

MAKING A DIFFERENCE IN OBESITY

MICHIGAN'S PRIORITY STRATEGIES: 2014 -2018

BE ACTIVE, EAT HEALTHY



2014-2018

Michigan's Strategic Priorities to Improve Healthy Eating and Active Living

“To build a stronger Michigan, we must build a healthier Michigan” (Governor Rick Snyder, 2011 Reinventing Michigan's Health and Wellness Address).
Prevention and control of obesity is a key priority of this vision to reinvent a healthier Michigan. Obesity continues to be one of the most pressing health issues we face in our state. More than two-thirds of Michigan's adults are overweight or obese, as are almost a third of our children. Being overweight or obese can lead to chronic diseases such as diabetes, heart disease and cancer. Medical costs associated with obesity are over \$3 billion in Michigan.

HEALTHY WEIGHT ENVIRONMENTS:

- ✓ Adequate and accessible space and facilities for physical activity
- ✓ Communities designed to support active transportation
- ✓ Availability of affordable healthy food and beverages including water
- ✓ People empowered to recognize and make healthy choices
- ✓ Support for breastfeeding

HEALTHY WEIGHT BEHAVIORS:

- ✓ Increase physical activity
- ✓ Increase consumption of fruits and vegetables
- ✓ Decrease consumption of sugar-sweetened beverages
- ✓ Reduce consumption of foods high in sodium, solid fats and added sugars
- ✓ Decrease television viewing and screen time
- ✓ Increase breastfeeding initiation, duration, and exclusivity

INTRODUCTION

In order for Michiganders to be healthy, productive individuals, maintaining healthy weight, they must live in communities that support health and wellness. Communities that support health and wellness have safe places to walk and play and food outlets that offer affordable and healthy foods. Broad, positive community changes can provide the necessary support to sustain regular, daily physical activity and healthy eating for all ages, making the healthy choice the easy choice. Small, manageable changes for individuals and communities will keep us moving forward. Even modest weight losses of 5 to 10% are associated with significant improvements in overall health.

Governor Rick Snyder identified the prevention and control of obesity as a top health priority and charged the Michigan Department of Community Health (MDCH) with developing a plan to address this issue. In June, 2012, MDCH released the [Michigan Health and Wellness 4 x 4 Plan](#) which contained priorities to reduce obesity. The goal of the Michigan Health and Wellness 4 x 4 Plan was to engage and mobilize partners from across multiple sectors and communities in efforts to address wellness and obesity.

The Michigan Health and Wellness 4 x 4 Plan included a statewide, multimedia campaign, [MI Healthier Tomorrow](#), to engage overweight and obese adults to pledge to lose 10% of their body weight. Statewide partners from business, education, corporate/trade, healthcare, and community organizations implemented obesity reduction strategies within their statewide sphere of influence, and departments of state government engaged in effecting policy, system and environmental changes to improve healthy eating and physical activity. Five community coalitions and the Intertribal Council of Michigan were funded to bring together community partners and implement evidence-based solutions to increase opportunities for physical activity and healthy eating. The healthcare community was engaged to promote the 4 x 4 Tool in the clinical setting. The 4 x 4 Tool recommends the practice of four healthy behaviors (healthy diet, exercise, annual exam, avoid tobacco) and managing four health measures (body mass index, blood pressure, cholesterol, blood glucose).

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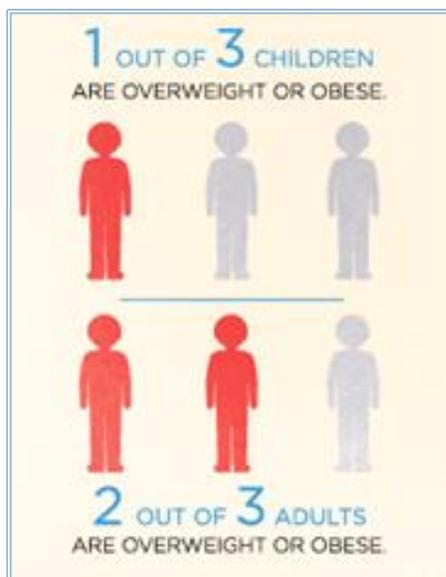
Although Michigan has made significant progress over the last few years with childhood and adult obesity rates leveling off, more efforts are needed to help change our communities into places that strongly support healthy eating and active living for all Michiganders. This companion document, ***Making a Difference in Obesity: 2014 – 2018*** builds upon the current efforts of the Michigan Health and Wellness 4 x 4 Plan. The priorities for 2014 – 2018 identify evidence-based strategies that have the greatest potential to accelerate our modest progress in reducing obesity. It includes a focus on policies, systems and environmental change to increase physical activity and improve healthy eating, with an emphasis on disadvantaged populations.

