

Legislative Task Force on Preventing Childhood Obesity



HWTF's Obesity Initiative

*Vandana Shah
Executive Director
September 18, 2008*

HWTF's Mission

- Created in 2000 by the NC General Assembly and funded through 25% of NC's share of the Tobacco Master Settlement Agreement (MSA)
- Commissioners appointed in May 2001
- **NC Health and Wellness Trust Fund Commission (HWTF)** invests in programs and partnerships to address access, prevention, education and research that help all North Carolinians achieve better health
- HWTF has provided nearly \$300 million in funding for over 400 grants and programs
 - \$199M for preventive health initiatives
 - \$101M for prescription drug assistance programs
- HWTF is currently scheduled to pay \$350 million in debt service over next 25 years

Health Disparities Fellowship | HWTF Study Committee Reports | HWTF Funding Opportunities

NORTH CAROLINA Health **Wellness** TRUST FUND

Moving Toward a Healthier North Carolina ▶ PLAY VIDEO
HWTF Initiatives 2007

care to act nc
best health care for all

We are all born equal—but we are not all the same.
The NC Health & Wellness Trust Fund is committed to helping every member of underserved communities get the quality health care they deserve. Together, we can all make a difference.
www.caretoactnc.com

TRU STORIES | TRU | 100% TOBACCO-FREE SCHOOLS | TOBACCO FREE COLLEGE

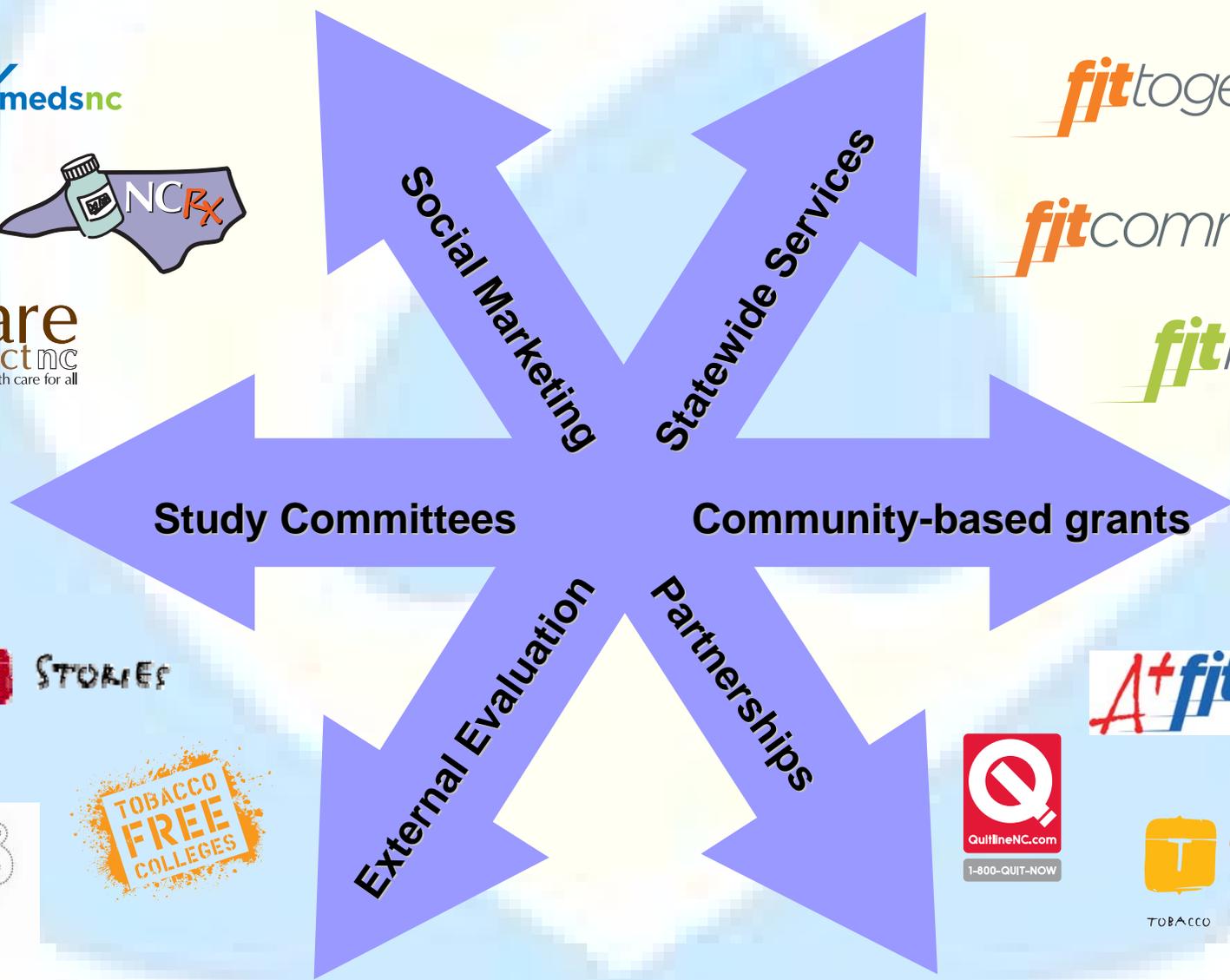
QuitlineNC | fittogether | fitcommunity | fitkids

