

Health Policy Advocacy

Community Workshop #2

Stockton, CA
February 18, 2021



HEALTHY EATING
ACTIVE LIVING
CITIES
CAMPAIGN

FFSJ's Health & Environmental Justice Dept

Mission & Vision:

To reverse the harm and extraction of our environment and natural resources and aims to restore healing and regeneration to the environment. We build up the people who have been most impacted by environmental (in)justice, marginalized black, indigenous, and people of color, by building up environmental stewards rooted in our cultural practices and going from redlining to greenlining the hood.

Environmental
Justice Workshops

Brandon Harrison
Memorial Garden

Community Tree
Planting

Healing Roots

Stockton Transformative
Climate Communities

Greenlining
the Hood



H&EJ Manager: Irene Calimlim
EJ Equity Organizer: Paige Tengeluk

"I think the importance of doing activist work is precisely because it allows you to give back and to consider yourself not as a single individual who may have achieved whatever but to be a part of an ongoing historical movement."

-Angela Davis



Funders:



CENTER FOR
Science IN THE
Public Interest

America's Food and Health Watchdog

Partners:



PUBLIC HEALTH
ADVOCATES



FATHERS & FAMILIES
OF SAN JOAQUIN



Hello
my name is



Outline for Today

- **Recap of Session 1:** *What determines health status and why healthy retail?*
- **What is a Policy?**
- **Models for Advocacy**
- **Local Political Landscape**
- **Road to Adoption**
- **Strategies for Healthy Retail Checkout**
- **Next Workshop(s)**

Policy Advocacy and Surveying Local Retailers: March 25th, 2021
5:00pm-7:00pm





Lessons from Session 1...

- Diabetes and other obesity related chronic illnesses are seriously impacting the health of our communities.
- Our built environmental (where we live, work and play) is the biggest factor in determining health outcomes.
- Because of our built environment we have too much access to unhealthy foods and beverage and not enough to nutritious foods.
- Good public policy can help improve our communities and health!

What is a “Policy”?

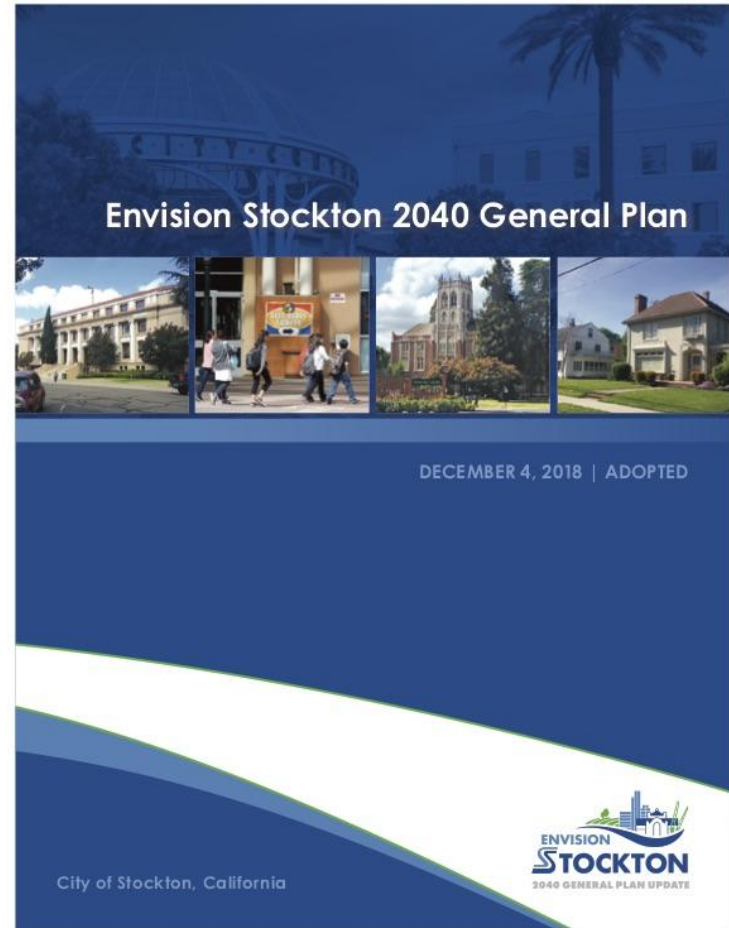
Policy is a law, regulation, procedure, administrative action, incentive, or voluntary practice of governments and other institutions.



