

PLAY Leadership Council on Childhood Overweight

Minutes of Meeting Held on November 17, 2009 1-3 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
Rick Lewis, University of Georgia
Becky Mullis, University of Georgia
Adrienne Gil, Alliance for a Healthier Generation
Jennifer Johnston, Alliance for a Healthier Generation
Bud Reiselt, Department of Education
Dana Milling, United Way of Metro Atlanta
Katherine Cummings, Georgia Rural Health Association
Laureen Lamb, United Way of Metro Atlanta
Bill Burns, American Heart Association
Christi Kay, HealthMPowers, GAHPERD
Jim Annesi, YMCA of Metro Atlanta
JoAnn Yoon, Voices for Georgia's Children
Kimberly Redding, Georgia Division of Community Health
Karen Robinson, Department of Early Care and Learning
Susan White, Save the Children, Campaign for Healthy Kids
Lakeisha Delaware, Save the Children, Campaign for Healthy Kids
Korynn Schooley, Georgia After School Investment Council

2.0 Welcome and Introductions, Rodney Lyn

- Thank you all for coming and for all the hard work you have been doing to increase efforts around childhood overweight
- Roundtable introductions
- Introducing Joyce Maalouf, Obesity Research Director and PLAY Program Manager
- Meeting overview

3.0 Updates, Rodney Lyn

3.1 University System of Georgia Childhood Obesity meeting, November 19th and 20, Georgia Tech Global Learning Center in Atlanta, GA.

The conference is titled *Addressing Childhood Obesity in Georgia: Prevention, Intervention Health Care, Public Health, Community Based and Legislative Efforts*.

The conference objectives include: educating stakeholders about current initiatives in health care, research, public policy, and legislation being conducted to ameliorate the problem of childhood obesity in the US; educating stakeholders about funding opportunities for such initiatives; and facilitating intra and inter-institutional collaborations between interested parties statewide, with an emphasis on the development of evidenced based initiatives with outcomes evaluations.

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

- The 2009 Southern Obesity Summit was in Austin, Texas on October 4-6.
- PLAY will be the local host of the 2010 Southern Obesity Summit (September 12-14)
- Coordinators from meeting were in Atlanta last week and looking for partners and supporters for the meeting (if anyone interested, please contact Dr. Lyn).
- Summit will provide a venue for agencies, policymakers, organizations to showcase Georgia's efforts and accomplishments around obesity.

3.3 Robert Wood Johnson Center to Prevent Childhood obesity

They share resources, latest news, tools and strategies available to support childhood obesity prevention. It is not clear yet what role the center is going to play but the center can be a great potential to focus on capacity around obesity prevention in the state

3.4 Two articles in the meeting folder that support local leadership in making policy for childhood obesity prevention:

- WSJ article – obesity fight may take a village
- Sept 2009 IOM report – local government actions to prevent obesity

4.0 Play Evaluation of Obesity Prevention Programs, Becky Mollis

- PLAY has selected the following two programs for evaluation and technical assistance: Center for Pan Asian Community Services (CPACS) and Kemp Elementary PTA.

- PLAY faculty (Dr. Mollis and her doctoral student Olivia) will be working with these two programs on evaluation over the next year. Olivia has already met with both groups to discuss plans.

5.0 Communities Putting Prevention to Work Grants (CDC, HHS), Kimberly Redding

The Recovery Act includes \$650 million for evidence-based clinical and community-based prevention and wellness strategies that deliver specific, measurable health outcomes. Of the \$650 million appropriated for this initiative (Communities Putting Prevention to Work), \$125 million will directly support states and territories in promoting wellness and preventing chronic disease through state-wide and local policy, the built environment and environmental change as well as expanding tobacco cessation quitlines for chronic disease prevention.

They have funding for states and funding for communities. The state funding has 3 component:

- Component I – Statewide Policy and Environmental Change (Non-Competitive)
 - o Georgia is eligible for a budget of \$ 1,268, 000
- Component II- Competitive Special Policy and Environmental Change Initiatives
 - o Up to \$ 3 million and it is very competitive
- Component III- Tobacco Cessation through Quitlines and Media (Non-competitive)
 - o Georgia is eligible for \$ 1,162,000

GSU helped in developing the state proposal with state health department. Additionally, the state department has been working with 2 communities for communities funding: Hancock County (for physical activity and nutrition) and Richmond County (for tobacco use prevention). The communities are eligible to request up to \$ 8 million (but it is extremely competitive) and CDC received so far over 1000 letter of intent from communities.

