



Healthy Kids, Healthy Michigan

Advocates for Healthy Weight in Children

www.healthykidshealthmich.com

2010 Coalition Successes

Complete Streets

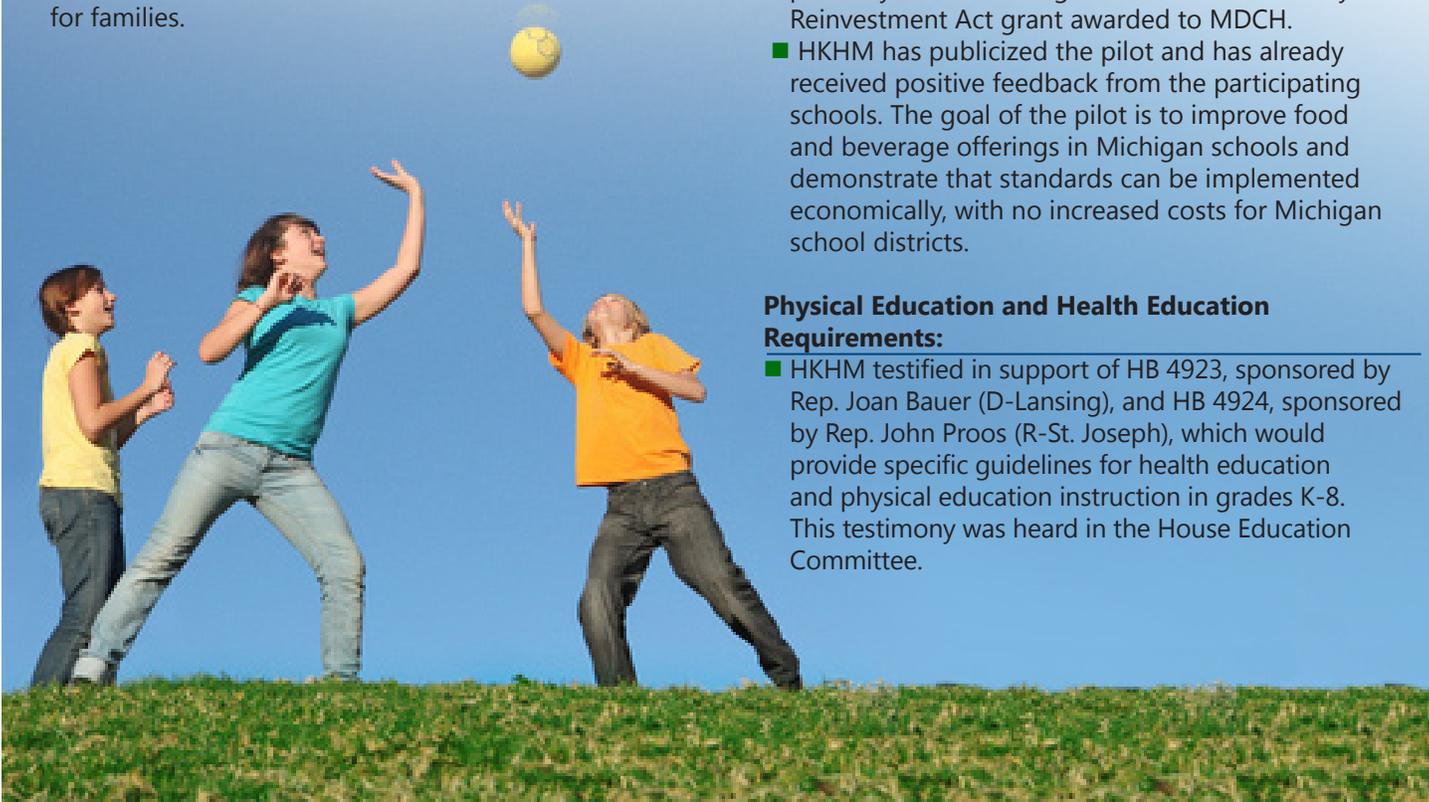
- In summer 2010, the Michigan Legislature passed Complete Streets legislation with House Bills 6151 and 6152, to increase the number of roadways designed with all users in mind, including motorists, bicyclists, public transportation riders, and pedestrians of all ages and abilities.
- Since the beginning of the coalition, HKHM has had Complete Streets as a priority. Complete Streets creates opportunities for communities to increase physical activity levels through active transportation, while also increasing property values, reducing the risk of pedestrian-vehicle collisions, and increasing pedestrian traffic. This legislation includes incorporating complete streets elements when planning projects, as well as a Complete Streets Advisory Council. Complete Streets are part of a national approach to battle obesity by creating healthy communities with more physical activity options for families.

School Nutrition Standards

- 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 in partnership with four school districts throughout the state. The districts are piloting the implementation of the 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. This pilot is primarily funded through an American Recovery and Reinvestment Act grant awarded to MDCH.
- HKHM has publicized the pilot and has already received positive feedback from the participating schools. The goal of the pilot is to improve food and beverage offerings in Michigan schools and demonstrate that standards can be implemented economically, with no increased costs for Michigan school districts.

Physical Education and Health Education Requirements:

- 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, an official letter clarifying Medicaid policy for local providers, called the L-Letter, 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. HKHM is continuing to educate health care providers through supplemental publications and presentations on childhood obesity coverage through Medicaid.

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 to residents in underserved areas to help in the fight against obesity.

Body Mass Index Surveillance

- The coalition worked with technical and administrative teams to integrate height, weight and body mass index (BMI) capabilities to the Michigan Care Improvement Registry (MCIR).
- To ensure this health surveillance tool is used effectively, the coalition has worked to initiate an administrative rules change governing the MCIR. These efforts are continuing.
- Michigan was recognized in the report: *2009 F as in Fat: How Obesity Policies are Failing in America*. It was released by the Trust for America's Health and Robert Wood Johnson Foundation as a state success story and unique approach to policy change for work on BMI Surveillance.



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.

Healthy Kids, Healthy Michigan (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 and a campaign was launched to concurrently address its 6 highest priority policy issues. The coalition is now comprised of decision makers from more than 115 organizations statewide, representing government, non-profits, and public and private sectors.

HKHM continues to grow, and look for new members and partner organizations. Our collaboration is an excellent avenue to deliver one, clear message to state leaders about the importance and impact obesity has on the 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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