

**TOWARDS A POLICY AGENDA  
FOR THE NEW YORK CITY FOOD AND FITNESS PARTNERSHIP**



A report by the

Hunter College Healthy Eating and Active Living Policy Group

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## **EXECUTIVE SUMMARY**

The New York City Food and Fitness Partnership (NYC FFP) seeks to “engage communities in making the healthy choice the easy choice by creating equitable access to healthy, quality, affordable foods and opportunities for active living, starting in the neighborhoods of highest need.” This report articulates a policy agenda for the NYC FFP focused on the partnership’s broad mission of *making the healthy choice the easy choice for food and active living*.

For this report, the Hunter College Healthy Eating and Active Living Policy Group solicited opinions on the importance and feasibility of policy goals from diverse constituents, including youth as well as residents of one of the three NYC FFP neighborhoods. This report discusses the top policy goals identified by these constituencies for both healthy eating and active living goals, and identifies some specific strategies towards achieving those goals. Participants ranked strategies using criteria such as feasibility, existing partnership support, and community interest in engaging on this issue. The research team also elicited opinions on the capacity of the partnership to achieve various policy goals. Key informants provided their perspectives on FFP capacity in general and for specific goals. Finally, the research team reviewed participant input and made additional assessments of efficacy, feasibility and the fit of the potential policy goals to the W. K. Kellogg Foundation’s emphasis on children and vulnerable populations. Based on this process, we recommend that the New York City Food and Fitness Partnership address the following six policy goals for the next several years.

### **HEALTHY EATING**

1. Increase access to healthy and affordable food in communities
2. Reduce availability and promotion of unhealthy foods in schools and communities
3. Improve quality of food in schools and institutions

### **ACTIVE LIVING**

1. Increase opportunities for accessible and safe walking
2. Increase safety of and access to neighborhood parks
3. Improve length and quality of physical activity and sports programs in schools

Additionally, we recommend further investigation of making reducing the cost of healthy food and removing policy obstacles to food benefits a priority. This theme emerged in many sessions, even though feasible short term strategies have not yet been identified. We also recommend that in the coming months the NYC FFP consider selecting a few cross-cutting goals from for its shorter-term priorities. These might include improving opportunities for healthy eating and physical activity in New York City schools and reducing promotion of unhealthy food to children in schools and communities. We believe that both the 6-item and the cross-cutting agenda have good coherence and focus, will have strong support from several NYC FFP constituencies, substantial scientific support, good feasibility, and the potential to make a difference in New York City. To assist the NYC Food and Fitness Partnership to assess the scientific evidence for the various policy recommendations discussed in this report, researchers also prepared eight brief Fact Sheets on Findings from Research on Healthy Eating and Active Living. These are available in a separate document.

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## **BACKGROUND**

### ***Research Team: Hunter College Healthy Eating and Active Living Policy Group***

- Nicholas Freudenberg, Distinguished Professor of Public Health, Director of the CUNY Doctor of Public Health program, and member of the NYC FFP Steering Committee, has worked on health policy issues in NYC for more than 25 years.
- Janel Obenchain, MPH (Nutrition), has worked closely with several Hunter College nutrition faculty on research projects in the last two years and has extensive business experience with information collection, organization and analysis.
- Jan Poppendieck, Professor of Sociology, author of books on food assistance and school food programs, has studied food and social policies for more than 20 years and has worked with NYC community-based organizations on policy and advocacy issues.
- Arlene Spark, Associate Professor of Public Health (Food and Nutrition) and Director of Hunter's nutrition program, has written widely on public health nutrition, is an active member of several NYC nutrition and food organizations, and last year organized a conference on food policy in New York City.

### ***Policy Goals***

The recommendations in this report summarize our findings from responses to several broad goals for food and active living policies that support the FFP mission of *making the healthy choice the easy choice for food and active living*. Our research team extracted these goals from a lengthy list of specific policy proposals gathered from the documents of partnership member organizations, city and state legislative proposals, and prior FFP work carried out to develop city-wide priorities. The policy goals identified and evaluated for *making the healthy choice the easy choice for food and active living* are listed below.

#### **Making the healthy choice the easy choice for food**

- ✓ Increase access to healthy food
- ✓ Reduce cost of healthy food
- ✓ Reduce availability and promotion of unhealthy foods in schools and communities
- ✓ Increase opportunities for people to produce their own food
- ✓ Connect health care and nutrition
- ✓ Expand nutrition education and information in schools and communities
- ✓ Improve food served in schools and City agencies

#### **Active Living**

- ✓ Promote physical activity.
- ✓ Make physical activity programs more affordable.
- ✓ Increase safety and access to neighborhood parks.
- ✓ Increase opportunities for accessible and safe walking.
- ✓ Increase opportunities for accessible and safe bicycling.
- ✓ Improve length and quality of physical activity and sports programs in schools.
- ✓ Connect health care and physical activity.
- ✓ Expand education on benefits of active living in schools and communities.

### ***Strategies***

Strategies are plans that will help the NYC FFP and its members achieve a desired goal. In other words, the goal identifies the desired change; the strategies describe the activities carried out to achieve the goal. For each identified policy goal, researchers reviewed the documents described above to identify possible strategies for achieving that goal. In this report, we discuss strategies in fairly general terms. Once the NYC FFP has selected its policy priorities, it will be able to make more specific strategic plans.

### ***City-wide Priorities***

City-wide priorities consist of a specific set of strategies that were previously identified by the FFP and voted on by the membership in an online survey. The Partnership asked that the policy agenda developed by the Hunter team prioritize these strategies. Accordingly, the policy goal recommendations section evaluates the relevant and supported city-wide priorities.

### ***Principles***

Our research was guided by the following principles:

- We made every effort to build on prior work done by the NYC FFP;
- We made an active effort to engage diverse constituencies in the review and ranking exercises, especially communities and young people;
- We sought to identify goals that provided a clear guide to action;
- We recognized that rapid assessment techniques were necessary to complete the work in the limited time frame;
- We acknowledged that each method has its limitations and the strength of the process is the integration of multiple sources of information gathered using multiple methods; and
- We sought to develop recommendations that included three different perspectives: impact on community well-being, feasibility of implementation, and efficacy while accounting for modest resources to achieve the desired goals.

### ***Methodology***

The research team gathered information by engaging various constituents and by using several overlapping processes: document review, list-serve monitoring, community meeting attendance, youth survey and focus groups, steering committee survey, key informant survey/interviews and a community listening session. Seeking efficiency, the NYC FFP determined that the FFP proposed community listening sessions in Harlem, the Bronx and Brooklyn necessary for the Community Action Plan report should also be used to seek community input in developing this policy agenda. One limitation of our report is that only the Bronx community listening session was held during the data collection period. Our overall research objective was to first document a detailed baseline of policy proposals and strategies, then to consolidate these into a limited number of policy goals allowing for the policy scan participants to rank goals, strategies and priorities.

An extensive 15-page list of specific policy proposals was identified through review of policy documents produced by NYC based Food and Fitness Partnership organizations that were available on those organization's websites, recent New York City legislative activity, and previous FFP work developing city-wide and local coalition priorities and additional document research. This cumulative list can be found in the Appendix. New York State legislative activity was also reviewed to identify potential areas of support. To reduce the number of policy options that various respondents were asked to rank, we used the rankings by the earlier survey of FFP participants on city-wide priorities to select proposals that were supported by at least 50% of the respondents in that earlier survey. These proposals were combined into overall policy goal areas.

Additional policy goal areas were synthesized from historical NYC Food and Fitness Partnership documents, public policy statements published by member organizations, and city and state legislation. This process resulted in a list of 15 policy goals, seven in food and eight in active living. Through a variety of mechanisms described below, different FFP constituent groups were then asked to select priorities from each list of goals. In a few cases, similar goals were combined into a single item as appropriate for the specific constituent group, anticipating a further process in which youth and community residents would then select priorities among these strategies.

**INITIAL FINDINGS**

The policy scan conducted for the FFP by M. Ackerman in December of 2008 recommended the development of a policy platform with a unified voice for future advocacy<sup>1</sup>. The Hunter Group addressed this recommendation by aiming first to collect partnership input on broad policy goals. With consensus on policy goals, the FFP can speak with a more unified voice and achieve synergies of action that might provide added value to the separate strategic activities of the three community coalitions, the action teams and the member organizations. At the same time, it should be noted that a policy platform does not preclude member organizations or partners from pursuing additional objectives, nor does it preclude tailoring policy goals to specific populations, communities, sectors, or emerging needs. Recommended policy goals and potential underlying strategies are suggested using three separate rating criteria: (1) the *perceived impact* of the proposed goal on population well-being; (2) the *feasibility* of the goal in light of political support, potential for community engagement, and the capacity of the FFP to achieve this goal; and (3) the *efficacy* of the proposed goal and strategy in achieving its objectives, as evidenced by recent summaries of peer-reviewed studies. In this section, we discuss policy goals selected by the constituents on the factors of impact and feasibility. Efficacy is discussed in the Policy Recommendations section.

Table 1 on the next page presents a summary of the rankings of the 15 policy recommendations using 10 different sources of information collected for this study. Appendix 1 describes the methods used to rate each source of information as a *yes*. Based on these results, we further assessed the following eight goals that were rated *yes* by at least one-half (5 out of 10) of the information sources.

<b>HEALTHY EATING</b>	<b>ACTIVE LIVING</b>
1. Increase access to healthy food.	5. Promote physical activity throughout New York City.
2. Reduce cost of healthy food.*	6. Increase safety of and access to neighborhood parks.
3. Reduce availability and promotion of unhealthy foods in schools and communities.	7. Increase opportunities for accessible and safe walking.
4. Improve food in schools and institutions.	8. Improve length and quality of physical activity and sports programs in schools

\*Based on conversation with FFP Steering Committee, in the short list recommendations, items 1 and 2 were combined into “Increase access to healthy and affordable food.”

**Table 1 Policy Goal Rankings**

<b>POLICY GOALS</b>	<i>Prior policy scan 12/08 -1-</i>	<i>Prior FFP survey 1/09 -2-</i>	<i>City legisl rank - 3-</i>	<i>State legisl rank - 4-</i>	<i>Open meetings -5-</i>	<i>FFP steering comm. survey -6-</i>	<i>Key informant surveys - 7-</i>	<i>Youth forum survey - 8-</i>	<i>Youth focus group -9-</i>	<i>Comty dot survey -10-</i>	<b>Total</b>
<b>FOOD</b>											
<i>Increase access to healthy food</i>	yes	yes		yes	yes	yes	yes	yes			7
<i>Reduce cost of healthy food</i>	yes	yes		yes		yes	yes		yes	yes	7
<i>Reduce availability &amp; promotion of unhealthy foods in schools &amp; communities</i>		yes		yes		yes	yes		yes	yes	6
<i>Increase opportunities for people to produce their own food</i>					yes			yes			2
<i>Connect health care and nutrition</i>											0
<i>Expand nutrition Education /information</i>	yes							yes			2
<i>Improve food served in schools and agencies</i>	yes	yes		yes	yes				yes	yes	6
<b>ACTIVE LIVING</b>											
<i>Promote physical activity</i>	yes	yes	yes	yes				yes			5
<i>Make physical activity programs more affordable</i>	yes								yes	yes	3
<i>Increase safety &amp; access to neighborhood parks</i>		yes		yes		yes	yes	yes			5
<i>Increase opportunities for accessible &amp; safe walking</i>		yes	yes		yes	yes	yes		yes	yes	7
<i>Increase opportunities for accessible and safe bicycling</i>		yes	yes				yes		yes		4

## ***ASSESSMENT OF IMPACT AND FEASIBILITY***

### ***Impact***

In this category, we considered the perceptions of various stakeholders as to the likelihood that the proposed strategies would have an impact on population well-being.

**Healthy Eating:** Two top policy goals emerged across constituents specifically surveyed on *importance*:

- Reduce Cost of Healthy Food
- Reduce Availability of Unhealthy Food

Across the constituencies and communities consulted for this report, the importance of reducing the cost of healthy food repeatedly emerged as a priority, perhaps especially because of the current economic crisis which has led to new financial pressures on low income communities. While improving access to healthy food was also an important priority, several participants pointed out that while access to fruits and vegetables has improved in their neighborhood, the improved access did not benefit them if they still could not afford to buy the fresh produce. Youth were also very concerned about the price of food. Some participants suggested making reduction of barriers for enrolling in food benefits (e.g., mandatory finger printing for Food Stamps) a priority.

The second main Healthy Eating goal endorsed by multiple constituencies was the importance of reducing the availability of unhealthy food. The earlier survey of FFP participants found that this was an important priority for groups working in schools and was also an issue in those working in the retail food system.

**Active Living:** Participants surveyed on importance identified two policy goals related to Active Living as especially important.

- Increase opportunities for accessible and safe walking.
- Improve length of time and quality of physical activity and sports programs in schools.

To encourage more physical activity, respondents ranked increased opportunities for walking as a priority—an assessment reinforced by expert opinion that walking more is an important goal for a broad cross-section of the adult population. The second ranked priority was to improve physical activity programs in public schools, an effective strategy for increasing physical activity among children and adolescents. Although improving neighborhood parks was another top priority of steering committee and key informants, community and youth participants were more interested in making physical activity programs more affordable. Finally, youth were more interested in biking than walking.

## ***FEASIBILITY: POLITICAL, COMMUNITY ENGAGEMENT, AND FFP CAPACITY***

In this category, we consider goals using three different dimensions of feasibility as assessed by Steering Committee members and key informants surveyed and the results of the Bronx community listening session: the level of political support, the potential for community engagement and the capacity of the FFP to achieve this goal. See Appendix 2.

### ***Political Support***

Goals perceived as most important were not necessarily those also selected as most feasible. For example, although reducing cost was considered of top importance, there was less enthusiasm about its feasibility in both policy goal outcome areas of Healthy Eating and Active Living.

**Healthy Eating:** Reducing cost, although a top priority, was not seen as a feasible strategy for healthy food. One commenter specifically said that reducing cost of healthy food was a bad idea to pursue, as there are no local subsidies available and it was politically not possible. Another key informant hoped that market forces of increased demand would help send prices down. The top three *feasible* healthy eating policy goal selections identified by Steering Committee members and key informants were:

**1. Increase Access to Healthy Food.** A common rationale for the feasibility of this goal was the significant level of current activity in this area. Additionally, as noted by a city council representative, political feasibility is enhanced when tied to upstate interests in increasing the market for NY State produce, a sentiment that was articulated by participants at the June 12<sup>th</sup> meeting of the NYS Food Policy Council in Harlem. Generally, increasing access to fruit and vegetables was seen as a more feasible strategy for achieving this goal than increasing the number of supermarkets, but the Steering Committee and key informant surveys were conducted for the most part prior to the May 16<sup>th</sup> announcement of the state's revolving loan fund and New York City's zoning and financial incentive programs (FRESH).<sup>2</sup> In a final conversation with FFP Steering Committee members, it was suggested to use the wording "Increase Access to Healthy and Affordable Food", the wording used in the Executive Summary. Not all participants agreed with this formulation but the majority seemed to agree that including "affordable" might help reach wider constituencies and to acknowledge the growing concern about the cost of food in the face of an economic crisis.

**2. Reduce Availability and Promotion of Unhealthy Food.** One respondent thought the partnership could be a really strong voice in reducing availability and promotion of unhealthy food because "this is something the city is politically years away from where we need to be.... the partnership could galvanize and really engage communities on this."

Although some informants advised that reducing fast food through zoning was not feasible in NYC due to city laws, others commented on how reducing availability of unhealthy food was already being done in schools by changing vending machine guidelines<sup>3</sup> and that the city could take additional steps in other city-leased machines because it is easiest to reduce unhealthy food in small areas. Parks and Recreation, for example, is looking to make a change at the end of the year when the current vending contract expires. Additionally, if establishing nutritional guidelines for vending machines is not feasible across all settings, improved healthy vending solutions now exist that could act as a bridge for the perceived need to maintain vending as a source of income<sup>4</sup>

**3. Expand nutrition education in schools and communities.** This policy goal was seen as much more feasible to achieve in communities, or in after-school programs, than within the school day. Several commented that schools were being asked to do too much already (some specifically referencing No Child Left Behind) and additional curriculum modifications would not be feasible. One individual pointed out that any school-based policy change efforts should be put on hold pending the upcoming State legislative renewal of mayoral control and the results of the 2009 mayoral election.

**Active Living:** Generally, cost was mentioned as a factor influencing feasibility and was a particular concern for the neighborhood parks policy goal. Some expressed concerns that budget-related reductions in policing might lead to less safe parks. Many participants also observed that it is more feasible to improve conditions within existing parks than to build new ones. Finally, as with food-related strategies,

areas that were already being addressed by various city agencies were deemed more feasible. The three most politically-feasible policy goals identified by steering committee members and key informants are:

**1. Increase opportunities for accessible and safe walking.** As one individual commented, every trip on public transportation begins with walking. Because walking is already part of the fabric of the urban environment and the infrastructure to do so already exists (albeit important to maintain and improve), increasing walking opportunities is seen as a feasible improvement.

**2. Promote active living.** Creating a comprehensive city plan for active living was seen as more feasible than either a media campaign (which although simple would cost money) or improving access to greenways. However, one participant noted that while creating a comprehensive plan sounds feasible enough, getting agencies to actually work together might be more problematic.

**3. Increase opportunities for accessible and safe bicycling.** Several key informants commented on the work being done by the current Department of transportation (DOT) commissioner focusing on safe walking and bicycling. It was also noted that plans were already in motion and work being done on these issues by the DOT, Transportation Alternatives (TransAlt) and PlaNYC, but that infrastructure needed to be supported by more programming. Additionally, the NYC city planning department recently posted a bike loan share program study.<sup>5</sup>

### ***Community Engagement***

Since the FFP is seeking to engage communities in working towards achieving policy goals, feasibility should account for the interests of the community in participating in this process. As one key informant noted, an important goal of the FFP process as a whole is the empowerment of low-income and minority communities. Accordingly, at the community listening session, participants were first asked to select which goals they felt were most important and then to select which strategies they wanted to pursue to achieve those goals. The strategies considered in this session were Bronx-specific, incorporating material from the Bronx Coalition, the Strategic Alliance for Health, and other documents, including material from the Bronx Borough President. Afterwards, the participants created several small groups in which they discussed what they could do.

**Healthy Eating:** Although both youth and adults considered reducing the cost of healthy food as the top food policy goal, the strategies proposed by prior FFP processes were not supported, namely, to increase enrollment of eligible people into the food stamp program (now known as the Supplemental Nutrition Assistance Program, or SNAP), and increase the number of farmers' markets that accept payment using the food stamp program's electronic benefits transfer (EBT) system. Instead, the top strategies selected were: 1) Support food-based (cooking, gardening, nutrition) education and chronic disease management programming in churches and other community organizations, and 2) Increase after-school nutrition/cooking/school garden/farm youth mentorship programs. In small group discussions, however, reducing the cost of healthy food was part of the group most people wanted to join.

