

November 4, 2009  
Coalition Meeting:

# Celebrating Our Successes & Determining the 2010 Policy Agenda



## Healthy Kids, Healthy Michigan

*Advocates of Healthy Weight in Children*

# Healthy Kids, Healthy Michigan



## 2009 Legislative Event



- February 25, 2009
- 162 advocates attended and conducted 110 legislative visits
- **MOMENTUM BUILDER!**



# Healthy Kids, Healthy Michigan



## Structured for Success!

Policy Action Teams are key

- Community Policy Action Team
- Health, Family & Child Care Services Policy Action Team
- Education Policy Action Team





# Healthy Kids, Healthy Michigan



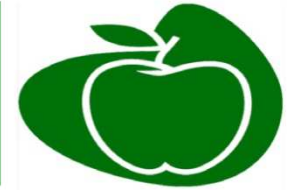
We need **YOU** for continued success!

## *Action steps*

- **Sign** the HKHM Resolution.
- **Pledge Resources:**
  - \$5,000 Steering Committee
  - Any other contributions will be helpful!
- **Join** a Policy Action Team or a Committee.



# Healthy Kids, Healthy Michigan



## HKHM in the Social World

- Facebook and Twitter offer HKHM a way to communicate with the expanding social media audiences.
- Updates include information on childhood obesity, tips on how to fight childhood obesity, progress made on priorities by the coalition.
- Updates are placed in the news feed of all 185 fans and 89 followers.
- Updates are made several times each week, putting HKHM in front of fans and followers on a regular basis.



# Healthy Kids, Healthy Michigan



## The Impact of Social Media

- Facebook ~ 300 million active users worldwide, 50% log-in daily.
- Twitter ~ predicting 18 million users by the end of 2009.
- Users 35+ are the fastest growing Facebook demographic, the 35-54 age group has grown 276% in 2009 so far.
- 21% of Twitter users are over 35.
- Facebook shares 2 billion+ pieces of content such as; Web site links, news stories and blog posts every week.
- 10 million Facebook users sign-up for fan pages, like HKHM, each day.

The screenshot shows the Twitter profile for Healthy Kids Healthy Michigan (HKHM). The profile name is 'HealthyKidsHealthyMI' and the location is 'Lansing, Mich.'. The bio states: 'Bio: Decision-makers in government, public & private sectors, school districts, health care & non-profit org.'s working to reduce childhood obesity in Michigan'. The profile has 143 followers and 92 following. The main content area displays several tweets:

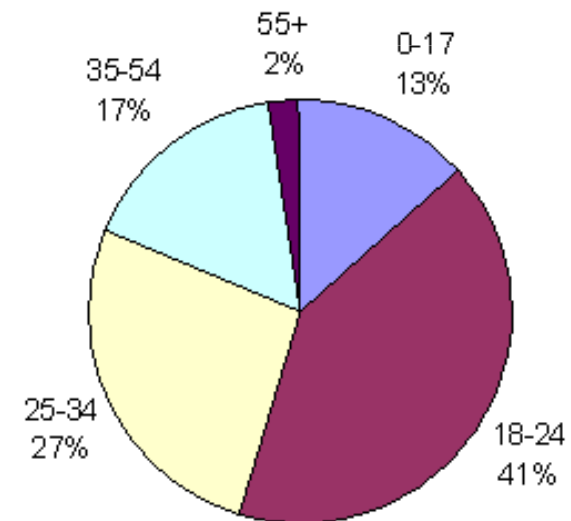
- Tweet 1:** "Raking leaves can burn 290 calories in an hour; an easy way for youth to enjoy the fall season and have fun while exercising." (posted about 23 hours ago from web)
- Tweet 2:** "Current recommendations 4 planning school meals are outdated & need 2be updated w/ones based on needs of 2days children" (posted 7:39 AM Oct 21st from web)
- Tweet 3:** "If the obesity trends continue, the youth of MI may be the first generation to not have longer life span than their parents." (posted 5:19 AM Oct 21st from web)
- Tweet 4:** "Physical activity during childhood helps build & maintain healthy bones, muscles & joints, control weight, build muscle and reduce fat." (posted 12:19 PM Oct 20th from web)
- Tweet 5:** "Fall weather is mild & great for bike rides. The exercise is less strenuous when the air is cooler; bike riding actually warms up the body." (posted 1:41 PM Oct 19th from web)
- Tweet 6:** "Solution: HKHM is working on healthy social changes and policy initiatives to positively affect the health of our children." (posted 6:01 AM Oct 16th from web)
- Tweet 7:** "Problem: The health of MI children is in jeopardy due to poor nutrition and lack of activity, contributing to growing obesity rates." (posted 6:00 AM Oct 16th from web)
- Tweet 8:** "Solution: HKHM is working to increase the quantity and quality of health and physical education to teach skills needed for healthy..." (posted 6:00 AM Oct 16th from web)

On the right side of the profile, there are sections for 'Following' (a grid of user avatars) and 'RSS feed of HealthyKidsHealthyMI's tweets'.



