Michigan's Nutrition, Physical Activity and Obesity Prevention Program Update

Spring Edition **March 2009**

Welcome to our Program Update

We are very excited about the launch of the Inaugural Edition of the Michigan Department of Community Health's Nutrition, Physical Activity and Obesity (NPAO) Prevention Program Update.

Michigan is one of 23 states to receive funding from the Centers for Disease Control (CDC) Division of Nutrition, Physical Activity and Obesity Program (DNPAO) to address the epidemic of obesity facing our society today.

Michigan has the 5th highest adult obesity prevalence rate in the nation (Source: BRFSS 2006 data at http://apps.nccd.cdc.gov/brfss/index.asp). With this in mind, we are working with the Centers for Disease Control and Prevention (CDC) and our various state partners to bring about a change on a socio-ecological level—the individual, interpersonal, organizational, community and public policy in the area of healthy eating and increased physical activity. Programs emphasize reducing health disparities including disability status.

In future editions, the program team will bring you important information about issues that can bring about a change in our State's nutrition and physical activity environments. There will be special features highlighting programs, program success stories, conference and training announcements, health disparity issues and much more.

We are all vested in having a healthy lifestyle and a healthy community. Join us as we move towards a healthy and active Michigan!

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Special points of interest:

- Program Goal & Objectives
- NPAO Programs 2008-2009
- Five-Year Strategic Plan
- Healthy Weight Partnership

PROGRAM GOAL

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

Michigan Nutrition, Physical Activity and Obesity Prevention (NPAO) Program Goal and Objectives

PROGRAM GOAL

To prevent and control obesity and other chronic diseases

through healthful eating and physical activity.

The NPAO Program aims to build strategic partners with organizations throughout the state to prevent and control other chronic diseases. Strategic partners are found in the community, school, business, faith-based and healthcare settings.

PROGRAM OBJECTIVES

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

The Program goal and objectives focus on targeting unhealthy behaviors that are a contributing factor leading to obesity and prevalence of chronic diseases. By bringing about a change through policies and environments, positive and healthy health behaviors can make Michigan a more active and healthy state.

NPAO Activities

Implementing our Five-Year State Strategic Plan

Initiating our various programs across Michigan

Convening the Healthy Weight Partnership
to assist us in implementing program goals and objectives

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. Anticipated outcomes include stopping the increase of obesity rates among Michigan's population, reducing health disparities in obesity and related chronic diseases and easing the economic burden of obesity and related chronic diseases.

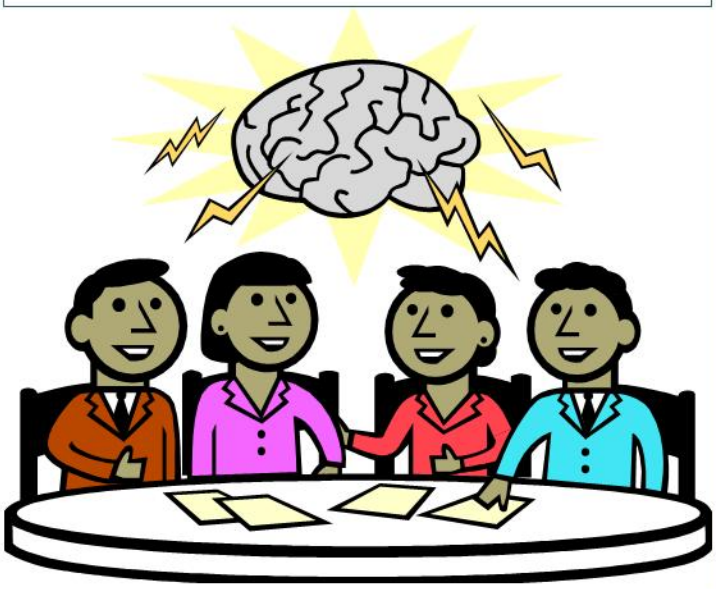
An important part of the Strategic Plan are the Annual Implementation and Annual Partnership Plans.

The **Annual Implementation Plan** serves as a guide to the activities and collaborations that will occur in 2008/2009 to accomplish the objectives of the state's Five-Year Strategic Plan.

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 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



What is the Michigan Healthy Weight Partnership (HWP)?