State grants are due on November 24th and communities grant are due on December 1st.

6.0 Partner Updates

6.1 United Way, Lauren Lamb

- The United Way and Atlanta was chosen by America Promise Alliance to address the problem of young people dropping out from schools and their health. Atlanta is one of 12 featured cities across the countries. UWMA will be working with partners with the Alliance. A Summit will be held in the spring to address what is preventing kids from being successful (in and out of school)
- The United Way has also partnered with “Ready by 21”. Atlanta will be one of the cities in the Southeastern challenge with Nashville, Chattanooga, Louisville, Northern Kentucky, Cincinnati and Richmond, VA. The project will be over the next 2-3 years. Along with partners, this continuum approach will develop innovative ways to support young persons from birth to young adulthood and prepare them to graduate from high school, be ready for college, graduate from college and find jobs. A meeting will be held on December 9th, 2009.

6.2 Georgia After School Investment Council, Korynn Schooley

- The Georgia After School Investment Council in collaboration with the US Tennis Association will be implementing the Tennis After School program. A pilot study is being done in Atlanta and Savannah

- The Georgia After School Investment Council will be hosting a summit/event on January 22nd, 2010 to get mayors and municipal leaders more involved in after school programs. The event will be focusing mainly on childhood obesity and health, and juvenile crime prevention. Rodney Lyn will be a panelist in this event. Otis Johnson, (Mayor of Savannah) will be present at the summit

6.3 Department of Early care and learning, Karen Robinson

Department of Early care and learning got funding from USDA to implement wellness policies in 30 child care centers in 11 counties in SouthWest GA. The wellness policies target obesity, high school graduation rates, poverty rates, # of long-term learning centers

6.4 Voices for Healthy Children, JoAnn Yoon

Main concern is what will happen to Peach Care for Kids with the healthcare reform.

25 recommended measures: HRQ website of HHS has a comprehensive list of data that the state should be encouraged to record.

6.5 Michael Eriksen

Healthy people 2020 draft objective is now open for public comment, so links will be sent out for these documents. Please comment based on your organization's interests. As of now there are no public comments, but it deserves attention.

6.6 Department of Education, Bud Reiselt

3 historic events have occurred over the last few months:

- o GA performance standards were approved by GA board of education in June 2009. Teachers are being trained under the new standards. The guidelines are the national standards (The National Association for Sport and Physical Education (NASPE). More sport and physical activity to provide guidance for lifetime physical activity.
 - o 2 areas for increasing physical activity in school:
 - Physical education classes – schools typically don't follow rules
 - CRCT scores take child out of PE, and puts in extra academic class. Trying to deal with that issue
 - Recess needs to be emphasized more, particularly by PLAY. Dekalb Co-Board of Education just passed a policy that there must be recess at least 15-20 min/day (K-5). GA DOE only says that recess can't be used as part of 90 contact hours. School administrators need to be made aware of guidelines so that they are appropriately followed.
- o Health education standards were posted on DOE website for public review and comment (ended Nov 13, 2009). May need to re-post due to lack of significant responses.
- o House bill 229 – will be discussed later in meeting
- o Bud Reiselt is retiring on Dec 31, 2009. Please tell anyone interested in the position to apply. Position has been designated a critical hire and more information is available on the GA DOE website.

6.7 HealthMPowers andGAHPERD Christy Kay

Working with about 150 public schools for 3 years in following districts: Effingham, Glynn, Liberty, Savannah, Dekalb, Fulton, Griffin, and Dawson. Encouraging schools to share resources, schedules with each other, educating administrators of the rules.

Recruitment period is done and the data is suggesting an increase in fruits and vegetable consumption, cardiovascular endurance. Follow-up survey with Emory for 12 schools with outstanding sustainability results: 100% of schools still had team providing technical assistance, still doing fitness testing, still sending results home to parents, still using data for program improvement, 60% of schools still had student health advocate program, 100% were providing staff wellness program. We feel confident now that if we work with schools for a 3 year period then the program persists.

7.0 Special presentation: Campaign for healthy kids, Save the Children, Susan White

Susan is the associate director of Save the Children and the Campaign for Healthy Kids and would like to support PLAY efforts in preventing childhood obesity. The campaign is funded by Robert Wood Johnson and the grant is a 3 year grant (total of \$3.5 million). The goal in the 3 year period is to have statewide policy change in at least 8 of the 16 states and support the existing efforts through technical assistance and funding opportunities. Grant opportunities are under 2 categories: Robert Wood Johnson and Save the Children. RWJ funds can support education and technical assistance and Save the Children can support lobbying activities.

