrum-of-Opportunities-for-Obesity-Prevention-in-Early-Care-and-Education-Setting_TAbriefing.pdf

IOM Early Childhood Policies for Obesity Prevention Report <http://www.iom.edu/Reports/2011/Early-Childhood-Obesity-Prevention-Policies.aspx>

Suggested State Health Department Activities

Early Care and Education

Activities to support work in the ECE setting are best planned in partnership with other relevant state offices and agencies that operate different aspects of a state's ECE system (e.g. licensing, the Child and Adult Care Food Program, child care subsidies, and quality rating improvement) and should be based on a systematic assessment of past and existing efforts and opportunities.

This FOA supports activities that address nutrition standards and increasing physical activity. (Activities to support physical activity in the ECE setting are presented on page 21.)

Activities to specifically address nutrition standards include:

- Educate providers and administrators about the potential health benefits of aligning licensing regulations, Quality Rating Improvement Systems, and early learning standards with the national obesity prevention standards to improve nutrition in child care settings.
- Encourage ECE providers to conduct self-assessments of their centers or homes to identify and create an action plan for making improvements to bring themselves into alignment with the standards related to healthier foods and beverages.
- Integrate nutrition standards and best practices into provider pre-service training, certification, and professional development education opportunities.
- Increase access to healthier foods by implementing initiatives such as central kitchens, farm to preschool programs, and food purchasing cooperatives.

Worksites and Communities

Use food service guidelines aligned with the Dietary Guidelines for Americans in all food related contracts for cafeterias, snack bars, and vending.

- Develop and implement nutrition standards for meetings and conferences

When food service guidelines are implemented, strategies should address nutrition standards for cafeterias, snack bars, and vending with:

- Pricing incentives to decrease the cost of healthier offerings
- Placement techniques to increase the accessibility and visibility of healthier items
- Promotion of healthier items

Implementation Guidance

Improving the Food Environment through Nutrition Standards: A Guide for Government Procurement

<http://www.cdc.gov/chronicdisease/resources/guidelines/food-service-guidelines.htm>

The guide provides practical guidance to states and localities for use when developing, adopting, implementing, and evaluating changes in food procurement.

Improving the Food Environment through Nutrition Standards: A Guide for Government

Procurement. http://www.cdc.gov/salt/pdfs/DHDSP_Procurement_Guide.pdf

A toolkit for developing, adopting, implementing, and evaluating food procurement changes to include healthy foods and beverages.

Healthier Vending Machine Initiatives in State Facilities

<http://www.cdc.gov/obesity/stateprograms/resources.html>

This CDC vending toolkit describes actions taken, key considerations and lessons learned by state health departments already implementing healthy vending machine initiatives in buildings owned or operated by the state. In addition, it provides examples and links to resources, tools and guidance related to healthy vending machine initiatives.

Food for the Parks: A Roadmap to Success Toolkit

<http://www.concessions.nps.gov/docs/concessioner%20tools/FoodforParksRoadmapReport.pdf>

This National Park Service document describes how to develop and implement healthy and sustainable food concessions in park settings.

Addressing Childhood Obesity Prevention in the ECE Setting: Opportunities for Action

Website <http://www.eceobesityprevention.org/>

This website contains numerous tools for engaging partners, assessing relevant activities, and creating an action plan. It provides in-depth information on the Spectrum of Opportunities framework as well as success stories.

Let's Move Child Care (LMCC)

www.healthykidshealthyfuture.org

Let's Move Child Care is a voluntary, national initiative that seeks to help ECE providers adopt a subset of the Caring for Our Children (3rd ed.) Childhood Obesity Prevention Standards. Through partnering with this initiative, states can receive information on the ECE providers in their jurisdiction who have signed up to participate in LMCC and those who are meeting the standards. States can also freely use and adapt the wide variety of tools and resources available on the LMCC website, including ready to go presentations for pre-service and professional development training of ECE providers and materials for establishing learning collaboratives with ECE providers.

