

A Decade of Advocacy



The Strategic Alliance for
Healthy Food and Activity Environments

Strategic
Alliance
Promoting healthy
food and activity environments

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The Strategic Alliance for Healthy Food and Activity Environments

In 2001, a group of California advocates came together to form an alliance focused on chronic disease prevention and community well-being. Their goal: to propose and champion policies and practices that would create meaningful opportunities for all Californians to access healthful food and safely participate in physical activity. Energized by growing momentum and committed partners throughout the state, the Alliance remains motivated to effect change.

Photos by Tim Wagner for Partnership for the Public's Health

2001

January
Strategic Alliance (SA) forms and convenes its first meeting with 7 original Steering Committee members.



October
SB 19, sponsored by the California Center for Public Health Advocacy

(CCPHA), is signed into law. While it never went into effect, SB 19 was the first school nutrition standards bill enacted in the country and energized the movement for improving school foods.

December
SA is awarded a seed grant from The California Wellness Foundation.



2002

April
The California Endowment funds a meeting with state and national advocates from other movements that took on policy work.

August
SA hosts its public kick-off event: *How the Food Industry Influences Nutrition and Health—A Conversation with Marion Nestle.*

October
SA releases its first periodic e-alert.



TAKING THE FIRST STEP

What does it take to reframe the debate around community health and well-being from a focus on the individual to one that includes environmental influences, corporate practices, and government responsibility? What strategies hold the greatest promise for improving the landscape of opportunities wherein people make decisions about what to eat and whether or not to be active on a daily basis? How can advocacy groups work together to most effectively achieve shared goals?

In 2001, seven organizations with unique areas of expertise—CANFIT (Communities. Adolescents. Nutrition. Fitness., formerly the California Adolescent Nutrition and Fitness Program), the California Center for Public Health Advocacy, California Food Policy Advocates, California Project LEAN (Leaders Encouraging Activity and Nutrition), California WIC (Women, Infants, and Children) Association, Prevention Institute, and Samuels & Associates, Inc.—came together to explore these questions and determine what they could do *together* to counter the national trends they were seeing: unhealthy food and inactivity were contributing to poor health outcomes, portending costly and debilitating increases in type 2 diabetes, heart disease, cancer, and stroke.

While each group had autonomous organizational commitments and goals, a common thread was apparent: they all strongly maintained that policy and environmental changes were critical to improving community outcomes. And when they talked about the environment, they meant more than just air, water, and soil quality. The term “environment,” to these advocates, broadly encompassed the places where people live, work, learn, and play.

This unified vision prompted the groups to link efforts in a more coordinated way, and with initial funding and support from The California Endowment and The California Wellness Foundation, they formed the Steering Committee of what they named the Strategic Alliance for Healthy Food and Activity Environments. Strategic Alliance filled a role that had not previously existed: it provided a forum for braiding together diverse priorities into a comprehensive strategy to improve diet and activity-related outcomes.

The Steering Committee serves as a hub for discussing the policy landscape in California; facilitates the sharing of ideas, information, and perspectives; and convenes advocates across the state through in-person events and meetings. Local communities, organizations, advocacy groups, and individuals make up the broader membership of the Strategic Alliance network. Members engage in the work of the Alliance at varying levels; they subscribe to the online newsletter and e-alerts, participate in outreach calls and attend events, and provide input and expertise in web forums, conference calls, and in-person meetings.

Strategic Alliance is committed to ensuring that its membership reflects the diversity of California. Thousands of formal and ad-hoc connections with local and regional community leaders have been forged, and the issues faced by the state’s various geographic, racial, and ethnic groups continually inform the work of the Alliance. Correspondingly, the Steering Committee has grown over time to include additional organizations representing diverse constituencies: California Convergence, the California Pan-Ethnic Health Network, the California Park & Recreation Society, the Child Care Food Program

2003

May

The first ENACT Day takes place, drawing nearly 100 participants.



only the sale of specified healthy beverages.

