

Creating Access to Healthy Food & Physical Activity Opportunities: the ShapingNJ Strategies

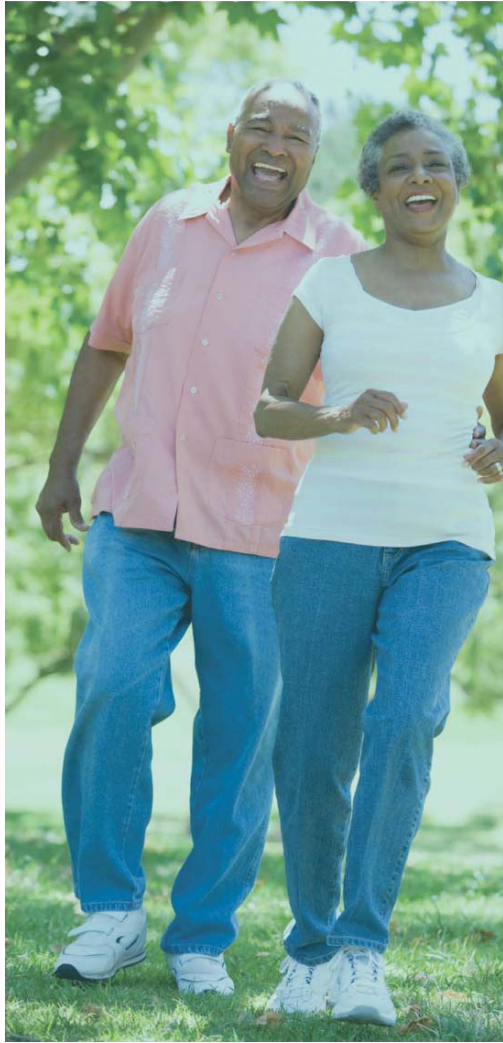
June 14, 2011



SHAPINGNJ



Overview



- Who We Are
- How We Do Our Work
- The *ShapingNJ* Strategies
- We All Have a Role in *ShapingNJ*

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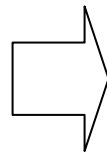
“It is *unreasonable* to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”

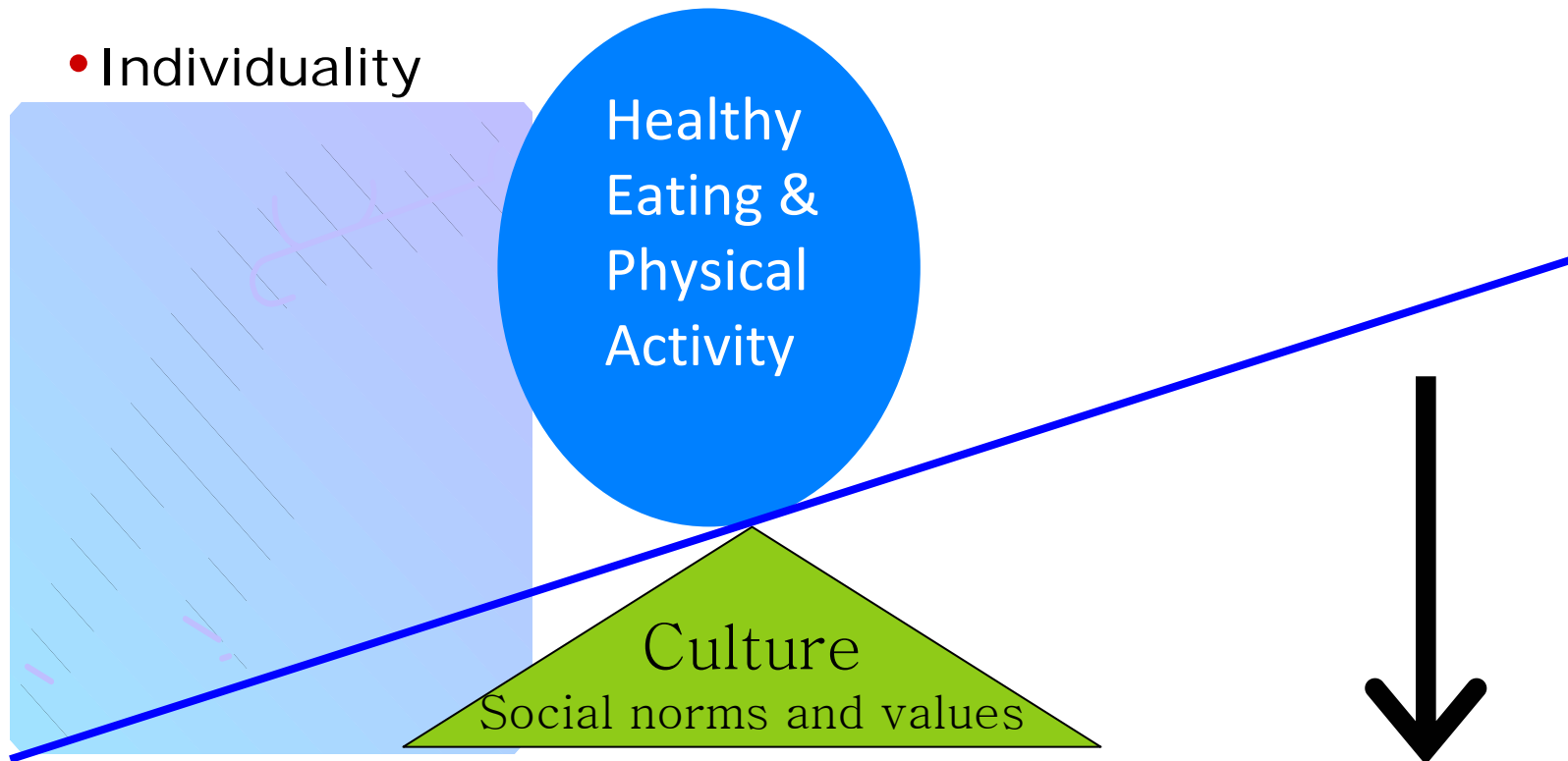
MAKING THE HEALTHY CHOICE THE EASY CHOICE

