

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

Minutes of Meeting Held on March 25, 2010 1-3 pm

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

### **1.0 Attendees**

Jeff Koplan, Emory University  
Michael Eriksen, Georgia State University  
Rodney Lyn, Georgia State University  
Joyce Maalouf, Georgia State University  
Rick Lewis, University of Georgia  
Becky Mullis, University of Georgia  
Mary Ann Phillips, Georgia Health Policy Center, Georgia State University  
Therese McGuire, Department of Education  
Bud Reiselt, GAHPERD  
Gina Zuganelis, GAHPERD  
Laura Bracci, American Heart Association  
Jim Annesi, YMCA of Metro Atlanta  
JoAnn Yoon, Voices for Georgia's Children  
Lindsay Bishop, Children Healthcare of Atlanta  
Kimberly Redding, Georgia Division of Community Health  
Susan White, Save the Children, Campaign for Healthy Kids  
David Crites, GA SRTS Network and GA Bikes  
Gaye Smith, GA Family Connection  
Lisa Medellin, Healthcare Georgia Foundation  
Debra Kibbe, ILSI Research Foundation  
Wes Henricksen, Health STAT  
Laurie Iscaro, GA School Age Care Association

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

- Thank you all for coming and for all the hard work you have been doing to increase efforts around childhood overweight
- Roundtable introductions
- Meeting overview

### **3.0 Updates, Rodney Lyn**

#### **3.1 Southern Obesity Summit 2009, Austin TX, and 2010, Atlanta (September 12-14)**

- PLAY will be the local host of the 2010 Southern Obesity Summit. The conference will be at the GW Marriott in Buckhead from September 12-14.
- Call for proposals for breakout-session was extended till March 29<sup>th</sup>, 2010.
- Dine America conference will be happening at the same time in Atlanta. The planning committee of the Southern Obesity Summit was considering bringing the CEO of Jason's Deli to speak at the conference, as a representative of the private industry.

- Summit will provide a venue for agencies, policymakers, organizations to showcase Georgia's efforts and accomplishments around obesity.
- Website for the conference: <http://www.southernobesitysummit.org/>

#### **4.0 Fast food calorie labeling, Michael Eriksen**

Michael Eriksen was on CNN on March 24<sup>th</sup>, 2010 to talk about mandatory fast food calorie labeling which is a new item on the 2010 healthcare reform.

#### **5.0 Partner Updates**

##### **5.1 Department of Education, Therese McGuire**

- Therese McGuire introduced herself, she replaced Bud Reiselt.
- DOE is moving forward with the implementation of HB 229 (Fall 2011). Fitness testing will include cardio-flexibility test, muscular strength endurance and body composition (height and weight, BMI). Fitness testing will be done on students in grade 1-12 but data will be recorded on grade 4-12 (except for body composition that will be recorded on grade 1-12 as well). The cost of implementation is approximately \$ 1.5 million for 2300 schools in GA. The funding sources for the implementation of H.B. 229 are to be determined.
- Health standards and physical activity standards were approved and ready to go. Teachers are being trained so schools start teaching with standards based approach.

##### **5.2 Voices for Healthy Children, JoAnn Yoon**

- Congress is beginning work on reauthorization of the Child Nutrition Act, the major federal legislation that essentially determines school food policy and resources. Voices are working on Medicaid to include food stamps and school lunch program. [http://www.voices.org/uploads/Child\\_Nutrition\\_brief.pdf](http://www.voices.org/uploads/Child_Nutrition_brief.pdf)
- Brian Castrucci, the new director of the Maternal and Child Health Program Division of Public Health Georgia Department of Community Health, was meeting with some organizations last week and obesity was on the priority list for children's health.

##### **5.3 GA SRTS Network and GA Bikes, David Crites,**

Ciclovía is a Spanish term, meaning "bike path," used in Latin America to mean either a permanent designated bicycle route or a temporary event closing of the street to automobiles to allow dominance by other users. Ciclovias have gained tremendous popularity around the world. Ciclovía Atlanta is organizing an event in downtown Atlanta in May (May 23rd, 1-6PM), where the street will be closed to cars and some activities will be happening.