September

A poll conducted by SA and Research!America shows that 87% of Californians support community initiatives to make

September

SB 677, sponsored by CCPHA, is signed into law, permitting

physical activity easier; 91% support efforts to make school environments healthier.

October

SA is involved in the passage of the Los Angeles Unified

School District’s junk food ban, with leadership from California Food Policy Advocates.



November

SA launches a series of regional meetings to discuss policy priorities and help shape the 2004 State Legislative Platform.

Why an environmental approach?

The environment—the places where people live, work, learn, and play—plays a critical role in shaping the individual behaviors that impact health, particularly behaviors that lead to healthy eating and physical activity. The policies and practices of governments, corporations, and institutions have profoundly impacted the environment throughout the country, and the results of these practices can be seen in the lack of safe, open places for people to play and be active, inequitable access to fresh fruits and vegetables, and the aggressive marketing of nutritionally poor food to children, among other things. In order to seriously address the nation's health and take on the issue of chronic disease—a problem that now amounts to \$168 billion annually in medical costs alone—solutions must look beyond *just* individual behavior and personal responsibility. They must also acknowledge the concurrent role that governments, corporations, and institutions play in creating environments where the unhealthy choice is often the easier, cheaper, or default choice.

Roundtable, Latino Health Access, Partnership for the Public's Health, PolicyLink, Public Health Law and Policy, and YMCA of the East Bay.

LEARNING FROM EXPERIENCE

After clarifying a shared vision—to act as a unified voice for improving community health and well-being through food- and physical activity-oriented policy and environmental changes—members of the Steering Committee began to articulate a platform and turn this vision into action. They hosted a convening to learn more about the process of effecting policy change and challenging the status quo from those who had done so in the past. With support from the California Endowment, Strategic Alliance brought together advocates from other health and social movements, including alcohol and tobacco abuse prevention, consumer product safety, women's health, and gun control, and culled the resulting learnings to help fine-tune its approach.

Two enduring themes arose early on:

- **Be a steady drumbeat for policy and environmental change.** A growing body of public health data, spanning decades, has shown that policies that promote healthy food and activity environments—by increasing access to healthful foods, limiting the pervasive advertising of nutritionally poor fast food, and designing neighborhoods that promote safe physical activity, for example—are integral strategies for protecting and sustaining health. Despite this data, the media tended to address the challenge of chronic disease prevention with personal admonition and victim

2

2004

August

Active Living Leadership partners with SA to release an online tool that calculates the financial costs of a physically inactive population.



February

The ENACT tool, the first of its kind to provide a concrete menu of policy and environmental

change strategies, is established. Its sister tool, the Local Policy Database, launches in August.

March

SA creates recommendations for government and industry in *Taking*

2005

Action for a Healthier California, which are then incorporated in the Governor's ten-step *Vision for a Healthier California*.



March

The California Endowment selects 6 *Healthy Eating, Active Community* sites, providing a core of local advocates that Steering Committee members work with individually and collectively.



August

The Rapid Response Media Network, a key media advocacy tool, is established.

blaming, and many proposed solutions focused narrowly on changing individual behavior through education and counseling. Knowing policy and environmental changes are often hard won, Alliance members remained committed to reinforcing the need for such changes to elected officials, decision makers, and community members.

- **Promote a concrete menu of effective strategies.** Eating and activity are complex behaviors, and a single approach was unlikely to effect meaningful change across the state’s diverse geographies, income groups, or communities. Each Steering Committee organization had evidence to suggest that promising approaches could take root at different stages in the life course, from breastfeeding support to Physical Education in schools, and beyond. Members agreed it was critical to advance multiple, inter-related efforts simultaneously to achieve broad reach, promote innovative solutions, and shift norms around food and physical activity patterns.

BUILDING A PLATFORM

Early on, Steering Committee members identified five key venues for action: **children’s environments (including schools, after-school care, and day care), government, the health care system, industry, and the media.** Next, members engaged in a thorough strategic planning session to develop a logic model for the Alliance. The logic model outlined actions and outcomes that could occur within each venue and identified methods for evaluating impact.

