Changing the Landscape to Prevent Childhood Obesity

Kansas City’s Collective Efforts

December 17, 2010

Weighing In Quarterly Meeting

PROGRAM SUMMARIES
DECEMBER 17, 2010

1. School Summaries

**Eat Smart** program directed by Annette Campbell, at Score 1 for Health, 1750 Independence Ave., Kansas City, MO 64106. Contact acampbell@kcumb.edu at (816) 828-2461.

Score 1 for Health is in its second year of a two year grant awarded by Health Care Foundation of Greater Kansas City. Launching Eat Smart! has been a terrific accomplishment and compliments the work Score 1 nurses are doing in tracking the follow-up of school health screenings with parents. Eat Smart! is run by Sara Cox, RD, LD, and seeks to provide 1:1 counseling in nutrition and healthy lifestyle decisions with the children and their parents involved in the Score 1 for Health program. Once a child is identified and qualified for the program, Ms. Cox set up 2-4 visits per month with the goal of the child and guardians making shifts in lifestyle to promote increased activity and better nutritional intake. Score 1 focuses its program on 13,000 children mainly in the urban core of Kansas City, MO and Kansas City, KS.

**Food & Nutrition Services** program by Dietitian Sarah Chellberg, at Blue Valley Unified School District, 15020 Metcalf, Overland Park, KS 66223. Contact Schellberg@bluevalleymall2.org at (913) 239-4254.

Blue Valley School District’s Food and Nutrition Services prepares and serves nutritious and low cost breakfast and lunch to 20,000 KC Metro area students each day. For the 2010-11, school year the department is participating in the Chefs Move to Schools initiative, run through the U.S. Department of Agriculture. This initiative developed through the Let’s Move program (America’s Move to raise a Healthier Generation of Kids) pairs chefs with their local schools. We have been fortunate to partner and work with two area chefs. Russ Muehlberger, Executive Chef at US Foodservice provided staff training and easy, fresh recipe ideas for department leaders. Muehlberger will be providing hands-on skill training to all Food and Nutrition Services staff this winter. Diego Fernandez, Director of Culinary and Restaurant Operations for the Overland Park Marriott led a taste testing event at Blue Valley Southwest High School. Students sampled fresh, healthy salad recipes. Based on the students input, many of the popular dishes will be menued as side items on our high school lunch menus. We are looking forward to continued partnership and events with these two talented chefs throughout our spring semester.
Healthy Schools Partnership program directed by Kuda Chimanya MPH, MS, RD, LD at American Dietetic Association Foundation. Contact waish@hotmail.com at (816) 728-2601.

2010 Summary
In the past 3 years the RD Nutrition Coach model has proven to have a positive impact on students’ knowledge and eating behaviors using an innovative Energy Balance curriculum. The Healthy Schools (HSP) expanded to four new schools in the 2009-2010 school year: Garfield, Gladstone, King, and Satchel Paige, reaching approximately 800 more 2nd-6th grade students. The program hosted the first ever RD Coach Training Academy which was held in Kansas City. Two days of training was provided to 15 RD Coaches and covered topics such as: The Coaching Model, Issues Schools Face, Curriculum Overview, Training in Action, School Foodservice, and Relationship between Nutrition and Academic Success. The Training Academy provided an opportunity for RD Coaches to get additional hands on skills and training to effectively work with schools staff in the implementation of the HSP program components. The Head Coach for Kansas City partnered with the District Foodservice Director for Kansas City school district and provided assistance in applications for USDA’s Fresh Fruit and Vegetable Grant. The goal of this partnership was to help improve the quality, taste, aesthetics, and nutritional value of the student choices in the cafeterias. The RD nutrition coaches also provided all the education requirements for the USDA Fresh Fruit and Vegetable grant in all 10 of the HSP schools in Kansas City Missouri. As a result of this partnership, we were able to see a remarkable improvement in foods being offered to students, in the school cafeteria and this resulted in students increasing their consumption of fruits and vegetables.

