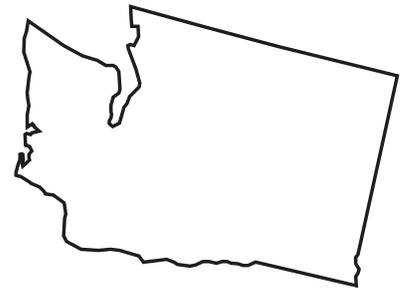


Washington Obesity Prevention Efforts (2008-2013)

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 Washington State Department of Public Health to prevent and control obesity and other chronic diseases through healthful eating and physical activity. Washington successfully implemented initiatives and activities in multiple settings (community, schools, healthcare, faith-based organizations, and worksites) to address all six 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 Washington State Department of Public Health generated \$1.2M in leveraged funds* to support obesity prevention work.

Activities and Partnerships

- The Washington State Active Bodies, Active Minds (WABAAM) program, provided guidance on limiting screen time and encouraging physical activity in early learning settings. The WAABAM program reached 1,400 providers and 23,000 children in Washington since its launch in 2006.
- Over 600 providers have taken the Media Aware Child Care Training, which is a free, online module that provides information for early childhood professionals on ways to reduce the amount of time children spent in front of screens.
- Developed and disseminated the *Growing Nourishing Communities* Toolkit, a guide for local governments to improve healthy eating.
- Produced and distributed the *Washington Food Systems Report*. The report provided a snapshot of the existing food system and summarized the role of state agencies and partners, as well as solutions to address some of Washington's current food system's gaps and risks.

* 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.

- Developed the *Opportunities for Increasing Access to Healthy Foods Report* to describe opportunities to improve access to healthy foods in Washington and to inform the statewide Access to Healthy Foods Coalition and other stakeholders about priority initiatives.
- A partnership with the Washington State Department of Transportation and Department of Public Health resulted in a 20 percent increase in the number of children walking and biking to school and the building of 75,000 new feet of sidewalks near schools.
- In partnership with WIC and community partners, the Washington State Department of Public Health developed the Evidence-Based Hospital Breastfeeding Support Learning Collaborative. The Collaborative increased the number of birthing hospitals using evidence-based breastfeeding support practices in Washington. It involved 19 hospitals, representing about 45% of births in the state.



Lessons Learned

- Build and maintain partnerships to ensure successful implementation of activities.
 - » The University of Washington provided resources and assistance that helped overcome barriers to evaluating the WABAAM program.
- To assess outcomes, develop a logic model and an evaluation plan at the onset of interventions.

“Throughout the years, we have come to realize the importance of building trusting partnerships to be able to identify and implement policy, systems and environmental changes. We all have different roles in this work, and we see the most change occur when our priorities align with our partners’ priorities.”

Amy Ellings, Obesity Program Coordinator
Washington State Department of Public Health