**Active Living:** To maximize community engagement on active living, participants clearly identified a single goal as the priority: improve the length of time and quality of physical activity and sports programs in schools. The top strategy selected was to increase the number of before- and after-school programs.

***Food and Fitness Partnership Capacity and Support:*** The capability of the partnership is another important feasibility factor. Key informants who were members of the partnership were asked what they thought the partnership was capable of doing in the policy realm. A common theme among respondents was that something needed to change. Several discussed the government/ community partner mix. One thought that more buy-in from government partners was needed, as the key decision maker was not at the table, and that relationships needed to be expanded beyond the usual agencies. Another, however,

suggested less government presence, suggesting that the government presence limited the partnership's ability to advocate and conversely, the community presence required buy-in, making it more difficult for the government to move forward and said "Under the current structure, we cannot criticize government or anyone else, and it is limiting both advocacy and community engagement."

Generally, the ability of the partnership to bring groups together, with the potential of coordinating resources and services, was identified as a strength of the NYC FFP. Although it was noted that the partnership as structured cannot organize events, it could help get people to events and in that manner, increase visibility of food and fitness policy issues, albeit perhaps not a compelling way of "spending Kellogg money". One respondent commented that the FFP could really focus on community contact and getting feedback on implementation of various city projects – but then expressed concern that this might be considered programming rather than policy. Someone else noted that the partnership is actually not known well in the community and it is not seen as a key player in formulating policy.

To move forward with a policy agenda, other structural decisions may need to be made by the FFP, such as the desirability of leveraging advocacy policy work currently being done by the larger member organizations, or deciding if actions, such as letters of support, could be taken by the steering committee, a newly created policy committee, action teams, or a member identified as a policy monitor, on behalf of the entire partnership. For example, the partnership could have responded to the recent story in the *New York Times* about the new East Harlem Costco not taking food stamps.<sup>6</sup> Given the need to make such decisions to effectively advance any policy platform, we propose a simple, focused platform that can be expanded as capacity allows.

## ***DISCUSSION***

**Goals and Strategies: How Many?** When asked what the partnership was capable of, one respondent spoke directly about policy goals, commenting that the partnership could reasonably manage four goals, two for food and two for fitness. In addition to focusing on two goals each for food and fitness, each goal should have a reasonable number of strategies that the partnership could pursue at a city-wide level. Nonetheless, as pointed out by a respondent, subgroups could be working on additional specific items that supported the overall goals.

***Populations of Interest/Youth:*** The policy agenda should reflect for Kellogg's refined emphasis on children and vulnerable populations. Additionally, the NYC FFP places a strong emphasis on engaging youth to solicit not just their opinion, but to encourage their engagement in the process. Areas in which the youth perspective might be different than the adults should be accounted for.

***Sequencing the previously developed City-wide Priorities:*** With an eye toward balancing short-term wins with longer-term "stretch" goals, several factors can influence how the previously developed priorities might be sequenced most effectively, namely: general community interest, potential availability of cross-sector support, and current and potential policy windows. Although for purposes of creating a focused policy platform, we assessed only those city-wide priorities that were ranked as a first or second priority by more than 50% of those responding to that proposal, these factors could be applied to all of the previously identified city-wide priorities.

***Community Interest:*** At the community listening session, the attendees were asked: do you think either food or fitness is the most important issue for health in the South Bronx? Fourteen said food and seven said fitness. In that community at least, food was clearly the front runner. Given the current national obsession with all things related to food – from the White House garden to food safety – clearly this momentum could be leveraged.

One respondent also suggested the importance of incorporating a small scale change that a community wants into the larger role of creating change. To achieve this, it is important to identify a policy solution that is feasible, but satisfies the community. This may require some fine-tuning of the existing city-wide priorities developed by the Partnership. For example, it is clear that the policy goal of Reducing Cost of Healthy Food is an important issue to the community in which the listening session was conducted. However, although the current identified proposal of attacking the overall cost of food by providing benefits like food stamps is highly feasible, and provides other economic benefits to the community (such as money being spent in the local stores, etc.), the connection to overall food cost is not necessarily direct enough for this to be perceived as a solution to *cost* for the entire community. This was highlighted at the community listening session, as although both youth and adults considered Reduce Cost the top policy goal for Food, the identified strategies (increase enrollment of eligible people into SNAP and increase number of farmers' markets that accept EBT) were not selected as being of interest to pursue.

***Current macro-environment factors:*** The recommendation by M. Ackerman to create “a policy platform that advocates primarily for low- to no-cost measures, while accentuating the ultimate cost-savings of improving community health”<sup>7</sup> was echoed in respondent’s comments to our survey and interviews. One, in fact, “first looked for things that don’t cost money”. Many reduced their assessment of feasibility over money, particularly the most “unfeasible” active living goal of improving mass transit. Cost is an issue that can play a huge role in achieving success. For example, although the objective of ensuring that NYC schools meet the NY State requirement of 120 minutes a week for physical activity is important, the strategy of ensuring adequate gym space at each school requires a large capital commitment that may be harder to secure than funding for before-and after-school programming.

***Cross-sector support:*** Policy solutions that cut across several interests may be more likely to succeed and may gain support from organizations outside of the Partnership. For example, enhancement of after-school programming may be supported by youth development organizations, such as the New York State After School Network (NYSAN).<sup>8</sup>

***Current policy windows:*** Both food and fitness advocates are working on many fronts at city, State and national levels, although food seems more “visible” with extensive activity in conferences, Manhattan Borough President Scott Stringer’s Feb 27, 2009 “Food in the Public Interest” and May “Food Stat” report, the May 2<sup>nd</sup> Brooklyn Food Conference that more than 3,000 people attended, the Brooklyn Healthy Food Campaign’s “Food Summer” campaign, the recent state/city grocery store announcement, the White House garden, and the June 12 NY State Food Policy Session in Harlem. A general suggestion that addresses goals for both healthy food and active living would be to join the environmental movement to co-promote sustainable activity.

## ***POLICY RECOMMENDATIONS***

In this section, we present our recommendations by first discussing policy goals that scored high on both importance and feasibility from the surveyed constituents (see Appendix 2) and that are also supported by a clear guide of action from the community listening session and the City-Wide priority survey. We evaluate the potential efficacy of these priorities by a summary of recent peer-reviewed studies. Finally, we end with additional suggestions.

### **FOOD POLICY GOALS:**

#### **Recommended Policy Goals Scoring High on both Importance and Feasibility and with a Clear Guide to Action**

- **Reduce Availability and Promotion of Unhealthy Food**
- **Increase Access to Healthy and Affordable Food<sup>1</sup>**

#### **We also recommend**

- **Improve food served in schools and city agencies based on the strong youth interest in improving school lunch.** Because improving school lunch was not an already identified city-wide priority, we are suggesting a long term (5 year) strategy of advocating for increased reimbursement rates and other nutritional improvements to schools under the 2012 Farm Bill reauthorization.<sup>9</sup>

Additionally, we recommend further investigation of reducing the cost of healthy food as a policy goal, including the removal of barriers to enrollment in food benefit programs. Although reduced cost scored high on importance, it did not score high on feasibility. Although improving access to food benefits is very important, further investigation of politically feasible strategies and community perceptions may result in a more focused long-term strategy. The FFP should conduct additional research and possibly community forums to pursue the goal of Reducing Cost of Healthy Foods.

The already identified City-wide priorities for Reduce availability and promotion of unhealthy food and Increase access of healthy food are discussed below.

#### ➤ **Reduce Availability and Promotion of Unhealthy Food**

##### *City-Wide Priorities*

- Support city-wide vending guidelines to increase healthier options in existing vending machines across settings such as schools, rec centers, and non city-agency worksites. Note: In 2003, the New York City Public Schools eliminated candy, soda, and other snack foods from all vending machines; only water, 100% juice, and low-fat snacks can be sold.<sup>10</sup> Several counties in California and North Carolina have also implemented nutrition standards for vending machines located in facilities under their jurisdiction.<sup>11</sup> Reducing vending machine access to unhealthy snacks in settings other than schools in which children frequent such as recreational facilities supports the Kellogg focus on children. Although a true accounting of cost of adjusting city-wide contracts is outside the scope of this report, it seems likely that guidelines could be created with minimal cost and there is evidence that revenues can be maintained even when nutritionally dubious products are replaced with healthier items.<sup>12</sup>

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<sup>1</sup> Some participants reported that they believed that the term access included cost while others thought these were two separate concepts. As previously explained, here we include both terms to emphasize the importance of each.

- Reduce density of unhealthy food outlets in participating communities. In general, zoning was mentioned as one that was not feasible in NYC due to current city and state laws. However, at least six types of zoning restrictions have been used in other areas to regulate fast food or other unhealthy food outlets. Less restrictive is a ban on “formula” restaurants, defined by the municipality but often referring to chain restaurants. Alternatively, localities may confine fast food bans to certain areas rather than the entire city or county. Additional options include limiting the number of fast food outlets at any given time, restricting the density of fast food outlets, or regulating the distance between fast food outlets and schools, churches, or public recreational areas.<sup>13</sup> Another option, suggested by Manhattan Borough President Scott Stringer, is to take a market-oriented approach by eliminating tax subsidies for unhealthy food outlets. Although the current tax incentives were restricted in October 2008, national fast-food restaurants are still eligible for tax abatements in Harlem, the South Bronx and Central Brooklyn<sup>14</sup>

*Evidence of Efficacy:*

Rising obesity rates are linked to persuasive messages in the environment that encourage us to eat more and move less.<sup>15</sup> Since visibility and proximity are among the main factors of over-consumption,<sup>16</sup> it is likely that decreasing the promotion and availability of unhealthy food would lead to a healthier diet. An observational study in a London dental clinic found that socio-economic status and access to vending machines were found to have a significant effect on children’s sugar intakes, foods choices, and dental health and recommends the removal of vending machines from schools or at least installing 'healthy' machines.<sup>17</sup> Unfortunately, evaluation reviews of the health impact of reducing the availability of unhealthy food are not yet available.

**Reduce Availability and Promotion of Unhealthy Food Strategy Suggestions**

Short-term (2 years) focus on vending machine guidelines and facilitating the enforcement of existing regulations in schools. (Synergy is available here with the Strategic Alliance for Health). Long-term (5 years) work towards finding NYC appropriate fast food solutions. Consider supporting expanding the restrictions on tax incentives for fast food outlets. Additionally, we suggest continued monitoring of this policy window. With the appointment of Thomas Frieden, former head of the NYC Department of Health and Mental Hygiene to the U.S. Centers for Disease Control and Prevention, ideas such as the soda tax may become more politically feasible. In addition, Dr. Thomas Farley, the new NYC Health Commissioner, is an advocate of reducing promotion of unhealthy food.

➤ **Increase Access to Healthy Food**

*City-Wide Priorities*

- Develop a city-wide policy to encourage farmers’ markets and indoor public markets in all of the city’s lower-income and immigrant communities. Farmers Markets and/or co-ops (linked to NYS/area farms) at NYCHA complexes. Also “land use reform” and economic incentives for supermarket development. By emphasizing lower-income and immigrant communities, subsidized housing, and areas in dire need of supermarkets, such as East Harlem, these priorities all reflect the Kellogg focus on vulnerable populations.

### *Evidence of Efficacy*

There is mixed evidence that increasing access to supermarkets will lead people to eat healthier diets. Most studies that examine the relationship between the access people have to existing supermarkets and the quality of their diets suggests that increasing access to supermarkets may also lead to healthier eating.<sup>18</sup> However, access to supermarkets does not always ensure access to health-promoting foods at affordable prices. Stores in predominantly black neighborhoods carry fewer healthy foods than stores in predominantly white neighborhoods.<sup>19</sup> Other than access to supermarkets, a key issue may be the types, quality, and cost of foods sold in these stores.<sup>20</sup> To date, only a few studies have examined the impact of adding new supermarkets on eating habits, and these studies show mixed results. This suggests that increasing access to supermarkets may not lead to healthier eating.<sup>21 22</sup> At best, new supermarkets may slightly increase fruit and vegetable consumption for people who switch to shopping at the new store and who already eat two or fewer servings of fruits and vegetables a day.<sup>23</sup> Additionally, there is some evidence that farmers' markets encourage greater fruit and vegetable consumption than supermarkets. When WIC participants were given vouchers for fresh fruit and vegetables, there was an increased consumption sustained for 6 months after study termination; and that the increase was greater in those given farmer market vouchers than vouchers for supermarkets.<sup>24</sup>

However, supermarkets are an important political goal, and of great concern to target neighborhoods, particularly East Harlem.<sup>25</sup> A representative from city council commented that they get almost weekly calls about supermarkets. With the recent city/state announcement, this may seem well underway, but the FFP could still have an important role in supporting *meaningful* implementation. Increased numbers alone do not necessarily lead to improved access or convenience, as illustrated by the example of a new grocery store going in across the street from an existing one in the Northeast Bronx, threatening additional store closures elsewhere in the Bronx.<sup>26</sup>

#### **Increase Access to Healthy Food Strategy Suggestions:**

Support supermarket initiatives, particularly in ensuring meaningful implementation of recent city and state initiatives. Consider supporting the June 8, 2009 proposal by Manhattan Borough President Scott Stringer to require a food system assessment to be conducted in New York City's Environmental Quality Review process. However, focus efforts on city-wide policies to encourage farmers' markets and indoor public markets in the city's lower-income and immigrant communities. leveraging the current general interest in this trend, and long-term (5 years) towards farmers markets, coops, CSAs, linked to NYS/area farms at NYCHA complexes.

## ACTIVE LIVING GOALS:

### Recommended Policy Goals Scoring High on both Importance and Feasibility and With A Clear Guide to Action

- **Increase opportunities for accessible and safe walking** was the only goal that scored high on both importance and feasibility.

#### We also recommend

- **Increase safety and access to neighborhood parks**, based on relative importance by the steering committee and key informants as compared to promotion of physical activity.
- **Improve length of time and quality of physical activity and sports programs in schools**, based on a high score of importance. Recognizing, however, the low score on feasibility of improving within physical activity within the school day, we suggest developing a long-term (5 year) strategy to address the city-wide priority of increase the number and percentage of schools that deliver 120 minutes of physical education to students weekly. We also suggest the approach of focusing on after-school programs (described below) as it synergizes community interest and the FFP's interest in youth promotion, with working towards addressing physical activity within the school day as a long term strategy.

The already identified city-wide priorities for increasing opportunities for accessible and safe walking are discussed below, framed as daily active transportation.

- **Increase opportunities for accessible and safe walking**

#### *City-Wide Priorities*

Increase opportunities for daily active transportation, including but not limited to: walking paths (including creating and promoting at least one walking path in 75% of NYCHA residential communities by 2013), bike lanes, bike parking and facilities (including through increasing the amount of indoor and outdoor bike storage in new and existing buildings), pedestrian safety, and traffic calming especially in high traffic areas. Note: walking is a popular solution among adults, whereas youth are more interested in bicycling. Although these are both means of active transportation, these were assessed as separate policy goals because the decision-makers at both ends of the spectrum (policy-makers and users) constituted different groups. Focusing on creating walking paths in NYCHA communities and on bike lanes, parking and facilities specifically in areas frequented by children and youth, will reflect the Kellogg focus on vulnerable populations and on children.

#### *Evidence of Efficacy*

Recreational physical activity is inversely associated with cardiovascular risk, but there is less evidence about potential benefits of active commuting (daily active transportation) One meta-analysis found that active commuting was associated with an overall 11% reduction in cardiovascular risk, but that this association was stronger among women.<sup>27</sup> Another meta-analysis concluded that walking 30-60 extra minutes per week did not result in significant health outcome differences.<sup>28</sup> However, a recent review examining the effectiveness of active commuting in controlling obesity and improving cardiovascular health found that the recommended weekly energy expenditure requirement could be met by walking 1.2 miles in 22 minutes twice per day, 5 days per week or by cycling at 9.9 miles per hour for 11 minutes twice per day, 5 days as week, but that age must be considered, as level walking may provide an adequate intensity of effort in older adults, but fit younger adults may need to increase the walking pace, take a less level route, or cycle instead.<sup>29</sup>

- The City-wide priority on improving daily active transportation is important for low-income communities. Although recreation may have additional physiological benefits over sheer activity, time may not be available for recreation, even when the opportunity is free. An entry-level or low paying desk job most likely does not allow opportunities to break during the day to go to a gym class. As one key informant commented, “Unlike eating, people are able to not exercise.” Many people live and work in an environment in which activity through daily routine is simply not required. Although they may live or work on the second or third floor of a building, the existence of an elevator removes the requirement of taking the stairs to get to work or home. For those who cannot take advantage of using daily active transportation for commuting, something as simple as signs for stair locations and reminders are a low-cost way to help encourage *routine* active living. Active living is also a trip up the stairs, or a walk in the plaza.

**Increase Opportunities for Accessible and Safe Walking strategy suggestions:**

Continue to pursue the identified City-wide daily active transportation priorities, but focus any new efforts first on developing walking paths on NYCHA properties as synergy is possible for this goal with the Strategic Alliance for Health and this solution was a popular one at the community listening session.

- **Increase safety of and access to neighborhood parks.** Even though improving daily active transportation is an important means of potentially increasing physical activity for low-income communities, recreational activity may provide enhanced physical and psychological benefits. Being outdoors in natural surroundings is good for us psychologically and physically, and improves learning and concentration in children, including those with ADD.<sup>30 31</sup> And being physically active in natural surroundings (“green exercise”) seems to have added health benefits too.<sup>32</sup> Nonetheless, recognizing the difficulty of increasing park space in a dense urban neighborhood, one key informant pointed out that PlaNYC is developing open spaces, and plazas are ok, too. Another commented that a plaza may not encourage as much physical activity as a park, but may still provide an open space conducive to walking.

*Evidence of Efficacy* There is strong evidence that access to parks and trails increases exercise, in particular walking,<sup>33</sup> however, few studies specifically examine relationships between specific environmental factors and objective measures of physical activity.<sup>34</sup> Creation of, or enhanced access to places for physical activity can result in an increase of 25% in the number of people who exercise at least three times per week.<sup>35</sup> People get more physical activity if they have good access to specific places to exercise, such as parks, basketball courts, gyms and if their neighborhoods provide a high quality environment for outdoor activity.<sup>36</sup>

**Increase safety and access to neighborhood parks strategy suggestions:** We recommend developing a long-term (5-year) strategy plan. Possible elements include: 1. Make spending on parks mandatory rather than discretionary, particularly for the target neighborhoods, and 2) Explore alternative funding and public/community partnerships for monitoring and maintenance.