2011 Summary
This year the HSP program will continue to partner with the Kansas City Missouri School District (KCMSD) and will also partner with Kansas City, KS Public Schools in the implementation of its’ innovative Energy Balance Program. The RD Coach program is taking a quality nutrition approach to ensure children have all of the necessary nutrients they need for proper growth and development while also promoting healthy weights. In addition to the nutrition programming, the program will this year add:

1. An environmental enhancement component
2. A food insecurity component,
3. A parent outreach component and
4. An after school component.

The RD nutrition coach program will assist at least 6 elementary schools in the Kansas City metro area in applying for the Bronze level award of the Healthier US School Challenge (HUSSC). HSP has developed Energy balance teams within program intervention schools, which are comprised of 2 RD Nutrition coaches, school PE teacher, school principal, school nurse, school teacher, cafeteria manager, and a school representative. The Energy Balance teams at each school will be responsible for creating action plans that ensure each school is ready to submit a Bronze Level award application for the HUSSC in January 2011. The Energy Balance teams will also be responsible for supporting nutrition education and food distribution as parent outreach and also to address food insecurity among students and their families. The RD Coach program will also partner with Boys & Girls Club of Greater Kansas City, in piloting an Afterschool Energy Balance curriculum called In-Charge. University of California, Berkeley researchers Pat Crawford and Dana Gerstein will continue to conduct a rigorous evaluation of the HSP program. Through its’ energy balance curriculum and enhancements to the school wellness environments, we are confident that HSP program will continue to make great gains with the nutrition status of children the Kansas City area.
**Healthy Schools Program** directed by Gretchen Speer Patch at Alliance for a Healthier Generation, Kansas City, KS 66103. Contact gretchen.patch@healthiergeneration.org at (913) 549-3175.

As public health leaders we know the power schools have to shape the lifelong health and well-being of children and adolescents. The Alliance for a Healthier Generation recognizes this and has created the Healthy Schools Program to help provide tools, resources, and support to schools in the areas of nutrition, physical activity and staff wellness. The Healthy Schools Program recognizes that each school is unique and faces different challenges on their paths to greatness, which is why the support we provide is customized to propel each school to success.

The Healthy Schools Program currently works with 100 schools in the KC Metro area. Approximately, 50 of those schools are in their fourth year and will “graduate” at the end of this school. While graduating schools no-longer receive onsite technical assistance, they can still access all program materials and resources through the Healthy Schools Program website. Ongoing assistance will be available for graduating schools through email and phone communication.

The Healthy Schools Program will be enrolling 50 new schools for the 2010-2011 school year. Interested schools and districts should contact Gretchen Patch, 913-549-3175 to learn more. Additional 2011 plans include hosting a regional bi-state event this spring to celebrate graduating schools, deliver technical assistance to enrolled schools, and provide information to potential new schools. More information on the regional event is forthcoming.

As many of you know, any school in the nation can join the movement to build healthier schools by joining the Healthy Schools Program at no cost. Here are a few benefits the Healthy Schools Program has to offer its member schools:

- **Customized Support** to help create a healthier school environment
- **Implementation Support and Tools** that are robust and informative to help schools to achieve lasting change
- **Networking Opportunities** with schools across the country on the quest for a healthier school
- **A Resource Database** that includes quality resources and grant opportunities to suit every school’s work to implement healthy changes that promote physical activity and healthy eating

As we move forward with our efforts to reverse the trend in childhood obesity rates in Kansas City, we remain committed to developing and sustaining model schools—schools with healthier school environments and greater performance.
PE4life program coordinated by Jason Robinson at 127 West 10th St., Suite 101, Kansas City, MO 64105. jrobinson@pe4life.org, Phone Number (816) 472-7345

All children embrace wellness for life.

PE4life contributes to improved fitness, social behavior, and learning readiness of children by inspiring and empowering schools and their communities to be catalysts for change in advancing quality physical education.

PE4life is a regionally focused non-profit organization with national reach and is dedicated to developing a country of active and healthy children and youth by increasing access to quality physical education. PE4life promotes making physical activity fun and interactive to engage all students and partners with community, philanthropic, business, and school leaders to facilitate systemic change in physical education through professional development and ongoing support of schools.

