



**TO:** RWJF Childhood Obesity NPO Directors  
**FROM:** Manel Kappagoda and Marice Ashe  
**SUBJECT:** How NPLAN's Products Relate to the IOM Report on Local Government Actions to Prevent Childhood Obesity  
**DATE:** September 9, 2009

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The Institute of Medicine recently released a report by the Committee on Childhood Obesity Prevention Actions for Local Governments. The Committee identified 12 action steps that it felt were the most promising. Below, I list the 12 action steps and identify the NPLAN products and legal research that relate to the action step. Please let me know if you would like more information about any of the products listed below.

#### Healthy Eating:

- Create incentive programs to attract supermarkets and grocery stores to underserved neighborhoods;
  - **In development:** If our Year 2 budget revision is approved, we will start work on redevelopment factsheets. Redevelopment money can be used to attract healthy food outlets to underserved neighborhoods.
  - **Legal research projects:** If our Year 2 budget revision is approved, we will begin legal research on redevelopment law
- Require menu labeling in chain restaurants to provide consumers with calorie information on in-store menus and menu boards;
  - **Posted on website:** Model menu labeling ordinance; chart comparing menu labeling laws across the country.
  - **Legal research projects:** Federal preemption and First Amendment issues relating to menu labeling; local government authority to enact food retail-related ordinances; the takings implications of local food retail related ordinances; and the role of preemption in public health campaigns.
- Mandate and implement strong nutrition standards for foods and beverages available in government-run or regulated after-school programs, recreation centers, parks, and child-care facilities, including limiting access to unhealthy foods and beverages;
  - **In early development:** Model nutrition standards for childcare settings.
  - **Legal research projects:** 50-state survey of school nutrition requirements for background information.
- Adopt building codes to require access to, and maintenance of, fresh drinking water fountains (e.g. public restrooms).
  - **In development:** Model policy to promote fresh drinking water in schools (partnering with RWJF Clinical Scholar, Dr. Anisha Patel at UCSF).
- Implement a tax strategy to discourage consumption of foods and beverages that have minimal nutritional value, such as sugar sweetened beverages.
  - **In development:** Model state soda tax; comparison of existing soda tax laws nationwide.
- Develop media campaigns, utilizing multiple channels (print, radio, internet, television, social networking, and other promotional materials) to promote healthy eating (and active living) using consistent messages.

## Physical Activity Promising Strategies:

- Plan, build and maintain a network of sidewalks and street crossings that connects to schools, parks and other destinations and create a safe and comfortable walking environment;
  - **In final development:** Six model complete streets policies (ordinances, resolutions, state law language). This project is a partnership with APA and Complete Streets Coalition.
  - **Legal research projects:** Funding research into liability issues relating to SRTS and research about local government authority to enact land use regulations.
- Adopt community policing strategies that improve safety and security of streets and park use, especially in higher-crime neighborhoods;
- Collaborate with schools to implement a Safe Routes to Schools program;
  - **In development:** Model SRTS policies; factsheet/brief on liability issues related to SRTS. (This is a partnership with Safe Routes to School (SRTS) National Partnership.)
  - **Legal research projects:** Funding research into liability issues relating to SRTS. Funded research on the takings implications of local obesity prevention related policies.
- Build and maintain parks and playgrounds that are safe and attractive for playing, and in close proximity to residential areas;
  - **Legal research projects:** Funded research on Title VI implications of a lack of adequate recreational facilities in communities of color. Funding research on the laws that govern public recreation and services.
- Collaborate with school districts and other organizations to establish agreements that would allow playing fields, playgrounds, and recreation centers to be used by community residents when schools are closed (joint-use agreements);
  - **Posted on website:** Four model joint use agreements; joint use checklist; 50-state liability analysis related to joint use; joint use fact sheet; 50-state scan of laws referencing joint use.
  - **Legal research projects:** Funded research into liability issues relating to joint use agreements.
- Institute regulatory policies mandating minimum play space, physical equipment and duration of play in preschool, after-school and child-care programs.
  - **Posted on website:** Model physical activity standards for child-care settings.
  - **Legal research projects:** Funded 50-state survey of school physical activity requirements for background information.