Through interviews with key experts and a review of existing literature, the Alliance conducted an analysis of environmental change efforts taking place across the country. They generated a list of strategies, and distilled these findings into a concrete menu for action.

This initial investment of time and energy laid the foundation for building and refining a policy platform, a concise set of policy priorities that the Steering Committee collectively supported. A wide range of promising environmental strategies—including building pedestrian walkways and bikeways, providing support for breastfeeding mothers, and eliminating unhealthy food advertising—made the list. The platform’s comprehensiveness reaffirmed the belief that physical activity and healthy food are equally important variables in the equation of health, and that environmental factors affecting *both* issues must be addressed in order to truly reduce the incidence of chronic disease and improve community outcomes. The platform reflected the importance of advancing multiple, inter-related efforts that could complement one another, create synergy, and build toward a fundamental shift in norms.

The platform’s core messages have persisted over time, and the value of maintaining that “steady drumbeat” remains apparent. Some policy priorities that were part of the Alliance’s initial platform were not widely accepted at the time—better suited, some said, for a small, fringe movement than a national agenda. Today, ideas such as farmers’ markets, farm-to-school programs, breastfeeding accommodations, and joint use of school agreements are gaining

2005

September

SB 12, sponsored by CCPHA, is signed into law, establishing rigorous nutrition standards for foods sold outside the school meal program.

September

SB 965, sponsored by Governor Schwarzenegger with day-to-day advocacy support of SA, is signed into law, eliminating the sale of soda and other sweetened beverages on high school campuses.

January

The food and beverage industry is urged to support healthy eating choices in the



2006

report

Setting the Bar: Recommendations for Food and Beverage Industry Action.

September

Recommitting to Health is released one year after the Governor’s Action



Summit, evaluating the progress made in CA to create healthy environments.

November

SA mobilizes the health community to pass Prop 84, a bond authorizing funds to develop open space and parks in communities lacking space for active play.

Emphasizing Equity

When it comes to achieving and maintaining good health, it's critical to recognize that not everyone starts from the same place, or has the same opportunities. For example, an African American child born in West Oakland is expected to die nearly 15 years earlier than a white child born in the Oakland Hills. As Margaret Whitehead said in the early 1990s, such inequities are "not only avoidable and unnecessary but in addition unjust and unfair." Strategic Alliance champions policies, practices, and environmental changes that advance health equity, "providing all people with fair opportunities to attain their full health potential to the extent possible."

momentum and being incorporated into state and national policy agendas.

Out of the initial strategic planning sessions and the resulting platform emerged an enduring framework for Strategic Alliance's collaborative, multi-pronged approach. This framework elucidated a direction and a clear sense of purpose, and it continues to guide the work of the Alliance today.

SHIFTING THE LANDSCAPE

The Strategic Alliance platform has influenced the policy climate for food and physical activity issues both statewide and nationally. Early on, Steering Committee members convened meetings and conducted outreach to engage community voices, leaders from diverse sectors, and legislators. The conversations, ideas, and action generated through these efforts helped build momentum for an increased emphasis on environmental change.

It was precisely this climate that Arnold Schwarzenegger took note of when he entered office as California's new governor. As a personal advocate of physical fitness and health, Schwarzenegger seemed poised to advance food and activity issues as key priorities in California, and in 2005 he announced he would be holding an Action Summit on Health, Nutrition, and Obesity. The summit provided a key opportunity to elevate these issues in the state.

Alliance members seized the moment; they convened meetings to gauge local priorities and drew up proposed recommendations. They then refined their policy platform into a set of ten recommendations, which they outlined in the document *Taking Action for a Healthier California* and presented to the governor. The effort paid off; the vast majority of their recommendations were incorporated in the *Governor's Vision for a Healthy California*, a declaration that he unveiled at the summit. Additionally, on the day the summit convened Schwarzenegger signed three significant food and beverage bills, which the Alliance mobilized its network to advocate for. These successes marked a significant step forward in the food and physical activity movement.

