

# ***Understanding Nutrition:*** **Primer Module on Key Issues**

## **2010 California Obesity Prevention Plan**

The [\*2010 California Obesity Prevention Plan: A Vision for Tomorrow, Strategic Actions for Today\*](#) (Plan) was a priority initiative of former Governor Arnold Schwarzenegger that continues under the leadership of Governor Edmund G. Brown, Jr. The 2010 Plan updated an earlier version released in 2006, adding strategies that focus on policy, environmental change, and health disparities. Both the 2006 and 2010 plans were released after statewide summits that solicited input from numerous stakeholders.

The 2010 Plan, a priority for the California Department of Public Health, is based on the premise that government alone cannot address the numerous environmental, organizational, social and individual changes needed to bring down California's escalating obesity rate, particularly the disparities found among different ethnic and income groups and in different regions of the state. Rather, state, local and tribal governments need to collaborate with families and an array of organizations or "sectors," including employers, health care insurers and providers, community organizations, schools, child care organizations, the food and beverage industry, the entertainment industry and professional sports.

The 2010 California Obesity Prevention Plan is an ambitious effort that commits to a **10-Step Vision** (see Table 1) over the next **5 years** through **4 goals**:

### **Goal 1. State-Level Leadership and Coordination**

Ensure state-level leadership and coordination of statewide obesity prevention efforts to create active living and healthy eating environments and work toward the elimination of health inequities.

### **Goal 2. Statewide Public Education Campaign**

Expand statewide public education campaigns that promote healthy eating and active living as funding is available.

### **Goal 3. Healthy Community Environments**

The State will work with local governments and communities to improve access to healthy eating and physical activity in government, worksites, health care, families, schools, and industry.

### **Goal 4. Statewide Tracking and Evaluation System**

Create and implement a statewide tracking and evaluation system.

**The 2010 California Obesity Prevention Plan was funded through a grant from the Centers for Disease Control and Prevention (CDC) and resonates with CDC's six priority target areas:**

- 1. Increase fruit and vegetable consumption**
- 2. Increase physical activity**
- 3. Increase breastfeeding initiation, duration and exclusivity**
- 4. Decrease consumption of energy dense foods**
- 5. Reduce consumption of sugar sweetened beverages**
- 6. Decrease screen time (e.g., television, computers, gaming).**

The [California Obesity Prevention Program](#) is charged with building partnerships throughout California to encourage implementation of Plan strategies and activities. In addition to working with local governments and academic, private and nonprofit organizations, the California Obesity Prevention Program partners with other programs and initiatives at the California Department of Public Health and other state agencies.

The California Obesity Prevention Program also supports the biennial [Childhood Obesity Conference](#), a major forum for education and sharing of best practices among the nine sectors identified in the Plan, as well as nonprofit, academic and federal stakeholders.

**For more information, go to:**

- [2010 California Obesity Prevention Plan](#)  
<http://www.cdph.ca.gov/programs/COPP/Pages/CaliforniaObesityPreventionPlan.aspx>
- [California Obesity Prevention Program](#)  
<http://www.cdph.ca.gov/programs/COPP/Pages/default.aspx>
- [Childhood Obesity Conference](#)  
<http://childhood-obesity.net/>

***Table 1***  
**The 10-Step Vision in the 2010 California Obesity Prevention Plan**

1. Californians will understand the importance of physical activity and healthy eating, and they will make healthier choices based on their understanding.
2. Every day, every child will participate in physical activity.
3. California's adults will be physically active every day.
4. Schools will only offer healthy foods and beverages to students.
5. Only healthy foods and beverages will be marketed to children ages 12 and under.
6. Produce and other fresh, healthy food items will be affordable and available in all neighborhoods.
7. Neighborhoods, communities, and buildings will support physical activity, including safe walking, stair climbing, and bicycling.
8. Healthy foods and beverages will be accessible, affordable, and promoted in grocery stores, restaurants, and entertainment venues.
9. Health insurers and health care providers will promote physical activity and healthy eating.
10. Employees will have access to physical activity and healthy food options.

*Source:* 2010 California Obesity Prevention Plan, page 6. Retrieved from  
<http://www.cdph.ca.gov/programs/COPP/Documents/COPP-ObesityPreventionPlan-2010.pdf.pdf>

## FOR MORE INFORMATION

This key issue on the 2010 California Obesity Prevention Plan is one component of *Understanding Nutrition: A Primer on Programs and Policies in California*. Go to [www.ccrwf.org](http://www.ccrwf.org) to access additional modules.

The primer was produced by the California Center for Research on Women and Families (CCRWF), in partnership with California Food Policy Advocates and the California Department of Public Health's *Network for a Healthy California (Network)*, a public health effort working with hundreds of partners and organizations to empower low-income Californians to live healthier lives through good nutrition and physical activity.

CCRWF thanks our funders, partners, advisors and reviewers for their contributions to the development of *Understanding Nutrition*, and takes full responsibility for all errors and omissions. Please email comments to [ccrwf@ccrwf.org](mailto:ccrwf@ccrwf.org).

Funded by USDA SNAP, known in California as CalFresh. • California Department of Public Health.



## RECOMMENDED CITATION

Karpilow, K. A., Reed, D. F., Chamberlain, P.T., & Shimada, T. (October 2011). *Primer Key Issue: 2010 California Obesity Prevention Plan*. In *Understanding Nutrition: A Primer on Programs and Policies in California*. (2<sup>nd</sup> ed.). Sacramento, CA: California Center for Research on Women and Families, Public Health Institute. Available on the CCRWF website: [www.ccrwf.org](http://www.ccrwf.org).

© **Public Health Institute, California Center for Research on Women and Families, 2011**