



Southern Food Policy Advocates

Mission - *A Florida policy and advocacy organization committed to improving the health and well being of Floridians by addressing systems issues concerning food, nutrition and fitness.*

Vision – *To be recognized as the leading advocacy organization in Florida and the southern United States in conducting research and formulating policies to address health and fiscal issues causes by unhealthy food, lack of nutritious food, the lack of physical activity, and other casual factors for obesity and obesity related diseases.*

2012-2013 Legislative Agenda

Potential Florida legislation for sponsorship:

Reduce obesity and obesity-related diseases by 10% among all people in Florida by 2024.

Legislation to direct the Florida Department of Health to develop a plan to reduce obesity and obesity-related chronic diseases in response to Florida's rising overweight and obesity rates as well as poor eating and physical activity behaviors of a majority of people in the state. This plan would be the first step in developing a coordinated effort to reduce obesity and obesity-related chronic diseases within the state. This plan is intended for all stakeholders and sectors in Florida that have a stake in the following: (1) improving healthy eating and physical activity environments and people's health behaviors statewide from infancy and continuing throughout the lifecycle; (2) reducing obesity; (3) reducing obesity-related chronic diseases; and (4) eliminating obesity-related health disparities.

This plan would focus on three priority issues: healthy eating, physical activity and healthy weight. The intention of this plan would be to provide high-level strategies that focus on changing behaviors that often lead to overweight or obesity. While individuals make their own behavior choices, the policies, systems and environments in which we live guide those choices. It is estimated that an additional 40 percent of annual premature deaths could be prevented by altering environmental conditions, social inequities and behavioral choices (Cawley, J., Rizzo J., Haas K. Occupation-Specific Absenteeism Costs Associated With Obesity and Morbid Obesity. Journal of Occupational and Environmental Medicine, December 2007).

Improving Child Care Nutrition and Increased Physical Activity



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Child care providers have a key role to play in positively influencing children's nutrition habits and taste preferences and in ensuring the nutrition quality of the meals and snacks served during child care hours. This legislation would request the Legislature take the following actions to improve nutrition in licensed family day care homes (FDCH) and child care providers' capacity to serve healthy foods:

- Require, as a condition of licensure, that FDCH providers adhere to the CACFP nutrition standards for all meals and snacks served;
- Require licensing authorities to inform prospective and current child care providers about CACFP, including information about eligibility, enrollment, and reimbursement.
- Direct the appropriate governmental area to study and recommend guidelines for increased levels of physical activity in child care

Healthy Beverages in Childcare

Establish nutrition guidelines for the beverages served in childcare consistent with the recommendations of the American Academy of Pediatrics.

Similar to standards that have already been established for the beverages that are allowed to be sold in our public schools, this legislation would establish guidelines for the beverages served in childcare. The standards set by this legislation would be:

- Serve only 1 percent or nonfat milk to children 2 years or older.
- Limit juice to no more than one serving of 100 percent fruit juice per day.
- Serve no beverages with added sweeteners, natural or artificial.
- Ensure water is available throughout the day (especially at meal and snack times).

Implementing these standards in childcare settings provides a great opportunity for helping children develop a lifetime of healthful nutrition practices. If we can ensure that these young children establish healthy taste preferences and habits at an early age, we can prevent

Reintroduction of: SB 104 - School Wellness and Physical Education Policies [SPCC]

School Wellness and Physical Education Policies [SPCC]: Requires that each school district shall set school wellness and physical education policies in an effort to enable students to establish good health and nutrition habits. Provides policy guidelines re nutrition education, physical activity, school-based activities, and nutritional guidelines for food and beverages sold or served on campuses or in the school district, etc

Last Event: 05/02/08 S Died in Committee on Education Pre-K - 12 on Monday, May 05, 2008 7:11 AM



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Healthy Food Purchase Pilot Program

Low-income communities experience disproportionate rates of obesity and chronic diseases such as diabetes and cardiovascular disease. Research indicates that a diet rich in fruits and vegetables plays a significant role in reducing the risk for these conditions. However, within low-income and minority neighborhoods, fresh fruits and vegetables are often less available, more costly, and of poorer quality than in higher income areas. Alternatively, selections high in fat, sugar, and calories and low in fiber tend to be plentiful and inexpensive and are linked to higher rates of obesity and multiple chronic diseases.

