



**National
Summit on**

**Obesity
Policy**

REPORT OF THE DELEGATES

MAY 2007

**RONALD REAGAN CENTER
WASHINGTON, D.C.**

NATIONAL SUMMIT ON OBESITY POLICY CALLS FOR ‘CRITICAL AND REALIZABLE’ POLICIES

Leading authorities representing multiple disciplines and constituencies gathered in Washington, D.C., May 8 and 9 for the National Summit on Obesity Policy and developed a common federal agenda to fight the U.S. obesity epidemic. This agenda will become the central platform for the newly formed Collaborative Campaign to End Obesity (CCEO), through which thought leaders and advocates can work together to identify and press for policy changes that will reduce obesity in America.

“Best and Brightest” Leaders Identify Common Agenda

After hearing a number of distinguished speakers address the scope of problems and actions taken to date, more than 100 representatives from the public and private sectors, including government, medical, public health, industry research and other communities – some of which have not typically collaborated on federal policy messages – brain-stormed in small focus group sessions. From three core panels – Promoting Active Lifestyles, Promoting Better Nutrition and Change in the Health Care Sector – a consensus list of policies was identified that can be translated quickly into “critical and realizable” actions :

- ? **Expand coverage for prevention, diagnosis and effective treatments of obesity.**

This means no longer limiting such codes to the “morbidly obese” – patients who are 50%-100%, or 100 pounds, above their ideal body weight – as at present and reimbursing a comprehensive set of therapies with proven effectiveness.

- ? **Increase federal support for research services focused on obesity.**

This means supporting more funding for basic, clinical, epidemiological and health services research focused on obesity across all agencies of the federal government bringing it in line with investments made to address other major medical problems.

- ? **Ensure that all foods in schools meet the *Dietary Guidelines for Americans*.**

This would update and strengthen the nutrition standards for all school foods, including meals and foods sold outside the federal meal programs such as those available through a la carte, vending, school stores and elsewhere on school grounds.

- ? **Reduce the marketing of unhealthy foods and increase the marketing of healthy, culturally relevant foods.**

This includes, among other specific policies, expanding nutrition education in federal food programs, school curriculum, and community programs.

- ? **Increase physical activity in schools.**

This means encouraging school-day physical education requirements across the country, supporting recess for elementary school children, incorporating physical activity into many before and after-school programs, as well as ensuring that physical activity is part of 21st Century Community Learning Centers and other federally funded programs.

? **Create a built environment that supports physically active lifestyles.**

This would involve providing funding to help states and localities widen sidewalks and provide bike paths and other recreational trails, site new schools in ways that invite safe biking and walking to class, and other related policies authorized by the Transportation Act (which was made public law in 2005 and provides federal surface transportation funding through 2010) and other statutes.

These high priority recommendations came at the end of an intense day and a half of discussion about the nearly 25 percent of Americans – including 9 million children – who are obese, and about ways to reduce their resulting chronic illnesses, psychological disorders, decreased worker productivity, and ballooning health care costs.

Beyond these six priorities, delegates focused attention on other areas that must be addressed to combat obesity. Among other things, they noted, federal policies to promote improved nutrition must be tailored to ensure that healthy food choices are made accessible to low-income Americans and culturally diverse communities. Delegates also discussed the importance of providing training for doctors and other health care providers to monitor and address obesity in children and adults. Additional discussions focused on the potential value of economic incentives for businesses to provide and promote healthy lifestyles among employees, and of tax incentives for individuals to participate in organized physical activity in their communities.

Notable speakers at the Summit included:

- ? **Senators Tom Harkin (D-Iowa) and Lisa Murkowski (R-Alaska)**, who discussed agricultural, education and other federal policies aimed at reducing childhood obesity. These included a Harkin-sponsored program that provides free fruit and vegetable snacks to students and that now operates, he said, in 400 to 500 schools in 14 states.
- ? **Chandler Converse**, a 15-year old who explained how she launched her own grassroots student fitness and nutrition initiative in her home state of Georgia.
- ? **Peter Orszag**, Director of the Congressional Budget Office, and **Dr. Mark McClellan**, former CMS Administrator and FDA Commissioner, who examined the economic consequences of obesity. Orszag said that because of climbing health care costs, including for diseases related to obesity, “the Congressional Budget Office is increasingly becoming the Congressional Health Office.”
- ? **Rear Adm. Penelope Royall**, Deputy Assistant Secretary of HHS, who discussed Executive Branch steps to battle obesity.

- ? **Dr. Mehmet Oz**, a cardiothoracic surgeon who is chief medical correspondent for Discovery Health, who noted how limited collaboration has been among the many stakeholders in the anti-obesity fight. He urged such collaboration upon the attendees, both during and after the Summit.
- ? **Dr. Elena Rios**, President and CEO of the National Hispanic Medical Association, who reminded Summit participants of the high prevalence of obesity in America's culturally diverse communities. Already, she noted, one in four Hispanic children are obese.
- ? **Dr. Francine Kaufman**, director of the Comprehensive Childhood Diabetes Center, and head of the Center for Endocrinology, Diabetes and Metabolism at Children's Hospital Los Angeles, who applauded delegates for their work and noted the particularly critical opportunity to launch collaborative programs to address obesity in America's children. Dr. Kaufman also emphasized that the time for federal policy action to address the obesity epidemic in America is ripe.

