

# The Healthy Lifestyles Initiative-2016 Report

The Healthy Lifestyles Initiative (HLI) is designed to increase individuals practicing healthy lifestyles and at a healthy weight. Over the past year, we have continued to integrate across sectors, build on current resources and track what works. Additionally, we have engaged in opportunities to train trainers to provide support for community organizations partnering with the Healthy Lifestyle Initiative. These efforts have been instrumental in sustaining environmental and policy changes that support health.

Methods – MAPPS for Change: The HLI provides a framework for community collaboration and alignment across three sectors (health care, government, community). We use a “MAPPS for Change” action planning process, in which partners develop a customized plan based on the following five elements:

- ✓ M - Consistent use of message - 12345 Fit-Tastic!
- ✓ A - Consistent assessment of weight status and lifestyle behaviors.
- ✓ P - Customized healthy lifestyle plan for all.
- ✓ P - Policies & practices to create environments that enable healthy eating and active living.
- ✓ S - Statistics & story telling about message reach, assessment/plans completed and policy/environmental changes made.



## Our objectives for 2016:

In 2016, we added **111 new HLI partners**, bringing the total to **294 partners**. The collective reach of our 294 partners is over **3 million children and families**. In 2016, we trained professionals from various sectors of the community. Our 2016 trainings on the HLI framework included physical education teachers, Local Public Health Agencies (LPHA) and District Nurse Consultants through the Missouri Department of Health and Senior Services (MODHSS), staff supporting primary care clinics, as well as pharmacy students from the University of Missouri Kansas City. We continue to work to increase linkages across our various partner organizations. The following describes the accomplishments toward each objective:

### 1. Increase community engagement and collaboration by establishing a community engagement governance structure.

- ✓ From 2014-2015, 20 individuals, representing diverse partners, participated on a planning committee for developing and designing a community-engaged governance structure for the proposed Healthy Lifestyles Community Council. The planning was led by a researcher in non-profit leadership with expertise in this area.
- ✓ A framework for a governance structure has been developed that includes a vision, functions in community governance as well as guiding principles (separate attachment).
- ✓ Challenges in trying to identify opportunities to test the structure have delayed implementation.
- ✓ Meetings continue quarterly to identify best next steps for this work.

## 2. Expand supports for new HLI partners to incorporate MAPPS for Change through enhanced infrastructure supports.

- ✓ 39 organizations have submitted MAPPSS for Change plans in 2016.
- ✓ Modified trainings to strengthen the policy/practice and statistic/storytelling elements of the MAPPSS for Change framework.
- ✓ Developed a train-the-trainer format to support broader expansion of the HLI strategies across Missouri, through partnership with the Missouri Department of Health and Senior Services (MODHSS). HLI staff trained 11 MODHSS staff who supported local public health agencies (LPHAs) to develop MAPPSS for Change work plans. 53 of 115 Missouri LPHAs are enrolled as HLI partners, and 12 have submitted MAPPSS for Change work plans.
- ✓ Incorporated 12345 Fit-Tastic! messaging and the HLI framework into a toolkit to be distributed state-wide by the Kansas Hospital Association (KHA). This toolkit supports KHA's efforts for hospitals to adopt healthy policy changes and to support personal behavior change goals for patients.

## 3. Increased HLI partners in Jackson & Wyandotte counties.

We continue to focus in Wyandotte and Jackson counties, shifting from recruiting new partners, to supporting existing partners in implementation of HLI strategies. In Wyandotte County, Healthy Communities Wyandotte provides support for the HLI through an AmeriCorp Vista staff, whose primary focus is to support existing HLI partners and expansion of HLI strategies across the county.

- ✓ Wyandotte: **3 new partners** bringing the total number of partners in Wyandotte County to 50; 9 MAPPSS for Change plans were submitted
- ✓ Jackson: **6 new partners**; bringing the total number of partners in Wyandotte County to 52; 5 MAPPSS for Change plans
- ✓ Expanded partnerships continued and resulted in securing additional funding for a project with Truman Medical Center WIC (Jackson) in a high need neighborhood and a partnership with 20/20 Leadership (Jackson & Wyandotte), an organization supporting youth leadership. More than 200 students from 17 KC metro high school teams worked to incorporate 12345 Fit-Tastic! messaging and behaviors into projects to support health and build stronger communities.



Thirty students at Piper High School revitalized their school library with new paint, furniture and computers to help engage students in studies and social interaction which reduces time spent on personal electronic devices (screen time).

