EXECUTIVE ORDER 13-06: Transforming Guidelines Into Action, Examples from Washington State

Chris Mornick, MPH, RDN
Nutrition Coordinator, Healthy Eating Active Living Program
Food Service Guidelines in State Government:
A History of the Executive Order

- 2010 Initial Policy Analysis
- 2011-2012 House Bill 1801
- 2013 House Bill 1321
- October 2013 Executive Order 13-06
Food Service Guidelines in State Government: A History of the Executive Order

2010: Initial policy analysis completed
- Used public health graduate school class for preliminary research
- Report set stage for initial development of state legislation
- Challenges:
  - Lack of prior examples to share with policymakers
  - Bill itself quite “wonky”
  - No support from key state agencies
Food Service Guidelines in State Government: A History of the Executive Order

2011-12: HB 1801 Introduced
- Strong legislative champion
- Voted out of initial policy committee
- Challenges:
  - Estimated high fiscal cost from one state agency

Washington State Department of Health | 4
Food Service Guidelines in State Government: A History of the Executive Order

2013: HB 1321 - Policy Agreement Reached
• Policy agreement reached with affected state agencies
• Passed out of policy committee
• Challenges:
  • Idea still viewed as partisan by policy makers
  • Did not make it to the fiscal committee

...In the meantime, work was already underway to develop standards via a Washington Department of Health Workgroup...
Food Service Guidelines in State Government: A History of the Executive Order

October 31, 2013 Governor signs Executive Order 13-06

• “Gov. Inslee Makes Washington First State to Ensure Healthy Food Access” Nov 14, 2013 – Childhood Obesity Prevention Coalition

• “Inslee Directs Agencies to Streamline Approach” by Grace Guenther, Nov 22, 2013 – State of Reform
Department of Health’s Role

- Developed Healthy Nutrition Guidelines
- Food procurement workgroup
- Created Implementation Guide
  - Formative research to inform the Guide
- Provide technical assistance to agencies
- Evaluate
DOH Food Procurement Workgroup

- **State Government:**
  Department of Corrections, Services for the Blind, Department of Enterprise Services, Washington State University Extension

- **Local/County Public Health Departments:**
  Public Health Seattle & King County, Spokane Regional Health District

- **Advocates:**
  Childhood Obesity Prevention Coalition, the American Heart Association
Guideline Development Process

- Based on the USDA Dietary Guidelines and CDC’s Health and Sustainability Guidelines for Federal Concessions
  - Now *Food Service Guidelines for Federal Facilities*
- Reviewed guidelines/standards developed by other states/municipalities
- Adapted guidelines
  - Slower process when allowing for stakeholder input
Policy Passage: Facilitators and Constraints

• Facilitators:
  • Dedicated full-time staff member
  • Strong and diverse team of experts
  • Repeating legislative process
  • Governor as champion for health

• Constraints:
  • Competing legislative priorities
  • Perceived cost of implementation
Policy Passage: Lessons Learned

Messaging
- HB 1801: Food procurement (purchasing)
- HB 1321: Government as model (early adapter)
- EO13-06: Worksite Wellness (employee productivity)

Communication
- Engage all levels (program, budget, leadership, etc.)
- Acknowledge unique situations (shift work, diverse worksites, custodial populations)
- Public/private partnerships (advocacy groups)

Opportunity
- Policy windows
- Policy vehicles
- Funding
## Policy Passage: Recommendations

<table>
<thead>
<tr>
<th>Policy Stage</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Initial Policy Development</strong></td>
<td>Early stakeholder engagement</td>
</tr>
<tr>
<td></td>
<td>Convene a workgroup of diverse stakeholders</td>
</tr>
<tr>
<td></td>
<td>Assemble agency, coalition and legislative champions</td>
</tr>
<tr>
<td><strong>Writing guidelines/ policy</strong></td>
<td>Model after existing guidelines</td>
</tr>
<tr>
<td></td>
<td>Strategize policy vehicle</td>
</tr>
<tr>
<td></td>
<td>Consider exemptions (existing guidelines or legislation)</td>
</tr>
<tr>
<td><strong>Policy Passage</strong></td>
<td>Assess policy environment and timing – be prepared to jump!</td>
</tr>
<tr>
<td></td>
<td>Frame/messaging (be flexible, offering more vs. taking away)</td>
</tr>
<tr>
<td></td>
<td>Include diverse perspectives (e.g. public health and business)</td>
</tr>
<tr>
<td><strong>Sustainability</strong></td>
<td>Develop evaluation and sustainability plan</td>
</tr>
<tr>
<td></td>
<td>Provide education and TA continuously</td>
</tr>
</tbody>
</table>

Washington State Department of Health | 12
Putting Policy into Practice: Vending

Facilitators

• Vendor engagement
• Integration into contracts
• Relationship building (TA)
• Plan-o-grams

Lessons Learned

• Contracts are key
• Consider impact
• Facilitate vs regulate
Contact

Chris Mornick, MPH, RDN
Chris.Mornick@doh.wa.gov
Nutrition Coordinator
Healthy Eating Active Living Program
Washington State Department of Health

@WADeptHealth