care to act nc | NCRx | checkmedsnc | 2009 POWER OF PREVENTION Awards

www.HealthWellNC.com



HWTf's Multi-Pronged Strategy





Problem

- Built environment supports inactivity
- Sedentary lifestyles
- Lack of PE at schools
- Healthy food choices are often inaccessible



Consequences

- Cardiovascular disease
- Diabetes
- Overweight and obesity
- Depression
- Civic disengagement





Survey Results of 750 NC Adults Regarding Obesity (conducted in 2004)

- 55% view fitness as an individual responsibility

However...

- 78% want local officials to adopt “best practices” from other NC communities
- 74% want physical education at every grade level in school
- 84% want healthy food choices offered in schools
- 57% want local investment in fitness facilities (hike/bike/walking trails and swimming pools)

Addressing Obesity in NC: The Fit Vision

- Childhood obesity-specific:
 - Childhood Obesity community grants (\$9 million)
 - Fit Families Study Committee on Childhood Obesity
 - Fit Kids promoting 30 minutes of physical activity in K-8
 - A+Fit Kids school designation and grants program
 - NCAAPERD ISPOD
 - IN4Kids – clinical obesity project involving dietitians
- Fit Together television campaign and Web site
- Fit Community designation and grants program
- Fit Workplace promoting workplace wellness among NC employers and employees

