



Healthy Kids, Healthy Michigan

Advocates for Healthy Weight in Children

February 25, 2009



State of the State Address

Priorities for Michigan's Economic Future

Jobs, Education and Protecting Families



Healthy Kids, Healthy Michigan Successes

- School District Successes



Healthy Kids, Healthy Michigan Successes

- Transition from State Government



Healthy Kids, Healthy Michigan Policy Plan: Year-One Priorities

- **Coordinated School Health Programs**
 - Require the formation of district level Coordinated School Health Councils for assessment and action planning
- **Health and Physical Education**
 - Increase the quantity and quality of health and physical education
- **Body Mass Index (BMI) Surveillance**
 - Add obesity measures to the Michigan Care Improvement Registry to monitor, evaluate and prioritize childhood obesity prevention efforts
- **Medicaid Coverage of Childhood Obesity**
 - Clarify Medicaid policies to improve the clinical care and coverage associated with pediatric obesity management
 - Incent health plans to provide coverage for best practices
- **Healthy Food in Underserved Areas**
 - Increase the access and affordability of healthy food in urban areas
- **Complete Streets & Safe Routes to School**
 - Implement Complete Streets, Context Sensitive Solutions, and Safe Routes to School in the planning of active infrastructure.



Politics → **Policy**



Healthy Kids, Healthy Michigan Supporters

- Allegiance Health Department of Prevention & Community Health
- Altarum Institute
- American Cancer Society
- American Diabetes Association
- American Heart Association
- Ann Arbor YMCA
- Arab Community Center for Economic and Social Services
- Association of Child Development
- Bay-Arenac Intermediate School District
- BE-FIT, Inc.
- Beaumont Hospitals
- Big Brothers Big Sisters of Marquette & Alger Counties
- Blue Cross Blue Shield of Michigan
- Chelsea Community Hospital
- Children's Health Initiative Program
- City Connect Detroit
- Community Health & Social Services Center, Inc.
- The Community Health Committee of the Health Improvement Plan of Washtenaw County
- Comprehensive School Health Coordinators' Association
- The Corner Health Center
- Detroit Community-Academic Urban Research Center
- Detroit Economic Growth Corporation
- Eastern Michigan University, School of Health Promotion and Human Performance
- Eaton Intermediate School District
- Evolve Nonprofit
- Family & Consumer Science Educators of Michigan
- Generation With Promise – Office of the Surgeon General
- Governor's Council on Physical Fitness, Health, & Sports
- The Greening of Detroit
- HealthTank
- Healthy Environments Partnership
- Henry Ford Health System
- Jackson Public Schools
- Joy – Southfield Community Development Corporation
- League of Michigan Bicyclists
- Mayor's Time
- Meijer
- Michigan Apple Committee
- Michigan Association for the Education of Young Children
- Michigan Association for Health, Physical Education, Recreation, & Dance
- Michigan Association of Health Plans
- Michigan Association of Local Public Health
- Michigan Association of Osteopathic Family Physicians
- Michigan Association of Planning
- Michigan Chapter American Academy of Pediatrics
- Michigan Chapter of the American College of Cardiology
- Michigan Department of Agriculture
- Michigan Department of Community Health
- Michigan Department of Education
- Michigan Department of Transportation
- Michigan Dietetic Association
- Michigan Environmental Council
- Michigan Farm Bureau
- Michigan Fitness Foundation
- Michigan Food Policy Council
- Michigan 4C Association
- Michigan Grocers Association
- Michigan Health & Hospital Association
- Michigan Osteopathic Association
- Michigan Recreation and Park Association
- Michigan Soft Drink Association
- Michigan State Medical Society
- Michigan State University, Department of Pediatrics and Human Development
- Michigan Suburbs Alliance
- Michigan Trails and Greenways Alliance
- National Kidney Foundation of Michigan
- Oakland County Osteopathic Association
- Project Healthy Schools
- Spartan Stores
- St. Joseph Mercy Medical Group/Pediatrics
- Tom Rifai, MD, PC
- University of Michigan, C.S. Mott Children's Hospital
- University of Michigan, Pediatric Comprehensive Weight Management Center
- Washtenaw County Public Health
- Wayne State University, Department of Pediatrics
- Wayne State University, Nutrition & Food Science



