

A Local Perspective – New York City's Food Policy Strategies

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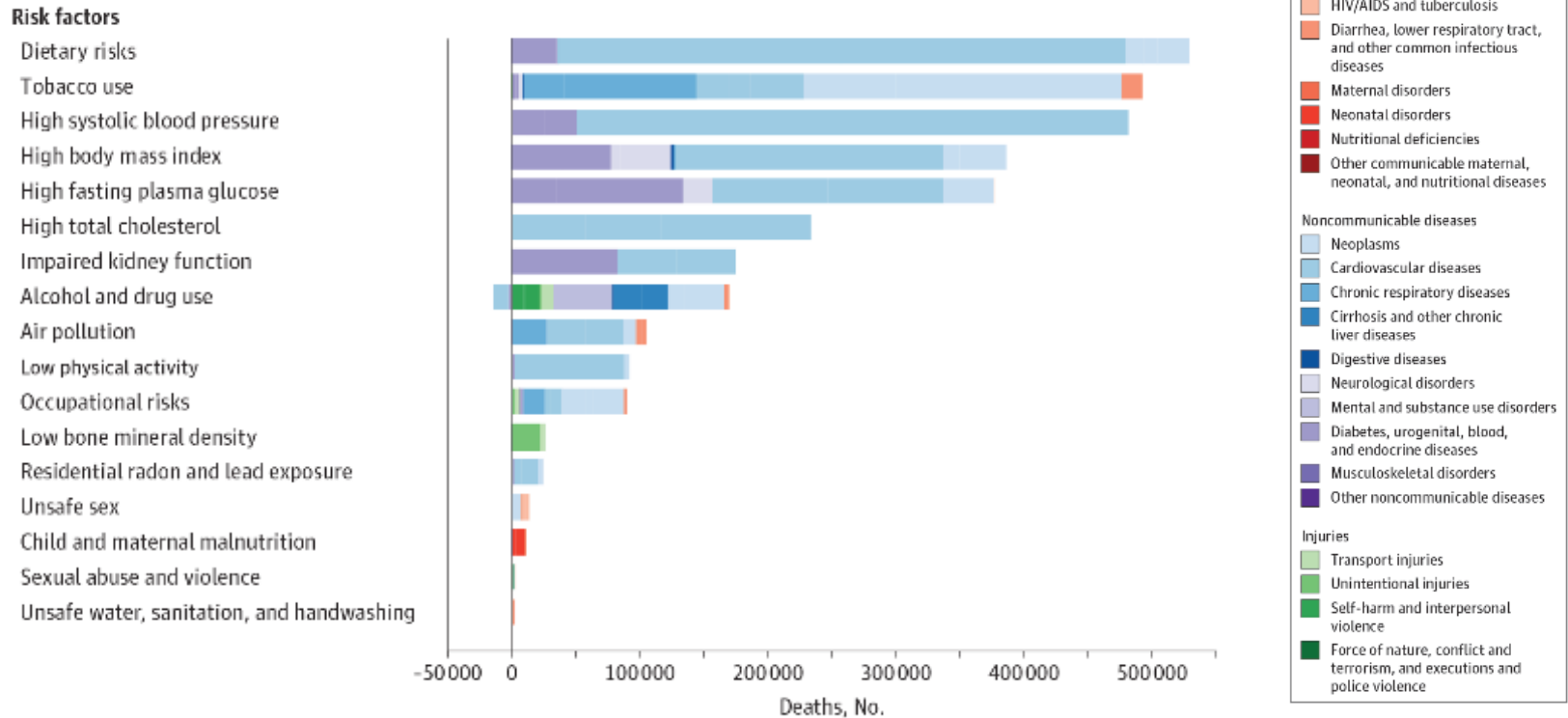
March 14, 2019

BACKGROUND



Leading Risk Factors for Death in the U.S.

