

# Healthy Alaska Kids: Childhood Obesity Coalition

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1<sup>st</sup> Steering Committee Meeting  
Thursday, May 30, 2013

welcome



## **Thank you for being here today**

- Agenda Review & Meeting Guidelines
- Who's in the Room (a quick game)
- A word from the Obesity Prevention & Control Program
- Self-Introductions (30 second version)
  - What do you hope we accomplish today?
  - What need do you see the coalition filling?

# welcome

## Today's Agenda

- 10:00 – 10:40 Welcome & Introductions
- 10:40 – 11:00 Framing the Issue: Childhood Obesity in AK
- 11:00 – 11:15 Building an Effective Coalition
- 11:15 – 11:30 Our Approach
- 11:30 – 11:40 Progress to date
- 11:40 – 12:15 LUNCH *meal provided in conference room*
- 12:15 – 1:45 Breakout by Indicator
- 1:45 – 1:55 BREAK
- 1:55 – 2:30 Report Back from Breakout Groups
- 2:30 – 3:00 Wrap Up & Next Steps

# meeting guidelines

- Raise your hand
- Stay on topic
- Listen
- Be positive, be problem solvers
- Life is short! Keep comments new and brief
- Think like a community, act like a team



# who's in the room?

use  
your  
clicker!

## In what setting do you work?

1. Early Childhood 0
2. K-12 Schools 0
3. Healthcare & Medical 0
4. Community 0
5. Worksites & Private Businesses 0
6. Other 0



answer



## In what setting do you work?

- Early Childhood
- K-12 Schools
- Healthcare & Medical
- Community
- Worksites & Private Businesses
- Other

# who's in the room?

use  
your  
clicker!

## Fruit or Vegetable?

1. Fruit
2. Vegetable

0

0



answer



# Fruit or vegetable?

■ Fruit

■ Vegetable



# who's in the room?

use  
your  
clicker!

## In what sector do you work?

- 1. State Government 0
- 2. Local Government 0
- 3. School District 0
- 4. Non-Profit 0
- 5. Private Sector 0

answer



## In what sector do you work?

- State Government
- Local Government
- School District
- Non-Profit
- Private Sector

# who's in the room?

use  
your  
clicker!

## Chocolate or vanilla?

- 1. Chocolate } **0**
- 2. Vanilla } **0**



answer



## Chocolate or vanilla?

0%

■ Chocolate

■ Vanilla

# who's in the room?

use  
your  
clicker!

## Physical activity or nutrition?

- 1. Physical Activity
  - 2. Nutrition
  - 3. BOTH!
- |  |   |
|--|---|
|  | 0 |
|  | 0 |
|  | 0 |



answer



# Physical activity or nutrition?

■ Physical Activity

■ Nutrition

■ BOTH!

who's in the room?

**30**  
seconds

## **Share a little about your work**

- Name and organization
- How does your work impact children's health?
- What do you want get out of today's meeting?



# framing the issue

**Data Review**

Karol Fink

**Play Every Day**

Ann Potempa

**School Grants**


Lauren Kelsey





# framing the issue

## Why focus on kids?

- Children are more limited in their ability to make **informed choices** about what is healthy
  - Children do not control the **environment** in which they live, learn and play – *we do*
  - As community members, parents, teachers, businesses, government officials we owe it to our kids to **foster an environment** that equips them **for a lifetime of health and success**
- 

