



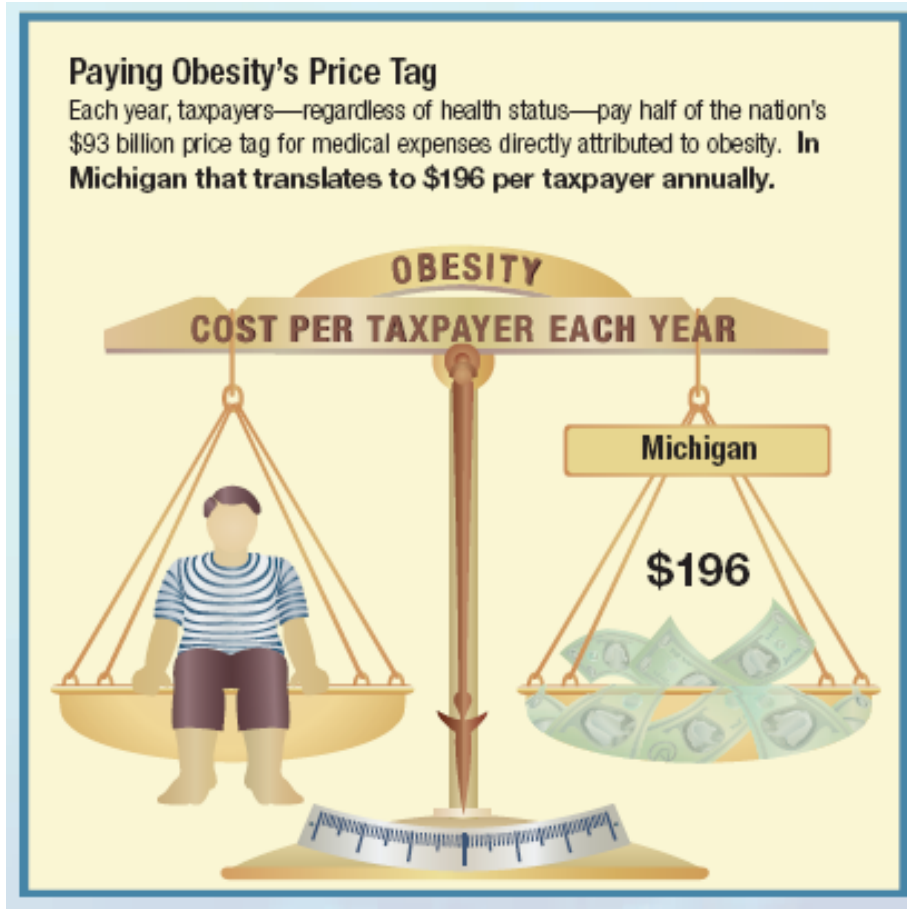
Healthy Kids, Healthy Michigan

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Conducted in partnership by:



Impact of Childhood Obesity



- One in 4 adolescents is overweight
- Low income and minority populations are disproportionately affected
- 70-80% of overweight children become obese adults
 - Michigan adults have 10th highest rate of obesity in the country
- Obesity is associated with physical, psychosocial, and economic consequences

Prevention in Childhood is Critical

- 70-80% of overweight children become obese adults
 - MI ranked 10th in highest adult obesity rates
- Children establish eating behaviors early in life



Financial Costs of Obesity

- >25% U.S. health care costs related to obesity and inactivity (Anderson, et al 2005)
- Between 1979-1999, obesity-associated hospital costs for children tripled \$35-\$127 million (Wang and Dietz, 2002)
- Physical inactivity costs \$128 per person (Garrett, 2004)
- Adult obesity costs \$2.9 billion in Michigan (BRFS 2005)

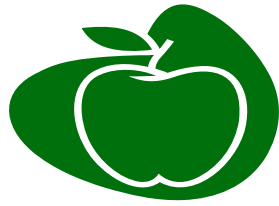


Healthy Kids, Healthy Michigan



- National Governor's Association Center for Best Practices grant from the *Healthy Kids, Healthy America* program.
- Purpose to prevent childhood obesity in schools and communities through policy change.