Individual and Family

- Skills
- Knowledge
- Use of Time
- Individuality

Environment

- Policy
 - Legislation
 - Economics
- 
- Access
 - Advertising
 - Affordability



WHO WE ARE



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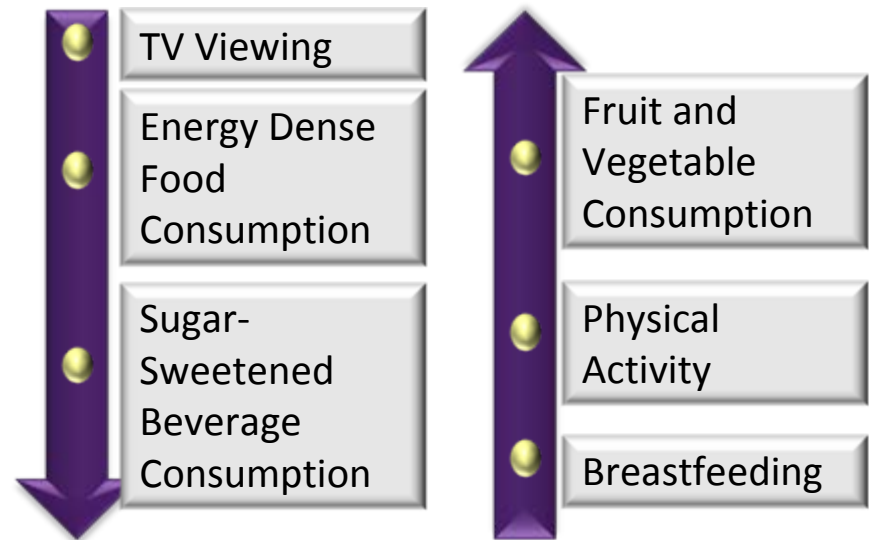
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Who We Are

Nutrition, Physical Activity and Obesity Program (NPAO)

- Statewide Partnership
- Evidence - based
- Populations at Risk for Health Disparities
- Address 6 Specific Behaviors



HOW WE DO OUR WORK

Year 1

- Develop partnerships with NJ organizations

Year 2

- Convene Behavior Work Groups
- Gather, Analyze Data
- Review and Select Data-Driven Strategies
- Write State Obesity Prevention Plan

Year 3

- Convene Setting Work Groups
- Implement Strategies

GOAL

ShapingNJ is a statewide public private partnership that aims to increase access to healthy food and physical activity opportunities ***through policy and environmental change.***



DAY
CARE

Environment and Policy Change



What is Policy & Environmental Change ?

Policy change:

Laws, regulations, both formal & informal rules adopted on a collective basis to guide individual and collective behavior.

➤ Policy change leads to environmental change.

Examples: Smoke free worksites, Complete Street ordinances

Policy Change is **SUSTAINABLE**

- Instead of celebration of National Nutrition Month -- add fruits & vegetables to a la carte
- Instead of hosting a family fitness night – develop joint use agreements so school facilities are open to families for use before, after school and during school vacations

Before



After



THE *SHAPINGNJ* STRATEGIES



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The *ShapingNJ* Strategies

CHILD CARE



- Recommend changes in licensing requirements so that childcare and after-school programs follow evidence-based practices in child health, nutrition, physical activity and TV viewing.
- Arrange training for child care providers about child nutrition, physical activity and TV time limitations.