## How social media can help HKHM

- Fans can invite their friends to join Facebook, creating a more extensive group with whom to share the HKHM messages.
- Fans and followers can promote HKHM through their own pages and tweets .
- Because Facebook and Twitter cater to such a massive audience with a wide range of demographics it offers zero waste, from an age targeting perspective.
- Facebook and Twitter users, search Healthy Kids, Healthy Michigan and become a fans/followers today!



Facebook Users

# Healthy Kids, Healthy Michigan



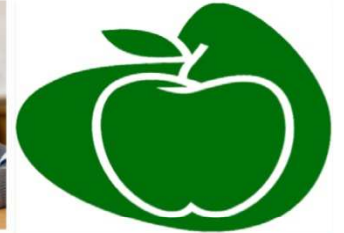
## Please Link to the HKHM Website!

HKHM welcomes additional promotion of coalition programs and goals.

Feel free to link our web site to yours, or promote the campaign when appropriate.



[www.americanheart.org/healthykidshealthymichigan](http://www.americanheart.org/healthykidshealthymichigan)



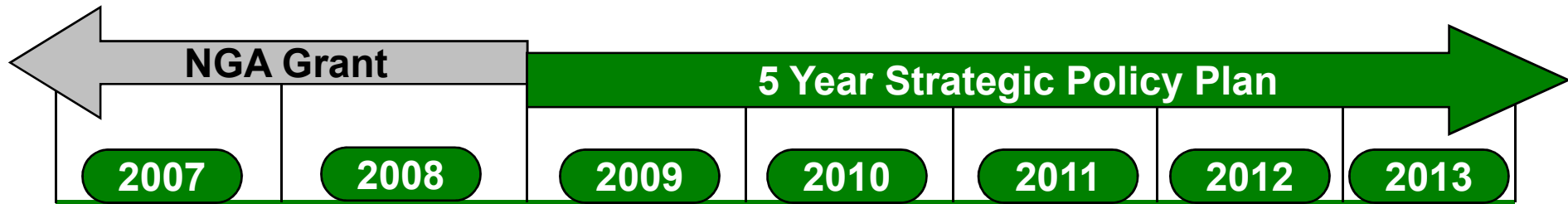
# Healthy Kids, Healthy Michigan

## Legislative Update

Katherine Knoll  
Steering Committee Chair  
Senior Director of Advocacy  
American Heart Association

[www.americanheart.org/healthykidshealthymichigan](http://www.americanheart.org/healthykidshealthymichigan)

*Advocates of Healthy Weight in Children*



Healthy Kids, Healthy Michigan



Policy Action Team Reports:

**Determining the 2010 Policy Agenda**



**Healthy Kids, Healthy Michigan**

*Advocates of Healthy Weight in Children*



## **Education: Policy Areas**

- Physical and Health Education Requirements
- Mandating District Coordinated School Health Councils



## Health Education & Physical Education Requirements

- Will specify the duration of health and physical education instruction, grades K-8.
- Will specify that curriculum be aligned with health and physical education grade level content expectations approved by the State Board of Education.
- Will specify the frequency and class size of physical education, grades K-8.
- Will establish that extracurricular activities may not be substituted for physical education.



## District Coordinated School Health Councils

- Require districts to create and maintain a council to annually develop a Healthy School Action Plan.
- Establish who should be a part of the council and how often they meet.
- Provide districts with technical assistance in drafting, implementing, and evaluating plans.
- Require districts to submit their Healthy School Action Plan to the Department of Education annually.



## Accomplishments

- March 13, 2009 Senate Bill 365 and 366 passed the Committee on Health Policy and was referred to Appropriations Committee with amendment (opt out for physical education).
  - Senate Bill 365 regulates health and physical education in schools.
  - Senate Bill 366 requires compliance with the requirements in Senate Bill 365 to receive categorical school aid.
- Corresponding bills have been introduced in the House, HB 4923 & 4924.



