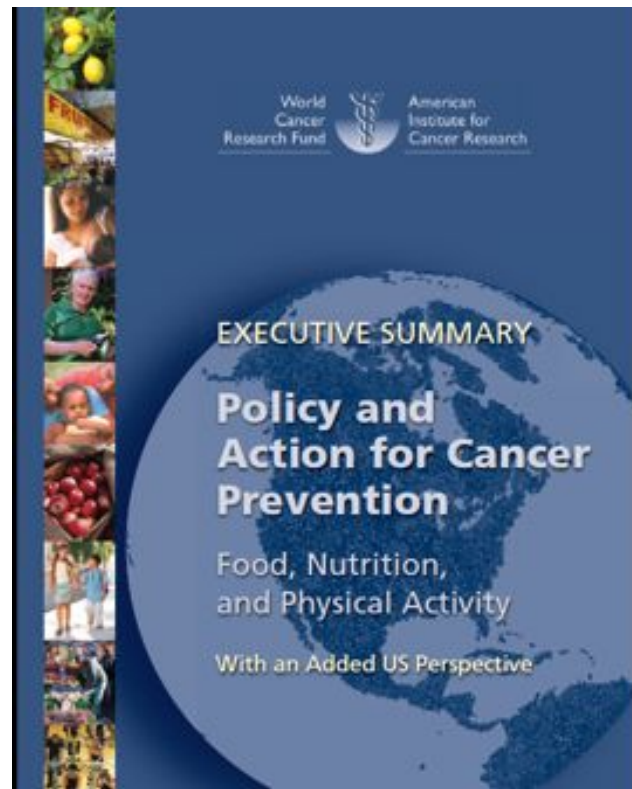


Policy and Action for Cancer Prevention: Food, Nutrition, and Physical Activity: a global perspective



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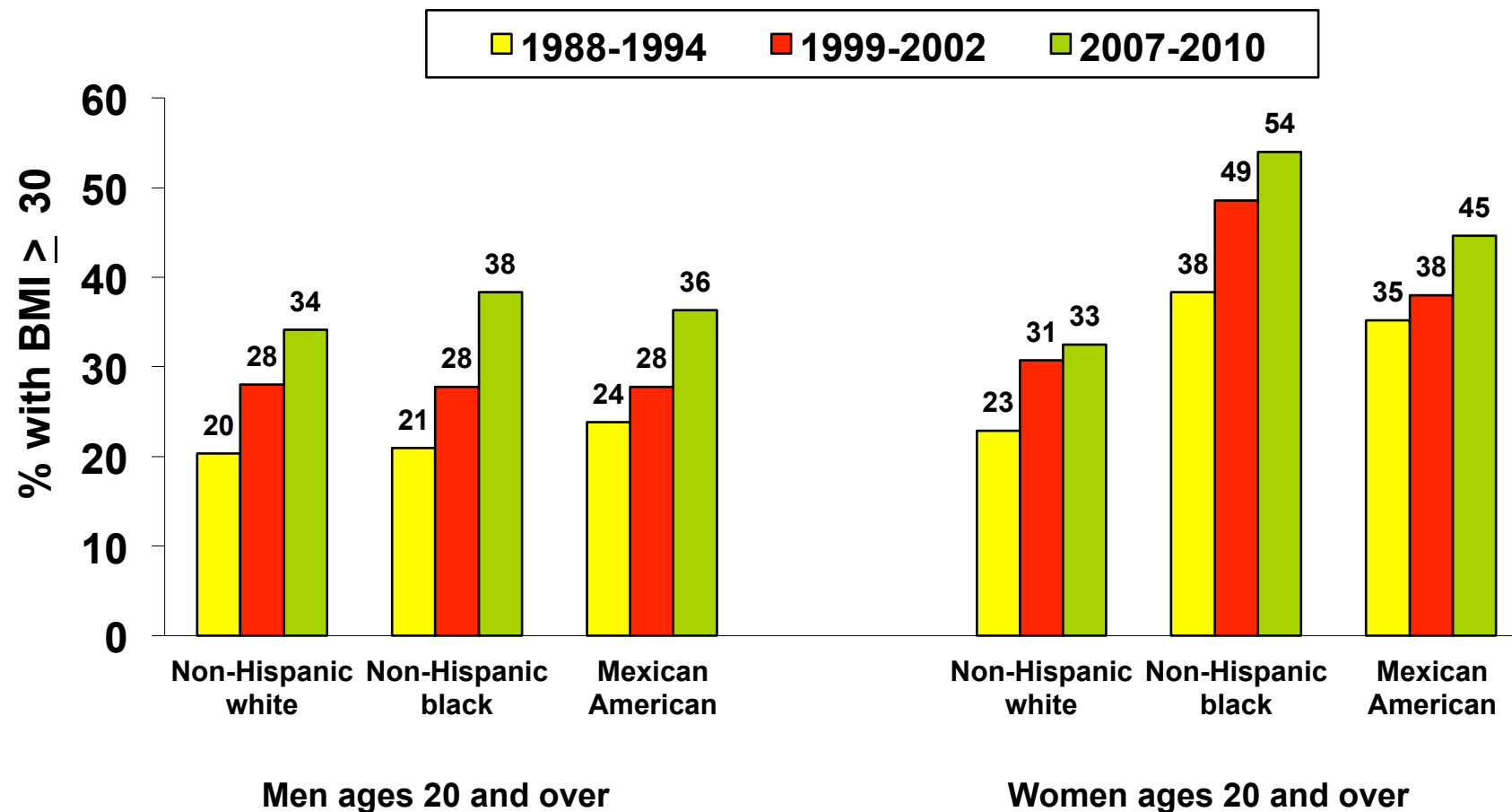


