

## **Michigan Health and Wellness 4 x 4 Plan Backgrounder**

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Michigan has a public health crisis. 32 percent of adults and 17 percent of youth are obese and obesity is the root cause of most chronic illnesses. Therefore, the Michigan Health and Wellness 4 x 4 Plan focuses much of its efforts on addressing obesity. By doing so, we can help Michiganders control their health and greatly reduce their risk for chronic illnesses.

Evidence-based practices have demonstrated that everyone can significantly improve their personal health by practicing four key healthy behaviors: a healthy diet, regular exercise, an annual physical, and avoiding all tobacco use and exposure.

In conjunction with these healthy behaviors, everyone should be aware of four key health measures that are closely tied to the incidence of chronic disease: body mass index (BMI), blood pressure, cholesterol level, and blood sugar level. Taken together, these behaviors and measures are the basis of the Michigan Health and Wellness 4 x 4 Plan.

The goal of the Michigan Health and Wellness 4 x 4 Plan is for every Michigander to adopt health as a personal core value. Central to the plan is the concept of the 4 x 4 as a tool that can be used to maintain and/or attain health. The plan uses principles from the social ecological model involving interventions for individuals and the environment.

Outlined below are the strategies of the plan which have been developed from extensive stakeholder input including an obesity steering committee, a September 2011 obesity summit, and academic input from our partners at the University of Michigan, Michigan State University, and Wayne State University.

Strategies include:

- Develop multi-media public awareness campaign to promote social movement encouraging every Michigander to adopt the 4 x 4 Plan.
- Deploy 46 community coalitions throughout Michigan to support adoption of the 4 x 4 Plan, including local health departments, tribes and other suitable agencies.
  - This includes developing roles for legislators, statewide professional and trade organizations, and healthcare professions.
- Encourage employers to implement the 4 x 4 Plan at worksites by improving access to healthy food and physical activity, as well as providing incentives and healthy policies to help employees improve their health.
- Engage trade and other business organizations to adopt the 4 x 4 Plan in their own organizations and help coalitions implement the plan.
- Engage departments from state government to collaboratively help implement the 4 x 4 Plan within and throughout the state.
- Create state infrastructure to support plan implementation energizing the local coalitions, professional and trade organizations, and state departments such as adding body mass index (BMI) measurements to the Michigan Care Improvement Registry (MCIR).
- Seek funding to finance the plan through the State of Michigan, grants, foundations, or other opportunities.