

Michigan Obesity Prevention Efforts (2008-2013)

Background

The Centers for Disease Control and Prevention's (CDC) Division of Nutrition, Physical Activity, and Obesity (DNPAO) provided support (training, technical assistance, data, funds) to the Michigan Department of Community Health to prevent and control obesity and other chronic diseases through healthful eating and physical activity. Michigan successfully implemented initiatives and activities in multiple settings (community, faith-based organizations, healthcare, worksites, and childcare) to address all six DNPAO target areas delineated in cooperative agreement 805:

1. Increase physical activity.
2. Increase the consumption of fruits and vegetables.
3. Decrease the consumption of sugar sweetened beverages.
4. Increase breastfeeding initiation, duration and exclusivity.
5. Reduce the consumption of high energy dense foods.
6. Decrease television viewing.



Leveraged Funds

During cooperative agreement 805, the Michigan Department of Community Health generated \$800,000 in leveraged funds* to support obesity prevention work.

Activities and Partnerships

- The *Nutrition and Physical Activity Self-Assessment for Child Care*, which aims to improve nutrition and physical activity practices and physical environments of child care facilities, has been implemented in nearly 100 licensed child care centers in Michigan, impacting approximately 7,000 children birth to age five. Approximately 80% of those children are high-need as defined by Section 8013(6) of the Elementary and Secondary Education Act, of 1965. Each participating childcare center has accomplished at least one goal to improve nutrition or physical activity policies and/or practices, such as providing self-serve drinking water throughout the day or limiting screen time.
- The Building Healthy Communities Project, which aims to reduce chronic diseases by increasing physical activity and healthy eating in communities, increased community garden space by 21,662 square feet through the development of nine new community gardens and the enhancement of 12 existing community gardens. The Building Healthy Communities Project reached 518,474 individuals.
- The Michigan Nutrition, Physical Activity and Obesity Program (MiNPAO) partnered with the Institute for Black Family Development to implement the Faith-Based Nutrition and Physical Activity Project. The Faith-Based Nutrition and Physical Activity Project worked to increase access and availability of fresh produce and increase access to physical activity opportunities to low-income, African American families. The Faith-Based Nutrition and Physical Activity Project has helped 23 churches create and implement a Fruit and Vegetable Mini-Market within the faith setting.

* State grantees leveraged funds from multiple stakeholders and sectors to support obesity prevention work. Funds leveraged include sources of funding outside DNPAO cooperative agreement 805, such as federal organizations, state programs, foundations, private businesses, and other sources. States were not required, but encouraged to leverage funds.

- The MiNPAO partnered with the WIC Program, Michigan Breastfeeding Network, Black Mothers Breastfeeding Association and local breastfeeding coalitions to expand support for breastfeeding mothers.
- In March 2009, the MiNPAO developed the *Community Garden Evaluation Description and Procedures Manual*. The manual provides local health departments and communities with a uniform and consistent evaluation process and a set of tools for measuring the impact of community gardens supported by the Building Healthy Community Project.

Lessons Learned

- Establish partnerships in public health to improve program efforts
 - » The MiNPAO partnered with the Early Childhood Investment Corporation to expand the Nutrition and Physical Activity Self Assessment for Child Care (NAP SACC) to additional childcare centers.
- Ensure that all of the appropriate individuals are “at the table.”
 - » The MiNPAO partnership with the Michigan Department of Education Office of Great Start, the Michigan Head Start Collaboration Office, the Michigan Department of Human Services Bureau of Child and Adult Care Licensing, and the Early Childhood Investment Corporation helped educate MiNPAO on various child care settings in Michigan, licensing and early learning standards, and norms in early care and education practices.



“[My NAP SACC Consultant] has been a great resource to us, providing us with parent trainings, information and wonderful activities for the children and parents to take home. [I am now] placing [policies] in the next parent handbook so parents know what we are doing about childhood obesity.”

Tammy Rann, Owner and Director
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