

# **PREVENTING OBESITY AND REDUCING CHRONIC DISEASE:**



**The Michigan Healthy  
Eating and Physical  
Activity**

**Annual State  
Implementation  
Plan and  
Partnership Plan**

**July 1, 2008—June 30, 2009  
Year Four of the Five-Year Plan  
to Address the Epidemic of  
Obesity**

**Healthy Weight Partnership, Advisory Group of the  
Michigan Nutrition, Physical Activity, and Obesity  
Prevention Program  
December 23, 2008**



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## BACKGROUND

### 1. BACKGROUND

#### 1.1 Nutrition, Physical Activity, and Obesity Prevention (NPAO) Program

The Michigan Nutrition, Physical Activity, and Obesity Prevention (NPAO) Program aims to build strategic partnerships with organizations throughout the state to prevent and control obesity and other chronic diseases. The NPAO Program, housed in the Michigan Department of Community Health (MDCH), is funded by the Centers for Disease Control and Prevention (CDC) Division of Nutrition, Physical Activity and Obesity (DNPAO).

The goal of the program is to prevent and control obesity and other chronic diseases through healthful eating and physical activity initiatives. The program objectives are to:

1. Increase the number of *policies and standards* in place to support physical activity and healthful eating;
2. Increase access to and use of *environments* to support healthful eating and physical activity; and
3. Increase the number of *social and behavioral approaches* that complement policy and environmental strategies to promote healthful eating and physical activity.

The program focuses on making changes to policies and environments to support the following health behavior changes: Increase physical activity; Increase the consumption of fruits and vegetables; Increase breastfeeding initiation, duration and exclusivity; Decrease the consumption of sugar sweetened beverages; Decrease the consumption of high energy dense foods; and Decrease television viewing.

#### 1.2 Five-Year State Strategic Plan

In an effort to coordinate efforts to address the epidemic of obesity, Michigan developed a five-year strategic plan as a guide for moving Michigan's population toward healthy eating and physical activity patterns. *The Michigan Healthy Eating and Physical Activity Plan: A Five Year Plan to Address the Epidemic of Obesity: 2005-2010* can be accessed at:

[http://www.michigan.gov/documents/mdch/ObesityBklt\\_for\\_Web\\_255464\\_7.pdf](http://www.michigan.gov/documents/mdch/ObesityBklt_for_Web_255464_7.pdf)

#### 1.3 Healthy Weight Partnership

In 2006, the NPAO Program established the Michigan Healthy Weight Partnership to oversee the implementation and evaluation of *The Michigan Healthy Eating and Physical Activity Plan: A Five Year Plan to Address the Epidemic of Obesity: 2005-2010*. Members include state, local, public and private organizations who assisted with the development of the Strategic Plan and/or are actively engaged in completing activities consistent with the plan's objectives. The purpose of the partnership is to



## BACKGROUND

facilitate effective collaboration to prevent and control obesity and other chronic diseases in Michigan through healthful eating and physical activity.

### 1.4 Development of the Implementation Plan and Partnership Plan

At the September 23, 2008, Healthy Weight Partnership Meeting, partners were convened to identify programs being implemented throughout the state that contribute to meeting the five state objectives. Participants assisted in the development of the Implementation Plan by sharing what partners are doing to accomplish the state Strategic Plan objectives. Members also assessed the effectiveness of the partnership, identifying steps for building a stronger, more diverse, and more effective partnership. Based on partner input and feedback during the meeting, the following two plans were developed:

#### **The Annual Implementation Plan:** *The Michigan Healthy Eating and Physical Activity Implementation Plan: 2008-2009*

The Annual Implementation Plan serves as a guide for the activities and collaborations that will occur this year to accomplish the objectives of the state's Five-Year Strategic Plan.

#### **The Annual Partnership Plan:** *The Michigan Healthy Weight Partnership Plan: 2008-2009*

The Annual Partnership Plan gives specific information about efforts to improve the Healthy Weight Partnership by increasing the quality of participation and the diversity of the membership.





## 2. IMPLEMENTATION PLAN

## 2. IMPLEMENTATION PLAN

### 2.1 Introduction

#### **Purpose of the Implementation Plan**

The purpose of the *Michigan Healthy Eating and Physical Activity Implementation Plan: 2008-2009* is to provide a snapshot of the priority activities and collaborations that will occur this year to accomplish the objectives of the state's obesity prevention plan, *Michigan's Healthy Eating and Physical Activity Plan: A Five-Year Plan to Address the Epidemic of Obesity*.

#### **Elements of the Implementation Plan**

The 2008-2009 Implementation Plan is organized around the same five settings found in the five-year Strategic Plan: 1. Community, 2. School, 3. Business, 4. Faith-Based, and 5. Healthcare. In the one-year Implementation Plan, for each setting, the goal, background, objective, and strategies come directly from the five-year Strategic Plan.

The Implementation Plan provides an overview of programs funded by the DNPAO CDC grant, as well as other obesity-related programs in the state (See Part A in each setting). Implementation and evaluation details are provided for programs funded by the NPAO Program. The plan also highlights activities partners are conducting to contribute to the five-year state strategic plan objectives (See Part B in each setting). The programs included were identified by partners at the Healthy Weight Partnership Meeting on Sept. 23, 2008. The Implementation Plan is a living document and can be updated based on information provided by partner organizations. Partners are invited to fill out a Partner Program Profile Form at any time for inclusion of their activities in the Implementation Plan. The Partner Program Profile Form is attached for easy reference (See Attachment 1).