2006

December

SA releases *Promoting Healthy Eating and Physical Activity in Health Care Settings*, prepared by Samuels & Associates.

March

Berkeley Media Studies Group (BMSG) and SA release *Reading Between the Lines: Understanding Food Industry Responses to Concerns about Nutrition*.



April

To draw attention to the food industry's deceptive marketing practices, SA releases the

2007

study *Where's the Fruit? Fruit Content of the Most Highly-Advertised Children's Food and Beverages*. The majority of study products contain minimal or no fruit, despite depictions of fruit on the packaging.

September

SB 22, sponsored by California WIC Association is signed into law, expanding breastfeeding policy support.



December

SA is asked to play a role in linking the newly established CA Convergence network with statewide efforts.

The Alliance's active participation in the governor's summit set the stage for its continued involvement in the process of setting statewide health priorities. The *Governor's Vision* was expanded upon, with input from the Alliance, in the 2006 *California Obesity Prevention Plan* and, subsequently, the updated 2010 plan. This guide recommends actions by which all sectors can make sustainable changes to food and activity environments.

In 2007, Strategic Alliance developed a guidance memo for the Schwarzenegger administration, outlining the importance of investing in communities of color and low-income communities. The memo included key criteria for supporting local innovation, and it became a precursor for community prevention advocacy under the Affordable Care Act of 2010.

In 2008, Governor Schwarzenegger established the Strategic Growth Council (SGC), a cabinet-level committee tasked with coordinating the activities of multiple sectors to revitalize communities and urban centers. While the SGC initially focused on "traditional" environmental factors like air and water quality and natural resources, Alliance members provided testimony to help the council understand how health and equity fit into the picture. Additionally, Alliance members galvanized strong support for the creation of a Health in All Policies (HiAP) Task Force within the SGC, which the governor signed into effect via Executive Order in 2010. The HiAP Task Force would be responsible for ensuring that public- and private-sector policymaking would be viewed through a lens of health and equity, and for recognizing that all sectors play a role in shaping the physical, social, and economic environments of communities, particularly those most in need. By making the case

Taking Action Platform

- Eliminate the advertising of unhealthy foods and beverages to children and youth.
- Establish grocery stores with produce and other fresh, healthy items in all low-income neighborhoods and communities of color.
- Adopt model worksite policies that include access to healthy food and physical activity and to breastfeeding accommodations.
- Provide health plan benefits that cover prevention and wellness activities, including counseling, education, and access to weight-loss and physical activity programs.
- Support new mothers in breastfeeding and eliminate in-hospital marketing of artificial baby milk (formula) to new mothers.
- Ensure full and equitable access to all public facilities (community centers, schools, government buildings) that could house programs and services that increase the amount of daily physical activity for each community member.
- Adopt and implement "complete streets" policies and build trails to increase safety and convenience for people who walk, bicycle, or use wheelchairs.
- Ensure that children are receiving quality physical education that meets minimum state standards for duration and frequency.
- Institute healthy food and beverage standards for all food items available in preschool, school, and after-school programs.
- Implement farm-to-institution programs to make fresh, local, and sustainably grown food available at schools, hospitals, worksites, and other facilities.

2008

January

SA releases *When Will There Be Fruit? One Year Later: Fruit Content of the Most Highly Advertised Children's Foods and Beverages*.

This follow-up to *Where's the Fruit?* re-examines the original study

products, and finds that few improvements have been made in their packaging and ingredients.



April

BMSG and SA release *Food Marketers Greenwash Junk Food: Companies Tout Link to Health and Environmental Movements*.



May

The Joint Use Statewide Task Force, a forum for state and local advocates to

promote equitable access to safe places to play, is established, and secures additional resources from the Rosalinde and Arthur Gilbert Foundation.