PE4life’s recent initiatives in Kansas City include the Kansas City Metro Project that was launched in 2007 to expand PE4life’s reach to schools and organizations throughout the metropolitan area. The metro-wide efforts will ultimately include rural, suburban, private schools and community centers in over 30 districts; however, PE4life’s current focus is on supporting economically disadvantaged school districts through the Kansas City Urban Core Initiative. Visionary funders of this project include Blue Cross Blue Shield of Kansas City, the Menorah Legacy Foundation and Bank of America.

The Kansas City Urban Core Initiative is funded by the Health Care Foundation of Greater Kansas City, with additional support from Blue Cross Blue Shield of Kansas City and Menorah Legacy Foundation. The KC Urban Core Initiative (UCI) is accelerating positive change within 70 schools in the following six districts: Kansas City, Missouri School District, Kansas City, Kansas Public Schools, Center School District, Grandview C-4 School District, Hickman Mills C-1 School District and Independence School District. Through this 3-year project, these schools are receiving professional development, ongoing coaching and support and the opportunity to receive Physical Education Equipment Award funds. Additionally, educators have access to subject matter expert services and equipment discounts through PE4life’s consultants and preferred vendor partners.

Through 2010, PE4life has provided services to 56 of the 70 schools projected to be served. PE4life has provided District-wide in-services to KCMSD and KCKPS and has presented information and data to District Level administrators’ at all six districts. Through initial participation in PE4life introductory workshops and follow up support via site visits, email and phone consultation, UCI participating schools are making progress to implement the PE4Life philosophy. PE4life philosophy highlights seven core principles the Physical Education should:

1. Offer a variety of fitness, sport, leisure, and adventure activities to all students;
2. Implement a K-12 standards-based curriculum;
3. Provide a safe and encouraging learning environment;
4. Utilize individual assessments;
5. Incorporate current technology;
6. Extend PE beyond the walls of the gymnasium; and
7. Ideally, be offered to every child every day.

Many of the schools are establishing small incremental changes, such as incorporating small sided games, advocating for daily or every other day PE, and extending PE beyond the gym walls through academic integration (ex: brain breaks, Family Fitness Nights). Some schools have achieved a large amount of success/program improvements in the short time that has passed since attending workshop. Additionally, through this UCI grant project, PE4life recently awarded over $83,000 worth of equipment to the first phase of UCI school participants. This was the first of several rounds of equipment grants that will be awarded through this project.

Building on Success (2011 and beyond) – PE4life is excited to announce the expansion of the Kansas City Metro Project. Based on PE4life’s success with this
project and current regional demand PE4life has expanded this project to 150 schools, that’s an additional 50 schools. Expanding upon the current focus of urban core schools, PE4life will also provide services to outlaying and charter schools.

Currently, PE4life is working with the University of Kansas Medical Institute in identifying community markers that will be used in assessing school and community needs. After this assessment PE4life will identify schools, communities and partners to build the project out to the target goal of serving 50 additional schools.

The Garden Patch program directed by Jenna Converse, RD, LD, at North Kansas City School District, Food and Nutrition Services Department, 2000 NE 46th St Street, Kansas City, MO 64116. Contact jconvers@nkcsd.k12.mo.us at (816) 413-5297.

The Food and Nutrition Services Department of the North Kansas City School District is committed to providing students with nutritious meals to support academic success and lifelong healthy eating habits. FNS is ready to pilot a new program entitled, “The Garden Patch” at a few elementary schools during the spring of 2011 with the purpose of district wide implementation in the fall of 2011. This program is aimed at:

- Marketing Fresh Fruits & Vegetables to Elementary Students
- Educating Students about Fruits and Vegetables in the Cafeteria
- Promoting Healthier Food Choices for a Lifetime of Healthy Eating
- Inviting Principal, Teachers, Parents, & the Community to Participate
- Offering Salad, 4 Fresh Vegetables, and 2 Fresh Fruits Each Day!!!

We are very excited about “The Garden Patch”! As always, the success of the pilot depends on the participation of the students. The students need to see teachers & parents get excited about the fresh fruits & veggies, see teachers (and maybe even the principal) model healthy food choices in the cafeteria by picking these fresh fruits & veggies, and decide to join in the fun by picking fresh fruits & veggies daily!!
Active Living KC program coordinated by Joanna Sabally, at City of Kansas City Missouri, 414 East 12th Street, City Hall, 20th Floor, Kansas City, MO 64106-2623. Contact Joanna_Sabally@kcmo.org at (816) 572-2564 (cell).

