Best Practice Tools to Promote Physical Activity and Nutrition and How Michigan Schools Can Acquire Them

Shoma Pal, MPH MBA
Anne Murphy, PhD RD
November 4, 2011
Objectives

- Blue Cross Blue Shield of Michigan and Childhood Obesity Prevention
- The Blues’ Building Healthy Communities program
- Building Healthy Communities: The Next Chapter
- The “New” Building Healthy Communities grant program
News Headlines

- Obesity on track as No. 1 killer
- More teens are taking cholesterol-lowering drugs
- CDC study finds some 2-year-olds watch too much TV
- Pediatricians begin tracking BMI
- Supporters fight plan to cut P.E. in Portland schools
- Should schools take a break from recess?
- Michigan Governor Puts Childhood Obesity on Health To-Do list
Why Target Elementary Schools?

![Graph showing U.S. prevalence of obesity by age group, NHANES 2007-2008](image)

Blue Cross Blue Shield of Michigan is a nonprofit corporation and independent licensee of the Blue Cross and Blue Shield Association. Building Healthy Communities incorporates core components of PE-Nut programming.
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- Part of the Blues’ Social Mission since 2004
- More than $4.3 million awarded in grants
  - Unsolicited grants
  - MSU Project Fit
  - Building Healthy Communities
Blue Cross Building Healthy Communities:
Present

A prescriptive, comprehensive grant program designed and implemented in 2009.

Features a series of turn-key programs that are easily replicable and sustainable.

Based on the coordinated school health model.

Targets elementary schools while incorporating community organizations and families.

Schools apply for grants and decisions are made based on specific factors.

Grant amounts typically range from $20,000-$35,000, but can reach up to $55,000 or more if a committed community partner contributes.
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2009 Building Healthy Communities Funding

2009
Total Number of Schools: 17
Total Number of Students: 5,707
Total Amount Spent: $623,633

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2011 Building Healthy Communities Funding

2011

- Total Number of Schools: 24
- Total Number of Students: 8,592
- Total Amount Spent: $713,021

To date

- Total Number of Schools: 63
- Total Number of Students: 24,206
- Total Amount Spent: $1,990,930
What We Measure

Outcomes:
- Healthy eating
- Physical activity

Knowledge  ➔  Attitudes  ➔  Behaviors
What We Are Learning

• BHC schools participate in continuous performance measurement and outcomes evaluation throughout the grant period

• Evaluation tools designed and implemented by the University of Michigan School of Public Health

• Data used to improve program over time

• Blue Cross corporate goals based around outcomes

• Findings to date show many positive results; still room for improvement
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Our Mission

To address childhood obesity in the state and improve the health of young people, their families and the communities by implementing a comprehensive, school-wide network of physical activity, healthy eating opportunities and education.
WSU Center for School Health:

Mission

Transform preK-12 schools to improve the health of young people and their families in the areas of physical activity and healthy eating opportunities and education.
Building Healthy Communities: Looking Ahead 2012-2013

• At least 20 schools
• Elementary schools, focus on grades 2-4
• Preference:
  * Low-income
  * Most awards in Southeast Michigan
  * Plan and commitment to sustain
Building Healthy Communities Grants: Highlights

• $30,000 worth of services, resources and professional development

• School-wide approach to reach kids with consistent messages from a variety of people throughout the day and throughout the school
Application Process: Plan to Apply!

- RFP released in late January (2012) at bcbsm.buildhealth.com
- Sign our “interested” sheet today
- Applications due in March
- Awards announced in April
- Training on August 28!
A Whole School Approach

Building Healthy Communities: Engaging Elementary Schools

**Principal**
- Health Announcements
- Parent Newsletters
- Healthy School Awards and Recognition

**Classrooms**
- Physical Activity Breaks
- Healthy Classrooms
- Healthy Schools

**Physical Education**
- EPEC Curriculum
- Nutrition activities
- Teacher Award Program

**Active Recess**
- Physical Activity
- Equipment Buckets for Classrooms

**School-Wide Event**
- Healthy Eating and Physical Activities for Families

**Health Policy Team**
- Parent, Student, and Staff Healthy School Leadership Team

**Media Center**
- Health-Themed Books
- Healthy School Display

**After-School Programs**
- Lifetime Fitness Activities
- Nutrition Education

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Tools to Promote Physical Activity

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Tools to Promote Physical Activity:
Fit Bits

Physical Education

FIT Bits

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Tools to Promote Physical Activity: After-School Programs

After-school physical activity clubs…a safe, supervised place to have fun, and be active, with friends
Tools to Promote Physical Activity:
Active Recess

- Safe, quality physical activity equipment for use on the playground
Tools to Promote Physical Activity:
Safe Routes to School
Tools to Promote Physical Activity:
ACES Day

Physical Activity

School-Wide Event

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Tools to Promote Physical Activity: International Walk to School Day

Physical Activity

School-Wide Event
Tools to Promote Physical Activity

Walking and Mileage Club Information:
www.fitnessfinders.net
Tools to Promote Physical Activity

HOPSPorts Information:
www.hopsports.com
Tools to Promote Healthy Eating

Classrooms

Healthy Classrooms

Healthy Schools
Tools to Promote Healthy Eating: Classroom Engagement

Classrooms

Health through Literacy
Tools to Promote Healthy Eating: Tip Sheets
Tools to Promote Healthy Eating: Recipes

Vegetable Roll-Up

Serving size: 1/4 vegetable roll-up
Servings per recipe: 8

INGREDIENTS
- 4 10" whole-grain tortillas
- 1 cup shredded cheese
- 1 can bean dip or refried beans, thinned with a little water and warmed in the microwave
- 2 cups chopped vegetables such as zucchini, carrots, lettuce, spinach, green or red peppers, cucumbers, and tomatoes
- 1 cup salsa

DIRECTIONS
1. Spread bean dip on a tortilla.
2. Top with vegetables and cheese.
3. Roll up the tortilla and cut in half.

TOTAL TIME: ABOUT 15 MINUTES

Nutrition Information per Serving:
- 190 calories
- 5 g fat
- 18 g carbohydrate
- 6 g protein
- 2 g fiber
- 370 mg sodium

Prep Tip: Look for fat-free bean dip to make this recipe lower in fat. If you don’t have bean dip or refried beans, you can use whole canned beans, hummus, or any mashed bean you like.

Nutrition Tip: Half of the grains and breads you eat in a day should be whole grains. Look for the words “whole wheat” or “whole grain” on the ingredient label when you buy tortillas for this recipe.

Sometimes new foods take time. Serve your kids new foods often.
Tools to Promote Healthy Eating: Newsletters
Tools to Promote Healthy Eating:

Handouts

THIS

NOT this!
Tools to Promote Healthy Eating: Principal Involvement is Key!

- Healthy morning announcements
- Drop-in articles for the school newsletter
- Healthy choices at school events
Tools to Promote Healthy Eating:

Media

- Books with health themes
- Display
- Mobile cart
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Other grant opportunities to help you obtain resources:

- Fuel Up to Play 60: United Dairy Industry of Michigan [http.udim.org/]
- Michigan Team Nutrition [google]
- Michigan Nutrition Network [michigannutritionnetwork.org]
What are your next steps?
Questions