*fit*together

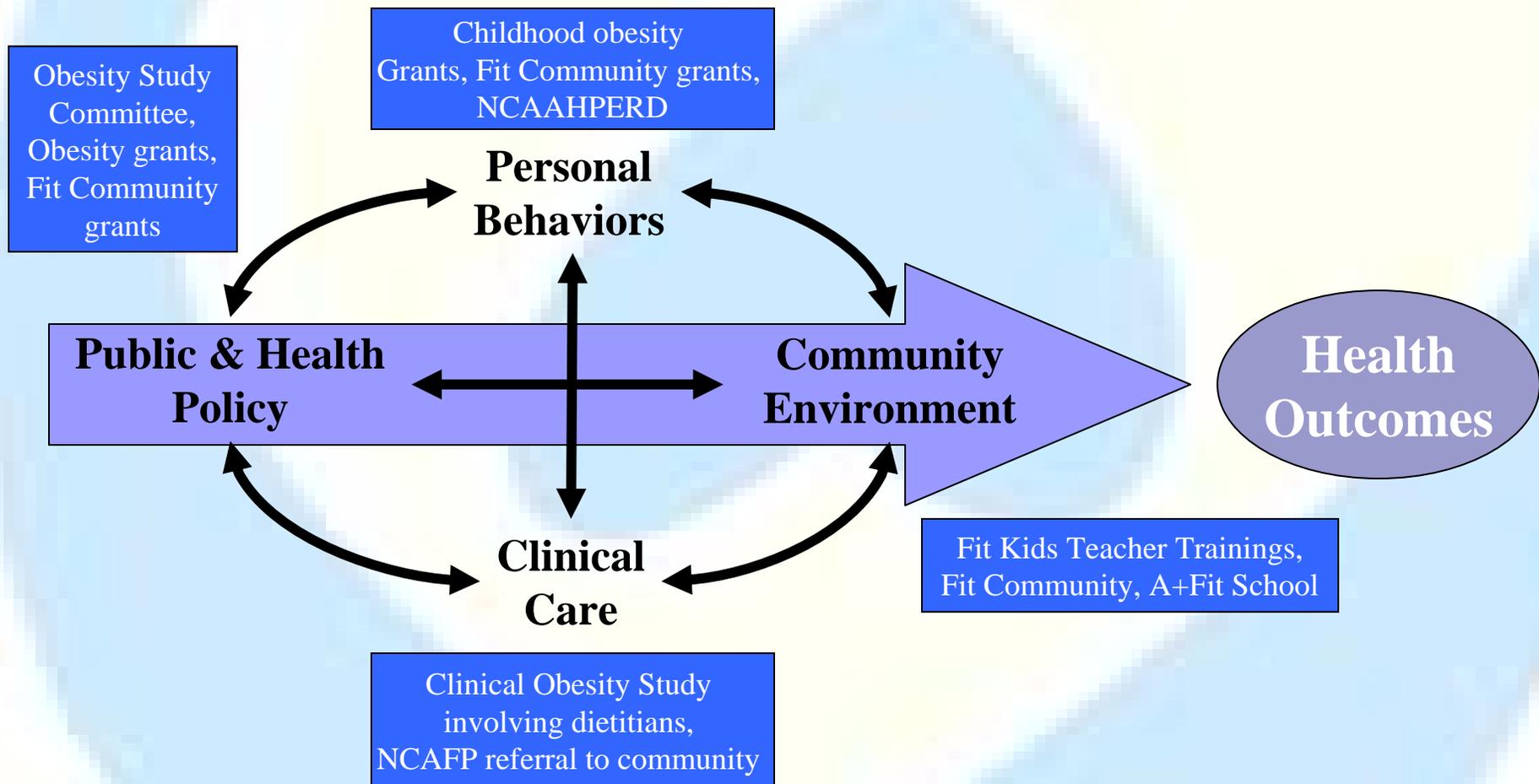
A+*fit*school

*fit*community

*fit*kids

Fit Families NC

HWTF's Obesity Initiative Components



Reference: America's Health Rankings Model (<http://www.unitedhealthfoundation.org/ahr2007/index.html>)

Childhood Obesity Grants

- 21 grants totaling \$10 million to organizations statewide to address community change
 - Grantees developed sustainability plans to continue momentum post-funding
 - 3 year grants starting in 2003 and 2004
- During the grant program:
 - Over \$790,000 in additional funding resources generated by grantees



Childhood Obesity Grants – Policy Outcomes



Most lasting accomplishment: nutrition and physical activity policies and environment changes

- 447 policy and environment changes
 - Winner's Circle Dining Program© in school cafeterias
 - Policies that govern school lunches, party snacks, vending and a la carte items
 - Mandatory physical activity and nutrition curriculum training for teachers
 - Healthy snack policies for afterschool programs and camps

