



ORGANIZATIONAL CHART of GOVERNMENTAL and NON-GOVERNMENTAL AGENCIES ADDRESSING FOOD POLICY and OBESITY

May 2010

The Department of Health and Human Services ([DHHS](#))

- [DHHS Organizational Chart](#)
- Secretary: [Kathleen Sebelius](#)
- Oversees 11 agencies, including these which work on obesity issues:
 - [Administration for Children and Families](#); Carmen Nazario, Assistant Secretary
 - [Head Start Bureau](#): Yvette Sanchez Fuentes, Director
 - [Child Care Bureau](#): Shannon Rudisill, Associate Director
 - [Centers for Disease Control and Prevention](#) (CDC): Thomas Frieden, Director
 - [Administration on Aging](#) (AOA): Kathy Greenlee, Assistant Secretary
 - [Health Resources and Services Administration](#) (HRSA): Chief Administrator, Mary K. Wakefield
 - [Food and Drug Administration](#) (FDA): Margaret Hamburg, Commissioner
 - [National Institutes of Health](#) (NIH): Francis Collins, Director
 - [Office of Women's Health](#) (OWH): Frances Ashe-Goins, Acting Director
 - [Indian Health Service](#) (IHS): Yvette Roubideaux, Director
 - [Office of Public Health and Science](#); Howard Koh, Assistant Secretary for Health, (BROTHER is Harold Koh, from Yale); oversees (among others)
 - [Office of Adolescent Health](#) - coordinates adolescent health programs and initiatives across the Department related to adolescent health promotion and disease prevention.
 - [Office of the Surgeon General](#) – Regina Benjamin; role is to protect and advance the health of the nation.
 - [Office of Disease Prevention and Health Promotion](#) - provides leadership, coordination and policy development for public health and prevention activities with OPHS.
 - [President's Council on Physical Fitness and Sports](#) - an advisory committee of volunteer citizens who advise the President through the Secretary of Health and Human Services about physical activity, fitness, and sports in America.
 - [Office of Minority Health](#) - the federal focal point for addressing the health status and quality of life for racial and ethnic minority populations in the US.
 - [Office on Women's Health](#) - strives to improve the health of American women by advancing and coordinating a comprehensive women's health agenda throughout HHS.

DHHS - Centers for Disease Control and Prevention ([CDC](#))

- [Organizational chart](#)
- Thomas Frieden, Director
- Brief description: Provides expertise, information and tools for people and communities to protect their health, through prevention, promotion and preparedness. Works with partners to monitor health; detect and investigate health problems, conduct prevention research, create public health policy, promote healthy behaviors, provide leadership and training.
- Oversees:
- Office of Public Health Emergency Preparedness and Response ([OPHPR](#))
 - National Center for Health Statistics ([NCHS](#)) which produces
 - [NHANES](#) National health and Nutrition Examination Survey to assess health and nutritional status of adults and children.
- National Center for Non-communicable Diseases, Injury and Environmental Health
 - Robin Ikeda, Director, oversees...
 - National Center for Chronic Disease Prevention and Health Promotion ([NCCDPHP](#))
 - Coordinates the [CPPW](#) Communities Putting Prevention to Work initiative (part of [ARRA](#), American Recovery and Reinvestment Act)
 - \$450 million allotted; awards made to 44 communities to increase levels of physical activity, improve nutrition, decrease overweight/obesity, decrease smoking prevalence and exposure to secondhand smoke
 - Uses the MAPPS strategy : media, access, point of decision, price, social support/services
 - Includes a [National prevention Media Initiative](#)
 - Produces [BRFSS](#) Behavior Risk Factor Surveillance System, on-going telephone health survey system tracking health conditions and risk behavior, since 1984.
 - Ursula Bauer, Director, oversees (among others)...
 - Division of Adolescent and School Health ([DASH](#))
 - Howell Wechsler, Director, oversees... (among others)
 - Youth Risk Behavior Surveillance System ([YRBSS](#))
 - Conducted every 2 years
 - School Health Policies and Programs Study ([SHPPS](#))
 - Conducted every 6 years
 - Contact: Terry O'Toole
 - Coordinated School Health Program ([CSHP](#))
 - School Health Index ([SHI](#))
 - Division of Nutrition, Physical Activity and Obesity ([DNPAO](#))
 - Bill Dietz, Director, oversees (among others)...
 - Research on
 - effectiveness of parent-focused strategies to reduce children's TV time
 - influences of home environment on sugar-sweetened beverage consumption
 - use of policy interventions to promote physical activity
 - effectiveness of breastfeeding interventions
 - State-based Nutrition and Physical Activity Program to Prevent Obesity and Other Chronic Diseases ([State-Based Programs](#))
 - Oversee the State Obesity Plans