If interested, PLAY partners can participate individually, and/or stage an organizational exhibit or participation activity station, and/or help fund the event as a sponsor.

For more information, please check the website at <http://www.atlantastreetsalive.com/>

##### **5.4 Dibra Kibbe, ILSI Research Foundation**

Each year, the Carol M. White Physical Education Program (PEP) awards millions of dollars to schools and community-based organizations to initiate, expand, and improve physical education programs. For more information for 2010 PEP grants application: <http://www2.ed.gov/programs/whitephysed/applicant.html>

### **5.5 Kimberly Redding, Department of Community Health**

The American Reinvestment and Recovery Act (ARRA) funding updates are as follows:

#### **Component I: Funding amount: \$ 1.2 million**

*Purpose:* Implement policy, systems or environmental change that address obesity, physical activity, nutrition and tobacco use prevention

*Goal:* Establish healthy social norms related to improved nutrition, increased physical activity and reduced tobacco use

#### *Activities related to obesity:*

- Partner with DECAL to evaluate the implementation of wellness policies in 30 childcare facilities
- Award five community grant to focus on policy and environmental changes to address physical activity and nutrition
- Train local communities on policy, systems or environmental change policies
- Establish the Georgia Nutrition Workgroup to develop state level policy recommendations to address nutrition and lead efforts to conduct a statewide nutrition public opinion survey

### **6.0 Special Presentation: PLAY subcommittee progress, Rodney Lyn**

#### **6.1 Members**

- Rodney Lyn, PLAY, Georgia State University.
- Joyce Maalouf, PLAY, Georgia State University.
- Mary Ann Phillips, Georgia Health Policy Center, Georgia State University.
- Becky Mullis, University of Georgia.
- Rick Lewis, University of Georgia.
- Susan White, Save the Children, Campaign for Healthy Kids.
- Kimberly Redding, Georgia Department of Community Health-Public Health.
- Karen Robinson, Georgia Department of Early Care and Learning.
- Joann Yoon, Voices for Georgia's Children.
- Lindsay Bishop, Children Healthcare of Atlanta.
- Katherine Cummings, GA Rural Health Association.

#### **6.2 Goal and Purpose**

The PLAY sub-committee convened twice (February 4<sup>th</sup>, 2010 and March 18<sup>th</sup>, 2010) to review progress, discuss strengths, weaknesses, and opportunities and suggest priorities for childhood obesity prevention in Georgia.

The committee reviewed past and ongoing activities and accomplishments/strengths around childhood obesity prevention efforts in Georgia over the past 5 years and current context. The existing plans and activities around childhood obesity prevention efforts reflect an abundance of interest and investment. However, better coordination of efforts and a focus on gaps is lacking. A full report is forthcoming.

### **7.0 Childhood obesity policy priorities for Georgia, Leadership Council**

Based on the findings from the sub-committee meeting, the Leadership Council discussed policy priorities for GA to reverse childhood obesity:

- Successful implementation of fitness testing
- Use of the Southern Obesity Summit as a springboard
- Put together funded community projects and disseminate best practices
- Communicate with governmental, DCH and DOE candidates
- Develop consensus around legislative priorities
- Identify regulatory and administrative opportunities and activities at the state and local level
- Get on agenda of superintendants/school board/principals
- Identify and exploit \$\$ in healthcare reform
- Build on what have been done (DCH evaluation report of the state plan)
- Enhance PR communication
- Engage healthcare sector (providers, insurers, hospitals) -→ leverage those organizations
- Coordinate funding for biggest impact
- The need for a champion/leader
- Support community coalitions
- Engage business community and stakeholders (GA pacific, Delta, Coke, CDC)

### **8.0 Closing Remarks, Rodney Lyn**

- The future steps will be to review the listed priorities and discuss and develop a report
- The next PLAY leadership council meeting will be held in early-mid August 2010