ChangeLabSolutions
Law & policy innovation for the common good.

Workshop & Training Catalog

2012

Table of Contents

Partners at Every Step
ChangeLab Solutions Helps You Achieve Your Policy Goals

Sustain Progress

Assess Opportunities

Implement Plan

Strategize Solutions

Create Tools

Community Health Improvements

Who We Are & What We Do

ChangeLab Solutions works with government, community, and business leaders to create environments where the healthy options and lifestyles are available to all residents. Our resources and trainings build the capacity of leaders to use sophisticated legal and policy tools to generate meaningful and lasting changes in community health outcomes. Our approach improves the health of entire communities while we focus our efforts to promote health and prevent disease in low-income communities and communities of color.

Do Our Trainings Involve Lobbying?

No. **ChangeLab Solutions** engages in nonpartisan analysis of legal and policy issues to build the capacity of community leaders to understand their options to improve health outcomes. We do not advocate for specific legislation, nor do we make calls to action on specific policy debates. We believe that strong public policies and the effective use of the law can create environments that encourage healthier behavior.

Not all trainings may be appropriate for every funding source. Contact us at **info@changelabsolutions.org** or **510.302.3380** to discuss your options.

Two Tracks:
"Fundamentals" & "Implementation"

Whether you're just getting started or looking for more targeted support, our dual-track options provide what you need when you need it. Workshops on the Fundamentals Track are designed to introduce participants to key issues and considerations for each strategy, while the Implementation Track assumes participants have some experience with the subject and focuses on the nuts and bolts of seeing an initiative through.

Training Customization

Every community is unique. **ChangeLab Solutions** will help craft a training tailored to your community's realities and health improvement goals. Trainings can be as short as an hour or run over several days. Many of the workshops in this catalog are "modular": on page 26 of this catalog, we suggest popular workshop combinations, but we can customize in-depth trainings according to your particular needs. We're also happy to provide individual consultation and technical assistance to supplement any training.

Please review the trainings in this catalog to identify the best fit for your community. Feel free to contact **ChangeLab Solutions** to discuss customization options and price at **info@changelabsolutions.org** or **510.302.3380**.

Key Program Areas

Healthy Planning

Growing evidence shows the role neighborhood design plays in promoting healthy communities – from making sure everyone has access to parks, playgrounds, and fresh fruits and vegetables to making it possible for residents to meet many of their daily needs by walking, biking, and taking public transportation. Our healthy planning work creates vibrant, sustainable cities and towns through smart land use and housing planning and local economic development and redevelopment strategies.

Tobacco Control

Protecting residents from toxic secondhand smoke and limiting minors' access to tobacco products have had a major impact in reducing tobacco-related death and disease. Our tobacco control work helps community leaders create smokefree indoor and outdoor places, limit the sale and promotion of tobacco products, and make it easier for communities to enforce public health protections.

Obesity Prevention

Schools and neighborhoods can improve access to healthy foods and create safe, convenient opportunities for kids to exercise. Our obesity prevention work empowers community leaders to make schools and communities healthier for children.

Public Health

What's Law Got to Do with It?

Having a clear understanding of the legal and policy context for any public health effort is critical for everyone working to create lasting, meaningful change. ChangeLab Solutions offers a series of trainings exploring the essentials of public health law and policy, designed to introduce community leaders to legal concepts and issues that affect public health outcomes.

Creating Strong Communities

Are you interested in improving public health? This training provides a practical introduction to creating more vibrant, equitable, and healthy communities. The training can be customized to focus on a specific area, such as housing, nutrition, tobacco control, or active living.

Fundamentals Track:

- The difference between policies and programs
- How to change the social norms that affect health outcomes
- The eight critical elements of our trademark approach to effective policy development, including using and building an evidence base, legal and financial feasibility, approaching solutions to health inequities, and implementation and enforcement considerations

Implementation Track:

- Applying the step-by-step considerations discussed above to community-specific issues and problem solving

Preemption: Why It Matters for Public Health

Local control is essential for increasing access to nutritious food, clean air, active transit, and habitable housing – but local leaders face a real threat in preemption, when a higher level of government restricts or even eliminates the authority of a lower level of government to take action. Preemption often ties the hands of local leaders as they work to improve retail establishments, land use planning, housing availability, and other municipal concerns. In this training you'll learn what you need to know about preemption and its impact on public health.

Fundamentals Track:

- The basic mechanics and implications of preemption
- A history of how preemption has been used to restrict public health goals

Implementation Track:

- Practical guidance when confronted with preemptive provisions

Public Health Law: What Can Government Regulate?