- [Fruits and Veggies – More Matters](#)
- [Kids Walk to School](#) program
- Pediatric Nutrition Surveillance System ([PedNSS](#))
 - Monitors nutritional status of low-income infants, children, and women in federally-funded maternal and child health programs.

DHHS - The Food and Drug Administration ([FDA](#))

- [FDA Organizational Chart](#)
- [Margaret Hamburg](#), FDA Commissioner
- Brief description: responsible for protecting the public health by assuring the safety, efficacy, and security of human and veterinary drugs, biological products, medical devices, our nation’s food supply, cosmetics, and products that emit radiation. The FDA is also responsible for advancing the public health by helping to speed innovations that make medicines and foods more effective, safer, and more affordable; and helping the public get the accurate, science-based information they need to use medicines and foods to improve their health. Sets regulation for the Food, Drug, and Cosmetic Act. ([F,D &C](#))

The FDA regulates:	FDA does NOT regulate:
<ul style="list-style-type: none"> ○ Nation’s blood supply ○ Cosmetics ○ Drugs ○ Foods (including bottled water) ○ Medical devices ○ Radiation-emitting electronic products ○ Veterinary products (livestock feeds, pet foods, drugs) ○ Pesticides (shared with USDA, Environmental Protection Services) ○ Water (shared with Environmental Protection Services) 	<ul style="list-style-type: none"> ○ Advertising (FTC) ○ Alcohol (Bureau of Alcohol, Tobacco, Firearms, Explosives—part of Dept of Justice) ○ Consumer products (Consumer Product Safety Commission) ○ Drugs of abuse ○ Health Insurance (Centers for Medicare/Medicaid Services) ○ Meat and Poultry (USDA Food Safety and Inspection Service) ○ Restaurants and Groceries (local health departments)

Commissioner Hamburg oversees (among others offices)...

- Office of Foods
 - [Michael R. Taylor](#), J.D., Deputy Commissioner for Foods who oversees....
 - Jessica Leighton, Senior Advisor on nutrition and food safety (formerly NY City Dept of Health Deputy Commissioner of Environmental Health)
 - The Center for Food Safety and Applied Nutrition ([CFSAN](#))
 - Stephen Sundlof, Director, oversees (among others)...
 - Office of Nutrition, Labeling and Dietary Supplements ([Labeling](#))
 - Barbara Schneeman, Director, oversees (among others)...
 - [New Front of Package Labeling Initiative](#)
 - Encourages food companies to review their labeling to ensure they’re in compliance with FDA regulations.
 - Will propose guidance for industry re: front of pack labeling ([examples](#) of violations)

- [Letter to Smart Choices Program](#) 08.19.09
- [Consumer Nutrition and Health Information](#)
- [Label Claims](#)
- [Make Your Calories Count Initiative](#)
- [Trans Fat labeling](#)

DHHS - National Institutes of Health ([NIH](#))

