



# Healthy Kids, Healthy Michigan

*Advocates for Healthy Weight in Children*

[www.healthykidshealthmich.com](http://www.healthykidshealthmich.com)

## Coalition Successes 2008-2011

### Complete Streets

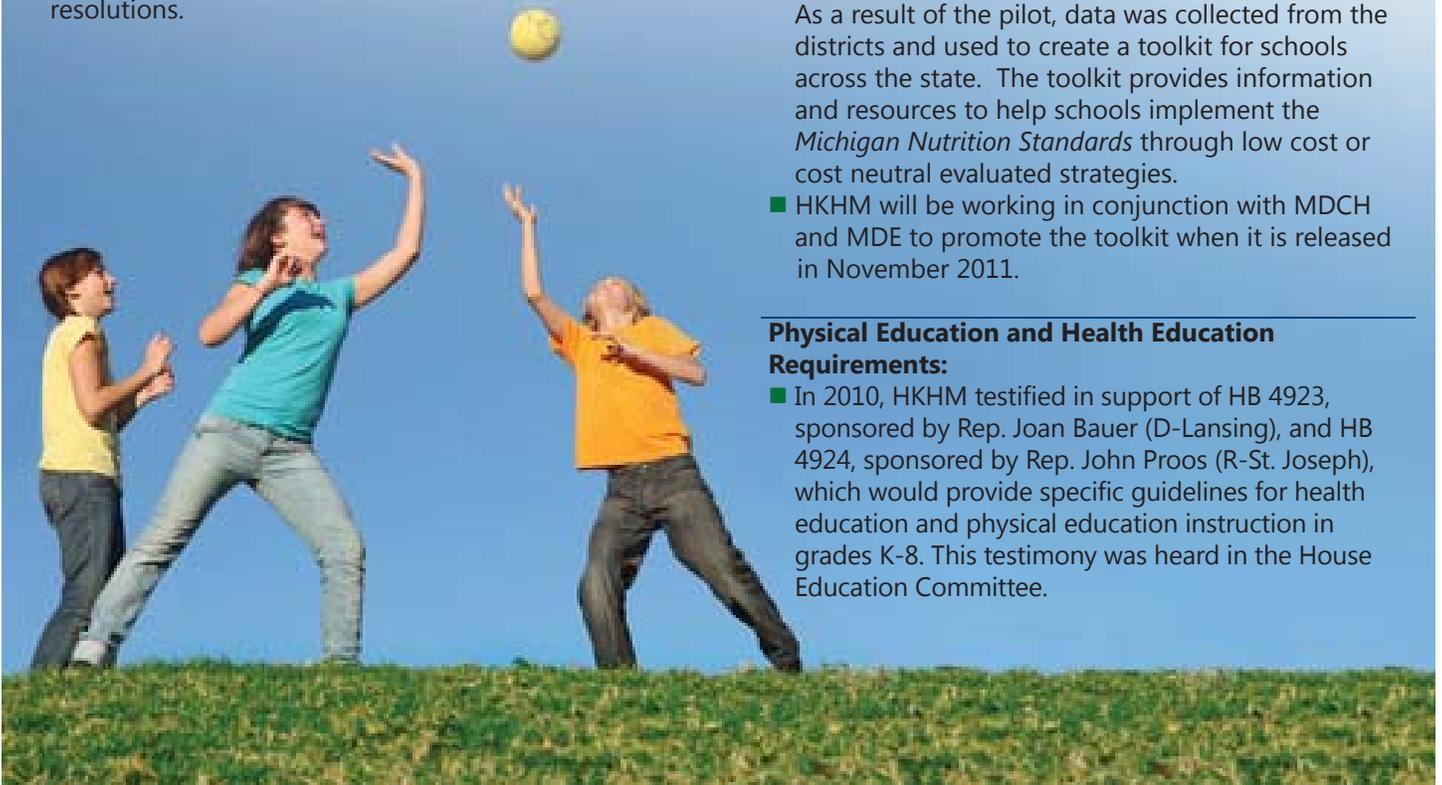
- In summer 2010, the Michigan Legislature passed Complete Streets legislation with House Bills 6151 and 6152, to increase the number of roadways designed with all users in mind, including motorists, bicyclists, public transportation riders, and pedestrians of all ages and abilities. This legislation includes incorporating Complete Streets elements when planning projects, as well as the creation of a Complete Streets Advisory Council. The Complete Streets movement is part of a national approach to battle obesity by creating healthy communities with more physical activity options for families.
- The coalition and its members support the passage of local Complete Streets policies by providing training, resources, and technical assistance. Since 2009, 57 communities around the state have adopted Complete Streets policies, including nine ordinances and 48 resolutions.