You may have studied U.S. civics a long time ago, and it's time for a refresher. This training provides a broad overview of what community leaders need to know about the U.S. Constitution as they work to advance public health improvements.

Fundamentals Track:

- How law creates the social conditions that lead to health or disease
- Fundamental constitutional guarantees of free speech, due process, and equal protection
- The authority of health agencies to protect and promote public health

Understanding & Overcoming Liability

Fear of liability is one of the most common obstacles that communities encounter as they adopt and implement new strategies to improve public health. In this session, we describe why this fear arises, debunk myths about liability, provide an overview of the legal realities around liability, and provide concrete recommendations and approaches to overcome this barrier.

Fundamentals Track:

- How to mitigate and minimize liability risk
- Lessons learned from schools and local governments that overcame liability fears

Enforcing Local Laws

A law is only effective if it is enforced. Laws should clearly specify how enforcement will happen and, if possible, include funding for enforcement efforts. This training is designed to help ensure effective enforcement of public health laws.

Fundamentals Track:

- How to create effective implementation and enforcement options
- Steps advocates can take to ensure compliance
- How to get buy-in from enforcement officials
- How to provide funding for enforcement efforts

Healthy & Sustainable Neighborhood Design

Growing evidence shows that the neighborhoods in which we live play a strong role in determining access to healthy foods, transportation, physical activity, and more. ChangeLab Solutions offers a series of trainings to show how governments, private developers, and community groups can all work to create patterns of development that improve community health.

What Makes a Healthy Place?

This training offers an introduction to the connection between the built environment and public health. Learn about the evidence, the tools, and the strategies for planning for healthy places.

Fundamentals Track:

- An overview of the current research on the effect the built environment has on public health outcomes, including access to healthy foods and opportunities for physical activity
- How land use planning, zoning, economic development, housing, and transportation can improve public health

Making Neighborhoods Healthier: Who Decides?

From planners to advocates, elected officials to residents, many voices are part of the planning decision-making process. This training identifies the key stakeholders involved in this process, as well as successful strategies for integrating healthy community visions, goals, and action steps into local plans.

Fundamentals Track:

- An overview of built environment decision-making and stakeholders
- Elements of effective partnerships to achieve desired outcomes

Climate Change: Bringing Public Health into the Discussion

Climate change initiatives offer a major opportunity for public health professionals to help create sustainable communities and prevent chronic disease. This training identifies the role the public health community can play in articulating a climate change strategy that improves community health.

Fundamentals Track:

- An overview of the connections between climate change and health
- Examples of regional transportation policies that support public health initiatives
- Key strategies to protect vulnerable populations from the impacts of climate change

Integrating Health into Comprehensive Planning

This training is designed to give participants a more in-depth understanding of how to improve public health through their land use plans. Participants will learn about comprehensive plans – key documents guiding local land use and development – and how these plans can be used as a tool to promote health.

Implementation Track:

- Scoping plans to include health at each step of the process
- Building relationships between public health, planners, community-based organizations, developers, and community residents
- How to effectively use and present health data in planning processes, including collecting baseline health data and environmental audits (e.g., walkability, bikeability, neighborhood safety, community food assessments)
- Crafting strong and effective land use plans
- Lessons learned from practitioners in the field

Show Me the Money: Public Finance 101 for Healthy Communities

Communities across the country are tapping into new sources of funding to pay for health-promoting infrastructure improvements. Economic development and redevelopment agencies manage a variety of financing programs that community leaders can leverage to support local health goals.

Implementation Track:

• A basic introduction to finance tools and programs

• Partnership strategies with public finance agencies

• How to engage community residents and businesses in planning for healthy economic development

Healthy Housing 101: Rights & Regulations

A healthy, safe home environment provides a critical foundation for residents' health and well-being. Learn about the connections between housing and public health, the tools available to protect healthy housing, and the people who can – and should – play a role in protecting healthy housing as a resource for your community.

Fundamentals Track:

• How to communicate the connections between housing rights and health

• Identifying sources of law – local, state, and federal – for protecting healthy housing in your community

• An overview of healthy housing stakeholders, decision-makers, and enforcers

Creating Opportunities for Physical Activity

Strong obesity policy interventions in schools and communities can help improve access to healthy foods and opportunities for safe physical activity. Our trainings provide advocates and community leaders with legally sound guidance and resources to make schools and communities healthier.

Safe Routes to School & the Law: Fears & Opportunities

Biking or walking to school is an easy way for children to incorporate physical activity into their day. But the number of kids walking or biking to school has dropped dramatically over the last four decades. Safe Routes to School (SRTS) programs can make neighborhoods better places for physical activity while encouraging kids to walk to school safely. Learn how to overcome challenges and how to adopt policies that support SRTS.