Active Living KC is an initiative of the City of Kansas City, Missouri that encourages healthy lifestyles by putting regular physical activity back into our daily routines and encouraging healthy eating. It is funded in part by the Health Care Foundation of Greater Kansas City.

Active Living KC is collaboration between the City and several partners, including LINC, the Hickman Mills School District, and the Jackson County Sherriff’s Office. The program includes three main components: promoting walking and biking, encouraging good nutrition and reviewing existing policies.

1. Promote Walking and Biking:
In an effort to increase the number of children engaging in physical activity on their way to school, the initiative is rolling out Safer Routes KC, complete with a Walking School Bus program, various types of safety education including Safety Street, and an incentives program. The initiative also includes after-school walk and bike clubs in partnership with LINC, and neighborhood workshops to identify barriers to increase walking in neighborhoods.

2. Encourage Good Nutrition:
Several components of the initiative address nutrition. Staff will hold health and wellness workshops, provide nutrition education for children before and after school, and engage parents to identify and map neighborhood access to healthy foods. The initiative also includes working to ensure healthier food options in schools and will work with administrators on ways to implement existing policies.

3. Review Existing Policies:
Program staff has initiated a policy review of the city development code and ordinances in order to support Active Living. School district policies to support healthy schools and neighborhoods will also be reviewed. Policy recommendations will be provided to City Council and the School District.

2010 Highlights:
- Active Living KC was launched with an International Walk to School Day media event at pilot school Ingels Elementary. The event included approximately 20% of the student population as well as parents and teachers.
- Walking school buses have been formed for a “Walking Wednesdays” program at Ingels Elementary.
- Four hundred Hickman Mills elementary school students have participated in Safety Street Active Living modules, which cover bicycle and pedestrian safety and nutrition education.
- The Active Living KC team has developed an incentive program for the Safer Routes KC program called “Passport to Health.”
- Nutrition workshops and after-school biking and walking clubs are in the planning stage.
- The Active Living KC team has initiated a review of school and city policies impacting active living and healthy eating.

2011 activities:
- Increase participation in Safer Routes KC activities at the pilot elementary school
- Organize three neighborhood workshops addressing walkability, food access, and community mobilization in Hickman Mills
- Implement the incentive program “Passport to Health” for the Safe Routes to School program
- Conduct nutrition classes in eight elementary schools in the Hickman Mills School District through LINC’s after school program
- Lead weekly walking and biking clubs for LINC students at Ingels Elementary
- Continue Safety Street Active Living modules for Hickman Mills School District elementary students
- Jackson County Sherriff’s office will conduct bicycle and pedestrian safety assemblies for elementary students and train PTA groups in Hickman Mills School District
Drink Smart program coordinated by Shelly Summar, MSEd, RD, LD at Children’s Mercy Hospitals and Clinics, 2401 Gillham Road, Kansas City, MO 64108. Contact ssummar@cmh.edu at (816) 234-9227.

In partnership with the American Academy of Pediatrics—Kansas Chapter, Drs. Sarah Hampl and Kirsten Weltmer and Shelly Summar are implementing an American Academy of Pediatrics-funded project to develop, implement and evaluate a multi-component public awareness campaign to assist parents in offering their toddlers and preschoolers healthy drink options. Public service announcements in the Kansas City and Wichita, KS metropolitan areas are complimented by supporting education in Head/Child Start, WIC and pediatrician offices.

Eat Small program coordinated by Anne Biswell and Susan McLoughlin, at Mother & Child Health Coalition, 6400 Prospect Ave. Suite 216, Kansas City, MO 64132. Contact abiswell@mchc.net at (816) 283-6242, ext 226.