This program would require the Florida Department of Health to develop a "Healthy Purchase" pilot program to assist grocers in low income communities to market and sell fresh fruits and vegetables by offering incentives, loans and technical assistance to stores. The bill further asks the state Health Department to develop a pilot program to make fresh produce more affordable to food stamp recipients by providing a bonus value for fresh produce purchases. An increase in the availability of affordable fresh fruits and vegetables can improve the health outcomes for neighborhood residents.

- **Potential Impact of the Pilot**
 - A possible landmark public health intervention for Florida, improving the health and nutrition and reducing health disparities among low-income consumers
 - Supports economic growth and small business development in low-income neighborhoods
 - Increase in food stamp participants' consumption of fresh fruits and vegetables through bonus value incentive and greater availability
 - Potential model for improving the nation's health

Local Ordinances

In 2008, the Institute of Medicine (IOM) Standing Committee on Childhood Obesity identified local government actions as key to front-line efforts addressing obesity prevention.

SFPA will offer technical assistance to local stakeholders to develop ordinances in the following areas:

1. Regulatory strategies promoting healthy food options
2. Regulatory strategies restricting unhealthy food options
3. Regulatory strategies for increased physical activity



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SFPA – Supports at the federal level

H.R.1057 - Fitness Integrated with Teaching Kids Act

The Fitness Integrated with Teaching Kids Act (FIT Kids) aims to help prioritize quality physical education in our schools.

The FIT Kids Act would amend the Elementary and Secondary Education Act of 1965 (ESEA) to require local educational agencies (LEAs) located in states receiving school improvement funds to provide the families of their students with information on healthful eating habits, physical education, and physical activity on an annual basis.

- Specifically, the bill requires LEAs to assist their schools in annually collecting and disseminating to the families of school students information on:
- the most recent national recommendations for physical education and physical activity for students, as established by the Centers for Disease Control and Prevention (CDC) of the Department of Health and Human Services (HHS);
- whether the school follows an age-appropriate physical education curriculum for all students that adheres to such guidelines or state guidelines; the amount of time that students in kindergarten through grade 12 are required to spend in physical education, disaggregated by grade level;
- the facilities available for physical education and physical activity for students enrolled in the school;
- and any health and wellness council located in the school or with which the school is involved.

The measure directs the National Research Council to examine ways to incorporate physical education activities in schools, including before- and after-school programs; and the impact of physical education and academic achievement.

H.R. 2649: Personal Health Investment Today Act of 2011

The Personal Health Investment Today (PHIT) Act (H.R. 2649) allows for expenditures for physical fitness programs and exercise equipment to be payable out of pre-tax health investment accounts such as flexible spending accounts (FSAs), health savings accounts (HSAs) and/or medical reimbursement arrangements.

The Personal Health Investment Today (PHIT) legislation encourages increased physical activity by easing the financial burden of being physically active. The bill rewrites the definition of a medical expense in the IRS code to allow for reimbursement of physical activity expenses as an acceptable expense for already existing pre-tax accounts such as Flexible Spending Accounts (FSA's). Health Savings Accounts (HSA's) are excluded. Eligible activities will include but are not limited to:



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- Youth & Adult Sports League Fees
- Public and Private Health Club Membership Dues
- Exercise Classes & Personal Trainers
- Sports & Fitness Equipment (used exclusively for participation in physical activities)
- Youth Camps
- Organized Running Event Registration Fees
- Martial Arts, Gymnastics & other physical activities

Carol M. White Physical Education Program (PEP)

Urge Congress to continue funding of the Carol M. White Physical Education Program (PEP) Bill, which provides grants to school districts and community-based organizations to support innovative physical education and activity methods. PEP is the only federal funding dedicated to physical education. To date, nearly \$800 million in PEP grants have been distributed across the country by the U.S. Department of Education.

Reauthorization of the Elementary and Secondary Education Act (ESEA)

Ask the Senate to support the bipartisan ESEA reauthorization bill that was approved by the Senate HELP Committee and includes physical education and health education as part of a "well-rounded" education. Ask the House to extend any flexibility of federal funding of ESEA to include physical education, either by designating it as a core subject or including it as an allowable use of funds.