



American
Heart
Association®

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TAKING ACTION TO PREVENT OBESITY



Reversing Childhood Obesity by 2015

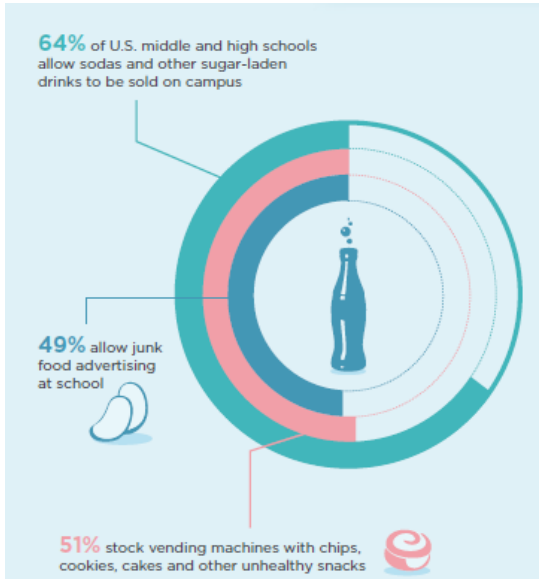
The New Childhood Obesity Advocacy Initiative

Voices for Healthy Kids

Change Can Happen



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THE RESULT



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Influencing public policy through advocacy is an essential strategy to reducing childhood obesity.

Who Am I?



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Overview



- VFHK Policy Priorities
- VFHK Approach
- How to Get Involved



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OUR TARGETS

1

Improving the nutritional quality of snack foods and beverages in schools

2

Reducing consumption of sugary beverages

3

Protecting children from unhealthy food and beverage marketing

4

Increasing access to affordable healthy foods

5

Increasing access to parks, playgrounds, walking paths, bike lanes and other opportunities to be physically active

6

Helping youth-serving programs increase children's physical activity levels

VFHK Approach

Key Elements

- National policy outcome goals with state and local alignment
- National best practice campaigns
- Strong investment in state and local policy campaigns
- National coalition(s) focused on state and local priorities
- Coordinated use of tools and training across campaign efforts
- Prioritized policies and technical assistance for each state and local obesity coalition

We Need You!

- Advocate
 - Organize, organize, organize
 - PreventObesity.net
- Engage and Mobilize
 - Identify policy priorities
 - Apply for funds
 - Campaign tools and TA



Campaign Fund RFA



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- Visit www.voicesforhealthykids.org
- Eligibility
 - 501c3 – ability to lobby
 - Aligned with policy levers
 - Public policy campaigns
- Process
 - Campaign plan (direct action organizing model)
 - Budget
 - Application

Want to Know More?

- www.voicesforhealthykids.org (sign up for updates)
- Twitter: @Voices4HK
- <http://www.facebook.com/voicesforhealthykids>
- Jill Birnbaum
 - jill.birnbaum@heart.org