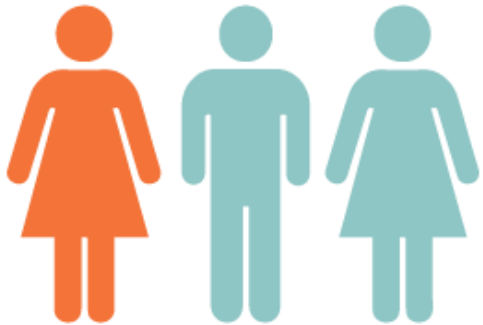


In Weld County.....



1 in 3
CHILDREN

&



OF ADULTS ARE
OVERWEIGHT OR OBESE

Obesity & overweight can contribute to:



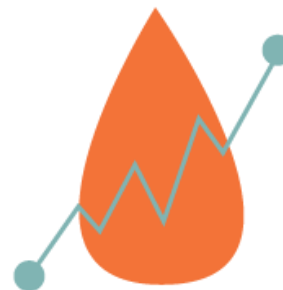
HEART DISEASE



HIGH BLOOD
PRESSURE



CANCER



TYPE 2
DIABETES

...some of the leading causes of preventable death!

Experts predict this generation of children could have a

SHORTER LIFESPAN
than their parents



HEALTHY EATING IS AN IMPORTANT STRATEGY TO COMBAT OBESITY IN OUR COMMUNITY

The “food environment” -- the physical and social surroundings that influence what we eat and drink -- makes it far too hard to choose health foods, and all too easy to choose unhealthy foods.



Healthy Food and Beverage Policies make the HEALTHY choice the EASY choice!

- Improving the nutritional quality of foods and beverages in public places is a low-cost strategy that can help to **change social norms** and create healthier **food and beverage environments**.
- Public settings influence both access to and social values around healthy food and beverage choices.



Why adopt a Healthy Food & Beverage Policy?

- Help contribute to a healthy food environment for employees, visitors, and the community
- Be a role model for our children and set a positive example for our community



Types of Policies

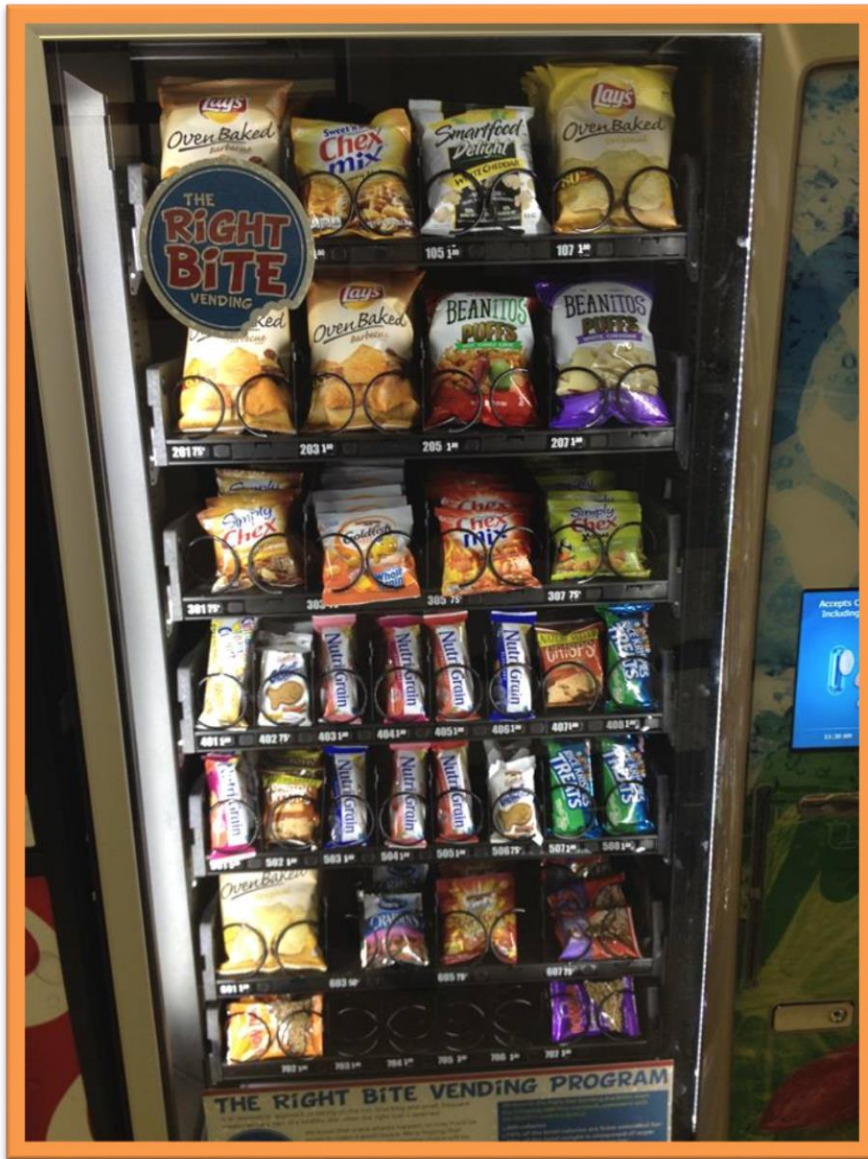
- Internal Meeting Policy
- Vending Policy
- Public Event Policy
- By Department
- One Comprehensive Policy



What about Revenue from Vending/Concessions?

- Studies show that Americans are trying to eat healthier and are satisfied with healthier options in public places.
- Offering healthy choices at similar or lower cost than less healthy options, making healthier options appealing, and advertising the healthier options has been shown to maintain or increase sales.





Healthy Vending Machine at Sunrise Community Health Center



What We can Provide

- Technical Assistance
- Sample Policies
- Guidance and Support
- Resources

Next Steps

- Conduct assessment
- Present results/recommendations
- Provide technical assistance
- Implement policy



Questions?



- **Contact:**

- Carlee Rosen, MPH

- Crosen.alliance@nocooha.org

- Jennifer Linder

- Healthy Food and Beverage Policy Coordinator

- JLinder.alliance@nocooha.org