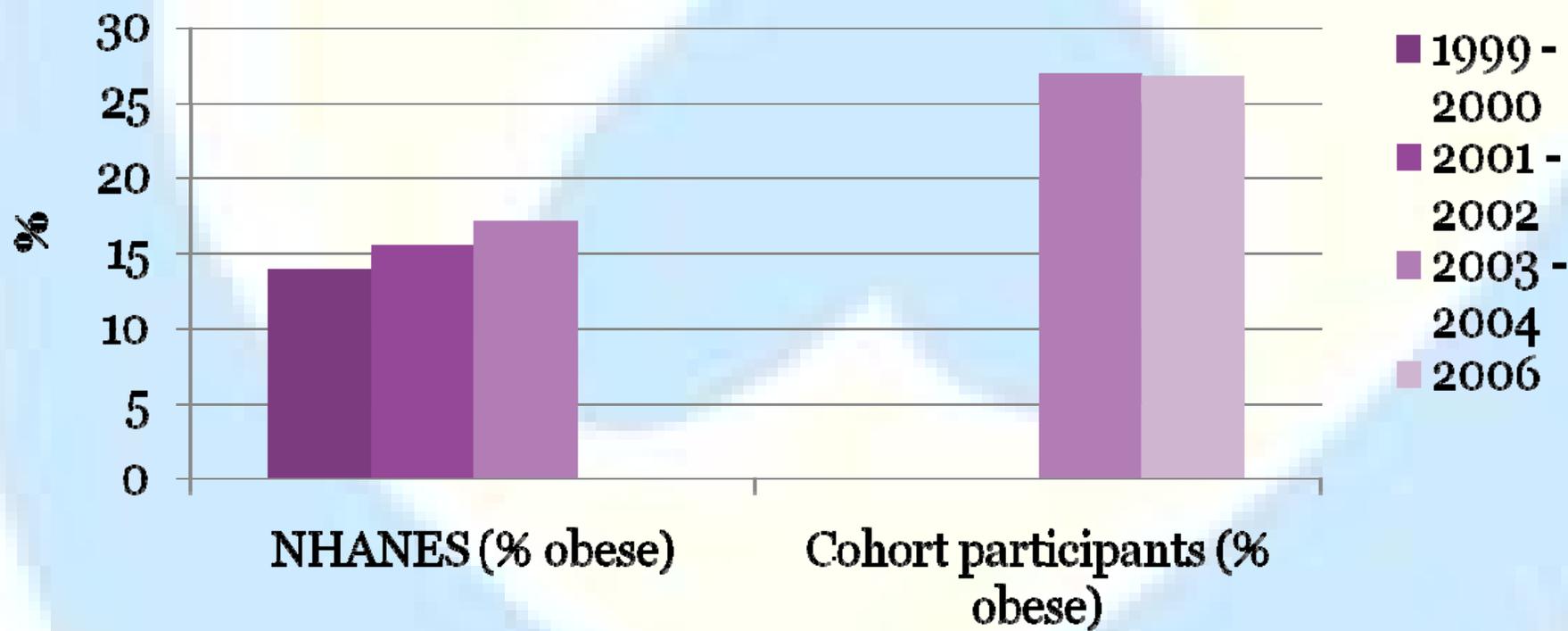
Childhood Obesity Grants – Cohort Study



Assessed overall impact of the grant program through cohort study

- 19 grantees identified a sample of children who represented their target population
- All participating children completed a health behavior survey and had their height and weight measured at regular intervals over the three year grant period
- A total of 1,346 children ages 4 to 18 years completed both baseline and final measurements
- At baseline, 44.0% of cohort children were overweight or obese compared to 33.6% in the nation (NHANES, 2003-2004)