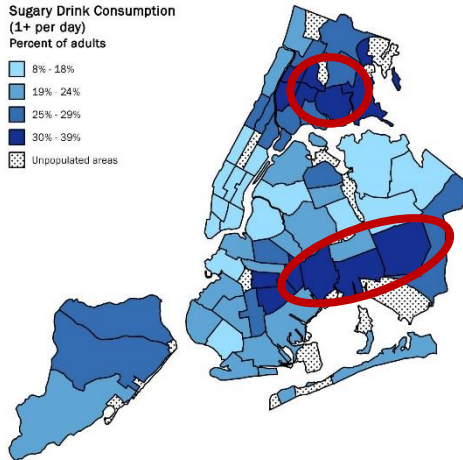
Number of Deaths Related to Leading Risk Factors in the US in 2016



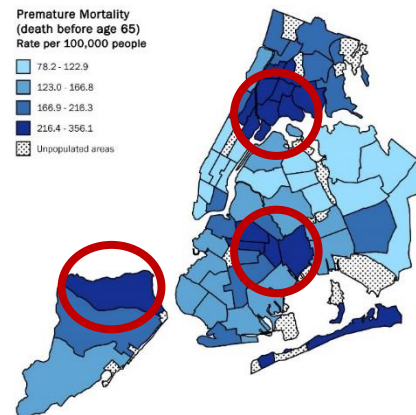
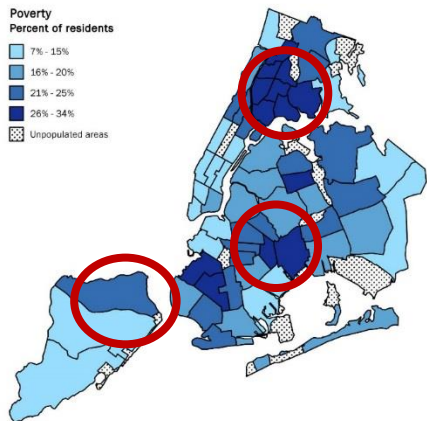
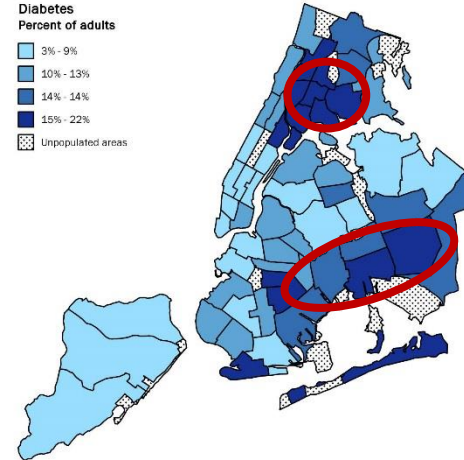
The US Burden of Disease Collaborators. The State of US Health, 1990-2016 Burden of Diseases, Injuries, and Risk Factors Among US States. *JAMA*. 2018;319(14):1444-1472. doi:10.1001/jama.2018.0158