The campaign had some statewide stakeholder meetings in 5 of the 9 states Susan is working with. In states without a childhood obesity plan in place, connections have been made with people and deciding what needs to happen. Most states are focusing on 5-6 common ideas to cause a change and priorities will be based on what's politically feasible.

Few examples from other states:

- In Tennessee, they have coordinated the school of health with stimulus funds at \$15 million per year and they want to keep that level of funding and they have asked the campaign to support that initiative.
- In Kentucky, physical activity requirements and BMI surveillance are being implemented.
- Some other states are interested in more controversial policies. In South Carolina the campaign is planning to support a healthy vending bill.

There's a definite need for cross-communication between the different states.

8.0 Legislative Update (House Bill 229), Bill Burns

There's still a lot of work to do, however, it's important to recognize what's politically feasible. In Georgia, there are a few major issues that are affecting the way that policy is being handled at the state level:

- Republican base with the economy as their main focus
- 11 straight months of economic decline, a \$1.26 billion budget gap.

Policy wise, things can be approached differently, given House bill 229 passage allows DOE to do policy change. But the DOE still want make changes that will not cost a lot of money because their budget will be cut by at least 10%.

The heart association will be spending a lot of its time defending existing appropriations, like school nurses, tobacco use prevention program.

- At the local level, school board elections are coming up and we need to focus on raising the level of awareness by showing up to town hall and school board meetings. Whether or not schools are meeting existing rules is really up to local school boards and administrators, so a community effort is probably the most effective way this year.
 - At the state level, we can focus on menu labeling, however, there was already a bill that pre-empts that prevents municipalities or county governments from passing laws that say restaurants have to have disclosure of calories. However, it does not pre-empt a state law. We can also encourage the DOT and transportation board to seek funding for safe rides to school – there are millions of dollars that could be used to bolster existing infrastructure or build new infrastructure around schools to encourage physical activity (e.g. bike lanes, sidewalks, etc).
 - Need to focus on the implementation of house bill 229: need for training, the and the selection of fitness assessment needs
 - Need to also focus on policies regarding nutrition (snack and beverage associations)
- In October 2009, the IOM issued dietary changes for school meal recommendations based on more recent dietary guidelines and the USDA has their guidelines for wellness policy in schools.

9.0 Obesity Taskforce, Michael Eriksen, Rodney Lyn

Chair: Rodney Lyn

Members

- PLAY/IPH (GSU): Rodney Lyn, Joyce Maalouf
- MCG: Deborah Young-Hyman
- UGA: Becky Molly, Richard Lewis
- Save the children (Campaign for healthy kids): Susan White

- DCH: Kimberly Redding
- Department of Education: Bud Rieslet
- AHA: Bill Burns
- DECAL: Karen Robinson
- Voices for GA children: Joann Yoon
- GRHA: Katherine Cummins

Purpose: policies priorities 3-5 years from now to successfully reduce childhood obesity in GA

1. Flow chart that identifies some of the key efforts
2. Resource allocation
3. Focus on progress, policies and ongoing funding opportunities:
 - a. Local: USG, GRA, DCH
 - b. National: health care reform, CDC, NIH
4. The need to find and support local communities (school districts, county, city) to address policy change issues around healthy eating and physical activity → use local enthusiasm to achieve a change at the state level.
 - a. Enhance nutrition environments for communities, families and schools
 - b. DECAL
 - c. Enhance physical activity in schools: Implementation of HB229 (that will be implemented 2011-2012) and **evaluation** of HB229
 - i. Data systems around PE in schools
 - ii. Policy brief
 - iii. Wellness councils
5. Environmental scan (focus on nutrition in addition to physical activity)
6. Identify the gaps and efforts to bridge the gaps
7. How does the state DCH/CDC 10 year plan fit?
8. Potential help through Susan (Campaign for healthy kids) from a group in North Carolina (the NC alliance for health) that have been working to develop a short-term and long-term advocacy agenda which should finish up towards the end of this month. It provides a framework for what the strategy is (e.g. 1, 3, and 5 yr goals) and the steps that need to be taken.

First meeting in January 2010

10.0 Closing Remarks, Rodney Lyn

The next PLAY meeting will take place in April 2010.