



Open Late

FOURTHMEAL.COM

FOURTHMEAL

**THE MEAL BETWEEN
DINNER & BREAKFAST.**





Policy shapes our environments.



Elements of a Strong Policy



Presented by
Christine Fry, MPP
Senior Policy Analyst & Program Director

DISCLAIMER

The information provided in this discussion is for informational purposes only, and does not constitute legal advice. ChangeLab Solutions does not enter into attorney-client relationships.

ChangeLab Solutions is a non-partisan, nonprofit organization that educates and informs the public through objective, non-partisan analysis, study, and/or research. The primary purpose of this discussion is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation.

© 2012 ChangeLab Solutions

ELEMENT #1

✓ **It is a policy, not a program.**





Farms...but no farmers markets?



A photograph of two men in business attire standing in an office with large windows. They are looking at a map spread out on a table. The man on the left, who has a beard and glasses, is pointing at a specific location on the map. The man on the right, who has white hair and glasses, is also pointing at the map. The map appears to be a geographical map with various colored regions and labels. A semi-transparent black banner with yellow text is overlaid across the middle of the image.

Amend code to define farmers markets



Farms

ECKO

Organic Valencia
Oranges
.99¢ LB. Sweet &
10 LB. / \$7.99 Juicy
Eat 'em or
Juice 'em.

WHAT DO WE MEAN BY POLICY?



WHAT DO WE MEAN BY POLICY?

- Local ordinances
- Zoning language
- Resolutions
- Standards
- School/agency policy language
- Contracts/agreements
- State/federal laws
- Organization/company policies



***WHAT'S AN EXAMPLE OF A POLICY
FROM YOUR COMMUNITY?***



WHAT DO WE MEAN BY POLICY?

A policy is:

- a statement in writing
- binding
- setting out a general approach to be applied broadly





**Policy allows for
accountability & enforcements**



To Do:

1. ~~Steam~~ Clean carpet (replace)
2. ~~Scrub walls~~ repaint everything!! (Sealing)
3. Clean airducts
4. ~~Clean~~ Replace blinds
5. Clean windows


Go smoke-free.


Implementing a no-smoking policy could simplify your turnover process and save you thousands on repairs. More than 85% of Washington renters prefer smoke-free housing, so make the change today. Learn how at: www.SmokeFreeKingCounty.com

Public Health
Seattle & King County

Policy reaches more people.

NO SMOKING
Indoors or Within 15 FT of Entrance
Pursuant to the Smoke-Free Illinois Act 95-0017



 **AMERICAN LUNG ASSOCIATION®**
of Illinois - Greater Chicago

To file a complaint:
www.smoke-free.illinois.gov
866-973-4646
TTY 800-547-0466 (hearing impaired only)

Policy institutionalizes good ideas.

COLUMBIA, MISSOURI



- Built support for policy change through programmatic work
 - Walk to school days, bicycle safety education, community outreach
- Launched policy campaigns
 - Special sales tax for pedestrian & bicycle improvements, especially around schools
 - Street design standards
 - Reduced speed limit
- Results: 100+ new miles of infrastructure, 3x more bicycle and pedestrian trips

Policy?

Program?



ELEMENT #2

✓ It is legally feasible.



Rational Basis







ChangeLab Solutions

philpnet.org

nplan.org

November 2010



What Does the City Attorney Have to Do with Obesity Prevention? A Fact Sheet for Advocates

City and county officials often work with in-house attorneys on government business. Although these attorneys do not make policy, they can play a key part in the lawmaking process—and they have an important role to play in the movement to prevent childhood obesity.

Local government lawyers (commonly known as *city attorneys*, *county counsel*, *city solicitors*, or *corporation counsel*) draft and review contracts and local policy, and provide legal advice and representation to local officials. They do not represent individual residents but rather the local government, which includes city or county officials, staff, and agencies. And as the client, the local government has the benefit of an attorney-client relationship with its attorneys, which includes confidentiality.

