



Michigan
HEALTH & WELLNESS
4 x 4

Progress Report 2015–2017

CREATING HEALTHIER PLACES
TO LIVE, WORK, LEARN AND PLAY

MICHIGAN Health & Wellness 4 x 4 Plan



In 2012, former Governor Rick Snyder announced the Michigan Health and Wellness 4 x 4 Plan, a call-to-action to achieve four healthy behaviors and reduce obesity-related chronic disease with small, steady steps to eat healthier and become more active. Partners in healthcare, education, government, and business are working to create healthy communities to make

“Our vision is for Michiganders to be healthy, productive individuals, living in communities that support health and wellness, with ready access to an affordable, person-centered, and community-based system of care.”

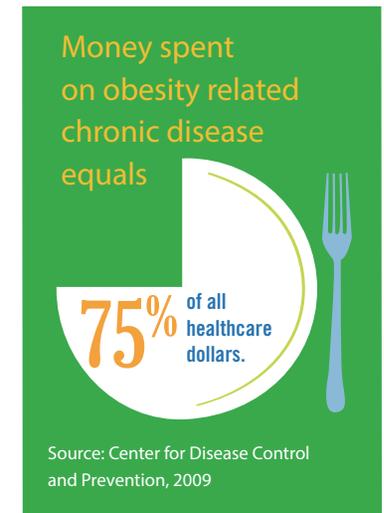
—The Governor’s vision for the health of the state

the healthy choice an easier choice for all Michiganders in places where we live, work, learn and play. If more Michiganders can achieve a healthier weight and an improved status of health, the state could save over \$13 billion annually in preventable chronic disease health care costs. We have made progress over the last few years with adult obesity rates leveling off, however youth obesity levels have increased.

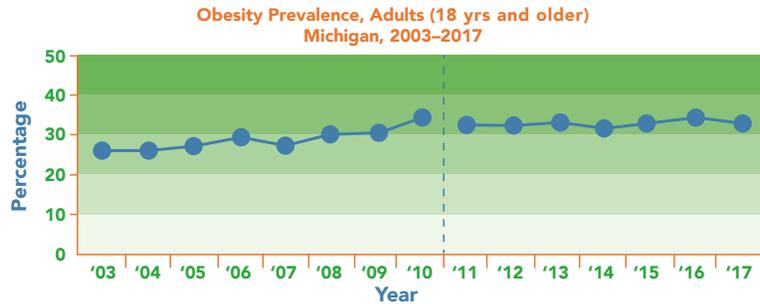
Michigan’s adult obesity ranking among other U.S. states improved, shifting from 16th to 19th due to slight changes in obesity rates among other states. Michigan’s youth obesity ranking is currently 9th among other US states. Racial, ethnic and geographic disparities in obesity persist.

More efforts are needed to help change communities into places that strongly support healthy eating, active living and tobacco-free lifestyles for all Michiganders, to accelerate Michigan’s modest progress. This 2015 – 2017 report is an update on Michigan’s 4 x 4 Plan progress to date.

MICHIGAN’S ADULT OBESITY RATES have leveled off, however Michigan’s youth obesity rates have increased. More efforts are needed to help communities adopt healthy eating, active living and tobacco-free lifestyles.

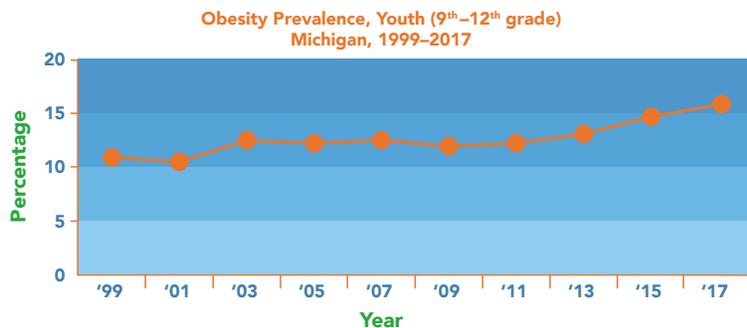


ADULT OBESITY RATE: The percentage of Michigan adults 18 years of age and older who are obese has remained relatively stable over the past seven years (31.3% to 32.3%). Based on Healthy People 2020 target to reduce obesity by 10% in 10 years, Michigan aims to reduce adult obesity rates to 29.1% by 2026.