...As public health professionals, we understand the connection between risk factors such as obesity, lack of physical activity and poor nutrition, and cancer and other chronic diseases, and the importance of prevention. In our own work, APHA and its members have been supporting issues covered in the report for many years...

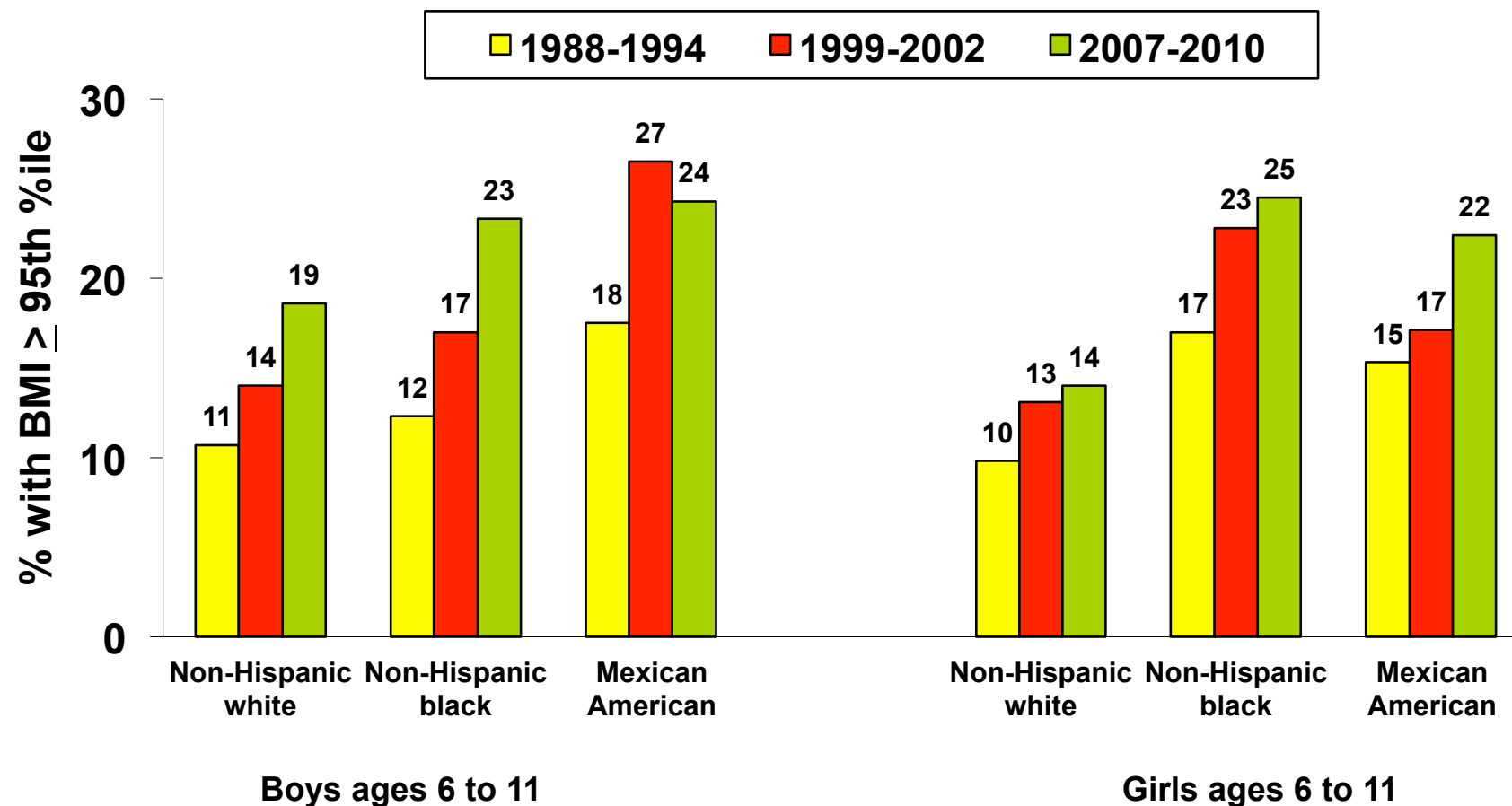
Georges Benjamin, MD, FACP, FACEP (E) –
Executive Director