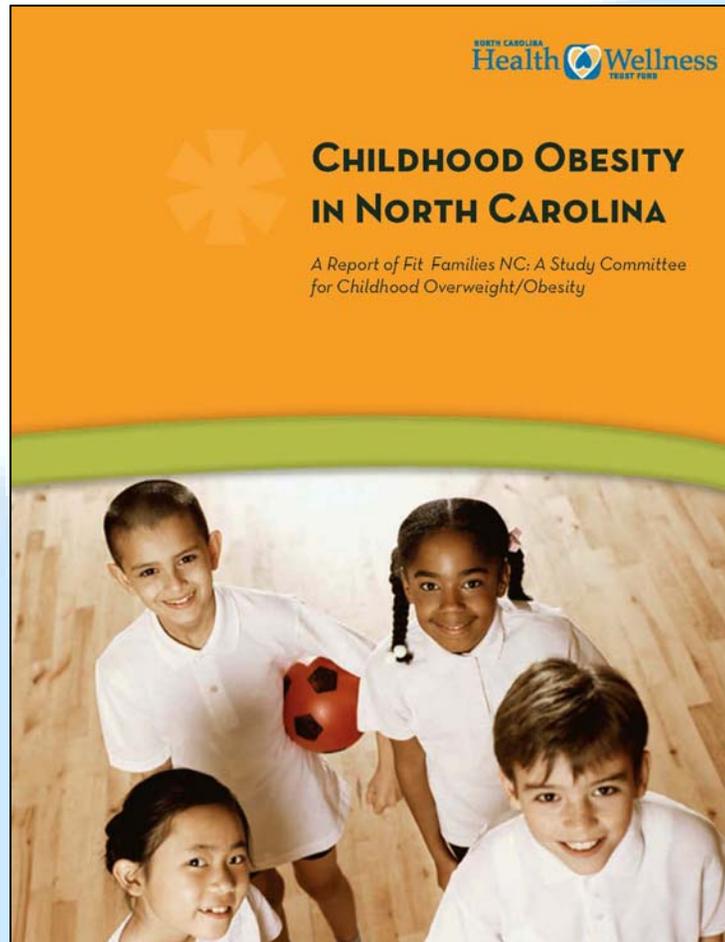
Childhood Obesity Grants – Cohort Study (prevalence over time)



Cohort Study – Behavior Changes

- Percentage of children who drank 3 or more sweetened beverages declined
- Fewer children reported drinking whole milk
- Fewer children chose candy, chips, yogurt, ice cream and cheese and more children chose fruit when asked what they chose to eat for a snack
- Larger percentage of children who changed to lower fat milk, who increased fruit consumption and who decreased soda consumption lowered their weight status category compared to those children who did not make these behavior changes

Fit Families NC: Study Committee on Childhood Obesity



Available at
www.HealthWellNC.com

Outcomes to Date....

Based on Fit Families NC's recommendations:

- NCGA passed law establishing statewide nutrition standard for all school meals, a la carte foods, beverages and the After School Snack Program in elementary, middle & high schools.
- NCGA passed law banning soft drink and snack vending sales in elementary schools altogether, prohibiting sale of sugared carbonated beverages in middle schools and limiting sale of soft drinks in high schools to no more than 50% of drinks offered.
- The State Board of Education (SBE) voted unanimously to adopt a daily 30-minute physical activity requirement for all students, K-8
 - *North Carolina is the first in the nation to pass such a policy at the State Board Level.*

Outstanding Issues....

- Indirect cost imposed on Child Nutrition Program
- Implementation of Elementary School Standards
- Middle School Pilot Study
- Development of standards for day care
- BMI testing in schools

fitkids

fitkids

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At School
At Home
After School

News
Contact

For Teachers
For Administrators
For Parents
For Community Leaders

See, Learn, Do:
Activities on Video

Physical activity.
Not just for recess anymore.

at school at home after school

Favorite Fit Kids Activities
Music Medley
Musical Chairs – Featuring Polynomials
Circle Of Nerves
search more »

Healthy Active Children Policy.
The Policy states that children K-8 children are to get at least 30 minutes of physical activity during the school day from physical education or recess or in class through curriculum-based physical activities.
learn more »

news
October, 2006 Healthy Active Children Policy Trainings

Read a message from the Lieutenant Governor.