Steering Committee

- Altarum Institute
- American Cancer Society
- American Heart Association
- Beaumont Hospitals
- Community Policy Action Team*
- Education Policy Action Team*
- Governor's Council on Physical Fitness, Health, and Sports
- Health, Family and Childcare Services Policy Action Team*
- Henry Ford Health System
- Meijer
- MI Association for Health, Physical Education, Recreation, & Dance
- Michigan Chapter of the American College of Cardiology
- Michigan Department of Agriculture*
- Michigan Department of Community Health*
- Michigan Department of Education*
- Michigan Department of Energy, Labor, & Economic Growth*
- Michigan Department of Human Services*
- Michigan Department of Transportation*
- Michigan Soft Drink Association
- Michigan State Medical Society
- University of Michigan C.S. Mott Children's Hospital
- Wayne State University, Department of Pediatrics

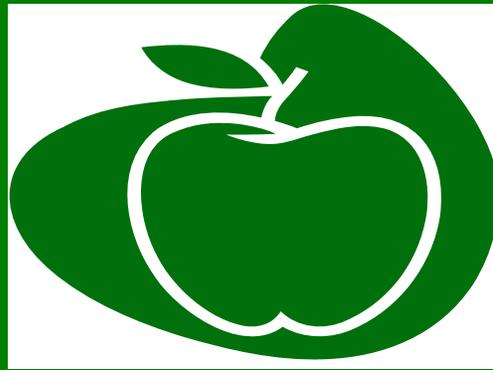
*Ex-Officio



Policy Updates

- **Education Policy Action Team**
 - **Marilyn Lieber**, President & CEO, Michigan Fitness Foundation
 - Health and Physical Education
 - **Dru Szczerba**, Director of Cancer Prevention and Healthcare Systems, American Cancer Society
 - Coordinated School Health Programs
- **Health, Family & Childcare Services Policy Action Team**
 - **Amy Sheon**, PhD, Senior Policy Analyst, Altarum Institute
 - BMI Surveillance
 - **Matt Longjohn**, MD, MPH, Consultant to the Michigan Department of Community Health
 - Medicaid Coverage of Childhood Obesity
- **Community Policy Action Team**
 - **Olga Savic Stella**, Vice President, Business Development at the Detroit Economic Growth Corporation
 - Healthy Food in Underserved Areas
 - **Andrea Brown**, AICP, Executive Director, Michigan Association of Planning
 - Complete Streets and Safe Routes to School





Education Policy Action Team

Marilyn Lieber

President & CEO, Michigan Fitness Foundation

Dru Szczerba

Director of Cancer Prevention and Healthcare Systems
at American Cancer Society

Education Policy Action Team

- Altarum Institute
- American Cancer Society – Great Lakes Division
- American Heart Association - Midwest Affiliate
- Comprehensive School Health Coordinators Association
- Eaton Intermediate School District
- Family and Consumer Science Educators of Michigan
- *Generation With Promise* Initiative
- Governor's Office
- Jackson Public School District
- Lansing School District
- Medical Weight Loss Clinic, Inc.
- Michigan After School Partnership - Mayor's Time
- Michigan Association for Health, Physical Education, Dance, & Recreation (MAHPERD)
- Michigan Department of Community Health
- Michigan Dietetic Association
- Michigan Department of Education
- Michigan Distributors and Vendors Association
- Michigan Fitness Foundation
- Michigan Parent Teacher Association
- Michigan Soft Drink Association
- Michigan State Nutrition Action Plan
- Mott Children's Health Center
- Parent Action for Healthy Kids
- Taylor School District
- Utica Schools
- Wiener Associates
- YMCA of the USA



Education: Policy Areas

- Physical and Health Education Requirements
- Mandating District Coordinated School Health Councils
- State Nutrition Standards for the School Campus
- Expand School Breakfast Participation
- Health & Physical Education MEAP Testing
- Model School Beverage Guidelines
- Recess Before Lunch