Due to the BRFSS methodology changes that were implemented in 2011, MBRFSS estimates from 2011-2017 should not be compared to estimates from years prior to 2011.
Source: Michigan Behavioral Risk Factor Surveillance System (2003-2017)

YOUTH OBESITY RATE: Nearly one in six Michigan youth were classified as obese in 2017 (16.7%). The prevalence of obesity in MI youth in grades 9 – 12 increased significantly between 1999-2017, from 10.8% to 16.7%.



Source: Centers for Disease Control and Prevention. Youth Risk Behavior Survey Data 2017. Available at: www.cdc.gov/yrbs

Goal 1: Create a Multimedia Public Awareness Campaign to Promote a Social Movement to Reduce Obesity

Accomplishments

Nearly 36,000 Michigan adults have taken the MI Healthier Tomorrow Pledge to live a healthier lifestyle, received a free Getting Started Kit with tools to support healthy eating and active living and continue to receive regular email/text support messages.

In the first year of the campaign, 28,000 Michigan adults took the MI Healthier Tomorrow pledge to lose 10% of their body weight during 2013. With reduced funding and less paid advertising in 2014 – 2017, 8,000 more Michigan adults took the pledge to live a healthier lifestyle with the help of partner organizations.

During 2016 – 2017

- Over 35,000 MI Healthier Tomorrow “Pledge to Have a Healthier Future” instruction cards were distributed to medical clinics, educators, family agencies, churches and community support organizations to reach patients and community members with the opportunity to take the pledge and receive a free healthy lifestyle kit in the mail.
- The multimedia campaign was expanded to specifically reach people who are disproportionately affected by poor health outcomes with the MI Healthier Tomorrow pledge and resources within 4 x 4-funded coalition communities.
- The website banner was updated to include images that reflect our priority populations who are disproportionately affected by poor health outcomes.
- The free healthy lifestyle kit mailed to pledgees was expanded from resources on physical activity, healthy eating, and tracking health measures, to also include additional wellness resources on diabetes prevention, tobacco cessation, oral health and other chronic disease prevention areas.

- Funding was provided to improve timely postal mailing of the healthy lifestyle kits within 24 hours of an individual taking the MI Healthier Tomorrow pledge to insure the quickest engagement and support of their decision to make a health behavior change.
- Since January 2013, 5,480 people have subscribed to the MI Healthier Tomorrow Facebook page which provided nearly 780 unique health engagement messages to teach and encourage Michigan residents to live a healthier lifestyle.
- With reduced state funding, a partnership was convened with the regional Getting to the Heart of the Matter in Michigan project to expand the MI Healthier Tomorrow messaging to over 840,000 additional Michigan residents in the Community Health Innovation Regions of Northwest Michigan and Washtenaw/Livingston.
- Awarded the MDHHS Director’s Award to an organization or person who has encouraged regular, physical activity and healthy eating that impacts populations with health disparities within their community, in partnership with the Michigan Fitness Foundation and the Governor’s Fitness Council on Physical Fitness, Health and Sports.



Goal 2: Support Communities to Implement the Michigan Health and Wellness 4 x 4 Plan

Coalition Strategies

The activities and interventions of seven community coalitions help to build the power of communities to promote health and make healthy choices available to more people in 2015–2017. 4 x 4 Plan funding allowed each local coalition to move from assessment to action, using local assets and strengths to increase community access to healthy food and safe places to be physically active, addressing key populations of need, including low-income populations and those most at risk for obesity and other chronic diseases.

Currently Funded Coalitions and Councils in 2016–2017:

Authority Health – Detroit/Wayne County
MOTION Coalition

District Health Department #2 – Ogemaw County
CHOICES Coalition

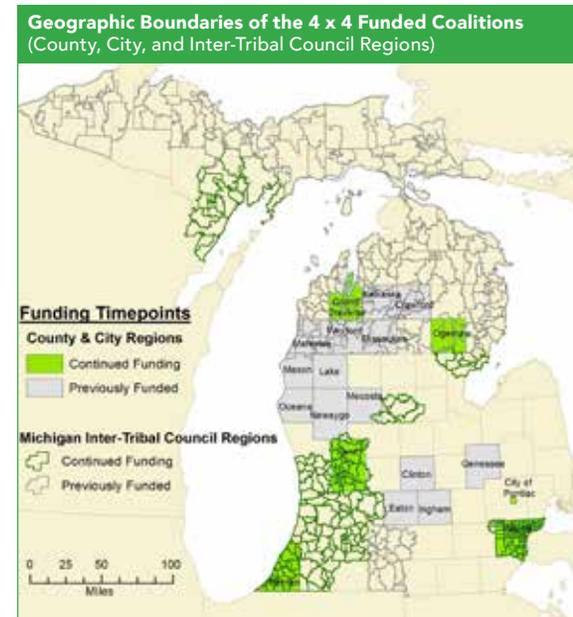
Inter-tribal Council of Michigan
Michigan’s Federally Recognized Tribes