Implementation Track:

- Potential obstacles and strategies to overcome them
- Understanding and overcoming fear of liability
- Can districts ban walking or biking?
- Local policies that support SRTS
- Examples of effective implementation

Location Matters: Healthy School Siting

When schools are located near where children live, kids can more easily walk and bicycle to school – and get even more exercise by using school playgrounds and facilities outside of school hours. This training shows the impact school locations can have on students' health, and points the way toward healthier school siting in different types of communities.

Fundamentals Track:

- Why public health cares about healthy school siting
- Why healthy school siting helps school districts
- Trends in school locations – school closures and new school sites

Implementation Track:

- An introduction to model school siting policies for school districts
- How different levels of government can create an environment that supports healthy school siting
- How to balance diversity and walkability in school siting and student assignment policies

Complete Streets: Overcoming the Obstacles

Complete streets policies change how streets are designed so that people of all ages and abilities can travel safely and easily, whether they are walking, biking, riding the bus, or driving. This training provides an overview of how to put complete streets policies into practice into your community.

Fundamentals Track:

- An introduction to complete streets principles and benefits
- An outline of potential obstacles and strategies to overcome them
- Why cost isn't a real obstacle
- An overview of complete streets policies

Implementation Track:

- Various options for implementing complete streets
- Model language to get communities started
- Examples of effective implementation
- Next steps after adopting a complete streets strategy

Creating Pedestrian-Friendly Streets: Legal & Practical Issues

Walkable communities are the product of pedestrian-friendly street design. This training explores street features that make a place inviting to pedestrians and looks at strategies to ensure that pedestrian infrastructure is built and maintained. Potential hurdles, such as liability, will also be discussed. This training can be tailored for urban or rural communities.

Fundamentals Track:

- What makes a street pedestrian-friendly
- Examples of pedestrian-friendly street design
- Key walkability strategies

Implementation Track:

- Hurdles to pedestrian-friendly streets
- How to perform walk audits
- How to revise codes to support walkability
- How walkability fits into the larger context of physical activity in a community

Pathways to Bike-Friendly Communities

Creating bicycle-friendly communities presents some unique challenges. This training analyzes legal issues related to bicycling, including concerns about liability and issues about which level of government has authority. It also identifies how to create an environment that supports bicycling. Learn about different strategies that communities, states, and others can explore, from bicycle parking to traffic safety.

Fundamentals Track:

- An overview of the benefits of bicycling
- What's needed to encourage residents to bicycle
- Community strategies to increase bicycling
- Examples of effective implementation

Implementation Track:

- Solutions to make communities more bicycle friendly, including liability concerns
- Tools to support bike-friendly communities, including bicycle parking and safety strategies

Health on Wheels: Transportation Planning for Healthier Communities

Investing in transit-oriented development (TOD) can play a vital role in community health. Beyond its impact on environmental conditions like noise and air quality, TOD affects housing, employment, and a neighborhood's community assets. This training explores the connections between community health and TOD, highlighting transportation strategies that promote health.

Implementation Track:

- An overview of TOD, the transportation planning decision-making process, and partners involved
- Community engagement strategies to create transportation solutions with broad-ranging benefits for residents, including vulnerable populations such as the elderly, youth, and low-income residents
- An introduction to health impact assessments (HIA) as a tool to include community priorities in the decision-making process

Leveraging Funds: How to Finance Physical Activity Strategies

It usually takes money to effectively promote physical activity. What kinds of funding sources are available? Learn how communities can "exercise creativity" and weave multiple funding sources together for maximum benefit.

Fundamentals Track:

- How to frame physical activity strategies to appeal to public and private funders
- An overview of traditional and nontraditional funding for physical activity, with examples of funding at the local, state, and federal level
- Real-life examples of how communities have funded strategies to increase physical activity

Zoning & Licensing: Strong Tools to Promote Physical Activity

Zoning codes and local licensing programs can help promote physical activity in your community. Learn how these powerful tools can support public health.

Fundamentals Track:

- Definitions of zoning and licensing, and an overview of how they work
- Pros and cons of each of these approaches
- Examples of communities that have used zoning or licensing to support physical activity

Joint Use Agreements: Maximizing the Potential of School Facilities

Many communities lack safe, adequate places for children and their families to exercise and play. Schools often have a variety of recreational facilities – including gymnasiums, playgrounds, fields, and courts – but many districts close their property to the public after school hours because of concerns about security, maintenance, liability, and other costs. These trainings explore how joint use agreements between school districts and local government or nonprofit partners can address these concerns, making it easier to open school facilities to the community.

