Conclusion and Next Steps
Overall, the scan revealed that Michigan has a large number of programs and informational resources dedicated to childhood obesity, however few policies exist. This may explain some of the challenges Michigan has had in reversing childhood obesity trends. The results from this scan will be used by partners in the Healthy Kids, Healthy Michigan project to create a strategic policy agenda for Michigan. In addition, full survey results will be provided to all survey contacts and respondents as a resource guide for their county.

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Definitions of Key Terms

What is a policy?
A policy is defined as those laws, regulations, formal and informal rules and understandings that are adopted on a collective basis to guide individual and collective behavior.

What is a program?
A program is sometimes called a project or intervention and consists of a prescribed series of activities conducted with the main purpose of changing and/or influencing existing obesity-, nutrition- and physical activity-related behaviors and/or practices. The following examples are NOT considered to be programs:

- Curriculum that has been purchased or designed and not put into use
- Curriculum that has been purchased or designed and not tailored to the target audience
- Training alone (can be an important part of an intervention)
- Conference participation and health fairs
- Presentations at conferences and forums
- Coalition or task force meetings

What is a resource?
A resource is any type of information (print, web, radio, television, etc.) designed for reference or education for a target population or practitioners.

Healthy Kids, Healthy Michigan Project

In 2007, Michigan received a National Governor’s Association award through the Healthy Kids, Healthy America Program to conduct the Healthy Kids, Healthy Michigan project. The goal of this project is to create a strategic policy agenda to reduce childhood obesity in Michigan. In preparation for creating this agenda, Michigan conducted a statewide scan of childhood obesity programs, policies and resources.

Statewide Scan Methods

The scan was accomplished using a three-step approach: initial telephone contact, email web-based survey and follow-up contact with non-responders. More than 150 state and local organizations, including at least one representative from each of Michigan’s 83 counties, were contacted to report on their policies, programs and resources related to childhood obesity. Examples of organizations contacted include: local health departments, YMCAs, universities, hospitals, businesses and non-profit agencies such as American Heart Association and American Cancer Society. Ninety-four organizations completed a survey, yielding a response rate of 61%. A total of 208 surveys were completed by these organizations.

Key Findings

Government and Non-Profit Organizations Submitted the Largest Number of Surveys

The majority of respondents represented government (30%), followed by “other” (27%). The majority of organizations in the ”other” category were nonprofit (62%). There were no respondents representing businesses, child care or preschools.

9% of Surveys Completed Were Policies

Of the 208 surveys collected, 132 surveys applied to a program, 50 applied to a resource and 17 applied to a policy (Figure 3).

Elementary School-Age Youth Were the Target of the Largest Number of Efforts

The primary target audience for all reported policies, programs and resources is elementary age children followed by middle school and high school age youth. The infant/toddler and preschool age target audiences had the least number of policies, programs and resources submitted (Table 2).

More Than One-Third of Reported Efforts are Conducted State Wide

Results showed that 79 (39%) of the policies, programs and resources reported were identified as a statewide effort. The remaining efforts were distributed among all of the rest of Michigan’s counties, with the largest concentration of efforts in Wayne (18%), Kent (9%) and Oakland (8%) counties.

Table 2. Target audience of programs, policies and resources

<table>
<thead>
<tr>
<th>Target Audience</th>
<th>Number of programs, policies and resources</th>
<th>Percentage of programs, policies and resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infant/ Toddle Age</td>
<td>44</td>
<td>23</td>
</tr>
<tr>
<td>Preschool Age</td>
<td>46</td>
<td>23</td>
</tr>
<tr>
<td>Elementary School Age</td>
<td>125</td>
<td>60</td>
</tr>
<tr>
<td>Middle School Age</td>
<td>150</td>
<td>77</td>
</tr>
<tr>
<td>High School Age</td>
<td>132</td>
<td>63</td>
</tr>
</tbody>
</table>