
SECOND SUBSTITUTE HOUSE BILL 2643

State of Washington

63rd Legislature

2014 Regular Session

By House Appropriations Subcommittee on Health & Human Services (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 02/12/14.

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 that have been demonstrated to
14 work to help children be more active and healthy.

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

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

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

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

23 (d) Local and state community and business leaders appointed by the
24 governor.

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

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

31 (ii) Informing the council's research, policy, and funding
32 recommendations.

33 (b) The council shall maintain a contact list of ad hoc advisory
34 committees to provide stakeholders with a statement of desired outcomes
35 and with notices regarding the purposes of ad hoc advisory committees,
36 timelines for planned work, and means for participation.

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

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

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

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

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

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

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

32 (e) Revise statewide guidelines for quality health and fitness
33 education in schools;

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

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

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

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

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

11 (2) Opportunities for partnerships and multisector collaboration;

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

17 (a) Environmental factors;

18 (b) Safe streets;

19 (c) Access to drinking water; and

20 (d) Consideration of family and population differences;

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

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

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

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

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

- 1 (1) Increase the percentage of infants who continue to breastfeed
2 for at least six months;
3 (2) Increase percentage of children ages two through four with a
4 healthy weight; and
5 (3) Increase the percentage of tenth graders with a healthy weight.

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

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