

Michigan's Nutrition, Physical Activity and Obesity (NPAO) Program Update

Spring 2010 Edition

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The new year has been a busy one as the NPAO program focuses on the revision of the current State Plan. Many of the Healthy Weight Partners and other stakeholders have been working diligently over the last several months in the areas of physical activity, nutrition and breastfeeding. Our vision of regular exercise, healthful eating and healthy weight being a part of everyone's life and community in Michigan can be attained with assistance from our partners who are working towards the same goal of a Healthy Michigan.

The 2010-2020 Michigan Obesity Prevention State Plan will be unveiled this summer– we encourage our partners to continue their commitment so that the Plan truly reflects our diverse state. We will then be focusing on the Implementation Phase of the State Plan.

As the weather changes to a welcoming spring-like breeze, let us remember what Michigan has to offer: great trails, paths, tasty fruits and vegetables so let's get outside and enjoy it!

Stop Press! Stop Press! Stop Press! Stop Press!

Michigan's 2010-2020

Obesity Prevention

Implementation Planning Meeting

Wednesday, June 23, 2010

8:30 a.m. to 3:30 p.m.

Livingston Educational Services Agency

Howell, Michigan

The State Plan: "The Michigan Healthy Eating and Physical Activity Plan: A Five-Year Plan to Address the Epidemic of Obesity" will expire in June of 2010 (a copy of the current Plan can be found at www.michigan.gov/preventobesity).

Michigan's State Plan belongs to the people of Michigan. Through the commitment and input of diverse statewide stakeholders, the plan will be viewed as a collaborative, rather than a Michigan Department of Community Health document. The involvement of stakeholders across the state has been critical in the development of this document, and will make the Plan a success. Based on CDC recommendations, the plan will cover a ten-year period from 2010 through 2020.

The Plan is not intended to duplicate other plans in the state that focuses on healthful eating, physical activity and obesity prevention, but rather to support and enhance other plans by working toward similar goals and supporting and filling in gaps..

The Plan will seek to reduce health disparities such as race/ethnicity, socio-economic status, geography, sex and age, and disability status. It will also support policy, environment and behavior changes toward making Michigan citizens healthier. In addition, the Plan will use evidenced-based strategies and will address the six national targets as specified by the CDC:

- Increase physical activity
- Increase consumption of fruits and vegetables
- Increase breastfeeding initiation, duration, and exclusivity
- Decrease consumption of sugar sweetened beverages
- Decrease consumption of high energy dense foods
- Decrease television viewing

The framework of the plan was developed with the participation of a diverse group of stakeholders Throughout the State who are passionate about the prevention of obesity and chronic disease. MDCH Obesity Program staff recruited partners to participate in three (3) work groups (Nutrition, Physical Activity and Breast-feeding to identify recommendations and effective strategies for reducing obesity to be included in the plan.

Shortly after the release of the State Plan, an Implementation Plan will be developed which will prioritize objectives to be implemented in the first year. Annually, a new Implementation Plan will be developed which will determine the objectives which will be implemented within a 12 -18 month period as well as the partners and resources necessary to implement the objectives.





UPDATE: Michigan's 2010-2020 Obesity Prevention State Plan Meeting

On April 27, 2010, over thirty Michigan Healthy Weight Partners (HWP) met at the Cleary University Johnson Center in Howell, Michigan to review the draft Michigan Obesity Prevention State Plan objectives. This draft Plan was the culmination of over four months of dedicated workgroup participation in the areas of nutrition, physical activity and breastfeeding.

The new plan will continue the process of moving Michigan toward healthier eating and physical activity patterns to address the impact of overweight and obesity in Michigan for the next 10 years.

The one-day meeting was facilitated by Kevin Hughes and Stephanie Leibfritz, Co-Chairs, HWP and Monique Boivin, Strategic Planning Consultant.

Partners were informed of the importance of 2010-2020 Michigan Obesity Prevention State Plan being supportive and enhancing existing plans that are currently working in the area of obesity prevention and reduction. To highlight this, three Partners gave presentations on how their program plans were complimented by the proposed 2010-2020 Obesity Prevention Plan:

Crystal Barth and Angie Emge presented the Rural Health Plan; Anne Scott presented on the Michigan Good Food Charter and Cathy Edgerly presented Proposed Tribal Best Practices for Combating Obesity.

Representatives of the three workgroups, nutrition, physical activity and breastfeeding, presented objectives for those target areas, during which time Monique Boivin incorporated suggestions from the group. Ms. Boivin then led a discussion in setting targets and measuring progress of these objectives.

