



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

Assessing State-Level Decision Maker Support for Evidence- Based Approaches to Chronic Disease Prevention

September 16, 2019
Obesity Roundtable

Disclosure

Nothing to disclose

Dual Purpose

- Engage decision makers in identifying population and policy priorities in order to reframe evidence-based policy approaches that promote HEAL
- Identify intersection between EB public health strategies and effective public policy



Focus Areas

- Healthy Eating – Promotion of healthy food service guidelines and healthy food retail
- Active Living – new or improved pedestrian, bicycle or transportation systems
- Early Care and Education-improved physical activity and nutrition standards for children in these settings.



Methods

Multi-pronged, qualitative assessment to better understand state decision-makers' views related to policy approaches to promote healthy eating and active living:

- Literature Review
- Key Informants
 - state health department leaders
 - state level public health advocates
 - state legislators
- Focus Groups
 - Local public health, local business and elected leaders
 - states that passed the most pieces of supportive legislation
 - states that passed little/no supportive legislation



What Did We Learn- Annotated Bibliography

- Communication with decision makers should be targeted and tailored
- Information should be presented in a concise and engaging manner
- Include cost data
- Include stories and data
- Be well cited and supported, unbiased, timely and relevant to constituents.



Guides

The information gathered during the assessment was used to develop content-specific guides to assist in tailoring messages about evidence-based approaches that resonate with values of decision makers.

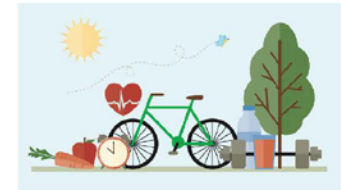
<https://www.chronicdisease.org/page/HEAL-policy-guides>

Assessing Decision-Maker Support for Chronic Disease Prevention Effective Messages for Decision-Makers Related to Healthy Eating and Active Living

Introduction to Policy Guides

Lack of physical activity and poor nutrition drive poor health outcomes, such as obesity and chronic disease, and cost the US billions of dollars every year. The Centers for Disease Control and Prevention (CDC) has identified evidence-based strategies that can help state and local public health partners promote increased physical activity and healthy eating nationwide:

- **Healthy foods:** food service guidelines and healthy food retail (including corner stores and farmers markets);
- **Active friendly communities:** new or improved pedestrian, bicycle, or transportation systems (activity-friendly routes) and combining them with implementing new or improved land use or environmental design (connected to everyday destinations); and
- **Early care and education:** improved physical activity and nutrition standards for children in these settings.



Based on these three strategies, NACDD conducted a multi-pronged, qualitative assessment to better understand state decision-makers' views related to policy approaches to promote healthy eating and active living. A literature review was conducted, followed by key informant interviews and focus groups including state and local health department leaders, legislators, and public health advocates. The information gathered during the assessment was used to develop content-specific guides to assist in tailoring messages that reframe evidence-based approaches that resonate with decision-makers.

Decision-makers:

- Prefer research that is: translated and delivered in short, concise formats; includes cost data; is presented without bias; includes policy options; and is available at the time decisions are being made.

What Did We Learn

- Decision makers want information at the time decisions are being made
- Decision makers are concerned about impact to business and agriculture
- Issues of local control limit state legislators in implementing HEAL policy



What Did We Learn (cont)

- State, regional and local data is valued by state legislators more than national data
- State health departments are credible conveners of diverse partners and sources of expertise
- Obesity as a health issue is less of a priority than other pressing legislative issues.



What Did We Learn (cont)

- Clear and consistent messages, media coverage and influential messengers are effective
- Respected and trusted spokespersons are important, including local champions
- Decisionmakers want more demonstrable results within a short time period (1-2 years)

Approaches to consider

- Talk about intermediate measures
- Impact to the economy and community
- Provide information at the time decisions are being made
- Focus on children, seniors



Approaches to consider (cont)

- Engage voices from the business community
- Recognize the role of local governments in implementing HEAL policy
- Use constituent support and success stories



When tailoring materials:

- Use **consistent messages**.
- Communicate **economic perspective**.
- Focus on **local data and solutions**, rather than national statistics or problems.
- Discuss impact on specific populations of highest interest such as **children, youth, and older adults**.



The critical role of the state health department as:

- A convener and collaborative partner;
- A source of expertise and data for implementing healthy eating and activity living strategies; and
- A voice for supporting healthy eating and active living policies that are important to state policymakers and constituents.



Thank you!

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