- **Improve length of time and quality of physical activity and sports programs in schools,** we specifically discuss here the approach of focusing on after-school programs, which synergizes community interest and the FFP’s interest in youth participation.

### *City-Wide Priorities*

- Work to expand after school programs to encourage increased physical activity
- Create youth mentorship programs in food and fitness education so youth can become peer educators, assist in lower schools for food and fitness work and mentor them for careers in this area
- Advocate for funding for after school food programs

### *Evidence of Efficacy*

Evidence is limited, but positive. A recent meta-analysis of after-school program impact on physical activity and fitness reviewed programs that measured outcomes in activity, fitness, body composition, blood lipids, psychosocial constructs and sedentary activities. Positive effect sizes were demonstrated for physical activity, physical fitness, body composition, and blood lipids.<sup>37</sup> Some evidence may be more supportive of improving physical activity than of healthy eating behaviors. A randomized controlled trial of the 2-year Healthy Youth Places (HYP) intervention measured the effectiveness of empowering adult and youth leaders to promote physical activity and fruit and vegetable consumption in middle schools, and found a significant change in physical activity compared to control schools but not in fruit and vegetable consumption.<sup>38</sup> Finally, the evidence includes an analysis that a health outcome improvement can be cost-effective. An obesity prevention program for third graders was conducted at a cost of \$956 per student for students who attended at least 40% of the intervention sessions. These students reduced their percentage of body fat by .76%. The study estimated that usual after-school care costs would be \$639 per student, so for these students, a significant reduction in percent body fat was achieved at a relatively low cost.<sup>39</sup>

### **Recommendation**

Work on all three of the related City-wide priorities. Consider partnering with the New York State Afterschool Network (NYSAN).

### ***ADDITIONAL RECOMMENDATIONS OF HUNTER RESEARCH TEAM***

The Hunter College Healthy Eating & Active Living Policy Group also recommends further investigation of

- *Improve Healthy Food Access specifically at bodegas:* Although bodegas didn't make the cut in the City-wide priorities; at the community listening session the interest in improving healthy food offerings at bodegas was actually slightly greater than increasing supermarket access. For those who do not live within walking distance of a grocery store, but can walk to a bodega, improving offerings at bodegas may not only encourage healthier eating but provide additional encouragement to adding activity (walking to the store) on a more frequent basis as part of a daily routine.
- *Youth* Consider expanding youth engagement programs to include undergraduate internships at various local colleges and universities. Youth college interns can help research and tap into community opinions.
- *Health Care Reform* Although improving the connection between health care and nutrition or physical activity was not reflected as a top priority or feasible in these research findings, a window of opportunity may open with health care reform.

## ***APPENDICES***

Appendix I: Policy Goal Rankings Summary and Overview

Appendix 2: Priorities of NYC Food and Fitness Partnership Survey assessed by feasibility, importance and community input

Appendix 3: Cumulative list of identified policy proposals

Appendix 4: Methods Documentation

## Appendix 1 Policy Goal Rankings Summary and Overview

<b>POLICY GOALS</b>	<i>Prior policy scan 12/08 -1-</i>	<i>Prior FFP survey 1/09 -2-</i>	City legisl ranking - 3-	State legisl ranking - 4-	Open meetings -5-	FFP steering comm. survey -6-	Key informant surveys - 7-	Youth forum survey - 8-	Youth focus groups -9-	Comty dot survey -10-	<b>Total</b>
<b>FOOD</b>											
Increase access to healthy food	yes	yes		yes	yes	yes	yes	yes			7
Reduce cost of healthy food	yes	yes		yes		yes	yes		yes	yes	7
Reduce availability and promotion of unhealthy foods in schools and communities		yes		yes		yes	yes		yes	yes	6
Increase opportunities for people to produce their own food					yes			yes			2
Connect health care and nutrition											0
Expand nutrition Education /information	yes							yes			2
Improve food served in schools and agencies	yes	yes		yes	yes				yes	yes	6
<b>ACTIVE LIVING</b>											
Promote physical activity	yes	yes	yes	yes				yes			5
Make physical activity programs more affordable	yes								yes	yes	3
Increase safety of and access to neighborhood parks		yes		yes		yes	yes	yes			5
Increase opportunities for accessible and safe walking		yes	yes		yes	yes	yes		yes	yes	7
Increase opportunities for accessible and safe bicycling		yes	yes				yes		yes		4
Improve length and quality of physical activity and sports programs in schools	yes	yes				yes	yes			yes	5
Connect health care and physical activity								yes			1
Expand education on active living in schools and communities		yes									1

## LEGEND FOR TABLE 1

### 1. M. Ackerman 12/08 Policy Scan *n=5 (organizations interviewed)*

Which policy goal areas have demonstrated availability of support based on member organization interviews

Indicator: Yes = 40% percent or more of organizations interviewed describing existing policy goals related to the policy goal areas.

### 2. FFNYC Food and Fitness Survey 1/09 *n=37*

Which policy goal areas have demonstrated availability of support based on the citywide priority ranking survey conducted by the NYC FFP.

Indicator: percent of FFP members surveyed ranking citywide priorities related to the policy goal areas as 1 or 2.

Yes = responses of 50% or greater are reported. In the case of multiple priorities under one policy goal area exceeding this cut off, the highest percentage is reported. The specific priorities are discussed in the main report.

### 3. City legislation ranking *n = 16*

Which policy goal areas have potential availability of support based on legislative activity?

Indicator: Number of laws, introductions and resolutions from 2008 to May 12, 2009 related to the policy goal areas.

Activity ranges from 1-5, average =3. Yes = 3 or greater.

### 4. State legislation ranking *n = 78*

Which policy goal areas have potential availability of support based on legislative activity?

Indicator: Number of bills from 2008 to May 12, 2009 related to the policy goal areas.

Activity ranges from 1-15, average = 6. Yes = 6 or greater.

### 5. Attendance at open community meetings *n= 8*

Which policy goal areas were discussed at open community meetings?

Indicator: Number of meetings and/or different organizations. Average = 2 (and natural break). Yes = 3 or greater.

### 6. FFP steering committee policy goal ranking exercise *n = 10*

What policy goal areas were selected as most important by steering committee members?

Indicator: Number of times selected as one of “most important” category. Note: The steering committee survey contained some policy goals that were rolled back up into the overall policy goal areas used for the community listening session, the youth session, and here in this table. Accordingly, these are individuated in the strategies summary. For purposes of counting the policy goal, these are averaged.

Average = 4. Yes = 4 or greater.

### 7. Key informant policy goal ranking exercise *n = 9*

What policy goal areas were selected as most important by key informants?

Indicator: Number of times selected as one of “most important” category. Note: The key informant survey contained some policy goals that were rolled back up into the overall policy goal areas used for the community listening session, the youth session, and here in this table. Accordingly, these are individuated in the strategies summary. For purposes of counting the policy goal, these are averaged.

Average = 4. Yes = 4 or greater.

### 8. Youth forum survey (Respondents not all youth) *n= 62 (responded to this question from 102 returned surveys)*

What would you like to change or make happen in your community that you think would result in the most impact on people’s health.

Responses were organized under appropriate policy goals, and could be coded to multiple goals.

Indicator: Yes – one of top three counts for policy goal areas in each category (food and fitness).

### 9. Youth focus group *n=8*

1. What is the most important policy goals area in food and in fitness?

Indicator: number of attendees selecting the policy goal areas as most important.

2. Rank top three policy goal areas in food and in fitness

Indicator: Score of results tallied with 3 = first choice, 2 = 2<sup>nd</sup> choice, 1 = 3<sup>rd</sup> choice.

Yes = 1/3<sup>rd</sup> or greater of attendees picked as most important policy goal or 1/3<sup>rd</sup> or greater of attendees ranked the policy goal among the top three.

### 10. Community policy dot survey from 5/21 listening session *n=30*

What policy goal areas were identified as the top two most important by attendees?

Indicator: number of votes (dots) for each policy goal area.

Yes = natural break creating top three goals. For food, yes = 10 or greater, for active living, yes = 9 or greater.

**APPENDIX 2: Priorities of NYC Food and Fitness Partnership Survey assessed by feasibility, importance and community input**

<b>Policy Goal</b>	<b>Importance</b>	<b>Feasibility</b>	<b>Partnership Policy Proposal</b> N=37 (not all questions answered) 23 of 49(43%) specific policy proposals were ranked as 1 or 2 by >50% of those responding to that proposal	Ranked as 1 or 2 by >50% of partnership respondents	Community <sup>2</sup> input from listening session strategy to pursue
<b><i>FOOD</i></b>					
Increase Access to Healthy Food (fruit & vegetables and supermarkets)	Med High	Yes	Develop a city-wide policy to encourage farmers' markets and indoor public markets in all of the city's lower-income and immigrant communities. Farmers Markets and/or co-ops (linked to NYS /areas farms) at NYCHA complexes. ("land use reform" and economic incentives for supermarket development	71%	Slightly more interest in farmers' markets than supermarkets
Reduce Cost of Healthy Food	High		Increase access and expand redemption of fruit and vegetable coupons such as FMNP, Health Bucks, WIC checks, etc	50%	Not preferred
			By 2013, increase to 90% the percentage of farmers' markets and food co-ops that accept EBT, WIC, and Health Bucks	56%	Not preferred
Reduce availability and promotion of unhealthy foods in schools and communities	High	Yes	Support citywide vending guidelines to increase healthier options in existing vending machines across settings (schools, rec centers, non city-agency worksites)	56%	Not asked about this strategy
			Reduce density of unhealthy food outlets in participating communities	53%	YES
Increase availability and reduce price of locally grown produce in low income neighborhoods	Low		Advocate for inclusion of food system measures in the PlaNYC Strategy	72%	n/a
			Advocate on behalf of food systems issues specifically to elected officials. Educate at least 3 elected officials on food systems by sending at least 3 written documents and building/growing personal relationships with City Council members and/or Borough Presidents and/or City Agency staff	58%	Interest in more community gardens

<sup>2</sup> Input based on dot survey conducted at community listening session

<b>ACTIVE LIVING</b>					
Make physical activity programs more affordable	Med		Increase the number of school playgrounds that are open –after school hours, as well as on the weekend and throughout the summer months –for physical activity.	78%	Not asked about this strategy
			Encourage employers to develop worksite wellness programs and make the worksite conducive to physical activity during the workday, i.e. walking clubs, develop a map of bike/walking path located near the worksite	70%	Not asked about this strategy
Improve length of time and quality of physical activity and sports programs in schools	High		Among schools that do not have adequate gyms or playgrounds, close streets adjacent to schools to create additional space for physical activity	56%	Not asked about this strategy
			Increase the number and percentage of schools that deliver 120 minutes of physical education to students weekly.	55%	YES
			Among elementary schools in target area, increase the number of classes doing at least 20 minutes of physical activity per day in the classroom using an established curriculum	55%	No interest in this strategy
			Host bi-annual principal forums (borough-specific) that will disclose the physical activity priorities set for schools via the Food and Fitness Partnership	52%	n/a
Increase opportunities for accessible and safe walking/ bicycling	High for walking, Med for biking	Yes	Increase opportunities for daily active transportation, including but not limited to: walking paths (including creating and promoting at least one walking path in 75% of NYCHA residential communities by 2013*), bike lanes, bike parking and facilities (including through increasing the amount of indoor and outdoor bike storage in new and existing buildings), pedestrian safety, and traffic calming especially in high traffic areas	71%	YES to NYCHA walking path  YES to bike lanes

			Advocate for funding for pedestrian and bike facilities	60%	Not asked about this strategy
			Improve safe and easy access by foot and bicycle to every NYC Park in all five boroughs	55%	n/a
			Develop commuting programs to incentivize use of public transit and cycling for daily transportation	68%	n/a
<b>FOOD/ACTIVE LIVING COMBINED</b>					
Expand Nutrition/Physical Activity Education in Communities and Schools	Low Overall but High in Community Listening Session	Yes	<b>Youth Programming</b>		YES to Youth Programming
			Advocate for funding for after school food programs (to conduct cross evaluations, using aligned evaluation instruments and protocols of the capacity building for sustainable food and fitness programs that would be funded for after school, as well as for the use by teachers in the school).	50%	
			Work to expand afterschool programs to encourage increased physical activity	74%	
			Create youth mentorship programs in food and fitness education so youth can become peer educators, assist in lower schools for food and fitness work and mentor them for careers in this area	62%	
			Increase students' access to school garden and urban farm based learning opportunities building physical activity (and nutrition education) into curriculum	52%	
			Host town hall meetings that allow our youth to speak directly with elected officials	61%	
			Synergize with education on environmental sustainability (e.g. active transportation, stair use rather than elevator and escalator use, tap water rather than bottled and canned caloric beverages, active recreation rather than TV viewing)	59%	
			Increase public awareness about the links between environmental sustainability and active living.	68%	n/a

Appendix 3: Cumulative List of Policy Proposals  
 POLICY GOAL REFERENCE DOCUMENT

POLICY AREAS	POLICY GOALS	SPECIFIC PROPOSALS
<b>HEALTHY, AFFORDABLE FOOD</b>		
<p><b><i>I. Access to healthy foods:</i></b></p>	<p><b>A. Increase supermarkets in target neighborhoods (SAH: Advocate for the preservation and maintenance of supermarkets)</b></p>	<ol style="list-style-type: none"> <li>1. Investigate opportunities to partner and use NYCHA space for markets/co-ops.</li> <li>2. Conduct review of other City-owned property to find additional opportunities to add healthy food retail outlets.</li> <li>3. Conduct needs assessment for target areas</li> <li>4. Develop food enterprise zones to attract new outlets with zoning and funding incentives (and maintain existing outlets)</li> <li>5. Conduct public transportation analysis for existing supermarkets; (in target areas) ensure any new supermarkets are built with public transit access in mind.</li> <li>6. Create supermarket shuttles; partner with supermarkets for low-access neighborhoods, seniors, disabled.</li> <li>7. Conduct supermarket access analysis for any new housing development; ensure that healthy food retail outlet will be available on site if necessary by considering floor area bonus or exemptions.</li> </ol>
	<p><b>B. Increase access to healthy foods in non-supermarket retail outlets</b></p>	<ol style="list-style-type: none"> <li>1. Expand Healthy Bodegas program (enhance capacity of small independent grocers/bodegas to carry more nutritious foods) (Support DHPO “Adopt a Bodega program” and connect CBOs, tenant associations, etc.) (Support DOHMH Star Bodega Initiative through City-wide incentivization (using LEED and GGHC activity, healthy food access, etc.)</li> <li>2. Create incentives and funding opportunities for food co-operatives (connect CBOs to South Bronx food co-op) (create food co-ops in North and Central Brooklyn)</li> <li>3. Improve healthy food options in restaurants</li> </ol>

	<p>C. Increase access to healthy foods for children and seniors.</p>	<p><b>CHILDREN:</b></p> <ol style="list-style-type: none"> <li>1. Advocate for increase in per pupil federal reimbursement rate for school meals; allowing for upgrade of equipment and food purchased.</li> <li>2. Advocate for increasing eligibility for free lunch to 185% of poverty level.</li> <li>3. Expand the city’s in-classroom universal free breakfast to as many schools as possible (to all the schools in the target areas) <b>(SAH: institute in-class breakfast in 50% of classrooms in target areas by 2013)</b></li> <li>4. Create universal lunch program</li> <li>5. Insure all schools in target areas (all elementary schools in target areas) have cooking-capable kitchens sufficient to serve number of students at school.</li> <li>6. Improve nutritional value of all foods available in schools</li> <li>7. Expand SchoolFood Garden to Cafeteria</li> <li>8. Increase number of open sites for Summer Food Service in target areas</li> <li>9. Increase usage of fresh foods for school meals and other agency meals (cooking rather than heating up) <b>(SAH: ensure salad bars are established and maintained in all elementary schools in target area by 2013)</b></li> </ol> <p><b>SENIORS:</b></p> <ol style="list-style-type: none"> <li>10. Ensure all senior citizen centers in target areas have a lunch program</li> </ol>
<p><b>II. Affordability of Healthy Foods</b></p>	<p>D. Ensure supermarkets in low-income areas are not overcharging on healthy foods.</p>	<ol style="list-style-type: none"> <li>1. Use public money to ensure that supermarkets in low-income areas can remain profitable but offer reasonable prices</li> </ol>
<p><b>III. Ubiquity of Unhealthy foods:</b></p>	<p>E. Decrease children’s access to unhealthy foods</p>	<ol style="list-style-type: none"> <li>1. Zoning laws around schools (Zoning ban on ice cream trucks and sweet vendors near schools)</li> <li>2. Prohibit unhealthy food (low-nutrient dense foods – high fat/high calorie/high sodium/high sugar) in schools <b>(SAH: decrease number of low-nutrient, high-calorie food in vending machines in schools by facilitating the enforcement of existing regulations. Decrease the number of low-nutrient, high-calorie food at school bake sales and other fund-raisers)</b></li> <li>3. Decrease number of vending machines in schools; prohibit vending machines in elementary schools</li> <li>4. <b>(SAH: Expand Wellness Councils implementation in elementary target area schools) and facilitate the assessment and development of school health policies using the School Health Index or similar in target area schools</b></li> </ol>
	<p>F. Discourage unhealthy food options in target neighborhoods (make unhealthy food less convenient)</p>	<ol style="list-style-type: none"> <li>1. Eliminate eligibility for ICAP funding; placing a cap on number of outlets, restricting development of new fast food establishments (in target areas)</li> <li>2. Create healthy food zones ( or “junk-free zones”) in schools, churches, health centers, etc. where unhealthy products are not sold, advertised or promoted.</li> </ol>

	<p>G. Reduce the promotion of unhealthy food</p>	<ol style="list-style-type: none"> <li>1. Restrict the advertising of unhealthy foods to children by reducing advertisements in stores near schools. (<i>Reduce promotion of low-nutrient, high caloric food in the proximity of 50% of schools</i>)</li> <li>2. Reduce television food advertising aimed at children.</li> <li>3. Reduce unhealthy food advertisements targeting racial/ethnic groups in target areas.</li> </ol>
	<p>H. Counter the effect of unhealthy food promotion</p>	<ol style="list-style-type: none"> <li>1. Create media literacy programs for children</li> <li>2. Expand funding to pay for meals of classroom staff (in Child and Adult Care Food Program) so staff can model healthy eating behavior.</li> <li>3. Require city agencies to adopt any provisions encouraged for communities and schools so as to model healthy food consumption (Support city-wide vending guidelines to increase healthier options in existing vending machines across settings (schools, rec centers, non city-agency worksites)</li> <li>4. Recognize the need to replace economic incentives of junk food in schools, etc., and encourage healthy food replacement through grants, improvement funds, tax breaks, low interest loans, etc.</li> </ol>
<p><b>IV. Cheapness of Unhealthy Foods *</b></p> <p><i>(note, this is also included in reducing food-related health disparities)</i></p>	<p>I. Provide less incentive to purchase unhealthy foods by increasing cost to consumer</p>	<ol style="list-style-type: none"> <li>1. Soda Tax</li> </ol>
<p><b>V. Access to fresh produce:</b></p>	<p>J. Increase numbers of venues selling fresh produce in target area.</p>	<ol style="list-style-type: none"> <li>1. Expand GreenCart program</li> <li>2. Reintroduce produce to Healthy Bodega program with highly informed, partnered, targeted program. (Connect local bodegas to direct fruit and vegetable resources such as farmers' markets and or terminal market distribution programs)</li> <li>3. Foster creation of year-round indoor markets on NYCHA property where independent vendors can rent booths to sell produce; quality pre-made meals/food.</li> <li>4. Support new farmers' markets and CSA's with start up funds and technical assistance.</li> <li>5. <i>(SAH: Advocate for the preservation and maintenance of supermarkets)</i></li> </ol>