Fundamentals Track:

- An overview of different types of joint use agreements
- Potential financing opportunities
- Liability issues associated with joint use agreements
- Strategies to implement a joint use agreement

Implementation Track:

- Key elements of negotiating joint use agreements, with model language
- The benefits of sharing costs and responsibilities
- How to overcome real and perceived barriers to implementation
- How to take advantage of financing options
- Tips for working with unions
- Tools to address liability and risk management

Improving Food Systems & Healthy Food Access

With obesity rates at epidemic levels, Americans have been urged to eat healthier foods. But many low-income children and families – those at the greatest risk for obesity-related diseases like diabetes and heart disease – face major challenges to accessing healthy foods in their neighborhoods. Community leaders can pursue a range of strategies to create a healthier, more sustainable food system and to make it easier for residents to access healthy foods.

Pricing Strategies:
How to Make the Healthy Stuff Cheaper (& the Unhealthy Stuff More Expensive)

Pricing strategies, including taxes, have been very effective in the tobacco control movement. This training looks at how various pricing strategies can be used to combat obesity and chronic disease. This training also examines nontraditional pricing strategies to promote the accessibility and affordability of healthy foods.

Fundamentals Track:

- Strategies for increasing the price of unhealthy products – especially products that are illegal for minors – such as taxes, fees, proportional pricing, and serving-size limits

- Strategies to make healthy foods more accessible and affordable, such as land use planning and wider acceptance of federal food assistance programs (SNAP/WIC)

- An overview of successful tobacco control strategies to counter retail price manipulation

Healthier Food for Sale: Licensing & Zoning Neighborhood Retailers

Corner stores, grocery stores, and convenience markets can be healthy community assets. This training covers strategies to encourage neighborhood retailers to stock healthier products (like fresh produce) and to limit the damage caused by the sale of unhealthy products. We'll focus on how zoning and licensing improve neighborhood retailers.

Fundamentals Track:

- The basics on zoning and licensing: how they work, what they do, and when to use each

- Strategies to encourage stores to carry healthier foods

- Strategies to limit unhealthy options

Linking Public Health & Redevelopment:
New Partnerships to Improve Food Access & the Built Environment

Revitalizing distressed neighborhoods through the formal process of redevelopment can bring an array of benefits that improve residents' health. This training focuses on using redevelopment strategies to develop healthy food retail, provide recreation opportunities, and improve public safety in underserved areas.

Implementation Track:

- A discussion of how redevelopment agencies can help attract new supermarkets, improve the offerings at corner stores, develop farmers' markets, increase opportunities for physical activity, and improve public safety

- Opportunities and limitations of specific redevelopment tools

- Steps communities can take to get involved with redevelopment

Getting to Grocery: Tools for Attracting Healthy Food Retail to Underserved Neighborhoods

Attracting a grocery store to an underserved neighborhood not only makes fresh produce and other healthy foods more accessible, it can create living-wage jobs, raise the value of surrounding property, and attract other businesses to the area. This training walks participants through the tools and steps involved in creating a successful grocery attraction and improvement strategy.

Fundamentals Track:

- An overview of the connection between healthy food access and public health
- Opportunities and challenges for bringing food retail to underserved neighborhoods
- The role of local planning and economic development departments in attracting grocery stores
- Key steps for attracting grocery stores
- Creating a draft action plan

Comprehensive Planning for Healthy Food Systems

Comprehensive plans – the blueprint for land use and development in communities around the country – can support a healthy, sustainable food system. In this training, participants will learn about each sector of the food system (production, processing and distribution, consumption, waste) and explore planning tools that can be implemented to support each sector and develop links among them. We'll use examples from real communities on increasing local and regional agriculture, improving access to healthy food retail and farmers' markets, supporting urban agriculture, and more.

Fundamentals Track:

- The sectors of the food system
- How planning and public health contribute to improving community health, sustainability, and economic vitality through food
- Identifying partners and community engagement strategies
- Data collection and food system assessment
- Strategies to improve each food system sector

Healthy Corner Stores: Incentives & Partnerships for Fresh Food

Families who live in urban and rural communities without a grocery store often rely on liquor stores and gas stations for their groceries. This training shows how to work with small store owners to make nutritious foods more readily available at these types of stores.

Fundamentals Track:

- Common barriers to providing fresh produce in small stores
- Strategies, such as joint purchasing and social marketing, to overcome these barriers
- Financial incentives and business development assistance for store owners
- Ways to build partnerships with local government staff and community organizations to help business owners shift to a new, healthy business model

Partnering with WIC to Make Local Stores Healthier

Nutrition assistance programs like WIC and SNAP not only help low-income families afford healthy meals, but they're also an economic boon for participating retailers. Corner store owners who become authorized WIC vendors will need to stock healthier items for everyone in the neighborhood, and they'll benefit from new sources of revenue. This training provides strategies for how community leaders can work effectively with store owners to maximize the benefits of nutrition assistance programs for consumers and retailers alike.