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Fit Families NC Recommendation

- SBE policy adopts improved Healthy Active Children policy in April 2005
- “Unfunded mandate” to be implemented by beginning of 2006-2007 school year
- HWTF funding to Be Active began May 2006

www.FitKidsNC.com

Accomplishments

- To date, 32,868 teachers trained by Be Active NC
- 88 LEAs have participated in at least one training
- CEU credit accepted by 100 LEAs
- **With an average class size of 25, that means we have reached nearly 825,000 kids!**
- UNC-Greensboro evaluated teacher trainings (pre-training, immediately after and 30-90 days post-training)
 - 97% of teachers intend to implement the policy to meet the required standards immediately following the training.
 - Before attending training, 80% of teachers reported they were offering physical activity to their students. Following training by 30 to 90 days, 88% of teachers reported offering physical activity to students.



IN4Kids

Practice-Based Nutrition Pilots to Reduce Childhood Obesity

- Implement pilot integrating registered dietitians (RDs) providing nutrition counseling in 6-8 primary care practices
- Partnership with all 4 major medical schools in the state
- Total allocation of \$1.4 million by HWTF
- Managed by Duke Community and Family Medicine
- Model has the potential to:
 - help low-income children
 - be financially sustainable
 - be feasible in rural settings
 - improve lifestyle, BMI, and other clinical outcomes in patients



Why Nutrition/Why Primary Care?

- Integration of nutritional counseling into primary care practices for adults has shown results.
- NC physicians interested in doing more to help decrease prevalence of obesity among pediatric patients.
- Potential for sustainability:
 - Several current third-party payers reimburse for nutritional counseling before comorbidities. More may follow.

A+fit school

- Based on HWTF Fit Community model
- School grants and designation program will recognize and reward schools for their dedication to providing healthy environments for all students and staff
- Two components of program:
 - Designation for individual schools
 - Grants to individual schools



Designation

- Recognition of schools' achievement in providing a healthy environment for students and staff
- 10 schools will be selected based on how they meet the Self-Assessment Criteria
- Awards Package:
 - \$1,000 discretionary stipend to individual school as part of the awards package
 - Press / media kit
 - Banner for school building
 - Plaque for principal's office



Grants

- 10 grants for schools (K-12 grades)
 - \$7,500 each for one year
- Request for Proposals (RFP) will be sent out to all schools in October 2008
- Partnership with ECU to provide technical assistance to apply for grants and designations
- Funding can be used for:
 - Equipment for nutrition services
 - Staff wellness programs
 - PE/PA equipment
 - Certified PE teacher to lead after school activities

NCAAHPERD –IPOD project

(In-School Prevention of Obesity and Disease)

- Received \$400,000 from HWTF as part of its Eliminating Health Disparities Initiative for IPOD project
- Trained all physical educators in PE curriculum (SPARK) in 6 high-need school systems (K-8)
 - Durham, Duplin, Robeson, Union, Jackson and Iredell
- HWTF-funded project created the foundation for other funders to expand this effort to all 115 school systems:
 - BCBSNC Foundation
 - Kate B. Reynolds (\$3.1 million for 4 years)



*fit*together

Statewide multimedia awareness campaign launched in 2003

- Designed to raise awareness around the dangers of unhealthy weight.
- To equip individuals, families and communities with the tools they need to address this very serious health concern.
- Partnership with BlueCross and BlueShield NC on multimedia campaign.



TV Ad and Web site



Linking North Carolinians to tools for healthier weight and lifestyles.



You & Your Family

❖ Start here to learn about healthy lifestyles for you and your family.



You & Your Community

❖ Start here to help your school, workplace, neighborhood, or healthcare system prevent obesity.

Fit Community



❖ Does your community have what it takes? Click here to find out which North Carolina towns and counties have been designated "Fit Communities," as well as what organizations received Fit Community grant funding.

Workplace Wellness



❖ Learn how to create a healthier workplace and improve your bottom line by implementing a Workplace Wellness program.

