SHAPEing a Public-Private Strategy for Childhood Obesity Prevention

Date: Tuesday, June 30, 2015
Time: 4:00 p.m. to 5:15 p.m.
OBJECTIVES

• **Learning Objective 1**: Recognize and understand the challenges and best practices in organizing a large-scale, statewide childhood obesity prevention initiative.

• **Learning Objective 2**: Understand a framework for organizing partners and evaluating initiatives including collective impact measures used in a long-term, multi-sector, broad-based initiative.

• **Learning Objective 3**: Review and discuss short-, intermediate- and long-term goals associated with the obesity prevention strategies with a goal of understanding the impact of policy, program, system and environmental improvements.
Welcome & Introductions

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Senior Research Associate
Georgia Health Policy Center

Emily Anne Vall
Childhood Obesity Program Manager
GA Department of Public Health

Trisha Hardy
Director, Wellness
Children’s Healthcare of Atlanta
Lighting-Round Intros

1. STAND UP
2. FIND A PARTNER
3. SHARE
   - Name and organization
   - A professional accomplishment or fact
   - Your favorite food or physical activity
Why Are You Here?
A “Picture” of Georgia

<table>
<thead>
<tr>
<th>Population</th>
<th>9,994,759</th>
<th>1/3 live in Metro Atlanta</th>
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<tbody>
<tr>
<td>Race and Age</td>
<td>60% White, 31% Black, 9% Hispanic</td>
<td>25% below age 18</td>
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<tr>
<td>Political Party</td>
<td>67% Republican</td>
<td>33% Democrat</td>
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<tr>
<td>Other Notables</td>
<td>Top 10 for WIC &amp; SNAP</td>
<td>18% below poverty</td>
</tr>
<tr>
<td>Favorite Foods</td>
<td>Sweet tea</td>
<td>Peaches &amp; Peanuts</td>
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Georgia’s Childhood Obesity

17th in the nation

Almost

1 MILLION children in Georgia are overweight or obese.

That’s enough to fill the Georgia Dome for every Falcons game this year.

Other Health Determinants

Healthy Fitness Zone® (HFZ) Body Mass Index (BMI)*

Percent of students in healthy fitness zone:
- 37 - 50
- 51 - 53
- 54 - 56
- 57 - 58
- 59 - 68

Source: Georgia Department of Education 2012-2013 Annual Fitness Assessment
* Healthy Fitness Zone® criteria standards as per FITNESSGRAM®. Used with permission from Human Kinetics on behalf of The Cooper Institute®.
GA’s Efforts to Address Childhood Obesity

1990: National Childhood Nutrition & PA Meeting (Atlanta)

1996: Atlanta “PAN” Initiative Established

1999: International Conference -- Childhood Obesity: Partnerships for Research & Prevention

2003: CDC Funds for PA & Nutrition Initiative

2004: Policy Leadership for Active Youth (PLAY) Established

2005: Live Healthy Georgia Launched

2006: GA Youth Fitness Assessment Pilot Study

2007: $16 million Safe Routes Funding

2008: Walk Georgia

2009: SHAPE Act Passed – Annual Fitness Testing

2012: Georgia SHAPE is Born!

2000:
- Georgia Coalition for Physical Activity and Nutrition formed
- TAKE 10! & Healthcare Professional Training Research Begins
Creating a Framework for Change
What is Georgia Shape?

A 10-year strategic initiative to address childhood obesity

Led by the Governor & Shape Council

A statewide, multi-agency, multi-dimensional initiative

A collaborative of governmental, philanthropic, academic and business communities
Members of the Governor’s Advisory Council on Childhood Obesity

Nathan Deal
Council Co-Chair
Governor, State of Georgia

John Bare
Council Co-Chair
Vice President, Arthur M. Blank Foundation

Brenda Fitzgerald, MD
Commissioner, Georgia DPH

Casey Cagle
Lieutenant Governor, State of Georgia

John Alpers
VP of Sales and Marketing, Royal Food Service

Rhona Applebaum, PhD
Chief Scientific & Regulatory Officer and Vice President of The Coca-Cola Company

Jim Clark
President and Chief Executive Officer, Boys & Girls Clubs of America

Barbara Hampton, CPA
Chairman, State Board of Education

Evelyn Johnson, MD
Vice President, Georgia Chapter, American Academy of Pediatrics

Linda Matzigkeit
Chief Administrative Officer, Children’s Healthcare of Atlanta

Teya Ryan
President and Executive Director, Georgia Public Broadcasting

Ron Shipman
Vice President, Environmental Affairs, Georgia Power

David Satcher, MD, PhD
Director, Satcher Health Leadership Institute; Director, Center of Excellence on Health Disparities, Morehouse School of Medicine

Phillip Williams, PhD
Dean, College of Public Health, University of Georgia
By 2023, 69% of GA Students will be in the Healthy Fitness Zone for BMI

How do we achieve this goal?
Prevention of Overweight and Obesity Among Children, Youth, and Adults

