



# **PUBLIC HEALTH**

**ALWAYS WORKING FOR A SAFER AND  
HEALTHIER WASHINGTON**

**Patty Hayes      Assistant Secretary**

Community and Family Health, Washington State Department of Health

**The Policy View from Olympia and Beyond  
May 2006**

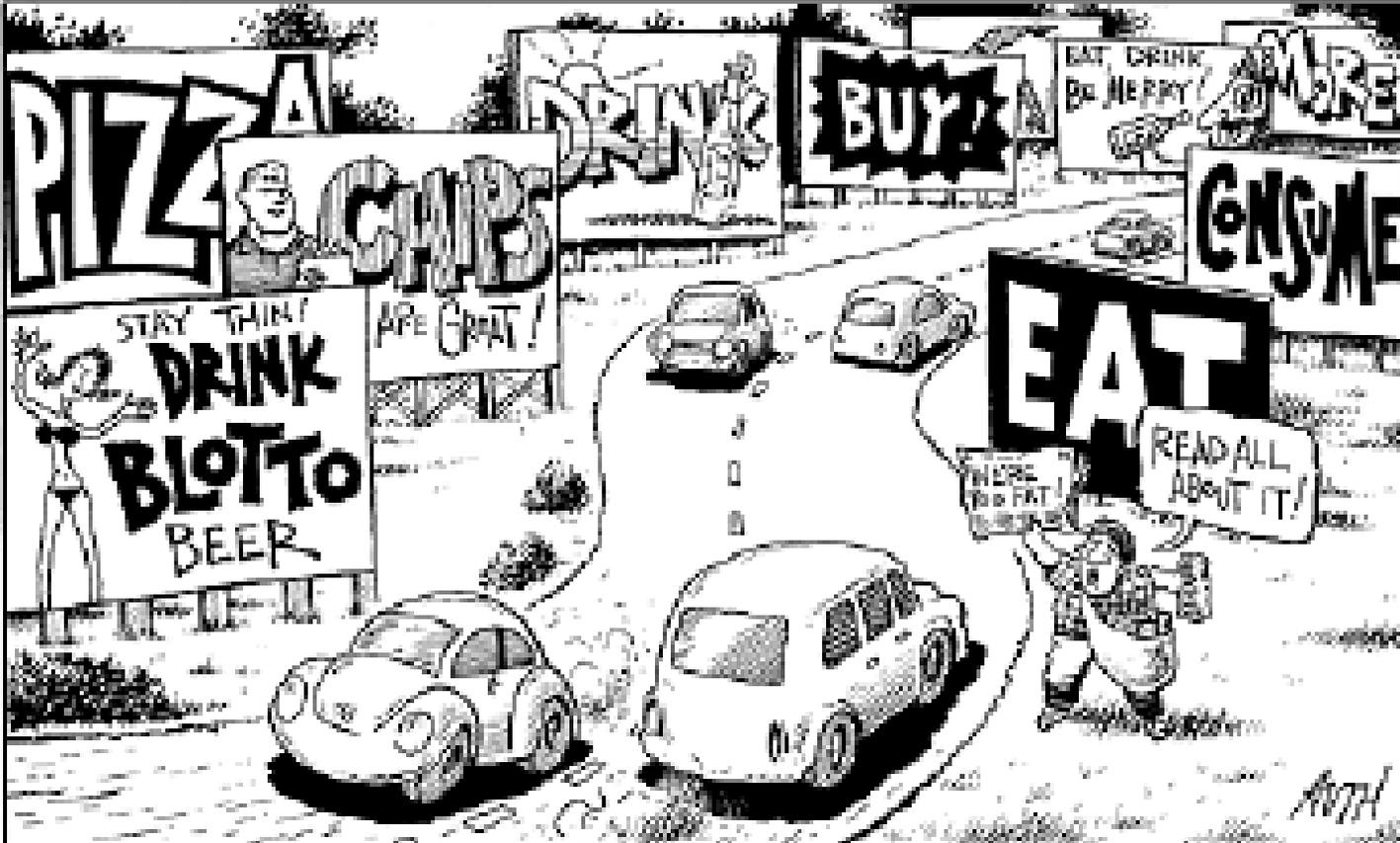
## LEARNING OBJECTIVES

- Highlight challenges in prevention – especially population-based policy approaches
- Provide current snapshot view of statewide policy efforts to promote physical activity and healthier eating
- Discuss emergent and upcoming policy approaches – local, state, private