The Michigan Healthy Weight Partnership was established 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*. Members include state, local, public and private organizations who assisted with the creation of the state plan and/or whose organizations are actively engaged in completing activities consistent with the plan's objectives. The purpose of the partnership is to facilitate effective collaboration to halt and reverse the obesity epidemic in Michigan. By reaching out to diverse organizations and individuals, we aim to reach out to those working on behalf of all racial/ethnic populations in Michigan.

The Partnership is open to all interested in it membership.

To join the Partnership listserv, contact Pam Bacon at bacon3p@michigan.gov for more information.

The NPAO is currently implementing several initiatives to implement the objectives of the State Plan. These include:

- Projects that target health disparities
- Projects in various settings
- Projects that will bring about policy and environmental changes.

What are policy, environmental changes, health disparities and settings?

Policy: Laws, regulations, formal and informal rules and understandings that are adopted on a collective basis to guide individual and collective behavior.

Environmental Changes: Directly impacts the built environment such as removing barriers to physical activity and enhancing safety (e.g. walking or bike trails, pedestrian improvements at intersections) or increasing access to grocery stores that offer a wide variety of nutritious foods such as fruits and vegetables.

Health Disparities: Gaps in the quality of health and health care across racial, ethnic and socioeconomic groups.

Settings: Physical and social venues, such as schools, workplaces, hospitals, churches and communities, which serve as supportive environments for health protection and health promotion activities.

Changing Behaviors through the socio-ecological model (SEM)

Unhealthy eating habits, coupled with physical inactivity, are two primary modifiable risk factors that contribute to chronic disease. The NPAO seeks to fight chronic disease by addressing these behaviors and the factors that influence them. Using the socio-ecological model as a framework, NPAO takes a more holistic approach to Michigan's obesity problem: the model serves as a reminder that the levels of influence can be addressed to support long-term healthful eating and physical activity choices. NPAO program interventions reflect this model.

NPAO Programs
2008-2009

- **Building Healthy Communities (BHC)**
- **Head Start**
- **Faith-based**
- **Healthy Kids, Healthy Michigan**
- **Michigan Steps Up**

Building Healthy Communities (BHC)

BHC works with 23 Local Health Departments (LHDs) across Michigan to create policy and environmental changes to make it easier to be physically active and eat healthy foods . Programs focus on the places for people to be physically active (such as walking trails and parks), increasing access to healthy foods (through community gardens, farmers' markets) and providing education to make behavior change. The program targets low income and other disparate populations at most risk for chronic diseases.

Faith - Based Program

Faith-based organizations have historically served as a cornerstone for human services within the community and is an excellent place to work to improve health behaviors. Programs include Detroit Neighborhood Partnerships (partnership between 12 African-American churches and 12 non-African American churches encouraging healthy eating practices and physical activity at church functions), Kitchens of Faith (improving nutritional needs during church functions), Hair and Barbershop Program (training stylists to speak to clients on health issues affecting African Americans).

Head Start Project

Through a pilot program partnership with 12 Detroit Hartford Head Start Centers and the National Kidney Foundation of Michigan, this program is using proven methods such as NAP SACC (the Nutrition and Physical Activity Self Assessment for Child Care) and Brocodile the Crocodile to help reduce risk factors for chronic disease among African American children. The program also reaches out to parents so that healthy habits (learned by the children during school hours) are continued in the home.

Healthy Kids, Healthy Michigan

The product of this project is a five-year strategic policy agenda to address childhood obesity in communities and schools. Michigan legislators will receive a copy of these policy recommendations to assist them and other executive-level decision makers in adopting policy changes. This strategic plan will provide a framework for comprehensive state action in Michigan, and lay the groundwork for future state initiatives in this area. All sectors will be able to look at this policy agenda for actionable implementation steps, thereby achieving continuity across venues in communication and action.

Michigan Steps Up

A healthy lifestyle campaign designed to build community capacity, reduce health risk factors and improve health outcomes. The campaign reaches into the following settings: communities, schools, businesses, faith-based organizations and healthcare.

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

Get out there!

Run

Walk

Bike

Take a Sunday Stroll

Enjoy Life!

Be Physically Fit

By Being Active and

Eating Healthy

We're on the Web ! http://www.michigan.gov/mdch

Meet the Obesity Program Team of the MDCH NPAO

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