#### **Timeframe for the Implementation Plan**

The "Targets and Results" column on the far right side of the table below refers to all progress achieved from July 1, 2008 to June 30, 2009. Targets and results are not cumulative across years.



## 2. IMPLEMENTATION PLAN

### 2.2 Implementation Plan

#### 1. COMMUNITY SETTING

**Goal: Communities take steps to make it easier for citizens to eat better and move more.**

*Background: Communities play a vital role in promoting healthy lifestyles. Community facilities, social norms and zoning ordinances can either promote or hinder healthy behaviors among community residents. A “community” is defined as a group of people that form a social unit based on common location, interest, identification, culture and activities*



**Objective: By 2010, increase by 50 the number of communities that have implemented policy and environmental changes to support increased physical activity and improved healthy eating options through changes in policies, programs, and practices.**

**Strategy 1:** Communities will assess their physical activity and/or nutrition environment utilizing the Healthy Communities Checklist (HCC), Promoting Active Communities (PAC), and Nutrition Environment Assessment Tool (NEAT), and that have developed action plans for improving policies and the built environment

**Strategy 2:** Communities will take steps to increase demand for, and improve access to healthy foods

**Strategy 3:** Communities will take steps to promote a physically active lifestyle

**Strategy 4:** State-level groups, agencies, and organizations will promote healthy eating, physical activity, and weight management through education or policy and environmental changes



## 2. IMPLEMENTATION PLAN

Part 1A. Community Setting Programs Funded by the Michigan Nutrition, Physical Activity, and Obesity Prevention Program			
Program	Responsible Partners and Resources Contributed	Evaluation Indicators	Target and Results
<p><b>BUILDING HEALTHY COMMUNITIES</b> Work with 20 Local Health Departments (LHDs) to create policy and environmental changes to make it easier to be physically active and eat healthy foods through the following steps:</p> <ol style="list-style-type: none"> <li>1. Assess communities for healthy eating and physical activity policy and environmental supports and create a three-year action plan</li> <li>2. Create policies and environments supportive of healthy behavior (For example: Walking trails, parks, farmers' markets, and community gardens)</li> <li>3. Provide education, awareness and motivation to make behavior change (For example: Community-wide campaigns)</li> </ol>	<ul style="list-style-type: none"> <li>•Local Health Departments: Staff time and expertise</li> <li>•Building Healthy Communities Coalitions: Time and expertise</li> <li>•Michigan Department of Community Health NPAO Program, Michigan Nutrition Network, &amp; Michigan Department of Transportation: Funding, training, and technical assistance</li> <li>•Michigan State University Extension, Michigan Association of Local Public Health, &amp; Michigan Public Health Institute: Training and technical assistance</li> </ul>	1. Number of <i>Planning Phase Local Health Departments (LHDs)</i> that have formed at least one community coalition using the web-based coalition partnership tool (Data Source: Building Healthy Communities Assessment Survey, Assessment Tool Eco-Map)	Target: 10
		2. Number of <i>Planning Phase LHDs</i> that have had at least one community that has assessed their physical activity and nutrition environment using the Healthy Communities Checklist (HCC), Promoting Active Communities (PAC), and Nutrition Environment Assessment Tool (NEAT) (Data Source: HCC, PAC, and NEAT)	Target: 10
		3. Number of <i>Planning Phase LHDs</i> that have developed a three-year action plan for improving policies and the built environment (Data Source: Action Plans)	Target: 10
		4. Number of <i>Implementation Phase LHDs</i> that have implemented at least one effective or promising policy or environment change as detailed in the technical assistance manual (Data Source: Quarterly Progress Reports)	Target: 10



## 2. IMPLEMENTATION PLAN

Part 1A. Community Setting Programs Funded by the Michigan Nutrition, Physical Activity, and Obesity Prevention Program			
Program	Responsible Partners and Resources Contributed	Evaluation Indicators	Target and Results
<p><b>MICHIGAN STEPS UP</b>            Promote “Michigan Steps Up” to <i>partners and communities</i> as resource for evidence based nutrition, physical activity and obesity strategies including policy and environmental change and to maintain the state-wide campaign to promote healthy lifestyle messages to the <i>general public</i></p> <p><b>1.</b> Conduct formative research to determine user needs and preferences for web-based communications  <b>2.</b> Maintain the website with updated information and resources  <b>3.</b> Market the resources  <b>4.</b> Deliver healthy lifestyle messages to general public through radio public service announcements  <b>5.</b> Evaluate website usage and acceptability</p>	<ul style="list-style-type: none"> <li>Michigan Department of Community Health NPAO Program: Funding, training, and technical assistance</li> </ul>	1. Formative research conducted to determine user needs and preferences for web-based communications conducted (Data Source: Formative research results)	Target: Yes
		2. Website maintained with updated information and resources (Data source: Website)	Target: Yes
		3. Marketing plan implemented (Data Source: Marketing Plan Progress Report)	Target: Yes
		4. Healthy lifestyle messages delivered to the general public through radio public service announcements (Data Source: Public Service Announcement Transcripts and Schedule)	Target: Yes
		5. Website usage and acceptability evaluated (Data Source: Website Usage and Acceptability Report)	Target: Yes