Grant Overview

Primary Outcome

- A comprehensive, 5-year statewide action plan to prevent childhood obesity in schools and communities.


Grant Components

1. Environmental Scan
2. Grants to School Districts
3. Childhood Obesity Prevention Workgroup



Component 1: Statewide Scan of Childhood Obesity Efforts

- Completed September 2007
- 150 diverse organizations statewide were contacted.
- Scan included a 3-step protocol including - initial phone contact with key leaders, email web-based survey, and phone follow up for non-responders.



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Statewide Scan of Childhood Obesity Programs, Policies and Resources in Michigan

Executive Summary

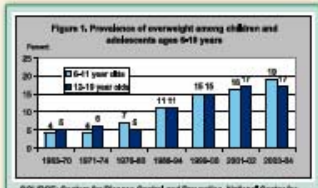
Background

Childhood obesity has risen to the forefront of the public health agenda. Fueled by unhealthy eating habits and physical inactivity, childhood obesity rates have climbed steadily across the United States over the past four decades (Figure 1). Michigan has experienced similar trends in obesity rates (Table 1). This is concerning because obesity is associated with a number of adverse consequences, including increased risk of chronic diseases such as cardiovascular disease, Type 2 diabetes, and some types of cancer, as well as social and emotional trouble including peer stigmatization, discrimination and bullying.^{1,2} In addition to jeopardizing the health of Michigan's future, obesity also weighs heavily on the health care system, both in terms of increased use of health care services and increased medically related health care expenditures.³

The changes to our environment and lifestyles that have contributed to obesity represent a complex web of interrelationships. Increased consumption of foods away from home, larger portion sizes, increased television viewing, decreased walking and biking to school, increased consumption of soft drinks and lack of physical education in schools (Figure 2) may all contribute.^{4,5}

Reputable organizations including the Centers for Disease Control and Prevention, Institute of Medicine, and American Academy of Pediatrics agree that instituting policies that protect the health of youth through providing healthful foods and opportunities for physical activity are a key strategy in reducing childhood obesity. Michigan has several policies in place to protect children's health. Many of these policies are aimed at schools, where the majority of children spend a large percentage of their time.

Figure 1. Prevalence of overweight among children and adolescents ages 9-19 years



Year	9-11 year olds (%)	15-19 year olds (%)
1983-70	4	8
1971-74	5	10
1975-80	7	14
1981-84	11	19
1985-88	15	23
1989-92	18	26
1993-96	21	29
1997-00	24	32
2001-04	27	35

SOURCE: Centers for Disease Control and Prevention, National Center for Health Statistics, Nutrition Health Examination Survey.

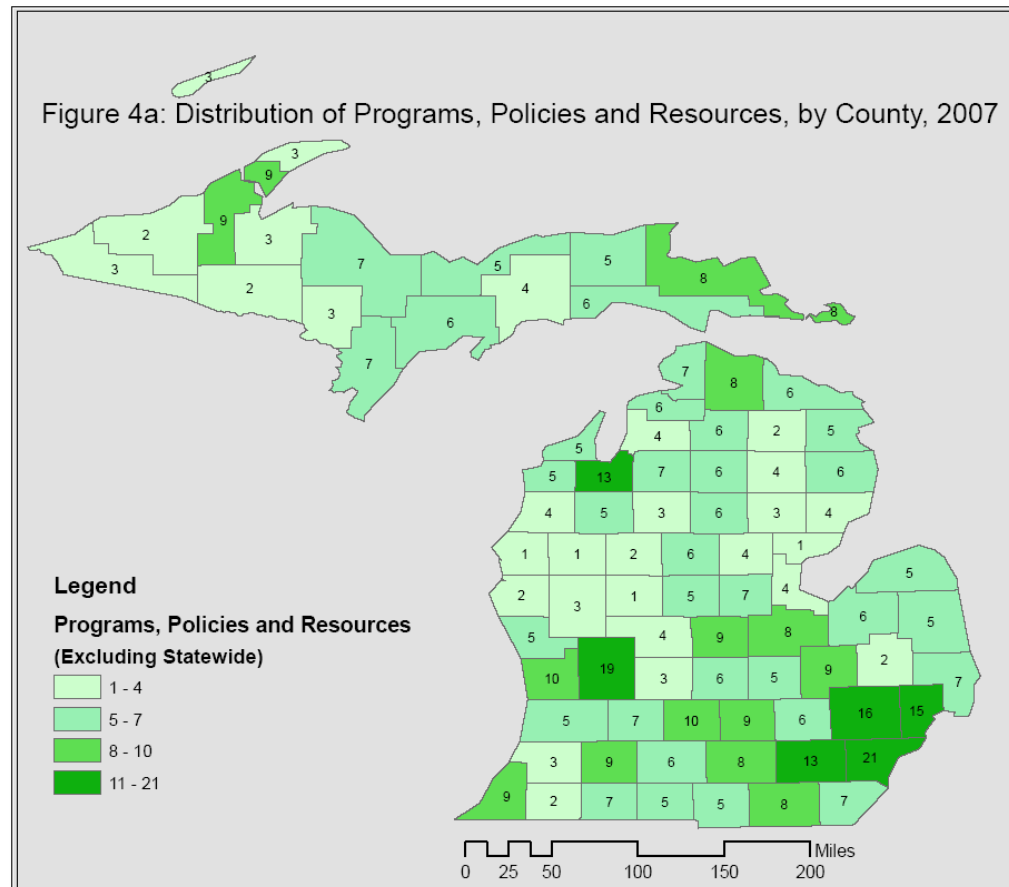
Table 1. Prevalence of overweight and at risk for overweight among adolescents in grades 9-12.