The *ShapingNJ* Strategies

- Adopt policies and practices that comply with the World Health Organization’s “Ten Steps for Successful Breastfeeding.”
- Encourage all New Jersey delivery facilities to adopt the Joint Commission’s Perinatal Care Core Measure Set (which includes exclusive breast milk feeding).

HEALTH CARE



The *ShapingNJ* Strategies

ACCESS TO HEALTHY FOOD

- Develop incentives that encourage grocery stores and supermarkets to locate and offer healthy foods and beverages in underserved neighborhoods.
- Help corner stores and bodegas acquire refrigeration and other equipment that will enable them to sell foods and beverages that are affordable and also healthy.
- Create *comprehensive community food systems* that offer easy access to a variety of healthy foods and beverages.

COMMUNITY



The *ShapingNJ* Strategies

ACCESS TO PHYSICAL ACTIVITY

- Increase opportunities in all neighborhoods for indoor and outdoor physical activity.
- Encourage municipalities to locate public facilities within easy walking distance from where people live.
- Assess the local infrastructure and prioritize changes needed to turn walking and biking into safe, easy options for daily transportation.
- Ensure that walking/biking paths, playing fields, parks and other facilities for physical activity are free of danger from vehicular traffic, criminal activity and other hazards.

COMMUNITY



The *ShapingNJ* Strategies

SCHOOL WELLNESS POLICIES

SCHOOL



- Strengthen the state's minimum school wellness policies to include nutrition, physical activity and TV viewing.
- Support school-based wellness councils that are active in implementing school wellness policies.

The *ShapingNJ* Strategies

ACCESS TO HEALTHY FOOD

SCHOOL



- Advocate for an increased school meal subsidy.
- Ensure that schools have either the capacity to prepare a variety of healthy, appealing, kid-friendly fruits and vegetables and/or the resources to purchase such foods.

The *ShapingNJ* Strategies

ACCESS TO PHYSICAL ACTIVITY

SCHOOL



- Ensure that all students are actively engaged during quality physical education class.
- Provide students with diverse and developmentally appropriate physical activities to meet individual needs and interests.
- Provide an environment that is conducive to learning.
- Ensure that schools provide a variety of activities that encourage students to be physically active.

The *ShapingNJ* Strategies

- Increase the number of businesses that accommodate breastfeeding employees (Business Case for Breastfeeding).
- Expand the number of New Jersey-based companies participating in the *Children's Food and Beverage Advertising Initiative*.
- Create a New Jersey-specific initiative that covers all forms of advertising and involves a wide variety of local and regional food retailers.
- Identify and disseminate model worksite wellness programs/policies.

WORKSITE



WE ALL HAVE A ROLE IN *SHAPINGNJ*



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As a Work Site Role Model

- Provide water fountains and healthy food at meetings, in the cafeteria and in vending machines.
- Accommodate breastfeeding.
- Implement Worksite Wellness with flex-time for PA
- Brighten up your stairwells.



As a Community Role Model

- Lead or join a local health coalition, Neighborhood Watch or downtown partnership to improve community environments.
- Install bike racks & encourage use.
- Advocate for & insist on sidewalks & safe crosswalks in your community.



As an Active Supporter or *ShapingNJ* Partner

- Advocate for a school salad bar
- Create a pocket park near a local child care center that has no place to play.
- Sponsor a community garden



Policy Tools You can Use

- **Complete Streets: an NJDOT policy that counties and municipalities can adopt** <http://policy.rutgers.edu/vtc/bikeped/completestreets/>
- **Safe Routes to School: a program to encourage walking and biking to school** <http://policy.rutgers.edu/vtc/srts/index.php>
- **Joint Use Agreements: to increase access to indoor and outdoor space** <http://www.nplanonline.org/childhood-obesity/products/nplan-joint-use-agreements>
- **Stop and Stay Stopped** <http://www.state.nj.us/lps/hts/pedestrian.html>

Policy Tools You can Use

- **Adopt-a-Lot: a municipal level program to encourage school and community gardens** <http://www.nplanonline.org/nplan/products/establishing-protections-community-gardens-fact-sheet-advocates>
- **Zoning for farmers' markets** <http://www.nplanonline.org/nplan/products/establishing-land-use-protections-farmers-markets>
- **Food cart ordinances to incentivize sale of healthy foods** <http://www.nplanonline.org/nplan/products/produce-cart-permits-fact-sheet>
- **Healthy vending machines in municipal buildings** <http://www.nplanonline.org/nplan/products/developing-healthy-beverage-vending-agreement>

Questions?

*Make the Healthy
Choice the
Easy Choice*



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