Policy decisions are frequently reflected in resource allocations.

Health can be influenced by policies in many different sectors.

For example, transportation policies can encourage physical activity (pedestrian- and bicycle-friendly community design); policies in schools can improve nutritional content of school meals.



POLICY CH-1.2

Promote healthy retail food choices within and adjacent to residential areas.

Action CH-1.2B

Prepare a healthy food ordinance that creates incentives and guidelines that support access to healthy food, such as standards requiring that a percent of sales area in neighborhood food and beverage stores be devoted to healthy foods and/or requiring acceptance of CalFresh and WIC. As part of this ordinance, collect geographic data about current health conditions, and discourage unhealthy food establishments (e.g., mini markets and fast food restaurants) in neighborhoods with high rates of obesity and/or diabetes.

What is an Ordinance?

An **ordinance** is a law passed by a municipal (local) government.

Example: In September of 2020, the city of Stockton passed an Urban Agriculture Ordinance which permitted certain forms of Urban Agriculture within the city.

Advocacy:

the act or process
of supporting a
cause or proposal



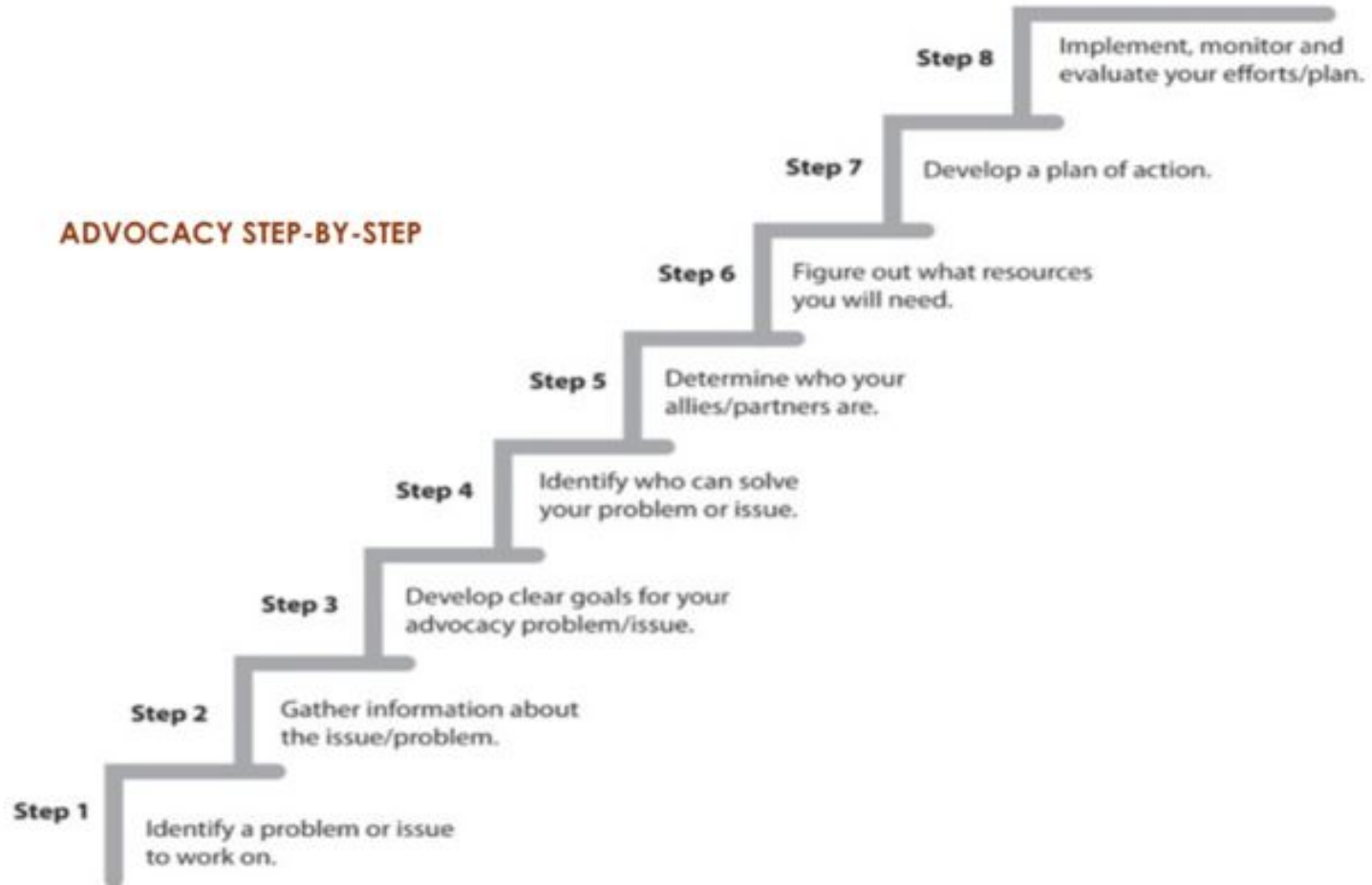
**DON'T BE
SILENT**



Types of Advocacy



ADVOCACY STEP-BY-STEP



Source: Powerful Parents: Building Leadership for Healthy Communities (Cultiva La Salud)

Let's talk...

Share about a time when you advocated for something.

- What was the issue?
- How did you participate?
- What was the outcome?
- What did you learn?



Local Elected Officials: City Councils

Local officials elected by district to represent the needs and the desires of their constituents.

- Review and approve the annual budget;
- Establish long- and short-term objectives and priorities;
- Oversee performance of the local public employees;
- Oversee effectiveness of programs;
- Establish tax rates;
- Enter into legal contracts;
- Borrow funds;
- **Pass ordinances and resolutions**

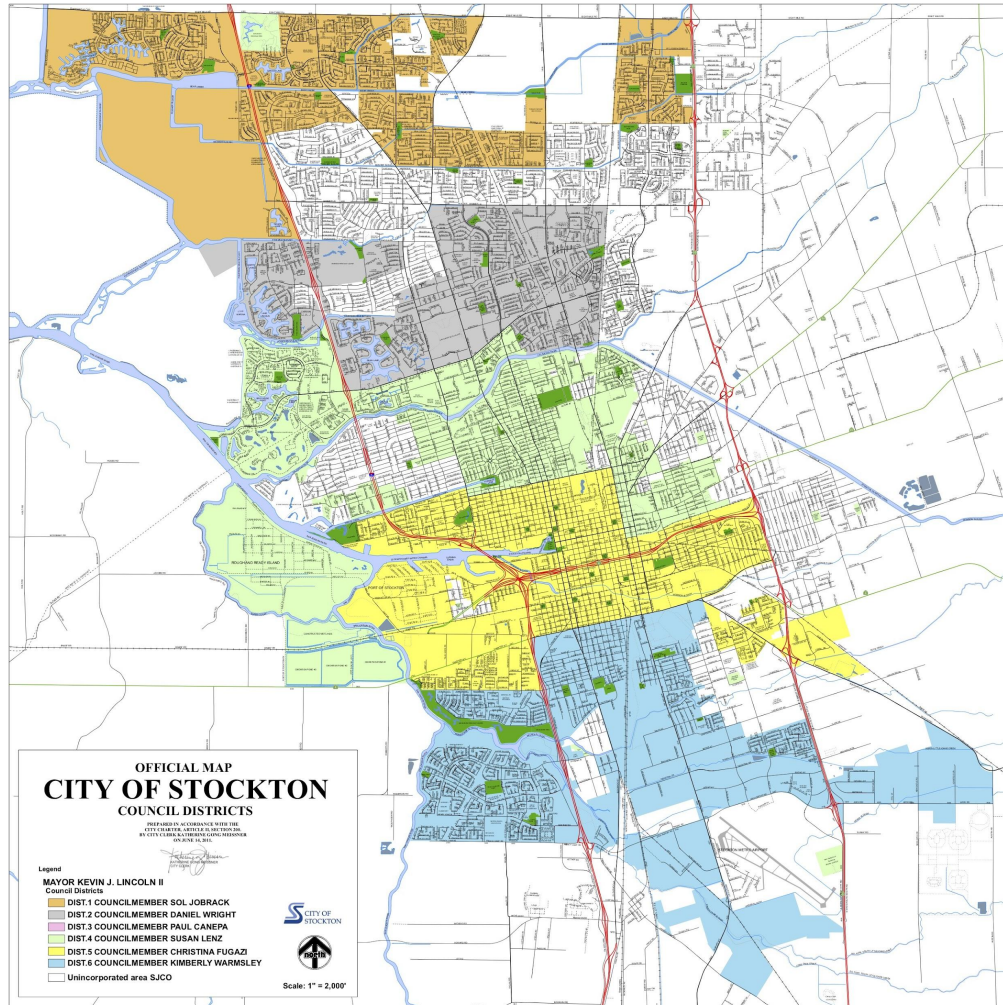
Local Elected Officials: City Councils

- Modify the city's charter;
- Regulate land use through zoning laws;
- Regulate business activity through licensing and regulations;
- Regulate public health and safety;
- Exercise the power of eminent domain;
- Communicate policies and programs to residents;
- Respond to constituent needs and complaints; and
- Represent the community to other levels of government.