<b>VI. Affordability of fresh produce</b>	<b>K. Promote EBT /Health Bucks access at farmers' markets</b>	1. Create targeted promotional campaign 2. Fund universal EBT machine access (market-operated) to increase percentage of farmers' markets that accept EBT ( <i>SAH: By 2013, increase to 90% the percentage of farmers markets that accept EBT</i> ) 3. Expand Health Bucks, seek additional matching from state, expand food stamp acceptance to CSAs
	<b>L. Increase utilization of government food assistance programs</b>	1. Improve take-up rate; equip senior and community centers to enroll, streamline enrollment, eliminated need for face-to-face interviews, permit telephone certification 2. Update inconsistent eligibility criteria for government programs (e.g. federal poverty measure is no longer sufficient) 3. Expand public education campaign and volunteer efforts to enroll people in Food Stamps( <i>Food Summer</i> )( <i>SAH: Increase enrollment of eligible people into food stamps</i> )
	<b>M. Expand and update benefits for government food assistance programs</b>	1. Update benefit allocations to ensure consistent access to nutritious foods (inconsistent access is linked to childhood obesity) 2. Reauthorize and improve Child Nutrition programs 3. Provide universal in-class room school breakfast and universal school lunches. (support schools through application/outreach to increase schools offering Universal Free Lunch) 4. Increased reimbursement to school districts that provide healthier food. 5. Increase reimbursements to after-school, summer meal providers. (Identify ideal meal site and increase program promotion_ 6. Make WIC an entitlement and fund nutritional improvements. 7. Reduce paperwork for WIC
	<b>N. Reduce prices for fresh produce at bodegas and corner stores</b>	1. Subsidize produce sales at bodegas to make affordable
<b>VI. Access to locally grown fresh produce and other healthy foods.</b>	<b>O. Support community food security and fresh produce access by improving ability for the community to grow produce locally.</b>	1. Improve permanence status for community gardens by seeking park status. 2. Use creative conversion of vacant lots and abandoned property to increase number of community gardens 3. Develop community gardens on NYCHA parks, schools and other city owned land. 4. Modify beekeeping law. 5. Promote urban hen law. 6. City research and support on appropriate urban agriculture; incentives for backyard/rooftop gardening.

	P. Support the supply of locally grown produce through supporting regional agriculture	<ol style="list-style-type: none"> <li>1. Create incentives for New York farmers to make healthy foods more available in NYC (regional wholesale farmers’ market that provides infrastructure and permanency) (long –term leases for spaces) (modern, green Produce Terminal Market at Hunt’s Point)</li> <li>2. Identify neighborhood space for fresh food storage to increase reach of food distribution network.</li> <li>3. Advocate for inclusion of food system measures in the PlaNYC strategy</li> </ol>
<b>2. OPPORTUNITIES FOR ACTIVE LIVING</b>		
<b>NOTE:</b> Items marked with * also seek to reduce disparities in opportunities for active living		
<b>VII. Overall Planning:</b>	Q. Develop long-term cohesive and comprehensive city plan for active living	<ol style="list-style-type: none"> <li>1. Integrate greenway/waterfront with transportation and overall parks planning.</li> <li>2. Create city-wide director of long-term planning and sustainability</li> <li>3. Create a multidisciplinary task force on physical activity</li> <li>4. Align DOT reporting and other responsibilities to promote non-motorized traffic</li> </ol>
	Q.1 Synergize with greening and environmental sustainability efforts, such as PlaNYC.	<ol style="list-style-type: none"> <li>1. use of active living relevant LEED certification points (e.g. community connectivity and walkability point, bike storage and shower facilities point, proximity to public transit point)</li> <li>2. Creating walking paths when green spaces are created, and vice versa.</li> <li>3. Increase public awareness about the links between environmental sustainability and active living.</li> </ol>
<b>VIII. Fitness reminders:</b>	R. Sponsor media campaigns that highlight opportunities for physical activities	<ol style="list-style-type: none"> <li>1. Develop promotional reminders (take the stairs, etc.)</li> <li>2. post signs indicating location of stairs/stairwells.</li> <li>3. Create a city-wide, user-friendly database of youth-serving (infant to early adult) active recreation resources that are mapped by geography.</li> </ol>
<b>IX. Structural deficiencies</b>	S. Improve access to and amenities in greenways and waterfront.	<ol style="list-style-type: none"> <li>1. Integrate greenway/waterfront with transportation and overall parks planning.</li> <li>2. Make greenway/waterfront accessible to pedestrians via attractive tree-lined streets and connect to public transportation</li> <li>3. Ensure that park planning incorporate needs of older adults, such as accommodating wheelchairs, increased benches, and restroom facilities.</li> </ol>
	S.1. Improve access to and aesthetics in residential and commercial stairways.	<ol style="list-style-type: none"> <li>1. increasing stair access in residential and commercial buildings; improving stair conditions and aesthetics (and location and visibility in new buildings and major renovations);</li> </ol>

<p><b>X.</b> <b>Affordable:</b></p>	<p>T. Ensure that physical activity opportunities are affordable and promote</p>	<ol style="list-style-type: none"> <li>1. Increase number of fitness and sports facilities available at little or no cost. (increase staff and equipment funding for programs) (increase community advertising of existing fitness programs, including Beacon programs</li> <li>2. Utilize existing public facilities for physical activity.</li> <li>3. Open and promote to recreational public facilities in schools and universities.</li> <li>4. Provide incentives for buildings with existing interior spaces that could be utilized by seniors for safe walking to be opened up outside business hours.</li> <li>5. Open up school yards outside of school hours to increase space available for activities.</li> <li>6. Expand Playstreets program</li> <li>7. Increase street closures (such as the Broadway/Manhattan summer streets program) and in parks. Close the streets in Crotona Park on weekends and during the summers. <b><i>(SAH: By 2013, create 2 part-time pedestrian parks – car-free recreational corridor) one each in Bronx and East/Central Harlem)</i></b></li> <li>8. Expand and promote park recreation programs, particularly Shape Up in areas without a recreation center.</li> <li>9. Expand Shape Up to schools, public housing in target areas. <b><i>(SAH: by 2013 double the number of sites where SHAPE UP, NY! classes are offered.)</i></b></li> <li>10. Pass legislation (state/city) that provides incentives (public funding and/or tax incentives) for employers to develop workplace wellness programs. (keep needs of smaller employer in mind)</li> <li>11. advocate for insurance providers to reduce premiums or deductibles to individuals engaging in employer-based wellness programs.</li> <li>12. Mandate that public housing and major new housing developments, including those serving seniors and those with disabilities incorporate physical activity facilities and programs.</li> <li>13. Partner with faith-based organizations to increase free/low cost opportunities.</li> <li>14. Improve safe and easy access by foot and bicycle to every NYC Park in all five boroughs.</li> <li>15. Develop additional Mommy and Me classes for Neighborhood WIC Centers</li> </ol>
<p><b>XI.</b> <b>Neighborhood Access to Parks:</b></p>	<p>U. Ensure that target neighborhoods have enough parks and/or parks that are clean and safe enough to use.* and promote neighborhood parks</p>	<ol style="list-style-type: none"> <li>1. Make spending on parks is mandatory rather than discretionary, to reduce erratic stream of funding</li> <li>2. Mandate park funding for target areas.</li> <li>3. Explore alternative funding such as enabling parks to benefit from the increase in surrounding property value generated and local public finance ballot measures.</li> <li>4. Create additional park maps for Neighborhood WIC clients.</li> </ol>

<b>XII. Public Transportation Access to Parks:</b>	V. Improve public transportation for seniors to help them to stay active	1. Conduct public transportation analysis from existing target areas (particularly neighborhood with high concentrations of senior) to public recreation areas,
<b>XIII. Safety:</b>	W. Ensure that physical activity opportunities are safe so that people are comfortable using them.*	<ol style="list-style-type: none"> <li>1. Increase number of smaller, neighborhood –based opportunities that community is engaged in actively monitoring (NYCHA walking paths might be example of this)</li> <li>2. Expand traffic calming measures, close streets during certain hours.</li> <li>3. Enforce 30 mph speed limit, and reduce to 15 in specific areas</li> <li>4. Increase DOT funding and accountability for safety inspections and improvements at intersections with high number of pedestrian injury and fatalities.</li> <li>5. Ensure that recreational facilities are safe and feel safe; increase security guards, encourage community monitoring, create distinct, buffered times for youth, adult, senior usage.</li> <li>6. Make park maintenance and safety in target areas a priority.*.</li> </ol>
	X. Increase opportunities for senior citizens to stay safely active	<ol style="list-style-type: none"> <li>1. Adjust traffic signal timing in pedestrian areas used by seniors.</li> <li>2. Change traffic signals to talking signals or visible countdown. (Expand DOT Streets for Seniors)</li> <li>3. Ensure sidewalks are repaired and cleaned (de-iced/shoveled promptly) to avoid fall and injury for seniors.</li> <li>4. Add benches for resting and to use as support while walking.</li> <li>5. Ensure areas of parks are available to seniors that do not emphasize active recreation and allow for slower walking.</li> <li>6. Develop low-impact spaces for recreation</li> </ol>
	Y. Ensure children can walk to school safely	<ol style="list-style-type: none"> <li>1. Expand Safe Routes to Schools.</li> <li>2. Conduct traffic studies around schools and install calming measures</li> </ol>
<b>IX. Walking</b>	Z. Increase opportunities for walking	<ol style="list-style-type: none"> <li>1. Add and maintain trails in parks</li> <li>2. Create and promote walking paths in NYCHA residences (<b><i>SAH: By 2013, create and promote at least one walking path in 75% of NYCHA residences in target area.</i></b>)</li> <li>3. Create new walking paths in target areas. (<b><i>SAH: By 2013, create four new walking paths in target area</i></b>)</li> </ol>
	Aa. Make parks and recreation areas accessible to pedestrians	<ol style="list-style-type: none"> <li>1. Develop a safe, pedestrian accessible route from the South Bronx to Randall’s island. (<b><i>SAH: By 2013, enhance access to Randall’s Island</i></b>)</li> </ol>
	Bb. Encourage walking	<ol style="list-style-type: none"> <li>2. Develop and enforce standards for parks/greenways to have soft surfaces for walking/running</li> <li>3. Codify DOT street design standard that make walking environments comfortable (people over cars)</li> <li>4. Encourage parent associations to organize walk to school campaigns</li> <li>5. Organize fitness walking clubs</li> </ol>

<p><b>XIV. Physical Education:</b></p>	<p>Cc. Facilitate NYC schools meeting New York State standards for amount of physical activity (<b>CP: Increase the number and percentage of schools that deliver 120 minutes of physical activity to students weekly</b>)</p>	<ol style="list-style-type: none"> <li>1. Modify DOE’s wellness policy to mandate, rather than encourage, that schools meet the NYS standards.</li> <li>2. Increase capital funding to ensure each school has adequate gymnasiums, not multi-purpose room.</li> <li>3. Increase funding for certified PE teachers</li> <li>4. Close off streets to traffic to allow for outside activities at schools. (<b>SAH: among schools that do not have adequate gyms or playgrounds, close streets adjacent to schools to create additional space for physical activity</b>)</li> <li>5. Increase usage of established curriculums in elementary schools. (<b>SAH: increase number of classes in target area elementary schools doing at least 20 minutes of physical activity per day in class room using established curriculum to 70% by 2013</b>)</li> <li>6. (<b>SAH: Expand Wellness Councils implementation in elementary target area schools</b>) and facilitate the assessment and development of school health policies using the School Health Index or similar in target area schools</li> <li>7. Host bi-annual principal forums</li> </ol>
<p><b>XV. Out-of-school time programs</b></p>	<p>Dd. Facilitate opportunities for students to reach necessary 120 minutes of activity per week (<b>SAH: maintain or increase opportunities to accumulate physical activity minutes before and after school in 70% of elementary schools</b>)</p>	<ol style="list-style-type: none"> <li>1. Add a DOE Deputy Chancellor and create Office for Out-of-Time Schools programs.</li> <li>2. Add out-of-school time programs, ensure schools have enough space for programs, and make schools accountable.</li> <li>3. Require DOE and DYCD need to pool their financial resources and coordinate for better out-of-schools time programs (combine oversight under one entity)</li> <li>4. Increase partnerships with community organizations</li> </ol>
<p><b>XVI. Sports</b></p>	<p>Ee. Increase opportunities for school children to play sports.</p>	<ol style="list-style-type: none"> <li>1. Ensure all high schools (or all high schools in the target area) offer either Public School Athletic sports, intramural sports, or a combination of the two.</li> </ol>
<p><b>XVII. Cycling:</b></p>	<p>Ff. Increase/encourage cycling recreational opportunities</p>	<ol style="list-style-type: none"> <li>1. Add bicycle parking to parks, playgrounds and other recreational facilities.</li> <li>2. Increase number of bike lanes (by implementing the Bronx Greenway) (by establishing bike lanes in high traffic areas – Fordham Rd)</li> <li>3. Add trails for biking in parks</li> <li>4. Increase bicycle rack parking in neighborhood accessed by Greenways.</li> <li>5. Develop and enforce park/greenway standards for biking surfaces</li> <li>6. Raise awareness of the CITYRACKS program (DOT)</li> <li>7. Organize monthly rides in DPHO neighborhoods to share experience of biking on city streets</li> </ol>
	<p>Gg. Increase/encourage cycling as commuting</p>	<ol style="list-style-type: none"> <li>1. Add secure bike racks to subway/ train stations, bus transfer stops, parking garages, universities and at workplaces</li> <li>2. Develop commuting programs to incentivize use of</li> </ol>

		public transit and cycling for daily transportation.
	Hh. Increase cycling opportunities for seniors	1. Make bicycle paths more age-friendly
	Ii. Increase awareness of existing regulations and benefits of new regulations	1. Increase public awareness of traffic laws and shared road space for drivers, cyclists, and pedestrians
<b>ADDRESSING FOOD RELATED HEALTH DISPARITIES</b>		
<b><i>XVIII. Health Insurance:</i></b>	Ii. Expand insurance and Medicaid coverage for prevention and nutrition education and counseling	<ol style="list-style-type: none"> <li>1. Offer incentives through private insurance, SCHIP, Medicaid and Medicare to cover nutritional counseling and healthy life style options (discount/reimbursement for gym membership or participation in program like Shape-Up)</li> <li>2. Increase Medicaid funding for diabetes management programs</li> <li>3. Require insurance companies in New York State to cover diabetes care and supplies (such as test strips and medicines are at affordable rates)</li> <li>4. Require insurance companies to cover other prevention services such visits to podiatrist.</li> </ol>
<b><i>XIX. Nutrition and Health Education</i></b>	Jj. Increase awareness of role of diet on health	<ol style="list-style-type: none"> <li>1. Require and enforce nutrition and health education throughout all school grades (in target areas) (using standardized curricula)</li> <li>2. Enlist the city education and youth agencies to increase after-school nutrition education opportunities. Advocate for funding for after school food programs (to conduct cross evaluations, using aligned evaluation instruments and protocols of the capacity building for sustainable food and fitness programs that would be funded for after school, as well as for the use by teachers in the school).</li> <li>3. Expand nutritional education components of government food assistance programs</li> <li>4. Expand WIC peer counseling programs to promote breastfeeding</li> <li>5. Expand community education in target areas to help inform consumers about where to access healthy food, provide menu-planning tips, etc. (connect farmers' markets with consistent established health/nutrition educators - Seek funding for food education support at Farmers' Markets in all parts of city, with DPHO areas a priority )</li> <li>6. Reauthorize/Improve Federal Child Nutrition Program to add funding for local nutrition co-coordinators and education.</li> <li>7. Tax high-calories sweetened beverages and other low nutrient foods to fund nutrition education in target areas.</li> <li>8. Conduct intensive media and community educational campaigns on diabetes prevention and management in target areas</li> <li>9. Support faith-based organizations to establish</li> </ol>

		<p>diabetes and other chronic disease management programs</p> <p>10. Expand healthy food option labeling efforts in restaurants.</p> <p>11. Raise awareness of benefits of physical activity (to encourage resident advocacy for more programs)</p> <p>12. Raise awareness of benefits of community gardens and farmers markets</p> <p>13. Increase students’ access to school garden and urban farm-based learning opportunities building physical activity (and nutrition education) into curriculum.</p> <p>14. improve the number of, quality of, and evaluation of Nutrition Education in youth settings, family settings, and older adult settings.</p> <p>15. Encourage worksites to partner with food service establishments within and surrounding the worksite to offer healthy foods and post calorie/ health information next to food choices, Encourage worksites to establish policies for the organization regarding food for meetings and other events (appropriate portion size; healthier options; limiting salt, sugar, fats).</p>
	<p><b>Kk.</b> Increase awareness of the health benefits of whole, unprocessed food and the options for incorporating into diet.</p>	<p>1. Offer culinary training (cooking classes) on preparation of whole, unprocessed foods to children, youth, families, seniors (in target areas)</p> <p>2. Offer cooking demonstrations in various venues</p>
<p><b>XX. Health Care:</b></p>	<p><b>Ll.</b> Reduce housing segregation in NYC to reduce isolation of vulnerable populations more likely to have trouble managing disease and complications</p>	<p>1. Ensure these communities have available, affordable health care providers who understand the communities and can offer services such as nutritional counseling and disease management education, including specialists such as podiatrists and mental health providers. 2. Increase funding of community health centers*</p> <p>3. Expand health literacy programs (in target areas)*</p>
	<p><b>Mm.</b> Ensure that chronic disease management allows food and nutrition as core component</p>	<p>1. Reinstate food and nutrition as a core service covered by Ryan White funding.</p>