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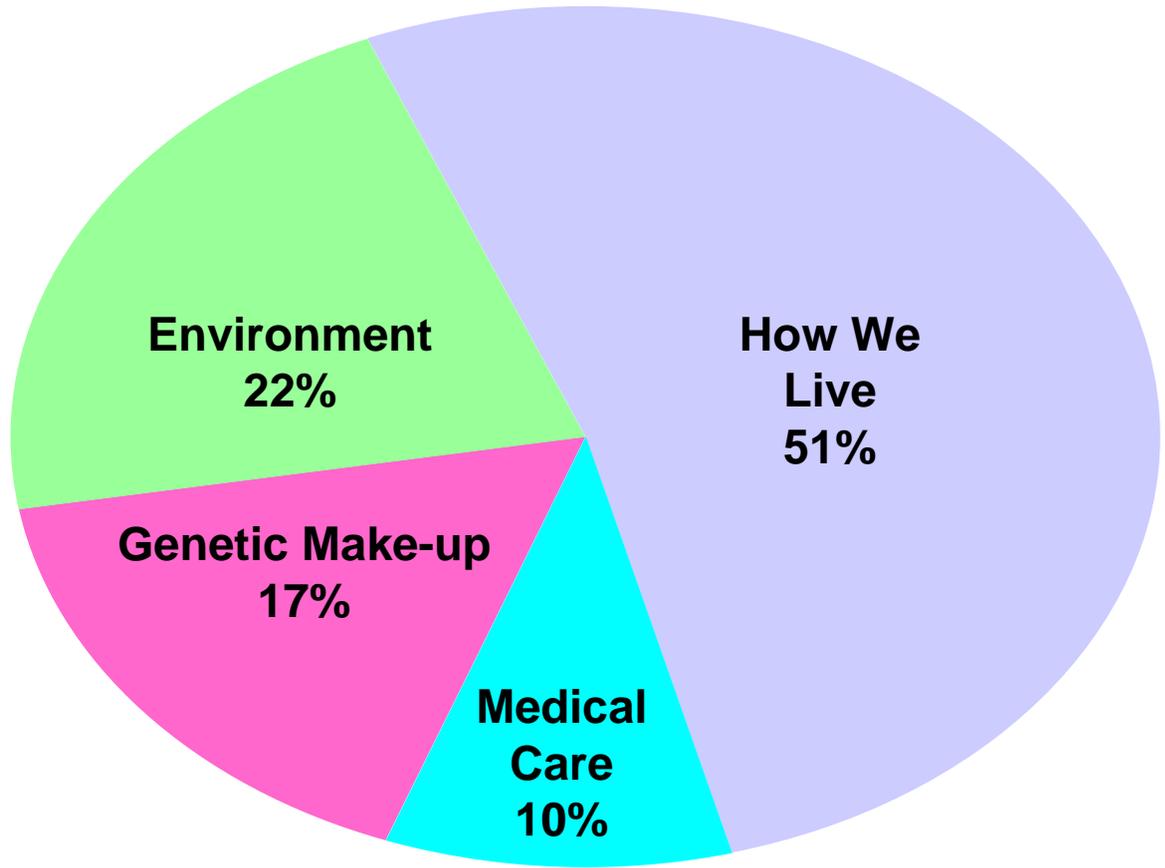




\$11 BILLION IS SPENT YEARLY ADVERTISING CONVENIENCE FOODS, SNACKS AND ALCOHOLIC BEVERAGES.

By Tony Auth, The Philadelphia Inquirer

# Factors That Influence Health



# PUBLIC HEALTH MODEL



Problems arise through the relationships and interactions among the agent, the host, and the environment