NYC Data on Health Factors and Outcomes

SUGARY DRINK



DIABETES



POVERTY

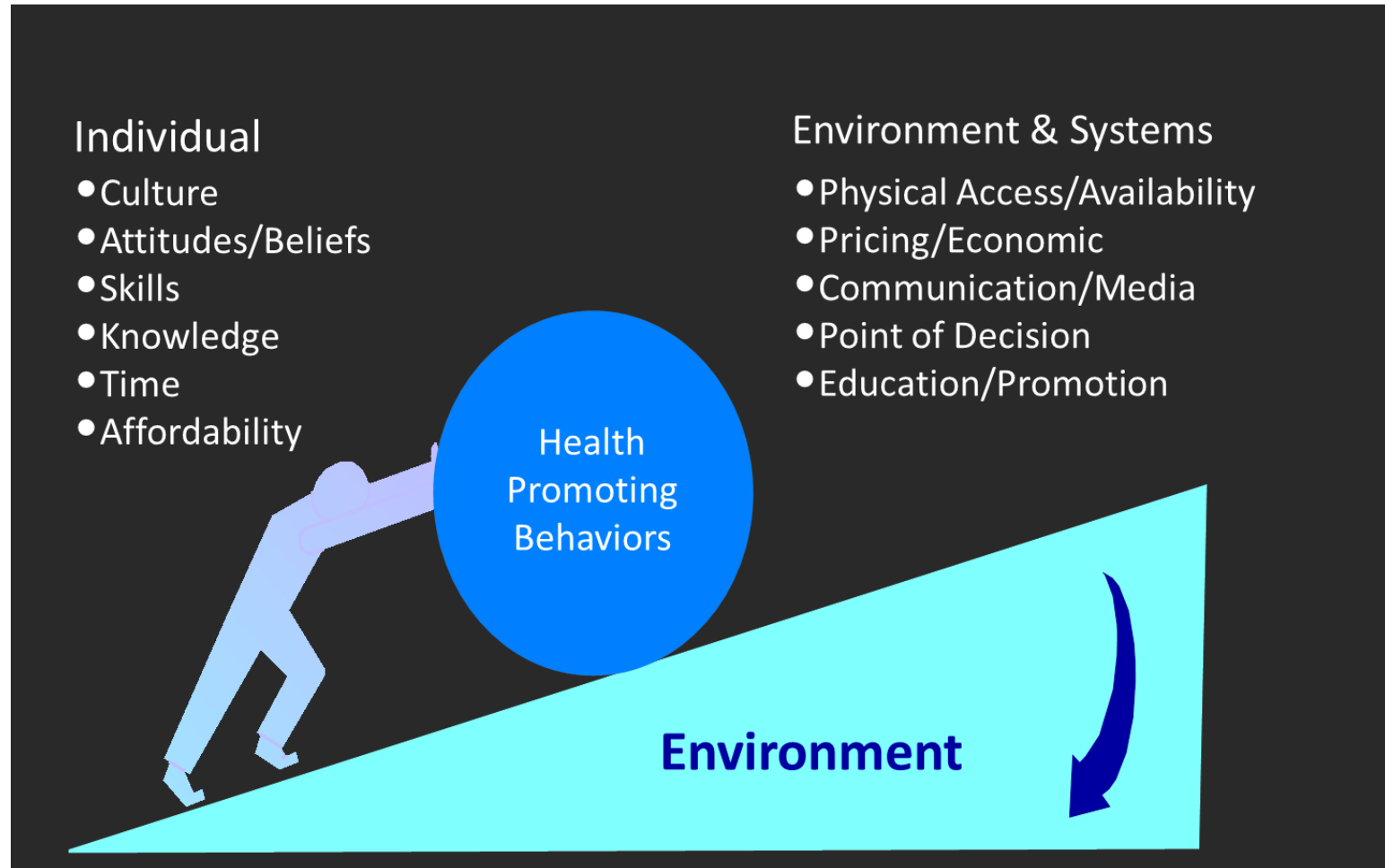
PREMATURE MORTALITY



An aerial photograph of a city, showing a network of roads, buildings, and a prominent river or canal system. A large, solid green horizontal banner is overlaid across the center of the image, containing the text 'WHAT CAN CITIES DO?' in white, uppercase letters.

WHAT CAN CITIES DO?

Make Healthy Choices Easier



Our Goals

Increase access to and awareness of healthy foods

Decrease availability and overconsumption of unhealthy foods

Running late?

"Take us with you"



PACKING CONVENIENT VEGETABLES LIKE CARROTS is an easy way to add heart healthy fruits & vegetables to your day.

GET YOUR HEALTHY EATING PACKET!
Search "SoGood" on nyc.gov or call 311.

To find a Farmers' Market near you, text "SoGood" to 877877.




farm2preschool

Shop Healthy NYC!

Retailers Suppliers & Distributors Community

Increased neighborhood access to healthy food

My Plate Planner
A Healthy Meal Tastes Great




Good snacks served here.

Good snacks provide vitamins and minerals, protein and fiber to keep you strong and healthy.




COUNTING CALORIES?

470 CALORIES



READ THE NEW CALORIE INFORMATION

The new calorie information in NYC chain restaurants can help you avoid weight gain. Here are some tips for making healthy food choices.



Avoid sugary drinks. Don't give them to children.

Visit nyc.gov/health and search "sugary drinks" to learn more.




Working Up

Donald's plans to lower the calories for all menu items. Here's how the Big Mac compares to menu items in other food chains:

Big Mac 550 calories




Don't be Fooled by Portion Sizes

20 Years Ago Today


320 CALORIES	820 CALORIES
210 CALORIES	550 CALORIES

Calorie difference = 500

Calorie difference = 340

Food servings are bigger today than ever. You may think you are eating well, but you are probably eating far more calories than you realize.

