



Three-Year Roadmap Goals (2011-2014)

Objective 1: Increase access to retailers who serve/sell healthy and affordable food options.

- Promote food systems and food-systems planning to make local/fresh produce and locally healthy food options available through farmer's markets, co-ops and food retailing.
- Advocate for the initial allocation of \$10 million in capital funding to the Illinois Fresh Food Fund and ongoing expansion of the Fund.
- Support and promote programs, incentives, and regulations (*e.g.*, tax credits, grant and loan programs, small business/economic development programs) that result in more retail establishments offering healthy and affordable foods in underserved neighborhoods.
- Strengthen existing and establish new incentives and policies to support networks of local growers and farmers' markets to grow local healthy food options.

Objective 2: Develop state-level obesity prevention resources and infrastructure.

- Create a dedicated trust fund to support state and local obesity prevention efforts as outlined in the IAPO road map, funded by revenues raised from a minimum one-cent per ounce excise tax on sugar-sweetened beverages. Allow other contributions to the fund from foundations, corporations, etc.
- Implement a "gold standard" statewide child obesity data collection system including measured BMI, and integrate with existing data systems.
- Charge the statewide State Health Improvement Plan (SHIP) Implementation Coordination Council with promoting multi-sector, multi-agency, "health in all policies" state-level initiatives and build opportunities for local, multi-sector initiatives.
- Identify and disseminate evidence-based practices in obesity prevention, nutrition and physical activity through the Chronic Disease Task Force.



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Objective 3: Increase consumption of healthy food and beverages in relation to consumption of unhealthy food and beverages that have minimal nutritional value.

- Pass at minimum a one-cent per ounce sugar-sweetened beverage (SSB) excise tax to reduce consumption of SSBs. Revenues raised would establish and sustain a dedicated fund to support state and local-level obesity prevention efforts as outlined in the IAPO road map.
- Restrict marketing of unhealthy foods to children.
- Incentivize healthy food options for people on public food assistance.
- Create and require nutritional standards in vending machines in all state public buildings and venues (or those with state procurement contracts) and disseminate for adoption by local government and other community institutions.
- Launch a state-wide counter-marketing campaign for healthy food choices.

Objective 4: Promote healthy and affordable food consumption in senior centers, schools, parks, child care centers and afterschool programs.

- Require or raise the nutritional standards for vending machines, a la carte lines, stores/canteens, etc. in publicly-funded food/nutrition programs and all public buildings, including schools.
- Create nutritional standards for school meals and a policy for competitive foods – including classroom celebrations, rewards, and school fundraising – in all Illinois schools that go beyond existing USDA requirements (*e.g.*, nutritional requirements that meet the Institute of Medicine guidelines).
- Adopt diverse state-wide farm-to-institution programs, starting with the farm-to-school program. Create momentum to implement farm-to-institution programs in public schools, licensed child care facilities, and after school programs.



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Objective 5: Increase opportunities for safe and affordable physical activity in communities, senior centers, schools, childcare settings and after-school programs.

- Eliminate physical education waivers for all Illinois schools and oppose legislative attempts to weaken existing physical education mandates.
- Develop initiatives through public/private partnerships to build and maintain parks, playgrounds and bike/walking paths that are safe and attractive for playing in close proximity to residential areas – particularly in underserved and low-income communities throughout Illinois.
- Promote/support/encourage development of local “Joint Use Agreements” between schools and other community institutions to open recreational facilities to the community after hours.
- Support initiatives to integrate physical activity into the school day, including daily physical education, daily recess, classroom education that includes physical activity, and extracurricular physical activity programs.
- Promote and implement comprehensive, developmentally-appropriate K-12 curricula to teach students the skills and knowledge necessary to establish and sustain a healthy lifestyle.
- Establish and promote a program of age- and developmentally-appropriate physical activity for children cared for in licensed child care facilities.

Objective 6: Promote safe and active transportation.

- Promote adoption and implementation of Complete Streets policies at state, county and municipal levels to ensure that streets are designed, built and maintained to serve all road users, including pedestrians, bicyclists, transit users and motorists. Assess the impact of these policies on active transportation modeshare and on traffic crash rates.
- Develop and implement Safe Routes to School programs to ensure that students can safely walk or bike to and from school. Assess the impact of these policies on active transportation modeshare and on traffic crash rates at schools.
- Leverage existing Illinois law to implement Safe Park Zones, allowing local governments to institute reduced speed limits and traffic calming measures on streets in and around parks, as well as levy increased fines for traffic violations.



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Objective 7: Promote healthy and active lifestyles in workplaces.

- Provide tax breaks to incentivize increased emphasis on wellness in the workplace, including environmental changes (*e.g.*, healthy vending and food policies in the workplace) and systems changes (*e.g.*, flexible scheduling to allow for physical activity before, during or after work) health screenings that include measures of obesity and risk factors, and employee incentives for healthy behavior and healthy levels of risk factors. Employers who choose to offer healthy lifestyle behavior incentives in the workplace, such as wellness credits and financial incentives, should provide these directly to the employee. Financial incentives should not be attached to healthcare premiums or health status.
- Adopt nutrition standards that adhere to the 2010 USDA Dietary Guidelines for Americans and the American Heart Association's recommendations for procurement of foods and beverages purchased and/or made available in vending machines, cafeterias and for meetings and special events.
- Provide calorie labeling on all food and beverage items on menus and menu boards in cafeterias, vending machines and other venues. Highlight and promote healthier and lower-calorie options.
- Adopt policies, incentives, facility improvements and worksite locations that enable and encourage biking, walking and public transit for daily commuting and work-based travel.
- Adopt and promote policies which provide access to safe spaces for physical activity and modify the environment to allow employees to incorporate activity into the workday.

Objective 8: Promote obesity prevention and treatment through hospitals and health care systems.

- Promote Baby Friendly Hospital practices and require public and private payers to reimburse for breastfeeding support services, including direct clinical support and education provided by lactation consultants, peer counselors and/or community health workers.
- Improve public and private insurance and health plan coverage and third party reimbursement for preventive counseling and comprehensive clinical care and/or treatment of overweight and obesity including but not limited to mental health and nutrition counseling, and care coordination.
- Promote the creation of state-wide, comprehensive interventions and multi-disciplinary programs to address the health and social needs of obese children.



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Disclaimer:

All members of the Illinois Alliance to Prevent Obesity (IAPO) have unanimously endorsed the eight objectives listed in the [IAPO Roadmap](#). In contrast, IAPO's corresponding three-year goals constitute a consensus agenda. The establishment of this consensus agenda did not require unanimity among our member organizations. An affiliation with IAPO should not be misconstrued to imply our member organizations have endorsed any, or all, of IAPO's three-year goals.