Several Intervention Strategies for Obesity Prevention Targeting the ECE setting are posted on the Center-TRT website, including the Nutrition and Physical Activity Self-Assessment for Child-Care:

http://centertrt.org/?p=interventions_strategies_overview

3. Increase physical activity access and outreach.

- **Create or enhance access to places for physical activity with a focus on walking combined with informational outreach**

Definition:

Initiatives to provide access to places for physical activity may increase public use of these facilities and physical activity levels.

Initiatives may include informational outreach such as directed promotion at target audiences. These efforts may involve the efforts of worksites, coalitions, agencies, and communities to change the local environment to create opportunities for physical activity. Such

changes include creating and improving walking trails, building exercise facilities, providing access to existing facilities and developing joint use agreements (JUAs). JUAs increase opportunities for physical activity by allowing the general public to access locations such as a school, a worksite or other private organization's indoor and outdoor spaces including gymnasiums, pools, athletic fields, playgrounds or shopping malls.

Background Information

The CDC's Community Preventive Services Task Force recommends the creation of or enhanced access to places for physical activity based on strong evidence of their effectiveness in increasing physical activity and improving physical fitness. Initiatives change the local environment to create opportunities for physical activity. Access to places for physical activity can be created or enhanced both by building or enhancing trails or facilities and by reducing barriers (e.g., reducing fees or changing operating hours of facilities). These initiatives are not aimed at individuals but instead affect populations by targeting physical and organizational structures. Efforts may involve sectors that have not previously been associated with public health, such as community planners, departments of transportation, and the media. State health departments should work with partners and stakeholders to create changes in social networks, organizational norms and policies, and the physical environment.

Background Resources

Task Force on Community Preventive Services. Recommendations to increase physical activity in communities. *Am J Prev Med* 2002;22 (4S):67-72.

This report provides recommendations on physical activity interventions that were evaluated for effectiveness by a systematic literature review process.

US Department of Health and Human Services Physical Activity Guidelines for Americans

<http://www.health.gov/paguidelines/>

The Physical Activity Guidelines for Americans provide science-based guidance coupled with related resources to help Americans improve their health through appropriate physical activity.

The National Physical Activity Plan; Public Health Section

<http://www.physicalactivityplan.org/pubhealth.php>

The National Physical Activity Plan is a comprehensive set of policies, programs, and initiatives that aim to increase physical activity in all segments of the American population; the Plan is comprised of recommendations that are organized in sectors each supported with strategies to improve physical activity.

CDC Vital Signs Walk to be Physically Active:

<http://www.cdc.gov/VitalSigns/Walking/index.html>

This issue describes the need for more Americans to be physically active and opportunities for walking that can be developed to increase physical activity levels among Americans.

Playing Smart: A National Joint Use Toolkit:

http://changelabsolutions.org/sites/default/files/Playing_Smart-National_Joint_Use_Toolkit_Updated_20120517_0.pdf

This toolkit provides a comprehensive overview of the most common ways to finance joint use arrangements, and guidance on how to overcome obstacles that may arise in negotiating and enforcing a joint use agreement.

Suggested State Health Department Activities

Establish partnerships with government agencies and officials, community organizations, schools, and/or local businesses to promote walking and other forms of physical activity.

- Collaborate with other state agencies such as Departments of Transportation, Planning, Environmental Health, Education to promote walking and other forms of physical activity. Conduct Health Impact Assessments (HIA), walkability and bikeability audits and other analysis to support the development, implementation and improvement of pedestrian, bicycle and trail master plans and inform policy.
- Work with community organizations to assess what communities need in order to increase physical activity among its members.
- Identify and work with a Safe Routes to School (SRTS) state coordinator (<http://www.saferoutesinfo.org/program-tools/find-state-contacts/listing-state>) to promote establishment and implementation of sustainable SRTS programs.
- Work with schools and/or city officials to promote the use of joint use agreements to increase access to facilities that offer opportunities for the general public to be physically active.

- Partner with a park district or similar entity to increase the quantity, quality and accessibility of parks and/or recreational facilities.

Provide technical assistance, training, and tools to government agencies and other partner organizations on evidence and practice-based strategies to increase physical activity.

