



Michigan Healthy Weight Partnership Meeting May 22, 2012 9am-2pm

Meeting Summary

MEETING HIGHLIGHTS

- The Michigan Healthy Eating and Physical Activity Strategic Plan and Michigan's Health and Wellness 4x4 Plan
- Meeting State Strategic Plan Objectives Together
 - Michigan Nutrition, Physical Activity and Obesity Program (MiNPAO) and Partner Updates
- Evaluation
 - The Michigan Healthy Eating and Physical Activity Strategic Plan

WELCOME AND OVERVIEW

Gwen Imes, MiNPAO Program Manager, welcomed partners to the meeting, first providing a brief Program Update. She demonstrated how the *Michigan Healthy Eating and Physical Activity Strategic Plan* aligns with the Michigan Health and Wellness 4x4 Plan (for more information on the 4x4 Plan, please visit the Michigan Health and Wellness website at www.michigan.gov/healthymichigan).

The MiNPAO Program's implementation efforts through policy, environmental and individual behavior change presented in the MiNPAO Program Updates that follow, fall under these objectives outlined in the state strategic plan:

Increase Consumption of Fruits and Vegetables
Increase Breastfeeding Initiation, Duration, & Exclusivity
Decrease Consumption of Sugar Sweetened Beverages
Decrease Consumption of High Energy Dense Foods
Increase Physical Activity
Decrease Television Viewing

(Gwen Imes, MiNPAO Program Manager, Cardiovascular Health Nutrition and Physical Activity Section, Michigan Department of Community Health: imesg@michigan.gov)

MICHIGAN HEALTHY EATING & PHYSICAL ACTIVITY STRATEGIC PLAN AND MICHIGAN'S HEALTH AND WELLNESS 4X4 PLAN

Rochelle Hurst, Manager, Cardiovascular Health, Nutrition and Physical Activity Section (CVHNPA) at the Michigan Department of Community Health (MDCH), gave a brief overview of obesity as a public health problem, trends over the years and its effect on Michigan's adults. She introduced the Health and Wellness Dashboard, which catalogues Michigan health behaviors, access to healthcare, health indicators, healthy communities etc.

(<http://www.michigan.gov/midashboard>), the impetus that spurred the development of the Michigan Health and Wellness Plan.



The goal of the MI Health and Wellness Plan is to reduce obesity and improve wellness by creating an environment for every Michigander to use the 4x4 tool. The Michigan 4x4 Plan encompasses 4 Key Health Behaviors and 4 Key Health Measures:

Michigan 4x4 Plan

4 KEY HEALTH BEHAVIORS

- Maintain a healthy diet
- Engage in regular exercise
- Get an annual physical examination
- Avoid all tobacco use

4 KEY HEALTH MEASURES

- Body Mass Index (BMI)
- Blood pressure
- Cholesterol level
- Blood sugar/glucose level

The fight to reduce overweight and obesity will require coordinated actions to positively change Michigan's norms and values about obesity as demonstrated by tobacco-control efforts years ago. The Michigan Health and Wellness Plan will include: a statewide multimedia campaign; engaging of local coalitions; and engaging professional, trade organizations and state departments to help coalitions implement Plan.

(Rochelle Hurst, CVHNPA Section Manager, Michigan Department of Community Health: hurstr@michigan.gov)

MINPAO PROGRAM UPDATES

- **Early Care and Education**

Sia Matturi gave a historical perspective of MiNPAO Program obesity-prevention efforts in the early care and education setting. MDCH formed a partnership with the National Kidney Foundation of Michigan to implement NAP SACC (Nutrition and Physical Activity Self-Assessment for Child Care) in Head Start and non-Head Start centers. A practice-based intervention designed to enhance policies, practices, and environments in child care, NAPSACC has been implemented since 2008 in over 65 Head Start sites in Wayne, Oakland-Livingston, Macomb, Washtenaw counties. Over 5000 low-income children impacted. Non- Head Start centers have also been reached. The Head Start Program was highly successful due to a combination of the following factors:

- Innovative partnerships integrating chronic disease programs
- Multilevel approaches utilizing the full spectrum of the Social-Ecological Model
- Hard-earned trust built between key actors in disparate communities

(Sia Matturi, MiNPAO Physical Activity Coordinator, CVHNPA Section, Michigan Department of Community Health: matturis@michigan.gov)

