



STRATEGIES, TOOLS, AND RESOURCES FOR POLICYMAKERS

Display and Setting Tools

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MAKE FRUIT AND VEGETABLES THE DEFAULT

- ▶ Continue to make fruit and vegetables a larger share of the school lunch and school breakfast programs, the Commodity Supplemental Food Program, WIC, and other nutrition assistance programs.

2

INCREASE THE PROMINENCE OF FRUIT AND VEGETABLES

- ▶ Provide sufficient funding to close the gap between federal fruit and vegetable spending and America's consumption of fruit and vegetables. For detailed recommendations, visit the [2010 GAP Analysis](#).
- ▶ Support funding to increase the availability of fruit and vegetables in the [National School Lunch Program](#).
- ▶ Increase funding for the [Fresh Fruit and Vegetable Program](#) so more schools can participate and benefit from this program.
- ▶ Support implementation of the new [Nutrition Standards](#) for the [National School Lunch Program](#) and the [School Breakfast Program](#), based on the [Dietary Guidelines for Americans, 2010](#).
- ▶ Find out if your state is part of a nutrition and physical activity intervention under [CDC's State-Based Nutrition and Physical Activity Program to Prevent Obesity and Other Chronic Diseases](#).

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INCREASE FRUIT AND VEGETABLE OPTIONS

- ▶ Support continued and enhanced program funding for successful healthy eating initiatives like [WIC](#) and the [Fresh Fruit and Vegetable Snack Program](#).
- ▶ Adopt food policies that require food and beverages purchased with government funds to meet certain nutrition standards.
- ▶ Increase the availability of affordable, healthy foods in underserved urban and rural communities with financial and nonfinancial resources available through the [Healthy Food Financing Initiative](#), to encourage food retailers to locate in these underserved areas.
- ▶ Increase the availability of healthier food and beverage choices in public venues. Apply nutrition standards that are consistent with the Dietary Guidelines for Americans to all food sold (e.g., meal menus and vending machines) in government facilities and public school campuses.
- ▶ Find resources at [Make Healthy Food Affordable and Accessible](#) to reduce food deserts in your community.
- ▶ Improve transportation routes to healthy food retailers, through tax credits, grants, loans, and small business or economic development programs, to increase fruit and vegetable availability for people in low-income, urban, and rural communities.
- ▶ Promote efforts to provide fruit and vegetables in a variety of settings and encourage the establishment and use of direct-to-consumer marketing outlets such as farmers' markets.
- ▶ Explore specific program and funding ideas designed to combat obesity and support healthy eating with fruit and vegetables. For more information, visit [Recommended Community Strategies and Measurements to Prevent Obesity in the United States](#).



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**DECREASE NON-FRUIT
AND VEGETABLE
ALTERNATIVES**

- ▶ Fund research on healthy eating, specifically as it relates to fruit and vegetable consumption.
- ▶ Analyze the effect of taxes on the consumption of less healthy, energy-dense foods such as soft drinks or candy.
- ▶ Institute smaller portion size options in public foodservice venues by either reducing the standard portion size of entrées or offering smaller portion sizes in addition to standard portion sizes.
- ▶ Restrict the availability of less healthy foods and beverages in government facilities and public school campuses.

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**INCREASE THE
CONVENIENCE OF FRUIT
AND VEGETABLES**

- ▶ Fund small business grants to encourage new, innovative development of fruit and vegetable retail food outlets.
- ▶ Adopt food policies that require food and beverages purchased with government funds to meet certain nutrition standards.

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**PROVIDE TIMELY
REMINDERS**

- ▶ Include signage in public school cafeterias as a reminder to eat more fruit and vegetables.

Display and Setting Tools

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**OFFER STRATEGIC
DISCOUNTS**

- ▶ Make funds available for pilot projects to research the dietary impact of bonus benefits within the Supplemental Nutrition Assistance Program ([SNAP](#)).
- ▶ Evaluate targeted subsidies like “Healthy Bucks” to determine their effectiveness in increasing fruit and vegetable purchases and consumption.

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**CONSIDER PRICE
PERCEPTION AND
FAIRNESS**

- ▶ In publicly funded cafeterias, consider raising the price of less healthy foods and lowering the price of fruit and vegetables to encourage greater fruit and vegetable consumption.

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**OFFER BONUS
QUANTITIES**

- ▶ Change the Supplemental Nutrition Assistance Program (SNAP) so that bonus value is available when fruit and vegetables are purchased.



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USE SMALL MONETARY INCENTIVES

- ▶ Budget money for short-term rewards programs to encourage students to eat more fruit and vegetables.

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USE SOCIAL REWARD

- ▶ Provide money to fund school programs that recognize students, classes, or schools that implement a healthy eating program focused on goals to increase fruit and vegetable consumption. Rewards may be in the form of prizes, certificates, or small cash amounts for the winners. Find inexpensively priced giveaway products that make perfect prizes at [PBH Catalog](#).

Planning and Habit Tools

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CREATE SIMPLE TRACKING TOOLS

- ▶ Promote the use of the [Let's Move Action Chart](#) in your community publications as a way to track progress in eating more fruit and vegetables for better health.
- ▶ Redirect funding to support programs like USDA's [SuperTracker](#) which provides free personalized nutrition plans and online tools to set goals against nutrition targets.

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CREATE PERSONAL STRATEGIES

- ▶ Promote funding for small business grants and innovative research to develop easy-to-use tools that promote healthy eating through fruit and vegetables.

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PROMOTE HABIT-STARTING OPPORTUNITIES

- ▶ Provide money to support successful nutrition education programs such as [MyPlate](#) which offers information and resources for establishing and maintaining healthy eating, with an emphasis on filling half your plate with fruits and vegetables.

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ENCOURAGE ONLY FRUIT & VEGETABLE SNACKING WHILE WATCHING TV

- ▶ Limit child-directed television ads promoting unhealthy snack foods, sweets, and sugar-sweetened beverage products. When negotiating contracts with television stations, cable companies, and other television providers, include the compliance provisions (voluntary or mandatory) outlined in the [Children's Food and Beverage Advertising Initiative](#).

Messaging Tools

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USE APPROPRIATE
NUTRITION LABELING

- ▶ Support funding to allow the Food and Drug Administration (FDA) to develop, test, and implement a front-of-package labeling system. To view the Institute of Medicine's report online, visit: [Front-of-Package Nutrition Rating Systems and Symbols Promoting Healthier Choices](#).
- ▶ Promote healthier food choices by supporting legislation or voluntary compliance measures to have restaurants and fast-food establishments list the nutritional content of foods on menu labels, menu boards, and food item tags in full service restaurants and at the point-of-purchase in fast-food eating establishments.

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PROMOTE NATURALNESS

- ▶ Promote all forms of fruit and vegetables—fresh, canned, frozen, dried, and 100% juice—when considering legislation or funding dealing with nutrition education.
- ▶ Improve your community's ability to purchase foods from local farms by encouraging the establishment of farmers' markets.
- ▶ Promote policies that support and protect community gardens.

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HIGHLIGHT SOCIAL
NORMS

- ▶ Limit advertising that promotes less healthy foods and beverages in government facilities and public school campuses.

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LEVERAGE LOSS
AVERSION

- ▶ Distribute information about how fruit and vegetables can impact health risks. For more information, visit [Fruits, Vegetables, and Health: A Scientific Overview, 2011](#) and [Health Problems and Childhood Obesity](#).

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USE STRONG, APPEALING
BRANDING

- ▶ Sign up to become a [Let's Move City or Town](#) to bring focus and resources to your community's commitment to fight childhood obesity.