## 2. IMPLEMENTATION PLAN

Part 1A. Community Setting Programs Funded by the Michigan Nutrition, Physical Activity, and Obesity Prevention Program			
Program	Responsible Partners and Resources Contributed	Evaluation Indicators	Target and Results
<p><b>HEALTHY KIDS, HEALTHY MICHIGAN</b> Advance support for state-wide and local policies to reduce childhood obesity in Michigan</p> <p>1. Develop a coalition to guide the implementation and evaluation of the 5-year strategic policy agenda</p> <p>2. Organize a public relations event for the endorsement of the policy agenda by Michigan’s governor, legislators, and other stakeholders</p> <p>3. Ensure that at least two bills pertaining to childhood obesity are sponsored and introduced</p>	<ul style="list-style-type: none"> <li>Childhood Obesity Prevention Coalition, Office of the Governor of the State of Michigan, Michigan Department of Community Health NPAO Program: Funding, stakeholder buy-in, and staff time and expertise</li> <li>For full list see: <a href="http://www.michigan.gov/hkhm">www.michigan.gov/hkhm</a></li> </ul>	1. Coalition developed to guide the implementation and evaluation of the five-year strategic policy agenda (Data Source: Steering Committee Participant List and Minutes)	Target: Yes
		2. Public relations event held endorsing five-year strategic plan and year-one policy priorities (Data Source: Press releases and public relations event announcements)	Target: Yes
		3. Number of bills pertaining to childhood obesity sponsored and introduced (Data Source: Legislative records)	Target: 2
<p><i>(Note: Policy initiatives have been identified in the Community, School, and Healthcare Settings)</i></p> <p><u>Community Setting Policy Initiatives:</u></p> <p>1. Establish transportation funding and programming guidelines to elevate the pedestrian and bicycle facility eligibility and awards and adopt incentives and legislation to apply Complete Streets/Safe Routes to School (SRTS)/Context Sensitive Solutions (CSS) including safety of pedestrians and bicyclists when building, reconstructing or rehabilitating public infrastructure</p> <p>2. Adopt tax incentives (personal property, energy efficient equipment, brownfields) that encourage food retailer expansions and developments that include fresh healthy foods in underserved areas and encourage the purchase of fresh, healthy food, by emphasizing nutrition education and increased food stamp options</p>			



## 2. IMPLEMENTATION PLAN

### Part 1B. Other Community Setting Programs Contributing Toward the Five-Year State Strategic Plan Objectives

Program	Responsible Partners
<b>Diabetes Self Management Training:</b> Offers healthy lifestyle resources	American Diabetes Association & Michigan Department of Community Health
<b>Enhance Fitness:</b> An evidence-based physical activity program for older adults	YMCA, Michigan Department of Community Health, & Arthritis Program
<b>Food and Fitness Initiative:</b> Increases access to food in various counties	W.K.Kellogg Foundation & Michigan State University Extension
<b>Greenways Initiative:</b> Developing an inter-connected network of trails	Michigan Trails and Greenways Alliance & Michigan Department of Transportation
<b>Governors Fitness Award – One in a Million:</b> Recognizes contributions to the advancement of physical activity in Michigan	Michigan Fitness Foundation
<b>Mothers on the Move:</b> Promotes healthy eating and physical activity for pregnant African American and Latina women in Detroit	University of Michigan
<b>PATH (Personal Action Towards Health):</b> Promotes healthy eating and physical activity as a chronic disease self-management technique	National Kidney Foundation of Michigan, Arthritis Foundation, area agencies on aging, Michigan State University Extension, Senior Neighbors, Asthma Coalition, Michigan State University College of Nursing, Michigan Department of Community Health
<b>Project FRESH:</b> Provides participants with education and coupons to purchase locally grown fresh fruits and vegetables at participating farmers markets	Michigan State University Extension
<b>REACH (Racial and Ethnic Approaches to Community Health):</b> Using culturally-appropriate interventions to eliminate health disparities	Detroit Public Health Department, University of Michigan, & Michigan Department of Community Health
<b>Safe Routes to School:</b> Enables safe walking and biking to school for students, including students with disabilities	Michigan Fitness Foundation, Health and Sports & Michigan Department of Community Health
<b>WISEWOMAN Michigan (Well Integrated Screening and Evaluation for Women Across the Nation)</b>	Michigan Department of Community Health, Michigan State University, American Cancer Society, National Kidney Foundation of Michigan, American Heart Association, local health departments, & Michigan Public Health Institute



## 2. IMPLEMENTATION PLAN

### 2. SCHOOL SETTING

**Goal: Schools provide knowledge and opportunities for healthy eating and physical activity for students, staff and families.**

*Background: Because students spend a large portion of their waking hours at school, the environment created within the school itself can have a strong impact on the health of its students. In addition, school staff are usually viewed as respected authorities by parents, students and the community. Therefore, messages (both explicit and implied) delivered by the school about health are often highly influential.*



**Objective: By 2010, 50% of Michigan schools will have made changes to policies, programs, and practices that make school environments more supportive of healthy eating and physical activity for staff, students and families.**

**Strategy 1:** Schools will assess strengths and barriers to healthy eating and physical activity in the school environment through Coordinated School Health Teams using online Healthy School Action Tool (HSAT)

**Strategy 2:** Schools will implement policy and environment changes that support healthy eating, physical activity and healthy weight