Kent County Health Department – Greater Grand Rapids/Kent County
Access of West Michigan

Munson Medical Center – Traverse City/Grand Traverse County
Shape Up North

Oakland County Health Division – Pontiac/Oakland County
Healthy Pontiac, We Can!

United Way of SW Michigan – Niles – Benton Harbor/ Berrien County
Be Healthy Berrien



4 x 4 Plan funding allowed each local coalition to move from assessment to action, using local assets and strengths to increase community access to healthy food and safe places to be physically active. Over a two-year funding cycle for FY'17 and FY'18, the seven coalitions are implementing evidence-based strategies from the 4 x 4 Plan priority strategies document, including:

1. Increased the number of shared use agreements to utilize community spaces for offering safe, accessible, and affordable places for children and families to exercise in their neighborhood.
2. Increased the number of social support strategies that build, strengthen, and maintain social networks to provide supportive relationships with respect to physical activity.
3. Promoted worksite wellness strategies by working with employers to conduct an assessment of their worksite, develop an action plan, and implement strategies to improve worksite policies and environment.
4. Implemented Community Supported Agriculture (CSA) to develop strategies to make farmer produce shares available and affordable to low-income members.
5. Improved food pantries by working with owners or leadership in retail, food pantries and other settings to change procurement practices, convert equipment and improve inventory of healthy foods.
6. Included messaging campaigns in retail and restaurants that increase awareness of healthy items and limit unhealthy messages.
7. Implemented Prescription for Healthy Eating model that links adults receiving clinical preventive services to healthy food opportunities.

Key Highlights

- To date, five shared use agreements have been confirmed impacting over 1,400 youth through a partnership with the Police Athletic League in Oakland County and local churches.
- Physical activity classes, events, walking clubs and challenges have engaged more than 16,500 youth and adults.
- Eighteen worksites served by a coalition have implemented changes that support a healthier work environment reaching nearly 1,850 employees.

- Eleven farmers were recruited to offer affordable fruits and vegetable options to over 500 food pantry customers. Five participating food pantries allocated 78 Community Supported Agriculture shares valued over \$44,000.
- All staff in the five participating food pantries have completed training and established policies that reference the healthy food guidelines for food donations. Three pantries have secured an Electronic Benefit Transfer (EBT) machine to offer fresh fruits and vegetables onsite for Supplemental Nutrition Assistance Program (SNAP) beneficiaries.
- Twelve restaurants and/or corner stores have added or modified food offerings that meet healthy food guidelines, including low sodium.
- Fifty medical providers, in two clinics, helped to recruit and refer 342 patients at-risk for chronic disease to receive fruit and vegetable vouchers valued over \$20,000 and redeemable at the farmer's market in exchange for their participation in a series of nutrition education classes.

Upcoming Work

In 2017-2018, the seven, local community coalitions will use the power of their communities to continue implementation of these nutrition and physical activity strategies from the 4 x 4 Plan, as part of a three-year implementation cycle.



Goal 3: Engage Partners Throughout Michigan to Help Implement the Michigan Health and Wellness 4 x 4 Plan Through Prevention and Health at Work

Selection of the Worksite Environment

- 4,762,700 Michigan workers spend half their waking hours and consume half their calories at work at more than 174,000 businesses and schools across the state.
- A healthy work environment makes it easier to make a healthy choice at work.
- A workplace that invests in healthy alternatives reduces healthcare costs, improves productivity, and makes Michigan business stronger.
- Healthy workplace strategies may include programs, policies, benefits, environmental supports, and links to encourage the healthy lifestyles of all employees. If employers do not have the capacity to address health risks, they link employees to health-related services in the local community.