### School Nutrition Standards

- Healthy Kids, Healthy Michigan (HKHM) is supporting the *Michigan Nutrition Standards*, recommendations that were adopted by the State Board of Education in October 2010, for food available in Michigan schools. The *Michigan Nutrition Standards* emphasize colorful fruits and vegetables, whole grains, low fat dairy, beans, nuts and lean proteins.
- In support of the nutrition standards, the coalition is engaged with the Michigan Departments of Community Health (MDCH) and Education (MDE) as they work in partnership with school districts throughout the state. The pilot districts implemented the *Michigan Nutrition Standards* in venues like school breakfast and lunch, vending machines, a la carte snack lines, school stores, and classroom parties during the 2010-2011 school year. As a result of the pilot, data was collected from the districts and used to create a toolkit for schools across the state. The toolkit provides information and resources to help schools implement the *Michigan Nutrition Standards* through low cost or cost neutral evaluated strategies.
- HKHM will be working in conjunction with MDCH and MDE to promote the toolkit when it is released in November 2011.

### Physical Education and Health Education Requirements:

- In 2010, HKHM testified in support of HB 4923, sponsored by Rep. Joan Bauer (D-Lansing), and HB 4924, sponsored by Rep. John Proos (R-St. Joseph), which would provide specific guidelines for health education and physical education instruction in grades K-8. This testimony was heard in the House Education Committee.



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## What success has the coalition had thus far?

### Medicaid Coverage of Childhood Obesity

- In 2009, a L-Letter, which is an official letter clarifying Medicaid policy for local providers, was sent to pediatric health care providers with information on the appropriate way to bill Medicaid for Early and Periodic Screening, Diagnosis and Treatment (EPSDT) or “well-child” visits.

### Access to Fresh, Healthy Food in Underserved Areas

- In July 2008, Public Act 231 was signed into law by Gov. Jennifer Granholm. PA 231 allows food retailers to expand, improve, or develop their establishments in both rural and urban underserved areas by requesting a property tax abatement. This law has the potential to increase access to fresh and healthy foods for residents in underserved areas to help in the fight against obesity.

### Body Mass Index in the Michigan Care Improvement Registry

- The coalition worked with technical and administrative teams to integrate height, weight, and body mass index (BMI) capabilities into the Michigan Care Improvement Registry (MCIR) and to initiate change to the administrative rules that govern the MCIR to allow for the voluntary entry of this data. These efforts are continuing.



### HKHM's Mission

Over the past 30 years, obesity rates have continued to increase rapidly across all age groups. Among children ages 6-11, the national rate of childhood obesity has quadrupled. In Michigan, nearly \$3 billion is spent in annual medical costs treating obese adults. If these trends continue, the children of Michigan may be the first generation to have a shorter life span than their parents.

HKHM emerged with an obesity prevention policy prioritization effort in late 2007. In 2008, HKHM transformed into a coalition dedicated to reducing childhood obesity in Michigan through strategic policy initiatives. A campaign was launched to concurrently address the coalition's highest priority policy issues. The coalition is now comprised of decision makers from more than 150 organizations statewide, representing government, non-profits, and public and private sectors.

HKHM continues to grow and seek new members and partner organizations. Our collaboration is an excellent avenue to deliver a clear, unified message to state leaders about the importance and impact obesity has on our state. Through our strong partnerships, we have a greater opportunity to move forward on key policy priorities impacting childhood obesity than we would acting individually.

How will the coalition continue to address childhood obesity?

- HKHM has developed a five-year strategic policy plan. Each year the coalition identifies priorities to focus on for the year.
- HKHM continues to grow its membership and increase involvement in the fight against childhood obesity.
- The coalition is focused on educating organizations, community members, and elected officials of their policy initiatives.

### Contact HKHM

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