**Strategy 3:** Design an implement a program to reach out to parents of preschool aged children with materials and resources that will encourage healthy eating and physical activities as part of family life



## 2. IMPLEMENTATION PLAN

Part 2A. School Setting Programs Funded by the Michigan Nutrition, Physical Activity, and Obesity Prevention Program			
Program	Responsible Partners and Resources Contributed	Evaluation Indicators	Target and Results
<p><b>HEAD START PROGRAM</b> (<i>Preschool Setting</i>) <b><u>NAP SACC (Nutrition and Physical Activity Self-Assessment for Child Care)</u></b> Pilot the Nutrition and Physical Activity Self-Assessment for Child Care (NAP SACC) intervention in 10 Detroit Head Start Centers through the following actions:</p> <ol style="list-style-type: none"> <li>1. Assess each center for healthy eating and physical activity policy and environmental supports using the NAP SACC Self-Assessment</li> <li>2. Develop an Action Plan based on the Self-Assessment findings</li> <li>3. Implement and evaluate the policy and environmental changes detailed in the Action Plan aided by trainings and on-going technical assistance</li> </ol>	<ul style="list-style-type: none"> <li>•Hartford Detroit Head Start: Staff time and expertise</li> <li>• National Kidney Foundation of Michigan: Leveraging funds, training, and technical assistance</li> <li>•Michigan Department of Community Health NPAO Program: Funding, training, and technical assistance</li> </ul>	1. Number of Head Start centers that have completed the NAP SACC Self-Assessment (Data Source: NAP SACC Self-Assessments)	Target: 10 Achievement by 11/2008: 12
		2. Number of Head Start centers that have developed an Action Plan focusing on policy and environmental changes to support healthy eating and physical activity (Data Source: Action Plans)	Target: 10
		3. Number of Head Start Centers that have made at least two policy or environmental changes to support healthy eating and/or physical activity (Primary Data Source: Action Plan Progress Reports; Secondary Data Source: Re-Assessments)	Target: 10



## 2. IMPLEMENTATION PLAN

Part 2A. School Setting Programs Funded by the Michigan Nutrition, Physical Activity, and Obesity Prevention Program			
Program	Responsible Partners and Resources Contributed	Evaluation Indicators	Target and Results
<p><b><u>Brocodile the Crocodile</u></b>            Pilot Brocodile the Crocodile, an evidence-based behavioral intervention to reduce television viewing by using the Fit 5 Kids curriculum at 10 Head Start Centers in Detroit</p>	<ul style="list-style-type: none"> <li>•Hartford Detroit Head Start: Staff time and expertise</li> <li>•National Kidney Foundation of Michigan: Leveraging funds, training, and technical assistance</li> <li>•Michigan Department of Community Health NPAO Program: Funding, training, and technical assistance</li> </ul>	1. Number of Head Start Centers that have implemented the Brocodile the Crocodile intervention in at least one classroom by using the Fit 5 Kids reduction of television viewing curriculum (Data Source: Completed Fit 5 Kids Evaluation Surveys)	Target: 10
<p><b>HEALTHY KIDS, HEALTHY MICHIGAN</b>  <i>(See Overall Program Description in the Community Setting)</i>  <u>School Setting Policy Initiatives:</u></p> <ol style="list-style-type: none"> <li>1. Adopt physical and health education requirement guidelines which address the frequency of class, length of class, class size, participation guidelines, and course guidelines for all public school children in grades K-8 including those in need of individualized educational programs</li> <li>2. Adopt guidelines which address the need for public school districts to create and maintain Coordinated School Health Councils which have specific goals, strategies, benchmarks, and required reports due yearly, designed to improve student and staff physical, mental, and social health and wellness</li> </ol>			



## 2. IMPLEMENTATION PLAN

Part 2B. Other School Setting Programs Contributing Toward the Five-Year State Strategic Plan Objectives	
Program	Responsible Partners
<b>Coordinated School Health &amp; Safety Program:</b> Provides training for targeted school districts	Michigan Department of Education, Michigan Department of Community Health, & Michigan Leadership Institute
<b>EPEC (Exemplary Physical Education Curriculum):</b> Provides youth with the skills, knowledge, competence and confidence to be active for life by offering materials and conducting training on curriculum for 58 schools with greater percentages of students eligible for the Food Stamp Program	Michigan Fitness Foundation, Physical Education and Nutrition (PE-Nut), Shaping Positive Lifestyles and Attitudes through School Health (SPLASH), & Michigan Nutrition Network
<b>Feelin' Good Mileage Club:</b> Offers a 7-week walking/ running program designed for children in grades K-6	Sparrow Hospital
<b>Generation with Promise:</b> Creates Coordinated School Health Teams that develop a plan to improve the school environment, including education for youth, healthier environments and policies.	Michigan Surgeon General, Michigan Department of Community Health, University of Michigan, WK Kellogg Foundation, & Middle School Student Leaders and Mentors
<b>Girls on the Run of Greater Lansing:</b> Uses the power of running to teach girls in third, fourth and fifth grade (ages 8-12) about their personal power and the importance of being healthy and active through a life-changing character development program	Sparrow Hospital
<b>Healthy Families Start with You:</b> Promotes healthy eating and physical activity in families of preschool age children through health chats to facilitate behavior change with at least 200 parents/caretakers of preschool age children who attend Head Start	Head Start, National Kidney Foundation of Michigan, & Michigan Department of Community Health
<b>Regie's Rainbow Adventure:</b> Promotes fruit and vegetable consumption and physical activity through a behavior change program for preschool-age children attending Head Start	Head Start, National Kidney Foundation of Michigan, & Michigan Department of Community Health