When an elected official (a city councilmember or mayor, for example) wants to enact or change a law, the city attorney evaluates the proposed policy to assess whether the new law raises any legal issues exposing the city to potential litigation or liability. The city attorney is also responsible for drafting the proposed new legislation. By drafting new laws setting forth policies that promote nutrition, physical activity, and overall health, local government attorneys play an important role in obesity prevention.

Local government attorneys have a critical role in developing law and policy, making them important allies in the movement to prevent childhood obesity. This fact sheet explains how advocates can work with city attorneys and other government lawyers to promote new policies addressing nutrition and physical activity.

ELEMENT #3

✓ **It is financially feasible.**



WHAT IS FINANCIAL FEASIBILITY?

- Low or no cost
- Uses existing funding
- Generates revenue



WHAT IS FINANCIAL FEASIBILITY?

- Low or no cost
- Uses existing funding
- Generates revenue





WHAT IS FINANCIAL FEASIBILITY?

- Low or no cost
- Uses existing funding
- Generates revenue





Oklahoma – home to one of the highest rates of adult obesity in the U.S.

MINI MART DRIVE-IN TOBACCO STORE



**Food deserts offer limited access
to healthy food options**



*OK leveraged existing funding,
expanding it to create greater
access to healthy choices*

WHAT IS FINANCIAL FEASIBILITY?

- Low or no cost
- Uses existing funding
- Generates revenue



Set aside revenue for obesity prevention strategies



***WHAT ARE SOME OTHER WAYS THAT
A POLICY CAN GENERATE REVENUE?***



ELEMENT #4

✓ It is ambitious, but politically feasible.



BALANCING HEALTH WITH POLITICS



Healthy food zone resolution in Santa Fe



WHY START WITH A RESOLUTION?



AMBITIOUS, YET FEASIBLE

- **Assess readiness for an idea**
- **Plan strategy with local advocates and experts**
- **Recognize that your policy will probably get weaker**

ELEMENT #5

- ✓ **Its implementation and enforcement are clear and feasible.**



LICENSING FOR TOBACCO



LICENSING INFORMATIONAL GUIDE

For Tobacco Retailers



Revised 4/08

POLICY LANGUAGE

“Compliance shall be monitored by the City. The City anticipates that compliance checks will be conducted periodically.”

or

“Compliance shall be monitored by Municipal Law Enforcement. Municipal Law Enforcement shall check compliance of each tobacco retailer at least three times per twelve-month period. Compliance checks shall determine, at a minimum, if the tobacco retailer is complying with tobacco laws regulating youth access.”

POLICY LANGUAGE

“Compliance shall be monitored by the City. The City anticipates that compliance checks will be conducted periodically.”

or

“Compliance shall be monitored by **Municipal Law Enforcement**. Municipal Law Enforcement **shall check compliance** of each tobacco retailer **at least three times per twelve-month period**. Compliance checks **shall determine, at a minimum**, if the tobacco retailer is complying with **tobacco laws regulating youth access**.”



Who will implement the policy?