Eat small is a public awareness and education campaign teaching 8-12 year olds (tweens) portion control sizes. It focuses on portion control strategies for tweens by utilizing a public awareness campaign that communicates its messages to a broad audience through media channels, such as television, billboards, buses, newspaper, magazines and radio. Examples of key messages include “Don’t Supersize Me!” and “Supersizing Isn’t Cool. Smaller, Healthy Portions Rule.” The project also had an educational component that targeted area schools using interactive education hosted by Radio Disney. Educational materials were provided to the students as toolkits containing handouts, resources related to portion control and incentives and takeaways. The Eat Small campaign included two main components: media broadcasts of Eat Small portion control messaging, and school and community-based educational events. An estimated 900,000 people were exposed to either the media or educational messages. Television ads for Eat Small were broadcast on the local PBS station (KCPT), as well as eight cable stations from Time Warner. Radio ads for Eat Small were broadcast on Radio Disney (1190 AM). The value of partnering with Radio Disney is that Radio Disney delivers by leveraging the Disney brand with on-site, on-air and on-line programming that engages local kids in physical activities while educating them. Radio Disney is also an active partner with many local school districts in providing themed on-site events. A variety of ads were run featuring at least one of the Eat Small portion control messages. Billboards were displayed at eight locations around the Kansas City area. Eat Small ads were also placed on five public buses in Kansas City. The billboard areas selected came from identified areas of minority populations such as African American and Hispanic Americans, and persons of low socioeconomic status as these groups appear to be affected by overweight and obesity. School assemblies were held in the fall and spring at Truman and Chouteau elementary schools. The school events incorporated Eat Small messaging into interactive activity to mix education with activity. Students were also given Eat Small written materials about portion control. Awareness of Eat Small and all of the campaign messages increased for Truman and Chouteau participants. Participants recognized the Eat Small brand more than any of the individual messages. Of the four campaign messages, participants consistently had the highest awareness of Don’t Supersize Me. Participants had the least awareness of Put It in a Bowl compared to the other Eat Small campaign messages.

- Lessons learned include: media sources targeted should be considered based on the target audience and what the audience pays attention to—i.e., tweens prefer Nickelodeon and Cartoon Network over bus ads;
- Ensure all activities in the campaign are coordinated in close succession to maximize the effects; and
- Consider media literacy levels and comprehension abilities of target audience.

“Tool kits” for teachers, school nurses and community program leaders have been distributed through area schools and community partners. THERE ARE STILL A FEW MATERIALS AVAILABLE. Please call the MCHC office at (816) 283-6242 ext. 226 to learn more. For downloadable forms and classroom materials, go to the Mother & Child Health Coalition website at www.mchc.net and under “Programs” click on the link for Eat Small and the Weighing In Collaborative.
Family Nutrition Education Programs (FNEP) coordinated by Karen Sherbondy at University of Missouri Extension, Mizzou Center, 1600 NE Coronado Dr., Blue Springs, MO 64016. Contact sherbondyk@missouri.edu at (816) 655-6227.

University of Missouri Extension is dedicated to providing research-based nutrition education to Missouri’s Supplemental Nutrition Assistance Program recipients and eligible’s. Using the socioecological model to evoke behavior change, MU Extension faculty and staff provide education to youth and adults throughout the state of Missouri.

The Family Nutrition Education Programs (FNEP) are an important part of University of Missouri Extension-bringing the latest nutrition information to low-income Missourians. FNEP helps clients achieve lifelong health and fitness. Paraprofessional nutrition educators work with clients individually and in groups-in their homes, schools and at agencies. Clients gain skills that pave the way for nutritional well-being and health. Programs include EFNEP, the Expanded Food and Nutrition Education Program and FNP, the Family Nutrition Program. Whether reaching out to youth through classroom education or adults in community settings, the goal of the program is to help participants make behavior changes to achieve lifelong health and fitness.

The Family Nutrition Program is funded through the U.S. Department of Agriculture (USDA) Food and Nutrition Service (FNS) through the Supplemental Nutrition Assistance Program (SNAP).

MU Extension also coordinates the Missouri Nutrition Network activities through the Missouri Council of Activity and Nutrition (MoCAN). Through partnerships, initiatives target public policy, social marketing campaigns, physical activity, livable streets and farm to institution.

In the Kansas City area, Food from the Farm is a kindergarten farm to school program that connects kindergarten students and their families to local farms to understand where their food comes from and to encourage eating local fruits and vegetables. As a result, some schools have changed their snack offerings to the entire school to include fruits and vegetables and some are planning to begin using locally grown fruits and vegetables in their school lunch or snack program.
Ivanhoe Healthy Kids Initiative program directed by Dina Newman at Nutter Ivanhoe neighborhood Center, 3700 Woodland Ave., Kansas City, MO 64109. Contact dnewman@incthrives.org at (816) 921-6611, ext. 102.