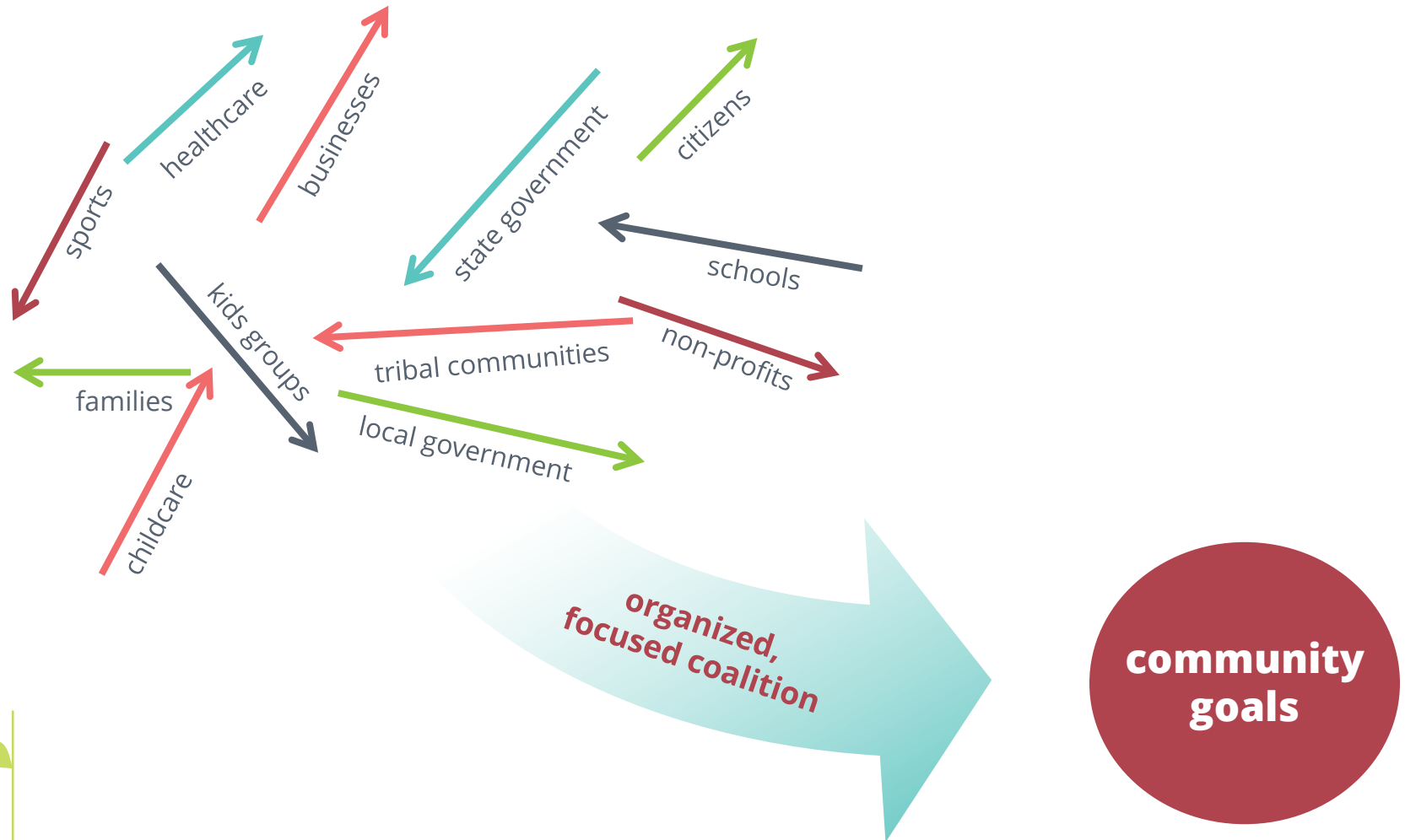
# building an effective coalition

## **You are essential!**

- We cannot turn the curve on childhood obesity alone. It will take **all of us** to measurably improve kids' health and reduce the prevalence of childhood obesity.
- **Community coalitions** are an evidence-based, best practice strategy for prevention work.

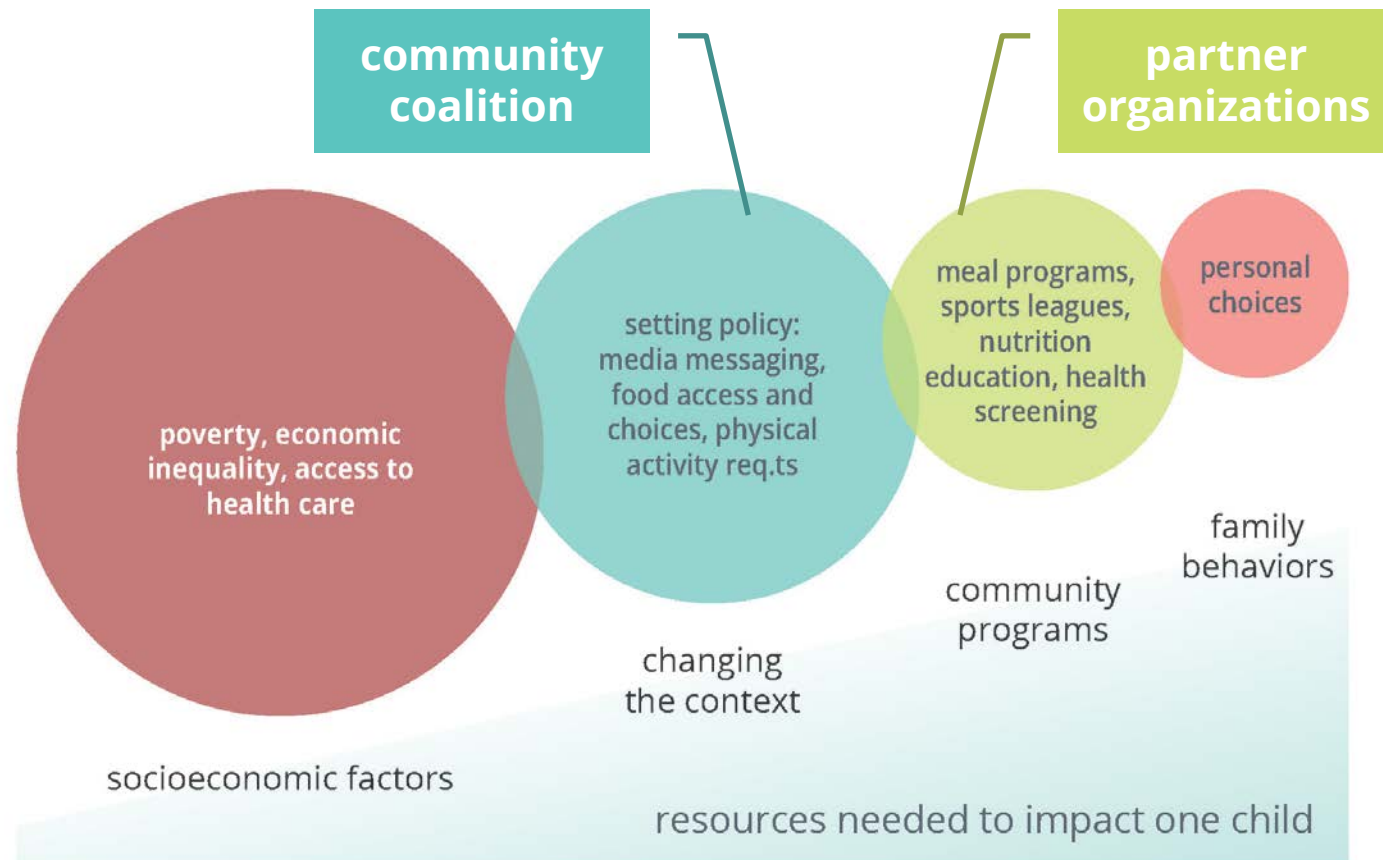


# why coalitions work



# making an impact

## arenas of impact on childhood health



# building an effective coalition

## **A good coalition has the Four P's**

- people
- purpose
- participation
- public image & identity



people

## Some organizations represented today

Alaska Department of Health & Social Services  
Alaska Department of Education and Early Development  
Alaska Department of National Resources  
Anchorage School District  
Alaska Native Tribal Health Consortium  
Alaska Center for Pediatrics  
American Cancer Society  
All Alaska Pediatric Partnership  
City of Barrow  
NANA Nordic (Alaska Pacific University)  
Healthy Futures / Alaska Sports Hall of Fame  
Providence Alaska Medical Center  
Southeast Alaska Regional Health Consortium  
United States Forest Service  
United Way of Anchorage  
University of Alaska, Anchorage & Fairbanks



# purpose

## **Our Vision**

- Healthy Alaska Children!


## **Our mission**

- Reverse childhood overweight and obesity and its associated impacts on the Alaska economy and the wellbeing of current and future Alaskans.



