

## **PLAY Leadership Council on Childhood Overweight**

Minutes of Meeting Held on March 10, 2011 1-3 pm

Location: Georgia Nurses Association, Education Center, 3032 Briarcliff Road, NE

### **1.0 Attendees**

1. Jim Annesi, YMCA of Metro Atlanta
2. Michael Eriksen, Georgia State University
3. Monica Fink, Department of Early Care and Learning
4. Adrienne Gil, Alliance for a Healthier Generation
5. Marissa Hamm, Department of Early Care and Learning
6. Christy Kay, HealthMPowers, GAHPERD
7. Debra Kibbe, ILSI Research Foundation
8. Jeff Koplan, Emory University
9. Rick Lewis, University of Georgia
10. Rodney Lyn, Georgia State University
11. Joyce Maalouf, Georgia State University
12. Therese McGuire, Department of Education
13. Becky Mullis, University of Georgia
14. Kimberly Redding, Georgia Division of Community Health
15. Brenda Segall, GAHPERD
16. JoAnn Yoon, Voices for Georgia's Children

### **2.0 Welcome and Introductions, Michael Eriksen and Jeff Koplan**

- Roundtable introductions

### **3.0 Meeting overview, Michael Eriksen and Jeff Koplan**

- Jeff Koplan:
  - Soft drink companies are looking for leaders to partner with. The challenge is to balance what they sell with needs around childhood obesity
  - Dr. Koplan was in Mexico. The government is very active in regards to policies, labeling, advertising, taxation and schools for childhood obesity prevention. The obesity epidemic in Mexico is similar to the one in the U.S (more prevalent in the South and in the areas closer to the US border). IOM had a joint meeting with the Ministry of Health in Mexico 3 years ago. By now, Mexico has checked off all the recommendations given by the IOM.

## 4.0 Partner Updates

### 4.1 Department of Education, Therese McGuire

- Update on SHAPE pilot planning: DOE is moving forward with the pilot implementation of HB 229. 85-90% students in 214 schools were tested. The implementation is going smoothly with no resistance or complaints. The obstacles encountered so far are related to data collection and technology. Data entry will start next week and reports to parents to be sent soon.
- GSU is performing the evaluation component. Follow-up focus groups of teachers and students are helping understand the barriers, challenges, innovative strategies, attitudes and perceptions.  
For the pilot, the funding was enough. Funding was secured (not officially yet) for the coming 3 years of the implementation
- DOE has new health standards. Teachers are being trained so schools start teaching with standards based approach.
- GA Board of Education has received a grant from the National School Boards for 1 year. Four states received awards (GA is one of the 4 states) to review policies around physical activity and nutrition in schools. The nutrition and physical activity working group met in February. State boards will give recommendations for policy change.

### 4.2 Alliance for a Healthier Generation, Adrienne Gil

The Healthy Schools Program was launched in GA in 2007. There are 282 schools participating in GA (a total of 185, 557 students) and 34 schools have met national recognition. Lieutenant Governor Casey Cagle is visiting the schools with success stories (Cambpell Elementary, Morning Side Elementary). The First Lady visited one of the bronze level schools (Burgess Peterson Elementary School). Any school in the U.S. can enroll and receive free assistance and support to become a healthier place for students to learn and staff to work.

For more information: <http://www.healthiergeneration.org/>

### 4.3 PLAY's Evaluation of Obesity Prevention Programs, Rebecca Mullis

Two programs are being evaluated:

- **Center for Pan Asian Community Services:** In collaboration with the Center for Pan Asian Community Services of Doraville, GA, an after-school based nutrition intervention was implemented. This intervention included 6 after-school sites throughout metro Atlanta. Participants were in elementary and middle school and were predominantly Asian and Hispanic. Once a week, for 6 weeks, the CPACS program coordinator visited each site to deliver a nutrition lesson and conduct a hands-on food demonstration. The lessons focused on increasing consumption of fruits and vegetables and limiting consumption of less healthy foods
- **HealthMPowers: Family Food and Fitness Fun Pack:** In collaboration with HealthMPowers of Norcross, GA, a school-based nutrition and physical activity intervention is being implemented. Six elementary schools throughout Georgia are participating. The intervention consists of a backpack containing a binder with 6 activities for students to participate in with their family. Families from 4 of the participating schools will keep the backpack, while families from 2 of the schools will rotate the backpack, keeping it for 1 week at a time. Comparisons between those families

that kept the backpack and those that rotating will be made. Students and parents are being asked to complete a pre and post survey to assess dietary and physical activity behaviors as well as knowledge. Students are being asked to fill out a calendar, identifying which activities they participate in each night. Calendars are filled out each morning in school. Parents are also being asked to complete a feedback form to identify which activities their family participates in. The final 2 schools are expected to have their baseline data turned in early next week.

### **5.0 State of the State and PLAY's role, Leadership Council**

The Leadership Council reviewed and discussed the current environment, resources, and organizations in Georgia dedicated to childhood obesity prevention. The role of PLAY in addressing some of the state's needs around childhood obesity prevention was discussed. PLAY seems well-positioned to fill existing deficiencies in state capacity with continued/additional support. While the short-term focus of PLAY (next 6 months) is defined, there is a need to develop a focused plan of action that supports statewide goals around obesity prevention over the next few years. The Leadership Council provided strong support for continuing PLAY. There is a need to reinvigorate the effort to address state-level policy around childhood obesity. Specific state needs identified by members included:

- A need for a state level structure/organization that give guidance/resources/information about organizations working on childhood obesity in Georgia so that efforts won't be duplicated (something similar to the RWJF resource: obesity.net)
- A need for a neutral convener between all organizations
- A need for more program evaluation through academic institutions (preferably pro bono)
- Translation of data and outcomes into policy changing
- Keep decision makers informed (keep telling the story)

### **6.0 Closing Remarks, Rodney Lyn**

- The immediate future steps will focus on soliciting feedback from stakeholders and Leadership Council members (through surveys and interviews) on the relative importance of existing priorities for childhood obesity prevention in Georgia and the role that PLAY should serve in addressing current deficiencies.
- The next PLAY leadership council meeting will be held in June 2011