Socio-ecological Model as a Guide

- Food and Beverage Industry
- Agriculture
- Education
- Media
- Government
- Public Health
- Healthcare
- Employers
- Land Use and Transportation
- Leisure
- Recreation

Social Norms and Values

Sectors of Influence

Behavioral Settings

Individual and Family Factors

- Home
- School
- Community
- Work Site

Genetics
- Psychosocial
- Other Personal Factors

Note: Adapted from “Preventing Childhood Obesity.” Institute of Medicine, 2005.
Multiple Stakeholders, Multiple Settings

**Behavioural Settings**

- **Healthcare:** S4L, AAP, WIC, Baby-friendly hospital, Telehealth
- **School/AfterSchool:** Power Up for 30, SHAPE Grants, HMP, S4L, Alliance, YMCA, B&G Club, GA Organics
- **Community/ Parks & Rec:** 4 HC GA Fdn Counties, Walk GA, Tons of Fun
- **Worksites:** Schools, DPH, Healthways
- **Retail:** PICH, REACH, Children’s HC
- **Early Care:** DECAL QR, SHAPE recognition, Get Fit Toolkit, UGA, YMCA, HMP
- **Food Service:** Smart Lunchroom, Feed My School, Farm to School/Preschool
Multiple Sectors

Sectors of Influence

- Government
- Public Health & Healthcare Systems
- Agriculture
- Social Marketing
- Industry
- Foundations & Funders
- Community Design

Diverse Sectors
- DPH, Children’s, Professional Assns: GHA, AAP, GAND, GAFP, School Nutrition, GAHPERD, Nurses
- Fieldale Farms, GA Power, GPB TV, Centene, Coca-Cola, Royal Foods
- CDC, Title V, Centene, Coca-Cola, AMB/Falcons, USDA
- HC GA Fdn Counties (Baldwin, Cobb, Cook, Chatham); Columbus
- Ag, GFPC, Georgia Organics
- Multiple Sectors Foundations & Funders (Baldwin, Cobb, Cook, Chatham); Columbus
System and Policy Levels in Place

• Informs legislators and others about how their decisions related to funding impacts childhood obesity over 10 years

• Systems: Education, Transportation, Healthcare

• Levers: School PE, Afterschool PAN, Preschool PAN, Competitive Foods, MNT, SRTS, Breastfeeding
Georgia Shape Structure

Governor’s Office

The Governor’s Advisory Council on Childhood Obesity

- Physical Activity
- Nutrition
- Communications
- Data
- Healthcare

Local and Community Interventions
Georgia Shape Logic Model

**INPUTS:** WHAT YOU HAVE
- Governor’s Council
- Public/Private Investment
- State Agencies
- Stakeholders
- Shared Brand/Vision

**OUTPUTS:** WHAT YOU DO & WHO WILL PARTICIPATE OR BE REACHED
- Activities
- Diverse Participation

**OUTCOMES:** WHAT HAPPENS OR CHANGES
- Short-term (2013-2016)
- Intermediate (2017-2022)
- Long-term (2023-2024)
Our Challenges

- Communications, marketing and branding
- Connecting systems and partners
- Competitive Funding
- Political Landscape
Georgia vs. California

Passes first soda tax

Proposes largest exemption to Smart Snacks
Complex Partnership
Collaboration is the Key to Success

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<th>Challenge</th>
<th>Solution</th>
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<td>Multiple organizations with similar initiatives, but unique identities competing for funding</td>
<td>SHAPE facilitates collaboration, but allows organizations to retain brand identity</td>
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<td>Communications critical function for creating awareness and promoting behavior change, but limited resources exist</td>
<td>SHAPE leverages existing resources on low cost, high impact tactics; Children’s leverages its marketing resources to collect and share data to all stakeholders</td>
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<td>Multiple sectors working with kids but limited connectivity</td>
<td>SHAPE council represents diverse stakeholders; workgroups meet regularly and inform broader strategy decisions</td>
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<td>System level decision making can be slow and politically charged</td>
<td>Partners work to gain local support and conduct small pilots to demonstrate success in Georgia</td>
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Successes

Statewide FitnessGram® Data
Over 1.1 Million

Power Up for 30 PA Intervention
Over 350,000 touched

Statewide TA & Recognition Programs
Over 79 TA awards, over 250 recognitions annually

Consistent Healthcare Provider Messages
100% WIC trained
Over 2500 Providers trained
Power Up for 30

An elementary school initiative supported by Georgia DOE and DPH

Integrates 30 minutes of physical activity seamlessly into the school day

Supports research connecting physical activity and academic performance

581 PLEDGED SCHOOLS

465 TRAINED SCHOOLS

70% SURVEY RESPONSE RATE

250K+ STUDENTS IMPACTED
Statewide Reach of Healthcare Providers

3,000 healthcare providers trained in motivational interviewing, goal setting and obesity protocols

✓ PCPs
✓ WIC nutritionists
✓ School nurses
✓ RDs