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Social Marketing Conference

August 11, 2005

Sacramento



# Department of Health and Human Services

- ◆ Non-profit organization formed in 1986 and incorporated in 1992 by Directors of Local WIC Agencies
- ◆ Represents all parties interested in the operation of WIC.
- ◆ Board is made up of WIC managers, frontline staff, child and anti-hunger advocates, physicians, and community representatives

D b m g p s o j o X J D B t t p d j o u r p o

The Mission of CWA is to lead California communities to nourish, educate, support and empower families in building a healthy future

# DX B Bdujwujft

- ◆ Training and Staff Development – annual conferences, management retreats, workshops, and local trainings
- ◆ Quarterly Newsletter
- ◆ Bi-weekly Flash updates
- ◆ Leadership, Public Education and Advocacy

# Dominos Job X JD Gdot

- ◆ Serving 1.3 million participants per month
  - 72% Hispanic
  - 13% Caucasian
  - 8% African American
  - 6% Asian

# Diagnosis of ID: Global

- ◆ 18.6% of children aged 3-5 are overweight (at or over the 95th percentile BMI),
- ◆ An additional 17.2% of children are borderline or at risk for overweight.
- ◆ **Over one third of California WIC kids are overweight or at risk for obesity, with highest rates in Hispanic, African Americans, and Native Americans**



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- ◆ Create a “zone of health” around every young child in California: Make young children OFF LIMITS to the provision, marketing or modeling of unhealthy foods, messages, and behaviors

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- ◆ Protect and support  
Breastfeeding for the first six  
months among low-income  
women in California

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- ◆ Preserve and improve federal nutrition programs serving very young children





# Reframing

the nutrition & physical  
activity debate

*from simply a matter  
of individual choice...*

*...to corporate  
& government  
responsibility*

U b l j o h !

B d u j p o !

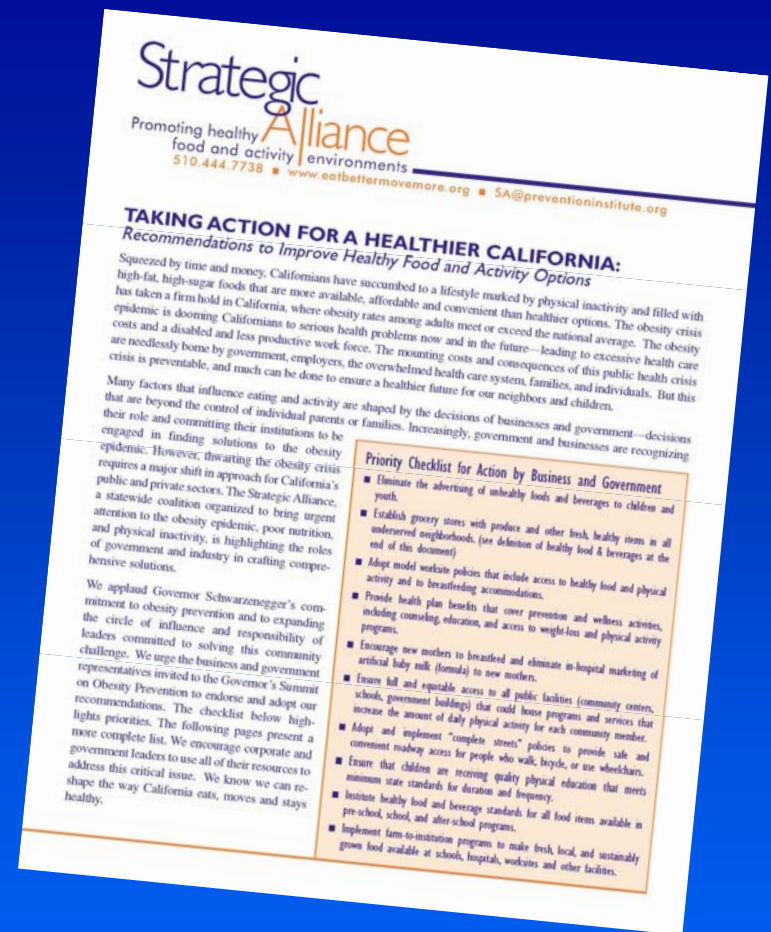
g s ! b !

I f l o m u i j f s !

D l o m i g g s o j o

S f d p n n f o e b u j p o t ! u p ! h q s p w f !

G o p e ! b o e ! B d u j w j u z ! P q u j p o t



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- ◆ *Food and Beverage Industry*
- ◆ *Employers*
- ◆ *Entertainment and Professional Sports*
- ◆ *Health Care Insurers and Providers*
- ◆ *Government (State and Local)*
- ◆ *Schools*



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- ◆ Eliminate unhealthy advertising of unhealthy foods and beverages to children and youth.
- ◆ Establish grocery stores with produce and other fresh, healthy items in all low-income neighborhoods and communities of color.
- ◆ Adopt model worksite policies -- include access to healthy food and physical activity, and breastfeeding accommodations.



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- ◆ Provide health plan benefits that cover prevention and wellness activities.
- ◆ Support new mothers in breastfeeding and eliminate in-hospital marketing of formula.
- ◆ Ensure full and equitable access to public buildings for physical activity.
- ◆ Adopt and implement “complete streets” policies.



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- ◆ Ensure that children are receiving quality physical education that meets minimum state standards.
- ◆ Institute healthy food and beverage standards in preschool, school, and after-school programs.
- ◆ Implement farm-to-institution programs to make fresh, local, and sustainably grown food available at schools, hospitals, worksites, and other facilities.



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SIGN – ON

[WWW.EATBETTERMOVEMORE.ORG](http://WWW.EATBETTERMOVEMORE.ORG)

# U i f ! F b s r z ! Z f b s t ! B j u b u j w f

- ◆ Vitamin Settlement Funded
- ◆ CWA Commissioned Research Review, Report out October 2005
- ◆ Statewide Task Force: Action Plan out next year.

## Financial Institutions

- ◆ Who are the players, what can they do?
- ◆ What has been tried, what has worked?
- ◆ What are the most promising areas for action and reform?
- ◆ What are the best policy levers?
- ◆ What is our strategy for change?

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- ◆ WIC: Clinics and Families
- ◆ MCH: Health Care Contacts
- ◆ CACFP: Family Day Care and Center Networks
- ◆ Head Start: Nutrition and PA Component
- ◆ Child Care: Opportunities for “Building In” healthy living component

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- ◆ Breastfeeding and Early Foods
- ◆ Marketing to Very Young Children
- ◆ Grocery Stores and Fast Food Outlets
- ◆ Parks and Playgrounds

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## ◆ Next Steps:

- Task Force Meets This Fall
- Release Findings: Media Advocacy
- Breastfeeding Policy Paper: November
- Action Plan: Early 2006
- Policy Advocacy Agenda: 2006-07

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