Leading by Example

- In April of 2015, over 40 leaders from 21 unique organizations formed the 4 x 4 Partnership to improve the overall health at worksites and schools across Michigan. A healthy work environment makes it easier to make a healthy choice at work.
- Partners are taking and promoting the State of Michigan's [Designing Healthy Environments at Work \(DHEW\)](#), a free, online worksite wellness assessment with tools to help Michigan employers identify the best workplace wellness strategies that encourage employees to eat healthy, move more and live tobacco free.
- 4 x 4 Partners are promoting the state of Michigan's [Healthy School Action Tools \(HSAT\)](#), a free, online assessment with tools to improve overall school wellness and to encourage use of school worksite policies and practices that support a healthy worksite and encourage healthy behaviors for teachers and staff.

- Seventeen of the twenty-one 4 x 4 Partner organizations (81%) led the way by taking the DHEW worksite wellness assessment to identify ways to improve the culture of health at their own worksite, including:
 - Michigan Center for Rural Health
 - Michigan Economic Development Corporation
 - Michigan Fitness Foundation
 - Michigan State University Extension
 - National Kidney Foundation of Michigan
 - United Way of Southwest Michigan
 - Ford Motor Company
 - Michigan Dept. of Education
 - University of Michigan
 - Blue Cross Blue Shield of Michigan
 - Michigan Department of Agriculture and Rural Development
 - Henry Ford Health System
 - Michigan Health and Hospital Association
 - Michigan State University Extension
 - Henry Ford Allegiance Health
 - Public Sector Consultants
 - Michigan Department of Health and Human Services
- Nine of twenty-one partner organizations (33%) continue to lead the way, using their DHEW worksite wellness assessment results to put into practice at least one new action such as a policy, practice or workplace improvement to make healthy choices easier at their own workplace, including:
 - Michigan Center for Rural Health
 - National Kidney Foundation of Michigan
 - United Way of Southwest Michigan
 - Michigan Economic Development Corporation
 - Michigan Fitness Foundation
 - Michigan State University Extension
 - Public Sector Consultants
 - Michigan Department of Health and Human Services
 - Henry Ford Health System

Overall Accomplishments

- Since the 4 x 4 Partnership formed in April, 2015, the number of Michigan worksites that registered as DHEW tool users increased from 100 to 377. Forty-three percent of worksites registered are employers with 50 or less employees, and 41 users represent worksites outside of Michigan from 21 different states.
- The number of Michigan worksites that completed the DHEW worksite wellness assessment increased from 100 to 254.

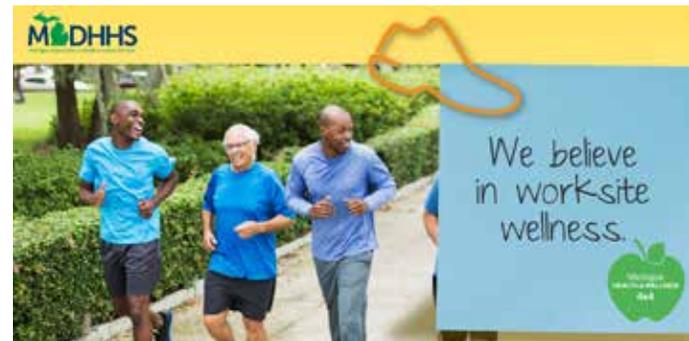
- The number of Michigan worksites using their DHEW worksite wellness assessment results to implement a worksite policy or practice to encourage healthy behaviors increased from 26 to 106. These 106 businesses employ an estimated 23,947 workers.



Schools that have registered to use the Healthy School Action Tools (HSAT) through December, 2017.

- The number of Michigan schools that completed the core assessment module of the HSAT to assess overall school wellness increased from 47 to 467.
- The number of Michigan schools that completed the HSAT staff wellness assessment increased from 9 to 75.
- The number of Michigan schools that have taken action to implement policies and practices that support a healthy worksite and encourage healthy behaviors for teachers and staff increased from 13 to 165.
- Partners created a web-based, step-by-step “how-to” resource guide for Michigan employers to begin or enhance a workplace wellness program, including templates to communicate with employees about health and wellness, and templates to enable sharing of the DHEW tools with other Michigan employers.

- Partners promoted the DHEW worksite wellness tools to Michigan businesses with a marketing campaign via social, print and electronic media channels, resulting in 472,975 impressions and nearly 4,000 click throughs to the DHEW website, April 3, 2017-November 12, 2017.
- The 4 x 4 Partnership collaborated with the Michigan Fitness Foundation and the Governor’s Fitness Council on Physical Fitness, Health and Sports to add the DHEW to the award criteria as a recommendation assessment for the Healthy Workplace Wellness Award.