- [NIH Organizational Chart](#)
- NIH supports obesity-related research on a broad spectrum, including molecular, genetic, behavioral, environmental, clinical, and epidemiologic studies.
- Has Strategic Plan for Obesity Research [Plan](#)
- Francis Collins, MD, Director, oversees (among others)...
 - [\(NCI\)](#) National Cancer Institute
 - John Niederhuber, MD, Director
 - Collaborator in [We Can!](#) Program with NIDDK, NHLBI, NCI, NICHD
 - Obesity-related research (partial list):
 - Black Women’s Healthy study considering effect of risk factors, including obesity, on breast cancer risk
 - Health, Eating, Activity and Lifestyle (HEAL) Breast Cancer Prognosis Study examines relationship between diet, weight, physical activity, hormones, breast cancer and quality of life.
 - Series of large-scale epidemiologic studies on influence of obesity and physical activity on several major cancers.
 - Developing and supporting initiatives with other NIH departments to improve measurement of diet and physical activity and support establishment of centers in nutrition, energetic, physical activity and cancer outcomes.
 - Division of Cancer Control and Population Sciences, Applied Research Program
 - [\(NHLBI\)](#) National Heart, Lung, and Blood Institute
 - We Can! Program (see under NCI)
 - Obesity Education Initiative [\(OEI\)](#)
 - [\(NICHD\)](#) National Institute of Child Health and Human Development
 - We Can! Program
 - Obesity Research Strategic Core (ORSC) promotes a multi-level approach to childhood and maternal obesity and related chronic diseases.
 - Coordinates a [Global Multilevel Platform](#) to address childhood obesity.
 - [\(NIDDK\)](#) Nat’l Institute of Diabetes and Digestive and Kidney Diseases
 - NIDDK Clinical Obesity Research Panel [\(CORP\)](#)
 - advises NIDDK on obesity prevention and treatment research needs
 - Weight Control Information Network [\(WIN\)](#)
 - Office of Obesity Research [\(OOR\)](#)
 - [Susan Yanovski](#), MD, Co-Director
 - Sponsored research on obesity includes:
 - [Longitudinal Assessment of Bariatric Surgery \(LABS\)](#)
 - [Nutrition Obesity Research Centers \(NORC\)](#)
 - [\(NIMH\)](#) National Institute of Mental Health
 - Oversees some research on obesity/mental health link. E.g., Overcoming Obesity in People with Serious Mental Illness

- [\(NIA\)](#) National Institute on Aging
- [\(NCMHD\)](#) National Center on Minority Health and Health Disparities
 - Cross-departmental initiative: Obesity Research Task Force [\(ORTF\)](#)
 - Co-Chair Griffin Rodgers, NIDDK
 - Co-Chair Susan Shurin, NHLBI
 - Representatives from (among others) NIDDK, NHLBI, NCI, NIMH, NIA,
- Other work at NIH on obesity
 - [Clinical trials](#)
 - National Collaborative on Childhood Obesity Research [\(NCCOR\)](#)
 - Collaboration with RWJF, CDC, USDA
 - Special emphasis on
 - Hispanics
 - Native Americans
 - Asian/Pacific Islanders
 - Children in low-income communities

The US Department of Agriculture ([USDA](#))

- [USDA Organizational Chart](#)
- Secretary: Tom Vilsack
- Brief description: USDA work includes: expanding markets for agricultural products and support for international economic development; developing alternative markets for agricultural products; providing financing to expand job opportunities, improve housing, utilities and infrastructure in rural America; enhance food safety; improve nutrition and health by providing food assistance, nutrition education and promotion; manage and protect America's public and private lands working cooperatively with other levels of government and the private sector.
- Deputy Secretary: [Kathleen Merrigan](#) oversees...
- Food Nutrition and Consumer Services ([FNCS](#))
 - [Kevin Concannon](#), Undersecretary, oversees...
 - The Center for Nutrition Policy and Promotion ([CNPP](#)) (Formerly overseen by Brian Wansink)
 - Rajen Anand, Executive Director and Robert Post, Deputy Director, oversee...
 - The Nutrition Marketing and Communication Division (NMCD) which designs the [MyPyramid](#) Food Guidance System
 - The Nutrition Guidance and Analysis Division (NGAD) (Carole Davis, Director) which administers (among others)...
 - the process for setting the [Dietary Guidelines for Americans](#)
 - content for MyPyramid
 - [USDA Healthy Eating Index](#)
 - Coordinated with NIH's [National Cancer Institute](#)
 - USDA Food Plans
 - Food and Nutrition Services ([FNS](#))
 - Partners with Department of Defense on the [DOD Fresh Fruit and Vegetable Program](#) for schools.
 - Deputy Undersecretary [Dr. Janey Thornton](#), former president of the School Nutrition Association oversees...
 - Julie Paradis, Administrator, oversees (among others)...
 - Supplemental Nutrition Assistance Program ([SNAP](#))
 - Women, Infants, Children ([WIC](#))
 - Farmers' Market Nutrition Program
 - Senior Farmers' Market Nutrition Program
 - [School Meals](#)
 - National School Lunch Program ([NSLP](#))
 - Fresh Fruit and Vegetable Program ([FFVP](#))
 - School Breakfast Program ([SBP](#))
 - Special Milk Program ([SMP](#))
 - Team Nutrition ([TN](#))
 - Summer Food Service Program ([SFSP](#))
 - For children eligible for free/reduced-price school lunches
 - Child and Adult Care Food Program ([CACFP](#))
 - Works to improve the quality of day care for children and elderly adults
 - [Food Distribution](#)
 - Schools/Child Nutrition Commodity Program ([SCHCNP](#))
 - Commodity Programs include the NSLP, CACFP, SFSP