Local Elected Officials: Mayor

A mayor is the highest-ranking official in a municipal (local) government such as that of a city or a town.

- Serves on the city council
- Votes in council meetings
- Assigns council members to chair or serve on committees
- Appoints citizens to serve on advisory boards or commissions
- Prepares the annual budget; Receives the annual budget developed by chief administrative official or city manager
- Makes an annual report to the council



**PUBLIC HE
ADVOC A**

Local Elected Officials



District 1
Sol Jobrack

District 2
Vice Mayor
Dan Wright

District 3
Paul Canepa

Mayor
Kevin
Lincoln

District 4
Susan Lenz

District 5
Christina
Fugazi

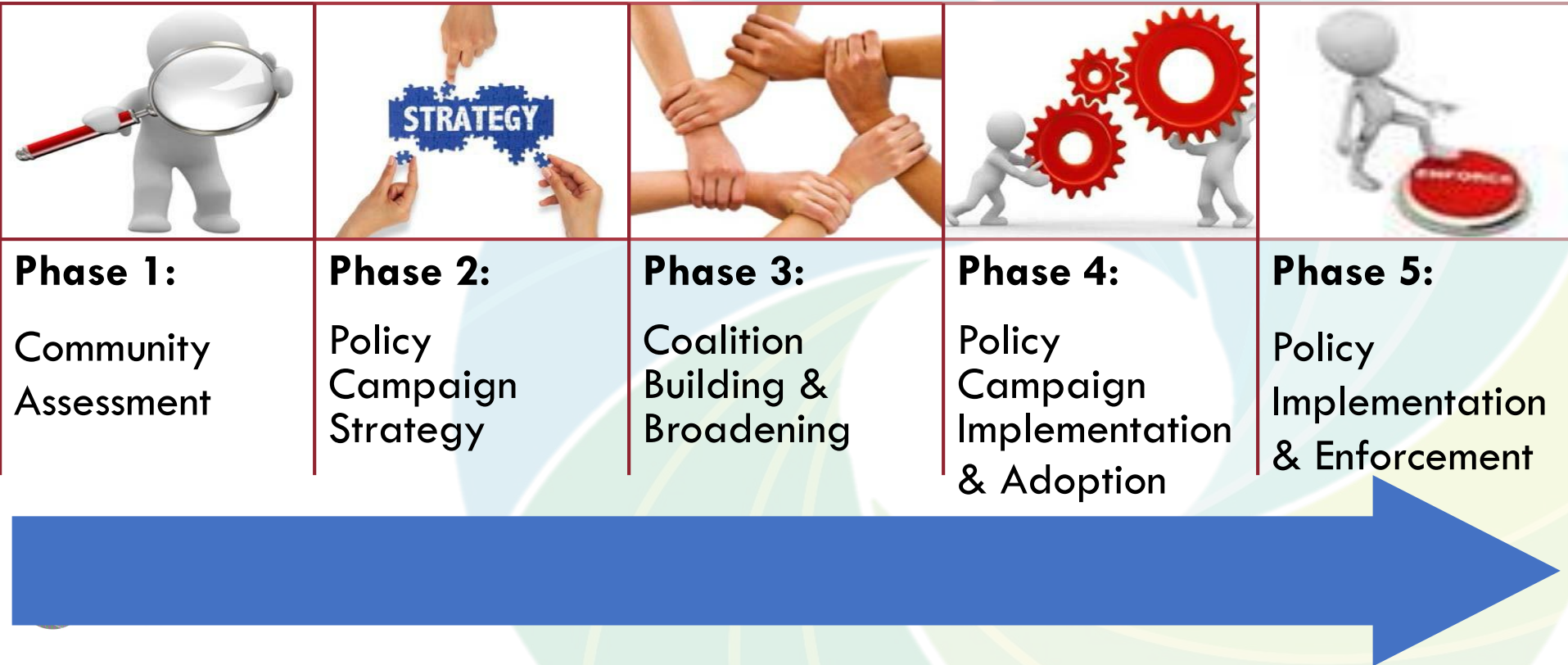
District 6
Kimberly
Warmesley

TIME FOR A STRETCH BREAK!



