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Date: 10/7/2014 1:42:08 PM
Subject: Childhood Obesity Weekly Policy Update

Hi Katherine,
I hope all is well.

The S.C. Obesity Action Plan (please see below) is a great step towards obesity prevention but what about a solution for those kids who are already obese and the enormous toll on S.C. healthcare resources if not treated now. We know if we do not intervene at a young age, these kids are almost certain to have a lifetime of preventable diseases, overall poor health and potentially an early death. I have reached out to you multiple times regarding MindStream Academy (located in S.C.) and the work we are doing to turn the tide on the childhood obesity epidemic nationally and internationally. We are the only program of its kind, our results are unprecedented, and our recidivism rates are lower than any other intervention we are aware of – and this is all happening in South Carolina...

Dr David Katz, Editor in Chief of the Childhood Obesity Journal and Founding Director of the Yale University Prevention Research Team recently had this to say about us “ MindStream is the greatest advance in the treatment of severe obesity in kids that I have ever seen”. What we are doing is scalable and we can help hundreds and potentially thousands of obese children from S.C.. Please help me to arrange a meeting with a decision maker at the Capital. Governor Haley needs to know what incredible strides to combat adolescent obesity already exists in her back yard. We are getting much national and international media attention as well as comparable recognition within the most esteemed of medical communities and yet our own state doesn't seem particularly interested in at least familiarizing themselves with our incredible life saving work. Please help us get a meeting scheduled, it is in everyone's best interest.

Best,
Ray
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FEDERAL

USDA Announces Funding for Healthy Food Access, Local Food Economy Programs

The U.S. Department of Agriculture's (USDA) National Institute of Food and Agriculture announced up to [\\$31.5 million last month for the Food Insecurity Nutrition Incentive](#), a new Farm Bill grant program designed to help Supplemental Nutrition Assistance Program participants afford healthier foods. USDA also awarded [\\$52 million to support healthy food access through local food economies](#).

CDC Announces \$211 Million in Community Prevention Grants

The Centers for Disease Control and Prevention [awarded 193 community prevention grants totaling \\$211 million](#) last month for states and community-based organizations to prevent and control chronic diseases, including the prevalence of obesity. All 50 states and the District of Columbia received funding; specific awards included \$69.5 million for state and local public health actions to prevent obesity and \$4.2 million for programs to reduce obesity in high-rate areas.

STATE AND LOCAL

South Carolina Releases Obesity Action Plan

The South Carolina Obesity Council and departments of health and agriculture recently released [a statewide obesity action plan](#) designed to reduce the state's obesity rate by 2019. Policy strategies include

improving access to fresh fruits and vegetables for low-income residents, requiring more physical education and activity in schools, and establishing healthy eating and physical activity guidelines for child care centers.

Washington State Councils Offer Roadmap on Obesity Prevention

Washington Governor Jay Inslee (D) announced the creation of the [Healthiest Next Generation Council](#) last month, a public-private partnership tasked with developing strategies to provide healthier foods in schools, encourage children to be more physically active, and promote breastfeeding. Governor Inslee's [Blue Ribbon Task Force on Parks and Outdoor Recreation](#) also issued its final report last month, which included recommendations to provide more funding for state parks and outdoor recreation programs.

FROM THE FIELD

Study: Lower Calorie Food and Drinks Leading Growth at Food and Beverage Companies

[Lower calorie food and beverages sold by the 16 food and beverage companies that comprise the Healthy Weight Commitment Foundation \(HWCF\) accounted for more than 99 percent of sales growth and 52 percent of overall between 2007 and 2012](#), according to a study released last week by Hank Cardello of the Hudson Institute. The study follows the release of a study finding that [the HWCF companies cut a combined 6.4 trillion calories from the marketplace over the same time period](#).

Alliance for a Healthier Generation Announces Soda Company Calorie Reduction Pledge

In an agreement announced by the Alliance for a Healthier Generation at the recent Clinton Global Initiative, the world's three largest producers of sugar-sweetened beverages—Coca-Cola, PepsiCo and the Dr.

Pepper Snapple Group—[committed to cut the number of beverage calories that Americans consume per person by 20 percent by 2025.](#)

The commitment includes pledges to increase marketing of water and low-calorie beverages and introduce smaller portion package sizes.

Leadership for Healthy Communities Releases Rural Obesity Prevention Toolkit

Leadership for Healthy Communities, a national program of the Robert Wood Johnson Foundation, released its [Rural Childhood Obesity Prevention Toolkit](#) last week, which provides comprehensive policy options for healthy eating and active living that are specific to rural communities. Each policy area includes an objective and three elements for achieving that objective; a menu of policy strategies, a list of potential stakeholders; and a compilation of available resources for effective implementation.

ARTICLES OF INTEREST

Voorheesville Opts Back In to Federal Lunch Program

CSI Foodpro, John Purcell, 9/30/2014

Voorheesville schools were in the vanguard of districts opposing more strict federal school lunch program guidelines, but an ongoing operating deficit has forced the district back in line.

This City Lost 1 Million Pounds--Now It's Redesigning Itself to Keep Them Off

After an incredibly successful anti-obesity campaign, Oklahoma City is taking the next step: redesigning the city to make its streets walkable and keep its citizens healthy--permanently.

Upcoming Events

Insights into Landmark Calorie Declines in the U.S. Food Marketplace

October 9, 2014

2:00 p.m. ET

Hosted by the National Collaborative on Childhood Obesity Research, this webinar will take an in-depth look at the Healthy Weight Commitment Foundation evaluation and explore the findings and methods that allowed researchers to track the number of foods and beverages consumed and purchased by Americans. [Register for the webinar.](#)

#SaludTues Tweetchat: Healthier Recipes for Latino Foods

October 21, 2014

1:00 p.m. ET

Hosted by Salud America!, this tweetchat will discuss healthier recipes for Latino foods. Join the conversation by using the hashtag [#SaludTues](#).

CONNECT:

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