ELEMENT #6

- ✓ **It is data driven and grounded in community.**



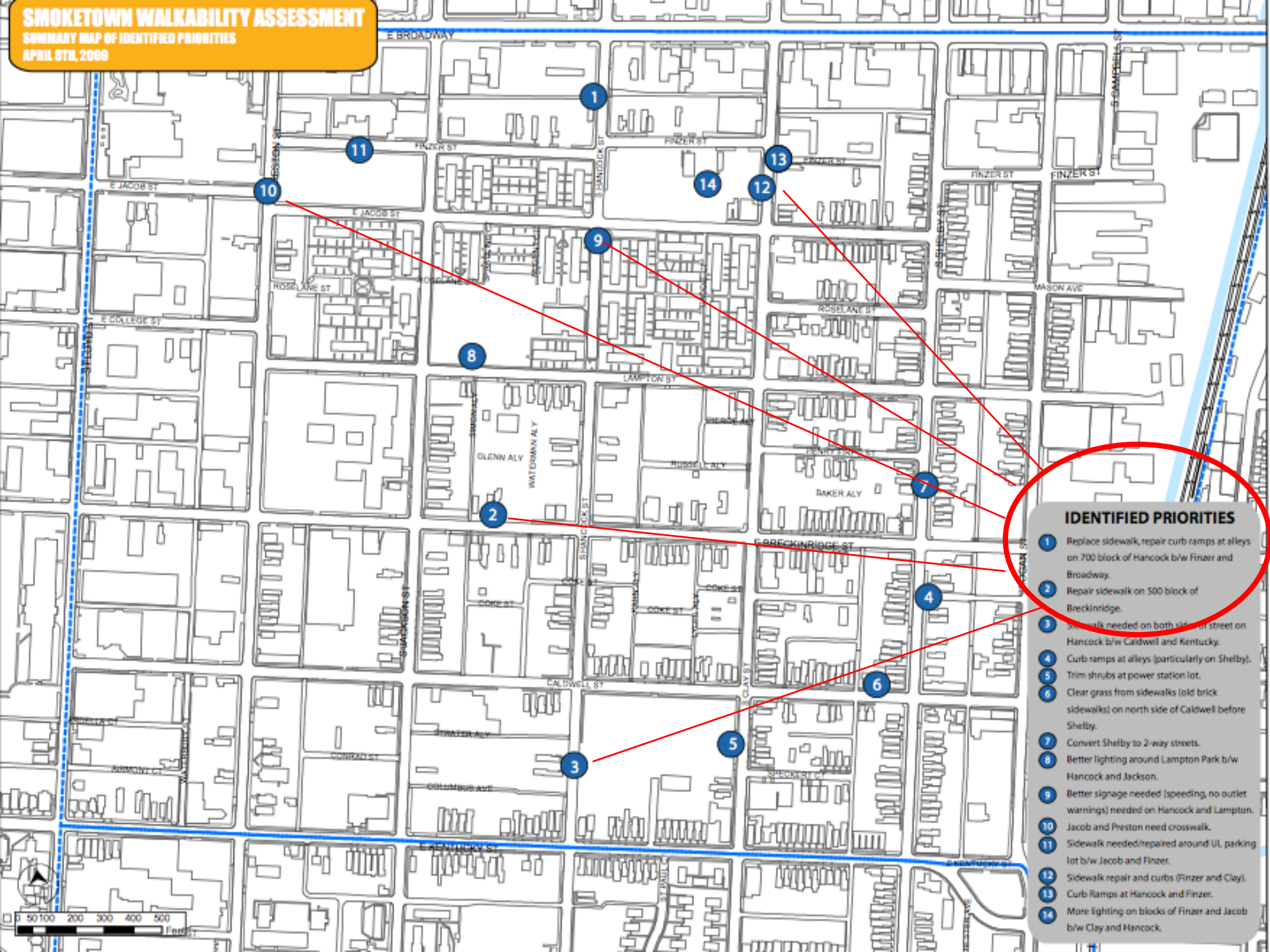
Louisville, KY – a walkable city



SMOKETOWN WALKABILITY ASSESSMENT

SUMMARY MAP OF IDENTIFIED PRIORITIES

APRIL 8TH, 2009



IDENTIFIED PRIORITIES


- 1 Replace sidewalk, repair curb ramps at alleys on 700 block of Hancock b/w Finzer and Broadway.
- 2 Repair sidewalk on 500 block of Breckinridge.
- 3 Sidewalk needed on both sides of street on Hancock b/w Caldwell and Kentucky.
- 4 Curb ramps at alleys (particularly on Shelby).
- 5 Trim shrubs at power station lot.
- 6 Clear grass from sidewalks (old brick sidewalks) on north side of Caldwell before Shelby.
- 7 Convert Shelby to 2-way streets.
- 8 Better lighting around Lampton Park b/w Hancock and Jackson.
- 9 Better signage needed (speeding, no outlet warnings) needed on Hancock and Lampton.
- 10 Jacob and Preston need crosswalk.
- 11 Sidewalk needed/repairs around UL parking lot b/w Jacob and Finzer.
- 12 Sidewalk repair and curbs (Finzer and Clay).
- 13 Curb Ramps at Hancock and Finzer.
- 14 More lighting on blocks of Finzer and Jacob b/w Clay and Hancock.