Don't be fooled by portion sizes. Cut your meal in half, or get the smaller size.



You have to walk the **3 MILES** from Yankee Stadium to Central Park

to burn off the calories from **ONE 20oz. SODA**

ARE YOU POURING ON THE POUNDS?

Sugary drinks can bring on obesity, type 2 diabetes and heart disease. FOR HEALTHY ALTERNATIVES: go to nyc.gov and search for Eating Healthy or call 311.



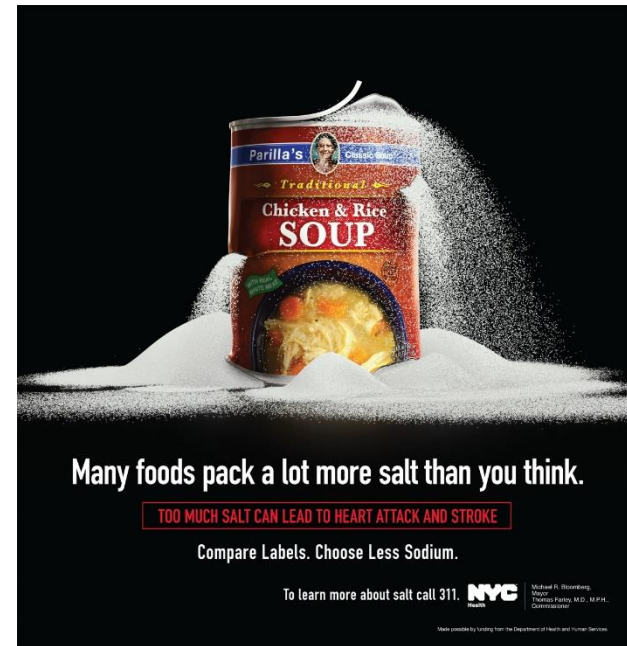




INTERVENTIONS IN NYC

A Food Supply Strategy: National Salt Reduction Initiative (NSRI)

- Launched in 2009, based upon UK Model
- National partnership of 100+ public health groups convened by the NYC Department of Health
- Set *voluntary* sodium reduction targets for food industry
- Invite industry commitments
- Analyzed sodium changes in the food supply
- Informed FDA's proposal for sodium reduction guidance



Sales-weighted mean sodium density declined by 6.8% from 2009-2015

New Opportunity: National Salt and Sugar Reduction Initiative (NSSRI)


- Added sugar is common in our food supply – and consumers care about it
- 68% of packaged foods and beverages purchased in the US contain caloric sweeteners
- Draft voluntary targets:
 - 20% reduction in packaged foods
 - 40% percent in sugary drinks