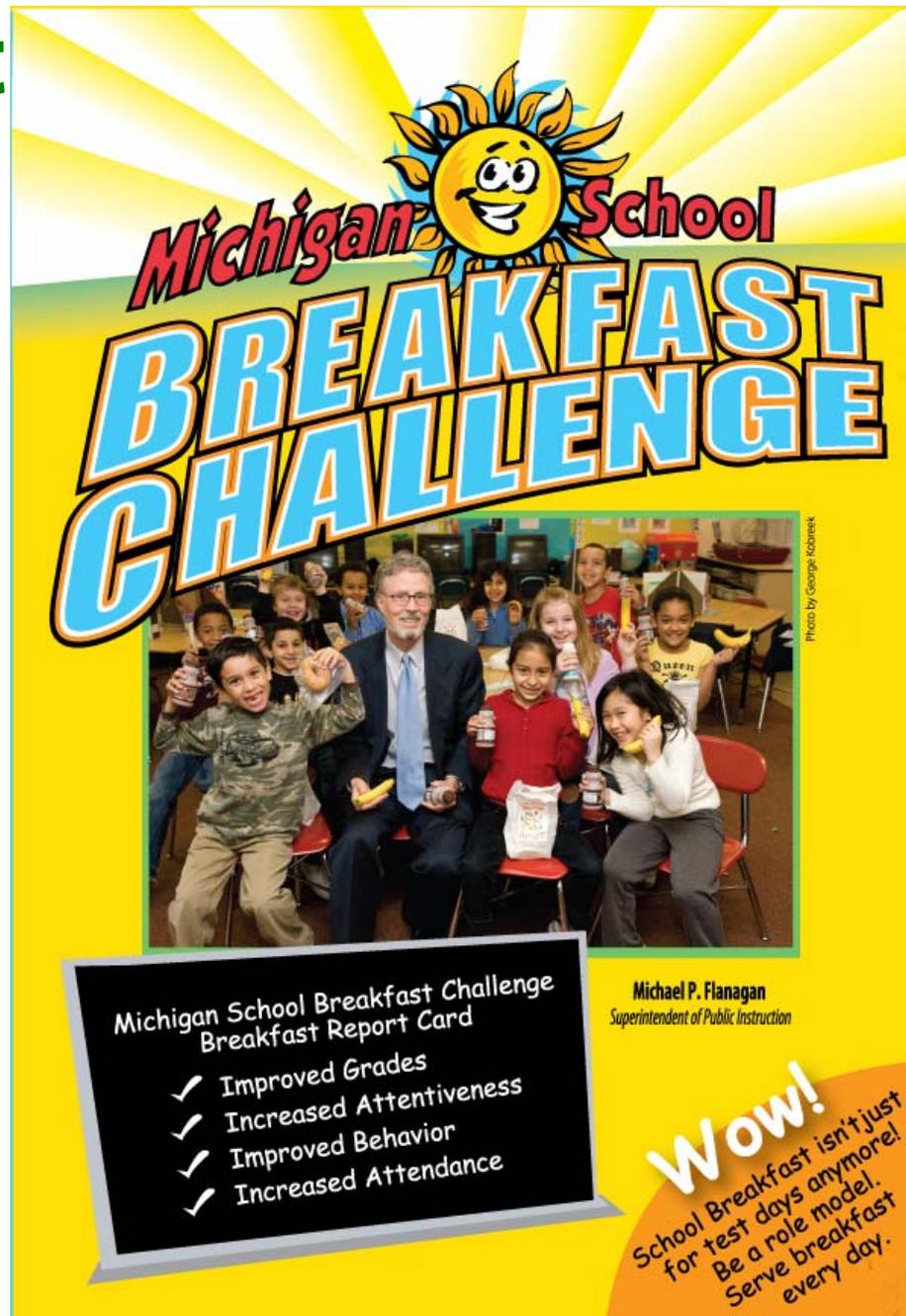
School Breakfast Participation

- State Superintendent Mike Flanagan launched the *School Breakfast Challenge* to all superintendents in March 2008
- Michigan Department of Education has provided “seat-time” policy guidance to schools making it easier to serve breakfast as part of the school day



School Breakfast Participation

- In partnership with the United Dairy Industry of Michigan, all school superintendents received a cereal box with information on the importance of breakfast
- There has been a 11% increase in the number of breakfasts served in October 2009 as compared to the same period in 2008



The poster features a smiling sun character at the top center. Below it, the text "Michigan School" is written in a red, stylized font. The words "BREAKFAST CHALLENGE" are written in large, blue, outlined letters. A photograph shows a man in a suit (Michael P. Flanagan) sitting with several children in a classroom, all holding cereal boxes and smiling. Below the photo is a black box with white text listing benefits: "Michigan School Breakfast Challenge Breakfast Report Card" followed by a list of four items with checkmarks: "Improved Grades", "Increased Attentiveness", "Improved Behavior", and "Increased Attendance". At the bottom right, the text "Wow! School Breakfast isn't just for test days anymore! Be a role model. Serve breakfast every day." is written in a white, slanted font.

Michigan School
BREAKFAST CHALLENGE

Photo by George Koberek

Michael P. Flanagan
Superintendent of Public Instruction

Michigan School Breakfast Challenge
Breakfast Report Card

- ✓ Improved Grades
- ✓ Increased Attentiveness
- ✓ Improved Behavior
- ✓ Increased Attendance

Wow!
School Breakfast isn't just for test days anymore!
Be a role model.
Serve breakfast every day.



State Nutrition Standards

- Michigan Department of Education convened partners in January 2009 to begin developing nutrition standards for the school environment
- Partnering with the National Association of State Boards of Education in the development of the standards
- Next meeting is in March 2009