# Healthy Kids, Healthy Michigan



## **2010 Priority Recommendation: State Nutrition Standards for the School Campus**

- Statewide adoption of the *Michigan Nutrition Standards: Recommendations for all foods available in Michigan schools.*
- Covers both USDA funded school meals and snacks AND all food and beverages sold or available outside of USDA program.



## **2010 Priority Recommendation: State Nutrition Standards for the School Campus**

- January - June 2009: Draft standards developed with input from large group of stakeholders.
- 2009/2010 school year: 50 schools piloting standards.
- Spring 2010: revisions based on feedback from schools.
- Summer 2010: public comment period.
- Fall 2010: standards finalized and submitted for State Board of Education approval.



# Healthy Kids, Healthy Michigan



## State Nutrition Standards for the School Campus

Rationale –

- By offering only healthy food, schools provide a supportive environment for making healthy choices.
- State level standards provide schools with consistent messages.
- Federal guidelines currently do not address food consumed outside of the USDA Child Nutrition Program.



# Healthy Kids, Healthy Michigan



## Work to be done

- Collaborate with MDE and stakeholder group.
- Develop resources for increasing awareness.
- Promote the effort and encourage participation.
- Advocate for statewide adoption of the standards.
- Seek out additional stakeholders.
- JOIN US!



## **Health, Family and Child Care Services: Policy Areas**

- Medicaid Coverage of Childhood Obesity
- BMI Surveillance



## Rationale

- A disproportionate number of children are on Medicaid.
- MI Medicaid is interested in improving health of children.
- Low income children are disproportionately affected by overweight/obesity.
- Without the support of Medicaid, efforts to reduce childhood obesity would be diminished.



## Accomplishments & Work to be Done

- L-letter published on Michigan Department of Community Health Website.
- L-letter distributed via email and hard copy to all providers who may treat children.
- Supplemental materials under development.
- Evaluation efforts are beginning.



## Body Mass Index Surveillance

- Michigan Care Improvement Registry
  - Add a BMI module that includes fields for height/length, weight, confirmation of BMI assessment, weight counseling, nutritional counseling and physical activity counseling.
  - Calculate BMI, BMI percentile, weight status, generate BMI for age-growth chart.
  - Alert for problematic BMI percentiles and missing data.
  - Provide clinical decision support.



## Rationale

- MCIR has >95% participation/coverage rate
  - Focus group revealed that providers with EMRs still use MCIR to assess new patient immunization history and generate HEDIS metrics.
- Hand calculation of BMI is error prone and time consuming.
- Focus group revealed that providers would appreciate streamlined decision support to help them follow AAP guidelines for screening and treatment.
- *Known caveat: BMI is a screening test; requires clinical confirmation.*



## Accomplishments

- Conducted Focus Group session to assess provider use of BMI in practice, use of MCIR, and requirements for a BMI tool.
- Defined Functional Specifications.
- Secured funding from Medicaid for programming.
- Programming of MCIR is under development.
- Clinical Decision Support and Behavior Assessment Survey material for providers is under development.
- Administrative rules change process has begun.



# Healthy Kids, Healthy Michigan

## Child Care Regulations

Rosemary Suardini

Consultant, Child and Adult Care Food Program

Michigan Department of Education

[www.americanheart.org/healthykidshealthymichigan](http://www.americanheart.org/healthykidshealthymichigan)

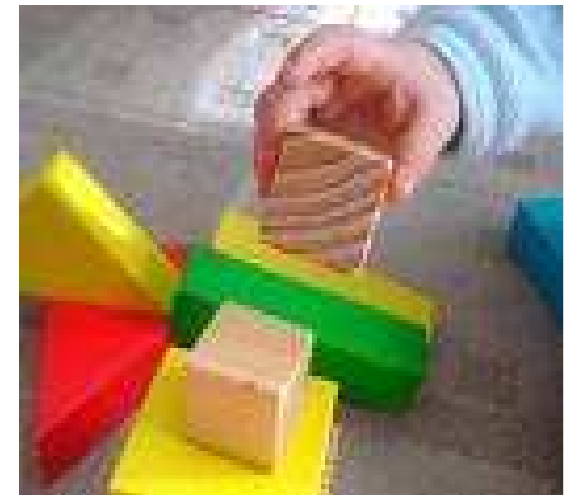
*Advocates of Healthy Weight in Children*