Baldwin Park, CA



Data for Evaluation

<u>City of Baldwin Park</u> Administrative Policy # 027	<u>Date:</u> Approved by: City Council <u>7/20/11</u>
<u>SUBJECT:</u> Complete Streets Policy	<u>Authority:</u> Public Works Department & Community Development Department  Mayor, Manuel Lozano

PERFORMANCE MEASURES

The City will evaluate this Complete Streets Policy using the following performance measures:

1. Total miles of on-street bikeways defined by streets with clearly marked or signed bicycle accommodation
2. Total miles of streets with pedestrian accommodation (goal – all)
3. Number of missing or non-compliant curb ramps along City streets (goal – 0)
4. Number of new street trees planted along City streets
5. Percentage of new street projects that are multi-modal
6. Number and severity of pedestrian-vehicle and bicycle-vehicle crashes
7. Number of pedestrian-vehicle and bicycle-vehicle fatalities (goal – 0)
8. Track Fitnessgram data of Baldwin Park Unified School District students
9. Sales tax revenue

The City will identify funds and create a methodology to collect data related to those performance measures.

ELEMENT #7

✓ **It accounts for disparities.**



ACCOUNT FOR DISPARITIES

- Community-wide policy
- Narrow policy
- Implement priorities

ACCOUNT FOR DISPARITIES

- Community-wide policy
- Narrow policy
- Implement priorities



Hialeah, Florida

- 5th largest city in FL
- 95% Latino
- 46% of children are overweight or obese

HIALEAH HEALTHY FAMILIES



“Given the demographics of Hialeah, programs ... must be designed for Hispanics, taking into account the variability that exists among Hispanics with regard to language, food preferences and customs...”



ACCOUNT FOR DISPARITIES

- Community-wide policy
- Narrow policy, focused on area experiencing disparities
- Implement priorities



Santa Fe
Airport Road Corridor



Airport Road Corridor Overlay Proposal

- Street and building design standards
- Density limits for alcohol sales
- Incentives for healthy food retail and other community-oriented businesses
- Study possible healthy food zone around schools

Focus on area experiencing disparities

“We give so much attention to things out on the east side that are important. ... but we have to not forget that most of the population lives on the south side. We tend to not give it as much attention.”

-- Councilman Dominguez

ACCOUNT FOR DISPARITIES

- Community-wide policy
- Narrow policy
- Implement priorities

ELEMENT #8

- ✓ **It changes people's expectations for the community**



SMOKE FREE MULTI-UNIT HOUSING

A GUIDE FOR OWNERS, TENANTS, AGENTS,
AUTHORITIES AND GOVERNMENTS



Smoking Ban Hits Home. Truly.

By JESSE McKINLEY

Published: January 26, 2009

BELMONT, Calif. — During her 50 years of smoking, Edith Frederickson says, she has lit up in restaurants and bars, airplanes and trains, and indoors and out, all as part of a two-pack-a-day habit that she regrets not a bit. But as of two weeks ago, Ms. Frederickson can no longer smoke in the one place she loves the most: her home.

 [Enlarge This Image](#)





ELEMENT #9

✓ **It is not a silver bullet.**



2 HOUR
PARKING
8AM - 6PM
800



Change requires time & vision



ELEMENTS OF A STRONG POLICY

- 1. It is a policy, not a program.**
- 2. It is legally feasible.**
- 3. It is financially feasible.**
- 4. It is ambitious, yet politically feasible.**
- 5. Its implementation and enforcement are clear and feasible.**
- 6. It is data driven and grounded in community.**
- 7. It accounts for disparities.**
- 8. It changes expectations.**
- 9. It is not a silver bullet.**

Do It Yourself: Analyze a Policy

1. Introduce yourselves.
2. With your tablemates, identify a specific policy to analyze. It can be a health-related policy or something else.
3. Analyze your chosen policy using the provided worksheet. Focus on the first page. If you have time, move on to the second page.
4. Choose someone to share the policy and discussion.

Christine Fry, MPP

Senior Policy Analyst & Program Director

cfry@changelabsolutions.org

changelabsolutions.org

