

# California Project LEAN

Leaders Encouraging Activity and Nutrition



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***A Program of the California Department of Health Services  
and Public Health Institute***



# Project LEAN's Goals

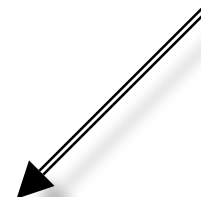
- To create healthier communities through policy/environmental changes that support healthy eating and physical activity.
- To serve as leaders coordinating state and local efforts promoting nutrition and physical activity.

## *Public Agency + Private Non-Profit*

**California Department  
of Health Services**

**Public Health Institute**

**California Project LEAN**



# Benefits

- **Reduces bureaucratic snags**
- **Brings in new partners**
- **Identifies new resources**
- **Disseminates information**
- **Goes where you cannot**

# Question

**How can we work together to influence policy change?**

# **Solution:**

## **Work Collaboratively**

**This involves:**

- 1. A wide cast of players: advocacy groups, health experts, school experts, public health experts**
- 2. Good communication: everyone has a role to play**

# Barriers to Success:

- **Government Employee Limitations**

- Educating vs. Lobbying
  - Partnering
  - Positioning

- Lack of Experience**

- Partnering and coalition building
    - Providing training
    - Empowering individuals

- **Lack of Information/Interest**

- Collecting data
  - Educating constituents
  - Using the media

# **Case Study: CA Passes Landmark School Nutrition Legislation in 2006!**

- **This took many years**
- **Involved many partners:**
  - **public and private**
  - **state and local**
- **Involved many strategies and efforts**



# Strategies

- **Data Collection**
  - Fast food survey, soda contract survey
- **Media Advocacy**
  - Data release attracts legislative interest
- **Youth Empowerment**
  - Students speak up locally and at senate hearings
- **Coalition Building & Community Mobilization**
- **Identifying Success Stories**
- **Relationship Building**
- **Educating Decision makers**
- **Luck**

# Some of the Cast

- **California Project LEAN**
  - Statewide reach
  - Technical expertise
  - Access to educate key decision makers
- **LEAN Regional Coordinators**
  - Community mobilization
  - Identification of local leaders, youth and best practices
- **California Center for Public Health Advocacy**
  - Legislation sponsor
  - Advocacy
  - Relationships with key legislators

# More of the Cast

- **Strategic Alliance**
  - Build statewide support
  - Information dissemination
- **The California Endowment**
  - Funding and support
- **California School Boards Association**
  - Member education
  - Co-Sponsor of legislation
- **American Cancer Society**
  - Co-sponsor of legislation
  - Education
  - Credibility

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