- Educate government agencies, local businesses, community organizations and/or other worksites on strategies and interventions that can be adopted to make worksites more conducive to physical activity for employees.
- Identify or develop training materials and resources to share model programs that have increased physical activity levels among community members.
- Create signage and events with community input to promote the use of parks and trails across communities.
- Link with health care providers to provide them with access to community resources, such as National Recreation and Park Association's Park Prescription programs to increase physical activity among their patient populations.
- Engage with different sectors from law enforcement in order to address safety issues that are barriers to physical activity.

Implementation Guidance

Places for Physical Activity. Facilitating Development of a Community Trail and Promoting Its Use to Increase Physical Activity Among Youth and Adults: An Action Guide

<http://www.prevent.org/data/files/initiatives/communitytrail.pdf>

This action guide provides guidance on the implementation of community approaches to create or enhance access to places where people can be physically active.

Steps to Wellness: A Guide to Implementing the 2008 Physical Activity Guidelines for Americans in the Workplace <http://www.cdc.gov/nccdphp/dnpao/hwi/toolkits/pa-toolkit.htm#>

This tool kit includes ideas and suggestions on how employers can create a wellness culture in the workplace by introducing physical activity programs.

The CDC Guide to Strategies to Increase Physical Activity in the Community: http://www.cdc.gov/obesity/downloads/PA_2011_WEB.pdf

This guide provides information on several strategies that can be incorporated to increase physical activity in the community; each strategy is supplemented with action steps, program examples, and resources to help users implement them.

Model Agreements: Joint Use in California:

<http://changelabsolutions.org/publications/model-JUAs-CA>

This resource developed by ChangeLab Solutions provides examples of four joint use agreements and the language used for each that can serve as a model template for such agreements

Model Joint Use Resolution

<http://changelabsolutions.org/publications/model-joint-use-resolution>

This resource developed by ChangeLab Solutions provides an example of a model resolution that may be used to lay the foundation for establishing more formal joint use agreements.

- **Design streets and communities for physical activity**

Definition:

Designing streets and communities for physical activity involves the efforts of planners, architects, engineers, developers, and public health professionals to change the physical environment of small geographic and urban areas in ways that support physical activity, such as through land use policies and urban design.

Background Information

The CDC's Community Preventive Services Task Force supports community design components such as improved street lighting, infrastructure projects to increase safety of street crossing, use of traffic calming approaches, and enhancing street landscaping. Policy strategies such as zoning regulations, building codes, roadway design standards, and environmental changes also contribute or detract from physical activity promotion.

“Complete Streets” is a method to design streets and communities for physical activity. A Complete Street is designed and operated to safely accommodate all users, including: motorists, pedestrians, bicyclists, transit users, and people of all ages and abilities. A Complete Street is comprised of elements such as sidewalks, bike lanes, crosswalks, curb-cuts, wide shoulders, medians, bus pullouts, audible

pedestrian signals, sidewalk bulb-outs, and more. The desired end result is a transportation network that is safe and effective to support physical activity.

Background Resources

Community Guide; Environmental and Policy Approaches to Increase Physical Activity: Community-Scale Urban Design Land Use Policies

<http://www.thecommunityguide.org/pa/environmental-policy/communitypolicies.html>

The Community Guide provides a list of recommended design and land use approaches that support physical activity in urban areas based on sufficient evidence of effectiveness in facilitating an increase in physical activity.

Complete Streets: Policy Basics:

<http://www.smartgrowthamerica.org/complete-streets/changing-policy>

This website provides background and a list of comprehensive resources on Complete Streets and how to develop Complete Streets.

Rural Areas and Small Towns:

<http://www.smartgrowthamerica.org/complete-streets/implementation/factsheets/rural-areas-and-small-towns/>

This fact sheet provides information Complete Streets in rural areas and small towns and their importance in such areas.

Putting Smart Growth to Work in Rural Communities:

http://icma.org/en/icma/knowledge_network/documents/kn/Document/301483/Putting_Smart_Growth_to_Work_in_Rural_Communities

This report focuses on smart growth strategies that can help guide growth in rural areas while protecting natural and working lands and preserving the rural character of existing communities. Strategies include work to help enhance existing places and creating places that increase physical activity.

Suggested State Health Department Activities

Perform assessment related activities to inform and develop priorities to design communities and streets for physical activity.

