Tackling the Health Equity Challenges to Healthy Eating and Active Living: New Research and Action Strategies

All-IAPO Coalition Meeting
March 22, 2015
2pm-3:30pm

Introduction to IAPO

- Statewide coalition working on obesity prevention through policy, systems, and environmental changes
- Developed Obesity Action Roadmap through statewide stakeholder engagement process in 2010.
- More than 150 organizations have endorsed Roadmap
- Lead by Leadership Council and Steering Committee
- 5 workgroup groups plus legislative interest groups
- Healthy & Active Communities Network connects local wellness coalitions focusing on policy, systems, and environmental changes related to nutrition/physical activity
Workgroup & Legislative Action Updates

Nutrition in Communities & Institutions

Co-Chairs: Adam Becker, CLOCC & Michael Isaacson, Kane County Health Department

Long-Term Goals:
• Incentivize healthy food options for people on public food assistance.
• Create and advocate for nutritional standards in vending machines, canteens, and a la carte lines in all publicly-owned or operated buildings and venues
• Encourage the adoption of nutrition standards and healthier food & beverage environments in the workplace
Nutrition in Communities & Institutions

Long-Term Goals continued:
• Pass a penny per ounce sugar-sweetened beverage (SSB) excise tax. Revenue raised would establish and sustain a dedicated fund to support state and local-level obesity prevention efforts as outlined in the IAPO road map
• Restrict marketing of unhealthy foods to children.
• Educate and advocate for the reduction of sugar-sweetened beverages in community settings
• Support and promote programs, incentives and regulations that result in more retail establishments offering healthy and affordable foods in under-served neighborhoods.

Nutrition continued...

Short-term goals:
• Reducing consumption of sugar-sweetened beverages: Rethink Your Drink campaign
• Limiting marketing of unhealthy foods to children
• Promoting healthier vending in worksites and on state property

Recent Activities:
• Workgroup develops tools/resources for issues related to goals
  - Rethink Your Drink community toolkit, Feb. 2014
  - Healthy vending webinar, May 2015
  - Upcoming webinar on marketing of unhealthy foods to kids, May 2016
Rethink Your Drink Materials Sent Across the State!

Nutrition Legislation

Healthy Eating Active Living (HEAL) Act:
- Raises an estimated $600 million a year through a penny per ounce tax on sugary drinks
  - $500 million for state Medicaid program to sustain and expand services
  - $100 million for community prevention initiatives like nutrition and physical education in schools, improving access to affordable fruits and vegetables, and creating new and safe biking and walking trails
- Tax is paid by distributors of sugary drinks
- Can help with current budget impasse with funding for Medicaid and investing in long-term savings for the state
Your input- poll!

In what ways could the workgroup support your understanding of barriers to good nutrition in your community?
- IAPO staff/partners support you in doing focus groups or listening sessions in your community
- IAPO staff/partners develop a survey to send out to your community related to nutrition barriers
- IAPO shares more resources and Illinois initiatives that may be helpful to your community (via e-newsletters, action alerts, webinars, etc.)
- None of these
- Other (type into chat feature)

Your input- poll!

In which settings are you currently working to address barriers to good nutrition (or interested in working in the near future)?
- Retail establishments (corner stores, retail outlets, restaurants, farmers markets, etc.)
- Schools (school breakfast/lunch, school gardens, nutrition education, etc.)
- Workplaces (healthier meetings, vending, cafeterias, education, etc.)
- Parks & Recreation facilities/programs (after-school program nutrition, park vending machines, etc.)
- Other (type into chat feature)
Physical Activity in Communities & Institutions

Co-Chairs: Melody Geraci, Active Transportation Alliance & Jennifer Herd, Chicago Department of Public Health

Long-Term Goals:
• Develop and implement Safe Routes to School programs to ensure that students can safely walk or bike to and from school.
• Promote adoption and implementation of Complete Streets policies at state, county and municipal levels to ensure that streets are designed, built and maintained to serve all road users, including pedestrians, bicyclists, transit users and motorists.
• Adopt and promote policies which provide access to safe places for physical activity

Physical Activity continued...

Long-term goals continued:
• Promote policies, incentives, facility improvements and worksite locations that enable and encourage biking, walking and public transit for daily commuting and work-based travel and physical activity in the workplace

Short-term activities:
• Webinar on promoting physical activity in worksites, Sept. 2015
• Support and promote Safe Routes for Healthy Kids campaign
• Support complete streets adoption in communities
• Developing resource on how built environment strategies can be incorporated into local needs assessment action plans
Physical Activity continued...