	Michigan	U.S.
Overweight	12%	13.1%
At risk for overweight	13%	15.7%

SOURCE: Centers for Disease Control and Prevention, Youth Risk Behavior Surveillance System, 2005.

Results of Statewide Scan

- 90 of 150 organizations responded.
- **9% of efforts pertained to policies**
- 80% of efforts targeted elementary age children
- 35% of efforts targeted preschool age children
- 39% of efforts being conducted statewide



Component 2: Grants to Low-Income School Districts

- \$25,000 to 3 low-income districts to support implementation and evaluation of district-wide policy change
- Districts form a team, complete a policy assessment tool and select from latest evidence-based policy changes and best practice policies



Michigan's School District Nutrition and Physical Activity Policy Assessment Tool

Policy Selection Matrix

This section is designed to assist you in selecting at least two policies to implement in your district. Rank the following policies according to the criteria below on a scale of 1-10, with 1 being the lowest and 10 being the highest. Add up the total score for each policy and report the sum in the far right column. Select the policy that received the highest score from Tier 1 and the policy that received the highest score from Tier 2 and record them on the next page.

	Policy Option	Priority (1-10)	Feasibility (1-10)	District Support (1-10)	Community Support (1-10)	Total Points (4-40)
Tier 1 Policy Options	Vending machine food and beverage standards for all schools.					
	A la carte food and beverage standards for all schools.					
	Concessions/fundraising/school stores food and beverage standards for all schools.					
	Frequency and duration of physical education for all grade levels.					
	Frequency and duration of recess for elementary schools.					
	Structured physical activity during recess, before, and after school.					
Tier 2 Policy Options	Michigan Model for Health curriculum for all grade levels.					
	Classroom snacks/rewards standards for all grade levels.					
	Recess before lunch for elementary schools.					
	Quality physical education curriculum for all grade levels.					
	Classroom physical activity breaks.					
	Remove physical education waiver.					

