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

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Leading Risk Factors for Death in the U.S.

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

NYC Data on Health Factors and Outcomes

**SUGAR DRINK**

Sugary Drink Consumption (≥4 per day)

- 5% - 15%
- 16% - 26%
- 27% - 39%
- 40% - 59%
- Undesegregated areas

**POVERTY**

Poverty

- 7% - 15%
- 16% - 25%
- 26% - 35%
- 36% - 45%
- Undesegregated areas

**DIABETES**

Diabetes: Percent of adults

- 2% - 3%
- 4% - 5%
- 6% - 13%
- 14% - 15%
- 16% - 22%

**PREMATURE MORTALITY**

Premature Mortality (death before age 50)

Rate per 100,000 people

- 76.2 - 122.9
- 123.0 - 168.8
- 169.9 - 216.3
- 217.4 - 297.4
- Unpopulated areas

WHAT CAN CITIES DO?
Make Healthy Choices Easier

Individual
- Culture
- Attitudes/Beliefs
- Skills
- Knowledge
- Time
- Affordability

Environment & Systems
- Physical Access/Availability
- Pricing/Economic
- Communication/Media
- Point of Decision
- Education/Promotion

Health Promoting Behaviors

Environment

NYC Health
Our Goals

Increase access to and awareness of healthy foods

Decrease availability and overconsumption of unhealthy foods
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 (≥ 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
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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