**PUBLIC HE
ADVOCACY**

Policy Adoption Model



PHASE 1: Community Assessment



Identify issues that will influence local policy makers

- Document the problem
- Investigate the political environment

Key Activities

- Key Informant Interviews
- Conduct Surveys
- Review public records
 - Policy
 - Media

PHASE 1: Community Assessment

PhotoVoice



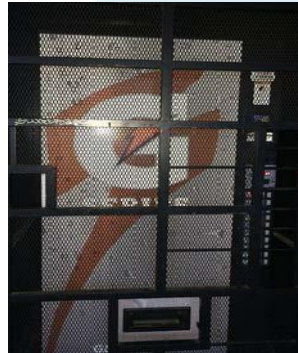
“They place the snacks with a lot of sugar in the lower shelves at the kids reach.”

-Maria



“Sold in all markets upon checkout and attracts all children and adults at the exit.”

-Marlen



“Water and sports drinks are the same price, for this reason kids choose sports drinks.”

-Martha

PHASE 2: Campaign Strategy



Develop a policy campaign roadmap

- Use the community assessment data gathered in Phase 1

Key Activities

- Midwest Academy Strategy Chart
- Decision Maker Matrix

DECISION MAKERS MATRIX

Decision Maker	Yes	No	Undecided	Notes

~~Notes on completing the Decision Makers Matrix~~

Decision Maker	Yes	No	Undecided	Notes
List each individual decision maker on Board, Council or Agency	Mark here if this decision maker is likely to support you	Mark here if this decision maker is likely to oppose you	Mark here if the decision maker is undecided or on the fence. They become your targets	Include info about their profession, affiliations, political orientation, constituents, term in office, church, family, etc.

Adapted from Decision Makers Matrix, Center for Tobacco Policy and Organizing www.center4tobaccopolicy.org

PHASE 3: Coalition Building/Broadening



Recruit constituents and allies

- Recruit constituents and allies identified in the strategy chart (Phase 2) to join the local coalition

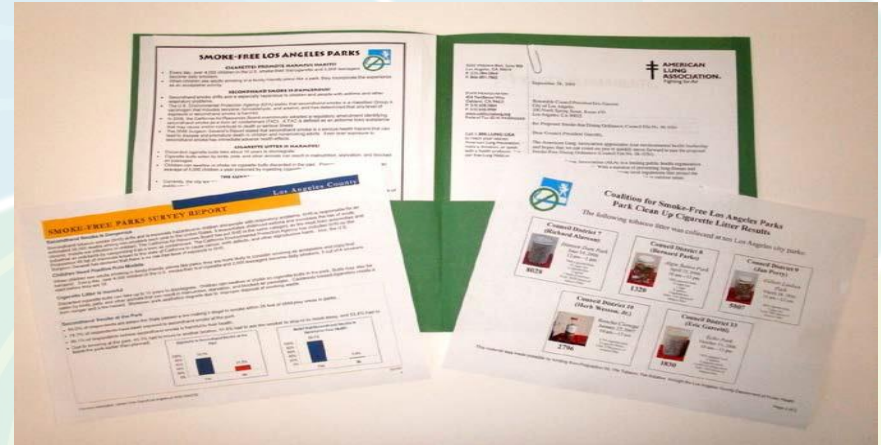
Key Activities

- Create an information kit using data collected in Phase 1
- Conduct presentations and one- on-one meetings
- Attend community events
- Facilitate local coalition

PHASE 3: Coalition Building/Broadening

Create an Information Kit

- Suggested Components:
 - Fact Sheet (from Phase 1)
 - Survey results
 - List of participating coalition members
 - Letters of support from Allies
 - Photos
 - White Paper Guide for Policymakers, Parents, or Community Groups (From DPH)