School District Grants

- Jackson School District
- Lansing School District
- Taylor School District

- Opportunity to change policy in 54 schools with more than 30,000 students



Grants to Low-Income School Districts

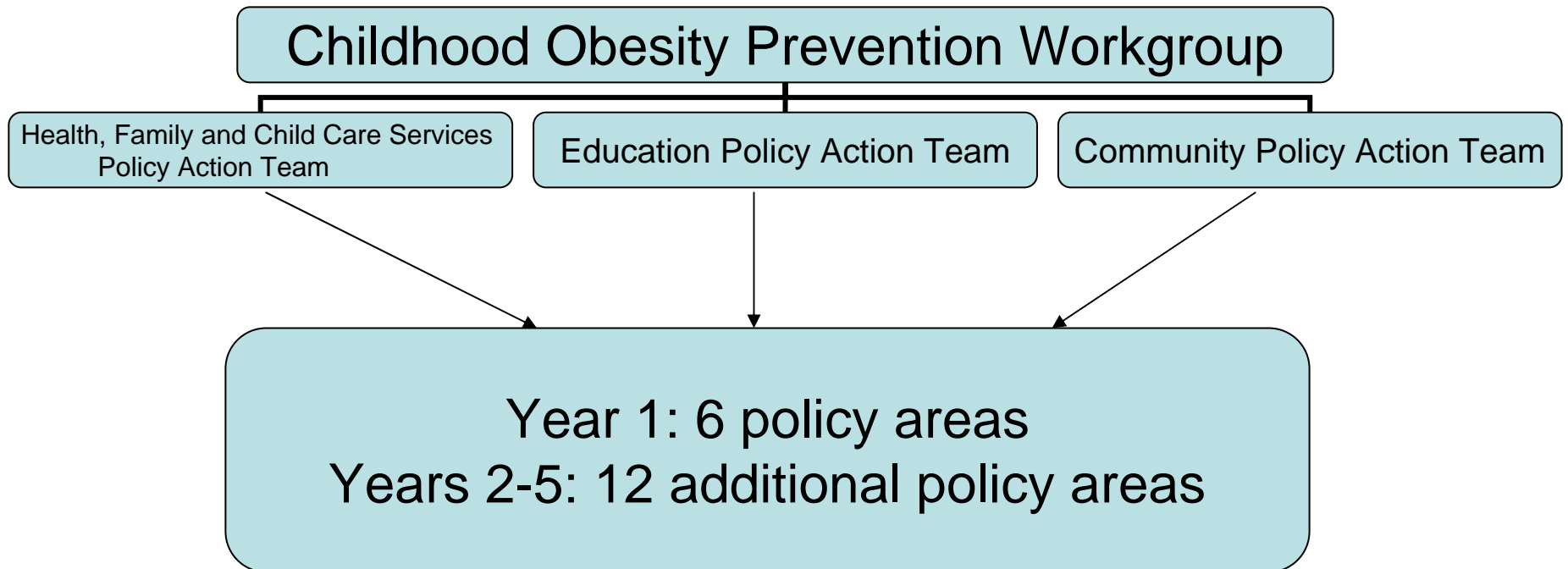
Policy	School District
A la carte food and beverage standards for all schools.	Jackson, Lansing, Taylor
Classroom snacks/rewards standards for all grade levels.	Jackson, Lansing
Concessions/fund-raising/school stores food and beverage standards for all schools.	Taylor (major focus on school stores)
Quality physical education curriculum for all grade levels.	Taylor
Recess before lunch for elementary schools.	Jackson
Vending machine food and beverage standards for all schools.	Jackson

Component 3: Childhood Obesity Prevention Workgroup

- **Purpose:** To create the 5-year strategic policy agenda to reduce childhood obesity in Michigan
- **Participants:** Executive-level leaders representing diverse settings and interests



Healthy Kids, Healthy Michigan



Year 1: Policy Priorities



- **Education:**
 - Coordinated School Health Programs
 - Physical and Health Education in Schools
- **Health, Family & Child Care Services:**
 - BMI Surveillance
 - Medicaid Coverage of Childhood Obesity
- **Community:**
 - Improved Access to Fresh Healthy Food at Food Retailers in Underserved Areas
 - Complete Streets, including Safe Routes to School

Physical and Health Education in Schools

- Amend the Revised School Code to separate and strengthen both health education and physical education.
 - Require a minimum amount of time to be spent in these courses.
 - Emphasize the instruction of grade-appropriate skills and knowledge.
 - Ensure children with special needs receive adapted health and physical education.
 - Eliminate extra-curricular substitutions for health or physical education.



Coordinated School Health Programs



- Amend the Revised School Code to require the existence and accountability of District Coordinated School Health Councils.
- Establish mechanisms by which school health assessments should be conducted and from which school health action plans will be developed.

