

Michigan Health and Wellness 4 x 4 Plan Statements of Support

“The American Heart Association supports the Michigan Health and Wellness 4 x 4 Plan as part of a comprehensive approach to reducing obesity – one of the leading causes of preventable death and a risk factor for heart disease and stroke – in the state of Michigan. We applaud Governor Snyder’s commitment to prevention of cardiovascular disease by encouraging individuals to know their key health measures including blood pressure, cholesterol, blood sugar and body mass index and to engage in healthier lifestyles by maintaining good nutrition, engaging in regular physical activity, having regular annual exams and avoiding tobacco use and second hand smoke.”

Midwest Affiliate
American Heart Association

“Blue Cross applauds Governor Snyder, Director Dazzo and the Department of Community Health’s focus on making Michigan healthier with the Michigan Health and Wellness 4 x 4 Plan. The prevalence of obesity among Michigan’s children in particular is a health crisis that has the potential to rob our next generation of adults of a quality life, and to drive health care costs to unaffordable levels. Blue Cross has long shown our commitment to wellness in many ways including our health plans that reward people for practicing healthy behaviors – as called for in the 4 x 4 plan – and our innovative partnership with Wayne State University and the Michigan Fitness Foundation (Building Healthy Communities) that engages schools and community partners across Michigan in programs to improve diet and exercise education for thousands of kids. Blue Cross stands with the governor and Director Dazzo and is committed to working with them to create a healthier future for Michigan.”

Mark Cook, Vice President of Governmental Affairs
Blue Cross Blue Shield of Michigan

“The Comprehensive School Health Coordinators’ Association support the Governor’s 4 x 4 plan through a network of 25 coordinators who work with schools statewide to implement the evidence-based Michigan Model for Health, which provides the knowledge and skills students need to behave in healthful ways.”

Comprehensive School Health Coordinators’ Association

“Michigan’s health plans have long made wellness a cornerstone of their work to improve our members’ health and reduce medical expenses. We applaud the Administration’s Health and Wellness 4 x 4 Plan and its population based approach and will aggressively work with Director Dazzo to reach as many Michigan families as possible to ensure better health outcomes by maintaining a healthy diet, exercising regularly, getting an annual physical and avoiding tobacco use.”

Michigan Association of Health Plans

“The Michigan Chapter American Academy of Pediatrics commends the Governor and MDCH Director Dazzo for their commitment to individual health and, in particular to reducing obesity in Michigan. Representing over 1300 Michigan pediatricians we stand ready to help implement the 4 x 4 initiative and to lead children and families down the path to healthy weight.”

Michigan Chapter American Academy of Pediatrics

“Fostering a healthy living lifestyle and environment for both current and future generations of Michiganders is something we are all committed to. From expanding food access for schools to spearheading the development of the Pure Michigan FIT program, we can make a difference and move the wellness needle in the state.”

Keith Creagh, Director

Michigan Department of Agriculture and Rural Development

“This campaign focuses on the need for healthier lifestyles, a vital concern for all Michigan residents. At MDOT, we understand the importance of exercise and the need for a multi-modal transportation network that allows for safe walking and cycling. We are proud to partner with other state agencies and support the Michigan Health and Wellness 4 x 4 plan.”

Kirk Steudle, Director

Michigan Department of Transportation

“I would like to extend Michigan PTA's official endorsement of the Michigan Health and Wellness 4 x 4 Plan. We are looking forward to promoting the program to parents and educators throughout the state.”

Sandra York, Executive Director
Michigan Parent Teacher Association

“The membership and staff of Michigan Primary Care Association applaud the release of the Michigan Health and Wellness 4 x 4 Plan. We look forward to working in partnership with MDCH and all our colleagues in a successful implementation to improve the health and quality of life of all Michigan residents.”