- Food Distribution Program on Indian Reservations ([FDPIR](#))
 - provides commodity foods to low-income households
 - Commodity Supplemental Food Program ([CSFP](#))
 - Works to improve health of low-income pregnant and breastfeeding women, other new mothers up to 1 year postpartum, infants, children up to age 6, and elderly people at least 60 years of age by supplementing their diets with USDA commodity foods. It provides food and administrative funds to States to supplement the diets of these groups.
 - The Emergency Food Assistance Program ([TEFAP](#))
 - helps supplement the diets of low-income persons
- Research, Education and Economics ([REE](#))
 - [Molly Jahn](#), Deputy Undersecretary, oversees (among others)...
 - Economic Research Service ([ERS](#))
 - Katherine Smith, Administrator; John Kort, Associate Administrator
 - Description: source of economic information and research with four divisions:
 - Food Economics: ([FED](#))
 - Lisa Mancino, Agricultural Economist, conducts research on food consumption, diet, and health outcomes.
 - Branch: Diet, Safety and Health
 - Branch: Food Assistance and Nutrition Programs ([FANP](#)) which includes
 - Food Assistance and Nutrition Research Program ([FANRP](#))
 - Branch: Food Markets
 - Information Services ([ISD](#))
 - Market and Trade Economics ([MTED](#))
 - Branches include: Agricultural Policy and Models
 - Resource and Rural Economics ([RED](#))
- Food Safety
 - Elisabeth Hagen, MD, Under Secretary for Food Safety oversees...
 - [Jerold Mande](#), MPH, Deputy Undersecretary for Food Safety (formerly at Yale) who oversees...
 - Food Safety Inspection Services ([FSIS](#)) which ensures that the commercial supply of meat, poultry, and egg products is safe, correctly labeled and packaged.

The Federal Trade Commission ([FTC](#))

- Overview: “...created in 1914... to prevent unfair methods of competition in commerce as part of the battle to “bust the trusts.” Over the years, Congress passed additional laws giving the agency greater authority to police anticompetitive practices. In 1938, Congress passed a broad prohibition against “**unfair and deceptive acts or practices**.” Since then, the Commission also has been directed to administer a wide variety of other consumer protection laws, including the Telemarketing Sales Rule.... In 1975, Congress gave the FTC the authority to adopt industry-wide trade regulation rules. The FTC’s work is performed by the Bureaus of [Consumer Protection](#), [Competition](#) and [Economics](#). That work is aided by the [Office of General Counsel](#) and seven [regional offices](#). ([Source](#))
- FTC’s Role in Advertising to Children
 - Has basic authority to regulate advertising and marketing practices
 - **Lead agency in regulating commercial practices on the Internet**
 - In 1978, proposed “KidVid” rulemaking that would: [\(synopsis\)](#)
 - Ban TV ads directed to or seen by, audiences with enough children too young to understand selling purpose of advertising;
 - Ban TV ads for foods posing serious dental health risks , with significant proportion of audience being older children; and
 - Require TV ads for sugared foods not included in the ban be balanced by nutritional/health disclosures funded by advertisers.
 - Rulemaking terminated in 1981 after Congress passed a law prohibiting the FTC from adopting any rule in the children’s advertising rulemaking proceeding, based on the unfairness theory; Congress also allowed FTC funding to lapse for a brief time as a response to this rulemaking.
 - In 2008, released the report: [Marketing Food to Children and Adolescents: A Review of Industry Expenditures, Activities, and Self-Regulation](#)
 - In Dec 2009, sponsored the conference [“Sizing Up Food Marketing and Childhood Obesity”](#)
- Commissioners
 - [Jon Leibowitz](#) (Chair)
 - [Edith Ramirez](#)
 - [Julie Brill](#)
 - [William Kovacic](#)
 - [J. Thomas Rosch](#)
- Bureau of Consumer Protection ([BCP](#))
 - David Vladeck, Director
 - Protects consumers against unfair, deceptive, or fraudulent practices in the marketplace.
 - Seven divisions including:
 - [Advertising Practices](#)
 - Enforces truth-in-advertising laws, with emphasis on claims for food, over the counter drugs, and others.
 - Oversees the Children’s Online Privacy Protection Act of 1998 ([COPPA](#)) which gives parents control over information online companies can collect and how it can be used.
 - [Marketing Practices](#)
 - Leads Commission’s response to Internet, telecommunications, and direct-mail fraud