Physical Activity in Communities Examples from Across Illinois:
• St. Clair County Get Up & Go! Coalition Complete Streets work
  – Five municipalities adopted Complete Streets resolutions
• Burke Engineering promotes active commuting with worksite bike program- bike parking/group ride commutes/incentives
• Through the CDC PICH Grant, the Quad Cities are promoting safe routes to schools and Cook County is promoting the forest preserves as places for physical activity in communities

Physical Activity Advocacy

Safe Routes for Healthy Kids Campaign
• Led by IAPO partner, Active Transportation Alliance
• Policy goals:
  – Boost state funding for Safe Routes to Schools
  – Make it easier for low-income communities to participate
  – Improve administrative practices to mirror national best practices
• Action opportunities:
  – Follow HB 2623, watch for action alerts
  – March 30th Twitter chat: @activetrans #SafeRoutesIL
  – Learn more: http://activetrans.org/our-work/walking/safe-routes-school
Your Input- Poll!

In what ways are you currently promoting physical activity in the community?

- Promoting/adopting safe routes to schools
- Working with municipalities/counties to adopt complete streets policies
- Worksite physical activity
- Promote walking, biking, active trans in parks/recreation facilities or through enhancing built environment
- Hosting physical activity promotion events

Discussion/Polls

What are you most interested in learning more about related to physical activity in communities?

- How to promote/adopt complete streets policies
- Strategies for incorporating physical activity into the work place
- Adopting policies/built environment changes that make parks and community areas safer for physical activity
- How to promote state or local safe routes to schools programs
- Other (type into chat feature)
Local Food Systems/Food Access

Co-Chairs: Marjorie Sawicki, Saint Louis University & Bob Dolgan, Greater Chicago Food Depository

Long-Term Goals:
• Promote food systems planning, policies and incentives to make local/fresh produce and locally-produced healthy food options available through farmer’s markets, community-supported agriculture (CSA) subscriptions, co-ops, food retailers, and restaurants.
• Adopt diverse statewide farm-to-institution programs, starting with the farm-to-school program. Create momentum to expand farm-to-institution programs across a variety of settings, such as schools, child care, hospitals, businesses and government.

Local Foods continued...

Long-term goals continued:
• Advocate to re-establish and expand the agriculture and family/consumer science programs in the Illinois school system to promote agriculture as a vocation and teach life skills such as cookery, consumer economics and nutrition for all students.
• Strengthen existing and establish new incentives and policies to support networks of local producers.

Healthy Farms Healthy People Symposium, 2012
• Convened farmers, producers, local food advocates, and health & nutrition stakeholders
• Developed research and policy agenda for State
• Guided work of this workgroup 2013-2015
Local Foods continued...

Short-term goals & activities:
• Build stronger linkages between nutrition, local food, and food security advocates.
  - Farm to food banks
  - Summer meals access/quality
• Support and promote SNAP incentives at farmers markets
• Support farm-to-school initiatives
• Monitor the federal Childhood Nutrition Reauthorization Act and advocate as necessary

Local Foods related Legislation/Advocacy
Support HB 6027, Healthy Local Food Incentives Fund (Rep. Tryon)
• Asks for $1 mil state funding to support Healthy Local Food Incentives Fund
• 60% of funds directly to incentive/ 40% for outreach, education, & administration of program
• Supports double-value coupon programs for SNAP recipients at farmers markets across Illinois
• Action opportunities:
  - Ask legislator to co-sponsor
  - File witness slip when bill heard in committee
  - Organizations can endorse bill/add name to fact sheet (contact Kasey Holloway- Kasey.Holloway@iphionline.org to do so)
Your Input- poll!

As the workgroup sets its 2016 priorities, what are you most interested in having them focus on?
- Ensure healthy food sourcing for summer and after-school meal programs for children
- Explore the implementation of summer meal service for children at farmers markets
- Develop policy or tax incentives to make it easier for farmers to provide surplus crops to local institutions (food banks, schools, etc.)
- Working to bring together schools, healthcare institutions, or others interested in collective purchasing of local foods for their food service needs
- Supporting local communities (via toolkits, fact sheets, etc.) in community gardening, urban agriculture, and local food nutrition/cooking initiatives.

Your Input- poll!