<p><b>XXI. Affordable healthy food; Green Collar Jobs</b></p>	<p>Nn. Strive for a long term solution in low-income communities to create true access to affordable healthy food.</p>	<ol style="list-style-type: none"> <li>1. Improve employment and wages.</li> <li>2. Encourage food retailers to enter low-income communities and create living wage jobs with benefits. (Food Enterprise zones is one method)</li> <li>3. Create partnerships throughout food system (agriculture, retail etc.). Investing in infrastructure (wholesale farmers’ market) will create more local jobs.</li> <li>4. Commit ICAP funding to food retailers in target communities,</li> <li>5. Exempt these retailers from business taxes, dedicate public financing or micro loans to community food partnerships.</li> <li>6. Create financial incentives for small-scale food processing within the food-shed</li> <li>7. Ensure farms with fewer than eight employees have basic labor rights, such as minimum wage, overtimes, the right to organize, and workers comp.</li> <li>8. Create a job incubator program in connection with urban agriculture</li> <li>9. Create youth mentorship programs in food and fitness education so youth can become peer educators, assist in lower schools for food and fitness work and mentor them for careers in this area.</li> <li>10. Creating school farms, where feasible (school kids maintain farms and use the produce; empty lots near schools could be converted to farms etc.). Currently, DOE is working on this and it can be tied into School Wellness Council activities</li> </ol>
<p><b>YOUTH INPUT</b></p>		
<p><b>Youth</b></p>	<p>Input into political process</p>	<p>Host town hall meetings that allow our youth to speak directly with elected officials</p>
<p><b>Youth, College Student</b></p>	<p>Input into continued priority setting</p>	<p>Set up internship program for undergrad students living in the target communities (and other low-income, immigrant, underserved areas) to elicit community priorities and solutions (see above youth mentor thing)</p>

## Appendix 4

### METHODS: RESEARCH COMPONENTS

- I. Development of Baseline Policy Reference (synthesis of priorities into overarching thematic goals)
  - A. Legislation review
  - B. NYC-based partnership member’s web publications review
  - C. Review of previous Partnership priorities and ranking development
- II. Open Community Meeting Attendance
- III. Youth Data:
  - A. Forum Survey
  - B. Youth Visioning Session
  - C. Youth Policy Work Shop
- IV. Policy Ranking Survey
- V. Key Informant Interviews
- VI. Community Listening Session

#### Sub-Appendices

1. NY State Legislation Detail
2. NYC Food and Fitness Partnership Membership Policy Documents Reviewed
3. Interview Chart from 12/2008 Policy Scan
4. Community Meetings Attended
5. Youth Forum Survey Data
6. Policy Ranking Survey: Steering Committee Members and Key Informants

#### I. *Development of Baseline Policy Reference*

**Overview:** An extensive fifteen-page list of specific policy proposals was identified through reading policy documents produced by Food and Fitness Partnership organizations available on those organization’s websites, recent New York City legislation and previous Partnership and Coalition priority development. These specific proposals were grouped together under the general policy goal the proposals were aiming to achieve, such as “Increase Supermarkets.”

The researchers further aggregated the policy goals for the purpose of soliciting feedback from Partnership Steering Committee members, key informants and community residents. A document asking targeted constituents to select policy goals was created. One version was used for the Partnership and key informants and a second for community residents/youth in order to frame the policy goals with appropriate underlying strategies.

**A. Legislation Review: New York City**

**Indicator:** Law (L) introductions (I) and resolutions (R) relating to policy goals n=16  
**Source of Data:** <http://www.nycouncil.info/html/legislation/legislation.cfm>  
**Time Span:** 2008 – May 12, 2009 (laws and introductions); 2009 – May 12, 2009 (resolutions)  
**Methods:** Reviewed each entry on website during indicated time period.  
**Note:** *Chart does not indicate strength of focus of underlying document. See appendix I.*

**HEALTHY FOOD**

*Increase access to healthy food*

- A. *Increase access to fresh fruit and vegetables* **L**
- B. *Increase supermarkets*
- C. *Increase availability of locally grown produce in low-income neighborhoods*

*Reduce cost of healthy food*

*Reduce availability and promotion of unhealthy foods in schools and communities* **R**

*Increase opportunities for people to produce their own food* **IR**

*Connect health care and nutrition*

- A. *Mandate health insurance to cover nutrition counseling*
- B. *Establish chronic disease management programs that include nutrition counseling and groups*

*Expand nutrition education/information in schools and communities*

*Improve food served in schools and agencies*

**ACTIVE LIVING**

*Promote physical activity*

- A. *Create Comprehensive City Plan* **L**
- B. *Improve access to greenways, waterways* **L**
- C. *Quality of public space, playground* **II**
- D. *Sponsor media campaigns*

*Make physical activity programs more affordable*

*Increase safety of and access to parks*

- A. *Safety*
- B. *Access*

*Increase opportunities for accessible and safe walking* **LLIII**

*Increase opportunities for accessible and safe bicycling* **LLIII**

*Improve length and quality of physical activity and sports programs in schools* **R**

*Connect health care and physical activity*

- A. *Mandate health insurance to cover physical activity counseling*
- B. *Establish chronic disease management programs including physical activity counseling and groups.*

*Expand education on benefits of active living in schools and communities*

## *Legislation Review: New York State*

**Indicator:** Law, introductions and resolutions relating to policy goals n = 78

**Source of Data:**

- The New York State Legislature database: <http://public.leginfo.state.ny.us/menuf.cgi>.
- Two databases used by the CDC -- division of Nutrition and Physical Activity

**CDC:** <http://apps.nccd.cdc.gov/DNPALeg/index.asp>

**National Conference of State Legislatures: Healthy Community Design and Access to Healthy Food Legislation Database**

[http://www.ncsl.org/programs/enviro/healthyCommunity/healthycommunity\\_bills.cfm](http://www.ncsl.org/programs/enviro/healthyCommunity/healthycommunity_bills.cfm)

**Time Span:** 2009 – May 12, 2009

**Methods: 2009:**

- Laws: Searched “Chapter List” for relevant bills enacted into law in 2009. As of May 12, 2009 59 have been enacted, mostly budget related. These were not reviewed for impact. ***Only 1 is relevant, A738, enacted on April 28, 2009. Increasing the number of intersection from 10 to 150 that can have traffic-control signal photo violation-monitoring devices***. During same period of time, two bills were vetoed, neither relevant.
- Bills: Searched New York State Legislature database using key words Nutrition, Food, Obesity, Diabetes, Physical Activity, Recreation, Parks, Walking, Cycling. Results were combined, duplicates removed, and then reviewed to remove bills that are not relevant to the FFP outcomes.
- Cross-checked search by using full list available in the National Conference of State Legislatures: Healthy Community Design and Access to Healthy Food Legislation Database.

**2008:**

- Searched CDC database by New York State for years 2008. Did not use keywords, as the database contains only legislation related to nutrition and physical activity topics. Checked status by bill number using the New York State Legislature database

**Key Findings:**

- The topic most commonly introduced under Food is reducing availability and promotion of unhealthy foods in schools and communities with 11 bills; however 9 of these are variants of a combination of (or addressing solo) calorie labeling, ingredient information and prohibitions on transfat in restaurants.
- Active Living is heavily weighted towards increasing access to greenways, waterfront, parks and improving safety, number and quality of parks.

### State Legislation Chart

Chart below identifies number of bills introduced related to topic (a bill can be entered under more than one topic), and like city chart, does not address strength; see appendix for list

<b>HEALTHY FOOD</b>
Increase access to healthy food <b>8</b> A. Increase access to fresh fruit and vegetables B. Increase supermarkets <b>2</b> C. Increase availability of locally grown produce in low-income neighborhoods
Reduce cost of healthy food <b>7</b>
Reduce availability and promotion of unhealthy foods in schools and communities <b>11</b> <b>(most are calorie labeling/transfat)</b>
Increase opportunities for people to produce their own food <b>5</b> <b>(with another 4 related to increasing availability and reduce price of locally grown produce)</b>
Connect health care and nutrition <b>6</b> A. Mandate health insurance to cover nutrition counseling B. Establish chronic disease management programs that include nutrition counseling and groups
Expand nutrition education/information in schools and communities <b>5</b>
Improve food served in schools and agencies <b>7</b>
<b>ACTIVE LIVING</b>
Promote physical activity E. Create Comprehensive City Plan <b>2 (tangential)</b> F. Improve access to greenways, waterways <b>7</b> G. Quality of public space, playground <b>2</b> H. Sponsor media campaigns <b>1(vetoed)</b>
Make physical activity programs more affordable <b>4</b>
Increase safety of and access to parks C. Safety <b>4</b> D. Access <b>5 (funding/land that would support number)</b>
Increase opportunities for accessible and safe walking <b>1</b>
Increase opportunities for accessible and safe bicycling <b>3</b>
Improve length and quality of physical activity and sports programs in schools <b>4</b>
Connect health care and physical activity <b>2</b> A. Mandate health insurance to cover physical activity counseling B. Establish chronic disease management programs including physical activity counseling and groups.
Expand education on benefits of active living in schools and communities

## B. NYC-based partnership member's web publications review

**Indicator:** Policy documents published from 2007 – March 2009 from NYC-based FFP Organizations.

**Source of Data:** NYC Food and Fitness Partnership membership list.

**Time Span:** March 13 - March 18, 2009

**Methods.** Reviewed websites of NYC- based FFP organizations.

### Key Findings:

- Generally, the most published policy topic across city-wide service sector agencies is hunger, and the population most of interest is children. See Appendix 3 for List.

## C. Review of previous Partnership research on policy goals and strategies

a. *December 12, 2008 Policy Scan by M. Ackerman.*

b. *City-Wide Priority Development*

### a. *December 12, 2008 Policy Scan*

**Indicator:** Policy goals supported by FFP Organizations interviewed in the 12.2008 Policy Scan.

**Source of Data:** Data provided by M. Ackerman.

**Time Span:** Fall of 2008

**Methods.** Compared interview to policy goals.

**Key Findings:** This reports indicates it will be critical for the Partnership to create a policy platform that advocates primarily for low-to-no-cost measures, while accentuating the ultimate cost-savings of improving community health. The report advises a focus on policy recommendations that advise a shifting of priorities, rather than the creation of new divisions or programs. The recommendation of report is to use currently written policy priorities of organizations and recommendations identified through her interviews as the basis for the first iteration of one unified NYCFFP policy platform. Five organizations contributed information on their policy objectives. They are coded below as A, B, C and D. The fifth organization had policy goals that do not fit with FFP outcomes. Furthermore, as some of these are very specific priorities, which may not translate into support for an overall policy goal, our suggestion is to instead use this information as support for a policy agenda rather than as the specific base.

- *Improving food served in schools and other agencies is the only broad policy goal supported by 3 of the 4 organizations. See Appendix 4 for Chart.*

b. *City Wide Priorities Membership Survey.* Through extensive work by Partnership members, the Partnership produced a set of City Wide Priorities and surveyed the membership.

**Indicator:** Items in each category ranked as highest or second highest

priority by more than 50% of respondents. ***Coded into Policy Goals in main report.***

**Source of Data:** NYC Food and Fitness Survey

**Time Span:** 1/22/2009

<b>Active Living (6 of 11 ranked &gt; 50%)</b>	
Increase opportunities for daily active transportation, including but not limited to: walking paths (including creating and promoting at least one walking path in 75% of NYCHA residential communities by 2013), bike lanes, bike parking and facilities (including through increasing the amount of indoor and outdoor bike storage in new and existing buildings), pedestrian safety, and traffic calming especially in high traffic areas	71% Ranked as 1 or 2 by more than 50% of respondents
<b>Market Place Initiatives (1 of 5 ranked &gt; 50%)</b>	
Develop a city-wide policy to encourage the development and growth of farmers' markets and indoor public markets in all of the city's lower-income and immigrant communities. Farmers' Markets and/or co-ops (linked to NYS areas farms) at all NYCHA complexes, land use reform, and economic incentives for supermarket development	71% 70%
Develop commuting programs to incentivize use of public transit and cycling for daily transportation	68%
<b>Food in Schools (1 of 6 ranked &gt; 50%)</b>	
Increase public awareness about the links between environmental sustainability and active living	68%
Advocate for funding for after school food programs (to conduct cross evaluations, using aligned evaluation instruments and protocols of the capacity building for sustainable food and fitness programs that would be funded for after school, as well as for the use by teachers in the school).	50%
Advocate for funding for pedestrian and bike facilities	60%
Improve safe and easy access by foot and bicycle to every NYC Park in all five boroughs	55%
<b>Food Benefit &amp; Entitlements/Nutrition Education (2 of 6 ranked &gt; 50%)</b>	
By 2013, increase to 90% the percentage of farmers' markets and food co-ops that accept EBT, WIC, and Health Bucks	56%
Increase access and expand redemption of fruit and vegetable coupons such as FMNP, Health Bucks, WIC checks, etc	50%
<b>Increase availability of healthier food in retail settings (2 of 5 ranked &gt; 50%)</b>	
Advocate for inclusion of food system measures in the PlaNYC Strategy	72%
Advocate on behalf of food systems issues specifically to elected officials. Educate at least 3 elected officials on food systems by sending at least 3 written documents and building/growing personal relationships with City Council members and/or Borough Presidents and/or City Agency staff	58%
<b>Decreasing Unhealthy Food Venues (2 of 5 ranked &gt; 50%)</b>	
Support city-wide vending guidelines to increase healthier options in existing vending machines across settings (schools, rec centers, non city-agency worksites)	56%
Reduce density of unhealthy food outlets in participating communities	53%
<b>Education Settings (9 of 11 ranked &gt; 50%)</b>	
Increase the number of school playgrounds that are open –after school hours, as well as on the weekend and throughout the summer months –for physical activity.	78%
Work to expand afterschool programs to encourage increased physical activity	74%
Create youth mentorship programs in food and fitness education so youth can become peer educators, assist in lower schools for food and fitness work and mentor them for careers in this area	62%
Host town hall meetings that allow our youth to speak directly with elected officials	61%
Synergize with education on environmental sustainability (e.g. active transportation, stair use rather than elevator and escalator use, tap water rather than bottled and canned caloric beverages, active recreation rather than TV viewing)	59%
Among schools that do not have adequate gyms or playgrounds, close streets adjacent to schools to create additional space for physical activity	56%
Increase the number and percentage of schools that deliver 120 minutes of physical education to students weekly.	55%
Among elementary schools in target area, increase the number of classes doing at least 20 minutes of physical activity per day in the classroom using an established curriculum	55%
Increase students' access to school garden and urban farm based learning opportunities building physical activity (and nutrition education) into curriculum	52%
Host bi-annual principal forums (borough-specific) that will disclose the physical activity priorities set for schools via the Food and Fitness Partnership	52%

## II. *Open Community Meeting Attendance*

**Indicator:** Policy Goals discussed at open community meetings attended.

**Source of Data:** Located meetings through internet research and research team knowledge.

**Time Span:** March 4, 2009 – April 15, 2009

**Methods:** Meetings discussing only programming and conferences were excluded. See Appendix for list of meeting (n=8). Attended one Community Board meeting in one target neighborhood (Bushwick)

*Numbers indicate frequency of topic's discussion at meetings.*

**HEALTHY FOOD**

<i>Increase access to healthy food</i> A. <i>Increase access to fresh fruit and vegetables</i> <b>2</b> B. <i>Increase supermarkets</i> <b>1</b> C. <i>Increase availability of locally grown produce in low-income neighborhoods</i> <b>2</b>
<i>Reduce cost of healthy food</i> <b>1</b>
<i>Reduce availability and promotion of unhealthy foods in schools and communities</i>
<i>Increase opportunities for people to produce their own food</i>
<i>Connect health care and nutrition</i> A. <i>Mandate health insurance to cover nutrition counseling</i> B. <i>Establish chronic disease management programs that include nutrition counseling and groups</i>
<i>Expand nutrition education/information in schools and communities</i> <b>1 (spec. youth programming)</b>
<i>Improve food served in schools and agencies</i> <b>5</b>

<b>ACTIVE LIVING</b>
<i>Promote physical activity</i> A. <i>Create Comprehensive City Plan</i> B. <i>Improve access to greenways, waterways</i> C. <i>Quality of public space, playground</i> D. <i>Sponsor media campaigns</i>
<i>Make physical activity programs more affordable</i> <b>1</b>
<i>Increase safety of and access to parks</i> A. <i>Safety</i> B. <i>Access</i> <b>1</b>
<i>Increase opportunities for accessible and safe walking</i> <b>4</b>
<i>Increase opportunities for accessible and safe bicycling</i> <b>1</b>
<i>Improve length and quality of physical activity and sports programs in schools</i>
<i>Connect health care and physical activity</i> A. <i>Mandate health insurance to cover physical activity counseling</i> B. <i>Establish chronic disease management programs including physical activity counseling and groups.</i>
<i>Expand education on benefits of active living in schools and communities</i>

➤ **Key Findings**

- Activities around school food have a broad support base.
- School Breakfast and Child Nutrition Reauthorization currently being advocated for by Partnership members and organizations outside the partnership.
- NYSAN (New York State After School Network) is a potential supporting partner for after-school garden/farm-to-school programs.
- The Community Board Meeting highlighted interest in general environment of neighborhood and a potential gentrification concern that may be associated with community gardens as a solution.

- III. Youth Data:** The Food and Fitness Partnership is committed to seeking youth opinion and engaging youth in its activities. We solicited youth input from events focused around the April 16<sup>th</sup> Youth Forum & Expo: Opportunities in Food, Farming and Active Living, an event targeted to 15 – 24 year old youth.
- a. *Youth Forum Survey*
  - b. *Youth Visioning Session*
  - c. *Youth Policy Work Shop*

➤ **Key Findings Overall for Youth:**

- 19 – 24 year olds tended to have divergent views from those younger and older; with unique top choices of importance of urban agriculture & community gardens and parks.
- Overall, food is seen as a more important way of impacting community health than physical activity.
- Improving Bodegas and increasing number of Farmer’s Markets are seen as more important than increasing access to supermarkets.
- Improving School Food is an important priority.

**a. Youth Forum Survey:**

**Indicator:** See Appendix 6

**Source of Data:** Questions included on evaluation survey at the Youth Forum. n=102

**Time Span:** April 16, 2009.

**Methods:** Surveys were included in all welcoming packets. A small incentive of a free pedometer was given to participants upon return of the survey. The event organizer reported that there was about 400 attendees; 90% of which were aged 24 and under. 102 surveys were returned; 68% from attendees aged 24 and under, 45% from youth aged 18 and under.

**See Appendix 6 for data**

**b. Youth Visioning Session:**

**Indicator:** See below

**Source of Data:** Youth Visioning Session. n =12

**Time Span:** April 17 2009.

**Methods:** 7 adults and 5 youth participated; answering the following question: What are the most pressing issues or ideas you have for: 1. Improving food access and 2. Creating safe places to play and be active. After discussion, votes were taken for both categories on “which ideas do you most want to pursue?” Each person received two dots for Food and two dots for Fitness and could spend as wished within those categories.

