

POLICY STATEMENT ADDRESSING CHILDHOOD OBESITY
INTERNAL GUIDELINES AND RECOMMENDATIONS
Junior League of Northern Virginia

The Junior League of Northern Virginia (JLNV) prepares children for success by addressing childhood obesity through the promotion of nutrition and physical activity education and reducing the number of children impacted by obesity and obesity-related afflictions by empowering families to make healthier lifestyle choices. JLNV's Policy Statement Addressing Childhood Obesity discusses at length the extent of the childhood obesity issue in Northern Virginia and suggested policy options for JLNV to increase its reach and reputation with the local community and support policies and programs that address childhood obesity through physical activity and nutrition.

To further promote this focus area within the League, this statement of Internal Guidelines and Recommendations was created to incorporate the focus area into all League activities. Through full integration of this mission into League programs and activities, JLNV can further improve its reputation as an expert on the issue of childhood obesity in Northern Virginia and increase overall visibility of the issue and of JLNV. The following recommendations imply opportunities to incorporate the focus area into League operations and activities.

Recommendation #1: Focus Area Education.

JLNV leadership and committees will provide opportunities for members to learn more about the League's focus on childhood obesity, and plan programming and training to educate members about healthy living, physical activity, and nutrition. Training and materials will provide members with information about relevant local, state, and federal policies related to the issue of childhood obesity, as well as detailed information about the mission and agenda of JLNV community partners and organizations with expertise in childhood obesity. In addition, JLNV provisional training will increase focus on childhood obesity and better educate new members about the League's efforts to address childhood obesity through physical activity and nutrition.

Recommendation #2: Activity-Focus Area Connection.

JLNV leadership and committees will provide members with information regarding the linkages between the League's focus area and planned service opportunities and other League activities. Developing a deeper understanding of the connection between League activities and the focus area will improve members' understanding of the childhood obesity issue and provide them with the requisite knowledge to discuss with others the broad consequences of obesity and the League's efforts to address childhood obesity. Hence, website content and descriptions of all League activities should clarify the connection between the activity and the League's broader focus. More information about the connection between the League's focus on childhood obesity and specific initiatives and activities of JLNV community partners and grantees should also be made available at general membership and small group meetings, functions and fundraisers, and League publications.

Recommendation #3: Healthy-Eating Options.

JLNV leadership and committees will encourage members to live an active and healthy lifestyle in line with the principle and practices that they promote to others. Hence, any food, snacks, or beverages provided at League meetings, functions, and fundraisers should include healthy and nutritional options, and physical activity should be strongly encouraged.

Recommendation #4: Advocacy Training.

JLNV leadership and committees will provide programs and training opportunities to teach members about issue advocacy and ways in which they can become more engaged in advocacy as League members as well as members of the larger community. Such programs would align with the Junior League's mission of empowering women and developing the leadership capabilities of members.