



North Carolina  
Progress Board

## OVERVIEW

Develop programs to promote good nutrition, encourage healthier lifestyles and reduce obesity to 15% of NC population by 2020.



## FEATURED IDEA

After a health alarm Arkansas' governor Mike Huckabee launched a public crusade to fight obesity. He lost 105 pounds and is pushing for innovations in the state including:

- Converting sick days to vacation days for healthy people, replacing smoke breaks with exercise breaks, and requiring restaurants to publish the caloric and fat content of their food
- Taxing soft drinks at \$.02 per can of soft drinks generating an estimated \$40 million a year used to fund the state match portion of their Medicaid program
- Providing financial incentives for state employees, co-payments eliminated for preventive services, \$20 monthly reduction in insurance premiums for taking part in voluntary health risk survey
- Challenging his staff to a contest using personal pedometers to win the best parking spot for two weeks ([Click here for more information.](#))



## OTHER PROMISING IDEAS

1. Improve nutrition & physical activity environments & practices in child care centers. ([Click here for more information.](#))
2. Require standards for physical education in elementary and middle schools. ([Click here for more information.](#))
3. Levy fees on soft drinks and snack foods, "junk food tax" (17 States and DC). ([Click here for more information.](#))
4. Reduce employees' health insurance premiums for filling out voluntary health survey (AR; King County, WA). ([Click here for more information.](#))
5. Offer monetary rewards to state employees taking health assessments (\$50) and attaining personal goals (\$100) (SD). ([Click here for more information.](#))
6. Reimburse state employees of up to \$300 for purchase of health maintenance items (SD). ([Click here for more information.](#))

**CITIZEN INPUT** Tell us what you think

## LINKS

[Centers for Disease Control and Prevention](#)  
[American Obesity Association](#)  
[Eat Smart, Move More North Carolina](#)

**IMPERATIVE 1: Healthy Children and Families**  
**GOAL 1.2: Encourage Healthier Lifestyles**

For other products concerning this issue, [click here.](#)

## OTHER PROMISING IDEAS TO ADDRESS OBESITY

3. Levy fees on soft drinks and snack foods, "junk food tax" (17 States and DC)

**Potential Benefits:** Fund statewide obesity programs

**Potential Disadvantages:** Potential revenue spent elsewhere

**Potential Fiscal Impact:** Raise estimated \$342 million annually

**Implementation Issues:** 50% of schools have contracts with soft drink companies, with 92% of these receiving a percentage of sales

93% of senior high schools operate vending machines, school stores, or snack bars: only 21% sell low fat yogurt or fruits and vegetables (Source: Centers for Disease Control and Prevention, School Health Policies and Programs Study, 2000; U.S. Department of Agriculture, Foods Sold in Competition with USDA School Meal Programs: A Report to Congress, January 2001)