Obesity Prevention \cong Cancer Prevention

US Obesity Prevalence Trends: Adults

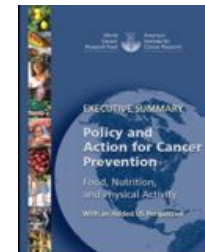


US Obesity Prevalence Trends: Children



Highlighted 14 Recommendations

- Legislative actions; food advertising and marketing; breastfeeding; research/program priorities (*government*)
- Mobilize media and public opinion; alliances (*civil society*)
- Built environment; priorities in food systems (*industries*)
- News, features, and campaigns; health coverage (*media*)
- School meals and facilities (*schools*)
- Use price and other incentives (*workplaces*)
- Work across disciplines (*professionals*)
- Personal, household, family, community health(*people*)
- Integrated policies (*UN bodies*)





POLICY AND ACTION FOR CANCER PREVENTION • WITH AN ADDED US PERSPECTIVE

US policies and actions since 2009

The protection, improvement, and maintenance of public health in the United States, which includes the control and prevention of cancer and other chronic diseases, are, all together, vast tasks. Public health is a public good, requiring all actors to work together. This final section provides a snapshot of recent developments in the United States that contribute to achieving the recommendations in this document.

A prime purpose of the 2009 WCRF Policy Report is to give a higher priority to the prevention and control of cancer, together with other diseases. To that end, the Report is designed to spur relevant and effective public policies, actions, and programs.

This final section summarizes the results of a specially commissioned environmental scan and literature review conducted between the beginning of January 2009 and the end of July 2010. The scan and review were non-exhaustive, and they do not report all policies and actions in the period examined. The full text is available at <http://www.dietandcancerreport.org>. Its purpose has been to provide an impression of the status of recent United States developments related to achieving the recommendations in the Policy Report, which are listed in the previous section of this document.

Such recent developments are not, of course, a direct result of the recommendations. Prevention of chronic disease has been on the US public health agenda for many years. Many of the groups defined as actors have been working in the areas of nutrition, physical activity, weight control, children's health, and breastfeeding for many years. This said, a new mood is now evident. Now, more than for several decades, policy makers and health and other professionals in the United States are committed to disease prevention. Special attention and effort are being given to reducing childhood obesity, to improving opportunities for physical activity, and to having availability to and affordability of fresh and nutritious food.

Government

In the period surveyed, the federal government gave substantial support to programs designed to improve diet and to increase physical activity. The 2009 economic stimulus package included \$50 million in support prevention and wellness strategies. Congress has also created a \$75 billion, 10-year Prevention and Public Health Investment Fund as part of health care reform.

