



Summary of Recommendations

I. Early Childhood				
Recommendation	Federal action	State or local action	Private sector action	Page
Recommendation 1.1: Pregnant women and women planning a pregnancy should be informed of the importance of conceiving at a healthy weight and having a healthy weight gain during pregnancy, based on the relevant recommendations of the Institute of Medicine.	x	x	x	12
Recommendation 1.2: Education and outreach efforts about prenatal care should be enhanced through creative approaches that take into account the latest in technology and communications. Partners in this effort could include companies that develop technology-based communications tools, as well as companies that market products and services to pregnant women or prospective parents.			x	12
Recommendation 1.3: Hospitals and health care providers should use maternity care practices that empower new mothers to breastfeed, such as the Baby-Friendly hospital standards.	x	x	x	16
Recommendation 1.4: Health care providers and insurance companies should provide information to pregnant women and new mothers on breastfeeding, including the availability of educational classes, and connect pregnant women and new mothers to breastfeeding support programs to help them make an informed infant feeding decision	x	x	x	16
Recommendation 1.5: Local health departments and community-based organizations, working with health care providers, insurance companies, and others should develop peer support programs that empower pregnant women and mothers to get the help and support they need from other mothers who have breastfed	x	x	x	16
Recommendation 1.6: Early childhood settings should support breastfeeding	x	x	x	16
Recommendation 1.7: Federal and State agencies conducting health research should prioritize research into the effects of possibly obesogenic chemicals.	x			17

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Recommendation 1.8: The AAP guidelines on screen time should be made more available to parents, and young children should be encouraged to spend less time using digital media and more time being physically active.		x	x	18
Recommendation 1.9: The AAP guidelines on screen time should be made more available in early childhood settings.		x	x	18
Recommendation 1.10: The Federal government, incorporating input from health care providers and other stakeholders, should provide clear, actionable guidance to states, providers, and families on how to increase physical activity, improve nutrition, and reduce screen time in early child care settings.	x			21
Recommendation 1.11: States should be encouraged to strengthen licensing standards and Quality Rating and Improvement Systems to support good program practices regarding nutrition, physical activity, and screen time in early education and child care settings		x	x	21
Recommendation 1.12: The Federal government should look for opportunities in all early childhood programs it funds (such as the Child and Adult Care Food Program at USDA, the Child Care and Development Block Grant, Head Start, military child care, and Federal employee child care) to base policies and practices on current scientific evidence related to child nutrition and physical activity, and seek to improve access to these programs	x			21

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II. Empowering Parents and Caregivers				
Recommendation	Federal action	State or local action	Private sector action	Page
Recommendation 2.1: The Federal government, working with local communities, should disseminate information about the 2010 Dietary Guidelines for Americans through simple, easily actionable messages for consumers and a next generation Food Pyramid.	x			26
Recommendation 2.2: The FDA and USDA's Food Safety and Inspection Service should collaborate with the food and beverage industry to develop and implement a standard system of nutrition labeling for the front of packages	x		x	27
Recommendation 2.3: Restaurants and vending machine operators subject to the new requirement in the Affordable Care Act should be encouraged to begin displaying calorie counts as soon as possible			x	27
Recommendation 2.4: Restaurants should consider their portion sizes, improve children's menus, and make healthy options the default choice whenever possible.			x	27
Recommendation 2.5: The food and beverage industry should extend its self-regulatory program to cover all forms of marketing to children, and food retailers should avoid in-store marketing that promotes unhealthy products to children.			x	32
Recommendation 2.6: All media and entertainment companies should limit the licensing of their popular characters to food and beverage products that are healthy and consistent with science-based nutrition standards			x	32
Recommendation 2.7: The food and beverage industry and the media and entertainment industry should jointly adopt meaningful, uniform nutrition standards for marketing food and beverages to children, as well as a uniform standard for what constitutes marketing to children.			x	32
Recommendation 2.8: Industry should provide technology to help consumers distinguish between advertisements for healthy and unhealthy foods and to limit their children's exposure to unhealthy food advertisements.	x		x	32