Body Mass Index Surveillance

- Add obesity measures (height, weight, and BMI capabilities) to the Michigan Care Improvement Registry (MCIR) by:
 - Modifying MCIR's regulations.
 - Possibly changing MCIR's governing statutory language.
- Consider incorporating the use of Healthcare Effectiveness Data and Information Set (HEDIS) measures to further strengthen BMI Surveillance efforts.

Medicaid Coverage of Childhood Obesity

- Change the Michigan Medicaid Providers Manual to clearly describe coding and payment procedures related to pediatric overweight and the Early Periodic Screening Diagnosis and Treatment program (EPSDT).
- Establish a system of Best Practices in Childhood Obesity Prevention to bundle obesity-related Medicaid services and to disseminate and monitor clinical practices.

Complete Streets and Safe Routes to School in Communities



Complete Streets and Safe Routes to School in Communities

- Advocate for federal transportation reauthorization bills to retain and increase programming to include pedestrian and bicycle facility funding eligibility.
- Present recommendations to the Governors Transportation Funding Task Force
- Implement incentives to apply Complete Streets/Safe Routes to School (SRTS)/Context Sensitive Solutions (CSS).
- Advance legislative amendments or new statutory authority to incorporate Complete Streets/SRTS/CSS into State, county and local government processes.

Improved Access to Fresh Healthy Food at Food Retailers in Underserved Areas



Improved Access to Fresh Healthy Food at Food Retailers in Underserved Areas

- Support new property tax incentives currently proposed in legislature (SB 294 passed into law).
- Propose additional tax incentives (personal property, energy efficient equipment, and brownfields).
- Increase state efforts in nutrition education for food stamp eligible recipients
- Remove barriers to purchasing healthy food through the WIC Program and the Food Stamp Program.



Years 2-5: Policy Strategies

- **Education:**

- Recess policies
- School breakfast expansion
- Model school beverage guidelines
- Health & physical education Michigan Educational Assessment Program (MEAP) testing
- State nutrition standards for the school campus



Years 2-5: Policy Strategies

- **Health, Family & Child Care Services:**
 - Licensed child care physical activity requirements
 - Licensed child care juice reimbursement restrictions and incentives for serving fresh fruits and vegetables



Years 2-5: Policy Strategies

- **Community:**
 - School garden programs
 - Summer food service programs
 - Farmers' markets and other retail outlets with fresh food
 - School facility location requirements
 - Safe Routes to School Programs