In June 2009, the Surface Transportation Authorization Act was introduced into Con-

gress. It would create an Office of Livability within the Federal Highway Administration, and require that office to administer programs that will include safe routes to schools, transportation enhancements, recreation trails, and the US bicycle route system. In 2010, the US Department of Housing and Urban Development announced a \$100 million grant opportunity to support sustainable community regional planning.

Some state governments have passed "complete streets" laws or have enacted legislation to encourage bicycling or walking. In September 2009, the federal government supported the Global Hunger and Food Security Initiative. This program is a commitment of \$25 billion to address the food and nutrition security of vulnerable populations affected by the global food crisis.

In January 2010, the US Surgeon General released a report for a Healthy and Fit Nation. This report outlines steps that parents, families, communities, and other actors can take to control, reduce, and prevent obesity. In February 2010, First Lady Michelle Obama released the let's Move! national plan. It is designed to sharply reduce obesity among American children within a generation. In the same period, President Barack Obama signed a Presidential Memorandum to create a Task Force on Childhood Obesity. It is directed to work across executive branch departments and agencies, together with NGOs, to develop a coordinated federal response to childhood obesity.

In March 2010, the federal government passed the National Restaurant Menu Labeling law, which is within the Patient Protection and Affordable Care Act. This law will require all chain restaurants with 20 or more locations to provide clear labeling of calories for items on menus, menu boards (including drive-through displays), and vending machines. In May 2010, the US government, as a World Health Organization member state, supported WHO resolutions designed to improve diet, to increase physical activity, to limit the marketing of food and drink products to children, and to promote breastfeeding (see the upcoming section on "Multinational border"). The federal

government also established the National Prevention, Health Promotion, and Public Health Council in June 2010. This provides federal coordination for prevention, wellness, and health promotion practices and integrative health care.

More can be done. Congress and the federal government have a range of formal policy instruments that can be used to protect health and to prevent chronic diseases, including cancer. The instruments include further legislation, as well as taxation and subsidies designed to improve public health.

Initiatives could include further incentives to food, drink, and food retail, restaurant, and food service companies as they provide healthier products and meals. They could also support the National Physical Activity Plan. Congress could pass and enact into law the Child Nutrition Reauthorization Act of 2010, the Breastfeeding Promotion Act of 2009, and the Surface Transportation Authorization Act of 2009. Congress could enact legislation to regulate the marketing of food and drink products to children and young people, particularly if evaluations of industry self-regulation show that such regulation is not effective.

Civil society organizations

US-based professional, consumer, and other civil society organizations are undertaking major initiatives toward the creation, advocacy, and development of relevant policies and actions.

The American Institute for Cancer Research, the publisher of this document, is the leading US organization concerned exclusively with the prevention of cancer by means of healthy diets, regular physical activity, and weight control. Its public education programs are the largest in the field. In the period surveyed, the main additional contribution of AICR has been the publication of the 2009 WCRF Policy Report and now this executive summary. More information is contained on the inside front cover of this document and at <http://www.dietandcancerreport.org>.

The American Cancer Society also educates the public on cancer screening and

Status Report

Multicomponent focus on obesity, healthy eating and physical activity, e.g.,

- Federal calls to action, new guidance, research initiatives
- Program funding and standards through new laws and reauthorizations
- Civil society initiatives by foundations and professional organizations
- Public-private partnerships (non-profit and profit sector)
- Industry pledges
- Several Institute of Medicine reports

Key Questions from a US Perspective

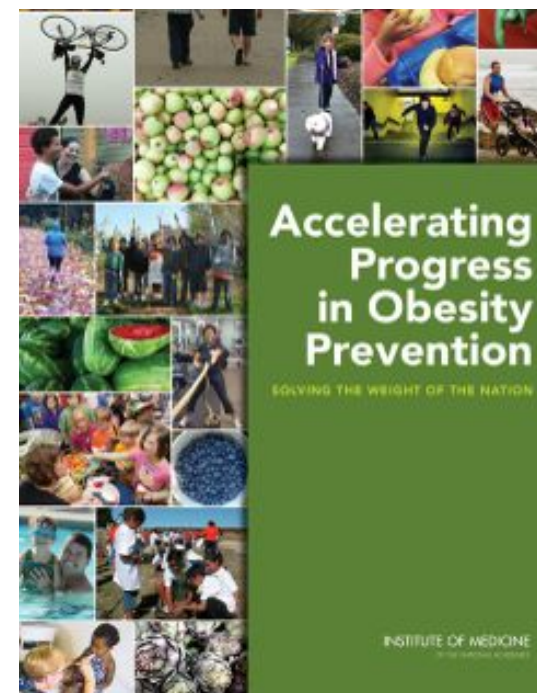
What are key priorities going forward?