# PUBLIC HEALTH MODEL



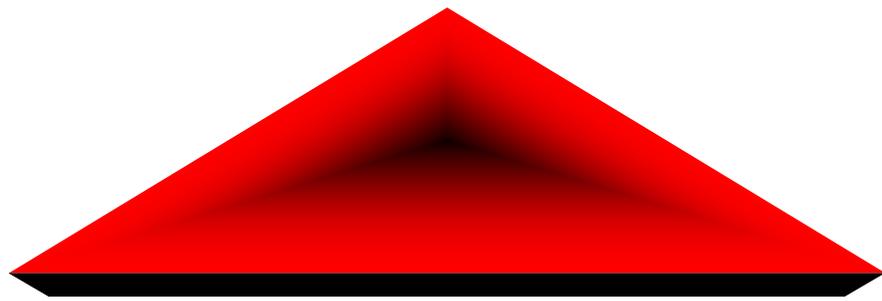
HOW WE LIVE / ENVIRONMENT



AGENT



HOST



## **The Spectrum of Prevention**

**Influencing Policy & Legislation**

**Changing Organizational Practices**

**Fostering Coalitions & Networks**

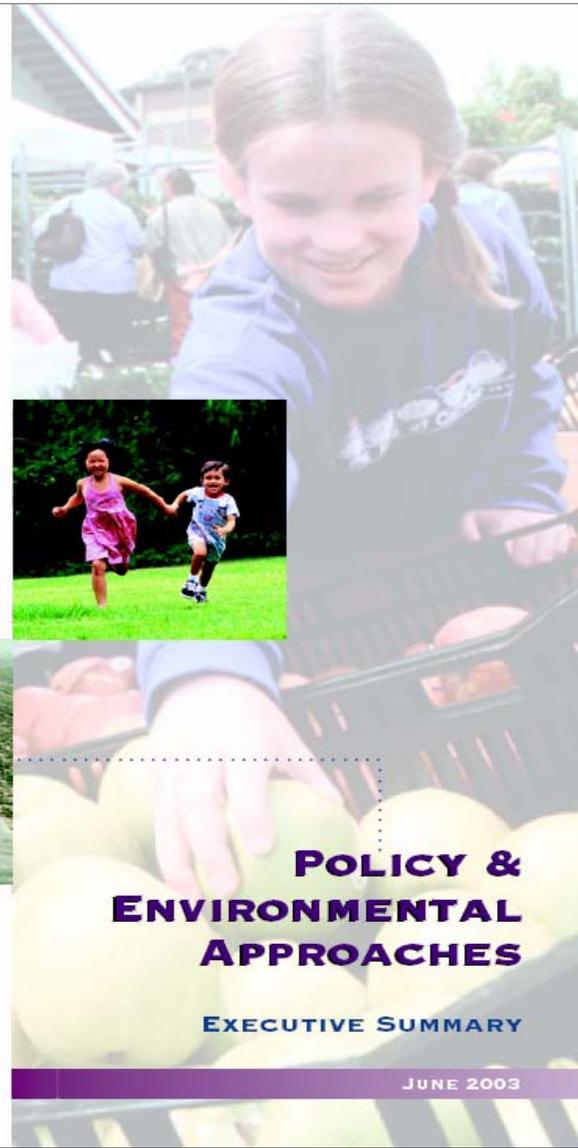
**Educating Providers**

**Promoting Community Education**

**Strengthening Individual Knowledge & Skills**



**WASHINGTON  
STATE  
NUTRITION  
& PHYSICAL  
ACTIVITY  
PLAN**



**POLICY &  
ENVIRONMENTAL  
APPROACHES**

**EXECUTIVE SUMMARY**

JUNE 2003



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## **Nutrition and Physical Activity: The Washington State Story**

### **Use of Coalitions and Partnerships**

- Washington's Action For Healthy Kids Team
- Access to Healthy Foods Coalition
- Washington Coalition for Promoting Physical Activity
- Transportation Choices Coalition



## **Nutrition and Physical Activity: The Washington State Story**

### **Use of Coalitions cont.**

- Bicycle Alliance of Washington
- Breastfeeding Coalition of Washington
- Anti-Hunger Nutrition Coalition
- WA Association of Local WIC Agencies



## **Nutrition and Physical Activity: The Washington State Story**

### **Importance of Collective Policy Development**

- **Healthy Washington Workgroup**
- **Emerging Role of the Nutrition and Physical Activity Policy Leadership Group (NPA-PLG)**

## Nutrition and Physical Activity: The Washington State Story

### Importance of Activated Coalition

- **SB 6533 – syrup tax bill**





## **Nutrition and Physical Activity: The Washington State Story**

### **Importance of Policy Implementation – Recent Bills**

- **SB 5186 – physical activity and planning**
- **SB 5436 – school policy**

## Nutrition and Physical Activity: The Washington State Story

### Lessons Learned

- Scattered approaches to policy development not most efficient
- Local (grass roots) activism needed to identify and make changes at all levels
- Coalition-building is proven and necessary method for moving policy agendas

# Nutrition and Physical Activity: The Washington State Story

## Challenges

- Accounting for disparate health impacts
- Finding sustainable funding
- Best practices still emerging

## **Nutrition and Physical Activity: The Washington State Story**

### **Challenges cont.**

- Legitimizing preventive care in health care and employment settings
- Policy change is a political process
- Deconstructing an “environmental approach” to prevention



## **Nutrition and Physical Activity: The Washington State Story**

### **Rare Opportunity Now in Place to Create a “Healthier Washington”**

- Part of Governor’s Health Care agenda
- Includes State, Local and Private sectors





## The Policy View from Olympia and Beyond

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