5 Key Elements for Creating a Successful Vending Policy

Erin Gabel, District Representative
Senator Tom Torlakson, District 7

1. HAVE AN ELECTED “CHAMPION”
   a) Why? Champion will see it through the politics.
   b) A champion can be found or made—prior interest in public health, nutrition helps!
   c) Be armed with the information about why this is relevant to obesity issue.

2) WORK CLOSELY WITH PUBLIC HEALTH EXPERTS AND LEADERSHIP
   a) From county health department, UC cooperative extension or universities
   b) Create an inventory of current policy or lack thereof:
      • Is anyone in charge now?
      • Who regulates or has any jurisdiction, or could?
      • Make sure those folks are at the table.

3) MAKE THE POLICY REASONABLE
   a) Know your priorities early and make sure your champion shares them.
   b) Understand that the policy process contains many compromises.
   c) Ask yourself:
      • What is our ultimate goal?
      • What are we willing to fight for?
      • What is realistic?

4) MAKE THE POLICY ENFORCEABLE
   a) Get all administrators at the table early; keep bill reality-based.
   b) Put someone in charge and held accountable.
   c) Have deadlines/timelines for implementation and enforcement.
   d) Include regular reporting to authorizing agencies (Board of Sups, etc) to keep it on the radar.

5) HAVE YOUR VENDING POLICY BE MORE THAN AN END—A MEANS/OPPORTUNITY FOR EDUCATION
   a) Puts obesity and nutritional health on radar for elected reps and public.
   b) Follow up and pick a new goal.