How can we accelerate progress?

Released May 2012



New IOM Report

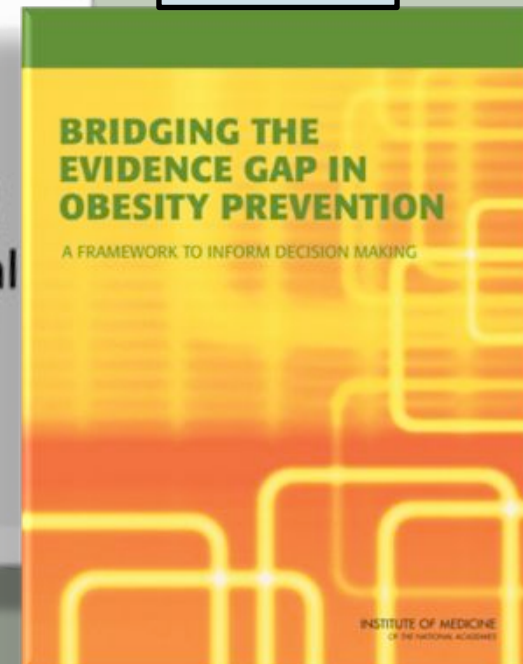


Committee on Accelerating Progress in Obesity Prevention

Evidence

STUDY CHARGE:

“review past...obesity prevention-related recommendations, identify a set of critical recommendations for future action, and recommend indicators of progress in implementing these actions.”



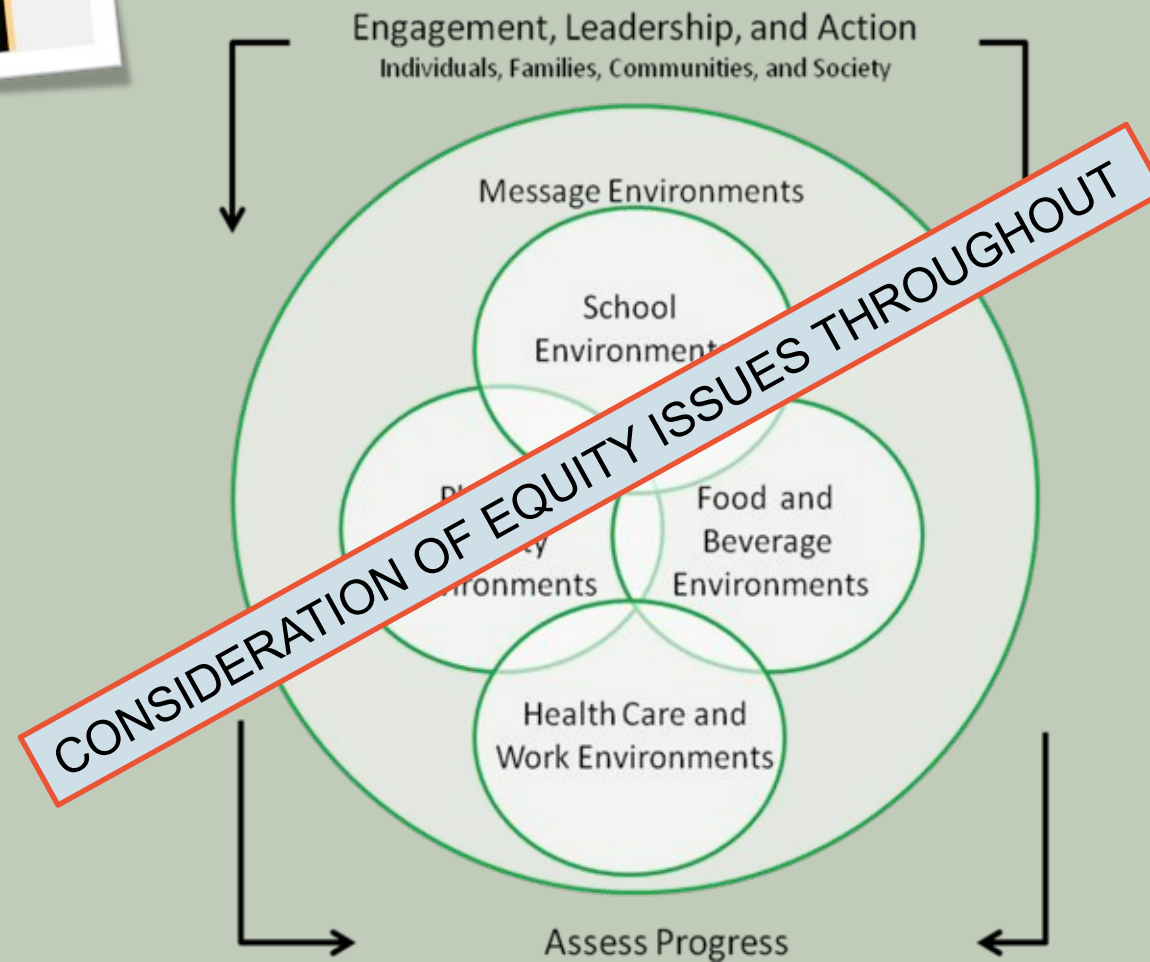
Five Overarching Recommendations – Goal, Strategies and Actions for Each Recommendation