## Rationale

- 41% of children may spend 35 or more hours a week in child care, with an additional 25% in care for 15-34 hours a week.
- Nearly  $\frac{3}{4}$  of children ages 3 to 6 are in some form of non-parental care and just over half are in center-based child care.<sup>1</sup>

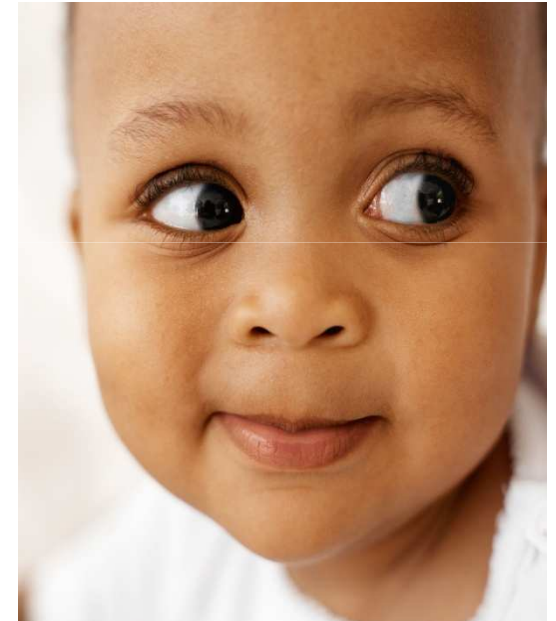
<sup>1</sup> Federal Interagency Forum on Child and Family Statistics: America's Children: Key National Indicators of Well-Being, 2002. Washington, DC: U.S. Government Printing Office, 2002





## Rationale

- Obesity can start at age of two:
  - Among preschool children, the prevalence of obesity is alarmingly high, with 26.2% of children 2 through 5 years classified as either overweight or obese.<sup>1</sup>
- Preschool children may consume 50-100% of Recommended Dietary Allowances in child care<sup>2</sup>



<sup>1</sup>Ogden, C.L., Carroll, M.D., Curtain, L.R., McDowell, M.A., Tabak, C.J., & Flegel, K.M. (2006). Prevalence of Overweight and Obesity in the United States, 1999-2004. *JAMA* 295: 1549-1555

<sup>2</sup>Benjamin, S.E., Craddock, A., Walker, E.M., Slining, M., & Gilman, M.W. (2008). Obesity prevention in child care: a review of U.S. state regulations. *BMC Public Health* 2008: 8:188



## Rationale: Physical Activity

- Children need time to be active everyday
- Active playtime = children being allowed to move freely and enjoy active movements such as skipping, running and climbing.





## Physical Activity: What other states are doing

- **Delaware**
  - 20 minutes of moderate to vigorous physical activity for every 3 hours a child is in a child care setting.
  - While awake, infants cannot spend >30 minutes in confining equipment.
- **New York City**
  - at least 1hr physical activity/day including 30 min of structured activities for children ages 3 and up.





## Rationale: Nutrition

- Eating the right amount of fruits and vegetables ensures adequate consumption of key nutrients.
- Beverages can add significant calories to children's diets without adding nutrients.





## Nutrition: What other states are doing

- **California**
  - Strengthening CACFP by enhancing nutrition standards.
- **New York City**
  - Nonfat or 1% milk only.
  - Water available and accessible throughout the day.
- **Delaware**
  - 1% or skim milk for children >2 years.





## Accomplishments

- Child Care Policy Task Force formed in June 2009, with a mandate to advocate policies that will improve nutritional standards and physical activity requirements in child care settings.
- Preliminary legal and policy research in the areas of nutrition standards and physical activity requirements in the child care setting.