- Conduct Health Impact Assessments to determine the potential effects of proposed policies or projects to promote active transportation.

- Collect data from community members on their needs related to improved community design and use this information with key stakeholders.
- Identify current programs and/or policies across the state that can be used as models for promoting physical activity.

Establish partnerships with government agencies and officials, community organizations, transportation planners and engineers to facilitate the design of communities and streets for physical activity.

- Share health data with decision makers to inform them about the economic, safety, and health benefits of communities designed for physical activity.
- Collaborate with state and local departments of transportation and metropolitan planning organizations to incorporate physical activity goals into master plans such as promoting bicycle and pedestrian safety, improving access to public transit, jobs, and health services.
- Work with community organizations to educate stakeholders and community members on Complete Streets policies and understand their needs for designing communities to increase physical activity.
- Work with local governments to provide technical assistance on the use of zoning to change the physical environment of communities on topics such as developing/and or redesigning parks, requiring sidewalks, and incentivizing mixed land uses in close proximity.
- Work with transportation planners and engineers to plan and develop rails-to-trails and/or trails-with-rails to meet the needs of potential users.

Implementation Guidance

The Smart Growth Implementation Toolkit:

<http://www.smartgrowthamerica.org/leadership-institute/implementation-tools>

A set of practical tools that provide communities a step-by-step guide for how to examine the policies, codes, zoning regulations and development requirements that can impact how a their community grows. The Toolkit is designed to help local leaders achieve smarter growth and sustainable development.

Healthy Community Design Toolkit. General Plans Updates. Healthy Community Design Collaborative
2012. <http://www.azplanning.org/2012/HealthyCommunityDesignToolkit090112.pdf>

This Toolkit is based on how communities have prepared to provide a general overview for local residents to support the process to make changes resulting in the creation of a healthy physical environments.

[The CDC Guide to Strategies to Increase Physical Activity in the Community:](#)

http://www.cdc.gov/obesity/downloads/PA_2011_WEB.pdf

This guide provides information on several strategies that can be incorporated to increase physical activity in the community. Each strategy is supplemented with action steps, program examples, and resources to help users implement these strategies.

[Designing and Building Healthy Places:](#)

<http://www.cdc.gov/healthyplaces/default.htm>

This website provides resources such as fact sheets and tools to help users design and/or enhance communities for healthier living.

The Toolkit for a Healthy Delaware:

<http://www.ipa.udel.edu/healthydetoolkit/tools/>

The Institute for Public Administration at the University of Delaware developed a toolkit which incorporated several assessment tools and supporting documents, such as fact sheets to conduct a health impact assessment, for governments to use in order to better plan and implement policies that promote healthier communities.

Rural Active Living Assessment Tools – RWJF:

<http://www.activelivingresearch.org/node/11947>

These tools assess the physical environment features and amenities, town characteristics, community programs, and policies that can affect physical activity among residents in rural communities. They include a codebook that provides users with a practical and simple guide for implementing the tool in rural communities across the U.S.

Examples of Complete Streets in Rural Communities:

<http://www.smartgrowthamerica.org/documents/cs/factsheets/cs-rural-2.pdf> This fact sheet provides a few examples of Complete Streets policies implemented in rural communities.

Active Transportation in Rural Communities and Small

Towns: <http://www.railstotrails.org/ourWork/reports/beyondurbancenters.html>

This report by Rails-to-Trails Conservancy demonstrates effective active transportation outside of urban areas.

4. Implement physical activity in early care and education

- **Implement ECE standards for physical activity**

Definition: Ensure that ECE facilities and/or ECE jurisdictions serving 0 – 5 year olds, including preschools, child care centers, day care homes (also known as family child care), and Head Start and pre-kindergarten programs, meet national standards for physical activity.

Background Information

ECE providers have significant opportunities to establish healthy activity habits among children during a developmental phase that is especially important for such habit formation, as habits acquired early can track into adulthood. Providers also have numerous opportunities to influence parents to adopt healthier practices at home. Despite significant variation across states in how the ECE system is organized and operated, there is a common ‘Spectrum of Opportunities’ by which most states can support the adoption of physical activity standards within the ECE setting as part of a comprehensive obesity prevention approach.