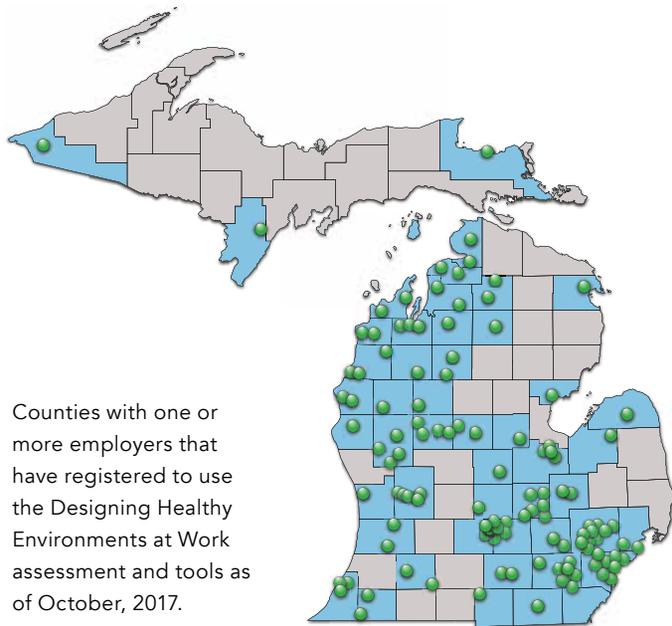


In Progress

- Developing a tiered award badge system and letter from the governor to recognize Michigan businesses that complete the DHEW assessment and implement proven strategies to create a healthier work culture.
- Implementing the media plan to promote the Healthy School Action Tools (HSAT) to create a healthier work culture in schools for teachers and staff.
- Implementing a framework to develop the DHEW Aggregate Scorecard, allowing businesses to compare their wellness score to other businesses of a similar size.
- Developing an employee survey that allows DHEW users to assess the impact of their worksite wellness program on employee behavior change.

Upcoming Work

- Increase the number of worksites within the Michigan Department of Health and Human Services and other state departments to implement worksite wellness through the use of the Designing Healthy Environments at Work (DHEW) best practice assessment and action plan tools.
- Increase the number of worksites across Michigan implementing the Designing Healthy Environments at Work (DHEW) best practice assessment and action plan, with a focus on businesses employing minimum wage workers.



Counties with one or more employers that have registered to use the Designing Healthy Environments at Work assessment and tools as of October, 2017.

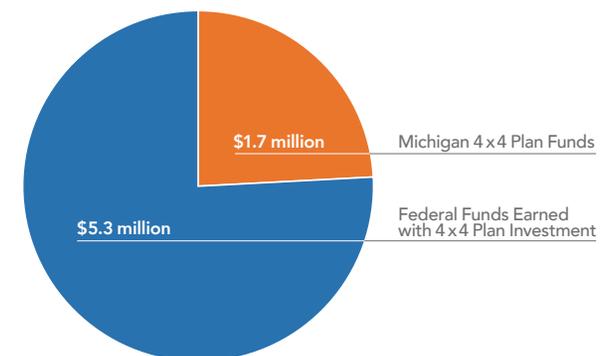
Michigan's Funding of 4 x 4 Plan Earns Additional Federal Funds

State 4 x 4 Plan funds made it possible to earn approval for additional federal funds. This is essential for program sustainability and an important way for the Centers for Disease Control and Prevention to assess Michigan's commitment and capacity to partner with community organizations and businesses to maximize our reach and expand statewide.

In total, the State of Michigan invested \$1.7 million from 2015–2017 in supporting implementation of the 4 x 4 Plan throughout the state with nutrition, physical activity and obesity prevention strategies for children and adults. 4 x 4 Plan funds demonstrate Michigan's commitment to creating healthier policies and environments, and are critical for MDHHS to strategically pursue and leverage an additional \$5.3 million in federal grants that will aid in supporting worksites, schools, child-care facilities and communities to make healthier decisions.

Leveraged funds allowed Michigan to broaden the impact of the 4 x 4 Plan and increase stakeholder investment while aligning the design and implementation phases to national priorities. Additional strategies to create healthier policies and places combined with research tested practices and outreach efforts helped to reach a combined total of 2 million children and adults in some of Michigan's most disparate communities.

Additional Federal Funds Earned with 4 x 4 Plan Funds to Implement Nutrition, Physical Activity and Obesity Prevention Best Practices in Michigan, 2015–2017





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MDHHS is an equal opportunity employer, services and programs provider.