



**Legislative Update
and Action Alert
May 21, 2010**

Please read and forward to your colleagues and networks!

In this Issue:

- **Obesity Policy**
- **Tobacco Policy**

**Child Nutrition Standards (HB 1756/SB 1289)
and Fitness Testing in Schools (HB 1757/SB 1296)
Scheduled in House Health Committee
Tuesday, May 25**

Contact Committee Members to Urge Support!

No sooner had the 2010 short session of the General Assembly convened, when this week the Senate approved its budget bill making adjustments to the 2010 budget (the primary purpose of a short session), and policy bills began to be introduced and hearings scheduled. Unfortunately, no increase in the cigarette tax was proposed in the Senate budget to address the desperate budget deficit situation (continuing the path of the budget proposed by the Governor), further emphasizing the fact that there is little appetite for tax increases, of any sort, this year.

Child Nutrition Standards (HB 1756/SB 1289) and Fitness Testing in Schools (HB 1757/SB 1296)

However, this week saw the introduction of many bills resulting from the work of the Joint Legislative Task Force on Childhood Obesity. Of most importance to the North Carolina Alliance for Health, bills updating standards on childhood nutrition in the schools and fitness testing in schools, were both introduced and scheduled for hearings this week (see below for an entire list of sponsors). Both bills were introduced as recommended by the Legislative Task Force on Childhood Obesity.

To view a copy of a bill as introduced, please click on the bill number. To send a thank-you email to a sponsor, please click on the member's name:

[HB 1756/SB 1289](#) - UPDATE STATEWIDE NUTRITION STANDARDS.

House Primary Sponsors: [Insko](#) (D-Orange); [Rapp](#)(D- Haywood, Madison, Yancey); [Weiss](#) (D-Wake); [Yongue](#)(D- Hoke, Robeson, Scotland).

Senate Primary Sponsor: [William R. Purcell](#) (D-Scotland)

[HB 1757/SB 1296](#) - PHYSICAL EDUCATION AND ACTIVITY IN SCHOOLS.

House Primary Sponsors: [Insko](#) (D-Orange); [Bell](#) (D-Sampson, Wayne); [Rapp](#) (D- Haywood, Madison, Yancey); [Yongue](#) (D-Hoke, Robeson, Scotland).

Senate Primary Sponsor: [Charlie S. Dannelly](#) (D-Mecklenburg)

**Please Contact Members of the House Health Committee
(by clicking on the name below)
to Urge Support for Both Bills**

Both of the Alliance's priority obesity prevention bills have been scheduled for a hearing in the House Health Committee on Tuesday, May 25 at noon in Room 544 of the Legislative Office Building.

Members of the House Health Committee:

Chairman	Rep. England (D-Rutherford)
Chairman	Rep. Insko (D-Orange)
Vice Chairman	Rep. Earle (D- Mecklenburg)
Vice Chairman	Rep. Justus (R-Henderson)
Vice Chairman	Rep. Neumann (R-Gaston)
Vice Chairman	Rep. Rapp (D-Madison)
Members	Rep. Adams (D-Guilford)
	Rep. M. Alexander (D-Mecklenburg)
	Rep. Avila (R-Wake)
	Rep. Barnhart (R- Cabarrus)
	Rep. Brubaker (R-Randolph)
	Rep. Burris-Floyd (R-Gaston)
	Rep. Cotham (D-Mecklenburg)
	Rep. Current (R-Gaston)
	Rep. Dollar (R-Wake)
	Rep. Farmer-Butterfield (D-Wilson)
	Rep. Glazier (D-Cumberland)
	Rep. Goforth (D-Bumcombe)
	Rep. Grady (R-Onslow)
	Rep. Howard (R-Davie)
	Rep. Hughes (D-New Hanover)
	Rep. McComas (R-New Hanover)
	Rep. McLawhorn (D-Pitt)
	Rep. Parfitt (D-Cumberland)
	Rep. Parmon (D-Forsyth)
	Rep. Stewart (D-Nash)
	Rep. Wainwright (D-Craven)
	Rep. Weiss (D-Wake)
	Rep. Wilkins (D-Roxboro)

How to Contact ANY Legislator to Express Support for these Obesity Prevention Issues:

To email your House or Senate Member, go to the [General Assembly's Website](#), find the name of your Representative or Senator and double click on the email address.

To call your representative or senator, please call 919-733-4111 and ask for your Representative or Senator by name to be transferred.

If you are not sure of the name of your Representative or Senator, check the General Assembly's website at: <http://www.ncleg.net/GIS/RandR07/Home.html>

On this page, you may look up your representative or senator by district number, by County, or by Zip Code +4. (Use the Postal Service's [ZIP Code Look-Up Engine](#) to find your zip code +4).

