

St. Jude Medical Center Move More Eat Healthy



Barry Ross RN, MPH, MBA

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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 OCDE Fit Kid Centers



Cardio Spot Exercise



Spoon Exercise



Stability Ball Exercise



DVD Group Exercise



Fit Spot Exercise



Healthy Eating Station

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

Lunchtime Exercise Activity Program



<https://www.youtube.com/watch?v=teZ6cN8ymL4>

HEAL/Let's Move Status

City	HEAL "Eager"	HEAL "Active"	HEAL "Fit"	Let's Move
Fullerton		Yes		
La Habra			Yes	
Placentia	Yes	In progress		
Buena Park				Bronze

- 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

School District	# Wellness Meetings/Year	Updated Wellness Policy	Updated Admin. Rules & Regs	Principal, Teachers, Staff Education
PYLUSD	5	In Progress	In Progress	Planning
BPSD	4	Yes	In Progress	Yes
LHCSD	4	Yes	In Progress	In Progress
FSD	3	Yes	In Progress	In Progress

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
- ✓ Revise 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.


