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**SUBSTITUTE HOUSE BILL 2643**

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**State of Washington**

**63rd Legislature**

**2014 Regular Session**

**By** House Health Care & Wellness (originally sponsored by Representatives Farrell, Riccelli, Cody, Bergquist, Stanford, Gregerson, Sawyer, Tarleton, Fey, Stonier, Robinson, Walkinshaw, Morrell, Pollet, Ormsby, and Freeman; by request of Governor Inslee)

READ FIRST TIME 02/05/14.

1 AN ACT Relating to coordinating and expanding efforts with private  
2 and public partnerships to help ensure Washington's healthiest next  
3 generation; and adding a new chapter to Title 70 RCW.

4 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

5 NEW SECTION. **Sec. 1.** The legislature finds that:

6 (1) For the first time in our country's history, children and youth  
7 across the country are predicted to have shorter lives than their  
8 parents. In order to ensure the next generation is the healthiest ever  
9 we need to ensure children and youth have a healthy weight, enjoy  
10 active lives, eat well, live in safe and stable homes, and have less  
11 contact with environmental toxins. Every child deserves to grow up  
12 healthy and enjoy the beauty and benefits of Washington state. The  
13 most effective and efficient way to ensure a healthy Washingtonian is  
14 to start as early in life as possible. Healthy children are more  
15 likely to become healthy adults.

16 (2) Helping children become healthier is a multistate agency and  
17 multisector issue. Much work is underway among state agencies, in  
18 health care, early learning, schools, and among many other sectors and  
19 organizations across the state, but more needs to be done and the work

1 is not as coordinated as it should be. The legislature therefore  
2 intends to establish a governor's council to coordinate immediate steps  
3 and consider future strategy to help children be more active and  
4 healthy.

5 NEW SECTION. **Sec. 2.** (1) The governor's council for the  
6 healthiest next generation is established to:

7 (a) Identify policy-related action plans and funding  
8 recommendations based on data, best practices, and expert opinion that  
9 protect children's health and support community-level changes;

10 (b) Measure and complete a comprehensive coordinated project with  
11 private and public organizations that have work underway;

12 (c) Guide and inform activities; and

13 (d) Consider innovative incentives like offering small grants to  
14 expand effective programs or reward programs for meeting physical  
15 fitness and healthy eating goals and choices for children, that have  
16 been demonstrated to work to help children be more active and healthy.

17 (2) The council must include the following members:

18 (a) The governor, or designee, shall serve as chair of the council;

19 (b) The chairs of the legislative health and education committees;

20 (c) Agency heads of the department of health, the office of the  
21 superintendent of public instruction, the department of early learning,  
22 the health care authority, the department of agriculture, the  
23 department of transportation, and the department of social and health  
24 services; and

25 (d) Local and state community and business leaders appointed by the  
26 governor.

27 (3)(a) The council may create advisory committees on an ad hoc  
28 basis for the purpose of:

29 (i) Obtaining input and supporting working relationships with  
30 nutrition and physical activity experts and practitioners, parent and  
31 student associations, school and child care administrators and faculty,  
32 business, and established stakeholder organizations; and

33 (ii) Informing the council's research, policy, and funding  
34 recommendations.

35 (b) The council shall maintain a contact list of ad hoc advisory  
36 committees to provide stakeholders with a statement of desired outcomes

1 and with notices regarding the purposes of ad hoc advisory committees,  
2 timelines for planned work, and means for participation.

3 (4) The governor's council shall oversee the work of the strategic  
4 work group that includes the existing efforts from and representation  
5 by the department of health, the office of the superintendent of public  
6 instruction, and the department of early learning. Members must also  
7 include representation from local public health and others with  
8 expertise in nutrition and physical activity. The strategic work group  
9 shall provide expertise and collaborate across the following high-  
10 impact focus areas to prevent childhood obesity:

- 11 (a) Breastfeeding-friendly environments;
- 12 (b) Healthy early learning environments; and
- 13 (c) Healthy school environments.

14 (5) The strategic work group shall take the following immediate  
15 actions to improve children's health:

- 16 (a) Support comprehensive breastfeeding policies;
- 17 (b) Use existing toolkits for early learning professionals,  
18 including child care providers and early childhood education and  
19 assistance contractors, that provide recommended strategies to ensure  
20 all children are active, are eating healthy food, and have access to  
21 drinking water. The toolkits must be made available on department of  
22 early learning's web site;

23 (c) Create a mentoring program to support child care providers in  
24 early learning facilities and school staff in implementing the toolkits  
25 and recommended strategies in this chapter;

26 (d) Use research and best practices to enhance the performance  
27 standards for the early childhood education and assistance program  
28 described in chapter 43.215 RCW to include best practice standards on:

- 29 (i) Healthy eating and physical activity;
- 30 (ii) Nutrition education activities in written curriculum plans;
- 31 and
- 32 (iii) The incorporation of healthy eating, physical activity, and  
33 screen time education into parent education suggested topics;

34 (e) Revise statewide guidelines for quality health and fitness  
35 education in schools;

36 (f) Consider childhood obesity prevention research and best  
37 practices for state agencies to consider when revising rules concerning  
38 children's health outcomes; and

1 (g) Identify and support other cross-collaboration opportunities  
2 between state agencies and other private and public organizations.

3 (6) The governor shall discontinue the council upon a determination  
4 of reduced need or resources.

5 NEW SECTION. **Sec. 3.** The strategic work group established in  
6 section 2 of this act shall submit its recommendations to ensure better  
7 children's health in a report to the governor, the governor's council,  
8 and the appropriate committees of the legislature by December 31, 2014.  
9 The report must include the following:

10 (1) A summary of the impacts of childhood obesity on short and  
11 long-term health outcomes, health care and other costs, and academic  
12 achievement in early learning, and school settings;

13 (2) Opportunities for partnerships and multisector collaboration;

14 (3) An identification, description, and gap analysis of state and  
15 local government and community-based programs to prevent childhood  
16 obesity. The identification, description, and gap analysis must use  
17 expertise from the governor's council and include cross-agency efforts  
18 and analysis such as:

19 (a) Environmental factors;

20 (b) Safe streets;

21 (c) Access to drinking water; and

22 (d) Consideration of family and population differences;

23 (4) An assessment of the feasibility, benefits, and challenges of  
24 the strategies in each of the high impact focus areas identified in  
25 section 2 of this act;

26 (5) An identification of additional policy and funding  
27 recommendations that include a range of actionable items for  
28 consideration by the legislature, including innovative programs to  
29 increase physical fitness in schools, healthy food choices, and tobacco  
30 and substance use cessation and prevention;

31 (6) Additional action steps and outcomes to reduce childhood  
32 obesity, including a focus on reducing health disparities in specific  
33 population groups; and

34 (7) Costs and resources required to implement the strategies  
35 identified by the strategic work group.

1        NEW SECTION.    **Sec. 4.**    The council and the strategic work group  
2 established in section 2 of this act shall collaborate to identify  
3 shared goals and benchmarks such as:

4            (1) Increase the percentage of infants who continue to breastfeed  
5 for at least six months;

6            (2) Increase percentage of children ages two through four with a  
7 healthy weight; and

8            (3) Increase the percentage of tenth graders with a healthy weight.

9        NEW SECTION.    **Sec. 5.**    Sections 1 through 4 of this act constitute  
10 a new chapter in Title 70 RCW.

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