Obesity Action Roadmap: Increasing Impact Through Aligning Statewide Efforts
Healthy & Active Communities Network Webinar
July 18, 2013

This webinar is being recorded.

HOUSEKEEPING

Organizers will mute all phones during the presentation
Q & A will be at the end
  -- At the end, we’ll take live questions. Please use the raise hand option to be un-muted.
  -- You can ask questions through the chat option anytime during the presentation
Technical Issues
312.850.4744
coby.jansen@iphionline.org

Presenters

Janna Simon, MPH
Program Associate
Illinois Alliance to Prevent Obesity
Illinois Public Health Institute

Marjorie Sawicki, MS, RD, LDN
Co-Chair, Local Foods Workgroup
Illinois Alliance to Prevent Obesity
Assistant Professor, Dept. of Nutrition and Dietetics
Member, Local Food, Farms, and Jobs Council

Objectives

Learning Objectives:
1. Identify the key components of the Illinois Alliance to Prevent Obesity’s Obesity Action Roadmap
2. Identify at least one way in which their work aligns with the Obesity Action Roadmap
3. Better understand how they can stay engaged with and support IAPO

Webinar Objective: Identify opportunities for IAPO to support alignment of Healthy and Active Communities Network coalitions/partnerships

POLL

Which state-level initiative(s) does your coalition or partnership currently align with or connect to? (select all that apply)

- Illinois Alliance to Prevent Obesity
- We Choose Health
- State Health Improvement Plan
- YMCA Healthy Communities Initiative
- Other?

Alignment

- Goals
- Objectives
- Strategies
- Messaging

What else does it mean to you?
Illinois Obesity Efforts

SHIP Priority – Obesity: Physical Activity & Nutrition

FRAMEWORK
for Policy, Systems, Environmental Change

We CHOOSE
Health

ILinois alliAnce to PrEvent Obesity

Regional & Local Community Efforts

Obesity Action Roadmap
Mobilisation
Advocacy

PIE Intervention Funding
Training & Technical Assistance
Sharing Best Practices
Evaluation

Illinois Obesity Efforts

IAPO: A Roadmap to Reverse the Obesity Epidemic in Illinois by 2018

Goal:
Ensure that trends in obesity in Illinois are stable by 2015 and moving downward by 2018 through promotion and adoption of nutrition and physical activity policy and environmental change interventions.

8 IAPO objectives

IAPO Leadership Council (partial list)

• Action for Healthy Kids
• AARP - Illinois
• American Cancer Society, Illinois Division
• American Heart Association, Midwest (SC)
• American Lung Association of Illinois
• American Medical Association (SC)
• Blue Cross Blue Shield of Illinois
• Building a Healthier Chicago
• Chicago Dept of Public Health (SC) *
• Chicago Public Schools *
• Consortium to Lower Obesity in Chicago Children (CLUDCC) (SC)
• Cook County Dept of Public Health (SC) *
• DuPage County FORWARD Initiative
• Health Care Services (SC)
• Illinois Academy of Family Physicians
• Illinois Action for Children - (SC)
• Illinois African Amer. Coalition for Prevention
• IAHPERD
• Illinois Association of School Nurses
• Illinois Area of Public Health Admin
• Illinois Board of Education
• Illinois Board of Public Health *
• Illinois Dietetic Association (SC)
• Illinois Hospital Association
• Illinois Local Food & Farm Council
• Illinois Maternal and Child Health Coalition
• Illinois Parks and Recreations Association
• Illinois Public Health Association (SC)
• Illinois Public Health Institute (SC)
• Illinois State Alliance of YMCAs (SC)
• Latino Policy Forum
• Midwest Business Group on Health
• Northern Illinois Public Health Consortium
• Ounce of Prevention Fund
• Salud Latina/Latino Health
• Southern Illinois Healthcare (SC)
• University of Illinois Chicago Institute for Health Research and Policy
• Univ of IL, Chicago School of Public Health
• Voices for Illinois Children
• YMCA of Metropolitan Chicago

IAPO Achievements

• Advocated for the Illinois Fresh Foods Fund – Success!
• Advocated for a “Gold Standard” for collecting data on childhood obesity – Success!
• Monthly newsletters to 1000+ Illinoisans who help move policy
• Reports, fact sheets, funding opportunities, ActionAlerts! on healthy food systems, sugar-sweetened beverages, physical education, and more!