Implementation Track:

- General criteria for identifying small store owners with good WIC potential
- How to assist store owners with the WIC application
- Ways to overcome challenges faced by small store owners who wish to stock fresh produce, including lack of store infrastructure, produce handling experience, and access to distribution networks

Green for Greens: Finding the Funding for Healthy Food Retail

Local, state, and federal agencies oversee a range of incentives and technical assistance programs designed to assist small business and create vibrant communities. These programs can provide grants, loans, and expertise to support farmers' markets, corner store conversion, or the grocery store development process. But where do you begin? And how do you prepare a successful application? This training prepares community leaders to leverage these tools and financing mechanisms to build healthy food access.
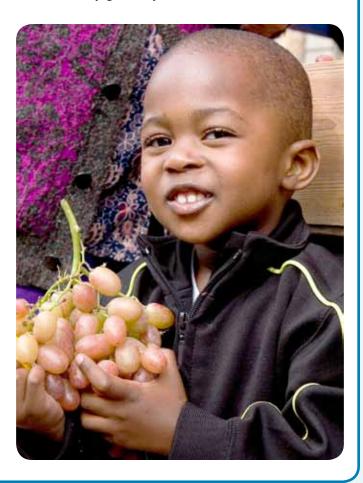
Fundamentals Track:

- An overview of the incentives and technical assistance programs available from local, state, and federal agencies
- How to identify the right incentive for your healthy food retail project
- How to prepare a successful application

Carrots & Sticks on the Menu: Policy Strategies for Healthier Restaurants

Many communities are looking for ways to make the restaurant environment healthier, given that families are eating out more than ever and schools are surrounded by fast food restaurants. Some communities use healthy restaurant programs as a way to build relationships with the restaurant community to improve menu items. Other communities limit fast food restaurants from locating near schools and set healthy nutrition standards for chain restaurant snacks, beverages, and meals that include a toy or other incentive item. In addition, this training will provide an update on federal menu labeling implementation and will explore how communities can move forward with improving the restaurant environment in accordance with the law.

Implementation Track:

- The roles of local government in improving food retailing
- The use of incentives to improve restaurant options
- Creating "healthy food zones"
- Improving nutrition standards for restaurant meals that include a toy giveaway

Farmers' Markets & Produce Carts: Fresh Food Pops Up

Communities have many options for expanding access to fresh produce. This training covers strategies to create "pop-up" venues for fresh produce sales: farmers' markets and mobile produce carts.

Fundamentals Track:

- The health, economic, and community benefits of farmers' markets and produce carts
- The roles of local government in promoting successful farmers' markets and produce carts, including market research and business assistance

Implementation Track:

- Model zoning and permitting strategies to promote, protect, and expand farmers' markets and produce carts
- Requiring or incentivizing the acceptance of SNAP at farmers' markets
- Case studies of successful farmers' markets and mobile vending policy implementation

Seeding the City: Promoting Urban Agriculture

Urban agriculture – including home gardens, community gardens, and urban farms – can help improve residents' access to fresh fruits and vegetables, physical activity, and educational and entrepreneurial opportunities. While the idea of promoting urban agriculture is gaining mainstream acceptance, tricky questions often crop up: Should sales be allowed? Should growing practices be regulated? What kinds of requirements for soil testing are reasonable? Do ADA standards apply to urban agriculture? And what about all those live critters, like bees and chickens? This training includes practical advice and model land use strategies to support and protect urban agriculture.

Implementation Track:

- The health, economic, and community benefits of urban agriculture
- A step-by-step process for including urban agriculture in land use plans and zoning strategies
- Best practices for addressing common land use challenges (e.g., on-site sales, management plans)
- Zoning language and models to get your community started

Scaling Back on Sugary Drinks: Local Strategies for Lasting Change

Community leaders can use various strategies to reduce the amount of soda and other sugary beverages that residents consume. This training will explore strategies for limiting sugar-sweetened beverages (SSBs) through procurement policies and contracts, eliminating SSBs in schools and child-care settings, limiting sales in vending machines through contracts and district policies, and discouraging consumption of SSBs through taxes and fees.