# purpose

## **Coalition Objectives**

- Establish a forum for information sharing, collaboration and collective action
  - Set direction and identify the right policy and systems change for Alaska
  - Mobilize stakeholders around a coordinated plan
  - Make change happen! (guide implementation of the plan)
- 



# participation

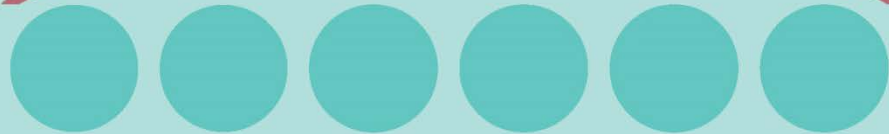
## coalition

statewide group who collaborates to champion childhood obesity plan implementation

### steering committee

provides direction and leadership for the planning process  
endorses and advocates for plan implementation

### workgroups



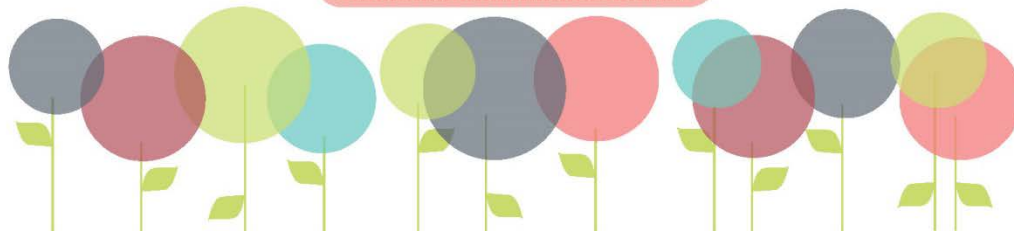
charged with guiding & supporting implementation of issue-specific strategies

## state of alaska obesity prevention and control program

content expertise, data evaluation and surveillance, funding support for programming

agnew :: beck

contracted facilitation & support



diverse government, non-profit and private initiatives to address childhood obesity and promote children's health

# public image & identity


## **We are working on...**

- A coalition website
- A coalition mini-brand
- The right coalition name  
(we'll want your feedback later)



# our approach

## **Develop, Promote, and Implement a Strategic Plan**

- Agree upon a **common language**
  - Agree upon a set of **indicators**
  - Analyze the data and **evidence base**
  - Adapt **best practices** to Alaska's context
  - Determine **priorities**
  - Get others to **sign on**, recruit workgroup participants
  - **Get things done!**
- 

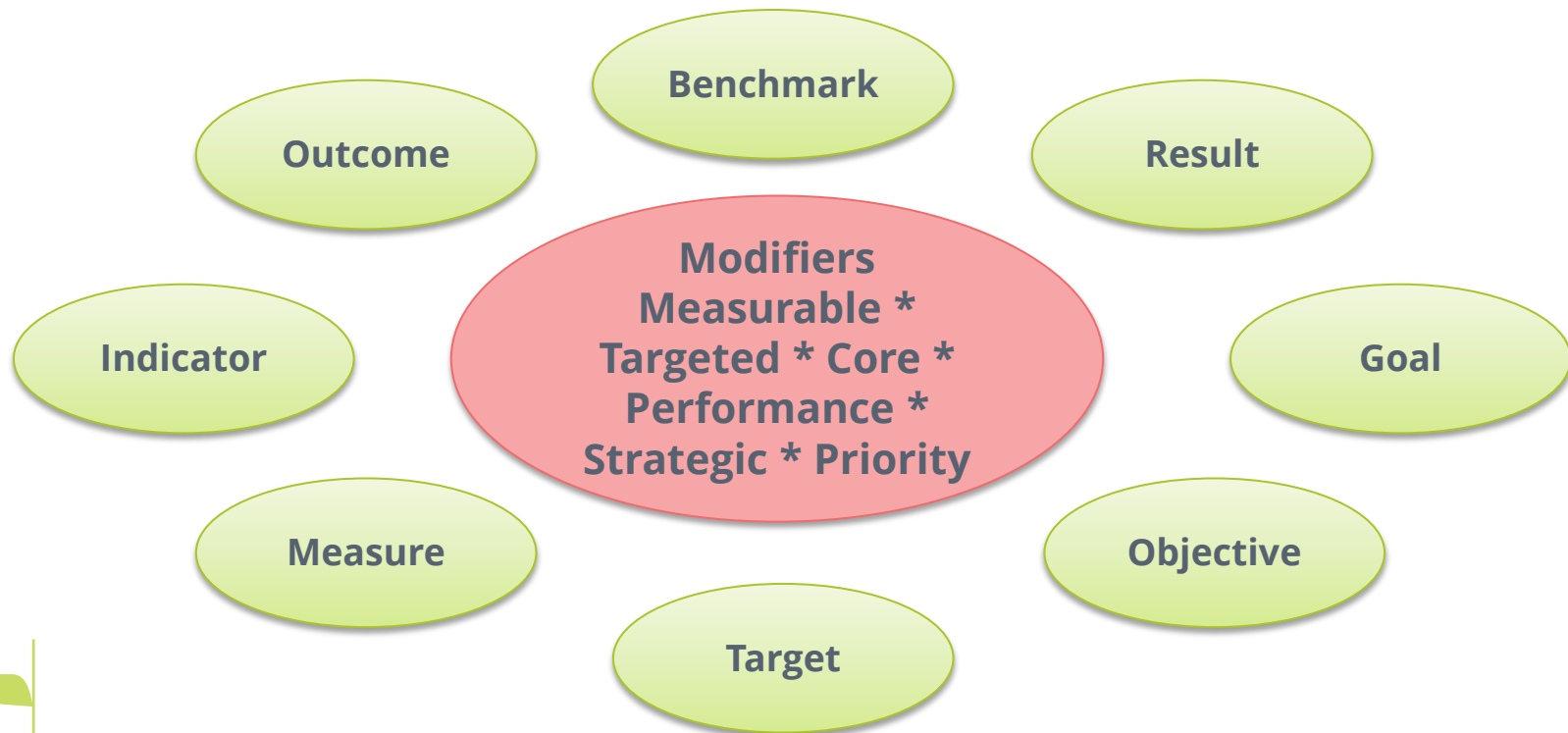
# our approach

- Common terms
- Clear framework
- Steering committee-led strategic plan, completed by August 2013
- Effective coalition structure (with defined roles and responsibilities)



# our approach: common terms

## Avoid the language trap!!!



# our approach: common terms

## population vs. performance accountability



Source: Results-based Accountability

# our approach: common terms

**Result:** A condition of well-being for children, adults, families, or communities

} **Healthy Alaskan children!**

**Indicator:** A measure that helps quantify the achievement of a result

} **We propose using the 6 CDC Indicators for Childhood Obesity**



# our approach: common terms

**Strategy:** Our collective agreement about what evidence-based practices will work in Alaska.

} There are many best practices for obesity prevention and control (CDC, Institute of Medicine, Let's Move, etc.)