Lonias Gilmore presented a new initiative in obesity prevention in early care and education (ECE). MDCH has recently partnered with the Early Childhood Investment Corporation (ECIC), responsible for implementing Great Start to Quality on behalf of the Michigan Department of Education Office of Great Start, which oversees public early childhood programs. Great Start to Quality helps ECE providers improve the quality of their programs while helping families find the best early learning settings for their children. The tactic of this new initiative is to



- Train new NAP SACC Consultants in each of 10 Great Start to Quality Resource Centers statewide to equip them to:
 - Engage and educate licensed child care providers and families to be champions of healthy lifestyles for children age 2-5 years old.
 - Provide targeted technical assistance to Early Care and Education Programs using the NAP SACC intervention
- Conduct a pilot to fund 10 licensed early care and education providers to implement policy and environmental changes documented in the NAP SACC Action Plan focused on improving nutrition, increasing physical activity and reducing screen time.

- **Healthy Communities**

The goal of Healthy Communities has been to implement Policy, System and Environmental Changes to:

- Reduce unhealthy eating by increasing fruit and vegetable access, availability and consumption
- Increase physical activity by improving safety, access and availability for daily recreation and transportation.
- Increase tobacco-free environments.

Healthy Communities has four components: Building Healthy Communities, Safe Routes to Schools, Complete Streets, and USDA-Michigan Nutrition Network. Funded projects fall under these program components and funding streams, made possible through collaboration with other chronic disease prevention programs at MDCH, encouraging grantees and their partners to leverage additional funding. Over the years, Healthy Communities, through the hard work of local health departments and local coalitions, have implemented physical activity opportunities, tobacco-free environments in parks, trails, etc; access to local fruits and vegetables and conduits to walk, bike, and drive for Michiganders of all capabilities.

(Lonias Gilmore, MiNPAO Training Coordinator, CVHNPA Section, Michigan Department of Community Health: gilmorel@michigan.gov)

- **Breastfeeding**

Beth Ames informed partners about efforts to increase breastfeeding initiation, duration and exclusivity through work with partners statewide. Breastfeeding coalitions are on the rise in the State of Michigan – there are currently 16 active breastfeeding coalitions across the state. The Capitol Area Breastfeeding Coalition was revived in 2010 and has grown to over 35 members (www.mibreastfedbaby.com). Beth provides staff support and technical assistance to the Michigan Breastfeeding Network which is the state-wide breastfeeding coalition.

Beth also participates in the newly formed MDCH Breastfeeding Support and Collaboration Workgroup. This is an internal workgroup of breastfeeding and health professionals, with members from a variety of departmental areas. At bimonthly meetings, members share upcoming opportunities, best practices, breastfeeding news and programmatic updates. Recognizing the importance of breastfeeding as a healthy start for babies, the Healthy Kids, Healthy Michigan Coalition (HKHM) formed the



Breastfeeding Policy Workgroup. The Workgroup is part of the HKHM Health, Family and Child Care Services Policy Action Team, and is working to make policy changes to support breastfeeding in Michigan.

- **Faith-Based Nutrition and Physical Activity Project**

Beth Ames coordinates this project, the goal of which is to increase access and availability of fresh fruits and vegetables and physical activity in partnership with African American churches in Detroit. This is in response to the high levels of obesity in the African-American community, particularly in the Detroit area. 29 participating churches create fruit and vegetable mini-markets; establish church walking clubs, exercise classes and sports leagues; adopt organization-wide health policies and increase in church messaging regarding health and wellness. The success of the project was due in part to the partnership between MDCH, Institute for Black Family Development, churches, church leaders and coordinators and through the support of local food banks, businesses and farmers markets.

(Beth Ames, MiNPAO Nutrition Coordinator, CVHNPA Section, Michigan Department of Community Health: AmesE1@michigan.gov)

STATE PLAN EVALUATION

Mary Thompson and Danielle Lepar, from the Michigan Public Health Institute (MPHI), are working with MiNPAO to conduct the overall evaluation of the Michigan Healthy Eating and Physical Activity Strategic Plan. They outlined how this will be accomplished through assessment of the program's annual/short-term implementation plans. Their evaluation approach will be multi-method, multi-level and participatory.

(Mary Thompson, Project Manager, Center for Data Management and Translational Research, MPH: mthompso@mphi.org

Danielle Lepar, Research Associate, Center for Data Management and Translational Research, MPH: dlepar@mphi.org)

2012 Healthy Weight Partnership Annual Meeting Attendees

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