Gwen Imes, NPAO Program Manager, guided the group through the next steps to be considered. These included a time-line for completing the Plan; effective ways of communicating and disseminating the Plan; partner involvement in the Implementation Planning process and partner commitment to implement the objectives. It was emphasized the commitment of the partners and their organizations was key to the success of the 2010-2020 Plan and subsequent Implementation Plans.

Henry Miller, NPAO Program Evaluator, conducted a listening session to garner views of meeting participants and also led a session with the evaluation committee members.

Meeting outcomes included revision of the draft 2010-2020 Plan, focus on supporting and enhancing current plans with a goal of preventing and reducing obesity in Michigan, choosing a title for the State Plan, renewed commitment of HWP partners and a clear vision of where Michigan will be in 10 years with regards to reducing overweight, obesity and obesity-related diseases.



Pictures from April 27, 2010 Strategic Planning Meeting in Howell, Michigan.



Program Manager Gwen Imes guides the group through the next steps process of the Plan



Cross-section of Healthy Weight Partnerships members



Strategic Planning Consultant Monique Boivin leading discussion on setting Plan targets and measuring progress



Program Consultant Sia Matturi speaking on proposed Plan being supportive and enhancing existing efforts across the state in obesity reduction



Healthy Weight Partnerships Chairs
Stephanie Leibfritz and Kevin Hughes



Presentation from a HWP member emphasizing collaborative efforts of several programs in Michigan that are reflective of the proposed plan



**Michigan's 2010-2020
Obesity Prevention Strategic Plan
Implementation Planning Meeting**
Wednesday, June 23, 2010
8:30 a.m. to 3:30 p.m.
Livingston Educational Services Agency
1425 West Grand River Ave.
Howell, MI 48843

Dear Healthy Weight Partners:

You are invited to attend this meeting to assist in the development of the 2010-2011 Obesity Prevention Annual Implementation Plan. This plan will provide a snapshot of the priority objectives, activities and collaborations that will occur in the first year of Michigan's 2010-2020 Obesity Prevention Strategic Plan.

The meeting will occur in 2 hour blocks by topic area: Nutrition (8:30 a.m. - 10:30 a.m.), Physical Activity (10:30 a.m. - 12:30 p.m.), and Breastfeeding (1:30 p.m. – 3:30 p.m.). Partners can choose to join one, two, or all three meetings to provide input on that topic.

Mark your calendars for ***Wednesday, June 23, 2010*** and watch for further details regarding this meeting. We look forward to your continued involvement toward addressing the epidemic of obesity!

Strategic Planning Process Overview

June-July 2009	Partnership Survey
June – Sept 2009	Strategic Plan planning process
October 1-12, 2009	Planning Pre-work: Vision, Mission, Goals, and Long-term Objectives
October 13-14, 2009	Two-day Strategic Planning Face-to-Face Meeting
November 2009-February 2010	Small Group Work (3 conference calls) <ul style="list-style-type: none"> • Short-term objectives reflecting process changes • Priority populations • Strategies • Partners, including lead organization • Implications for infrastructure, funding and other resources • Integration opportunities • Evaluation indicators

April 14, 2010	Strategic Planning Executive Committee Meeting <ul style="list-style-type: none"> • Review & approve objectives
April 27, 2010	One-Day Strategic Planning Meeting <ul style="list-style-type: none"> • Present Obesity Prevention State Plan Objectives • Reach consensus on objectives • Chart the next steps for finalizing the State Plan and preparing to implement objectives
June 23, 2010	Prepare 18-month Implementation Plan
June 2010	Write and format Strategic Plan
July 2010	MDCH and CDC review and approval
August 2010	Release of 2010-2020 Obesity Prevention Plan



Faith-Based

With collaboration from the Institute of Black Family Development, the NPAO's Faith-Based project seeks to address and decrease obesity-related chronic diseases in African-American churches in the City of Detroit. On December 17, 2009, a one-day training to orient representatives of the Program's participating churches on the Promoting Healthy Congregations (PHC) assessment tool was facilitated by Program Manager, Gwen Imes and Program Consultant, Sia Matturi at the Christian Gospel Center Church of God in Christ in Detroit.

Gwen Imes gave a short overview of the NPAO program to participants after which Sia Matturi introduced participants to the assessment tool and guided them through the process.

Participants were directed to the website 'MI Health Tools' to access the PHC assessment and went through all the steps of the assessment. Some participants had already created their church profile in PHC, with the majority creating their profile during the orientation.