} e.g. Increase opportunities for extracurricular physical activity.





# our approach: common terms

**Performance measure** : A measure of how well a program, agency or service system is working. Three types: 1. How much did we do? 2. how well did we do it? 3. Is anyone better off?

- } # of schools participating in Healthy Futures
- } # of kids in schools that completed challenge through to the end
- } reports of fewer disciplinary actions after active recess

our approach: clear framework

## **Results-Based Decision Making**

**Population:** All children in Alaska

**Result:** Healthy Alaska children!

### **Indicators:**

Increase **breastfeeding**

Decrease **screen time**

Increase **fruit & veggies**

Decrease **sugar-sweetened beverages**

Increase **physical activity**

Decrease **junk food**

# today's assignment

## **Results-Based Decision Making**

**How are we doing?** Review data for each indicator

**Why?** Develop the story behind the curve, identify the causes

**What works?** Review the evidence base

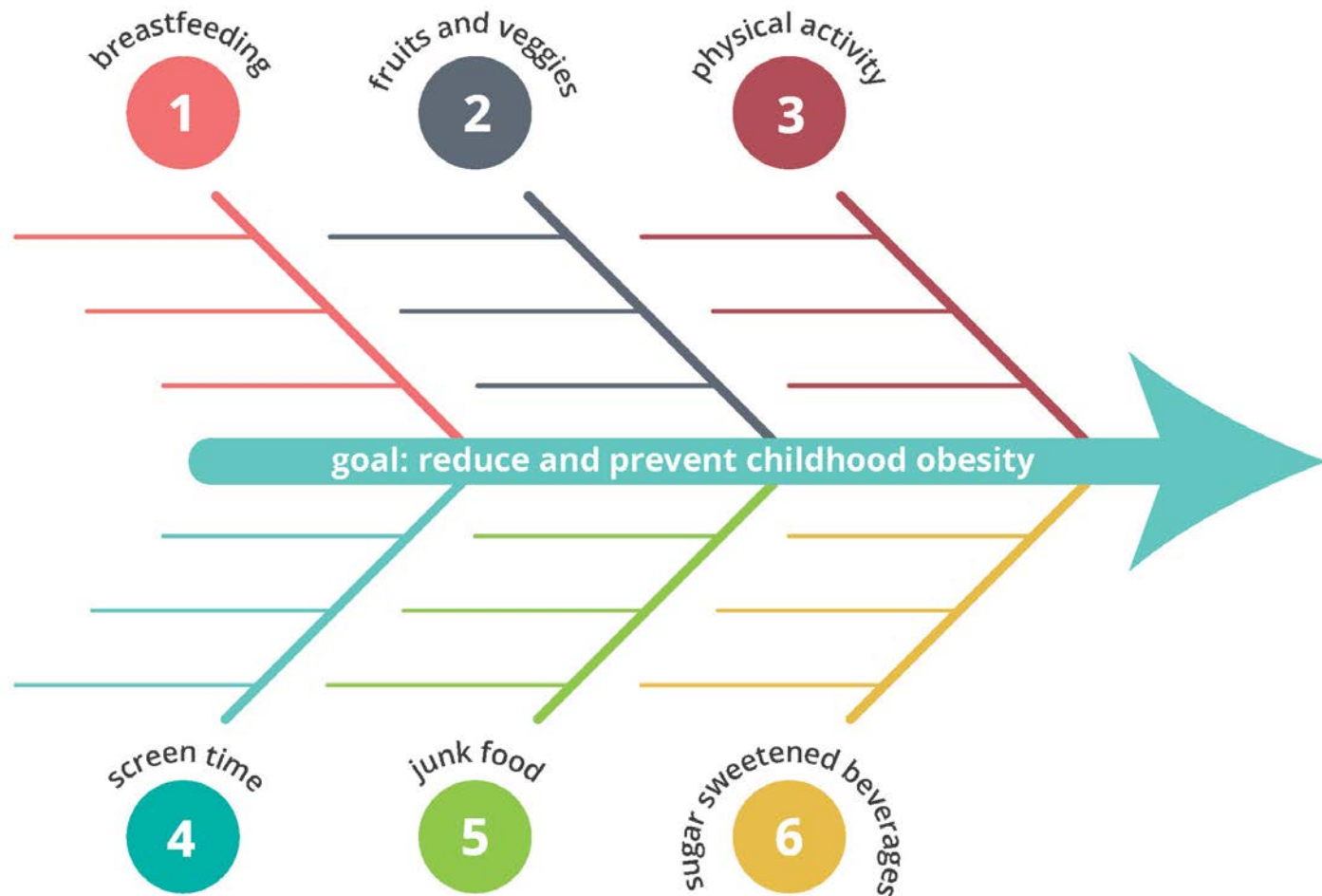
**Identify and prioritize strategies**

**Identify leading and supporting partners**



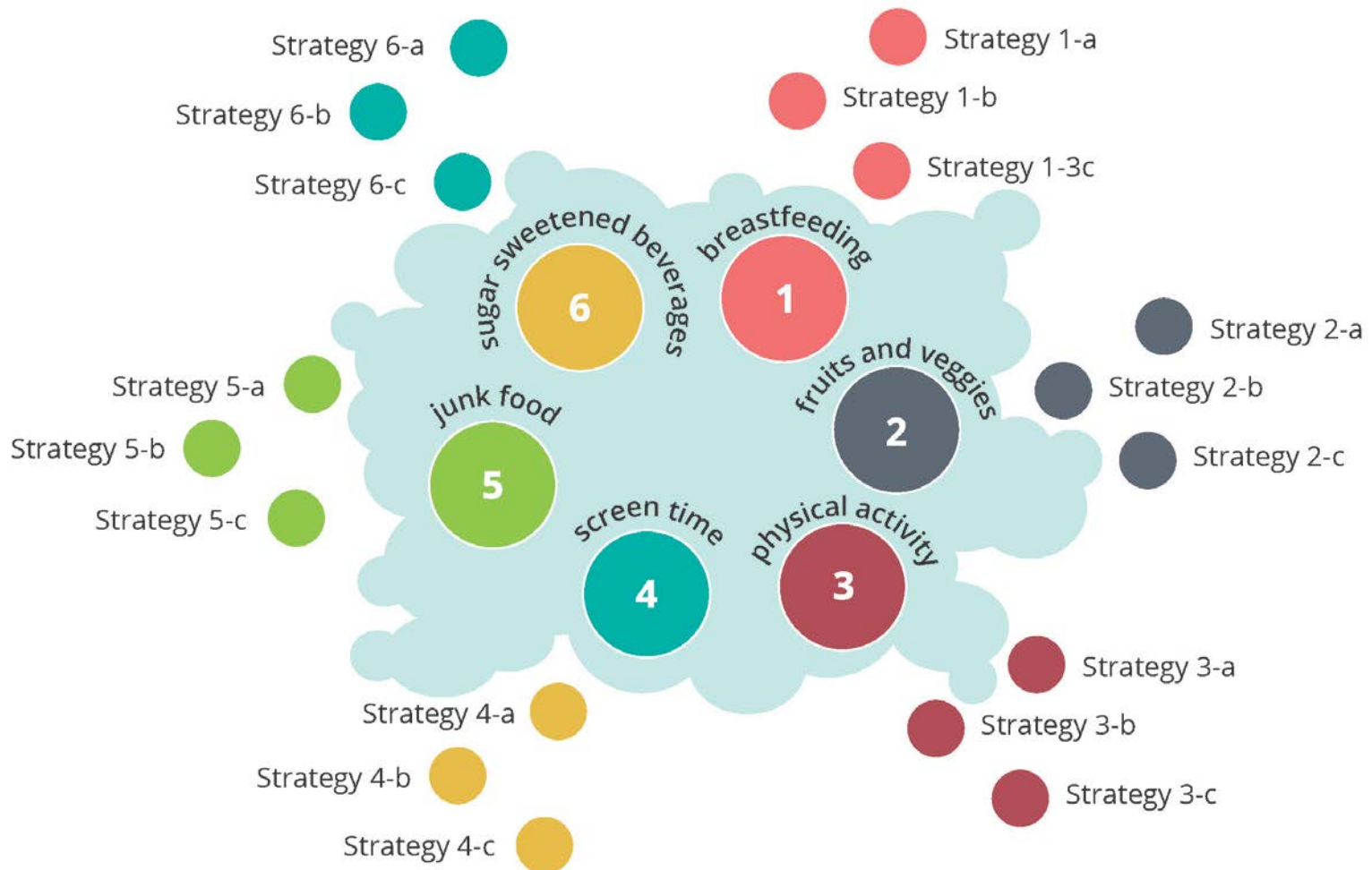
# our approach: clear framework

## Summary of influential forces and causes



# our approach: clear framework

## Priority strategies for each indicator



# our approach: strategic plan

## Planning Timeline

- **Today** Analyze Data, Define Strategies, Initial Prioritization
- **June** Agnew::Beck synthesizes results of today's effort, sends back to this group and convenes workgroup meetings to finalize indicator-based priorities
- **July** Agnew::Beck compiles draft plan, circulates to full group, reconvene to sign off on plan
- **August** Strategic Plan complete

# our approach: strategic plan

## **After the Plan**

- September 16 & 17: Inaugural Childhood Obesity Prevention Summit (Alaska Native Heritage Center, Anchorage)
- Share & promote the plan statewide
- Recruit workgroup members
- Implement plan actions via the workgroups
- Agnew::Beck continues to provide support for workgroup & steering committee activities



# our approach: effective coalition

## coalition

statewide group who collaborates to champion childhood obesity plan implementation