[View Workplace Wellness Webcast \(30 min.\)](#)
Windows Media / QuickTime

View Television Ads:

[Fit Together Television Ads](#)
Windows Media - low / high
QuickTime - low / high

[Workplace Wellness Television Ads](#)
Windows Media - low / high
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www.FitTogetherNC.com





www.FitCommunityNC.com

Designation and grants program recognizing community leadership in promoting healthy lifestyles

Physical Activity

- In the community, schools, and workplaces

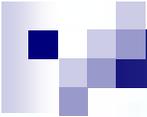
Healthy Eating

- In the community, schools, and workplaces

Tobacco Use Prevention

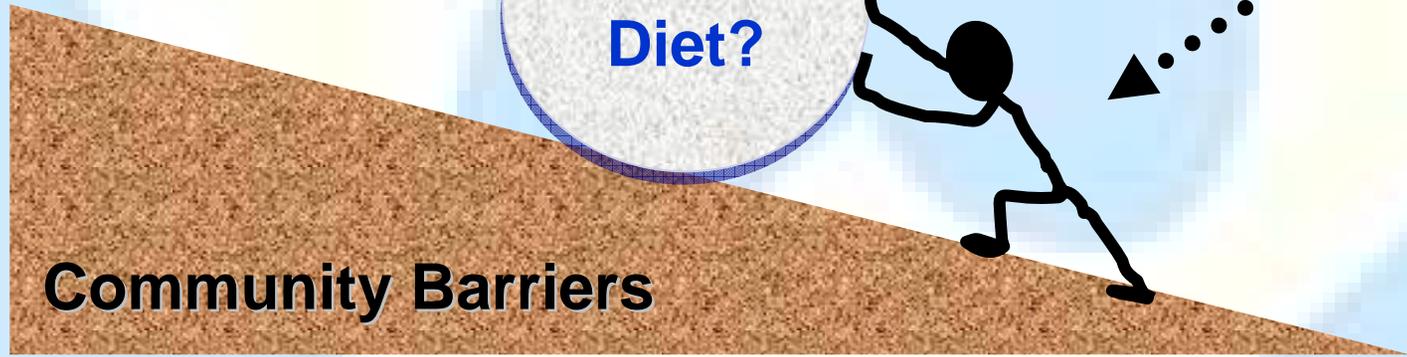
- In the community, schools, and workplaces
- 5P Strategies: Preparation, Promotions, Programs, Policy, Physical Projects



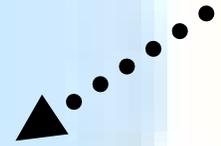


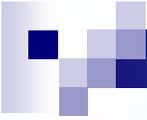
Traditional
Approach
to Health
Promotion

Exercise?
Diet?



Community Barriers





Active
Living/
Healthy
Eating



Community Barriers

Community
Design
Approach



Designation Program



Since 2006, this program has helped almost 2 million North Carolinians in 18 communities

Grant Program Successes

- HWTF has invested \$1.5 million in helping 24 communities become healthier places to live.
- Some results:
 - Town of Black Mountain: Extensive community garden program that has distributed over 9,000 pounds of fresh produce
 - City of Greensboro: Has 89 miles of new sidewalks, over 80 miles of trails, and 20 planned trail miles in the works
 - Town of Shelby: Has a Comprehensive Pedestrian Plan that prioritizes sidewalk and greenway connections
 - Pitt County: Has achieved an extensive parks and trails network- 85% of residents live within 2 miles of a park





HWTf programs and resources are addressing all of the Task Force's goals

- Providing healthier food to students
- Improving the availability of healthy foods at home and in the community
- Increasing the frequency, intensity, and duration of physical activity in the schools'
- Encouraging communities to establish a master plan for pedestrian and bicycle pathways
- Improving access to safe places where children can play
- Developing activities or programs that limit children's screen time, including limits on video games and television



NORTH CAROLINA

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Wellness

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HWTF is committed to promoting environment and policy change at the local and statewide level to address the obesity epidemic...