The Ivanhoe Healthy Kids Initiative is a four-year plan (three years left now) to develop and implement advocacy strategies to reduce childhood obesity and to promote healthy living and an active lifestyle in the Ivanhoe (Kansas City, Mo.) neighborhood.

Under the Healthy Kids, Healthy Communities Work plan our five basic goals are as follows:

1. Develop a strategy for community gardens and urban agriculture development [We have one community garden which consists of seven raised vegetable garden beds located at our neighborhood center and plan to have three more (one in each quadrant) by the end of the plan period. We have gathered together a small group of residents, partners and friends who are passionate about growing food in Ivanhoe to address the Food Desert situation that currently exists in this section the urban core.]
2. Establish a Faith-based CSA [We will develop a CSA model with the Ivanhoe Churches in collaboration with Good Natured Family Farms.]
3. Organize the Community Around Healthy Eating and Active Living Goals [Three strategy teams are being established: The "Grown in Ivanhoe" Healthy Food Access Team; the In-and-Out-of-School Activity Team; and the Healthy Living/Active Lifestyle Team. These teams, as opportunities arise, will advocate for environment changes in the community because we believe that environmental changes will change behaviors.]
4. Improve Area Parks and Park Programming to Increase Usage [We want to organize the community around the idea of taking pride in these neighborhood parks and begin to use them on a regular basis. We are working with KC Parks & Rec to develop plans so that our strategy team will be able to promote physical opportunities and programming in and around the neighborhood. The bottom line is that we are looking for ways to make it easier for our families to get the needed exercise without the barriers that may have hindered them in the past.]
5. Create a wellness center at the Ivanhoe Neighborhood Council offices for the residents to use.

Summary of a few 2010 Successes include:

- One community garden --- which consists of seven raised vegetable garden beds --- was planted and harvested by residents, staff and community.
- The Ivanhoe Steppers Walking Club was created. This Monday-Friday walking club consists of several residents, including one family (mother, son and a daughter, who each are morbidly obese). A walking track was installed at the neighborhood center and once completed, the group was established. One member reports a weight loss of 14 pounds.
- Production is almost complete at Ivanhoe Park (formerly called Brooklyn Park). A new baseball diamond and football field, along with a walking track is currently under construction.
- A small fruit tree orchard was planted in the spring, which will produce apples and pears for generations to come.
- An expert panel of business leaders and community workers, who will serve in an advisory cap activity, was recently created.

Nutritional Status Analysis of Clay County residents program by Dr. Ximena Ilabaca-Somoza, MPH, at the Clay County Public Health Center, 800 Haines Dr., Liberty, MO, 64068. Contact xsomoza@clayhealth.com at (816) 595-4259.

This project anticipates providing a complete nutritional status analysis for Clay County residents including but not limited to children and pregnant women, access to, availability of food for our residents, and their fitness activity. We will be looking at both end of abnormal nutrition, from malnutrition to obesity, as a poor nutritional status at the beginning of life has also lifelong implications. This information will be shared with partners, to work on improving health status for Clay County residents and eventually, use some of the data for joint policy recommendations at the county level. The anticipated date of completion is February 2011.
2010 Kansas City Kids’ Marathon program coordinated by Shelly Summar, MSEd, RD, LD at Children’s Mercy Hospitals & Clinics, 2401 Gillham Road, Kansas City, MO 64108. Contact ss summar@cmh.edu at (816) 234-9227.

The 2010 Waddell & Reed Kids’ Marathon presented by Children’s Mercy Hospitals and Clinics was another huge success this year. We had over 700 race participants Kindergarten through eighth grade who ran, walked, or rode 1.2 miles around downtown Kansas City to finish the event next to the Kansas City marathon finishers. The kids were encouraged to track 25 miles on their own before the event so that by completing the 1.2 mile course they would have completed their own marathon. Schools and groups were encouraged to participate together. Next year’s event is planned for Saturday, October 15th, 2011.
Healthy Hawks program directed by Ann Davis, PhD MPH from Department of Pediatrics at the University of Kansas Medical Center, 3901 Rainbow Blvd, MS 4004, Kansas City, KS 66160. Contact adavis6@kumc.edu at (913) 588-2452.

