



NC Alliance for Health 2011 Policy Priorities

Tobacco-Use Prevention Policy Priorities:

- Support an increase in North Carolina's cigarette excise tax BY at least \$1.00 and support an excise tax increase on other tobacco (non-cigarette) products to a tax rate equivalent with that of cigarettes;
- Protect public health by eliminating exposure to secondhand smoke:
 - Protect existing law (HB 2) which made restaurants and bars smoke-free on January 2, 2010;
 - Expand existing smoke-free law by advocating for legislation to make *all* NC worksites and public places 100% smoke-free, in combination with;
 - Advocate for legislation that expands local control so local communities can pass ordinances to eliminate exposure to secondhand smoke in worksites (in addition to public places granted by HB 2).
- Support reinstating North Carolina's cigarette tax stamp to promote health, safety, crime prevention efforts and increased state revenue.
- Support funding for evidence-based tobacco use prevention and cessation programs.

Obesity Prevention Policy Priorities:

- Advocate for the continuation and strengthening of the Joint Legislative Task Force on Childhood Obesity.
- **Physical Activity/Physical Education:**
 - Promote the implementation of quality, comprehensive Physical Education (PE) statewide according to national PE standards set by the National Association for Sport and Physical Education (NASPE).
 - Work with local coalitions to advocate for comprehensive PE before local school boards and use resulting processes and policies as models for future statewide policy change.
- **Nutrition:**
 - Ensure all foods and beverages available in schools meet national nutrition guidelines and are fully funded;
 - Advocate for policies requiring that all competitive foods and beverages offered in school meet national nutritional guidelines; Advocate for policies identified to reduce exposure to marketing and advertising of unhealthy foods in schools.
 - Support the implementation of national nutrition standards for state government vending machines; Advocate for policies identified to reduce exposure to marketing and advertising of unhealthy foods in state government buildings;
 - Support menu labeling for the Legislative Building cafeteria and/or snack bar.
- **Built Environments:**
 - Promote the ability of local communities to support routine physical activity and healthy eating through built environment supports, including multi-modal transportation infrastructure (eg. mass transit, sidewalks, bike lanes), recreation opportunities (eg. parks, trails greenways), and food venues (eg. grocery stores, farmers' markets, community gardens). Support the integration of healthy land use ("sustainable communities") and multi-modal transportation options ("complete streets" policies).
 - Monitor & support the development of Depart. of Transportation's Complete Streets Initiative;
 - Monitor and support the work of the Sustainability Task Force.
- **Support funding for evidence-based obesity prevention programs.**

Other items presented to the Alliance for endorsement will be handled on a case-by-case basis by either the appropriate policy committee or the Executive Committee depending on the urgency.