Each participant received briefing materials prior to the Summit on some of the many federal policy options available to tackle the multi-dimensional challenge of fighting America's obesity epidemic. Delegates spent all afternoon reviewing policy options and discussing the relative benefits and costs of each. This occurred first as delegates were divided into eight working sub-groups to identify 16 initial policy options. Running through their deliberations was the advice they had received from many quarters – to make sure the policies they adopted reflected the importance of evaluations, the need for proof, now and in the future, of effectiveness in reducing obesity.

Following the smaller sessions, delegates met in three core working sessions – Promoting Active Lifestyles, Promoting Better Nutrition, and Change in the Health Care Sector – that examined and reworked some of the policy options. Finally, they voted electronically on which they found to be the most compelling and the most politically achievable.

Collaborative Campaign is Launched

Based on the positive feedback generated from the Summit, the Steering Committee members and other participants have decided to launch a Collaborative Campaign to End Obesity (CCEO). The CCEO will pick up where the National Summit on Obesity Policy left off, forging and sustaining a point of collaboration between and among U.S. leaders and advocates and advancing the coalition's agenda at the federal level in the battle to end obesity.

The full list of the common policy recommendations adopted by the Summit delegates are attached as Appendix A, and a list of participating organizations and the National Summit agenda are attached as Appendix B and Appendix C.



LEGISLATIVE PRIORITIES

DELEGATES AT THE NATIONAL SUMMIT ON OBESITY POLICY IDENTIFIED THE FOLLOWING CRITICAL AND COMMON PRIORITIES FOR FEDERAL POLICY ACTION:

➤ CHANGE IN THE HEALTH CARE SECTOR

Recognize obesity as a complex disease, with strong adverse health effects, establish diagnosis codes, and require coverage for prevention, screening, diagnosis and multi-treatment programs that are coupled to measurement of health outcomes

Substantially increase federal support for basic, clinical, epidemiological and health services research focused on obesity across all agencies of the federal government to bring it in line with investments aimed at solving other major medical problems

➤ PROMOTING BETTER NUTRITION

Ensure that all foods in schools meet the *Dietary Guidelines for Americans*

Reduce the marketing of unhealthy foods and increase the marketing of healthy, culturally relevant foods

➤ PROMOTING ACTIVE LIFESTYLES

Increase Physical Activity in Schools

Create a built environment that supports physically active lifestyles

RECOGNIZE OBESITY AS A COMPLEX DISEASE, WITH STRONG ADVERSE HEALTH EFFECTS, ESTABLISH DIAGNOSIS CODES, AND REQUIRE COVERAGE FOR PREVENTION, SCREENING, DIAGNOSIS AND MULTI-TREATMENT PROGRAMS THAT ARE COUPLED TO MEASUREMENT OF HEALTH OUTCOMES. THIS MEANS:

- Establish reimbursement codes for diagnosis and effective treatments
- Establish coverage by federal health insurance programs and incentivizing private insurers to pay for a broad spectrum of obesity prevention, screening, diagnosis and treatment services
- Include payment for services that focus on lifestyle modification, environmental improvements, medical- and technology-based interventions and multi-factorial approaches.
- Support personalized, tailored approaches based on the unique clinical and biological characteristics of obesity in different subgroups

SUBSTANTIALLY INCREASE FEDERAL SUPPORT FOR BASIC, CLINICAL, EPIDEMIOLOGICAL AND HEALTH SERVICES RESEARCH FOCUSED ON OBESITY ACROSS ALL AGENCIES OF THE FEDERAL GOVERNMENT TO BRING IT IN LINE WITH INVESTMENTS AIMED AT SOLVING OTHER MAJOR MEDICAL PROBLEMS.

ENSURE THAT ALL FOODS IN SCHOOLS MEET THE *DIETARY GUIDELINES FOR AMERICANS*. THIS INCLUDES, BUT IS NOT LIMITED TO:

- Eliminating the sale of unhealthy foods through a la carte, school stores, vending, and other venues outside of the federally funded school meal programs
- Improving the nutritional quality of school meals
- Increasing access to nutritious foods, such as fruits, vegetables, and whole grains

REDUCE THE MARKETING OF UNHEALTHY FOODS AND INCREASE THE MARKETING OF HEALTHY, CULTURALLY RELEVANT FOODS. THIS INCLUDES, BUT IS NOT LIMITED TO:

- Expanding and strengthening nutrition education in federal food and nutrition programs, school curricula, and community programs
- Limiting marketing of unhealthy foods in schools
- Funding, conducting and evaluating new and established multi-level, integrated, national campaigns to promote healthy eating.

INCREASE PHYSICAL ACTIVITY IN SCHOOLS. THIS MEANS THROUGH:

- Re-authorized PEP at higher funding levels
- Encouraging Physical Education standards

CREATE A BUILT ENVIRONMENT THAT SUPPORTS PHYSICALLY ACTIVE LIFESTYLES. THIS MEANS:

- Include key new initiatives in the reauthorization of the Transportation Act.
- Provide incentives and assistance to states and localities to incorporate physical activity into coordinated community planning.