Physical activity standards for ECE include several components: age-appropriate minimal time or number of occasions for daily physical activity; outdoor activity; ECE provider-led activity; and policies and practices concerning the promotion of and removal of barriers to physical activity participation (e.g. weather and clothing considerations, incorporation of physical activity into the curriculum).

Background Resources

http://cfoc.nrckids.org/StandardView/SpCol/Preventing_Childhood_Obesity

National Obesity Prevention standards are contained in Selected Standards from Caring for Our Children: National Health and Safety Performance Standards: Guidelines for Out-of-Home Child Care Programs, 3rd ed.

Spectrum of Opportunities for Obesity Prevention in ECE

http://www.cdc.gov/obesity/downloads/Spectrum-of-Opportunities-for-Obesity-Prevention-in-Early-Care-and-Education-Setting_TAbriefing.pdf

There is a common ‘Spectrum of Opportunities’ by which most states can support the adoption of obesity prevention standards within the ECE setting. This document describes these opportunities.

Suggested State Health Department Activities:

This FOA supports activities that address nutrition standards and increasing physical activity. (Activities to support nutrition standards are presented on page 10).

Activities to specifically support physical activity in the ECE setting include:

- Educate providers and administrators about the potential health benefits of aligning licensing regulations, Quality Rating Improvement Systems, and early learning standards with the national obesity prevention standards to increase physical activity.
- Encourage ECE providers to conduct self-assessments of their centers or homes to identify and create an action plan for making improvements to bring themselves into alignment with the standards related to physical activity.
- Integrate physical activity standards and best practices into provider pre-service training, certification, and professional development education opportunities.
- Increase access to physical activity opportunities by implementing initiatives such as joint use agreements and active play.

Implementation Guidance

Overweight and Obesity Strategies and Solutions

<http://www.cdc.gov/obesity/childhood/solutions.html>

This site provides examples of strategies and solution states, communities, and parents can use to help make the healthy choice the easy choice for children, adolescents, and families.

Preventing Childhood Obesity in Early Care and Education Programs

<http://nrckids.org/index.cfm/products/preventing-childhood-obesity-in-early-care-and-education>

This second edition guidance is the new set of national standards describing evidence-based best practices in nutrition, physical activity, and screen time. These updated standards are part of the new comprehensive *Caring for Our Children: National Health and Safety Performance Standards; Guidelines for Early Care and Education Programs, 3rd Edition (CFOC3)*, which was released in June 2011.

State Efforts to Address Obesity Prevention in Child Care Quality Rating and Improvement Systems

http://www.altarum.org/files/pub_resources/QRIS-Report-22Feb12-FIN.pdf

The report documents the specific nutrition, physical activity, and screen time standards being used in state QRISs; tools and incentives to help child care providers achieve the standards; and monitoring strategies.

Several Intervention Strategies for Obesity Prevention Targeting the ECE setting are posted on the Center-TRT website:

http://centertrt.org/?p=interventions_strategies_overview

Child and Adult Care Food Program Wellness Toolkit

<http://frac.org/federal-foodnutrition-programs/child-and-adult-care-program/child-care-wellness-plans-and-policies/>

This tool kit can be used to support nutrition and wellness requirements in the Healthy, Hunger-Free Kids Act. The tool kit focuses on innovative and effective CACFP best practices and strategies for implementing good nutrition and physical activity policies and standards at the state and local level.

5. Increase access to breastfeeding friendly environments

- **Implement practices supportive of breastfeeding in birthing facilities**

Definition:

Breastfeeding support in birthing facilities are those maternity care practices, such as giving newborn infants no food or drink other than breast milk unless medically indicated, that have been shown to increase breastfeeding among mothers who chose to breastfeed. Evidence-based maternity care practices that support breastfeeding include the Ten Steps to Successful Breastfeeding, which serve as the basis of the Baby-Friendly Hospital Initiative.

Background Information

Breastfeeding is the best source of nutrition for most infants. Research has identified key policies and practices to support breastfeeding mothers in hospital, clinical, and community settings. Obstetrician-gynecologists, pediatricians, and other providers of maternal and child care have an opportunity to promote and support breastfeeding. (U.S. Department of Health and Human Services.