PHASE 4: Campaign Implementation



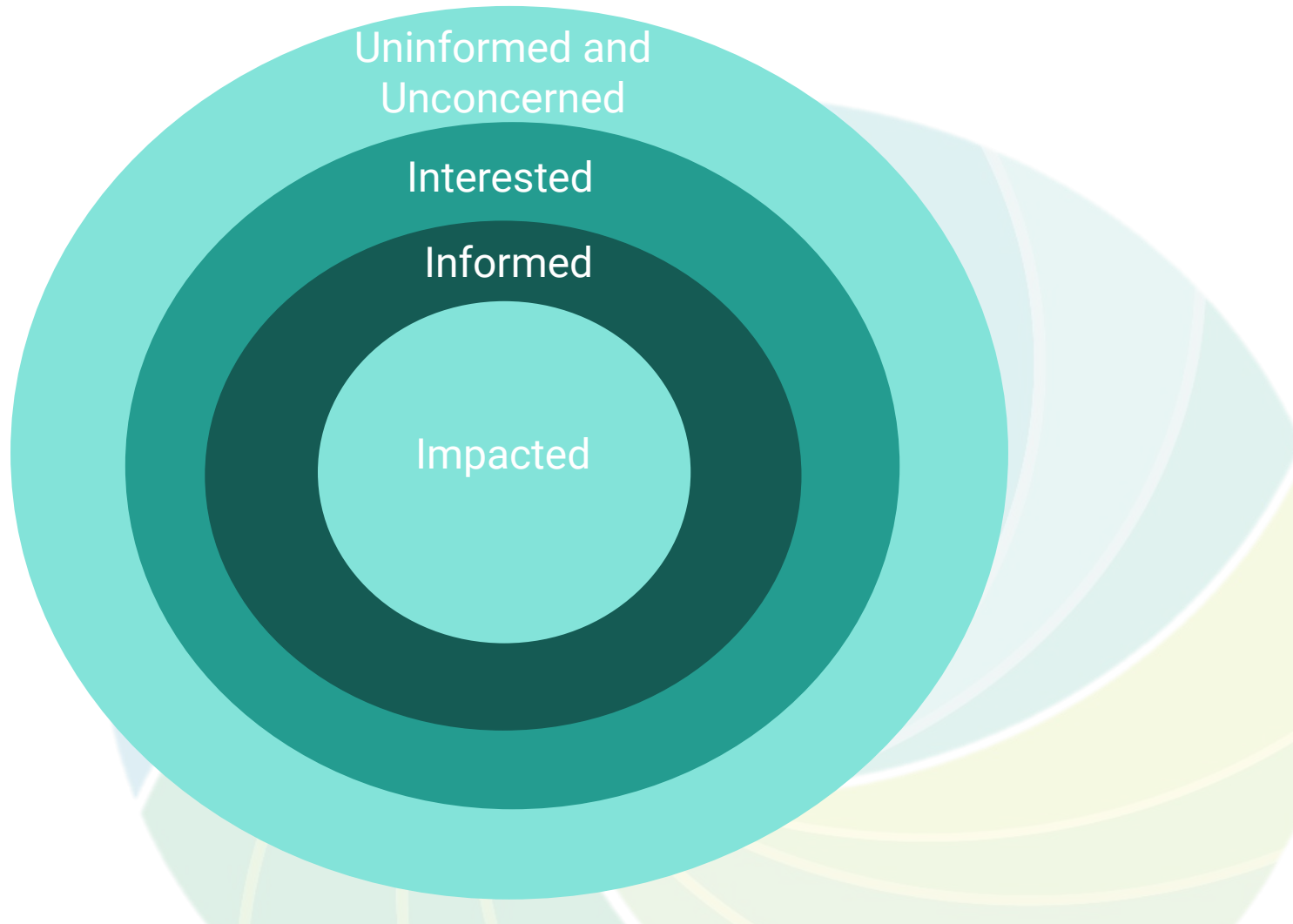
Implement strategic activities to influence policy/decision makers

Link targets to tactics to achieve the policy goal

Key Activities

- Conduct one-on-one meetings
- Provide public testimony
- Engage with the media

Policy Targets Mapping



PHASE 4: Mapping

Allies	Potential Allies	Opposition
<ul style="list-style-type: none">•	<ul style="list-style-type: none">•	<ul style="list-style-type: none">•



PHASE 5: Implementation/Enforcement



Implement & Enforce

Ensure that the provisions of the adopted policy are implemented and enforced

Maintain/build relationships

- Educate the public
- Monitor enforcement

IT'S TIME FOR A ZOOM TALK



triPredictor



**PUBLIC HEALTH
ADVOCACY**

Help us
decide what
we should
we call our
campaign?

There will be a prize for the
winner!





@PHAdvocates



@WeArePHA



@WeArePHAdvocates

Thank you for joining us today!

For more information contact Erin
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or **209-644-1501**