

PLAY Leadership Council on Childhood Overweight

Minutes of Meeting Held on November 11, 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

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

Emma Laing, University of Georgia

Whitney Brown, Voices for Georgia's Children

Lisa Medellin, Healthcare Georgia Foundation

2.0 Welcome and Introductions, Michael Eriksen

- Roundtable introductions
- Meeting overview

3.0 Discussion of materials provided

- Dr. Koplan wrote a commentary in the current issue of JAMA (JAMA, October 6, 2010, Vol 304(13):1487-1488). The commentary entitled "Response of the Food and Beverage Industry to the Obesity Threat" discusses the role of public-private partnership and the food and beverage industry.

- Another article by Turner and Frank published in the current issue of the Archives of Pediatrics and Adolescents entitled "Wide Availability of High-Calorie Beverages in US Elementary Schools" examined the availability of beverages offered in competitive venues and school lunches.

- The Yale Rudd Center for Food Policy and Obesity has developed and released new materials to inform the national discussion on sugar-sweetened beverage taxes.

http://www.yaleruddcenter.org/what_we_do.aspx?id=361

4.0 Partner Updates

4.1 Lisa Medellin, Healthcare Georgia Foundation

There are 2 grants requests under the theme of Expanding Access to Primary Health Care:

- Integrated Health Care Program will provide funding to support integrating primary health care and mental health services for children and adolescents in Georgia. This grant program provides funding for two-year demonstration projects intended to support the implementation of integrating primary health care and mental health services, by using the collaborative care service delivery model. For more details

http://healthcaregeorgia.org/news-and-information/news-details.cfm/news_id/8CCF7E49-3048-7C59-19A83EA6642E0C19

- Safety Net Request for Proposals for Free and Charitable Clinics: Healthcare Georgia Foundation announces its interest in receiving proposals from nonprofit health organizations that provide health services to uninsured and underinsured Georgians at little or no cost and rely substantially on volunteer health care professionals to provide these services. For more information: http://healthcaregeorgia.org/news-and-information/news-details.cfm/news_id/8C7CC2C5-3048-7C59-194A88A40AD5CA7E

5.0 Updates, Rodney Lyn

5.1 SHAPE Pilot Project

- DOE is moving forward with the implementation of HB 229 (Fall 2011). The pilot is being implemented this Fall 2010 in 5 school systems (200+ schools) in grades 4-12. Activities included are:
 - o Testing: Fitness testing includes 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).
 - o Training teachers
 - o Data collection and reporting by schools
 - o Evaluation of training, data accuracy, fitness testing accuracy
 - o Acquire teachers' feedback, including student and parent response

6.0 State Infrastructure for Obesity Prevention, Leadership Council

The Leadership Council reviewed and discussed the current environment, resources, and organizations in Georgia dedicated to childhood obesity prevention. Strengths and weaknesses of the state's infrastructure were identified (find a one-page summary attached at the end of the minutes). 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. 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. PLAY staff will be reaching out to Leadership Council members and other stakeholders over the next 3 months to assess the current context in Georgia and define the role the initiative should play in the future.

7.0 Closing Remarks, Rodney Lyn

- The immediate future steps will focus on soliciting feedback from stakeholders and Leadership Council members 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 **February 2011**

PLAY Subcommittee

Strengths

- State plans previously developed and are being updated
- Increased activity around childhood obesity prevention in GA
- Significant progress has been made – reflect on organizational achievements
 - Food Policy Council – DCH/Satcher Health Leadership Institute
 - DCH Funding local communities
 - SHAPE Implementation (GCHA)
 - DECAL Wellness Policy Initiative
 - University System of Georgia interest and funding

Opportunities

- Leverage new energy for state progress
- Local efforts emerging – need to be supported
- Legislators recognize childhood obesity as a problem
- Funding available to support testing of various policy/system-level interventions

Threats

- Economic-political environment/state budget is likely to continue to dominate the legislative agenda

Weaknesses

- Lack of adequate surveillance
- Lack of coordination/duplication – need to understand and regularly document the role of organizations and gaps
- No organization/agency to
- Missing pieces: advocacy capacity, clear priorities

Short term priorities (next 6 months)

- Promote, implement and begin evaluating HB229 (The SHAPE Act)
- Support/engage in other ongoing efforts (DECAL, GCHA, DCH, HealthMPowers)
- Acquire feedback from stakeholders about PLAY, assess childhood obesity landscape in Georgia.
- Report on evaluation of programs
- State of the State

Long term

- Goals/needs of state (updated state plan)
- Role of the state and partners
- Role for PLAY