- Bureau of Economics
 - Description: helps the FTC evaluate the economic impact of its actions by providing economic analysis and support to antitrust and consumer protection investigations and rulemakings. It also analyzes the impact of government regulation on competition and consumers and provides Congress, the Executive Branch, and the public with economic analyses of market processes as they relate to antitrust, consumer protection, and regulation.
 - Pauline Ippolito, Acting Director
 - Studies marketing to children

The Federal Communications Commission ([FCC](#))

- Established in 1934, charged with regulating interstate and international communications by radio, TV, wire, satellite, and cable.
- FCC's role in media and childhood obesity:
 - Adopted children's TV rules that enforce the Children's Television Act of 1990:
 - Limit duration of advertising in children's (under 12 years) programming to not more than 10.5 minutes per hour (weekends); not more than 12 minutes per hour (weekdays)
 - Protect children who cannot distinguish between commercial and programming material
 - Also regulates broadcasts of program-length commercials
 - Enforces the [Children's Internet Protection Act](#) which requires that schools or libraries block access to children of offensive content.
- Commissioners (confirmed by Senate for 5-year terms)
 - [Julius Genachowski](#), Chair
 - [Michael Copps](#)
 - [Robert McDowell](#)
 - [Mignon Clyburn](#)
 - [Meredith Attwell Baker](#)

Council of Better Business Bureaus ([CBBB](#))

- Steve Cox, President
- Administers (among others) two initiatives
 - **Children’s Advertising Review Unit ([CARU](#))**
 - Wayne Keeley, Director
 - Established 1974
 - Addresses how all products (including food and beverages) are advertised to children under 12.
 - Sets standards to assure that advertising directed to children is truthful, not misleading, unfair or inappropriate.
 - Created [Self-Regulatory Guidelines for Children's Advertising](#)
 - [Academic Advisory Board](#)
 - Activities:
 - Review and evaluate child-directed advertising in all media; if found to be misleading or inaccurate, seeks change through voluntary cooperation of advertisers.
 - **Children’s Food and Beverage Advertising Initiative ([CFBAI](#))**
 - [Elaine Kolish](#), Vice President and Director
 - Established 2006 to provide food and beverage companies with a self-regulating mechanism for advertising.
 - 16 Participating companies:
 - Burger King
 - Cadbury Adams
 - Campbell Soup
 - Coca Cola
 - ConAgra Foods
 - Dannon
 - General Mills
 - Hershey
 - Kellogg
 - Kraft Foods Global
 - Mars, Inc.
 - McDonald’s
 - Nestle
 - PepsiCo
 - Post Foods
 - Unilever

White House – Office of Management and Budget ([OMB](#))

- [Peter Orszag](#), Director
 - Formerly Director of Congressional Budget Office
- [Jeffrey Liebman](#), Acting Deputy Director
- [Jeffrey Zients](#), Deputy Director for Management and Chief Performance Officer
- Cass R. Sunstein, Administrator of the Office of Information and Regulatory Affairs,
- [Ezekiel Emanuel](#), Special Health Adviser to Director

White House – Office of the First Lady Michelle Obama

- [Let's Move Campaign](#)

Cross-agency collaborations:

- National Collaborative on Childhood Obesity Research [NCCOR](#) with CDC, NIH, RWJF, USDA)

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