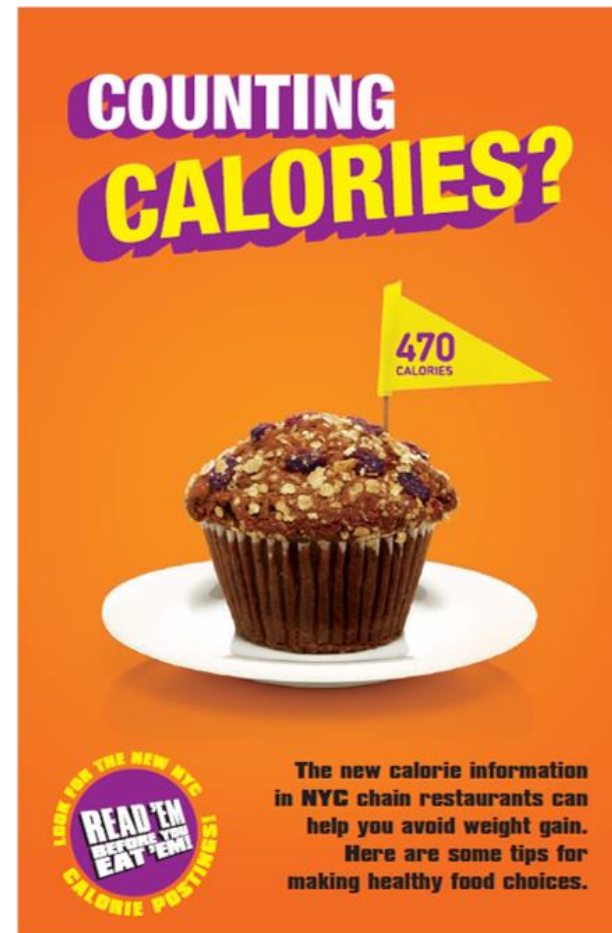
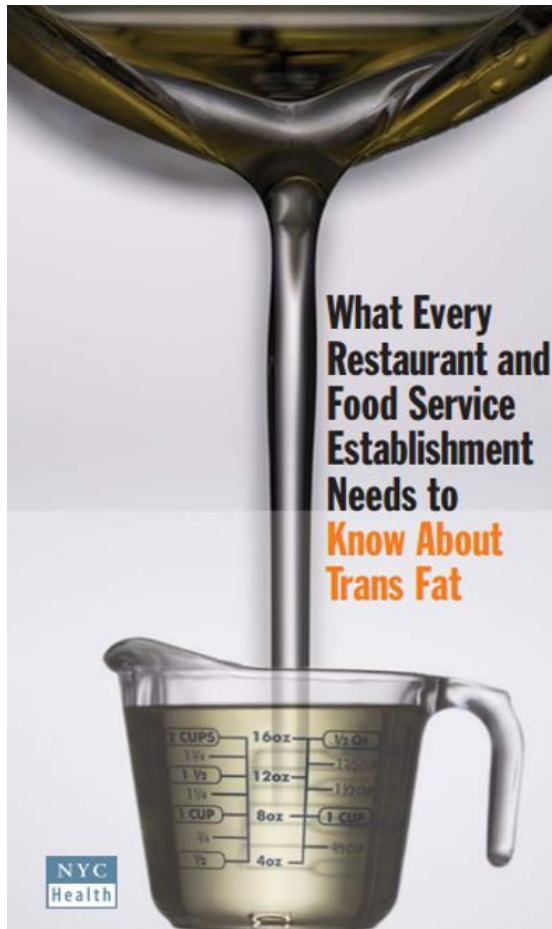
Providing Consumers with Information: Sodium Warning

- Requires chain food service establishments to:
 - Identify high sodium items ($\geq 2,300$ mg of sodium) with an icon on menus/menu boards
 - Post a warning statement at point of purchase



Warning:  indicates that the sodium (salt) content of this item is higher than the total daily recommended limit (2,300 mg). High sodium intake can increase blood pressure and risk of heart disease and stroke.

Sodium Warning Built on Prior NYC Efforts in Restaurants



Incentives: Making Fruits and Vegetables More Affordable

- Health Bucks
 - For every \$5 spent with SNAP, customers receive a \$2 Health Buck - a 40% increase in purchasing power

A map of New York City with numerous pink circular markers indicating the locations of farmers markets across the five boroughs: Manhattan, Bronx, Queens, Brooklyn, and Staten Island. The map is framed by a green border.

Use Your EBT Card and Get MORE!

Use your EBT card at NYC farmers markets and get free fruits and vegetables. For every \$5 spent in EBT, get an additional \$2. Learn how to prepare farmers market produce at free cooking demonstrations.

See inside for a list of farmers markets or text "SoGood" to 877377 to find a market near you.

Farmers Market Map 2017

The NYC Health logo, consisting of the letters 'NYC' in a large, bold, blue font above the word 'Health' in a smaller, blue font.

Scaling up Health Bucks



2005

- Available in 11 South Bronx farmers markets only, distributed via community partners, < \$10,000
- 2006: expanded to more sites, add SNAP matching component

2019

- Redeemable city-wide, at all farmers markets throughout the season
- Paired with nutrition education
- Federal government has adopted Farm Bill provision to fund similar programs

Takeaways

- Seek opportunities for sustainable change
 - Change the context
- Role of cities and localities
 - Innovate
 - Test and evaluate
 - Can influence federal policy

With thanks to many NYC DOHMH
colleagues

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