Implementation Track:

- The role of SSBs in the obesity epidemic
- The structure and practices of the beverage industry
- Policy options to address the overconsumption of SSBs
- An overview of the barriers to implementing SSB policies
- Strategies to move forward, including sample legal language to get your community started

Buying Practices
Local Purchasing Power for Healthier Communities

State and local governments make food available in a variety of settings, including schools, health care facilities, jails, children's and senior programs, and more. By adopting healthy "procurement" or purchasing practices, they can provide healthier food to community members and make a positive impact on community health. If their purchasing volume is large enough, they may also be able to generate greater demand for healthier products, influencing the types of foods available more broadly. ChangeLab Solutions offers a series of trainings on healthy procurement strategies.

Procurement 101: Seven Steps to Healthier Government Food Purchasing

Healthy procurement can offer a variety of benefits: fresh and healthy foods, better health outcomes, and a stronger local economy and food system. This training introduces how procurement works and explores ways to get involved in creating healthier purchasing practices in your community.

Fundamentals Track:

- How procurement practices can support a healthier food system
- The seven basic steps to improving healthy procurement
- An introduction to contracting practices for healthy and local procurement

Bringing Water Back to School: Local Challenges & Strategies

When children drink more water, they consume fewer calories from sugary beverages, stay hydrated, and improve their readiness to learn. This session will explore the obstacles schools face in providing free drinking water for students, and look at promising practices that support access to fresh water throughout the school day.

Fundamental Track:

- An introduction to improving free drinking water access for school districts
- An outline of potential barriers and strategies to overcome them
- An overview of best practices to increase access to drinking water and encourage consumption among children and adolescents

Implementation Track:

- A description of various strategies for improving drinking water access and intake
- Model policy language to improve water access
- Examples of effective implementation

Healthier Foods at School: Changing the Landscape

Creating a healthier food environment at school is a key strategy for reducing childhood obesity. This training provides an overview of ways to improve the food landscape on campus, including strategies for ensuring healthy beverages in school vending machines, increasing access to fresh drinking water, restricting non-nutritious food and beverage advertising on school grounds, and establishing a "healthy food zone" in school neighborhoods.

Fundamentals Track:

- What to look for when soliciting a food and beverage vendor, including model contract language
- Ways for parents and other community members to get involved in the process
- The legal basis for schools to control commercial messages on campuses

Vending Machine Victories: How to Negotiate Healthy Contracts

Vending machines in schools, parks, recreation centers, and other public venues are a major source of unhealthy foods and beverages in many communities. That can change! This training outlines ways to draft and negotiate vending contracts to ensure healthier product offerings.

Fundamentals Track:

- How to get involved in public contracting processes
- Best practices to ensure a sound agreement

Growing Healthier Schools: Bringing Agriculture into Classrooms, Cafeterias, & Schoolyards

Giving young people the opportunity to learn about and interact with agriculture can bring an array of benefits: it can help students learn about nutrition and ecoliteracy, improve access to healthy foods, and support local agriculture. This training outlines strategies to strengthen the connections between students and their food system.

Fundamentals Track:

- Program and legal considerations when starting a school garden
- How to use farm-to-school programs to support local farmers and increase access to healthy food
- Contracting practices to increase healthy and locally grown foods in school cafeterias

Healthy Starts: Child-Care Policies

Community leaders can use licensing programs to help encourage physical activity and promote good nutrition in child-care settings. Learn about the framework that governs child-care settings and how communities can improve these environments.

Fundamentals Track:

- An overview of governing child-care settings
- Best practices to encourage physical activity and good nutrition in child-care settings
- Examples of states and communities that have strong nutrition and physical activity policies in place for child care settings
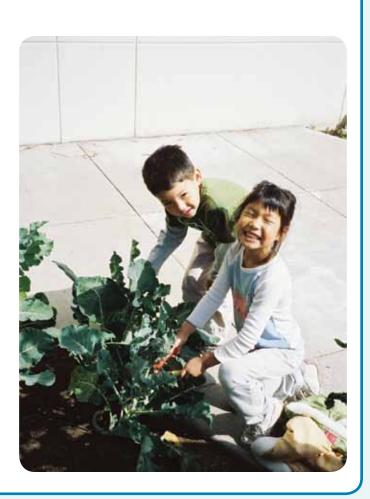
Ad Blocking: Ways to Regulate Junk Food Advertising in Schools

While controlling ads on billboards, TV, and other electronic media generally is beyond the authority of state or local governments, regulating advertising in K-12 schools is very doable. This training shows how, and explores the legal issues involved.

Fundamentals Track:

- An overview of public schools as "nonpublic forums" in which the government can regulate speech
- A discussion of several options for regulating advertising

Implementation Track:

- A review of the First Amendment's "commercial speech" doctrine
- An overview of government efforts to protect children from deceptive advertising and promotion

Tobacco Control

Laws have had a major impact on reducing tobacco-related deaths and disease. ChangeLab Solutions offers a series of trainings on tobacco control issues and strategies, including reducing exposure to secondhand smoke, limiting the sale and promotion of tobacco products to minors, and increasing enforcement of existing laws.