A team of nine students at Turner High School worked to provide lighting to an existing futsal court to provide a safe environment for teens to be active.

#### 4. Increase awareness and practice of healthy behaviors through expansion of the 12345 Fit-Tastic! message.

In 2016, the 12345 Fit-Tastic! message was shared with the community through the FitTastic.org website, social media, community events and grass root efforts. Partners used the 12345 Fit-Tastic! marketing materials, such as flags, banners, message cards, bookmarks, t-shirts and posters in their organizations and at events. In addition, the Greater Kansas City Chamber of Commerce's Healthy KC initiative adopted the 12345 Fit-Tastic! message as the recommended message for the Kansas City community.

The Linwood Family YMCA continued to incorporate 12345 Fit-Tastic! messaging across their organization through their programming and in numerous community events. Examples include sponsoring Fit-Tastic! nights at local elementary schools, using messaging in child care programming, and including information about implementing the behaviors as part of youth development programming. Fit-Tastic! messaging can be found throughout the facility, promoting behavior change (ex. 4 poster above water fountains). The Linwood YMCA serves more than 2500 individuals annually through programs and community outreach initiatives.

##### Website:

- Nearly **5,000 users** have visited the website with 27,736 page views.
  - About 68% of users were new and 32% were returning;
  - The average user viewed 3-4 pages per visit
  - **82 individuals** submitted Fit-Tastic! goals on the website.
- Website feedback survey was launched in December 2016
  - Survey results showed that website users value the downloadable resources available on the site (ex. educational handouts on each of the 5 health habits and the health habits quiz).
  - Work has begun to update the website based on this feedback and to ensure the website is mobile friendly.



##### Social Media:

- ✓ **615 fans on Facebook**
  - Average of 38 posts per month on partner shares, links to local events, healthy recipes & physical activity ideas
  - Using boosting of a post and of our page, we were able to increase to our highest total reach of 4,217
- ✓ **157 followers on Pinterest**
  - 41 boards and 1,192 pins including healthy recipes and activities supporting the Fit-Tastic! behaviors

##### Resources:

- HLI staff worked with an advisory team from Missouri state agencies to enhance health literacy of the series of six educational materials.
- HLI staff guided a KU Community Health Project intern to develop a toolkit with training materials and lesson plans for 3<sup>rd</sup>-6<sup>th</sup> graders that teach the 12345 Fit-Tastic! behaviors.
  - Lesson plans were shared with KU pharmacy students who will teach the lessons within the existing four week program called Root 4 Health.

**Events:**

- ✓ The 12345 Fit-Tastic! messaging was integrated into 40 Fit-Tastic! events reaching more than 9,000 people. Participants actively engaged in games while learning about the five health behaviors of the 12345 Fit-Tastic! message. Events included the KC Kids marathon, Camp Win, summer library camps and a number of events at locally sponsored recreation organizations.



Fun at the library



KC Kids Marathon



Camp WIN Fit-Tastic! participants

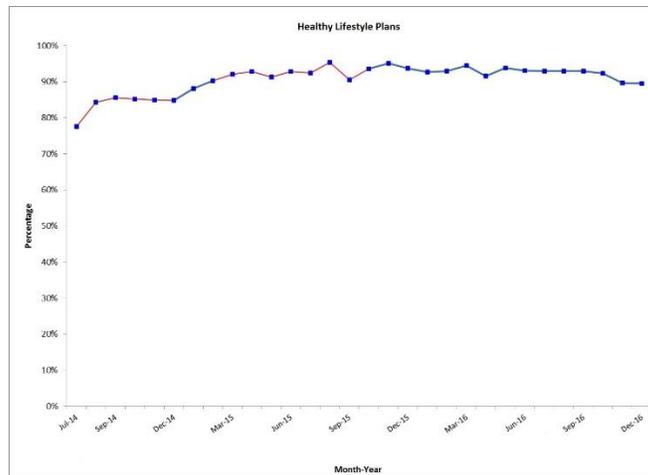


Turner Rec's annual community event promotes Fit-Tastic!

**5. Increase the numbers who receive Healthy Lifestyle Assessments and Plans through HLI partners, especially community primary care partners.**

The CM Department of Pediatrics continues to share the 12345 Fit-Tastic! message and track rates of Healthy Lifestyle Assessments (HLA) and Plans (HLP) within the primary care setting. The HLA/HLP includes setting a goal to improve a healthy lifestyle behavior.