2010 Summary

- 70 target kids (BMI at or above the 85th percentile) and their family members were served by Healthy Hawks (about 160 people altogether!)
- Our team added a fitness coordinator to tailor our on-site exercise to families with kids of all ages. The new program includes more game-centered activities.
- Families with at least 70% attendance were offered a free 3 month membership to the YMCA to continue their healthy lifestyle changes
- In June, the 3rd Annual Healthy Hawks Bike Drive gave away 113 repaired bikes and Headstrong for Jake provided free helmets as well
- Healthy Hawks was featured on the cover of the 2010 issue of KU Works for Kansas and in the KC Hispanic News
- Our team continued to grow and includes volunteers from a variety of backgrounds, ranging from Public Health to Clinical Psychology and Dietetics. This has strengthened our multi-disciplinary approach to treating childhood obesity through changes to the fitness program, parent and child learning manuals, and the support offered to our families by knowledgeable and compassionate team members.

2011 Plans

- Healthy Hawks continues to enroll new participants and families
- Our exercise program continues to be changed and improved based on feedback from families: we are adding kickboxing and yoga to the rotation this year
- Through our partnership with the YMCA, we will continue to offer free memberships to our families
- 116 repaired bikes are in storage and ready for the 4th Annual Bike Drive
- We look forward to another successful year of teaching and learning from our families as we promote healthy and active lifestyle for everyone.
3. Treatment Summaries

Promoting Health in Teens and Kids (PHIT Kids) program coordinated by Ana Watkins at Children’s Mercy Hospitals & Clinics, 2401 Gillham Road, Kansas City, MO 64108. Contact amwatkins@cmh.edu at (816) 983-6471.

This month, we celebrate 4.5 years of family-based treatment for obese children ages 9-18 in the PHIT Kids program. In January, we will start our 19th treatment group. Historically, the PHIT Kids program has been 24 weeks long. However, in the fall of 2009, we started a two-year randomized-controlled trial comparing 12- and 24-week treatment programs. Our program serves a very diverse population: approximately 41% Caucasian, 41% African-American, 15% Latino/a, and 3% other race/ethnicities. We serve a population where only 44% of patients have commercial insurance. While we have not completed enough groups in our RCT to draw conclusions, our 24-week program has had good success, leading to significant improvements in BMI z-score for patients who complete the program. Attrition is an ongoing problem in many weight-loss programs, including ours. This summer, we received an internal hospital grant to conduct qualitative interviews with families who participated in our program, in order to assess reasons for treatment dropout as well as program completion. We will be using these findings to make program improvements.

Special Needs Weight Management program coordinated by Dr. Meredith Dreyer, Clinical Psychologist at Children’s Mercy Hospitals & Clinics, 2401 Gillham Road, Kansas City, MO 64108. Contact mldreyer@cmh.edu at (816) 234-9233.

With funding from the Health Care Foundation of Greater Kansas City, Dr. Dreyer (study PI) and co-investigators Dr. Hampl, Shelly Summar, and Kerri Wade as well as clinical collaborators Edy Heydinger and Janelle Gerling Bradley have begun implementing a multidisciplinary clinical intervention for obese youth with special healthcare needs such as autism and Down Syndrome as well as physical disabilities. The program saw the first participant on 12/6/10 after learning from practitioners and families in the hospital. Families are referred from within the Children’s Mercy system or through the Weight Management Screening Clinic. This program is one of only a couple in the United States to exclusively serve youth with special needs.

Zoom to Health program coordinated by Dr. Meredith Dreyer, Clinical Psychologist at Children’s Mercy Hospitals & Clinics, 2401 Gillham Road, Kansas City, MO 64108. Contact mldreyer@cmh.edu at (816) 234-9233.