IAPO Workgroups

• 6 workgroups
• 10 short-term goals
• Several long-term goals

Nutrition in Community & Institutional Settings:
• Reduce SSB consumption and access
• Nutrition standards in publicly owned buildings
• Nutrition standards for workplace food procurement/ vending
• Restrict marketing to children
• Healthy foods in retail
POLL
Which of this workgroup’s short and long-term goals are currently included in your coalition’s action plan?

A) Reduce SSB consumption and access
B) Nutrition standards in publicly owned buildings
C) Nutrition standards for workplaces
D) Restrict marketing to children
E) Healthy foods in retail

IAPO Agenda
Childhood Nutrition and Physical Activity in Educational Settings
- Support implementation of new USDA nutrition standards in schools
- Maintain & monitor compliance w/daily P.E. requirement
- Strengthen childcare standards for nutrition and physical activity
- Integrate physical activity into school day
- Promote K-12 comp. health education

POLL
Which of this workgroup’s short and long-term goals are currently included in your coalition’s action plan?

A) Support implementation of new competitive foods stds
B) Maintain & monitor compliance w/daily P.E. requirement
C) Strengthen childcare standards for nutrition and PA
D) Integrate physical activity into school day
E) Promote K-12 comp. health education

IAPO Agenda
Physical Activity in Community & Institutional Settings
- Encourage 100% MAP-21 funding to alt. transportation
- Promote “joint use agreements”
- Safe routes to schools
- Implement complete streets policies
- Emphasize PA in workplace

POLL
Which of this workgroup’s short and long-term goals are currently included in your coalition’s action plan?

A) Encourage 100% MAP-21 funding to alt. transportation
B) Promote “joint use agreements”
C) Safe routes to schools
D) Implement complete streets policies
E) Emphasize PA in workplace

IAPO Agenda
Obesity Prevention through Clinical Interventions and Access to Care
- Advocate for Medicaid coverage for childhood obesity
- Improve private insurance coverage for obesity
- Promote baby-friendly hospitals
- Interventions to improve health and social needs of obese children
POLL
Which of this workgroup’s short and long-term goals are currently included in your coalition’s action plan?
A) Advocate for Medicaid coverage for childhood obesity
B) Improve private insurance coverage for obesity
C) Promote baby-friendly hospitals
D) Interventions re health & social needs of obese children

IAPO Agenda
Local Food Systems
- HFHP symposium and listserv
- Expand shared-use kitchens
- Encourage comments on FSMA proposed rules
- Promote local foods research agenda
- Promote farm-to-institution programs
- Promote policies and incentives to increase access to local foods
- Promote ag./ consumer science curricula

POLL
Which of this workgroup’s short and long-term goals are currently included in your coalition’s action plan?
A) Expand shared-use kitchens
B) Encourage comments on FSMA proposed rules
C) Promote farm-to-institution programs
D) Promote policies/incentives to increase local food access
E) Promote ag./ consumer science curricula

IAPO Agenda
Legislative Workgroup
- Increase awareness of IAPO among legislators
- Develop obesity prevention champions
- Develop method of identifying IAPO legislative agenda

POLL
Which of these activities do you already participate in?
A) Talking to our local legislator about obesity
B) Advocating for policy changes to our legislator(s)
C) Provide info. to legislator(s) on obesity-related issues

Alignment
Next Steps

- Where do you need more state-level action in order to achieve your local goals?
- Which of your goals benefit the most from working together to promote state-level change?
- Which area would be strengthened most if your local work was connected to state level work?

Furthering Alignment!

- Endorse the Obesity Action Roadmap
  http://www.preventobesityil.org/organizational_endorsement.html
- Receive monthly e-newsletters/action alerts
- Provide input on local experience
- Engage in state-level PSE change
- HACN rep. on IAPO Leadership Council

Thanks!
Illinois Public Health Institute
312-850-4744
www.iphionline.org

Illinois Alliance to Prevent Obesity
www.preventobesityil.org

Healthy and Active Communities Network
www.iphinetwork.org

Coby Jansen
Coby.Jansen@iphionline.org

Janna Simon
Janna.Simon@iphionline.org

Thanks!