Completion of the assessment tool will guide the participants to form an Action Plan that will lead to the implementation of the program goals in the various church congregations in the areas of healthy eating and increased physical activity. A second training was held on February 08, 2010 at the Plymouth United Church of Christ in Detroit. Linda Huff guided participating churches through successful action planning techniques. The focus of this training was on implementing physical activity interventions.



Church Leaders at Promoting Healthy Congregations assessment tool orientation.



MDCH consultant Sia Matturi interacting with Church Leaders at orientation.

Head Start

During the 2009-2010 school year, NAPSACC (Nutrition and Physical Activity Self-Assessment tool for Child Care) has been offered to all partnering Head Start and early childhood education sites that partnered with the National Kidney Foundation of Michigan. With a total of 45 participating sites impacting 5,341 children, this has been a tremendous expansion from the 12 sites that engaged NAPSACC during the 2008-2009. The sites had earlier completed baseline assessments and developed action plans to implement appropriate interventions. All sites continue to be given opportunity to host the 5 educational workshops as prescribed by the NAPSACC toolkit. Follow-up assessments will be completed prior to the end of the school year.





Master Plans for Success:

Report on CDC Annual Training Meeting, March 17-19 2010 in Atlanta

Over a three-day period, several Michigan NPAO staff joined with CDC Funded States in Atlanta to explore how public health goals could be reached by focusing on three key themes: concentrating on environmental and policy strategies; striving for health equity; and evaluating important actions.

Meeting Objectives:

- Identify policy and environmental strategies that are established or emerging across the six target areas
- Build capacity to address health disparities— identify and adapt strategies to achieve health equity, with particular focus on rural settings
- Evaluate and communicate the implementation of the state program, particularly related to policy and environmental outcomes
- Network with other meeting participants

Highlights of the meeting included a message from CDC Director, Dr. Tom Frieden, who urged participants to change the social norm in physical activity and healthy eating by, for example, promoting walking and biking, and drinking water with meals. The CDC DNPAO Director, Dr. William Dietz welcomed participants and described the current and future direction of the DNPAO to address nutrition, physical activity and obesity. Expert panelists from the CDC and states also facilitated several break-out sessions on a wide array of topics such as Strategies for Free and Low Cost Fruits and Vegetables; Policy and Environmental Changes in Child Care Settings; Evaluating Partnerships; Measuring Physical Activity and Nutrition Environments in Rural Settings to name but a few. Networking opportunities abounded with sessions with the National Society of Physical Activity Practitioners in Public Health (NSPAPPHA); State Fruit and Vegetable Coordinators; State Breastfeeding Coalition Members; State Evaluators and State Program Coordinators.

Michigan’s DNPAO Project Officer, Annie Carr, was also on hand to support the Michigan contingent. Staff from the Michigan NPAO program who attended were Gwen Imes, Program Manager; Henry Miller, Program Evaluator; Sia Matturi, Program Consultant; Diane Golzynski; Program Fruits & Vegetable Coordinator and Lisa Grost, Lead Consultant, Healthy Communities program.

STOP PRESS!

The CDC has released Guidance Documents for 5 of the 6 target areas (TV viewing not included at this time).

To review these documents in detail, please go to the NPAO website at www.michigan.gov/preventobesity.

STOP PRESS!

The National Evaluation Web-board. Visit this site at: <http://www.npaoeval.org>

This web-board was developed by the Michigan NPAO in partnership with the CDC DNPAO Evaluation Team. It is a place to exchange information for more effective evaluation of community, state and national efforts to support nutrition & physical activity and prevent obesity.

Nutrition, Physical Activity and Obesity (NPAO) Program

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109 W. Michigan Avenue—6th Floor
PO Box 30195
Lansing, MI 48909
(517) 335-8766



Michigan's Nutrition, Physical Activity and Obesity Program aims to prevent and control obesity and other chronic diseases through healthful eating and physical activity.

SPOTLIGHT

NPAO SIX TARGET HEALTH AREAS

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

Decrease television viewing

We're on the Web! <http://www.michigan.gov/preventobesity>

Message from the NPAO Program Manager

Dear Healthy Weight Partners,

As we draw close to finalizing the revision of our state's obesity prevention strategic plan, I would like to take this opportunity to personally thank the Healthy Weight Partnership and other stakeholders for their tireless dedication and commitment in the Plan revision process.

It has been a long road but your continued input ensures that the most crucial strategies to prevent and control obesity and its related chronic diseases will become a reality.

Here's to healthier and more physically active Michigan!

**Gwen Imes, MS, RD
NPAO Program Manager**