The Surgeon General's Call to Action to Support Breastfeeding. Washington, DC: U.S. Department of Health and Human Services, Office of the Surgeon General; 2011).

Background Resources

Surgeon General Breastfeeding Call to Action

<http://www.surgeongeneral.gov/library/calls/breastfeeding/index.html>

Outlines steps that can be taken to remove some of the obstacles faced by women who want to breastfeed their babies.

The CDC mPINC survey biennially assesses hospital maternity care. CDC's website includes state-level data on overall quality scores and individual practices as well as copies of the questionnaire.

<http://www.cdc.gov/breastfeeding/data/mpinc/index.htm>

Suggested State Health Department Activities

- Sponsor a statewide summit of key decision makers at maternity care facilities to improve maternity care practices across the state. Educate and engage key hospital decision makers about the benefits of becoming designated as Baby-Friendly; and how their leadership is essential to implementing changes in policies and practices around maternity care.
- Establish programs that recognize hospitals for incremental implementation of the Ten Steps to Successful Breastfeeding. Use these recognition programs to continue to move hospitals towards Baby-Friendly recognition.
- Encourage hospitals to participate in the biennial mPINC survey in order to be able to receive a customized benchmark report, and track their successes in implementing maternity practices supportive of breastfeeding.
- Use the mPINC state reports and facility benchmark reports to assess current maternity care efforts and prioritize areas for improvement.
- Provide technical assistance to hospitals on the Ten Steps to Successful Breastfeeding.
- Provide opportunities for hospital staff members to participate in breastfeeding training that is being provided to public health staff.
- Encourage hospitals to integrate maternity care into related quality improvement efforts; and report quality measures publicly to drive improvement
- Create in-person or virtual learning collaboratives to encourage joint problem-solving and resource sharing between hospitals as they implement the Ten Steps to Successful Breastfeeding.
- Encourage hospitals to use The Joint Commission's Perinatal Care core measure set to collect data on exclusive breastfeeding.

Implementation Guidance

Baby-Friendly USA is the U.S. organization in charge of assessing and designating hospitals as Baby-Friendly. Their Guidelines and Evaluation Criteria describe the standards of maternity care that hospitals should be achieving and include the Ten Steps to Successful Breastfeeding.

<http://www.babyfriendlyusa.org/get-started/the-guidelines-evaluation-criteria>

The CDC Guide to Breastfeeding Interventions chapter on maternity care practices provides descriptions and examples of different ways to improve maternity care practices. http://www.cdc.gov/breastfeeding/pdf/BF_guide_1.pdf

- **Provide access to professional and peer support for breastfeeding**

Definition:

Access to support from health care professionals such as doctors, nurses, or lactation consultants is important for the health of the mother during pregnancy, after giving birth, and after release from the hospital. Professional support can be given in many different ways and settings—in person, online, over the telephone, in a group, or individually. Some women receive individual in-home visits from health care professionals, while others visit breastfeeding clinics at hospitals, health departments, or women’s health clinics.

The goal of peer support is to encourage and support pregnant and breastfeeding women. It is often provided by mothers who are from the same community and who are currently breastfeeding or have done so in the past. It can be provided in several ways. The two most common and effective methods are peer support groups and individual peer support from a peer counselor. Women who provide peer support receive specific training. They may lead support groups or talks with groups in the community or provide one-on-one support through telephone calls or visits in a home, clinic, or hospital. Contact may be made by telephone, in the home, or in a clinical setting. Peer support includes emotional support, encouragement, education about breastfeeding, and help with solving problems.

Background Information

Women’s early experiences with breastfeeding can affect whether and how long they continue to breastfeed. Mothers often identify support received from health care providers as the most important intervention the health care system could have offered to help them

related to breastfeeding. Short hospital stays after birth mean that the responsibility for breastfeeding support often rests with health care professionals who provide ongoing care, such as primary care doctors and lactation consultants. The role of these health care professionals is to give consistent and evidence-based advice and support to help mothers breastfeed effectively and continue breastfeeding. At the same time, women's decision-making processes are highly influenced by their social networks. These networks can be either barriers or points of encouragement for breastfeeding. For new mothers, the preferred resource for information about child rearing is other mothers. Advice from friends and family is commonly cited as a reason for decisions about infant feeding, as is knowing someone that has breastfed. Perceived social support has also been found to predict breastfeeding success. (Centers for Disease Control and Prevention. *Strategies to Prevent Obesity and Other Chronic Diseases: The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies*. Atlanta: U.S. Department of Health and Human Services; 2013.)

