

Michigan Healthy Eating and Physical Activity Strategic Plan: 2010-2020

EXECUTIVE SUMMARY



OBESITY IN MICHIGAN

The prevalence of obese adults in Michigan has increased from 22.8% in 1999 to 30.3% in 2009. Michigan had the 10th highest prevalence of adult obesity in the United States in 2009, affecting 3 out of every 10 adults. Hispanics and Blacks in Michigan had a significantly higher prevalence of obesity (42.6% and 41.6% respectively than Whites (28.7%). The prevalence of obese youth in Michigan has increased from 10.9% in 1999 to 11.9% in 2009; this however is not a statistically significant change. Almost 1 in 8 youth between the ages of 10 and 17 are obese putting them at risk for a number of chronic diseases, such as type 2 diabetes, hypertension, stroke, heart disease, asthma, and certain types of cancer. Some experts warn that this is the first generation that will be less healthy and have shorter life expectancy than their parents.

In 2008, estimated medical costs of obesity in Michigan were \$3.1 billion. If action is not taken, and the obesity rates continue to increase at their current rates, Michigan is expected to spend \$12.5 billion on health care costs attributable to obesity in 2018.

PHYSICAL ACTIVITY AND HEALTHY EATING

Poor diet and physical inactivity is the second leading cause of preventable death in the United States. In 2009, nearly 50% of Michigan adults reported inadequate physical activity and an estimated 80% consumed inadequate amounts of fruits and vegetables. In most cases, obesity can be prevented if people move more and eat less. Individuals and families make choices every day about what they eat and drink and how physically active they will be. However, today, people must make these choices in an environment that promotes over consumption of calories and discourages physical activity. This environment and the individual choices made within it have contributed to dramatic increases in the rates of obesity.

Given the size of the population we need to reach, efforts to prevent obesity will require implementing strategies that will affect large populations simultaneously. While individuals make their own health behavior choices, those choices are often guided by policies, systems and environments where people live, learn, work and play. As such, public health is focusing on making changes to public policies at the state, regional and local levels to support healthy lifestyle and creating health-promoting environments where people can get physical activity safely and find healthy, affordable foods easily.

THE PLAN'S VISION, MISSION AND GOALS

The Healthy Eating and Physical Activity Strategic Plan represents the joint vision of partner organizations across the state of Michigan, committed to working together to ensure that Michigan can be a place where regular physical activity, healthy eating and healthy weight are part of everyone's life and community.

Vision:

In Michigan, regular physical activity, healthy eating and healthy weight are part of everyone's life and community.

Mission:

To make healthy foods and active lifestyle accessible to all of Michigan's diverse populations in order to help maintain healthy weight and eliminate health disparities through policy, environmental and lifestyle change.

Overall Goals:

1. Increase the proportion of Michigan's population who are at a healthy weight.
2. Reduce inequities that contribute to health disparities in obesity and overweight.

THE PLAN'S OBJECTIVES

The objectives in the plan are designed to address behavior, policy and environmental changes to increase physical activity, increase healthy eating and increase breastfeeding. Using policy and environmental change as the key to long-term investment in physical activity and nutrition in order to improve the public's health and decrease obesity is the focus of this plan. Policy change is defined as modifications to laws, regulations, formal and informal rules, as well as standards of practice. It includes fostering both written and unwritten policies, practices and incentives that provide new or enhanced supports for healthy behaviors and lead to changes in community and societal norms. Environmental change describes changes to physical and social environments that provide new or enhanced supports for healthy behavior.

Long-Term Objectives:**Physical Activity**

1. Increase the percentage of Michigan youth and adults that get the recommended amount of moderate physical activity.
2. Decrease screen time among children and youth
3. Increase the number of environmental changes to support physical activity
4. Increase the number of legislative and policy changes to support physical education and physical activity

Healthy Eating

1. Increase the percentage of Michigan youth and adults that consume the recommended amount of fruits and vegetables.
2. Decrease the amount of sugar-sweetened beverages consumed among youth and adults
3. Increase the number of environmental changes to support healthy eating
4. Increase the number of legislative and policy changes to support healthy eating

Breastfeeding

1. Increase breastfeeding initiation, duration and exclusivity
2. Increase the number of environmental changes to support breastfeeding
3. Increase the number of legislative and policy changes to support breastfeeding

PLANNING PARTNERS

Thank you to the many individuals and organizations that contributed to the development of the Michigan Healthy Eating and Physical Activity Strategic Plan 2010-2020:

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