Are you/ is your organization interested in receiving locally grown surplus foods and/or interested in supplying locally grown surplus foods to institutions for local consumption?
- Yes, I/we’d like to receive surplus to provide local foods to our clients/community
- Yes, I’m a grower/supplier of local foods and I’d like to find more ways to get my surplus to local institutions
- Maybe- I’d like to learn more about what this would mean
- No, not at this time/ not applicable to my organization
Childhood Nutrition & Physical Activity in Educational Settings

Co-Chairs: Sandy Noel, Concordia Univ. & Mark Peysakhovich, American Heart Association

Long-Term Goals:
• Implement nutritional standards for school meals and competitive foods, including classroom celebrations, rewards, and school fundraising – in all Illinois early childhood settings, schools, and after-school programs
• Establish a baseline measure for compliance with Illinois’ daily P.E. instructional requirement and increase accountability by (25%) in Illinois K-12 schools. Oppose legislative attempts to weaken existing physical education requirements.

Childhood Nutrition/Physical Activity in Ed. Settings continued...

Long-term goals continued:
• Support initiatives to integrate physical activity into the school day, including daily physical education, daily recess, classroom education that includes physical activity, and extracurricular physical activity programs.
• Provide support for advocacy efforts (at the local level) to prevent waivers applications in the first place and enhance accountability for Illinois’ daily P.E. instruction requirement.
• Promote and implement comprehensive, developmentally appropriate K-12 curricula to teach students the skills and knowledge necessary to establish and sustain a healthy lifestyle.
Physical Education Advocacy

IAPO has played a critical role in P.E. advocacy in Illinois:

- IAPO members advocated for state Enhance P.E. Taskforce
  - Revised learning standards for physical development/health
  - Made recommendations to promote enhanced P.E.
- Advocacy to protect daily P.E. requirement each legislative session
- Advocated in support of two new laws:
  - Fitness testing for all kids grades 3-12, with aggregate data reported to state for grades 5, 7, 10
  - Creation of “highly qualified” status to physical education and health teachers

Physical Education Advocacy

P.E. Advocacy in 2016:

- Support HB 4592 to eliminate P.E. waivers
- Oppose HB 6164 that excuses more students from P.E.
- Getting involved:
  - Watch for action alerts
  - Share enhanced P.E. messages on social media and with local schools
  - Contact legislators
Your Input- Poll!

What is the biggest knowledge gap you see in childhood nutrition and physical activity in your schools or early childcare settings?
- The childcare licensing standards for nutrition and physical activity
- The new P.E. learning standards/enhanced P.E. model
- Opportunities for increase physical activity outside of P.E. class time in schools
- How to implement USDA nutrition standards/competitive foods in schools
- Others (type into chat box)

Your Input- Poll!

We've done a lot of work to enhance physical education, but what other areas of physical activity are you interested in having IAPO address in educational settings?
- Promoting daily recess for all kids in Illinois
- Ensuring teachers have the tools and resources they need to do classroom physical activity breaks
- Providing tools and resources for after-school physical activity programs
- Provide tools and resources to early childcare sites about age-appropriate physical activity opportunities to help meet state standards
- Other (type into chat feature)
Clinical Access & Community Linkages

Co-Chairs: Mary Elsner, Illinois Chapter, American Academy of Pediatrics (ICAAP) & Meg Cooch, Illinois State Alliance of YMCAs

Long-Term Goals:

• Improve public and private insurance and health plan coverage for preventive counseling and comprehensive clinical care and/or treatment of overweight and obesity including but not limited to mental health and nutrition counseling, and care coordination.
• Promote the creation of statewide, multi-disciplinary, comprehensive assessments and interventions to address the health and social needs of children with overweight/obesity
• Promote Baby Friendly Hospital practices and improve public and private reimbursement for breastfeeding support services

Clinical Access & Community Linkages
Continued...

Short-term Goal (2015):
Ensure community-based obesity prevention programs and providers are paid for their services through Medicaid and private insurers (focus on partnering w/ Medicaid managed care payers to ensure vulnerable populations receive services).

