St. Jude Medical Center
Move More Eat Healthy

Who is in the audience?

• Stand up if you have been addressing obesity as a priority in your community benefit work?
• Sit down if you have been addressing this issue for:
  - less than 3 years
  - more than three but less than 6 years
  - more than 6 years
• Stand up if you have significantly increased the % of healthy weight persons in your community?
• Stand up if you are thinking of no longer working on this issue as a priority?

Ten + Year Journey to Address Healthy Weight
$4 million investment over 10 years with $3 million additional investment planned in next 3 years

• 2005 – Identified priority in CHNA – Invested in nutrition education program in 3 schools and obesity counseling program in clinic – budget approx $130,000/year
• 2008 – Initiated regional school based Healthy for Life program in additional 22 schools budget approx $280,000/year
• 2011 – Continued Healthy for Life. Beginning to work on policy, system and environment change in local cities and school districts budget $325,000/year
• 2014 – Implemented Move More Eat Healthy population level policy, system and environment change initiative - a five year $5 million commitment
St. Jude Medical Center Target Service Area

- 29 Title 1 Schools and their surrounding neighborhoods located in North Orange County California
- Over 45,000 residents, primarily Latino, low income immigrant families out of a total population of 450,000
- Four cities, six school districts, 4 community collaboratives, 2 universities

Key Outcome

Percentage of Hispanic 5th graders in four targeted school districts who were overweight or obese decreased from 30.6% in 2005/2006 to 21.8% in 2014/2015.

Key Activities

Move More, Eat Healthy
12 Park Fitness Centers

14 QCDE Fit Kid Centers

Lunchtime Exercise Activity Program

http://ocde.us/HealthySchools/Pages/default.aspx

Cardio Spot Exercise
Spot Exercise
Stability Ball Exercise
DVD Group Exercise
Fit Spot Exercise
Healthy Eating Station

https://www.youtube.com/watch?v=teZ6cNXymL4
HEAL/Let’s Move Status

<table>
<thead>
<tr>
<th>City</th>
<th>HEAL “Eager”</th>
<th>HEAL “Active”</th>
<th>HEAL “Fit”</th>
<th>Let’s Move</th>
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<tbody>
<tr>
<td>Fullerton</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>La Habra</td>
<td>Yes</td>
<td></td>
<td></td>
<td>In progress</td>
</tr>
<tr>
<td>Placentia</td>
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<tr>
<td>Buena Park</td>
<td></td>
<td></td>
<td>Bronze</td>
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</tbody>
</table>

- Healthy Eating Active Living (HEAL) is a campaign that recognizes cities that adopt varied healthy eating and active living land use, Healthy Food Retail and Workplace Wellness Policies with three designations: “Eager”, “Active” and “Fit” (The League of Cities).
- Let’s Move is a comprehensive initiative, launched by the First Lady, combining strategies that put children on the path to a healthy future during their earliest months and years.
- President Barack Obama signed a Presidential Memorandum creating the first-ever Task Force on Childhood Obesity to review programs and child nutrition and physical activity Policies.
- Five pillars of the First Lady’s Let’s Move! initiative: (Bronze, Silver & Gold Medal)
  - Creating a healthy start for children
  - Empowering parents and caregivers
  - Providing healthy food in schools
  - Improving access to healthy, affordable foods
  - Increasing physical activity

District Wellness Committees and Policies

<table>
<thead>
<tr>
<th>School District</th>
<th>Wellness Meetings/Year</th>
<th>Updated Wellness Policy</th>
<th>Updated Admin. Rules &amp; Regs</th>
<th>Principal, Teachers, Staff Education</th>
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</thead>
<tbody>
<tr>
<td>PYUSD</td>
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<td>In Progress Planning</td>
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<tr>
<td>FSD</td>
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</table>

Goals:
- Create a sustainable healthy school environment through policy, systems and infrastructure that promotes student success in reaching their full potential in learning and wellness
- Review school wellness policy to meet the requirement of the 2010 Healthy, Hunger-Free Kids Act
- Ensure all foods served or sold at school are healthy and appealing to students
- Ensure all items sold during the school day meet the USDA Smart Snacks in School Rule

Policies Adopted

- Healthy Vending Policy (La Habra)
- General Plan Update with Health Language – Fullerton, La Habra, Buena Park; Placentia-pending
- Bicycle and Pedestrian Master Plan (Fullerton)
- Breastfeeding Policy – Buena Park
Key Accomplishments

- Buena Park achieved Bronze status in Let’s Move campaign, La Habra achieved Fit City status and Fullerton achieved Active City status in HEAL campaign.
- Buena Park and La Habra School Districts approved updated strengthened District Wellness policies and all districts are working on updating their administrative rules and regulations related to health and wellness.
- 10 parks had fitness equipment installed and 2 are pending installation.
- Fit Kid Centers were opened in 14 schools ensuring that 10,650 students had regular physical activity.
- Hydroponic gardens were implemented at 3 churches, 4 preschool/day care centers and 6 elementary schools.
- Eleven grants regarding infrastructure to support physical activity and nutrition access were submitted by target cities and over $1.2 million received; remaining grant awards pending.
- MMEH campaign reached over 13,000 low income residents who set lifestyle goals.
- Produce stations installed and Farmer’s Market Assembly at 6 PYLUSD schools and hydration station installed at Nicolas Jr. And Buena Park Jr High Schools.
- Twenty-four TK/Pre-schools completed CHOICES assessment impacting 945 children.
- Approximately 7,500 students participated in Lunchtime Exercise Activity Program.

Key Challenges

- Engagement of city staff, policymakers and advocates is variable by City, impacting grant deliverables and moving forward on policy change.
- Variability in cities engaging residents in design and building of projects.
- Some push back by parent groups on school wellness policies.
- Lack of consistent enforcement of current policies at school sites.
- Sustainable resources needed to instruct residents in use of fitness equipment.
- Strategies to increase student fruit and vegetable consumption did not reduce student food waste as hoped.
- Late start in Move More Eat Healthy campaign resulted in lower number of adults reached in Year 1.

Key Learnings

- Long term commitment needed
- Focus needs to be on population level environmental, system and policy change to have an impact
- Partners mandatory in local government, school districts, community agencies, residents.
Next Steps in 2016/2017

• Focus on increasing access to healthy foods thru volunteer gleaning program and increased Cal Fresh enrollment initiative
• Funding of 2 Complete Streets Plans and select implementation of bicycle master plan
• Implementation of Smart Lunch Rooms
• Increase in resident engagement
• Engagement of high school district and two universities

What might you consider if you have $25,000 instead of $7 million to invest?

• Select one high need school district to focus on where there may be interest in wellness
• Fund small projects that will provide for an environment with more physical activity and healthier food promotion, such as:
  - Fit Kid Center for $2,500 each
  - Smarter Lunchroom for $3,000 each
• Tie funding to formation of an active District Wellness Committee. Participate in it.

What might you consider if you have $25,000 instead of $7 million to invest?

• Identify opportunities in the City where the pilot school district is located to increase health policy – review the city general plan and find out when it will be updated; identify if there is a bicycle user or active transportation committee with the city
• Consider providing support for a grant writer to assist the city in applying for infrastructure grants to promote a healthy environment and tie funding to policy goals.
• Identify potential partners who are interested in Wellness and join forces.