Background Resources

The Surgeon General's Call to Action to Support Breastfeeding Appendix 1 (pg. 72 and 73) outlines steps that state and local government can take to increase mother to mother and professional support.

<http://www.surgeongeneral.gov/library/calls/breastfeeding/calltoactiontosupportbreastfeeding.pdf>

Suggested State Health Department Activities:

- Create a statewide referral and resources system to help provide support for women who are breastfeeding or want to breastfeed.
- Create links between maternity care facilities and community breastfeeding support networks across the state.
- Collaborate with state Medicaid and insurance commissioners to explore ways to increase access to lactation services.
- Increase the number of professionals providing skilled lactation support.
- Increase mother-to-mother support opportunities, including breastfeeding support groups, phone counseling and individual support.

Implementation Guidance

The *CDC Guide to Breastfeeding Interventions* includes ideas and examples of how to support breastfeeding women through peer and professional support.

Peer Support: http://www.cdc.gov/breastfeeding/pdf/BF_guide_3.pdf

Professional Support: http://www.cdc.gov/breastfeeding/pdf/BF_guide_5.pdf

[Loving Support© Through Peer Counseling: A Journey Together](http://www.nal.usda.gov/wicworks/Learning_Center/support_peer.html) has newly updated training materials for WIC managers and WIC breastfeeding peer counselors to be able to provide WIC mothers with breastfeeding support and information.
http://www.nal.usda.gov/wicworks/Learning_Center/support_peer.html

- **Ensure workplace compliance with federal lactation accommodation law**

Definition:

Federal lactation accommodation law comes from a 2010 amendment of the Patient Protection and Affordable Care Act (“Affordable Care Act/ACA”). The law requires employers to provide time and a non-bathroom space to female employees to express breast milk for her nursing child for one year after the child’s birth.

Background Information

Working mothers typically find that returning to work is a significant barrier to breastfeeding. They may face inflexibility in their work hours and locations; or a lack of privacy for breastfeeding or expressing milk. When mothers do not have a private space at work to breastfeed or express breast milk, they may resort to using the restroom, which is unhygienic and associated with premature weaning (U.S. Department of Health and Human Services. The Surgeon General’s Call to Action to Support Breastfeeding. Washington, DC: U.S. Department of Health and Human Services, Office of the Surgeon General; 2011).

Ensuring workplace compliance with federal lactation accommodation law is part of the Patient Protection and Affordable Care Act (“Affordable Care Act”) amended section 7 of the Fair Labor Standards Act (“FLSA”).

The Department of Labor Wage and Hour Fact Sheet 73: “Break Time for Nursing Mothers under the FLSA”, describes the law’s general requirements which include:

- Employers are required to provide “reasonable break time for an employee to express breast milk for her nursing child for 1 year after the child’s birth each time such employee has need to express the milk.”
- Employers are required to provide “a place, other than a bathroom, that is shielded from view and free from intrusion from coworkers and the public, which may be used by an employee to express breast milk.”

- The location provided must be functional as a space for expressing breast milk. If the space is not dedicated to the nursing mother's use, it must be available when needed in order to meet the statutory requirement.

Background Resources

Department of Labor Website

<http://www.dol.gov/ebsa/healthreform/regulations/preexistingconditionexclusions.html>

Provides an overview of the Patient Protection and Affordable Care Act.

Fact Sheet #73: Break Time for Nursing Mothers under the FLSA

<http://www.dol.gov/whd/regs/compliance/whdfs73.pdf>

This fact sheet provides general information on the break time requirement for nursing mothers in the Patient Protection and Affordable Care Act

The U.S. Department of Health and Human Services Office on Women's Health

(OWH) <http://www.womenshealth.gov/breastfeeding/employer-solutions/index.php>

This online resource provides businesses with cost-effective tips and solutions for any industry setting to provide nursing mother's work solutions.

