Strategic Framing for HEAL Policy and Environmental Change

Charlotte Dickson, California Center for Public Health Advocacy, Moderator
Leslie Coghlan, Anaheim Unified School
Honorable Andy Melendrez, City of Riverside City Council
Graham Mitchell, City of Lemon Grove
Individual Behavior

OR

The Environment
Individual Behavior

WITHIN

The Environment

The social, economic, and political context in which we make our food and activity choices

Public Policy
“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”
“EVERYONE – EVERY SINGLE ONE OF US – eats how much we eat largely because of what’s around us.

Brian Wansink, PhD
Cornell University Food Lab
“EVERYONE – EVERY SINGLE ONE OF US – eats how much we eat largely because of what’s around us. . . .

We are almost never aware that it is happening”

Brian Wansink, PhD
Cornell University Food Lab
Core VALUES

integrity

service

members teamwork

trust

members teamwork

integrity

service

members teamwork

trust

Core VALUES