## steering committee

provides direction and leadership for the planning process  
endorses and advocates for plan implementation

## workgroups

increase  
breast-  
feeding

increase  
fruit &  
vegetables

increase  
physical  
activity

decrease  
screen  
time

decrease  
sugary  
beverages


decrease  
junk  
food

charged with guiding & supporting implementation of issue-specific strategies



# laying the groundwork

## **Progress and findings to date**

- Kick-Off in late March, initiated project plan
  - Compiled research on National and Alaska's efforts to combat obesity and promote health
  - Interviewed 15 stakeholders
  - Reviewed and organized current best practices & evidence-based strategies
  - Began planning for statewide summit to address the issue of childhood obesity
- 

# research

## **Federal**

- Dietary Guidelines for Americans, 2010
- Healthy Food Financing Initiative
- Physical Activity Guidelines for Americans
- Healthy Youth for a Healthy Future, Childhood Overweight and Obesity Prevention Initiative
- President's Challenge/ Presidential Youth Fitness Program / Let's Move
- Women Infants and Children
- Commodity Supplemental Food Program
- Farmer's Market Nutrition Program/ Senior FMNP
- Supplemental Nutrition Assistance Program Education/Food Stamps
- Commodity Food Distribution Program
- The Emergency Food Assistance Program
- Disaster Assistance
- Fresh Fruit and Vegetable Program (FFVP)
- Child and Adult Care Food Program (CACFP)
- Summer Food Service Program (SFSP)
- National School Lunch Program (NSLP)

## **State**

- Alaska Standards-based Physical Education
- Alaska School Health and Safety Framework
- Farm to School Program (FTS)

# research

## **Opportunities for Coalition Influence**

- Healthy Food Financing Initiative: targeted for “food deserts;” most of Alaska meets the Federal definition.
- Engage US Surgeon General via the Healthy Youth for a Healthy Future, Childhood Overweight and Obesity Prevention Initiative (present at Summit?)
- Track current statewide needs assessment for the SNAP-Ed/Food Stamps program. Advocate for removing junk foods from eligible purchases.
- Encourage greater use of the Summer Food Service Program.



