

# Michigan Health and Wellness 4 x 4 Plan

## *Making a Difference*

### 2013 Obesity Prevention Highlights

Obesity is one of the most pressing health issues we face in Michigan. More than two-thirds of Michigan's adults are overweight or obese, as are almost a third of our children. Governor Rick Snyder is committed to creating a healthier Michigan and has identified the prevention and control of obesity as a top health priority in Michigan. In June 2012, the Michigan Department of Community Health released the Michigan Health and Wellness 4 x 4 Plan which contained Michigan's priority strategies to reduce obesity. This 2013 Highlights publication documents some of the achievements of this initiative in fiscal year 2013.

#### VISION

*To attain or maintain health and reduce obesity.*

#### DID YOU KNOW?

*OBESITY threatens Michigan's future. It is strongly associated with major chronic diseases, the leading cause of death in Michigan.*



*75% of all healthcare dollars are spent on chronic diseases.*

#### RETURN ON INVESTMENT

*Every dollar spent on community-based programs that stress being physically active, eating well and not using tobacco can save **\$5.60** in medical costs.*

#### 4 x 4 Tool

##### 4 Health Behaviors:

Healthy Diet, Exercise, Annual Exam,  
Avoid Tobacco

##### 4 Healthy Measures:

BMI, Blood Pressure, Cholesterol, Blood Glucose

Michigan Department  
of Community Health



Rick Snyder, Governor  
James K. Haveman, Director



# Goal 1

## *Develop multimedia public awareness campaign to promote a social movement to reduce obesity*

- Over 28,000 Michigan adults have pledged to lose 10% of their weight through the MI Healthier Tomorrow media campaign.
- 11.7 million MI Healthier Tomorrow obesity prevention TV, radio, billboard and social media campaign messages were viewed by Michigan citizens.
- 20% achieved their goal.
- 72% remain engaged in weight loss efforts and reported a favorable response to the campaign.

[www.michigan.gov/mihealthiertomorrow](http://www.michigan.gov/mihealthiertomorrow)

[www.facebook.com/mihealthiertomorrow](http://www.facebook.com/mihealthiertomorrow)



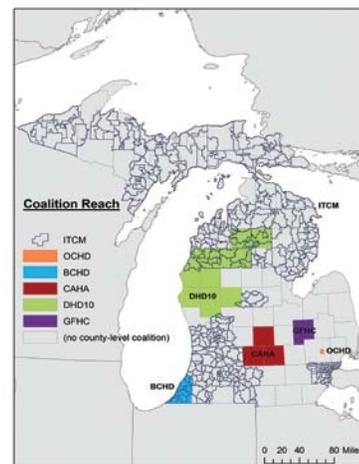
Michigan's adult rate of obesity dropped from 31.3% in 2011 to 31.1% in 2012, improving Michigan's ranking from the 5<sup>th</sup> to 10<sup>th</sup> most obese state in the US.

Obesity rates among low income children ages 2-4 dropped.

## Goal 2

### *Support communities to implement the Michigan Health and Wellness 4 x 4 Plan*

Five coalitions and the Intertribal Council of Michigan implemented community-based programs making healthy eating and physical activity easier for nearly **2,000,000** residents... meeting them where they live, work, learn and play!



**Worksites:** Engaged employees, improved healthy eating and physical activity at work.

**Communities:** Established new farmer's markets, produce stands, individual and community gardens .

Enhanced free, safe places and methods for physical activity in parks, playgrounds and walking trails.

**Schools:** Implemented policies to eliminate the sale of sugar-sweetened beverages; reduced consumption of fast food and increased consumption of fruits and vegetables.

**Healthcare:** Enhanced the Michigan Care Improvement Registry (MCIR) for providers to enter height/weight for children 0-18 , assess body mass index, access clinical decision tools and customized guidelines.

Adopted the 4 x 4 Tool to assess patients' clinical measures and engagement in healthy behaviors.

WEB-BASED TOOLS were improved at the [www.michigan.gov/healthymichigan](http://www.michigan.gov/healthymichigan) website, to support efforts made by individuals, schools, worksites, communities and faith-based organizations.

## Goal 3

# *Engage partners throughout Michigan to help implement the 4 x 4 Plan*

### *Highlights include:*

#### **Made Healthy Shopping and Dining Easier**

A major grocer in Michigan made healthy shopping easier by implementing a simple shopping and nutrition scoring system, free in store nutrition education and low cost health measure testing, impacting residents across the state.



#### **Committed to Healthy Marketing to Kids**

A major restaurant chain in Michigan distributed 3 million tray liners with messages about the 4 x 4 Tool (4 health measures and 4 healthy behaviors) and committed to 100% of all advertising to children will be focused on healthy nutrition or well-being messages.

#### **Made Healthy Dining Easier**

Michigan restaurants provide an online tool to find and browse healthy dining choices on menus in restaurants across the state by zip code.

#### **Focused Efforts in Communities with a High Prevalence of Obesity**

Community-based organization engaged 25 African-American churches that now offer physical activity programs every day of the week and established fresh fruit and vegetable mini-markets, impacting 6,875 church members plus surrounding communities.

#### **Focused Efforts on Children**

65 Before and After School and Summer Programs increased physical activity and healthy eating for 5,996 youth. One of these programs was highlighted at the White House as a *"Champion of Change Exemplary Effort."*



Over 250 low income schools improved healthy eating and physical activity for over 96,000 school children.

1.4 million K-12 students participated in a student led approach to empower youth to improve healthy eating and increased physical activity in over 3,000 schools.