The United State Breastfeeding Committee website is a clearinghouse for general information about the law as well as examples of specific recourse and ideas on implementing lactation support in the

workplace. <http://www.usbreastfeeding.org/Employment/WorkplaceSupport/tabid/105/Default.aspx>

This website is a clearinghouse for general information about the law as well as examples of specific recourse and ideas on implementing lactation support in the workplace.



Suggested State Health Department Activities:

- Provide employers with resources and technical assistance to help them comply with federal and state regulations on breastfeeding support in the workplace.
- Sponsor a summit of employers, business organizations, and other key decision makers to develop a strategy to implement high-quality breastfeeding support programs in the workplace.
- Support training on how to implement the steps in The Business Case for Breastfeeding tool kit.
- Create links between state agencies that are responsible for implementing existing laws on work-site accommodations.
- Refer employers to the Office on Women’s Health online resource Supporting Nursing Moms at Work: Employer Solutions for practical and low-cost ideas for lactation accommodations.
- Enhance lactation support within state agencies.
- Create recognition programs for businesses to set up high-quality breastfeeding support programs in the workplace.

Implementation Guidance

Office on Women’s Health Website:

<http://womenshealth.gov/breastfeeding/index.html>

Provides tips and suggestions to help mothers successfully breastfeed.

Office on Women’s Health lactation support initiative, Supporting Nursing Moms at Work: Employer Solutions; an online resource that provides businesses with cost-effective tips and solutions for any industry setting. <http://www.womenshealth.gov/breastfeeding/employer-solutions/index.php>

The Business Case for Breastfeeding is a comprehensive program designed to educate employers about the value of supporting breastfeeding employees in the workplace and provides a number of tools and resources to implementing lactation support program. <http://www.womenshealth.gov/breastfeeding/employer-solutions/business-case.php>

Health Equity Resources

The Cooperative Agreement DP-13-1305 defines health disparities as differences in health outcomes and their determinants between segments of the population, as defined by social, demographic, environmental, and geographic attributes. The FOA (pg. 10) calls for grantees to take action to reduce gaps in health status by targeting some efforts on specific population groups disproportionately affected by chronic diseases. One way to achieve this is for State health department grantees to use the resources below to help address disparities.

CDC Health Equity Resource Website and Toolkit for State Practitioners Addressing Obesity Disparities Toolkit

Website and Toolkit provides information to increase the capacity of state health departments and their partners to work with and through communities to implement effective responses to obesity in populations that are facing health disparities. The primary focus is on how to create systems and environmental changes that will reduce obesity disparities and achieve health equity. http://www.cdc.gov/obesity/health_equity/index.html & http://www.cdc.gov/obesity/health_equity/toolkit.html

The Grocery Gap: Who Has Access to Healthy Food and Why It Matters

A comprehensive review of studies of healthy food access and its impacts -- 132 studies conducted in the United States in the past 20 years.

<http://community-wealth.org/content/grocery-gap-who-has-access-healthy-food-and-why-it-matters>

Changes in the WIC Food Packages Toolkit

Federal rules for WIC vendors changed recently for the first time in 35 years. WIC vendors are now required to stock healthy foods, which “has the potential to transform the retail food landscape in low-income communities.” The toolkit, produced in 2009 by Planning for Healthy Places and the California WIC Association in partnership with The California Endowment, “provides a range of tools and strategies for advocates to identify and work with prospective WIC vendors, and to help these retailers upgrade their offerings in accordance with the new, healthier WIC food packages.”

<http://healthyfoodaccess.org/node/1290>

Food and Nutrition Assistance Programs

Populations that have previously lacked access to fresh produce may need education on how to use and store these items. Food and nutrition assistance programs such as SNAP, WIC, and the WIC Senior Farmers' Market Nutrition Program (SFMNP) can offer nutrition education programs to meet this need.

United States Department of Agriculture - SNAP Benefits at Farmers Markets

<http://www.fns.usda.gov/snap/ebt/fm.htm>

The USDA's Food and Nutrition Service provides information on how to accept SNAP Benefits at Farmers Markets and how to get EBT equipment, and a resource center.