***Key Findings from Visioning Session***

- Active solutions were more dispersed than Food.
- Food: The largest youth vote (4) was for access to affordable healthy food, the largest adult vote (6) was for healthy food in corner stores and for more fruit stands.
- Active: The largest youth vote (3) was for starting partnerships with gyms; the adult vote was tied with (4) for partnerships with gyms and (4) with overcrowded schools; with the next largest vote being (3) adults for growing produce at community gardens.

**c. Youth Policy Workshop**

**Indicator:** See below.  
**Source of Data:** Youth Policy Workshop n =8  
**Time Span:** April 20 2009.  
**Methods:** 6 youth and 2 adults participated in a dot survey of the policy goals was conducted, asking first which one goal (each in food and fitness) was most important. Afterwards, the attendees were asked to rank the top three policy goals in food and the top three in fitness.

- **Food Ranked** top three in order:
  - Reduce Cost of Healthy Food ranked well ahead in first place,
  - **Improving school food bypassed unhealthy food**
  - Unhealthy food was third, although had tied with Reduce Cost in primary vote.
- **Activity Ranks** top three in order:
  - Make Physical Activity Programs more affordable
  - Increased opportunities for safe bicycling
  - Increase opportunities for safe walking.
- Active living solutions remain more dispersed; **parks not seen as solution** for high school aged youth. **More interested in biking.**
- **Youth more focused on cost** “Most important because we’re a recession. Can do everything else, but if not cheap, doesn’t matter” although this comment was reversed as to school lunch “improve food in agencies/school - although free, doesn’t matter if people don’t eat it.”
- **None of the youth picked community gardens.** When asked why, they didn’t see it as realistic – can’t garden all year round, don’t buy into ripple effects, doesn’t look good. Trashed, authorized persons only can enter.

**Dot Survey: Which is Most Important? (One choice only Y = youth, A = Adult)**

<b>HEALTHY FOOD</b>
<i>Increase access to healthy food</i>
<i>Reduce cost of healthy food</i> <b>YYYY</b>
<i>Reduce availability and promotion of unhealthy foods in schools and communities</i> <b>YYAA</b>

<i>Increase opportunities for people to produce their own food</i>
<i>Connect health care and nutrition</i>
<i>Expand nutrition education</i>
<i>Improve food served in schools and other agencies</i>
<b>ACTIVE LIVING</b>
<i>Promote physical activity</i>
<i>Make physical activity programs more affordable</i> <b>A</b>
<i>Increase safety of parks</i>
<i>Increase opportunities for accessible and safe walking</i> <b>YA</b>
<i>Increase opportunities for accessible and safe bicycling</i> <b>YYY</b>
<i>Improve length of time and quality of physical activity and sports</i>
<i>Connect health care and physical activity</i> <b>Y</b>

**Dot Survey: Rank Top Three**

(No distinction between Youth and Adult; higher score reflect higher importance)

<b>FOOD</b>
<i>Increase access to healthy food</i> <b>3</b>
<i>Reduce cost of healthy food</i> <b>17</b>
<i>Reduce availability and promotion of unhealthy foods in schools and communities</i> <b>11</b>
<i>Increase opportunities for people to produce their own food</i>
<i>Connect health care and nutrition</i> <b>2</b>
<i>Expand nutrition education</i>
<i>Improve food served in schools and other agencies</i> <b>13</b>
<b>ACTIVE LIVING</b>
<i>Promote physical activity</i>
<i>Make physical activity programs more affordable</i> <b>12</b>
<i>Increase safety of parks</i> <b>2</b>
<i>Increase opportunities for accessible and safe walking</i> <b>8</b>
<i>Increase opportunities for accessible and safe bicycling</i> <b>11</b>
<i>Improve length of time and quality of physical activity and sports programs in schools</i> <b>3</b>
<i>Connect health care and physical activity</i> <b>6</b>

#### *IV. Policy Ranking Survey*

**Indicator:** Importance and Feasibility of policy goals (n = 19)  
**Data Source:** Policy Ranking Survey of Steering Committee Members and Key Informants  
**Time Span:** April 21 – May 31, 2009.  
**Methods:** Survey administered by email.

### **POLICY RANKING SURVEY FOR NEW YORK CITY FOOD AND FITNESS PARTNERSHIP**

To help the New York City Food and Fitness Partnership select its policy priorities for the next five years (2010—2014), we are asking you to rank policy objectives that have been identified by Partnership members and other New York City groups working on healthy eating and active living policy. Please rate each of these policy goals on importance and feasibility. By importance, we mean how important is achieving this goal to the overall aim of making healthy food and physical activity choices easier in NYC. By feasibility, we mean how possible is it to achieve this goal in the current economic and political climate.

#### **MAKE HEALTHY FOOD CHOICES EASIER**

Please check one or two of the following goals as most important, another one or two as somewhat important and the remaining goals as less important.

##### *Ranking on Importance*

<i>Policy Goal</i>	<i>Most Important</i>	<i>Somewhat Important</i>	<i>Less Important</i>
<i>Increase number of supermarkets in low income neighborhoods</i>	<i>11</i>	<i>8</i>	

<i>Reduce price of healthy foods in supermarkets and bodegas</i>	<i>11</i>	<i>7</i>	<i>1</i>
<i>Reduce availability and promotion of unhealthy food</i>	<i>8</i>	<i>7</i>	<i>3</i>
<i>Increase access to fresh fruits and vegetables in low income neighborhoods</i>	<i>14</i>	<i>4</i>	
<i>Increase availability and reduce price of locally grown produce in low income neighborhoods</i>	<i>4</i>	<i>10</i>	<i>4</i>
<i>Mandate health insurance to cover nutrition counseling</i>		<i>6</i>	<i>11</i>
<i>Establish chronic disease management programs that include nutrition counseling and groups</i>		<i>5</i>	<i>11</i>
<i>Expand nutrition education in schools and communities</i>	<i>4</i>	<i>8</i>	<i>5</i>

Please check one or two of the following goals as most feasible, another one or two as somewhat feasible and the remaining goals as less feasible.

*Ranking on Feasibility*

<i>Policy Goal</i>	<i>Most Feasible</i>	<i>Somewhat Feasible</i>	<i>Less Feasible</i>
<i>Increase number of supermarkets in low income neighborhoods</i>	<i>3</i>	<i>11</i>	<i>3</i>
<i>Reduce price of healthy foods in supermarkets and bodegas</i>	<i>1</i>	<i>9</i>	<i>7</i>
<i>Reduce availability and promotion of unhealthy food</i>	<i>8</i>	<i>5</i>	<i>4</i>
<i>Increase access to fresh fruits and vegetables in low income neighborhoods</i>	<i>11</i>	<i>3</i>	<i>1</i>
<i>Increase availability and reduce price of locally grown produce in low income neighborhoods</i>	<i>3</i>	<i>8</i>	<i>3</i>
<i>Mandate health insurance to cover nutrition counseling</i>		<i>3</i>	<i>12</i>
<i>Establish chronic disease management programs that include nutrition counseling and groups</i>	<i>3</i>	<i>9</i>	<i>4</i>
<i>Expand nutrition education in schools and communities</i>	<i>8</i>	<i>8</i>	<i>2</i>

**DID WE MISS ANY POLICY GOALS?:**

**COMMENTS:**

## OPPORTUNITIES FOR ACTIVE LIVING

Please check one or two of the following goals as most important, another one or two as somewhat important and the remaining goals as less important.

### *Ranking on Importance*

<i>Policy Goal</i>	<i>Most Important</i>	<i>Somewhat Important</i>	<i>Less Important</i>
<i>Create comprehensive city plan to promote active living</i>	<b>9</b>	<b>6</b>	<b>1</b>
<i>Sponsor media campaigns to promote physical activity</i>	<b>5</b>	<b>6</b>	<b>6</b>
<i>Improve access to greenways, waterfront and parks</i>	<b>6</b>	<b>9</b>	<b>2</b>
<i>Make physical activity programs more affordable</i>	<b>4</b>	<b>7</b>	<b>5</b>
<i>Increase number, safety and quality of city parks in low income neighborhoods</i>	<b>11</b>	<b>5</b>	<b>1</b>
<i>Increase opportunities for accessible and safe walking</i>	<b>12</b>	<b>4</b>	<b>0</b>
<i>Increase opportunities for accessible and safe bicycling</i>	<b>6</b>	<b>5</b>	<b>3</b>
<i>Improve length of time and quality of physical activity and sports programs in schools</i>	<b>11</b>	<b>5</b>	<b>1</b>
<i>Improve mass transit to decrease traffic congestion and encourage walking</i>	<b>5</b>	<b>6</b>	<b>6</b>
<i>Mandate health insurance to cover physical activity counseling</i>	<b>0</b>	<b>6</b>	<b>10</b>
<i>Establish chronic disease management programs that include physical activity counseling and groups</i>	<b>1</b>	<b>4</b>	<b>10</b>
<i>Expand education on benefits of active living in schools and communities</i>	<b>1</b>	<b>7</b>	<b>6</b>

Please check one or two of the following goals as most feasible, another one or two as somewhat feasible and the remaining goals as less feasible.

*Ranking on Feasibility*

<i>Policy Goal</i>	<i>Most Feasible</i>	<i>Somewhat Feasible</i>	<i>Less Feasible</i>
<i>Create comprehensive city plan to promote active living</i>	<b>8</b>	<b>4</b>	<b>2</b>
<i>Sponsor media campaigns to promote physical activity</i>	<b>5</b>	<b>8</b>	<b>2</b>
<i>Improve access to greenways, waterfront and parks</i>	<b>6</b>	<b>6</b>	<b>1</b>
<i>Make physical activity programs more affordable</i>	<b>4</b>	<b>6</b>	<b>4</b>
<i>Increase number, safety and quality of city parks in low income neighborhoods</i>	<b>3</b>	<b>9</b>	<b>2</b>
<i>Increase opportunities for accessible and safe walking</i>	<b>8</b>	<b>6</b>	<b>0</b>
<i>Increase opportunities for accessible and safe bicycling</i>	<b>5</b>	<b>8</b>	<b>1</b>
<i>Improve length of time and quality of physical activity and sports programs in schools</i>	<b>3</b>	<b>6</b>	<b>3</b>
<i>Improve mass transit to decrease traffic congestion and encourage walking</i>	<b>1</b>	<b>2</b>	<b>11</b>
<i>Mandate health insurance to cover physical activity counseling</i>	<b>0</b>	<b>2</b>	<b>9</b>
<i>Establish chronic disease management programs that include physical activity counseling and groups</i>	<b>0</b>	<b>9</b>	<b>4</b>
<i>Expand education on benefits of active living in schools and communities</i>	<b>4</b>	<b>5</b>	<b>4</b>

**DID WE MISS ANY POLICY GOALS?**

**COMMENTS:**

## V. *Key Informant Interviews*

**Indicator:** See below. n=8

**Data Source:** Interviews; contacts sampled as described below.

**Time Span:** March 14, 2009 - May 12, 2009

**Methods:** Partnership organizations were categorized by organization type, (Academic, Non-Profit, Private, Public City, Public State, Public/Non-Profit Partnership, Voluntary Association), sector (Food, Health, Recreation, Social Services, Transportation) and population (Children, Community, Immigrants, Low Income, Seniors, Workers).

Sampling was conducted across these attributes to create a case book of fifty organizations such that each of these attributes were represented at least once. Sampling across attributes in this case book (except in the cases of just one) was done to identify organizations to contact for key informant interviews.

Potential key informants were contacted in waves in order to incorporate material learned from previous interviews. The first contacts were made under the guidance of the NYC Food and Fitness Partnership as to contacts most likely to respond. The next wave of contacts was weighted towards non-food categories as the research team is strong in the food area. Insights from interviews are included in the report.

## VI. *Community Listening Sessions*

The NYC FFP is planning on conducting three Community Listening Sessions, one in each target neighborhood. The Bronx session was held on May 21, at the Mary Mitchell center and the data is presented below. The attendees were asked to participate in several activities, including a dot survey selecting policy goals and small group discussion about strategies they wanted to pursue. The identified strategies were specific to the Bronx and based on previous efforts conducted by the Bronx Campaign for Health to develop Bronx-specific priorities, the goals of the Strategic Alliance for Health, and information gathered by the policy scan team in reading documentation.

**Indicator:** See below n=30

**Data Source:** Dot survey conducted at Bronx listening session

**Time Span:** May 21, 2009

- **Key Findings:** Reducing cost of healthy food is an important issue; discussion focused heavily on cost at bodegas. After school programs are a key priority for the Bronx that can address both food and fitness. A potential community solution to reducing cost of healthy food would be organizing the after school programs to become wholesale members of the Bronx Food Co-op. Improving biking opportunities are of interest, particularly to youth.



- **Policy Goals: Food** The top three Food Policy goals were
  - **Reduce Cost of Healthy Food = 13 --- YA (both Youth and Adults)**
  - **Reduce Promotion/Availability of Unhealthy Food =13 -- A**
  - **Improve Food Served in Schools and other Agencies = 12 -- Y**
  
- **Strategies Identified to Pursue: both youth and adults considered Food** **Although Reduce Cost the top policy goal area in Food**, the identified strategies were not supported. The top strategies, each with 13 votes were
  - Support food-based (cooking, gardening, nutrition) education and chronic disease management programming in churches and other community organizations
  - Increase after-school nutrition/cooking/school garden/farm youth mentorship programs
  
- **Policy Goals: Physical Activity:** Whereas Food has three top policy goal areas; Physical Activity had one clear “winner” **with 17 votes. (Implement required NYS 120 minutes of weekly fitness regulation.)** The top strategy to pursue also fell in this area, with 28 votes for **after school programs**. Note however, that the top youth strategy was to **increase bike lanes**.
  
- **Emphasis on After School Programs:** As the community listening session was held at the Mary Mitchell center, known for community programming emphasizing after school development and enrichment programs, the audience attending may have been oriented more strongly towards after-school programs than if participants had been recruited from a different venue. However, the need for youth activities generally in the Bronx was also expressed in other sources, so this emphasis may also have occurred in any potential meeting, just perhaps not quite as strongly.
  
- **Dot Survey.** At the listening session Youth (24 and younger) and Adults (25 and older) were given differently colored dots to indicate these age demographics in topic selections. Each individual was given four primary policy goal choice dots and asked specifically to choose two policy goals in food and two in fitness that they thought were most important to improving health in their community. Each individual was also given six secondary strategy choice dots and asked to use three dots on food strategies and three on fitness strategies, however, the strategy choice dots could be placed as wished on any of the strategies that they wished to pursue. If an individual felt strongly about a strategy, all three dots could be "spent" on that strategy. It was also stressed that participants were not required to choose the strategies under the policy goal they thought was most important. 8 youth and 22 adults participate

**MAKE HEALTHY FOOD CHOICES EASIER:**

YOUTH red=primary, green = priority

ADULT yellow = primary, blue = priority

2 dots for primary in food, 2 dots for primary in fitness: asked to put only one dot on one choice. (four) secondary

<i>Policy Goal</i>	<i>Bronx Priorities</i>
<p><u>Increase Access to Healthy Food</u> RR = 2 YYYYYY = 6 8</p>	<ul style="list-style-type: none"> <li>➤ Increase number of supermarkets <b>BBBB = 4</b></li> <li>➤ Increase number of bodegas stock low-fat milk and fresh produce BBBBB = 5 G= 1</li> <li>➤ Increase number of farmers markets <b>BBBBBBB = 7</b></li> <li>➤ Support South Bronx food co-ops <b>B = 1 G = 1</b></li> </ul>
<p><u>Reduce Cost of Healthy Food</u> RRRR = 4 YYYYYYYYY = 9 13</p>	<ul style="list-style-type: none"> <li>➤ Increase enrollment of eligible people into food stamps <b>BB = 2 GG = 2</b></li> <li>➤ Increase number of farmers' market that take EBT/food stamps <b>BB = 2</b></li> </ul>
<p><u>Increase Opportunities for People to Produce Their Own Food</u> R = 1 YY = 2 3</p>	<ul style="list-style-type: none"> <li>➤ More community gardens <b>BBBBBB = 6</b> <b>GG = 2</b></li> </ul>
<p><u>Reduce Promotion and Availability of Unhealthy Foods in School and the Community</u> R = 1 YYYYYYYYYYYYY = 12 13</p>	<ul style="list-style-type: none"> <li>➤ Restrict development of new fast food establishments <b>BBBBBB = 6</b></li> <li>➤ Create healthy food zones in schools, churches, health centers, etc. (Unhealthy food – soda-- is not sold, used as a fundraiser, or advertised) <b>BBBBB = 5</b> <b>GGG = 3</b></li> <li>➤ Prohibit soda in elementary schools and decrease in other schools <b>BB = 2</b></li> </ul>
<p><u>Expand Nutrition Education/Information</u> RR = 2 YYYYYY = 6 8</p>	<ul style="list-style-type: none"> <li>➤ Support food-based (cooking, gardening, nutrition) education and chronic disease management programming in churches and other community organizations <b>GGGGG = 5 BBBBBB = 7</b></li> <li>➤ Increase after-school nutrition/cooking/school garden/farm youth mentorship programs <b>BBBBBBBBBBBBB = 13</b></li> </ul>
<p><u>Improve Food Served in School and other</u></p>	<ul style="list-style-type: none"> <li>➤ In-classroom universal breakfast <b>GGG = 3 BB=2 (one red moved</b></li> </ul>

<p><u>City Agencies</u></p> <p>RRR “R” “R” = 5 YYYYYYY = 7</p> <p>12</p>	<p>with quotes)</p> <ul style="list-style-type: none"> <li>➤ Salad bars at lunch in all elementary schools <b>G= 1 B = 1</b> (one red moved with quotes)</li> </ul>
<p><u>Connect HealthCare and Nutrition</u></p> <p>YYY = 3</p> <p>3</p>	<ul style="list-style-type: none"> <li>➤ Expand Wellness Councils in elementary schools; develop school health policies <b>G= 1 B = 1</b></li> <li>➤ Add/support nutrition counseling and diabetes management programs to community health care centers <b>B = 1</b></li> <li>➤ Add school-based health centers to all schools to provide diabetes, asthma, and behavioral management programs. <b>GGGG = 4 BB = 2</b></li> </ul>