Strategic Priorities to Improve Healthy Eating & Active Living

Priority 1 | Focus on Reduction of Childhood Obesity

Promote Education Environments as a Focal Point for Obesity Prevention – early care and education programs, schools, colleges and universities

- a. Provide increased opportunity for physical activity in education environments, promote and strengthen policies and programs that increase physical activity.
- b. Promote Comprehensive School Physical Activity Program (CSPAP) that includes the following: quality physical education as the foundation, physical activity before, during and after school, staff involvement, and family and community engagement.
- c. Create healthy nutrition environments that include access to healthy and appealing foods and beverages available to students in school meals, vending machines, school stores, a la carte lines in the cafeteria, fundraisers, and classroom parties; and consistent messages about food and healthy eating.
- d. Expand student led approach to empower youth to improve their own health by implementing positive changes in schools.



Priority 2 | Healthcare System Assisting Patients to Maintain Healthy Weight

Expand the Role of the Healthcare System in Obesity Prevention – healthcare providers are part of a system of support and service that can give individuals and families access to obesity prevention and treatment.

- a. Provide standardized care for screening, diagnosis and treatment of overweight and obesity.
- b. Improve health care quality and equity by building partnerships between provider practices and community organizations/resources.
- c. Encourage healthcare professionals to assess physical activity levels and dietary patterns and provide education, counseling and referrals to community resources.
- d. Encourage healthcare systems and professionals to advocate for healthy eating and physical activity environments across all sectors of their communities.



Priority 3 | Make Physical Activity a Routine Part of Daily Life

Expand opportunities to move more where people live, work, learn and play - communities should provide safe and accessible options for physical activity where access is currently limited/underserved.

- a. Adopt policies and programs that emphasize moving more by finding and supporting ways to walk based on the U.S. Surgeon General's Call to Action.
 - b. Provide community programs with a focus on changing physical activity behavior and building social support.
 - c. Encourage community design and development that supports physical activity, such as sidewalks, adequate lighting, and traffic slowing devices to improve active transportation.
 - d. Facilitate access to safe, accessible, and affordable places for physical activity including parks, playgrounds, community centers, schools, fitness centers and trails that can be used by all people of all ages and functional abilities.
 - e. Support workplace policies and programs that increase workday physical activity, such as flextime policies, lunchtime walking groups, access to exercise equipment, facilities, bicycle racks, walking paths and changing facilities with showers.
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Priority 4 | Make Healthy Foods Available Everywhere

Create environments that assure healthy eating options – communities should provide access to healthy, safe and affordable foods that ensure that healthy options are the easy choice.

- a. Increase the variety of healthy foods offered in communities through existing establishments, grocery stores, farmer's markets and community gardens in low-access neighborhoods.
- b. Implement organizational nutrition standards that align with the Dietary Guidelines for Americans to increase access to healthy options in all settings.
- c. Provide nutrition information to customers (e.g., on menus) and make healthy options and appropriate portion sizes the default in restaurants and other food service venues.
- d. Support policies and programs that promote breastfeeding and that provide private space, flexible scheduling and lactation management services in hospitals, worksites and communities.



Priority 5 | Support Community Efforts to Create Local Policy and Environmental Change

Support change in local communities - state and local partners should be engaged in training, mentoring, and networking with local community coalitions; and provide increased opportunities for community improvements to increase access to healthy eating and physical activity opportunities.

- a. Support local health departments, Tribes and/or other suitable agencies to create environments that support healthy eating and active living (**Priorities 3 and 4**)
- b. Provide technical support, best practices, training and resources to assist partners and communities.

Continue to partner with state agencies - Departments of state government should continue to be engaged in effecting policy, system and environmental changes to improve healthy eating and physical activity opportunities throughout the state (Department of Community Health, Department of Education, Department of Agriculture and Rural Development, Department of Transportation, Department of Natural Resources, Office of the State Employer).



Strategies in the 2014 – 2018 Michigan Obesity Prevention Plan aligns with:

- 1) *National Prevention Strategy*: U.S. Department of Health and Human Services, 2011;
- 2) Institute of Medicine: *Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation*. Washington, DC: 2012.

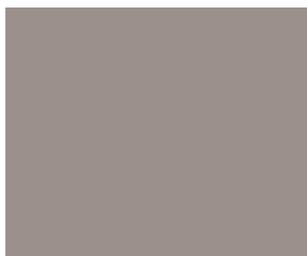
FOR MORE INFORMATION
ABOUT MICHIGAN'S
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Healthy Worksites for Healthy Employees



Healthy Places for Healthy People



Healthy Kids Ready to Learn



Michigan Department
of Community Health



Rick Snyder, Governor
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