

# Maine – Harvard Prevention Research Center

---

## Preventing Childhood Obesity: The Skinny on Soda and TV December 5, 2001

### Discussion Group Summary and Next Steps

#### I. Realistic Goals in the Near Term and Three Years from Now

##### TV

- Increase awareness
  - Media campaigns
  - Curriculum, Teacher Training
  - Work with Providers
  - Statewide effort e.g. Statewide Turn-Off-The-TV week then a sustained effort, involve community organizations, faith community, parents, etc
  - Share information on existing programs
- Improve environment to support alternative activities
  - Bike trails/walking paths
  - After school programs
  - Alternatives to team sports
- Data/Surveillance
  - Track TV viewing
  - Obesity surveillance

##### Soda

- Increase awareness
  - Counter Advertising
  - PSAs, newspaper articles
  - Include in curriculum
  - Share successes
- Policies
  - Removal of soda machines
  - Snack/Soda Tax
  - Eliminate all school advertising
  - Eliminate soda from school events
  - Teacher training
  - Revise fundraising policies in schools
- Data/Surveillance
  - Baseline on soda consumption

## II. What can the state do to support local efforts?

- Develop statewide activities that communities can link with
- Provide incentives to communities and vendors
- Research – do these programs impact MEA scores
- Research on what works
- Surveillance
- Model (our organizations should be leaders in providing healthy food choices)
- State policy on unhealthy snacks in vending machines
- Increase funding for food service, programs
- State policy to eliminate advertising in schools
- Increase expectations/training of teachers
- Change PE requirements

## III. Next Steps

On December 12, 2001, the Maine-Harvard Prevention Research Center Steering Committee met to discuss follow up to the workshop. The committee will look at what the M-HPRC can contribute to the work that is already happening and help initiate new activities where there are gaps. Some of the next steps include:

- Develop a matrix of the activities that are already happening and determine how the M-HPRC can support or enhance the activity or policy. This information can also be shared with local groups who may be able to participate in the activity or do complimentary activities.
- Provide information to support local activity and share resources and successes.
- Continue to work to develop a surveillance system for obesity and build local capacity for using that data.
- Find ways to involve youth.
- Develop a system for continually updating individuals who signed up for the distribution list (41) and obtain feedback on what they are doing with the information and identifying and sharing success stories.