

GEORGIA SHAPE STRATEGIC PLAN 2015: February Draft

Georgia is currently ranked 17th in the nation for Childhood Obesity (down from 2nd in 2009). In 2013, 41% of Georgia’s public school youth were not in the Healthy Fitness Zone for Body Mass Index, and 25% of this population was unable to pass a single FitnessGram fitness component. Only 19% were able to pass all five components (Muscular Strength, Muscular Endurance, Flexibility, Aerobic Capacity, and Body Mass Index).

Georgia Shape’s 10 Year Goal is to increase the percentage of Georgia’s Fitnessgram assessed student population that fall in the Healthy Fitness Zone for Body Mass Index by 1% each year for 10 years. Body Mass Healthy Fitness Zone measures improve from 59% (2013) to 69% by 2023

Georgia Shape Sub Committees	Objective 1	Objective 2	Objective 3	Objective 4
<p>Georgia Shape’s Implementation Committee and Governor’s Council on Childhood Obesity Members are grouped into subcommittees.</p> <p>Those subcommittees are outlined below.</p>	<p>Improve Aerobic Capacity Healthy Fitness Zone measure for the Public School 4-12 Population by 1% each year beginning with the 2013 data set.</p> <p>Aerobic Capacity HFZ measures improve from 64% (2013) to 67% by 2016</p> <p>Aerobic Capacity HFZ measures improve from 64% (2013) to 74% by 2023</p>	<p>Increase Georgia’s student population not currently being assessed by Fitnessgram by 50%</p> <p>Home School Population assessed moves from 0% (2013) to 50% by 2016</p> <p>Private School Population assessed moves from 0% (2013) to 50% by 2016</p> <p>Public School Population assessed moves from 76% (2013) to 88% by 2016</p>	<p>Improve the Georgia Breastfeeding 6th Month Initiation/Duration rate by 55% over 5 years, according to the CDC Breastfeeding Report Card*.</p> <p>*CDC data report includes mainly WIC participants, and those served by public health programming</p> <p>Breastfeeding Initiation rate improves from 31.8% (2013) to 48% by 2018</p>	<p>Increase the percentage of Quality Rated Early Care and Learning Centers that are SHAPE Awarded by 50% over 5 years.</p> <p>Quality Rated Early Care Centers that are Shape Awarded increases from 11% (2013) to 16% by 2016.</p>
	Strategies- Objective 1	Strategies - Objective 2	Strategies - Objective 3	Strategies - Objective 4
<p>Physical Activity Council Members include: Clark, Johnson, Applebaum, Cagle and Shipman</p> <p>Nutrition Council Members include: Bare, Ryan, and Alpers</p> <p>Marketing and Communications Council Members include: Alpers, Ryan, Fitzgerald and Applebaum</p> <p>Healthcare Council Members include: Schreiner, Matzigkeit and Fitzgerald</p> <p>Data Collection Council Members include: Williams and Satcher</p>	<p>Promote and spread Power Up for 30 initiative to all GA Elementary Schools, Home/Private Schools & related orgs, and Community based program (YMCA, Boys and Girls Club, BBBS, etc). Promote Walk Georgia to various populations. Promote increased PA and Nutrition through Grantee program. Implement state PA/Nut tool kit.</p> <p>Promote School Gardens and exercise associated with real food. Identify ways to promote healthy school nutrition in conjunction with Fitnessgram training; identify possible areas for cross curricular content development. Implement Farm/school toolkit.</p> <p>Identify examples of K-12 local leadership and build on those to strengthen K-12 leadership throughout the state; create a plan of action to communicate ROI findings associated with childhood aerobic capacity. Include related measures for Shape City/Community designation. Measure and evaluate Georgia’s current physical activity levels and readiness to change level/promote Georgia specific research (Davis).</p> <p>Identify plan of action to increase the number of Strong4Life trained providers (MD, PA, NP, RD); identify/evaluate if training needs to include more regarding VO2max. Streamline obesity coding best practices.</p> <p>Develop and share a database of credible resources related to the improvement of childhood aerobic capacity. Identify research regarding the ROI of improved childhood aerobic capacity. Analyze Obesity Coding practices</p>	<p>Use existing coalitions to reach Churches, Community Clubs, Afterschool Care, Parks and Recreation, to promote and implement county level best practices. Identify ways to influence and teach pre-service teachers the importance of the FG assessment.