June

SA provides recommendations on reducing the impacts of fast food chains in *Fast Food Primer: A Tool for Community Advocates*, prepared by Samuels & Associates.

that infrastructure spending (for roads, highways, parks, and schools) could yield co-benefits for health and must have an equitable impact on residents, the Alliance contributed to the inclusion of health equity criteria in the SGC's Urban Greening and Sustainable Communities grants.

The Alliance's emphasis on local and regional innovation has also extended to health foundations. The National Convergence Partnership's brief, titled *Promising Strategies for Creating Healthy Eating and Active Living Environments*, the California Endowment's multi-year Healthy Eating Active Communities Initiative, and the Health Funders Partnership of Orange County's Diabetes Prevention Initiative all emphasize policy and systems change efforts informed by the Alliance.

Through continued outreach, research, testimonies, publications, and the development of resources and tools, Strategic Alliance, along with numerous partners and advocates, has helped pave the way for a continued emphasis on healthy, equitable community environments. What was once a new way of thinking is now increasingly being underscored by concrete policies, news stories, local efforts, and funding opportunities that reinforce the idea that the environment shapes behavior and is a powerful contributor to health outcomes. This foundation for effective policy and environmental change remains essential, particularly as political and economic tides shift, and as pushback emphasizes personal responsibility, dismisses corporate actions that undermine health, and diminishes a role for government.

BRIDGING TO LOCAL EFFORTS

The ultimate goal of Strategic Alliance's work is to improve the real conditions where people live, work, learn, and play. The Alliance functions as a conduit between state and local efforts by facilitating dialogue, advancing strategic thinking, and matching opportunities with constituencies, particularly those most impacted by unhealthy environments. Here are some ways in which Strategic Alliance engages individuals and communities:

Rapid Response Media Network: The media is a key player in influencing how policymakers and the public see food and physical activity issues: as problems whose solutions are rooted solely in individual responsibility, or instead, as issues that demand policy change, corporate accountability, and social justice. Through the Rapid Response Media Network, the Alliance provides a synthesis and analysis of up-to-date food and activity related news, and offers framing advice and talking points in response to media coverage. Rapid Responders are an engaged network of advocates throughout the state who understand the importance of—and have the skills to—effectively use the media to tell their community's story and push for policy change.

2008

September
Governor Schwarzenegger creates the Strategic Growth Council; SA is invited by the Secretary of Health and Human Services to testify on the role of health and equity.

September
SB 1420, sponsored by CCPHA, is signed into law, making CA the first state to require menu labeling at chain restaurants.



April
SA releases *Realizing the Vision for a Healthier California: Opportunities in the American Recovery and Reinvestment Act of 2009*.

2009



May
BMSG and SA release *What Surrounds Us Shapes Us: Making the Case for Environmental Change*.

August
The sign-on letter *Setting the Record Straight: Nutrition and Health Professionals Define Healthful Food* is released, garnering nearly 350 endorsements and multiple references on national food blogs.

September
BMSG and SA release *Sugar Water Gets a Facelift: What Marketing Does for Soda*.



ENACT (Environmental Nutrition and Activity Community Tool): Through in-person meetings and listening sessions, advocates throughout the state echoed the same sentiments: “What strategies should we prioritize first? What’s going to have the greatest impact in our community?” At a time when limited information existed for implementing policy and environmental changes, the ENACT tool was the first resource of its kind to provide a concrete menu of solutions, based on a scan of best practices throughout the country. What started as a 15-page memo has since evolved into an interactive web-based tool allowing advocates to see and prioritize strategies based on their community’s needs.

ENACT Local Policy Database: Created as a sister tool to ENACT, this database catalogs existing policies that impact food and activity environments. Not only does the database provide a robust snapshot of the work happening throughout the country, but it also includes the actual policy language—an invaluable resource for those hoping to implement similar policies in their communities.

ENACT Day: Established in 2003, the Alliance’s annual grassroots advocacy day gives advocates the skills and opportunity to actively participate in the policy-making process. Participants convene in Sacramento to educate their legislators about opportunities to improve California’s food and physical activity environments. Two of the four bills that attendees advocated for during the 2011 event have since been signed into law.