Current Activities:
Convening public health, community-based prevention providers, Medicaid managed care plans, and healthcare providers to develop systems and opportunities for ensuring patients can participate in healthy lifestyle intervention programs as part of a health plan, including the:
- Diabetes Prevention Program
- Chronic Disease Self Management Program
- Diabetes Self-Management and Education Programs
- Mind, Exercise, Nutrition, Do It! (MEND) Program
Clinical/Community Advocacy

Upcoming opportunities:
• Bridging Public Health & Health Care to Address Chronic Disease meeting late April *(funded through County Health Rankings & Roadmap)*
• Led by IPHI with funding from National Network of Public Health Institutes:
  - Continue meetings between public health, Medicaid and providers
  - Develop systems model/Roadmap for Medicaid coverage of these services
  - Host state forum on innovative models of addressing chronic disease/ population health and solicit feedback on systems model/Roadmap draft

Your Input- Poll

Are you currently involved in any clinical-community linkages initiatives as either a provider or payer in your community?
- Yes, I am a provider of **community prevention services** that we’re connecting to the clinical/health care system
- Yes, I’m a **health care provider** connecting clients to community-based prevention services
- Yes, I’m a **payer/funder** of clinical-community linkages
- No, but we’re **interested in making this connection**
- No, not applicable/ not at this time
Healthy & Active Communities Network

HACN Co-Chairs: Meaghan Haak, McHenry County Health Department & Christy Filby, Two Rivers YMCA (out-going)

What is HACN?
• Peer Learning Network for local wellness coalitions
• Quarterly calls for idea and resource sharing
• Grassroots network of IAPO

HACN member highlights:
• Evanston Health Advisory Council: Rethink Your Drink/Sugar Show
  Citywide Rethink Your Drink Education campaign; Sugar-show curriculum in all Evanston schools

• Peoria YMCA: Supporting physical education in schools
  Providing P.E. and physical activity resources and guides to get kids moving more during P.E. class and at school

• McLean County Wellness Coalition: Supporting Rethink Your Drink and School Wellness
  Healthy beverages committee promoting RYD on bus route service and public events; provides resources and supports for school wellness
Healthy & Active Communities Network

HACN member highlights:

• DuPage FORWARD: Healthy Hospital Collaborative
  Helping all hospitals in DuPage County create healthier food & beverage environments; convenes quarterly to share ideas and resources

• Healthy Southern Illinois Delta Network: Worksite Wellness Promotion & Baby Friendly Hospital Initiative
  Promoting worksite wellness to employers across southern 6 counties; promoting baby friendly hospitals, especially with Memorial Hospital of Carbondale

Discussion- Your Input Needed!

What strategies do you use to engage your community in developing a wellness and prevention agenda?

Type into chat box or raise hand to be un-muted to speak
Your Input- Poll

Which sectors are you engaging in your work that are not traditional partners?
- Business/economic development
- Faith-based groups
- Education groups
- Food access/food justice
- Housing/community development

If other, type into chat feature.

Your Input- Poll

How do you connect with other organizations or coalitions doing similar work in the state?
- Through our state alliance/association
- Personal connections
- Resource directory/list of organizational goals from partners
- Newsletters/ Social media
- Through IAPO/HACN

If other (type into chat feature)
Review of Advocacy Opportunities

Get involved!

• Support the HEAL proposal as part of Illinois budget- ask legislators to include it as a revenue option that supports health
• Support the SNAP Healthy Local Foods Incentive Fund (HB 6027)- ask legislators to sign on as co-sponsors. Ask House Appropriations-Human Service committee members to vote yes on bill in committee
• Support daily, high-quality P.E. in schools: Support HB 4592 and Oppose HB 6164
• Support Safe Routes to Schools by raising awareness about program and policy change needs- ask legislators to support HB 2623

Upcoming opportunities:

• Healthy vending on state property initiative launching! Join planning team by contacting kasey.holloway@iphionline.org

Engage with IAPO

• Join a workgroup!
• Organizations can endorse legislative proposals
  - add name to fact sheet
  - participate on campaign planning teams
• Follow us on social media!
  - @PrevObesityIL on Twitter
  - Illinois Alliance to Prevent Obesity on Facebook
• Use IAPO resources for changes in your own region/community
  - Rethink Your Drink toolkits and materials
  - Worksite Wellness Resource Guide
  - Enhanced P.E. fact sheets, webinars and materials
  - HACN quarterly calls for best practice sharing
Your Input- Final Poll!

What is the best way IAPO can support you in doing policy, systems and environmental (PSE) change work?

- Training on policy/legislative process
- Provide model calls to actions and newsletter templates for constituents for state or Federal legislation related to obesity
- Provide alerts to specific legislation for which you can take action
- Initiate community discussions to provide input into new policies developed for Illinois
- Provide resources and toolkits for PSE change at the local level

Thank you!

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