Michigan Primary Care Association

“The Michigan Restaurant Association is proud to support the Michigan Health and Wellness 4 x 4 Plan. The restaurant industry in Michigan and around the country is already responding to changing consumer demand sparked by public discussion of obesity. As businesses in a highly competitive marketplace, Michigan’s restaurants are voluntarily enhancing menu offerings and nutrition information to respond to their customers’ needs.

But food is only part of the picture. Physical activity is also a key to maintaining healthy weight. Unfortunately, only 52 percent of adults engage in a sufficient amount of physical activity. All foods can be part of a healthy diet. The key is balance and moderation complimented by physical activity.

We applaud the Department of Community Health’s recognition that there are multiple behaviors that need to be monitored to combat the problem. We also appreciate that the department recognizes the solution is about individual choices and not government mandates.

The Michigan Restaurant Association will do our part to encourage our membership to participate in creating a healthier Michigan.”

Brian DeBano, President & CEO
Michigan Restaurant Association

“The Governor’s 4 x 4 health and wellness initiative is a prudent and insightful approach which will help to address the obesity problems of our state. Research has consistently confirmed that education and developing a sense of personal ownership is the best way to accomplish lasting change in a person’s wellness behavior, including weight management and physical activity. In the long run, government trying to impose its will on the public has never worked as well as government giving its citizens the opportunity and tools to make informed personal choices.”

William Lobenherz, President
Michigan Soft Drink Association

“The National Kidney Foundation of Michigan embraces the Michigan Department of Community Health’s 4 x 4 Plan. We look forward to working together on the delivery of this critical initiative and developing partnerships to ensure greater engagement and sustainability. The prevalence of overweight and obese adults in Michigan has increased dramatically. Michigan now has the 6th highest prevalence of adult obesity in the United States. Addressing obesity requires a comprehensive approach with strong partnerships locally and state-wide. The NKFM applauds Governor Snyder and the Michigan Department of Community Health for the leadership required to bring evidence-based personal health practices to Michigan residents. The 4 x 4 Plan identifies key healthy behaviors that individuals can adopt to significantly increase life expectancy, avoid disability, and improve overall quality of life. The National Kidney Foundation of Michigan is dedicated to working closely with the Michigan Health and Wellness 4 x 4 Plan to build a healthier Michigan.”

National Kidney Foundation of Michigan

“The YMCAs across Michigan fully support the Michigan Health and Wellness 4 x 4 Plan. The Y has actively participated in the development of the 4 X 4 plan, and looks forward to partnering with state and local organizations to fully implement the plan. Anchored in over 60 communities across our state, the Y has the longstanding relationships and physical presence to deliver lasting personal change to families throughout Michigan.

The State Alliance of Michigan YMCAs is committed to healthy living, and since 70 percent of all Michigan residents live within 5 miles of their Y, we are poised to serve as a vital member of the “on the ground” implementation team for Michigan’s Health and Wellness 4 x 4 plan, improving the health of Michiganders for generations to come.”

State Alliance of Michigan – YMCA

“Michigan’s dairy farmers support Governor Snyder's 4 x 4 Plan for Health and Wellness to help fight childhood obesity by engaging students to improve the overall health of their school environment with Fuel Up to Play 60. Fuel Up to Play 60 is an in-school program coordinated by the United Dairy Industry of Michigan, created by the National Dairy Council® and the National Football League® in cooperation with the U.S. Department of Agriculture, that empowers students to “get active and play” for 60 minutes daily and “fuel up” with nutrient-rich foods like low-fat and fat-free dairy foods, fruits, vegetables and whole grains. Over 3,000 Michigan schools, reaching 1.4 million students, are currently enrolled in the Fuel Up to Play 60 program.”

United Dairy Industry of Michigan

"Wayne State University is pleased to be a part of this important health and wellness program for the State of Michigan. The University is very supportive of being a part of this coalition that seeks to improve the health and lives of all individuals throughout our state, and to contribute to reversing the increase in obesity, particularly in children."

Wayne State University