Clearing the Air: Reducing Exposure to Secondhand Smoke

One of the most important steps a community can take to improve its residents' health is to create more smokefree spaces. Local and state governments are adopting laws to reduce and even eliminate secondhand smoke exposure where people work, play, and live.

Fundamentals Track:

- Reasons to protect people from secondhand smoke
- Options to create smokefree workplaces, recreational areas, public spaces, and multi-unit housing
- Enforcement mechanisms to ensure that the new smokefree strategies are successful
- An overview of resources to help your community move forward

Smokefree Outdoor Areas: Parks, Playgrounds & More

As the dangers of secondhand smoke exposure in outdoor settings become increasingly well documented, community leaders are creating smokefree outdoor spaces such as recreational areas (parks, beaches), dining patios, entryways, and outdoor public events. This training explores options for creating smokefree outdoor areas in your community.

Fundamentals Track:

- Reasons for creating smokefree outdoor areas, and an overview of strategies
- Examples of communities that have successfully implemented smokefree outdoor areas
- An overview of resources to help your community move forward

Implementation Track:

- Common barriers to creating smokefree places
- Essential components of smokefree outdoor area strategies
- How to enforce smokefree outdoor areas

Smokefree Housing: Protecting Residents at Home

State and local governments can limit exposure to secondhand smoke in multi-unit residences such as apartment buildings, condominium complexes, and senior housing. The training explores multiple options for protecting vulnerable residents.

Fundamentals Track:

- An overview of options for creating smokefree housing
- Examples of communities that have successfully implemented smokefree housing strategies
- An overview of resources to help your community move forward

Implementation Track:

- Common barriers to enacting smokefree housing
- What types of housing to focus on (e.g., new or existing housing, apartments or condominiums, low-income or market-rate)
- How to enforce smokefree housing
- Working with public housing agencies

The Federal Tobacco Control Act: What Do States & Communities Need to Know?

The Family Smoking Prevention and Tobacco Control Act (aka the Tobacco Control Act) gives the U.S. Food and Drug Administration (FDA) the authority to regulate tobacco products and places limits on the sale and marketing of tobacco nationwide. State and local governments can adopt laws to complement or supplement the 2009 federal law. Learn the ins and outs of the federal legislation and what it means for your state or community.

Fundamentals Track:

- An overview of the Tobacco Control Act
- An overview of resources available to help your community move forward

Implementation Track:

- Tobacco control strategies that are available to state or local governments
- How state and local governments can help enforce the Tobacco Control Act

No Free Samples: Limiting Tobacco Giveaways

Tobacco companies distribute free samples of tobacco products (a practice known as "sampling"), particularly targeting young people in an effort to lure new customers. Under the Family Smoking Prevention and Tobacco Control Act, local governments have the power to limit the free or low-cost distribution of all tobacco products in their jurisdictions, including at locations that are exempt from the federal law.

Implementation Track:

- How the Tobacco Control Act limits tobacco sampling and what communities can do
- Strategies to limit tobacco sampling
- Examples from communities that have successfully regulated tobacco sampling
- An overview of resources to help your community move forward

Regulating Tobacco Marketing: Do's & Don'ts

With the Family Smoking Prevention and Tobacco Control Act, the U.S. Food and Drug Administration (FDA) expanded the authority of state and local governments to regulate the marketing of tobacco products. Communities are wondering what they can do. This training explores the options and important considerations for moving forward.

Fundamentals Track:

- A summary of the FDA's authority over tobacco products
- An overview of the do's and don'ts of marketing regulation under the First Amendment and federal preemption

Implementation Track:

- Strategies to reduce tobacco marketing
- Information on legal challenges to emerging strategies like graphic warnings and limiting tobacco displays

Local Licensing Laws: A Powerful Tool for Tobacco Control

Recent surveys indicate an alarming rate of tobacco sales to youth: in some cases 40 percent or more of tobacco retailers surveyed have been willing to sell cigarettes illegally to minors. Tobacco control advocates have launched new efforts to end illegal sales of tobacco to minors, including campaigns to create strong retailer licensing programs to enforce youth purchase laws. Learn why a licensing program can be such a powerful tool.