Joint Use Statewide Task Force (JUST): A joint use agreement is one strategy for increasing physical activity opportunities. It refers to two or more entities—often a school and a city or private organization—sharing indoor and outdoor facilities like gymnasiums, athletic fields, and playgrounds. By sharing resources, these agreements keep costs down and communities healthy. Established in 2008, the Joint Use Statewide Task Force emerged from a locally expressed need to address inequitable park access. JUST, which later secured resources from the Rosalinde and Arthur Gilbert Foundation, includes organizations representing diverse sectors, from city planners to school board administrators. These organizations work together to identify opportunities at a statewide level to advance joint use practices locally. The corresponding website, jointuse.org, won the 2009 Excellence in New Communications Award, presented by the Society for New Communications Research.

Agenda Setting: With input from national, state, and local experts, Strategic Alliance creates declarations that lay out a vision, framework, or call to action that individuals and organizations can support by signing on. One example is *Setting the Record Straight*, which brings renewed attention to a healthy, sustainable food system as part of chronic disease prevention. It has garnered widespread endorsement, ignited public dialogue, and received mention in national blogs. *Safe Places to Play and Be Active*, created in 2011, calls for collaboration among various stakeholders and outlines a set of priority actions to promote physical activity opportunities.

2010



February
Governor Schwarzenegger establishes the Health in All Policies Task Force.

July
BMSG and SA release *Making the Case for Breastfeeding: The Health Argument Isn’t Enough*.



September
AB 2084, sponsored by California Food Policy Advocates and CCPHA, is signed into law, establishing nutrition guidelines for beverages served in childcare settings.

2011



January
SA releases the study *Claiming Health: Front-of-Package Labeling*

of Children’s Food. It finds 84% of products studied fail to meet basic nutritional standards, and garners print and television media attention.

June
The Joint Use Statewide Task Force releases the sign-on letter *All Communities Deserve Safe Places to Play and Be Active*.

STRENGTHENING A NETWORK APPROACH

Strategic Alliance's unique structure has helped solidify its position as a statewide leader on health, equity, nutrition, and physical activity. The Alliance acts as a hub and "echo-chamber" for policy changes and environmental strategies by uniting diverse, yet connected, interests under a broad platform.

While typical coalition wisdom often drives a group to choose a single campaign, the Steering Committee recognized that a different approach was needed here. Unlike a traditional coalition, the Alliance does not work in unison on a fixed agenda. The policy platform it advances is broad, and individual organizations need not commit to working equally on every element. Rather, the platform lays out a framework for action that various organizations advance in different capacities. The Alliance provides a venue for progressive and innovative strategy thinking, and from there, individual Steering Committee and member organizations, or subsets of these organizations, move pieces of the work forward on the ground.

Enabling individual organizations to embed their key priorities into a larger platform provides power in numbers. It allows the public to connect the dots between seemingly disparate policy initiatives (supporting breastfeeding and park access concurrently, for example) and understand how the initiatives collectively contribute to positive health outcomes. The platform's breadth provides many entry points for allies and advocates from diverse fields, including environmental sustainability, pedestrian advocacy, safety, school wellness, and the media, to get involved. While the core message of the Alliance remains unchanged, members have expanded

the notion of health and well-being to include critical issues such as safety and violence prevention.

LOOKING FORWARD

Strategic Alliance continually works to push the social and political climate in order to prioritize safe, equitable, sustainable, and healthy communities. As a report released by The California Endowment stated, "Strategic Alliance kept the [food and activity] movement grounded in reality and, in many ways, served as its conscience." By influencing policymakers and informing public perception, the Alliance reframes the context in which this work is carried out on the ground. Bringing local, statewide, and national efforts into concert with one another strengthens the efforts of many, reaffirms the need for change, and builds the necessary momentum to enact these changes.