# interview themes


## **Focus for the Coalition**

- Obesity as public health issue, not just about personal responsibility and choice
- Policy and advocacy
- Social justice, socioeconomic issues, disparate impacts on specific populations
- Stay positive, deliver an upbeat message



# interview themes

## **Issues and Needs**

- Find a champion in each community around the state
  - Different approaches for rural and urban communities
  - Local data collection
  - Schools can't fix everything: how can our communities and families step up?
  - Improve alignment of various efforts, e.g. coordinating programs in DNR, DHSS, DEED
- 

# interview themes

## **Areas of Interest**

- **Physical Activity:** Qualified teachers, mandatory P.E., active recess, integrate movement in classrooms, fund educator training
- **Nutrition:** Access to water (vs. sugary drinks), locally sourced foods, improve offerings at rural stores, partner with WIC dieticians to educate
- **Health Education:** Increase offerings in schools
- **Built Environment:** Design better communities
- **Worksite Wellness:** Education at worksites (parents)

# interview themes

## Compelling Messages

- Link between physical **activity** and academic **achievement**
- Make the **healthy** choice the **easy** choice
- Poor health **costs** us all (private-sector insurance, less money for individuals, government cost of Medicaid & Medicare)
- This is **shortening the lifespan** of our kids
- Some businesses **profit** from the **bad food** that kids eat



# best practices

## **What informs the best practices?**

- **Institute of Medicine:** Accelerating Progress in Obesity Prevention
- **CDC MMWR:** Recommended Community Strategies and Measurements to Prevent Obesity in the United States
- **Let's Move:** Solving the Problem of Childhood Obesity within a Generation – White House Task Force on Childhood Obesity, Report to the President

{ Citations available at end of presentation }



# this afternoon's breakouts

## 1 : Increase Breastfeeding

<b>Jamie</b> Blei	<b>Karen</b> Martinek
<b>John</b> Hawes	<b>Kelly</b> Murphy
<b>Sherrell</b> Holtshouser	<b>Heidi</b> Wailand
<b>Laura</b> Kolasa	<b>Kathleen</b> Wayne

## 4 : Decrease Screen Time

<b>Kathy</b> Allely	<b>Sue</b> Newburn-Medel
<b>Sara</b> Boario	<b>Patty</b> Owen
<b>Anna</b> Brawley	<b>Tracy</b> Speier
<b>Mouhcine</b> Guettabi	<b>Randi</b> Sweet

## 2 : Increase Fruit & Vegetables

<b>Andrea</b> Bersamin	<b>Johanna</b> Herron
<b>Jo</b> Dawson	<b>Lauren</b> Kelsey
<b>Kerre</b> Fisher	<b>Sarra</b> Khlifi
<b>Susan</b> Hennon	

## 5 : Decrease Junk Food

<b>Mary</b> Bell	<b>Rachel</b> Lescher
<b>Zienna</b> Blackwell	<b>Melanie</b> Sutton
<b>Tanya</b> Iden	<b>Kelly</b> Tschida
<b>Boyd</b> Jorgenson	

## 3 : Increase Physical Activity

<b>Karol</b> Fink	<b>Liam</b> Ortega
<b>Lars</b> Flora	<b>Cindy</b> Norquest
<b>Diane</b> King	<b>Wally</b> Wilson
<b>Mike</b> Mason	<b>Sarah</b> Yoder

## 6 : Decrease Sugary Beverages

<b>Kathy</b> Balasko	<b>Emily</b> Nenon
<b>Jay</b> Butler	<b>Ann</b> Potempa
<b>Ward</b> Hurlburt	<b>Mary</b> Williard
<b>Stephanie</b> Monahan	

**let's have lunch!**



# developing the plan

## **Break-outs by indicator**

- Increase breastfeeding
- Increase fruit & vegetable consumption
- Increase physical activity
- Decrease screen time
- Decrease sugar-sweetened beverage consumption
- Decrease energy dense (“junk”) food consumption



# this afternoon's breakouts

## 1 : Increase Breastfeeding

<b>Jamie</b> Blei	<b>Karen</b> Martinek
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<b>Stephanie</b> Monahan	

# step 1: how are we doing?

**10**  
minutes

## **Ground our discussion in the data**

- Where are we now?
- Have things been getting better or worse over the last few years?
- Has it been getting (better or worse) fast or slow (steepness of baseline)?
- Where do you think we will be in five years if we continue on our current course (i.e. keep doing the same things we're doing now)?