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Recommendation 2.9: If voluntary efforts to limit the marketing of less healthy foods and beverages to children do not yield substantial results, the FCC could consider revisiting and modernizing rules on commercial time during children’s programming	x			32
Recommendation 2.10: Pediatricians should be encouraged to routinely calculate children’s BMI and provide information to parents about how to help their children achieve a healthy weight.			x	35
Recommendation 2.11: Federally-funded and private insurance plans should cover services necessary to prevent, assess, and provide care to overweight and obese children.	x		x	35
Recommendation 2.12: Dentists and other oral health care providers should be encouraged to promote healthy habits and counsel families on childhood obesity prevention as part of routine preventive dental care			x	35
Recommendation 2.13: Medical and other health professional schools, health professional associations, and health care systems should ensure that health care providers have the necessary training and education to effectively prevent, diagnose, and treat obese and overweight children			x	35

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III. Healthier Food in Schools				
Recommendation	Federal action	State or local action	Private sector action	Page
Recommendation 3.1: Update Federal nutritional standards for school meals and improve the nutritional quality of USDA commodities provided to schools.	x			39
Recommendation 3.2: Increase resources for school meals.	x	x	x	40
Recommendation 3.3: USDA should continue its outreach and technical assistance to help provide training for school food service professionals.	x	x	x	40
Recommendation 3.4: Schools should consider upgrading their cafeteria equipment to support the provision of healthier foods, for example, by swapping out deep fryers for salad bars.	x	x	x	41
Recommendation 3.5: USDA should work with all stakeholders to develop innovative ways to encourage students to make healthier choices.	x	x		41
Recommendation 3.6: USDA should work to connect school meals programs to local growers, and use farm-to-school programs, where possible, to incorporate more fresh, appealing food in school meals	x	x	x	41
Recommendation 3.7: Schools should be encouraged to make improvements in their school meal programs through the HealthierUS Schools Challenge in advance of updated Federal standards.	x	x	x	42
Recommendation 3.8: Increase the alignment of foods sold at school, including in the a la carte lines and vending machines, with the Dietary Guidelines.	x			43
Recommendation 3.9: Food companies should be encouraged to develop new products and reformulate existing products so they meet nutritional standards based on the Dietary Guidelines and appeal to children.			x	43
Recommendation 3.10: USDA and the U.S. Department of Education should collaborate with states to increase the availability and consistency of nutrition education in schools.	x	x		44

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Recommendation 3.11: Where possible, use school gardens to educate students about healthy eating.		x	x	45
Recommendation 3.12: Technical assistance should be provided to schools about how to a cafeteria and lunch room environment can support and encourage a healthful meal		x		45
Recommendation 3.13: Schools should be encouraged to ensure that choosing a healthy school meal does not have a social cost for a child		x		45
Recommendation 3.14: Schools should be encouraged to consider the impact of food marketing on education.		x	x	45
Recommendation 3.15: School districts should be encouraged to create, post, and implement a strong local school wellness policy.	x	x	x	45
Recommendation 3.16: Promote good nutrition through afterschool programs.	x	x	x	47
Recommendation 3.17: Promote healthy behaviors in juvenile correctional and related facilities.	x	x	x	47

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IV. Access to Healthy, Affordable Food				
Recommendation	Federal action	State or local action	Private sector action	Page
Recommendation 4.1: Launch a multi-year, multi-agency Healthy Food Financing Initiative to leverage private funds to increase the availability of affordable, healthy foods in underserved urban and rural communities across the country.	x	x	x	53
Recommendation 4.2: Local governments should be encouraged to create incentives to attract supermarkets and grocery stores to underserved neighborhoods and improve transportation routes to healthy food retailers.		x		54
Recommendation 4.3: Food distributors should be encouraged to explore ways to use their existing distribution chains and systems to bring fresh and healthy foods into underserved communities.	x		x	54
Recommendation 4.4: Encourage communities to promote efforts to provide fruits and vegetables in a variety of settings and encourage the establishment and use of direct-to-consumer marketing outlets such as farmers' markets and community supported agriculture subscriptions.		x		54
Recommendation 4.5: Encourage the establishment of regional, city, or county food policy councils to enhance comprehensive food system policy that improve health		x		54
Recommendation 4.6: Encourage publicly and privately-managed facilities that serve children, such as hospitals, afterschool programs, recreation centers, and parks (including national parks) to implement policies and practices, consistent with the Dietary Guidelines, to promote healthy foods and beverages and reduce or eliminate the availability of calorie-dense, nutrient-poor foods	x	x	x	54
Recommendation 4.7: Provide economic incentives to increase production of healthy foods such as fruits, vegetables, and whole grains, as well as create greater access to local and healthy food for consumers.	x			59
Recommendation 4.8: Demonstrate and evaluate the effect of targeted subsidies on purchases of healthy food through nutrition assistance programs.	x			59