- ✓ **96% of 18,193 children** 2-18 years of age seen at CMH primary care clinics received Healthy Lifestyles Assessments (HLA) in 2016.
- ✓ **92% of 18,193 children** 2-18 years of age seen at CMH primary care clinics received Healthy Lifestyles Plans (HLP) in 2016.



**Figure 1: % Healthy Lifestyle Plans ordered in CM primary care**

- ✓ We are beginning preliminary electronic medical record analyses of disease burden associated with lifestyle behavior patterns (e.g. obesity and physical activity) and geographic mapping of health status (e.g. obesity prevalence) by census tract/zip code to identify target areas for subsequent interventions.

In 2016, we continued to support existing and new healthcare partners in the adoption of the assessment and plan into their practices. We continue working with South Providence Pediatrics clinics in Columbia, Mo and the University of Kansas Medical Center’s Ambulatory Pediatrics Clinics.

- ✓ A new partner, Winona Health System in Minnesota, created a RX pad that is being used by four primary care clinics in the Winona Health System to start conversations about healthy habits with children at well child visits.


1-2-3-4-5


Fit-tastic!

855 Mankato Ave, Winona, MN 55987

---

Name: \_\_\_\_\_
Date: \_\_\_\_\_



**1** HOUR  
OR MORE OF  
**PHYSICAL  
ACTIVITY**



**2** HOURS  
MAXIMUM OF  
**SCREEN TIME**



**3** SERVINGS  
OF LOW OR NONFAT  
**MILK OR YOGURT**



**4** SERVINGS  
OF **WATER**  
NOT SUGARY DRINKS



**5** SERVINGS  
OR MORE OF  
**FRUITS &  
VEGETABLES**

Refill every day  
Unlimited refills

\_\_\_\_\_  
Provider Signature

- ✓ Wyandotte County Head Start has incorporated assessment questions modeled after the Healthy Lifestyles Assessment into their Nutrition Intake survey. Starting August 2017, the survey will be given to 810 families.
- ✓ Score 1 for Health distributed nearly 20,000 Fit-Tastic! educational handouts to children in 43 metro area elementary schools in conjunction with school based health screenings. If weight is identified as a health concern, families are offered one-on-one health coaching sessions with a medical student. Goals (healthy lifestyle plans) are set based upon 12345 Fit-Tastic! health behaviors.

## 6. Facilitate policy and environmental changes in child care, school, neighborhood and community settings to make healthy eating and active living the easy choice by working with partners to improve policies and environments within their settings.

In order to be successful, organizational policies must create environments that empower families to achieve the 12345 Fit-Tastic! behaviors. In July of 2016, the USDA released a final rule that impacts the implementation and evaluation of school wellness policies. To support schools with this change, we partnered with KCMO Health Department to provide a workshop to school staff that focused on implementing school wellness policies.

### 2016 School Policy Workshop Impact:

- Eleven district level staff representing three local school districts attended the policy workshop.
- Participants engaged in discussion around the impact of USDA final rule regarding local school wellness policy requirements under the Healthy, Hunger Free Kids Act of 2016.
- Facilitators guided school teams through the development of an action planning template specific to their school district's needs.
- Evaluation of the workshop indicated that every participant valued the training and considered it beneficial to the health of their school community.
- Participants stated the workshop clarified the new rule requirements, equipped them with a template to effect change, and learned the importance of building a better wellness team that included the establishment of committee goals.

## EVALUATION:

An evaluation of the HLI program was conducted in 2016, which included surveys of HLI partners. The survey covered facilitators and barriers to incorporating HLI materials, usefulness of materials, adoption of HLI strategies, and supports needed to increase efficacy.

### Evaluation Results:

- About 35 % of HLI partners completed the online survey.
- Organizations participating in HLI reported moderate-to-high levels of adopting Fit-Tastic! materials and implementing policy and practice changes within their organization.
- HLI program supports (delivered by the HLI team) and the Fit-Tastic! materials were rated as highly useful.
- MAPPS for change plans appeared important because those who completed the action plan had higher levels of adoption of Fit-Tastic! materials and implementation of policy and practice changes.

[FitTastic.org](http://FitTastic.org)



January 2017

For more information: Emily Meissen Sebelius, [esebelius@cmh.edu](mailto:esebelius@cmh.edu), 816-234-9249 and Emily DeWit, [eldewit@cmh.edu](mailto:eldewit@cmh.edu), 816-234-9255, Children's Mercy, 2401 Gillham, Kansas City MO 64108