# step 2: why?

**30**  
minutes

## **Tell the story behind the data**

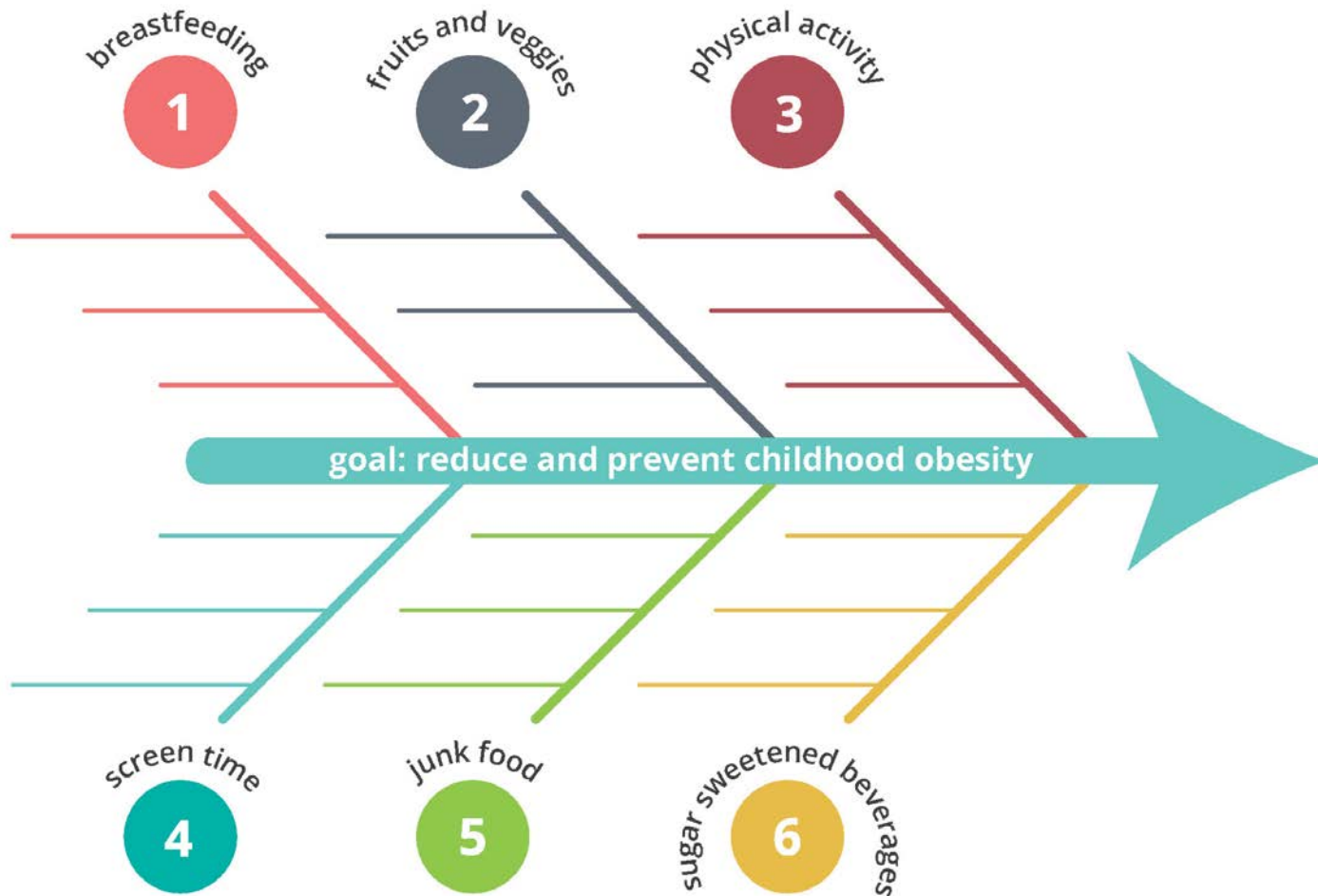
- Why do we see this trend?
- Brainstorm positive and negative influences and determine top three of each.
- Identify causes behind the negative influences. Develop the cause tree.
- Prioritize causes.



# step 2: why?

**30**  
minutes

## Summary of influential forces and causes



step 3: how to turn the curve?

**45**  
minutes

## **Review and recommend evidence-based strategies**

- Review what works (see handout)
- Brainstorm Alaska strategies
- What do we propose, apply criteria (see handout)
- Identify partners