1. Communities, transportation officials, community planners, health professionals and governments should make **promotion of physical activity** a priority by substantially increasing access to places and opportunities for such activity
2. Governments and decision makers in the business community/private sector should make a concerted effort **to reduce unhealthy food and beverage options and substantially increase healthier food and beverage options at affordable, competitive prices**
3. Industry, educators, and governments should act quickly, aggressively, and in a sustained manner on many levels to **transform the environment that surrounds Americans with messages about physical activity, food, and nutrition**

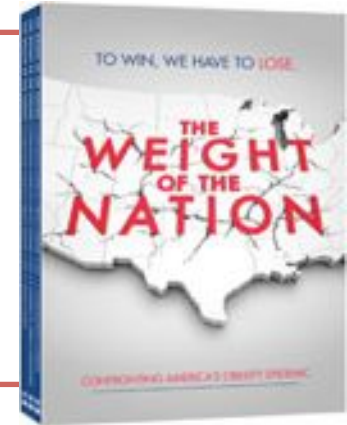
Five Overarching Recommendations – Goal, Strategies and Actions for Each Recommendation (continued)

4. Health care and health service providers, employers and insurers should increase the **support structure for achieving better population health and obesity prevention**
5. Federal, state, and local government and education authorities, with support from parents, teachers, and the business community and the private sector should make **schools a focal point for obesity prevention**

A CALL TO ACTION



Documentary Series – HBO/IOM's The Weight of the Nation



- ✓ Documentaries (4) for adult audience
- ✓ Short documentaries (12) on specific topics in obesity prevention
- ✓ Trade publication for general audiences (*The Weight of the Nation*)
- ✓ Website (<http://theweightofthenation.hbo.com/>)
- ✓ Social media (Facebook, Twitter, Youtube, and GetGlue)
- ✓ Screening kits with discussion guides
- ✓ Marketing efforts, including reaching families with children
- ✓ Documentaries (3) for children and families
- ✓ Written materials for school-age children and teachers (Scholastic, Inc.)

HBO/IOM/CDC/NIH/Michael & Susan Dell Foundation/Kaiser Permanente

Summary

- WCRF Policy Report strongly endorsed by US public health community
- WCRF recommendations congruent with US efforts in the arena of population-wide childhood obesity prevention, with substantial progress made in several areas
- Most recent US recommendations continue to give a very high priority to children but are broader and bolder with respect to: the importance of physical activity; engagement of the health care sector, employers and the business sector; the overall information environment; role of schools in community change; and the use of government authority.