

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



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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, 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.

Goal:

Increase the percent of Michigan's population who are at a healthy weight and reduce inequities that contribute to health disparities in obesity and overweight by:

- Increasing physical activity
- Increasing healthy eating, and
- Increasing percent of women who breastfeed

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.

Physical Activity Objective: Increase the percentage of Michigan youth and adults that get the recommended amount of moderate physical activity.

2011-2012 Priority Actions:

1. Support state-level Complete Streets legislation and expand local Complete Streets policies.
2. Expand and promote worksite wellness programs that incorporate physical activity.
3. Increase the number of schools with Safe Routes to School (SRTS) policies and programs.
4. Support policies to require daily quality physical education in schools and childcare.
5. Expand the number of healthcare agencies with practices that support physical activity.
6. Promote the use of Michigan Quality Improvement Consortium Overweight and Obesity Prevention and Treatment guidelines.

Healthy Eating Objective: Increase the percentage of Michigan youth and adults that consume the recommended amount of fruits and vegetables.

2011-2012 Priority Actions

1. Increasing availability and consumption of fresh fruits and vegetables
2. Support the development of farmers' markets, farm stands, grocery stores and other fresh food retail outlets in communities with underserved and low-income population.
3. Develop community gardens and school gardens in underserved areas.
4. Promote Coordinated School Health Programs in all Michigan schools
5. Encourage dental and other health professionals to provide education on decreasing the consumption of sugar-sweetened beverages.
6. Expand the number of schools, childcare settings and worksites implementing Nutrition Standards.

Breastfeeding Objective: Increase breastfeeding initiation, duration and exclusivity.

2011-2012 Priority Actions

1. Expand programs that address the breastfeeding rates of African American women.
2. Support development of state-wide infrastructure supportive of breastfeeding.
3. Expand the number of work sites implementing the Business Case for 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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Michigan Center for Rural Health
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Michigan Department of Education
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Michigan Public Health Institute
Michigan State University
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