The bubbling-up effect of local, on-the-ground efforts into a movement that is gaining national momentum is apparent. It can be seen in the 2009 American Recovery and Reinvestment Act's unprecedented investment in prevention and public health through the Communities Putting Prevention to Work Grants, in the 2010 Affordable Care Act's Community Transformation Grants initiative, in First Lady Michelle Obama's commitment to improving the health of the nation's children through her Let's Move! Campaign, in the grants offered by major foundations that provide locales with resources to improve community environments, and in the numerous legislative and community-based successes that committed advocates have helped bring about. These successes affirm that the food and physical activity movement is gaining traction, and that advocates are succeeding in shifting the landscape.

2011



June

SA launches its newly re-designed webpages, attracting thousands of new visitors a month.

July

California Convergence and SA release *Leading the Way: California's Approach to Health and Equity in Tough Times*.

August

SA launches a three-part webinar

series, *Safe Places to Play*, co-hosted by Steering Committee member Latino Health Access.



October

BMSG and SA co-host the Rapid Response webinar *Making the Case: Using Media Advocacy to Impact Policy Change*.

October

The legislative season brought a number of statewide policy successes: increased breastfeeding support (SB 502), efforts to increase access to the CalFresh program (AB 6 and AB 69);

the establishment of a Healthy Food Financing Initiative fund in CA (AB 581); bringing Safe Routes to School programs to underserved communities (AB 516); and a requirement for cities and

Still, much more remains to be done to ensure that *all* communities promote the health and well-being of their residents and that equitable access to safe places to play and healthy food becomes the norm. In this political and economic reality of diminishing resources, Strategic Alliance remains committed to fostering strong and diverse partnerships while keeping sustainability at the forefront. Some key priorities for the future include the following:

- Continue to ensure that funds are available to address policy and environmental influences on healthy eating and physical activity, and that the available funds are equitably administered to have the greatest impact on the most vulnerable populations.
- Continue to shed light on corporate and industry practices that negatively impact food environments and contribute to sedentary lifestyles.

- Protect funding for federal programs that provide critical nutrition assistance to millions, including WIC (Women, Infants, and Children) and SNAP (Supplemental Nutrition Assistance Program).
- Ensure that local, state, and national policies are not only passed but also equitably and fairly implemented, enforced, and maintained.
- Seize opportunities to link chronic disease prevention to other issues, including climate change, transportation, safety, health reform, and the national budget; and forge partnerships with other sectors to identify shared solutions to address these issues.

Many organizations and individuals across the country are working tirelessly to create healthier physical activity and food environments. Strategic Alliance is energized to serve as one part of the broader effort.

Current Strategic Alliance Steering Committee

California Center for Public Health Advocacy
 California Convergence
 California Food Policy Advocates
 California Pan-Ethnic Health Network
 California Park & Recreation Society
 California Project LEAN
 California WIC Association
 CANFIT (Communities. Adolescents. Nutrition. Fitness.)

Child Care Food Program Roundtable
 Latino Health Access
 Partnership for the Public's Health
 PolicyLink
 Prevention Institute
 Public Health Law & Policy
 Samuels & Associates, Inc.

To learn more about these organizations, visit Strategic Alliance online at preventioninstitute.org/strategic-alliance.

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2011

2012

counties to address disadvantaged, unincorporated communities in their general plans (SB 244).



October
 SA supports the We're Not Buying It campaign. Prevention Institute's two-

minute video highlights how food and beverage industry actions undermine health.

October
 SA serves as a statewide coordinator for National Food Day. Over 16,000

people signed a petition urging the CA delegation to stand up for a Farm Bill that supports healthy, sustainable food and farm policies.



January
 State Superintendent of Public Instruction Tom Torlakson and his staff meet with SA members to explore opportunities to create healthy school environments.

Today
 Energized by growing momentum to improve community environments and outcomes, SA continues to support efforts that advance health, equity, and well-being.



If you want to go fast,
go alone. If you want
to go far, go together.

AFRICAN PROVERB

Together, we have gone
both far and fast.

STRATEGIC ALLIANCE