</p> <p>Identify outlets (Farm to school, school nutrition, etc) to cross promote Shape Initiatives.</p> <p>Identify best communication/ marketing approaches to take with different populations and geographic areas at greatest risk; create plan of action to reach disparate populations and promote FG and Pu30. Identify effective technology that would increase participation in FG and Pu30. Include FG measures for Shape City/Community. Gather various Georgia population data related to the current state of that communities health and wellness, possibly poll readiness to change.</p> <p>Identify functional ways to increase obesity coding whereby gaining insight into obese population that may or may not be captured via FG. Identify experts in rural areas.</p> <p>Identify current best practices to reach disparate populations and schools in need and then train/ implement current Shape initiatives (FG/Pu30).</p>	<p>Increase the number of worksites in GA with lactation rooms and increase policies that support breastfeeding. Promote best practices for breastfeeding mothers relating to PA through WIC.</p> <p>Identify best practices/research for healthy nutrition for breast feeding mothers (and adults in general). Recommend “Shape Plate” that could be used across food sources and populations. Increase access to commercial grade pumps for WIC mothers. Increase community lactation rooms (malls, stores, parks, etc.).</p> <p>Publicly support partners in engaging mothers/families and communicate success stories; highlight Baby Friendly Hospital Initiative/create buzz. Include BF measure for Shape City/Community designation. Poll Georgia’s parental population regarding breast feeding knowledge and readiness to change and/or adopt the practice. Promote Zipmilk.</p> <p>Identify future strategies and action plans including but not limited to Obesity prevention training for WIC, OBGYN’s; identify ways to use Telehealth to promote breast feeding; identify ways to train/teach future medical professionals to promote BF and healthy nutrition. Create BF communication plan. Promote Zipmilk.</p> <p>Identify subject matter and process experts and best practices regarding and related to increased breast feeding rates. Analyze obesity coding practices and alternative BF data sources.</p>	<p>Identify Early Care wellness champions and how to effectively train providers how to implement the Quality Rated PA components. Identify best practices for increasing PA in low income Early Care Facilities. Disseminate early care PA training and toolkit, focusing on disparate areas of state.</p> <p>Promote and identify ways to increase healthy nutrition levels in early care centers. Identify how to train and teach providers to increase healthy/local foods being served in early care centers. Identify how to start a Farm to Pre-school garden program.</p> <p>Create an engaging, vibrant website to portray success. Advertise the award to public, create buzz around the Shape award. Create a parent campaign based on Wang findings (small caloric changes). Poll Georgia’s parents regarding how important nutrition and physical activity at pre-school is to them. Assess current parental 0-5 knowledge of best practices.</p> <p>Identify best practices regarding physical activity and nutrition for the 0-5year old population . Identify ways healthcare facilities can promote Shape awarded early care facilities.</p> <p>Evaluate/identify best early care indicators of childhood obesity. Identify best practices associated with Early Care provider PA and Nutrition training. Increase the number of Early Care sites with PA and Nutrition policies (including snack guidelines).</p>
Multi Group Goal Based Strategies All Shape Members, Activists and Supporters	Promote increased PA through role modeling, encouraging staff, peers and family using creative placement /time management skills	Constantly create and develop an atmosphere of health rather than fear, fatness promotion, and/or negative obesity labeling	Emphasize and promote real, whole, local food including breastfeeding to all populations with an emphasis on disparate populations.	Encourage small, achievable health related behavior changes across all Georgia populations from students to CEO’s