Fundamentals Track:

- The background on illegal sales to minors
- Examples of successfully implemented tobacco retailer licensing in a variety of communities
- Essential provisions for local licensing

Implementation Track:

- The nuts and bolts of passing local tobacco retailer licensing to limit illegal sales to minors
- Specific strategies that can be incorporated into tobacco retailer licensing, such as restricting the locations of tobacco retailers in order to reduce youth access to tobacco
- How to enforce tobacco retailer licensing

Few and Far Between: Restricting the Number & Density of Tobacco Retailers

New tobacco control tools can help restrict the number and density of tobacco retailers in neighborhoods. This training provides an overview of these tools and outlines effective strategies for implementation.

Implementation Track:

- The background on density limits on tobacco outlets
- An overview of tools such as conditional use permits, zoning, and retailer licensing
- The role of certain retailers, such as pharmacies, in selling tobacco products
- Steps community leaders can take to limit the density of tobacco retailers

Not for Sale: Keeping Selected Tobacco Products off Local Shelves

State and local governments are increasingly looking for ways to limit or prohibit the sale of tobacco products that may be appealing to, but illegal for, minors, such as e-cigarettes, bidis, or flavored tobacco products. This training looks at different options and outlines key considerations for advocates and community leaders.

Fundamentals Track:

- An overview of the types of noncigarette tobacco or nicotine products on the market
- An overview of options for restricting or completely banning the sale of certain products that are illegal for minors
- Examples of successful strategies

Implementation Track:

- Do's and don'ts in crafting a state or local law on illegal products for minors
- Information on legal challenges to strategies restricting the sale of certain tobacco products that are illegal to minors

Pricing for Health: Making Tobacco More Expensive

Pricing strategies, including taxes, have proven very effective at reducing the consumption of tobacco products. This training explores various ways to increase the price of tobacco products, as well as strategies to combat the industry's retail price manipulation tactics.

Fundamentals Track:

- Why increasing the price of tobacco products is an important public health strategy
- Successful strategies to increase the price of tobacco products, such as taxes and fees
- An overview of strategies, including minimum price laws, to counter retail price manipulation tactics such as coupons, two-for-one offers, and buy-downs

Suggested Training Menus

While all trainings are customized to each client's goals, you may choose to expand the scope further by combining topics from this catalog. ChangeLab Solutions suggests these combinations based on our experience working with communities on these issues – but we'll always work closely with you to ensure that our trainings meet the depth and range of your needs. Don't hesitate to call us for more information.

Creating Healthy Retail Outlets

- Pricing for Health: Making Tobacco More Expensive (p. 24)
- Pricing Strategies: How to Make the Healthy Stuff Cheaper (& the Unhealthy Stuff More Expensive) (p. 14)
- Healthier Food for Sale: Licensing and Zoning Neighborhood Retailers (p. 14)

Creating Healthy School Environments

- Joint Use Agreements: Maximizing the Potential of School Facilities (p. 12)
- Safe Routes to School & the Law: Fears & Opportunities (p. 10)
- Location Matters: Healthy School Siting (p. 10)

Improving Active Transportation

- Complete Streets: Overcoming the Obstacles (p. 10)
- Creating Pedestrian-Friendly Streets: Legal & Practical Issues (p. 11)
- Pathways to Bike-Friendly Communities (p. 11)
- Health on Wheels: Transportation Planning for Healthier Communities (p. 11)

The Nuts & Bolts of Improving Physical Activity

- Zoning & Licensing: Strong Tools to Promote Physical Activity (p. 12)
- Leveraging Funds: How to Finance Physical Activity Strategies (p. 12)
- Creating Pedestrian-Friendly Streets: Legal & Practical Issues (p. 11)

Integrating Health into Comprehensive Plans

- What Makes a Healthy Place? (p. 7)
- Integrating Health into Comprehensive Planning (p. 7)
- Comprehensive Planning for Healthy Food Systems (p. 15)
- Healthy Housing 101: Rights & Regulations (p. 8)

Strategies for Improving Healthy Food Retail

- Getting to Grocery: Tools for Attracting Healthy Food Retail to Underserved Neighborhoods (p. 15)
- Healthy Corner Stores: Incentives & Partnerships for Fresh Food (p. 15)
- Green for Greens: Finding the Funding for Healthy Food Retail (p. 16)

Creating a Healthy School Food Environment

- Healthier Foods at School: Changing the Landscape (p. 19)
- Vending Machine Victories: How to Negotiate Healthy Contracts (p. 20)
- Ad Blocking: Ways to Regulate Junk Food Advertising in Schools (p. 20)
- Bringing Water Back to School: Local Challenges & Strategies (p. 19)

Climate Change, Public Health, and Transportation Planning

- Climate Change: Bringing Public Health into the Discussion (p. 7)
- Health on Wheels: Transportation Planning for Healthy Communities (p. 11)

ChangeLab Solutions

Law & policy innovation for the common good.