## Work to be done

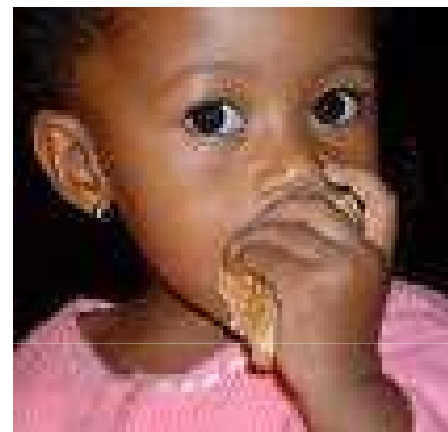
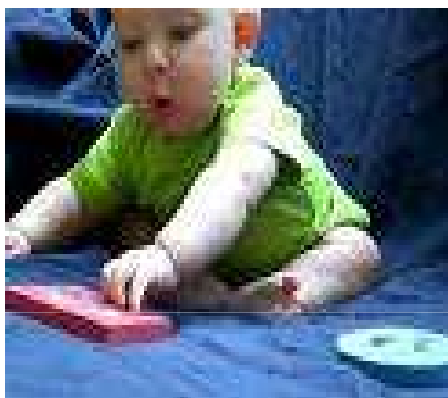
- **2010 recommended policy focus areas:**
  - **Child Care Nutrition Regulations**
    - *Advance policy to improve nutrition standards in child care settings.*
  - **Child Care Physical Activity Regulations**
    - *Advance policy to increase the required daily physical activity in child care settings.*



# Healthy Kids, Healthy Michigan



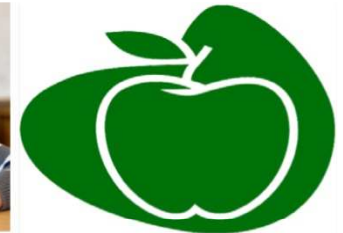
**Help reduce childhood obesity in Michigan!**





## **Community: Policy Areas**

- Access to Fresh and Healthy Foods
- Complete Streets



# Healthy Kids, Healthy Michigan

## Access to Fresh and Healthy Foods

Olga Stella, Vice President for Business Development,  
Detroit Economic Growth Corporation

Kirsten Simmons, Executive Director, Michigan Food  
Policy Council

[www.americanheart.org/healthykidshealthymichigan](http://www.americanheart.org/healthykidshealthymichigan)

*Advocates of Healthy Weight in Children*



## Accomplishments



- P.A. 231 of 2008 signed into law.
- Worked with Michigan Department of Agriculture to implement tax abatement program through P.A. 231.
- Fact sheet created.
- CPAT member organization visited legislators in Washington, D.C.
- Food retailers beginning to take advantage of tax incentive program.
- Community and school garden sub-committee formed.



## 2010 Recommended Priority

### Increase access to Fresh, Healthy Food through Healthy Food Retail

Explore policies that support supply and increase demand for healthy food options in low-income and underserved areas.





## Rationale

- Unavailability of high quality, fresh, and healthier options on stores' shelves later in the month due to less consumer demand.
- Food retail vendors are wary of investing funds to improve, enhance, and/or expand a store due to high operating costs and uncertainty that customer demand will increase as a result.
- Limitation policy for vendor authorization of WIC licenses results in many well qualified full-service grocers not receiving WIC licenses, while fringe food outlets continue to hold WIC licenses.





## **Work to be done:**

Explore options to...

- Extend the distribution period of once-monthly food assistance benefits distribution system each month.
- Revise policy for vendor authorization of WIC licenses.
- Develop a state grant and loan program to support food retailers in low income neighborhoods.



## 2010 Recommended Priority



- **Increase the number of community and school gardens in underserved areas.**



## Rationale

- Community and school gardens provide access opportunities to fresh foods for families living in underserved areas.
- Research suggests that community and school-based gardening programs have the potential to impact levels of daily fruit and vegetable consumption among youth.





## **Work to be done:**

- Research policy vehicle options.
- Identify state and local level resources and programs for gardens.
- Draft a model ordinance document.
- Convene a focus group meeting for stakeholders.
- Finalize document and develop distribution plan.
- Create tailored fact sheets for different stakeholder groups to raise awareness of the model ordinance document.

# Healthy Kids, Healthy Michigan



## Our Goal

To implement policies that will guide community design so that it is easier for children and families to incorporate physical activity into their daily routines.





## Why Community design impacts physical activity levels



OR



**Transportation networks that include amenities such as sidewalks and bike lanes can increase the number of people who walk or bike by 30% and schools can see a 15% increase in students who walk or bike to school.**

**(Active Living Research, RWJF 2007)**

# Healthy Kids, Healthy Michigan



## The Focus



**Complete  
Streets**



**Safe Routes  
to School**



**Context Sensitive  
Solutions**

**★ Walkable, Bikeable  
Communities**



## The Outcome

Complete Streets = Active Infrastructure!