Talking Points for HB 1756/SB 1289 – Update Statewide Child Nutrition Standards

WHY Should **ALL** Foods Sold and Offered in NC Schools Be Healthy?

More than 1/3 of NC's Kids Are Overweight or Obese: Over one-third (33.5%) of North Carolina children and youth age 10-17 are overweight or obese. As a result, North Carolina is ranked 14th in the nation in the number of most overweight and obese children age 10 - 17.

Kids Eat Nearly Half of Their Calories at School: A cross-sectional, nationally representative study revealed that children consume up to 47% of their total daily calories from meals and snacks at school. A student's dietary habits are influenced by their school's food environment, and research shows that limiting children's access to low-nutrient, high calorie foods at school can help control their weight.

Better Nutrition = Better Grades: Research has demonstrated a link between healthy foods and better academic performance in schools. Unhealthy body weight in adolescence has also been associated with poorer academic performance and potentially to higher dropout rates.

Pay Now or Pay Later: The average overweight NC child will accrue \$28,619 in direct medical expenses by the midpoint of his/her career and over \$250,000 in direct health care costs by his/her retirement. Furthermore, overweight adolescents are 70% more likely to grow up and enter NC's workforce as overweight and obese adults. An obese adult will have annual medical costs 37.4% higher than their healthy weight counterparts, representing an additional \$732 per obese person, per year. In addition, an overweight or obese adult will accrue \$250,000 in lost productivity over the course of his or her career.

Given the growing severity of the childhood obesity epidemic, the proportion of calories consumed by children in the school setting, the link between healthy foods and body weight, and the link between body weight and academic performance, the logical conclusion is that ALL foods sold and offered in schools should be required to be healthy. Appropriate state funding should be provided to make this effort successful.

Sign the Alliance Resolution in Support of Making ALL Foods Sold and Offered in Schools Healthy

To further promote the update and implementation of child nutrition standards, we are urging organizations and individuals to show support for the effort by signing the Alliance's [child nutrition resolution](#) in support of making all foods sold and offered in schools healthy!

Please consider having your organization sign this resolution AND please forward to your boards, staff and members as well as other organizations which might have an interest in this issue.

- [Click Here](#) to sign a resolution in support of this effort.
- [Click Here](#) for talking points/fact sheet with citations for statistics above.
- [Click Here](#) to access the special Alliance webpage devoted to school nutrition issues and resources.

Talking Points for 1757/SB 1296 – Physical Education and Activity in Schools/Fitness Testing

Why Mandate Fitness Testing?

Statewide fitness testing provides a snapshot of a child's fitness level and the data collection allows for:

- Providing targeted support for those students who are overweight or obese;
- Studying the impact of obesity on factors affecting dropout rates – absenteeism, reading levels, math testing, disciplinary problems, and so on;
- The physical education department to track student progress, providing accountability in the same way that other curricula can track improvements in student outcomes;
- Identifying the pieces needed in long term planning around the prevention and reduction of childhood obesity.

A \$3.6 million grant from the Kate B. Reynolds Charitable Trust to NC Alliance for Athletics Health, Physical Education, Recreation and Dance (NC AAHPERD) will sustain the program until 2012. Mandating fitness testing will ensure that this important component of a quality physical education (PE) program will continue.

Active Children Thrive Academically and Socially

Physically active children are more likely to thrive academically and socially. Fitness testing is an integral part of a quality physical education program and can provide information to form an action plan that will help assist children in achieving goals for fitness that will incorporate safe and healthy activities into their lives. Studies have shown that normal weight children have higher scholastic achievement, less absenteeism, and higher physical fitness than their obese counterparts.

More Complete Information on the Bills and Co-Sponsors of the Child Nutrition Standards and Fitness Testing in Schools Bills:

HB 1756/SB 1289 - UPDATE STATEWIDE NUTRITION STANDARDS.

House Primary Sponsors: [Insko](#) (D-Orange); [Rapp](#)(D- Haywood, Madison, Yancey); [Weiss](#) (D-Wake); [Yongue](#)(D- Hoke, Robeson, Scotland).

House Co-Sponsors: [M. Alexander](#) (D- Mecklenburg); [Brown](#) (R-Davidson, Forsyth); [Carney](#) (D- Mecklenburg); [Cotham](#) (D-Meck); [England](#) (D-Rutherford); [Faison](#)(D- Orange); [Fisher](#) (D-Buncombe); [E. Floyd](#) (D- Cumberland); [Gill](#) (D-Wake); [Glazier](#) (D-Cumberland); [Harrison](#) (D-Guilford); [Hughes](#) (D-New Hanover); [Lucas](#) (D-Cumberland); [McLawhorn](#) (D-Pitt); [Parfitt](#) (D-Cumberland); [Pierce](#) (D-Hoke, Robeson, Scotland); [Tarleton](#) (D-Ashe, Watauga).

