



Healthy Kids, Healthy Michigan

Advocates for Healthy Weight in Children

Steering Committee:

- Altarum Institute
- American Cancer Society
- American Heart Association
- Beaumont Hospitals
- Governor's Council on Physical Fitness, Health, and Sports
- Meijer
- MI Chapter of the American College of Cardiology
- Michigan Association for Health, Physical Education, Recreation, & Dance
- Michigan Department of Community Health
- Michigan Department of Education
- Michigan Soft Drink Association
- Michigan State Medical Society
- Wayne State University, Department of Pediatrics

For Immediate Release

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Statewide Healthy Kids/Healthy Michigan Coalition
Advocating for Healthy Weight in Children

Lansing, MI - With childhood overweight and obesity on the rise, the health of Michigan's children is in serious jeopardy. This is due, in part, to poor nutrition and a lack of physical activity. It is clear that Michigan leaders need a plan to address the issue. *Healthy Kids, Healthy Michigan* is a coalition of stakeholders who have come together to do just that. Over 110 organizations participated in the development of policy priorities that will lay out a blueprint to address childhood obesity in our state. Leaders in both the public and private sector will come together as the policy priorities are released on Wednesday, February 25 with a press conference beginning at 11:45 a.m. in the Capitol Rotunda.

The coalition's five-year strategic policy plan provides the framework for a comprehensive statewide effort to reduce childhood obesity in Michigan. Six priorities form our first-year agenda:

- Body Mass Index (BMI) Surveillance
 - Add obesity measures to the Michigan Care Improvement Registry to monitor, evaluate and prioritize childhood obesity prevention efforts
- Medicaid Coverage of Childhood Obesity
 - Clarify Medicaid policies to improve the clinical care and coverage associated with pediatric obesity management
 - Incent health plans to provide coverage for best practices
- Coordinated School Health Programs
 - Require the formation of district level Coordinated School Health Councils for assessment and action planning
- Health and Physical Education
 - Increase the quantity and quality of health and physical education
- Healthy Food in Underserved Areas
 - Increase the access and affordability of healthy food in urban areas
- Complete Streets & Safe Routes to School
 - Implement Complete Streets, Context Sensitive Solutions, and Safe Routes to School in the planning of active infrastructure.



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Michigan was one of fifteen states selected to receive funding through the National Governors Association *Healthy Kids, Healthy America* program. The purpose of the program was to develop a multi-year strategic policy plan to reduce childhood obesity. The *Healthy Kids, Healthy America* program was made possible through support from the Robert Wood Johnson Foundation and the Centers for Disease Control and Prevention. The program has since grown into an impressive coalition consisting of executive-level decision makers from government, public and private sectors, non-profit organizations, businesses, health care, communities, and schools.

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Editor's Notes:

Members of the Healthy Kids, Healthy Michigan Steering Committee will be on hand to do interviews following the press event.