

PLAY Leadership Council on Childhood Overweight

Minutes of Meeting Held on July 19, 2010 2-4 pm

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

1.0 Attendees

Michael Eriksen, Georgia State University

Rodney Lyn, Georgia State University

Joyce Maalouf, Georgia State University

Mary Ann Phillips, Georgia Health Policy Center, Georgia State University

Rick Lewis, University of Georgia

Bo Ryles, University of Georgia

Therese McGuire, Department of Education

Bud Reiselt, GAHPERD

Jim Annesi, YMCA of Metro Atlanta

JoAnn Yoon, Voices for Georgia's Children

Whitney Brown, Voices for Georgia's Children

Kimberly Redding, Georgia Department of Community Health, Division of Public Health

Sonya Crutchfield, Georgia Department of Community Health, Division of Public Health

Lisa Medellin, Healthcare Georgia Foundation

Jo Zurbrugg, GPAN

Adrienne Gil, Alliance for Healthier Generation

Marisa Preston, Georgia Children's Health Alliance – Children's Healthcare of Atlanta

Dana Milling, United Way of Metropolitan Atlanta

Joyce Reid, Georgia Hospital Association

Kylia Crane, Georgia Chapter – American Academy of Pediatrics

Karen Robinson, Bright from the Start: Georgia Department of Early Care and Learning

Vikki Morrow, Girls Inc.

2.0 Welcome and Introductions, Michael Eriksen

- 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 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.
- Planning is still in process. The tentative agenda was provided and discussed:
 - There are 3 pre-conference workshops: Opening up schools for community play, advancing safe routes to school and Communities Issues Management (CIM).
 - In the break-out sessions, Georgia is well represented (PLAY, Debra Kibbe, Donna Decaille, Jim Lidstone, Beth Passelh, Greg Dent, Beltline).

- The southern strategy: effort to survey southern activities, build knowledge, connections and an understanding of what is working.
- Summit will provide a venue for agencies, policymakers, organizations to showcase Georgia's efforts and accomplishments around obesity.
- More information concerning registration and exhibitors can be found at: <http://www.southernobesitysummit.org/>

3.2 Philanthropic Collaborative resource

- The resource prepared by GSU-IPH to The Philanthropic Collaborative for a Healthy Georgia was circulated. The resource includes recommendations for schools, communities, families for nutrition and physical activity in order to prevent childhood obesity in GA.
- 2 copies of the 60 pages draft were circulated during the meeting for comments. The resource can also be emailed for those interested to take a closer look and give comments.
- The resource will be online (PDF) and print.

3.3 Discussion of materials provided

- RWJF and Trust for America's Health Release F as in Fat 2010. F as in Fat 2010 Finds Continued Rise in Nation's Obesity Rates:
 - Georgia is now second to only Mississippi for states with the highest rates of obese 10-17 year olds.
 - Adult obesity rates climbed in 28 states during the past year and now exceed 25 percent in more than two-thirds of the states
 - Ten of the 11 states with the highest rates of diabetes are in the South, as are the 10 states with the highest rates of hypertension.

Read the news release, full report and executive summary at

http://www.rwjf.org/childhoodobesity/product.jsp?id=65469&cid=XEM_205602

- The Institute of Medicine (IOM) released "Bridging the Evidence Gap in Obesity Prevention: A framework to inform decision making". The pre-publication copy is available to order. For more information, visit: www.iom.edu/obesityframework.

4.0 Partner Updates

4.1 Department of Early Care and Learning, Karen Robinson

- Bright from the Start is conducting a pilot project in which 24 child care providers in Georgia are being trained on developing and implementing wellness policies for their centers and are receiving training, technical assistance, and funding (up to \$2000) to support their efforts.
- The goal of this project is to improve children's lifelong eating and physical activity habits by training caregivers and educating parents on the importance of nutrition and physical activity to help reverse the trend of overweight and obesity among Georgia's children.
- The objectives of the project are to: 1. Introduce child care providers to the concept of a wellness policy and the benefits of creating and adopting a wellness policy for their child care center(s); 2. Help child care providers develop a relevant wellness policy and a practical plan for implementing the policy in their child care center(s); 3. Support child

care centers through training, technical assistance, and funding through mini-grants to implement their wellness policy; and 4. Evaluate the impact of a wellness policy on children and staff in a child care environment.

- The project will involve training, technical assistance, and monitoring by a project manager, who will be a licensed dietician, and by other existing Bright from the Start staff. The project outcomes will be healthier children and families who have established healthy eating and physical activity habits. Depending on the results of this pilot project, Bright from the Start will, in subsequent years, encourage other child care centers statewide to adopt and implement wellness policies and will provide them with training and technical assistance for their implementation.

4.2 Department of Education, Therese McGuire

- Health standards and physical activity standards were approved and ready to go. 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 assess obesity policies (physical activity and school nutrition).
- Update on SHAPE pilot planning: DOE is moving forward with the implementation of HB 229 (Fall 2011). The pilot will implemented this Fall 2010 in 5 school systems (285 schools).

Activities will include:

- Overview of implementation planning for the pilot
- Communication
- Training
- Testing: 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).
- Data collection and reporting
- Evaluation
- Reward and recognition

4.3 Department of Community Health, Kimberly Redding

- The evaluation summary of the DCH 10 year GA Nutrition and physical activity plan is available.
- The five communities in Georgia will be awarded grants with funds from the American Reinvestment and Recovery Act (ARRA) to focus on policy and environmental changes to address physical activity and nutrition.

4.4 Alliance for Healthier Generation, Adrienne Gil

The Healthy Schools Program was launched in GA in 2007. There are 139 schools participating in GA from 9 different districts. On Tuesday, June 15, the Alliance for a Healthier Generation

recognized 11 Georgia Schools for transforming their schools into a healthier place for students and staff. The Healthy Schools Program is supported by the Robert Wood Johnson Foundation. 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/>

4.5 YMCA of Metro Atlanta, Jim Annesi

The YMCA is starting a cohort study in January 2011 in Metro Atlanta and it will include approximately 2000 youth who will be followed from age 3 to 16 years old.

5.0 Narrowing policy priorities and building consensus, Leadership Council

At the last PLAY meeting, the Leadership Council reviewed and discussed a list of possible policy priorities (developed by a PLAY sub committee) to reverse childhood obesity in Georgia. The urgent need is to narrow this list to a more manageable list of policy priorities.

Rodney Lyn reminded the Leadership Council that past progress was made due in large part to a consensus building process that yielded broad-based support for policy change. We need to revisit that approach given the significant number of possible areas for policy focus and the increased number of organizations investing in obesity prevention.

In prioritizing next steps, there is a need to examine possible priorities through an existing evidence-based framework. Examples might include MAPPS strategies, the Let's Move framework, the CDC Recommended Community Strategies, etc. Mary Ann Phillips and Rodney Lyn committed to lead the PLAY effort to examine possible policy priorities through one or more of the aforementioned frameworks.

6.0 Closing Remarks, Rodney Lyn

- The future steps will be to:
 - o Narrow the policy priorities using previously listed frameworks and provide recommendations to the Leadership Council at its next meeting.
 - o Initiate a consensus building process to establish a broad-based approach to education and advocacy for policy change.
 - o Discuss and develop a State of the State report.
- The next PLAY leadership council meeting will be held in October 2010.