NATIONAL SUMMIT ON OBESITY POLICY
LIST OF DELEGATES AND PARTICIPATING ORGANIZATIONS

ABC/Disney
America on the Move Foundation, Inc.
America's Health Insurance Plans
American Cancer Society
American College of Gastroenterology
American Diabetes Association
American Dietetic Association
American Heart Association
American Planning Association
American Society for Bariatric Surgery
Amputee Coalition of America
Arthritis Foundation
Association of State and Territorial Health Officials
Center for Science in the Public Interest
Congressional Budget Office
Directors of Health Promotion and Education
Discovery Health
Disease Management Association of America
Drs. Moorehead, Parish, & Associates, PA
End Hunger Connecticut!
Environmental Protection Administration
Ethicon Endo Surgery
Federal Communications Commission
Florida Hospital Celebration Health
Food & Society Policy Fellows Program
George Washington University
Girl Scouts of the USA
Grantmakers in Health
Grocery Manufacturers Association
Harvard University School of Medicine

Healthcare Leadership Council
Hill & Knowlton, Inc.
International Health, Racquet & Sports Clubs of
America
Johnson & Johnson
Kern County Department of Public Health
League of American Bicyclists
Molina Healthcare, Inc.
National Association for Sport and Physical Education
National Association of Chronic Disease Directors
National Athletic Trainer's Association
National Coalition for Promoting Physical Activity
National Hispanic Medical Association
National Medical Association
National Parks Service
National Recreation and Park Association
Nemours Health & Prevention Services
Obesity Society/NAASO
Outdoor Industry Foundation
Partnership for Prevention
PhRMA
PolicyLink
Praxis Project
Prevention Institute
Sanofi-Aventis
Senator Tom Harkin (and staff)
Senator Lisa Murkowski (and staff)
Shaping America's Health
Sporting Goods Manufacturers Association
Trust for America's Health
University of Tennessee
University of Wisconsin Medical Foundation
Walt Disney Parks & Resorts
Washington Health Foundation
Yale University/Rudd Center on Food Policy and
Obesity
YMCA of the USA



MAY 8th-9th, 2007
Ronald Reagan Building & International Trade Center
1300 Pennsylvania Avenue, N.W.
Washington, D.C. 20004

SUMMIT AGENDA

Monday, May 7th

3:00 - 5:30 pm **Conference Pre-Registration**
Pick up credentials at the Meridian D Room, Concourse Level

Tuesday, May 8th

7-9:00 am **Conference Registration** – *Rotunda Ballroom, Eighth Floor*

7:45 am **Continental Breakfast**

8:15 am **Opening Remarks** – *Rotunda Ballroom*
Dr. Mehmet Oz
Senator Tom Harkin, D-IA
Senator Lisa Murkowski, R-AK
Miss Chandler Converse

9:30 am **Plenary Panel: The Economics of Obesity** – Rotunda Ballroom
Moderator: Mary Grealy, Healthcare Leadership Council

The Hon. Peter Orszag, Congressional Budget Office
The Hon. Mark McClellan, American Enterprise Institute

10:15 am **Coffee Break**

10:30 am **Key Initiatives in the Executive Branch** – Rotunda Ballroom
Rear Adm. Penelope Royall, Deputy Assistant Secretary for Health, Disease Prevention and Health Promotion, US Department of Health and Human Services

10:45 am **Plenary Panels: The Scope of Policy Options** – Rotunda Ballroom

- Promoting Active Lifestyles
- Promoting Better Nutrition
- Change in the Health Care Sector

- 12:30 pm** **Partitioning Session**
Delegates Attend Sub-Break Out Discussions
Promoting Active Lifestyles
Community-based Solutions – International Gateway
Schools and After-school Physical Education and Activity – Horizon A
Public and Private Workplace Initiatives – Oceanic B
- Promoting Better Nutrition*
Community-based Options – Meridian A
Access to Healthy Foods – Horizon B
Food Industry and Workplace Initiatives – Meridian B
- Change in the Health Care Sector*
Issues for Payors/Providers – Hemisphere B
Supporting Innovation – Meridian B
- 2:30 pm** **Integration Session**
Delegates Attend Full Break-Out Discussions
Promoting Active Lifestyles – Horizon A
Promoting Better Nutrition – Horizon B
Change in the Health Care Sector – Hemisphere A
- 5:00 pm** **Electronic Balloting – in Breakout Sessions**
- 5:30 – 7:00pm** **Cocktail Reception – Rotunda Ballroom**

Wednesday, May 9th

- 8:00 am** **Continental Breakfast – Rotunda Ballroom**
- 8:15 am** **Opening Comments**
 Dr. Elena Rios, President, National Hispanic Medical Association
- 8:45 am** **Presentation of Priorities to the Plenary – Rotunda Ballroom**
- 10:15 am** **Closing Remarks – Rotunda Ballroom**
 Dr. Francine Kaufman, University of Southern California