Senate Primary Sponsor: [William R. Purcell](#) (D-Scotland)

Senate Co-Sponsors: [Bob Atwater](#) (D- Durham, Lee, Chatham); [Stan Bingham](#) (R-Davidson, Guilford); [Charlie S. Dannelly](#) (D-Mecklenburg); [Don Davis](#) (D-Greene, Pitt, Wayne); [Katie G. Dorsett](#) (D-Guilford); [Tony Foriest](#) (D-Alamance, Caswell); [Malcolm Graham](#) (D-D-Mecklenburg); [Ed Jones](#) (D-Bertie, Halifax, Perquimans); [Eleanor Kinnaird](#) (D-Orange); [Jean Preston](#) (R-Carteret, Craven, Pamlico); [John Snow](#) (D-Cherokee, Graham, Haywood, Macon, Swain, Transylvania); [Jerry W. Tillman](#) (R-Montgomery, Randolph); [Michael P. Walters](#) (D- Hoke, Robeson).

HB 1757/SB 1296 - PHYSICAL EDUCATION AND ACTIVITY IN SCHOOLS.

House Primary Sponsors: [Insko](#) (D-Orange); [Bell](#) (D-Sampson, Wayne); [Rapp](#) (D- Haywood, Madison, Yancey); [Yongue](#) (D-Hoke, Robeson, Scotland).

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Senate Primary Sponsor: [Charlie S. Dannelly](#) (D-Mecklenburg)

Senate Co-Sponsors: [Don Davis](#) (D-Greene, Pitt, Wayne); [Jean Preston](#) (R-Carteret, Craven, Pamlico); ; [Michael P. Walters](#) (D- Hoke, Robeson).

Cigarette Stamp Bill Introduced in Senate

Although there was no cigarette tax increase included in the Senate budget, the Senate did see the introduction of a bill to reinstate the cigarette stamp in North Carolina. [SB 1197](#) - REINSTATE CIGARETTE TAX STAMPS, was introduced this week by Senator Fletcher Hartsell (R-Cabarrus) and Senator Dan Clodfelter (D-Mecklenburg). A similar bill is expected to be introduced in the House next week by Rep. Paul Luebke (D-Durham).

Cigarette stamps are required to be attached to packages of cigarettes as evidence of payment of the cigarette tax (now 45 cents/pack in NC). In 1993, NC's stamp requirement was repealed and now only three states in the nation (North Carolina, South Carolina and North Dakota) do not

require cigarette stamps. The lack of the cigarette stamp in NC has allowed NC's relatively inexpensive and low-taxed cigarettes to be bought in large quantities and sold in other states, particularly in northeastern states with higher cigarette taxes. In addition, NC's lack of a cigarette stamp is making it difficult, if not impossible, to enforce our state's new fire-safe cigarette law. Without a mechanism to track cigarettes coming into the state, it is impossible to ensure that the cigarettes coming into the state are actually fire-safe as required by law.

The Alliance supports reinstating NC's cigarette stamp to promote health, safety, crime prevention efforts and increased state revenue. By preventing contraband trafficking and other cigarette tax evasion, cigarette stamps not only fight crime and increase government revenues but also help to protect public health and reduce smoking by stopping illegal cigarette sales at below-market prices. In addition, the cigarette stamp will help ensure that fire-safe cigarettes are the ONLY cigarettes available in NC.

The Alliance will be following this issue throughout the legislative session. Stay tuned for additional information.

What *MORE* can you do to promote obesity and tobacco use prevention policies before NC's legislative and executive branches?

Have your organization, its board members, staff and volunteers sign the Alliance's resolutions to demonstrate your support for making North Carolina's worksites and public places smoke-free. Access the resolutions by going to the Alliance's website at:

- [Resolution Supporting the Establishment of Science-Based Nutrition Standards for all Food Offered in Schools](#)
- [Resolution Supporting 100% Smoke-Free Worksites and Public Places](#)
- [Resolution Supporting an Increase in the Cigarette Tax BY at Least \\$1](#)

See our website for fact sheets, talking points and other resources promoting NCAH policy priorities
www.ncallianceforhealth.org

For additional information about the North Carolina Alliance for Health, please contact Alliance Executive Director Lisa Familo at lisa.familo@ncallianceforhealth.org; or Alliance Policy Director Pam Seamans at pamseamans@nc.rr.com.

Call 919-463-8328
or e-mail ncalliance@heart.org for more information