## 2. IMPLEMENTATION PLAN

Part 2B. Other School Setting Programs Contributing Toward the Five-Year State Strategic Plan Objectives	
Program	Responsible Partners
<b>Health 4 Youth:</b> Assesses health behaviors of 4 <sup>th</sup> and 5 <sup>th</sup> graders educated in the classroom with the Michigan Model curriculum	Allegiance Health
<b>Lansing FITKids:</b> Encourages students to increase physical activity and to make healthier food choices	Sparrow Hospital, Michigan State University, & Blue Cross Blue Shield of Michigan
<b>Michigan Model for Health:</b> Provides teacher training and technical assistance on the curriculum through 25 regional coordinators	Michigan Model for Health Steering Committee, Michigan Department of Community Health, Shaping Positive Lifestyles and Attitudes through School Health (SPLASH) & Michigan Department of Education
<b>Project Healthy Schools:</b> Provides education and environmental change for 8 middle schools	University of Michigan
<b>SNAK (School Nutrition Advances Kids):</b> Provides evaluation and technical assistance for the online Healthy School Action Tool (HSAT) to measure nutrition and physical activity environments and policies in middle schools, create strategies for schools to implement the MSBE policy on nutrition, improve Local Wellness Policies, and develop state-wide school garden curricula	Michigan State University Department of Food Science and Human Nutrition, Michigan Nutrition Network, Michigan Department of Community Health, Michigan Department of Education, American Cancer Society, & Michigan State University students
<b>Vista Maria:</b> Provides care and education for high-risk girls 11-17 on nutrition and healthy exercise	Vista Maria & University of Michigan



## 2. IMPLEMENTATION PLAN

### 3. BUSINESS SETTING

**Goal: Businesses encourage and support healthy eating habits and physically active lifestyles for employees.**

*Background: Adults spend a large portion of their waking hours at work. The environment created within the worksite itself can have an impact on the health of employees. The physical health of employees affects the fiscal health of any business.*



**Objective: By 2010, increase by 200 the number of Michigan employers with specific policies or practices that support healthy eating habits and physically active lifestyles.**

**Strategy 1:** Use “Designing Healthy Environments at Work (DHEW)” tool to increase the number of business partners who are assessing worksite environments, creating action plans, and developing policies to create healthy business environments

**Strategy 2:** Increase by 25 per year the number of businesses that have implemented policies, programs or practices to support and encourage healthy eating habits

#### Part 3A. Business Setting Programs Funded by the Michigan Nutrition, Physical Activity, and Obesity Prevention Program

Program	Responsible Partners and Resources Contributed	Evaluation Indicators	Target and Results
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#### **BUILDING HEALTHY COMMUNITIES**

(Some local health departments participating in this program target worksites. See the description of the program in the Community Setting)



## 2. IMPLEMENTATION PLAN

Part 3B. Other Business Setting Programs Contributing Toward the Five-Year State Strategic Plan Objectives	
Program	Responsible Partners
<b>Allegiance Prevention and Community Health:</b> Promotes behavior change and provides onsite health screenings and education programs to employers in Michigan through an employer-based health management program	Allegiance Health
<b>Beaumont Weight Control Program:</b> Develops contracts with businesses that self-insure their employees to help employees reach a healthy weight, resolve obesity co-morbidities and develop healthier lifestyles	Beaumont Hospital
<b>CHASS (Community Health and Social Services):</b> Provides wellness activities at businesses	Detroit Public Health Department, University of Michigan, & Michigan Department of Community Health
<b>M-Healthy:</b> Provides an employee wellness program for University of Michigan and University of Michigan Health System staff, faculty, and retirees that includes weight management classes, fitness programs, and tools to create environmental change	University of Michigan
<b>PATH</b> (See Description in Community Setting)	
<b>Sparrow Well at Work:</b> Offers comprehensive worksite wellness	Sparrow Hospital



## 2. IMPLEMENTATION PLAN

### 4. FAITH-BASED SETTING

**Goal: Faith-based organizations inspire healthy eating habits and physically active lifestyles as part of spiritual wholeness.**

*Background: Rates of obesity among African Americans, especially women, are particularly high compared to other population groups. Since churches are respected sources of guidance in the African American community, they are appropriate settings to inspire healthy lifestyles. To reduce health disparities, highest priority is placed on supporting African American churches in healthy lifestyle initiatives. Furthermore, faith-based organizations present promising opportunities for reaching other populations with disproportionate burdens of obesity.*



**Objective: By 2010, increase by 100 the number of African American churches and by 30 the number of other (non-African American) faith-based organizations that have made changes to policies, programs and practices that encourage as well as enhance opportunities for physically active lifestyles and healthy eating habits.**

**Strategy 1:** Form health ministries in churches that promote healthy eating and physical activity at all life stages.

**Strategy 2** Use the “Promoting Healthy Congregations Assessment (PHC)” standardized assessment and planning instrument to evaluate church’s efforts to promote healthy eating and physical activity.