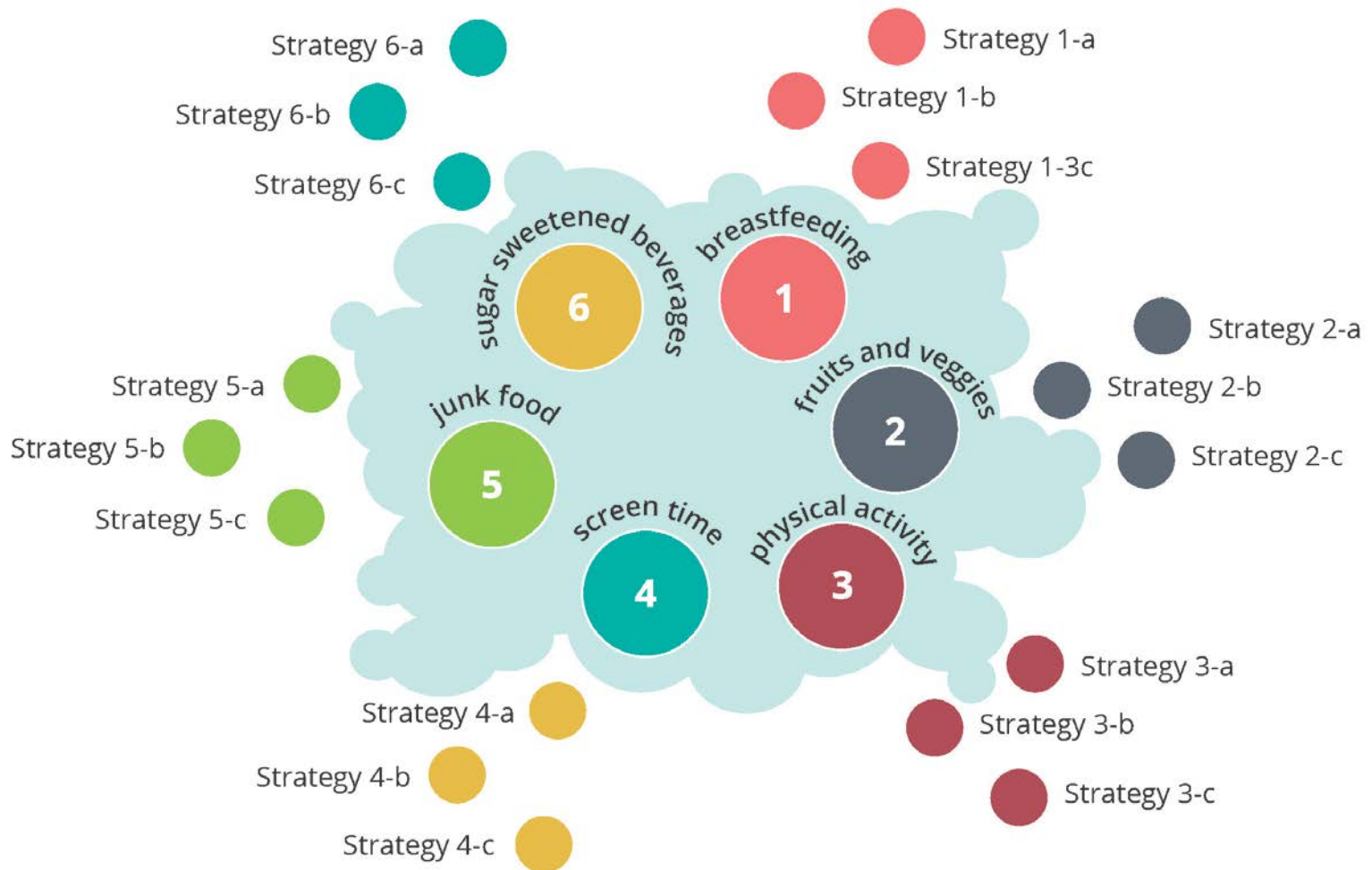




# step 3: how to turn the curve?


**45**  
minutes

## Priority strategies for each indicator



# choosing our priorities

## Criteria

- **Political will** Leadership behind this idea, community, org., other?
  - **Capacity** Can we take this on, is there someone that knows how to do the work?
  - **Population-based** Can we have a broad impact?
  - **Cost** Will this require more money/resources?
  - **Local application** Can this be done at a local level?
  - **Already doing it** Are we already doing this?
  - **Champion** Is there a likely person or organization to work on this?
  - **Action-oriented** Should we do it now?
  - **Passion** Are we excited by this idea, driven to work on it?
- 

**stand up & take a break!**



# report back

5

minutes  
per group

## **How are we doing?**

- What does the data show?

## **Why? What is the story behind the curve?**

- What are the three most influential positive and negative forces?
- What did the group identify as the top three causes behind the negative forces?
- Was there any information the group wished it had but didn't?

## **How are we going to turn the curve?**

- What three strategies does the group recommend and why?
- Who are the leading and supporting partners for each strategy?

# choosing a priority : 1

use  
your  
clicker!

## Increase Breastfeeding

1. Strategy (a) :
2. Strategy (b) :
3. Strategy (c) :



choosing a priority : 1



## Increase Breastfeeding

0% Sample Choice

# choosing a priority : 2

use  
your  
clicker!

## **Increase Fruit & Vegetable Consumption**

1. Strategy (a) :
2. Strategy (b) :
3. Strategy (c) :



choosing a priority : 2



## Increase Fruit & Vegetable Consumption

0% Sample Choice



# choosing a priority : 3

use  
your  
clicker!

## Increase Physical Activity

1. Strategy (a) :
2. Strategy (b) :
3. Strategy (c) :



choosing a priority : 3



## Increase Physical Activity

0% Sample Choice

# choosing a priority : 4

use  
your  
clicker!

## Decrease Screen Time

1. Strategy (a) :
2. Strategy (b) :
3. Strategy (c) :



choosing a priority : 4



## Decrease Screen Time

0% Sample Choice

# choosing a priority : 5

use  
your  
clicker!

## **Decrease Junk Food Consumption**

1. Strategy (a) :
2. Strategy (b) :
3. Strategy (c) :



choosing a priority : 5



## Decrease Junk Food Consumption

0% Sample Choice

# choosing a priority : 6

use  
your  
clicker!

## Decrease SSB Consumption

1. Strategy (a) :
2. Strategy (b) :
3. Strategy (c) :



choosing a priority : 6



## Decrease SSB Consumption

0% Sample Choice



# where do we go from here?

- Individual workgroup meeting in June to refine strategies and finalize today's work
- Review draft plan in July, and reconvene this group via teleconference
- Help plan and participate in the Summit to Address Childhood Obesity & Health (September 16 & 17)
- Recruit workgroup members
- Implement our strategic plan
- Track our progress over time

# coalition values

In light of today's work and the conversations we've had ...

**Which words represent the values of this group?**



coalition name

Reflecting on the list of values we've just created together ...

**Which name might best represent our coalition?**



# coalition name

## **Two ways to go**

- **Focus on the problem**
  - Pros: to the point, clearly communicates the issue
  - Cons: can seem negative, might be a long name
- **Focus on the (positive) outcome**
  - Pros: upbeat and positive, helps people focus on the goal
  - Cons: can be vague, might be mistaken for other issue groups



# coalition name ideas

use  
your  
clicker!

## What should we call the new coalition?

1. Alaska Coalition to End Childhood Obesity
  2. Alaskans Taking on Childhood Obesity
  3. Six Solutions Coalition (to End Childhood Obesity)
- 
4. Alaska Strong Kids Coalition
  5. Fit Kids AK
  6. Play Every Day Coalition



# coalition name ideas



## **And the winner is...**


- **0%**      **Sample Choice**

# how did we do today?

## **Please fill out these two sheets!**

1. **Meeting evaluation.** We'd like to know what you thought of today. Your feedback is anonymous and appreciated.

2. **Want to stay involved?** This is only the first step! Please indicate how you want to stay involved and give us some thoughts about who else to invite to the table, and what you'd like to see at the Summit in September.



# Thank you



We will be contacting you via e-mail in June!

- Karol Fink, DHSS      **[karol.fink@alaska.gov](mailto:karol.fink@alaska.gov)**
- Tanya Iden, A::B      **[tanya@agnewbeck.com](mailto:tanya@agnewbeck.com)**



Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion. 2011. *Obesity: Halting the Epidemic by Making Health Easier*.

Centers for Disease Control and Prevention. *Recommended Community Strategies and Measurements to Prevent Obesity in the United States*. MMWR 2009;58(No. RR-7): 1-32.

Friedman, Mark. 2005. *Trying Hard is Not Good Enough*. Santa Fe, NM: Fiscal Policy Studies Institute Publishing.

IOM (Institute of Medicine). 2012. *Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation*. Washington, DC: The National Academies Press.

White House Task Force on Childhood Obesity [Let's Move]. 2010. *Solving the Problem of Childhood Obesity Within a Generation: Summary of Recommendations*. Washington, DC: Office of the President of the United States.

Alaska Department of Health and Social Services. 2012. *Alaska Obesity Facts Report, 2012*. Anchorage, Alaska: Section of Chronic Disease Prevention and Health Promotion, Division of Public Health, Alaska Department of Health and Social Services.

Alaska Pregnancy Risk Assessment Monitoring System (PRAMS), 1991 to 2010.

Alaska Childhood Understanding Behaviors Survey (CUBS), 2009 to 2011.

Alaska Youth Risk Behavior Survey (YRBS), 1995 to 2011.