**OPPORTUNITIES FOR ACTIVE LIVING**

<u>Policy Goal</u>	<u>Bronx Priorities</u>
<p><u>Promote physical activity</u></p> <p>RR = 2 YYYYY = 5 7</p>	<ul style="list-style-type: none"> <li>➤ Promote Greenway <b>BBBBB = 5</b></li> <li>➤ Post prompts encouraging stair use <b>B = 1</b></li> </ul>
<p><u>Make Physical Activity Programs more Affordable</u></p> <p>RR = 2 YYYYYYY = 7 9</p>	<ul style="list-style-type: none"> <li>➤ Increase number of sites where SHAPE UP NY classes are offered <b>BBBBBBB = 7</b></li> </ul>
<p><u>Increase Safety and Access to Parks</u></p> <p>RR = 2 Y = 1</p>	<ul style="list-style-type: none"> <li>➤ Access to Randall’s Island <b>BB = 2</b> <b>G = 1</b></li> <li>➤ Make old Yankee Stadium into park land <b>BBBBB = 5</b> <b>GG = 2</b></li> </ul>
<p><u>Increase Opportunities for Accessible and Safe walking</u></p> <p>YYYYYYYYY = 9</p>	<ul style="list-style-type: none"> <li>➤ Close more streets/parks (Crotona) to cars <b>B = 1</b></li> <li>➤ Create walking paths on NYCHA properties <b>BBBBBBBBB = 8</b> <b>G = 1</b></li> <li>➤ <b>NEW Sidewalk repair/overall safety/atmosphere</b></li> </ul>

<p><u><i>Improve Length of Time and Quality of Physical Activity and Sports Programs in Schools</i></u></p> <p><u><i>(Implement required NYS 120 minutes of weekly fitness regulation.)</i></u></p> <p><b>RRRR = 4</b>  <b>YYYYYYYYYYYYYY = 13</b></p> <p><b>17</b></p>	<ul style="list-style-type: none"> <li>➤ Ensure each school has adequate gym, not multi-purpose room  <b>GGGGG =5</b>  <b>B = 1</b></li> <li>➤ Ensure elementary schools have and are using an established curriculum for 20 minutes of physical activity per day in the classroom <b>(None)</b></li> <li>➤ Increase before and after school programs  <b>GGGGG = 5</b>  <b>BBBBBBBBBBBBBBBBBBBBBBBBBB = 23</b></li> </ul>
<p><u><i>Increase opportunities for Accessible and Safe Bicycling</i></u></p> <p><b>RRRRR “R” = 6</b>  <b>Y = 1</b></p> <p><b>7</b></p>	<ul style="list-style-type: none"> <li>➤ Increase number of bike lanes <b>GGGGGGG =7</b>  <b>B = 1</b>  <b>(One red, added to primary with quotes)</b></li> <li>➤ Close more streets to cars <b>GG - 2</b>  <b>BB - 2</b></li> </ul>
<p><u><i>Connect Health Care and Physical Activity</i></u></p> <p><b>YYYYYY = 6</b></p> <p><b>R =1</b></p> <p><b>7</b></p>	<ul style="list-style-type: none"> <li>➤ Expand Wellness Councils in elementary schools; develop school health policies  <b>B = 1</b>  <b>(One red moved to goal in “quotes”)</b></li> <li>➤ Add/support physical activity counseling and diabetes management programs to community health care centers <b>B B = 2</b></li> <li>➤ Add school-based health centers to all schools to provide diabetes, asthma, and behavioral management programs. <b>B B B</b>  <b>B = 4</b></li> <li>➤ <b>NEW “SCARED STRAIGHT” MORE PHYSICALS/MANDATES</b></li> </ul>

## NYC City legislation details

- **2008 Laws: 4 of 68**
  - **08009 (int 0665-2007): Green Carts (fruit and veg access)**
  - **08011 (int 0567-2007): Requiring DOT to conduct studies of traffic accident locations. (pedestrian and cycling safety)**
  - **08017 (int 0395-2006): Creation and implementation of a comprehensive environmental sustainability action plan for NYC (establish office of long-term planning and sustainability including open space)**
  - **08023 (int 0199-2006): Modifying DOT performance targets and indicators towards goal of reducing traffic congestion citywide. (pedestrian and cycling access)**
- **2009 Laws (as of May 12, 2009 – 1 of 20)**
  - **0920: Amendment of the waterfront management board to require a committee on recreational uses, among other things.**
- **2008 Introductions: (5 of 235)**
  - a. **0700-2008: Requiring countdown pedestrian signals at intersections with traffic-control signal photo violation-monitoring systems.**
  - b. **0725-2008: Adjusting traffic signal timing in areas with high concentrations of seniors.**
  - c. **0780-2008: The operator of every garage and parking lot which has an authorized capacity of fifty or more motor vehicles shall provide and maintain parking spaces for bicycles**
  - d. **0863-2008: DOT to conduct traffic studies for any school with students at or below the eighth grade level.**
  - e. **0871-2008: Bicycle access in buildings (require to have space in residential/commercial)**

### *Introductions 2009: as of May 12, 2009 -- 3 of 78)*

- i. **0918-2009: Review of safety of artificial surfaces used in playgrounds/playing fields (note, although this contains the word safety; it is included under quality strategy ; to distinguish safety issues focusing on harm from other individuals.**
    - 1. **Quality issues are included under promote physical activity, even if “park” specific.**
  - ii. **0921-2009: Allow licensed beekeeping**
  - iii. **0982-2009: Availability of public restrooms in buildings and spaces that are accessible to the public.**
    - a. *note, several intros in 2009 concern water safety and bottled water purchase; did not include as tangential.*
- f. **2009 Resolutions: (3 of 203)**
- i. **1964-2009: Creating “Toxic Free” zones around schools. (A.5176/S.1432) calling upon the New York State Legislature to pass and the Governor to sign A.5176/S.1432, in relation to creating “Toxic Free ” zones around schools.**
  - ii. **1925-1009: Resolution calling upon the United States Congress to pass the FIT Kids Act, legislation that would amend the Elementary and Secondary Education Act of 1965 to improve standards for physical education.**

*iii. 1890-2009: That the Council of the City of New York calls on the Department of City Planning pursuant to New York City Charter section 197-c, to commence the process to change the official New York City Map to designate GreenThumb Community Gardens as City parkland, under the jurisdiction of the Department of Parks and Recreation.*

*a. Note: this was not included, tangential: 1927-2009 Resolution calling upon the United States Congress to pass the Family Smoking and Prevention Act (this act would allow state and localities to permit a state or locality to ban or restrict the time, place and manner of advertising and promotion of cigarettes to reduce smoking) – although not food-related; the promotion of smoking is a target neighborhood health equity concern, and may help encourage similar efforts around unhealthy food promotion.*

## **Appendix 2**

- Bills that have made it to any stage beyond committee:
- A2301 funding assistance to farmer’s markets passed assembly on 5/6 and sent to senate
  - A2720 require certain restaurants and food service establishments to post calories advanced to third reading cal. 442 in assembly on 4/30
  - A4166/S3954 establishing a kitchen incubator as part of urban development corporation passed assembly, delivered to senate, reported committed to finance in senate on 4/22.
  - A4169/S2369 relates to department of agriculture and waivers for federal food stamp program was reported referred to ways and means on 4/21/09.
  - A5476 creating a state nutrition and fitness website was held for consideration in Health on 4/21
  - A5814/S3557 “Food Retail Establishment subsidization for healthy communities act” reported and committed to finance in senate, enacting clause stricken in Assembly, referred to economic development on 5/1.
  - A6359 prohibits certain restaurants and food establishments from serving foods containing artificial trans-fat advanced to thries reading cal.400 on 4/23.
  - A6453 directs commissioner of education to facilitate a program to coordinate the donation of excess, unused, edible food from school meal programs to voluntary food assistance programs. Reported referred to ways and means on 4/22
  - A7152/S3340A established supplemental nutrition assistance program for the elderly. Amended in senate on 5/14 and recommit to aging.
  - A2732/S1492 Provides for corporate franchise tax and personal income tax check-offs for taxpayer gifts for diabetes research and education; establishes diabetes fund. Passed assembly, delivered to senate, referred to investigations and gov op on 5/11
  - A2769 Creates New York City parks, tree and urban forestry fund. Passed assembly, delivered to senate and referred to cultural affairs, tourism, parks and rec on 5/4/

## **APPENDIX OF STATE BILLS**

Status is only noted if there is something beyond being referred to committee.

**BOTH OUTCOMES:**

A2998/S2874 Robinson (MS)/Adams -- Establishes a task force on food, nutrition and physical education for New York city schools; appropriation

A1711 Englebright This bill would create a senior benefits card program that would provide discounts on healthy and appropriate foods and exercise for seniors to encourage better overall health.

**MAKE HEALTHY FOOD CHOICES EASIER  
(NUTRITION/FOOD/COMMUNITY GARDENS)**

A590 Sayward/ S 356 Little Provides for the sale, availability and distribution of healthy foods and beverages as part of a school lunch program

A1681 Wright (MS) -- Relates to finger imaging of certain persons receiving food stamps (excepting some from the requirement) <sup>3</sup>

A1826 Wright/S746 Kruger Provides that an applicant shall receive assistance within the next business day if they are determined to be eligible for the food stamp program

A2301 McEney - This bill makes farmers' markets or "greenmarkets" eligible for certain funding assistance. Construction grants will be made eligible for regionally-based greenmarkets that serve economically-distressed areas.

5/6/09 passed assembly (substitute S01676), sent to senate

A2455 Ortiz -- Imposes additional tax on certain food and drink items, and imposes a tax on video games, commercials, and movies (sweets and snack tax)

A2465 Pretlow -- Provides for the reimbursement of nutrition and dietetic services A2514

Ortiz (MS)/S5003 Duane Prohibits restaurants from the sale of food items containing trans fats; and requires notice of calorie, fat and sodium content

A2720 Ortiz (MS) -- Requires certain restaurants and food service establishments to post the caloric value of food items

4/30/09 advanced to third reading cal. 442 in Assembly

***A2969 Benjamin -- Relates to the regulation of certain food products in schools (this is the don't ban dessert items for birthday celebrations; the parents should be able to decide)***

A3095 Benjamin (MS)/S2275 Parker -- Establishes the office of nutrition and fitness

A4166 Cook (MS)/ S3594 Krueger Establishes a kitchen incubator/shared-use kitchen facility program within the urban development corporation (this is grants to non-profits to start kitchen incubator/shared kitchens for developing food products based on regional ag)

2/26/09 advanced to third reading cal.161

3/9/09 passed assembly and delivered to senate, referred to Corporations

4/22/09 reported and committed to finance in senate

A4169 Cook (MS)/S2369 Krueger-- -- Relates to application to the department of agriculture for waivers for federal food stamp program

4/21/09 reported referred to ways and means

A4176 Galef This bill directs the department of education to establish a fresh fruit and vegetable program providing sponsors of non-profit school breakfast, lunch or other school child feeding

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<sup>3</sup> Apparently NY is only one of 4 states to require this (per class discussion) NYCCAH would support removing this; consider for stretch goal; promotion of food stamps being done in Brooklyn Food Summer;

programs with payments for the purchase of fresh or minimally processed fruits and vegetables or providing such sponsors with purchased fresh or minimally processed fruits and vegetables to be offered to students as part of school lunches, breakfasts or snacks in the cafeteria or classroom. To the maximum extent practicable, the fruits and vegetables must be grown in-state.

**A5216 Lopez V/S4426 Johnson Provides that certain lawsuits against a purveyor of food shall be banned (cheeseburger law)**

A5335 Englebright -- Establishes space on the personal income tax form to make a gift for home delivered meals for seniors

A5476 Errigo (MS) -- Creates a nutrition and fitness website

4/21/09 – held for consideration in Health

A5814 Diaz/S3557 Adamas/A7975 Benjamin -- Enacts the "food retail establishment subsidization for healthy communities act"

4/22/09 reported and committed to finance in senate,

4/29/09 enacting clause stricken in Assembly,

5/1/09 referred to economic development

A6359 Ortiz (MS) -- Prohibits certain restaurants and food establishments from serving foods containing artificial trans fat

4/23/09 advanced to third reading cal.400

A6398 Ortiz (MS) -- Requires coverage of medical nutrition therapy by health and accident insurance policies

A6408 Ortiz (MS) -- Finances the transportation and distribution of New York state farm grown products to food service markets especially in underserved communities

A6425 Morelle (MS)/ S3600 Parker Requires certain food establishments to provide nutritional information to its customers (*chain menu calories plus more*)

A6427 Ortiz (MS) This bill would provide loans and grants for the construction and improvement of wholesale regional farmers' markets that facilitate the sale of farm products grown or produced in-state.

A6442 Cook (MS) -- Relates to funding for community gardens in certain cities (*if city over a million sells or leases property used as a community garden, 5% of proceeds go to purchasing/supporting community gardening*)

A6453 Ortiz (MS) -- Directs commissioner of education to facilitate a program to coordinate the donation of excess, unused, edible food from school meal programs to voluntary food assistance programs

A6598 Cook This bill authorizes the department of health to implement a community food security, empowerment and economic development program (SEED) to provide grants to organizations and local governments to help meet the food need of low-income people and promote comprehensive responses to local food, farm and nutrition issues.

4/24/09 - amend and recommit to ways and means; print number 6598a

A6620 Cook (MS) -- Relates to the creation of an advisory board within the department of agriculture and markets on food safety and inspection programs

A6800 Brennan/S104 Sampson Dedicates community gardens in the state of New York as parkland

A7124 Galef (MS)/ S1446 Lavallo-- Provides for the sale, availability and distribution of healthy foods and beverages on school property and at school sponsored functions (*updates competitive food rules*)

A7152 Dinowitz/S3340A Diaz -- Establishes the supplemental nutrition assistance program for the elderly

3/25/09 – referred to Aging in Assembly

5/14/09 – Amended in Senate and recommit to Aging; print number 3340A

A7528 Ortiz (MS) This bill would establish within the Executive Department the "New York State Council on Food Policy." The Council will develop a comprehensive, coordinated state food policy. The Council's goals include: a significant reduction of food insecurity and the adoption of a better diet by all New Yorkers, increased consumer demand of locally produced food, and increased economic viability for the state's food production, processing, marketing, and distribution industries

A7804 Nolan/ S 4118 Oppenheimer “Healthy Schools Act” This bill concerns nutritional and dietary standards for schools and requires school wellness policies to examine how to increase and encourage the purchase of fresh fruits and vegetables and dairy products which are produced by local or regional farms.

*A7679 Magee (MS)/S4280 Valesky-- Exempts food and beverages sold from vending machines for one dollar and fifty cents or less from the sales and use tax (this is increasing from current exemption of 75 cents.)*

S200 Kruger -- Requires disclosure of ingredients in fast foods

S454 Kruger -- Mandates labeling of foods containing sodium and sodium compounds

S1471 Saland -- Establishes the children's healthy access to meals program (CHAMP)

S2471 Young -- Makes seed purchased to grow food for personal consumption exempt from sales and use taxes

S2822 Hannon -- Prohibits certain restaurants and food establishments from serving foods containing artificial trans fat

S2824 Hannon -- Prohibits restaurants from the sale of food items containing trans fats; and requires notice of calorie, fat and sodium content

S4153 Montgomery - This bill would require school districts to adopt a nutritional policy that includes increasing the promotion and availability of fresh fruits and vegetables, by means such as promoting school gardens and collaborating with farmers' markets.

S4489 Duane -- Relates to prohibiting the sale or use of artificial trans fats in food service establishments, mobile food service establishments and retail food stores

## OBESITY – NONE

## DIABETES:

A2732 Sweeney (MS)/ S1492 DeFrancisco Provides for corporate franchise tax and personal income tax check-offs for taxpayer gifts for diabetes research and education; establishes diabetes fund

5/11/09 passed assembly, delivered to senate, referred to investigations and government operations

A3652 O'Donnell (MS) -- Provides for individual, group and health maintenance organization coverage for glycated hemoglobin test for diabetes for up to four times per year

A5701 Ortiz (MS) -- Requires a risk analysis for diabetes and if necessary a test for diabetes for all children admitted to public schools and periodically, thereafter

A6949 Ortiz/ S 5272 Montgomery Establishes a state diabetes coordinator within the department of health

INCREASE OPPORTUNITIES FOR PHYSICAL ACTIVITY  
(*PHYSICAL ACTIVITY/PARKS/RECREATION/WALKING/CYCLING*)

A701 Hoyt (MS)/ S 3666 Flanagan Relates to the public right of passage upon navigable waterways of the state

A702 Jeffries/S251 Thompson --Enacts lead free parks act; relates to the cleanup and remediation of parks contaminated by lead from motor vehicle emissions

A1102 Sayward (MS) -- Provides a tax deduction of \$100 per 10 acres of taxpayer land made available for recreation as part of a local, national, state or regional trail system

A1743 Englebright (MS) -- Requires non-toxic pest management and fertilization of state and municipal park lands (*safety on public health side rather than safety as normally*)

A1863 Nolan (MS)/ S1884 Klein Restricts the sale, lease or transfer of existing outdoor school playgrounds ( *adds that it is unlawful for a school house to be leased in NYC without open-area playground attached to or used in connection, and adds that existing playgrounds cannot be sold, etc.*)

A2769 Glick (MS) -- Creates New York city parks, tree and urban forestry fund  
5/4/09 – passed assembly, delivered to senate, referred to Cultural Affairs, Tourism, Parks and Recreation.