**Strategy 3:** Create opportunities for physical activity as part of church life and practice at all life stages

**Strategy 4:** Create opportunities for healthy eating habits as part of church life and practice at all life stages



## 2. IMPLEMENTATION PLAN

Part 4A. Faith-Based Setting Programs Funded by the Michigan Nutrition, Physical Activity, and Obesity Prevention Program			
Program	Responsible Partners and Resources Contributed	Evaluation Indicators	Target and Results
<p><b>FAITH-BASED INITIATIVE</b>  <b>Promoting Healthy Congregations</b>            Form a partnership between 12 African-American churches in Detroit and 12 non-African American churches in the suburbs to increase the number of policy and environmental supports and social behavioral programs for healthy eating and physical activity and to reduce health disparities in Michigan by accomplishing the following in each church:</p> <ol style="list-style-type: none"> <li>1. Complete Michigan's Promoting Healthy Congregations (PAC) policy and environmental web-based assessment tool</li> <li>2. Ensure that a church health team is in place</li> <li>3. Develop an action plan</li> <li>4. Begin implementing policy and environmental changes that support healthy eating and physical activity</li> </ol>	<ul style="list-style-type: none"> <li>•Churches: Time and expertise</li> <li>•Institute for Black Family Development, Michigan Faith-based Health Association, &amp; Michigan Public Health Institute: Training and technical assistance</li> <li>•Michigan Department of Community Health NPAO Program: Funding, training, and technical assistance</li> </ul>	1. Number of churches that have completed a PHC Assessment (Data Source: PHC Assessments)	Target: 24
		2. Number of churches that have a Church Health Team in place (Data Source: Church Health Team Meeting Minutes)	Target: 24
		3. Number of churches that have developed an Action Plan (Data Source: Action Plans)	Target: 24
		4. Number of churches that have implemented at least two policy or environmental changes that support healthy eating or physical activity (Data Source: Action Plan Progress Reports)	Target: 24



## 2. IMPLEMENTATION PLAN

### Part 4A. Faith-Based Setting Programs Funded by the Michigan Nutrition, Physical Activity, and Obesity Prevention Program

Program	Responsible Partners and Resources Contributed	Evaluation Indicators	Target and Results
<b>Kitchens of Faith</b> Implement the Kitchens of Faith intervention in 12 African-American churches through the following actions: 1. Provide 8 weeks of training on adopting policies for church events to include more fruits and vegetables, fewer high energy dense foods, fewer sweetened beverages and food preparation methods that reduce fat and sodium 2. Work with church kitchen committees to prepare healthier foods and adopt policies for the use of healthy foods at church events	<ul style="list-style-type: none"> <li>•Churches: Time and expertise</li> <li>•Institute for Black Family Development, Michigan Faith-based Health Association, &amp; Michigan Public Health Institute: Training and technical assistance</li> <li>•Michigan Department of Community Health NPAO Program: Funding, training, and technical assistance</li> </ul>	1. Number of African-American churches that have completed 8 weeks of training through the Kitchens of Faith Program (Data Source: Kitchens of Faith Training Records)	Target: 12
		2. Number of African-American churches that have a policy in place to use healthy foods at church events (Data Source: Church Policies)	Target: 12

### Part 4B. Other Faith-Based Setting Programs Contributing Toward the Five-Year State Strategic Plan Objectives

Program	Responsible Partners
<b>Body &amp; Soul:</b> Trains church members to assess the environment and implement changes and encourages healthy eating and physical activity	American Cancer Society & National Kidney Foundation of Michigan
<b>Faith Community Nursing Program:</b> Identifies volunteer nurses in parishes and congregations throughout the community, conducts screenings and disseminates public health information in churches	Allegiance Prevention and Community Health



## 2. IMPLEMENTATION PLAN

### 5. HEALTHCARE SETTING

**Goal: Healthcare providers routinely promote healthy eating and physical activity for patients and staff.**

*Background: Patients and families turn to healthcare providers for help with overweight, obesity and related physical problems despite the shortage of proven treatment tools. Healthcare providers can have meaningful roles in prevention, early detection, and management of obesity.*



**Objective: By 2010, increase by 500 the number of primary care providers in Michigan who are practicing in a healthcare environment that supports primary and secondary prevention for obesity through healthy eating and physical activity among patients and staff.**

**Strategy 1:** Increase the number of health care providers implementing childhood obesity prevention measures in their clinical practices

**Strategy 2:** Raise the awareness among Michigan healthcare providers of the importance of physical activity and healthy eating to the prevention of obesity

#### Part 5A. Healthcare Setting Programs Funded by the Michigan Nutrition, Physical Activity, and Obesity Prevention Program

Program	Responsible Partners and Resources Contributed	Evaluation Indicators	Target
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#### HEALTHY KIDS, HEALTHY MICHIGAN

*(See Overall Program Description in the Community Setting)*

##### Healthcare Setting Policy Initiatives:

1. Add height, weight, and BMI capabilities to the Michigan Care Improvement Registry and possibly expand its use through promotion of Healthcare Effectiveness Data and Information Set (HEDIS) compliance
2. Establish programs to enhance Medicaid coverage and provide education for pediatric obesity, expanding the number of children receiving clinical support in managing their weight and associated unhealthy behaviors in addition to establishing "Centers of Best Practice"