There is no prescription for a complete street

Urban



Suburban



Rural



# Healthy Kids, Healthy Michigan



A collage of logos for various partner organizations, including:

- League of American Bicyclists**: Logo with a yellow and green swoosh.
- Local Government Commission**: Logo featuring a stylized building and sun.
- AARP**: Logo with red and white stripes.
- AMERICAN COUNCIL OF THE BLIND (ACB)**: Circular logo with 'ACB' in the center.
- AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS**: Logo with horizontal lines.
- MICHIGAN Environmental Council**: Logo with a blue map of Michigan.
- LEAGUE OF MICHIGAN BICYCLISTS**: Circular logo with a map of Michigan and 'EST. 1981'.
- Member APTA AMERICAN PUBLIC TRANSPORTATION ASSOCIATION**: Logo with a blue and purple swoosh.
- NATIONAL ASSOCIATION OF REALTORS®**: Logo with a stylized 'R' and the tagline 'The Voice for Real Estate®'.
- ite Institute of Transportation Engineers**: Logo with a blue background and white text.
- APA American Planning Association**: Logo with 'APA' in a blue box.
- Smart Growth America**: Logo with white text on a brown background.
- Safe & Active Genesee for Everyone**: Logo featuring icons for a pedestrian, bus, wheelchair, and cyclist.

# Healthy Kids, Healthy Michigan



## Policies Nationwide



[www.completestreets.org](http://www.completestreets.org)

# Healthy Kids, Healthy Michigan



## Local Policies

### Jackson

- Walkable Community Taskforce

### Lansing

- Walk/Bike Lansing!

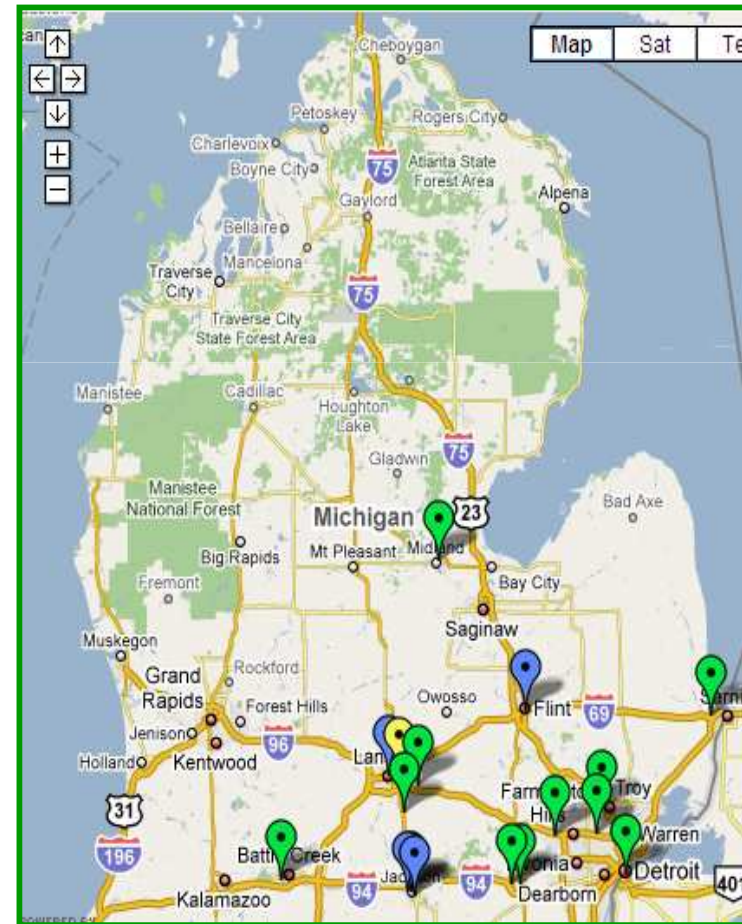
### Flint

- Safe & Active Genesee for Everyone

### Ash Township

Passed Resolution

[www.michigancompletestreets.org](http://www.michigancompletestreets.org)



[www.americanheart.org/healthykidshealthymichigan](http://www.americanheart.org/healthykidshealthymichigan)



## Complete Streets Action Team Activities

- White Paper
- Fact Sheet
- Resolution
- Education





## Next Steps: Resolution

- Continue to engage interested legislators
- Resolution adopted by legislature
- Use media blitz to raise awareness





## Next Steps: Legislation

- Continue to engage stakeholders
- Develop policy language
- Discuss with legislators
- Introduce legislation
- Provide more education opportunities