A2789 Dinowitz (MS)/S 2221 Diaz Requires state campgrounds to provide a reduced fee for campsites to persons 65 or over

A2880 Koon (MS) -- Relates to the sale of controlled substances in or near school grounds, public playgrounds or municipal parks

A2895 Schimminger (MS) -- Directs the commissioner of parks, recreation and historic preservation to cooperate with municipalities in establishing adopt-a-park programs

A3565 Perry (MS) -- Allows cities with a population of 150,000 or more to impose a twenty-five cent fee on sporting event tickets and to use the money collected for sport programs

A3695 Englebright (MS) -- Makes various provisions for the protection and management of parks

A3909 Gabryszak (MS)/ S 3214 Maziarz Directs the commissioner of parks, recreation and historic preservation to establish a program of free parking for senior citizens

A3920 Lentol -- Provides for establishment of the urban open space program in the office of parks, recreation and historic preservation; establishes fund; appropriation

A3922 Lentol -- Authorizes park police patrols for McCarren, Fort Greene, Commodore John Barry and McGoldrick parks in Brooklyn, Kings county

A5175 Lentol / S 1568 Golden Increases penalties for sale of controlled substances if it occurs on park grounds or playgrounds; defines park grounds or playgrounds

A4695 Robinson/S125 Sampson-- Directs the commissioner of education to create a pilot program to improve physical education/physical activity programs in certain schools

A4817 Englebright (MS) -- Provides for the establishment of regional conservation partnership trusts to raise and disburse funds to not-for-profit entities managing parks

A4818 Englebright / S2530 Maziarz -- Provides free use of state parks for senior citizens

A5214 Lentol (MS)/ S 1080 Dilan Directs the commissioner of the office of parks, recreation, and historic preservation to take certain land through the use of eminent domain (*for east river waterfront park*)

A5893 Hoyt/SB99 This bill would provide a tax credit of \$50 for the purchase of an adult bicycle and \$25 for a children's bicycle, up to \$250 in credits for a household

A7183A Englebright (MS)/ S4753 Serrano Prohibits the possession of concealed firearms in any park, campground or other recreation area

A7324 Tobacco (MS) -- Relates to conveyance of lands for the establishment of Gateway National Recreational Area

A7804 Nolan/S4118 Oppenheimer-- Establishes the "healthy schools act"

S1331 Serrano - This bill would create a bicycle-sharing program, with the intention of providing rental bicycles, helmets, and maps for tourists wishing to use bikes. The state may provide grants of up to \$20,000 for the purchase of bikes, helmets, racks, and other equipment necessary to provide safe bike rentals

S3218 Maziarz This bill would exempt bicycles from sales and compensating use tax

S3674 Flanagan-- Creates and implements the rebuild and renew New York state parks bond act of 2009

WALKING – None relevant of 2

CYCLING/BIKING -- NONE

- **2008 – 10 Bills (all still marked pending)**
- ***A03825/S05589 Abstract: Provides for required instruction in physical education in elementary schools; students in elementary schools shall participate in physical education for a minimum of one hundred fifty minutes during each school week. Sponsor: Ortiz /Flanagan***
  - ***A10248/S07151 Abstract: Enacts the "pedestrian safety enhancement act of 2008"; requires that all vehicles emit sound to aid in the safety of blind pedestrians, other pedestrians, cyclists and children. Sponsor: Millman/ Fuschillo***
    - ***Held for consideration in transportation as of 6/10/08***
  - ***A10562/S07558 Abstract: Establishes the Community Green Trails Initiative, a comprehensive statewide list of accessible and safe multi-use trails, through a department of parks website. Sponsor: DelMonte/Rath***
    - ***Vetoed 9/4/08 by Governor***
  - ***A10661/S07440 Abstract: Changes the name of the food stamp program to the food and nutritional support program. SPONSOR: Wright/Kruger***
    - ***Passed Assembly, Delivered to Senate, referred to Rules 6/23/08***
  - ***S03682 Abstract: Amends the highway law, in relation to transferring certain land to the city of New York department of parks and recreation and the department of environmental conservation and designating such lands as parklands. Sponsor: Lanza***
    - ***Passed Senate, Delivered to Assembly, referred to Transportation 4/14/08***
  - ***S07252 Abstract: Directs the commissioner of education to establish a physical education/physical activity pilot program in 10 elementary, middle or high schools for two years through a contract required to provide minimum of 45 minutes per week per student occurring either before, during, or after school. List recommended criteria of contractor and requires evaluation and final report. Sponsor: Sampson***

### *Appendix 3*

#### **Published Policy Documents Reviewed:**

- Bike the Bronx (Bronx Borough President)
- Fighting for Youth Programs (Bronx Borough President)
- Food In the Public Interest (Manhattan Borough President)
- Healthy Affordable Food (Citizen's Committee for Children of New York)
- No Bailout for the Hungry: (New York City Coalition Against Hunger)
- Reversing Diabetes and Obesity Epidemics (PHANYC)
- Reversing Obesity NYC 2008 Executive Summary (PHANYC)
- Age Friendly Report (New York Academy of Medicine)
- Child Hunger: The Unhealthy Return on Missed Investments (FoodBank)
- Steps to Get New Yorkers Moving (PHANYC)

**APPENDIX 4 Policy Goal Chart for FFP Organizations interviewed 12/2008**

**FOOD**

*Increase access to healthy food*

A. Increase access to fresh fruit and vegetables **A, C**

B. Increase supermarkets **A,C** (**C stresses supermarkets**)

C. Increase availability of locally grown produce in low-income neighborhoods **D** (**use NYCHA**)

*Reduce cost of healthy food* **A** (**incentives to farmers**) **C** (**food stamps**)

*Reduce availability and promotion of unhealthy foods in schools and communities* **A** (**tax soda/snacks and reduce advertisements**)

*Increase opportunities for people to produce their own food* **C**

*Connect health care and nutrition*

A. Mandate health insurance to cover nutrition counseling **A** (**mandate insurance to cover diabetes**)

B. Establish chronic disease management programs that include nutrition counseling and groups **A**

*Expand nutrition education/information in schools and communities* **A, D** (**wellness policy**)

*Improve food served in schools and agencies* **A, B, D** (**nutrition standards, reimbursement policy**)

**ACTIVE LIVING**

*Promote physical activity*

A. Create Comprehensive City Plan

B. Improve access to greenways, waterways **A, D**

C. Quality of public space, playground **B**

D. Sponsor media campaigns **A**

*Make physical activity programs more affordable* **A** (**workplace and communities**), **D** (**communities**)

*Increase safety of and access to parks*

A. Safety

B. Access

*Increase opportunities for accessible and safe walking* **D**

*Increase opportunities for accessible and safe bicycling* **D**

*Improve length and quality of physical activity and sports programs in schools* **A, D**

*Connect health care and physical activity*

A. Mandate health insurance to cover physical activity counseling **A** (**mandate insurance to cover diabetes**)

B. Establish chronic disease management programs including physical activity counseling and groups.

**A**

*Expand education on benefits of active living in schools and communities* **A, D**

## ***Appendix 5***

Meetings reviewed:

- March 4, 2009 NYCEN Policy Committee
  - Working committee on how to go forward with chosen issue within Child Nutrition Reauthorization (CNR): in class breakfast
  - Solution: Some evidence that school breakfast programs can contribute to decreasing BMI/obesity
  - Problems: FRAC put out a paper comparing free breakfasts in major urban centers in the US. NYC comes up as the biggest school system, but one of the systems with the least participation in the free school breakfast program. Also discussed need for school staff nutrition education and buy-in, principal and teacher buy in are significant barriers.
- March 5, 2009 Brooklyn Healthy Food Campaign
  - Working group on topic previously chosen “Food Summer”
  - Increase Food Stamp enrollment
  - Problem: Food Stamps don’t necessarily lead to healthy food
  - Solution: Outreach at farmers’ markets
- March 18, 2009 NYCEN General Meeting
  - Local Produce for your Community: Healthy, Safe, Sustainable & Available
  - Problems: lack of access to fruit and vegetables in some neighborhoods
  - Solutions: Tapping into the farmers markets, low-income CSAs, and community programs to get your community eating more local vegetables and fruits.
- March 18, 2009 Citizen’s Committee for Children Policy
  - The Future of Youth Development: Making the Case for Expanded Investments
  - Focus on youth development; no time actually spent on relevant outcomes.
  - Solution: However, introduction from the policy speaker noted potential for synergy with gardening, farm to school programs, particularly after-school that was being over-looked.
- April 1, 2009 GIS project meeting for Food and Fitness Partnership members
  - Attended meeting to listen in on what projects community organizations were interested in
  - Bushwick CBO looking into using school facilities for activities outside school hours, asked about mapping facility locations
  - Harlem CBO looking into making La Marqueta a permanent farmers’ market, asking about mapping safe pedestrian entrances
  - Unidentified organization asked about mapping sidewalk conditions, width and curb cuts
  - Unidentified organization asked about mappingsupermarket locations
  - Unidentified organization asked about mapping a safe route for a city youth walk
  - Unidentified organization asked about mapping safe bicycle routes
- April 14, 2009 NYC Health Equity Project/City Harvest/NYCCAHA
  - School Lunch Strategy Meeting
  - End of Session call for potential community garden sites
- April 14, 2009 Food Systems Network Policy Meeting
  - Focus on CNR
- April 15, 2009 Community Board #4 (Bushwick) Meeting

- General Board meeting (not committee specific)
- Discussed Brownfield nominations, and asked attendees for feedback on what to do with sites (feedback not noted)
- Environmental Transportation Committee reported cleaning up a public plaza at Myrtle Avenue to improve walkability, safety, general quality of public space.
- End of session request for community garden space (from young white male) almost caused a fight due to gentrifying/racial tensions. Although argument not about community garden per se (concern turned out to be over another space getting cleaned up without communication as to why or who cleaned it up); it may speak to community labels or opinions about the nature of certain solutions.

**Appendix 6**

**APPENDIX YOUTH FORUM SURVY  
YOUTH FORUM SURVEY AT YOUTH FORUM**

Number of surveys returned: 102

**Respondents by Home Zip Code: Borough/DPHO neighborhood**

<b>Borough</b>	<b>Attendees</b>	<b>DPHO Neighborhood</b>
Bronx	42 – 41%	24 – 24%
Brooklyn	21 – 21%	8 – 8%
Manhattan	19 – 19%	8 – 8%
Queens	4 – 4%	n/a
Staten Island	1	n/a

**Respondants by Age Group:**

18 and under: 46 --- 45% (combined 6 responses from 14 and under with 40 15-18)  
 19 -24: 23 – 22%  
 25 and over: 32 -- 31%.

**Analysis note:**

**For questions that asked for one response (best), duplicate responses are included in total counts. DNR’s are not included in counts, but are included in denominator deriving percent)**

**QUESTIONS:**

**25) What would be the best way to increase access to healthy food in your community**

1. Farmers’ Markets: 34 – 33%
2. Improved choices at bodegas: 32--- 32%
3. Urban Agriculture opportunities/Community Gardens: 25– 26%
4. Better access to supermarkets: 24 -- 25%
5. Other 8 -- 8%

**By age category**

<b>18 and under</b>	<b>19 - 24</b>	<b>25 and over</b>
Bodegas = 18: <b>40%</b>	Urban Ag/Community Garden: =9: <b>39%</b>	Farmers' Markets = 11: <b>34%</b>
Farmers Markets = 17: <b>37%</b>	Bodegas = 8: <b>35%</b>	Bodegas/ Urban Ag - Community Gardens = 6/6 <b>tie 19% each</b>
Supermarkets = 14: <b>30%</b>	Supermarket/Farmers' Markets 6/6 <b>tie : 26% each</b>	Supermarkets = 4 <b>13%</b>
Urban Ag/Community Garden =10: <b>22%</b>		

**26) What is the thing you think is needed most to educate people on about healthy food?**

1. How to cook vegetables and other healthy meals 56 = **55%**
2. How to read labels on snack and other packaged foods 36 = **36%**
3. More information on calories and ingredients of restaurant meals. 19 = **19%**
4. Other : 11 = **11%**

<b>18 and under</b>	<b>19 - 24</b>	<b>25 and over</b>
Cook veggies and healthy meals 23 = <b>50%</b>	Cook veggies and healthy meals 15 = <b>65%</b>	Cook veggies and healthy meals 18 = <b>56%</b>
Read labels : 19 = <b>41%</b>	Read labels 8 = <b>35%</b>	Read labels 9 = <b>28%</b>
Restaurant meal info: 14 = <b>30%</b>	Other 5 = <b>22%</b>	Other 4 = <b>13%</b>
Other 2 = <b>4%</b>	Restaurant meal info 2 = <b>9%</b>	Restaurant meal info 3 = <b>9%</b>

**27) What would be the best way to improve opportunities for you for daily activity?**

1. Increase programs in the community = 30 = **30%**
2. Increase after school programs in fitness and sports = 28 = **27%**
3. Improve safety, cleanliness and facilities at nearby parks. = 19 = **19%**
4. Add bike racks so you can bike places you need to go (school, etc.) = 16 = **16%**
5. Increase time spent in school physical education classes = 11 = **11%**
6. Open up the school yard outside of school hours = 10 = **10%**
7. Other 2 = **2%**

<b>18 and under</b>	<b>19 - 24</b>	<b>25 and over</b>
After School programs = 24 <b>52%</b>	Parks = 10 <b>43%</b>	Community Programs = 11 <b>34%</b>
Community programs = 14 <b>30%</b>	Community Programs/Bike Racks = 5 (tie) <b>22%</b>	After School/PE classes/Bike Racks = 4 (tie) <b>13%</b>
Bike Racks =7 <b>15%</b>		
PE classes/Parks = 6 (tie) <b>13%</b>	Open School Yard = 3 <b>13%</b>	
	PE classes = 1 <b>2%</b>	Parks = 3 <b>9%</b>
Open School yard = 5 <b>11%</b>	After School = 0	Open School Yard = 2 <b>6%</b>
Other = 1 <b>2%</b>	Other = 0	Other = 0

**28) Rank the following in priority of order in which they are important to happen at school: 1=highest importance, 2=medium importance, 3=lowest importance . Use each number only once.**

Notes: Item with *lowest* total count is of *highest* importance to most people. If someone indicated 1 for all three, each choice was counted as a 2. If someone selected 1 for just one choice, and left the other two blank, the two blanks were each counted as 2.5. If someone selected 1 for two choices, and left the third blank, the two 1's were counted each as 1.5 and the blank counted as 3.

1. Increase healthy food = 150
2. Improving physical activity opportunities=179
3. Decrease unhealthy food = 193

**24 plus: A: 47 B: 50 C: 54**

<b>18 and under</b>	<b>19 - 24</b>	<b>25 and over</b>
Increase healthy food <b>70</b>	Increase healthy food <b>34</b>	Increase healthy food <b>47</b>
Decrease unhealthy food <b>82</b>	Improve physical activity <b>44</b>	Decrease unhealthy food <b>50</b>
Improve physical activity <b>95</b>	Decrease unhealthy food <b>49</b>	Improve physical activity <b>54</b>

**24) What would you like most to change or make happen in your community that you think would result in the most impact on people's health?**

62 answers; answers were coded into all relevant Policy Goal categories (one answer could be coded to multiple goals). 69 codes were assigned, the vast majority (59 – 86%) were coded to Food. Top three in each category are below.

<b>FOOD</b>	<b>ACTIVE LIVING</b>
<b>Expand Nutrition Education 15</b>	<b>Promote Physical Activity 5</b>
<b>Increase Access to Healthy Food 14</b>	<b>Increase Safety of Parks 2</b>
<b>Increase Opportunities for People to Produce Their Own Food 12 *</b>	<b>Connect Health Care and Physical Activity 2</b>

- Specific comments under area are much more consistently closely related than the comments under the other two goals.
- Seven comments referenced environmental/green concepts that are not specifically included in our policy goal, such as “more green space”, “fix gardens rather than polluting”, “increase their knowledge of their surrounding”, “not have trucks drive hundred miles to bring food to community”, “more opportunities to be outside”, “more green spaces”, “cleaner environment”

CODE	FOOD	ACTIVE LIVING	CODE
<b>A 14</b>	<i>Increase access to healthy food</i>	<i>Promote physical activity</i>	<b>1 5</b>
<b>B 5</b>	<i>Reduce cost of healthy food</i>	<i>Make physical activity programs more affordable</i>	<b>2</b>
<b>C 5</b>	<i>Reduce availability and promotion of unhealthy foods in schools and communities</i>	<i>Increase safety of parks</i>	<b>3 2</b>
<b>D 12</b>	<i>Increase opportunities for people to produce their own food</i>	<i>Increase opportunities for accessible and safe walking</i>	<b>4</b>
<b>E 2</b>	<i>Connect Health Care and Nutrition</i>	<i>Increase opportunities for accessible and safe bicycling</i>	<b>5</b>
<b>F 15</b>	<i>Expand nutrition Education</i>	<i>Improve length of time and quality of physical activity and sports programs in schools</i>	<b>6 1</b>
<b>G 6</b>	<i>Improve food served in schools and other agencies</i>	<i>Connect health care and physical activity</i>	<b>7 2</b>

Age 14 and under = 1  
15 – 18 = 2  
19 – 24 = 3  
25 plus = 4

ZIP AGE CODE

1773 4 D people growing their own food  
2121 2 D create more community gardens  
7646 2 E/7 a change in obesity  
7730 3 A start a csa  
10003 4 F people to recognize they have choices  
10016 4 B/3 affordable organic fresh produce and more green spaces  
10023 4 F/A Education and access to healthy local food  
C  
10027 4 decreasing access through less availability or higher prices of unhealthful food and sweetened beverages candy chips packaged pastries fast food places  
10030 2 A/C the food choices  
10034 4 G school lunches  
10039 3 A/G healthy places to eat  
10039 2 D more gardening  
A/B/C no junk in vending machines more healthy choices in supermarkets delis,  
10312 4 increased prevalence of organic options at reduced price  
10452 3 A healthy food stores  
10452 1 F make good foods  
10452 4 G change school lunch food  
10452 1 B a change in cheap food availalbe  
10453 1 B cut junk food in half in local schools  
10453 2 A/C the food, provide more community  
i would like to have more gardens in my community and introduce at least one  
10453 2 farmers market  
10454 2 G school lunch  
10456 2 A The food markets  
10457 2 own place

10458	2	D	get kids involved in gardening
10459	4	A	increasing family markets
		A	the introduction of youth markets across the city would improve everyone's
10463	2		awareness
10463	2		no
10463	2	D	fix the gardens up rather than polluting
10464	2	6	encourage school athletics
10466	2	F	start talking about in schools
10466	2		no comment
10469	3	D	to grow a community garden
10469	2	D	would help to make the garden nicer than what it is
10472	2	C	Billboards on bad nutrition
10473	2		yes
		1	
			I think awareness would make the people in my neighborhood change and
10474	2		improve. I would want to increase their knowledge of their surroundings.
10474	1	F	to eat healthier
		D	To make organic food in community's than to have trucks drive hundred mile to
10474	2		bring food to community
10474	2	D	more urban farming
10573	4	F/1	continue to educate through expos like today
		F/1	raise a greater awareness about these topics. They are almost untouched in
10583	3		Westchester
10601	4	1	more opportunities to be outside
		F/G	Change school curricula to include more on sustainability, good food and
10926	3		nutrition, change the subsidy system of the USDA
11207	2	A	more places to get healthy food
11207	3	F	educating my community on healthy food
11207	2	A	the variety of food
11211	4	3	more green spaces
11216	4	F	getting ppl in my community to eat different veggies
11223	3	A	healthier bodegas more farmers markets and community farms
		B	Increase the number of full-service supermarkets that stock healthy foods at
11231	4		affordable prices
11232	3	D	urban farms everywhere
11234	2	E/7	reality check
11236	2	F	eating healthy food
11236	2	1	cleaner environment
11237	4	F	portion control
11420	4	D	grow more healthy foods
		F	educating people on the choices that are available to them - they have options.
11423	4		you are what you eat
11432	2	G	healthier food in school communities
11434	2	A	more healthy options at the stores
11691	3		loss of liquor stores and sale of cigarettes
		D/F	places to learn how to participate in growing food, place to prepare and eat
12601	3		together
		F	localized food system, education about sustainable ag and the connection to food
12603	3		system

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