## 2. IMPLEMENTATION PLAN

Part 5B. Other Healthcare Setting Programs Contributing Toward the Five-Year State Strategic Plan Objectives	
Program	Responsible Partners
<b>Allegiance Prevention and Community Health:</b> Prepares pediatricians through Motivational Interviewing training to discuss the diagnosis with patients with an elevated BMI and give resources at the time of discharge	Allegiance Health
<b>Beaumont Healthy Kids:</b> Prepares providers to discuss the diagnosis with young patients with an elevated BMI and give resources at the time of discharge	Beaumont Hospital
<b>Child and Adolescent Health Centers:</b> Provides primary care services to students in school aged settings through school based and school linked health centers	Michigan Department of Community Health & Michigan Department of Education
<b>Continuing Education for Providers:</b> Offers provider education about new clinical guidelines	American Heart Association
<b>Michigan Medical Nutrition Education Consortium:</b> Provides support for standardized medical assessment of overweight/obesity and nutrition and physical activity education for medical school students	University of Michigan, Michigan State Medical Society, Wayne State University, & Michigan State University
<b>MPOWER (Michigan Pediatric Outpatient Weight Evaluation &amp; Reduction):</b> Treating obesity in adolescents through a team of experienced providers, including physicians, a dietitian, a psychologist, a social worker, an exercise physiologist and a physician assistant	University of Michigan C.S. Mott Children's Hospital Pediatric Comprehensive Weight Management Center
<b>PATH</b> (See Description in Community Setting)	



## 3. PARTNERSHIP PLAN

### 3. PARTNERSHIP PLAN

#### 3.1 Introduction

##### **History of the Partnership**

The purpose of the Michigan Healthy Weight Partnership (HWP) is to facilitate effective collaboration to prevent and control obesity and other chronic diseases in Michigan through healthful eating and physical activity. Formed to oversee the implementation and evaluation of Five-Year Strategic Plan, the first Healthy Weight Partnership had its first meeting in September of 2006. Annual meetings have occurred since that time (Nov. 2007 and Sept. 2008). During the September 2008 Healthy Weight Partnership Meeting, a “Building Our Strategic Partnership” session was held. Results of the January 2008 HWP Self-Assessment Survey were shared and partners identified steps to build a stronger, more diverse, and more effective partnership. The following Partnership Plan is an outgrowth of that meeting.

During the first two years of the partnership, contact as an overall group was largely limited to the annual HWP meetings. The meeting in September 2008 marked the beginning of a new phase of the partnership with more state funding allocated to coordinating the state-wide response to the obesity epidemic, more staff, and the capacity to facilitate more frequent contact and offer resources and trainings to partners.

##### **Purpose of the Healthy Weight Partnership Plan**

*The Michigan Healthy Weight Partnership Plan: 2008-2009* gives specific information about efforts to improve the Healthy Weight Partnership by increasing the quality of participation and the diversity of the membership.

##### **Evaluation of the Healthy Weight Partnership**

Progress achieved on the Partnership Plan will be evaluated annually. The “Targets and Results” column on the far right side of the table below refers to all progress achieved from July 1, 2008 to June 30, 2009. Targets and results are not cumulative across years. In addition, the Partnership Self-Assessment Tool will be used annually to evaluate the synergy of the partnership. Informal listening sessions and key informant interviews will be used to elicit qualitative information beyond the assessment tool. The effectiveness of individual workshops and trainings will be measured separately through brief surveys administered at the end of such events.



### 3. PARTNERSHIP PLAN

#### 3.2 Partnership Plan

#### The Michigan Healthy Weight Partnership Plan

July 1, 2008—June 30, 2009

Work Plan for Strengthening the Healthy Weight Partnership in Year Four of the Five-year Plan to Address the Epidemic of Obesity

### PARTNERSHIP STRENGTHENING: HEALTHY WEIGHT PARTNERSHIP WORK PLAN

**Goal: Build and strengthen a diverse partnership to effectively address the obesity epidemic in Michigan.**

**Strategy 1:** Develop a Healthy Weight Partnership Leadership Team

**Strategy 2:** Enhance the diversity of the Partnership

**Strategy 3:** Facilitate regular contact and coordination between partners

**Strategy 4:** Provide training to partners

**Strategy 5:** Develop an annual state implementation plan and a partnership plan

Activity	Responsible Partners and Resources Contributed	Evaluation Indicators	Target and Results
<p><b>LEADERSHIP TEAM</b>            Develop a Healthy Weight Partnership Leadership Team to:</p> <ol style="list-style-type: none"> <li>1. Provide direction for the HWP and ensure implementation of the Partnership Work Plan</li> <li>2. Provide oversight to coordinate efforts across the state, including the coordination of strategies, coverage, distribution of resources, and meeting needs with appropriate action</li> </ol>	<ul style="list-style-type: none"> <li>•Michigan Department of Community Health NPAO Program: Funding, staff time and expertise</li> </ul>	<p>1. Healthy Weight Partnership Leadership Team developed (Data Source: Leadership Team Communications)</p>	<p>Target: Yes</p>