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Recommendation 4.9: Analyze the effect of state and local sales taxes on less healthy, energy-dense foods	x	x		59
Recommendation 4.10: The food, beverage, and restaurant industries should be encouraged to use their creativity and resources to develop or reformulate more healthful foods for children and young people			x	60
Recommendation 4.11: Increase participation rates in USDA nutrition assistance programs through creative outreach and improved customer service, state adoption of improved policy options and technology systems, and effective practices to ensure ready access to nutrition assistance program benefits, especially for children.	x	x	x	62

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V. Increasing Physical Activity				
Recommendation	Federal action	State or local action	Private sector action	Page
Recommendation 5.1: Developers of local school wellness policies should be encouraged to include strong physical activity components, on par with nutrition components.		x		73
Recommendation 5.2: The President’s Challenge should be updated to ensure consistency with the Physical Activity Guidelines for Americans and to ensure ease of use and implementation by schools. Private sector partners with an interest in physical activity should help enroll children in the Presidential Active Lifestyle Award program	x		x	73
Recommendation 5.3: State and local educational agencies should be encouraged to increase the quality and frequency of sequential, age- and developmentally- appropriate physical education for all students, taught by certified PE teachers		x	x	73
Recommendation 5.4: State and local educational agencies should be encouraged to promote recess for elementary students and physical activity breaks for older students, and provide support to schools to implement recess in a healthy way that promotes physical activity and social skill development.		x		73
Recommendation 5.5: State and local educational agencies should be encouraged to provide opportunities in and outside of school for students at increased risk for physical inactivity, including children with disabilities, children with asthma and other chronic diseases, and girls		x	x	74
Recommendation 5.6: Federal, state, and local educational agencies, in partnership with communities and businesses, should work to support programs to extend the school day, including afterschool programs, which offer and enhance physical activity opportunities in their programs	x	x	x	77
Recommendation 5.7: State and local educational agencies should be encouraged to support interscholastic sports and help decrease prohibitive costs of sports by curbing practices such as “pay-to-play,” working with other public and private sector partners.	x	x	x	78
Recommendation 5.8: Reauthorize a Surface Transportation Act that enhances livability and physical activity.	x	x		81

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Recommendation 5.9: The Environmental Protection Agency should assist school districts that may be interested in siting guidelines for new schools that consider the promotion of physical activity, including whether students will be able to walk or bike to school	x	x		81
Recommendation 5.10: Communities should be encouraged to consider the impacts of built environment policies and regulations on human health.	x	x		81
Recommendation 5.11: The Federal Safe Routes to School Program (SRTS) should be continued and enhanced to accommodate the growing interest in implementing Safe Routes to Schools plans in communities.	x			82
Recommendation 5.12: "Active transport" should be encouraged between homes, schools, and community destinations for afterschool activities, including to and from parks, libraries, transit, bus stops, and recreation centers.		x	x	82
Recommendation 5.13: Increase the number of safe and accessible parks and playgrounds, particularly in underserved and low-income communities	x	x	x	83
Recommendation 5.14: The Federal government should continue to support investments in a wide range of outdoor recreation venues, such as National Parks, Forests, Refuges and other public lands, and expand opportunities for children to enjoy these venues.	x			84
Recommendation 5.15: Local governments should be encouraged to enter into joint use agreements to increase children's access to community sites for indoor and outdoor recreation		x		84
Recommendation 5.16: The business sector should be encouraged to consider which resources and physical assets like fields and gyms can be used to increase students' access to outdoor and indoor recreational venues			x	84
Recommendation 5.17: Entertainment and technology companies should continue to develop new approaches for using technology to engage children in physical activity			x	84