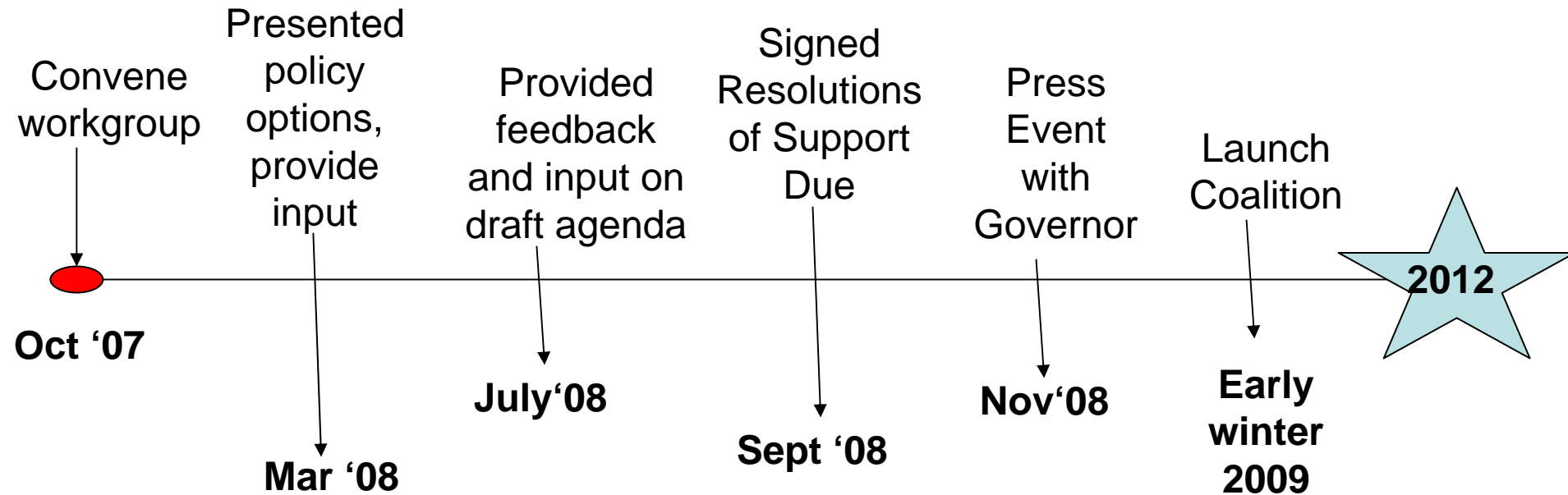


Moving Forward

- *Healthy Kids, Healthy Michigan Coalition*
- Resolution of Support
- Commitment Form
- November press event with Governor
- Early winter 2009 meeting



Healthy Kids, Healthy Michigan Timeline



Adolescent and School Health Programs Alliance for a Healthier Generation Altarum Institute American Academy of Pediatrics, Michigan Chapter American Cancer Society, Great Lakes Division American Diabetes Association, Michigan Chapter American Heart Association, Midwest Affiliate Arab Community Center for Economic & Social Services Association for Child Development Beaumont Hospital Healthy Kids Program Blue Cross Blue Shield of Michigan C.S. Mott Group for Sustainable Food Systems, Michigan State University Extension Center for Childhood Weight Management CHASS/REACH Detroit Partnership Children's Health Initiative Program City Connect Detroit, Detroit Food & Fitness Collaborative Detroit Economic Growth Corporation Detroit Science Center Eaton Intermediate School District Family & Consumer Science Educators of Michigan Generation With Promise Initiative Governor's Council on Physical Fitness, Health and Sports Governor's Office of Community & Faith-Based Initiatives Graham Environmental Sustainability Institute Helen DeVos Children's Hospital Henry Ford Health System Interfaith Health & Hope Coalition Jackson Public School District Lansing School District League of Michigan Bicyclists Mayor's Time Meijer, Inc. Michigan Academy of Family Physicians Michigan Apple Committee Michigan Association for the Education of Young Children Michigan Association for Local Public Health Michigan Association of Health, Physical Education, Recreation, and Dance Michigan Association of Planning Michigan Association of School Administrators Michigan Chapter of the American College of Pediatrics Michigan Council for Maternal & Child Health Michigan Department of Community Health Michigan Department of Education Michigan Department of Transportation Michigan Dietetic Association Michigan Environmental Council Michigan Farm Bureau Michigan Farmers Market Association Michigan Fitness Foundation Michigan Food Policy Council Michigan Head Start Association Michigan Health & Hospital Association Michigan Nutrition Network – Family & Consumer Sciences Michigan Parent Teacher Student Association Michigan Primary Care Association Michigan Public Health Institute Michigan Recreation and Park Association Michigan Soft Drink Association Michigan State Housing Development Authority Michigan State Medical Society Michigan State Nutrition Action Plan Michigan State University Land Policy Institute Michigan State University, Center for Economic Analysis Michigan State University, Department of Pediatrics and Human Development Michigan State University Extension & Michigan State Nutrition Action Plan Michigan State University Extension-Family & Consumer Sciences Michigan Townships Association Michigan Trails & Greenways Alliance National Kidney Foundation of Michigan, Michigan Action for Healthy Kids Office of Governor Jennifer Granholm Parent Action for Healthy Kids Pritikin Longevity Center Sparrow Health and Wellness Spartan Stores Spectrum Health Healthier Communities St. Joseph Mercy Hospital, Department of Pediatrics Taylor School District Tech Broker, LLC UnaSource Comprehensive Weight Control Program University of Michigan Program for Multicultural Health University of Michigan School of Public Health University of Michigan Pediatric Comprehensive Weight Management Center Washtenaw County Public Health Department Wayne State University – Nutrition & Food Science Department William Beaumont Hospital YMCA of the USA



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