### 3. PARTNERSHIP PLAN

Activity	Responsible Partners and Resources Contributed	Evaluation Indicators	Target and Results
<p><b>DIVERSITY OF MEMBERSHIP</b> Maintain and enhance the diversity of the partnership in the following ways:</p> <ol style="list-style-type: none"> <li>1. Recruit new members representing populations with a high prevalence of obesity</li> <li>2. Provide new member orientation</li> </ol>	<ul style="list-style-type: none"> <li>•Healthy Weight Partnership Leadership Team: Time and expertise</li> <li>•Michigan Department of Community Health NPAO Program: Funding, staff time and expertise</li> </ul>	1. Diversity of the partnership enhanced through the recruitment of five new members representing populations with a high prevalence of obesity (Data Source: HWP Membership List)	Target: 5
		2. New member orientation conducted (Data Source: New Member Orientation Communications)	Target: Yes
<p><b>REGULAR CONTACT</b> Facilitate regular contact and coordination between partners in the following ways:</p> <ol style="list-style-type: none"> <li>1. Conduct an annual face-to-face Healthy Weight Partnership Meeting</li> <li>2. Hold two teleconference calls during the year</li> <li>3. Circulate relevant announcements, resources and minutes from meetings with follow-up actions specified</li> <li>4. Develop a Healthy Weight Partnership webpage on the MDCH website that contains announcements, minutes, presentations, partner profiles, and other resources</li> </ol>	<ul style="list-style-type: none"> <li>•Healthy Weight Partnership Leadership Team: Time and expertise</li> <li>•Michigan Department of Community Health NPAO Program: Funding, staff time, and expertise</li> </ul>	1. Annual meeting held (Data Source: HWP Meeting Minutes)	Target: Yes
		2. Two teleconference calls held (Data Source: HWP Teleconference Call Minutes)	Target: 2
		3. Announcements, resources, and meeting minutes circulated (Data Source: HWP Communication Records)	Target: Yes
		4. Resources provided via the MDCH website (Data Source: MDCH Website)	Target: Yes



### 3. PARTNERSHIP PLAN

Activity	Responsible Partners and Resources Contributed	Evaluation Indicators	Target and Results
<p><b>TRAINING</b> Provide training to partners</p> <ol style="list-style-type: none"> <li>1. Conduct a training needs survey to inform the planning of future trainings</li> <li>2. Provide at least two trainings to partners for the purpose of keeping partners updated on standards, best practices, and coordination of initiatives across the state</li> </ol>	<ul style="list-style-type: none"> <li>•Healthy Weight Partnership Leadership Team: Time and expertise</li> <li>•Michigan Department of Community Health NPAO Program: Funding, staff time and expertise</li> </ul>	<p>1. Training Needs Survey completed (Data Source: Training Needs Survey Report)</p>	<p>Target: Yes</p>
		<p>2. Number of trainings delivered at Healthy Weight Partnership Meetings (Data Source: HWP Meeting Minutes)</p>	<p>Target: 2</p>
<p><b>PLANNING</b> Clarify partner roles and facilitate collaboration between partners through the development and evaluation of an Annual State Implementation Plan and Partnership Plan</p> <ol style="list-style-type: none"> <li>1. Ensure partner involvement in developing an annual State Implementation Plan</li> <li>2. Ensure partner involvement in developing an annual State Partnership Plan</li> <li>3. Monitor and report on progress toward meeting the objectives in the Implementation and Partnership Plans</li> </ol>	<ul style="list-style-type: none"> <li>•Healthy Weight Partnership Partners: Time and expertise</li> <li>•Michigan Department of Community Health NPAO Program: Funding, staff time and expertise</li> </ul>	<p>1. Annual State Implementation Plan for 2008-2009 developed (Data Source: Implementation Plan)</p>	<p>Target: Yes Achievement by 12/2008: Yes</p>
		<p>2. Annual Partnership Plan for 2008-2009 developed (Data Source: Partnership Plan)</p>	<p>Target: Yes Achievement by 12/2008: Yes</p>
		<p>3. Progress on the Annual State Implementation Plan and Partnership Plan for 2008-2009 reported (Data Source: Annual State Implementation Plan and Partnership Plan Progress Report: 2008-2009)</p>	<p>Target: Yes</p>



## 4. CONCLUSION

### 4. CONCLUSION

The goal of this document was to further the aim of the Michigan Nutrition, Physical Activity, and Obesity Prevention (NPAO) Program to build strategic partnerships with organizations throughout the state to prevent and control obesity and other chronic diseases by providing the following two plans:

1. The **Annual Implementation Plan** serves as a guide to the activities and collaborations that will occur this year to accomplish the objectives of the state's Five-Year Strategic Plan.
2. The **Annual Partnership Plan** gives specific information about efforts to improve the Healthy Weight Partnership by increasing the quality of participation and the diversity of the membership.

The Implementation Plan and Partnership Plan form a living document and can be updated based on information provided by partner organizations. Partners are invited to fill out a Partner Program Profile Form at any time for inclusion of their activities in the Implementation Plan (See Attachment 1 for the Partner Program Profile Form).

The NPAO Program, housed in the Michigan Department of Community Health (MDCH), is a resource to organizations across the state working to promote physical activity and nutrition for the prevention of obesity and other chronic diseases. For more information about the NPAO Program, contact Gwen Imes, the Program Coordinator, by telephone at 517-335-9492 or by E-mail at [ImesG@michigan.gov](mailto:ImesG@michigan.gov).





## ATTACHMENTS

### ATTACHMENTS

**Attachment 1: Partner Program Profile Form for the Healthy Weight Partnership**

**Attachment 2: State Nutrition, Physical Activity and Obesity (NPAO) Program Technical Assistance Manual from the CDC (2008)**





## ACKNOWLEDGEMENTS

### ACKNOWLEDGEMENTS

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Healthy Weight Partnership Members	
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