The Zoom to Health Program serves overweight children ages 2-8 years and their families by providing education about healthy eating and parenting strategies to implement healthy lifestyle changes. Families are served a healthy meal, participate in physical activity, and learn about parenting, and problem solving strategies. Children must be referred from within the Children’s Mercy system. Families can participate for free at this time due to funding from the Kenneth and Evelyn Smith Family Foundation Clinical Scholars award made to Dr. Dreyer and colleagues and a recent award from the PNC Foundation.
4. Working Groups Summaries

**Early Childhood** program directed by Nancy Sanchez at Wyandotte Co HD/WIC, 619 Ann Avenue, Kansas City, KS 66106. Contact nsanchez@wycokck.org at (913) 573-6721.

The past several months have been spent strategizing and prioritizing early childhood obesity issues and how best we can address them. We developed a Mission statement for us: The Early Childhood Working Group provides a community forum for Weighing In members to focus on children, ages 0-5 years, and implement viable approaches in a deliberate, thoughtful manner to address childhood obesity. Recognizing that 0-5 year olds do not have any control and that we wanted to be more holistic in our approach, we determined that we have 2 audiences to address: a primary and secondary. The primary audience consists of children up to five years of age and their parents and caregivers, women, preconception through pregnancy. The secondary audience is child care providers, health care professionals, key decision makers for early childhood policies, programs/services and food and fitness environments and other individuals who come in contact with children under five. We determined our “Top Ten” list based on impact and feasibility of which the top 3 are: improve supports for breastfeeding; improve availability of healthier foods in child care facilities; increase the number of childcare facilities that adopt policy to decrease consumption of sugar-sweetened beverages. Our next meeting will be in February and include persons from the child care community.

The **Community Issues working group** program consists of Shelly Summar, MSEd, RD, LD as Chairperson for the Community, and Julie Vandal as Chairperson for Public Awareness, at Children’s Mercy Hospitals & Clinics, 2401 Gillham Road, Kansas City, MO 64108. Contact ssummar@cmh.edu at (816) 234-9227.

The Community Issues working group continues to work toward implementing the Smart Meal restaurant identification program which would highlight Kansas City area restaurants that offer entrees that are lower in fat and include components such as grains, fruits, and vegetables by highlighting them with the Smart Meal Seal. The group continues to work on grant opportunities to support the program as well as community and restaurant support. The next planning meeting will be held in January 2011.

**School Working Group** with Annette Campbell as Chairperson, Score 1 for Health, 1750 Independence Ave., Kansas City, MO 64106. Contact acampbell@kcumb.edu at (816) 828-2461.

The school committee has reviewed a range of activity options during working group meetings at the last two quarterly meetings and will be meeting in January-March 2011 to discuss and finalize plans and priorities for Weighing In’s action. The committee wishes to acknowledge the enthusiasm and support that Susan Carr-Dowell has brought to the committee as co-chair. Susan is resigning her position as Co-Chair of the School Issues Committee. Weighing In expresses a special thank-you to her for all of her support for the childhood obesity issues in the Kansas City area and values her continued efforts within her school and as a member of the Weighing In Schools Working Group. Anyone interested in participating in this group can forward their contact information to weighingin@cmh.edu.
4. Working Groups Summaries

Weighing In-Policy Working Group program with Lou Edwards as Chairman, at Children’s Mercy Hospitals & Clinics, 2401 Gillham Road, Kansas City, MO 64108. Contact ledwards@cmh.edu at (816) 701-4363 or Deborah Markenson, dmarkenson@cmh.edu at (816) 234-9223.

The Policy Working Group is tracking on several issues for which legislation may be introduced in the coming year. The key items being monitored are highlighted below. If there are other policy issues that Weighing In should be tracking, please contact Lou Edwards or Deborah Markenson.

Policy That Addresses Healthy Eating

Farm to Institution—Focusing on Schools

Missouri legislation may be introduced that includes critical elements developed with input from the Missouri Department of Agriculture, the Missouri Department of Elementary and Secondary Education, the Healthy Youth Partnership (St. Louis), the Missouri Council on Activity and Nutrition, the University of Missouri Extension, and others. Two main elements recommended for Farm to Institution legislation include:

- Create infrastructure (staff and online resources) to connect producers with school consumers in a manner that meets the needs of both.

- Ease state and school procurement restrictions.

Breastfeeding Support

Legislation to strengthen Missouri state laws so women can breastfeed in public places without concern for being arrested for indecent exposure is being considered. Kansas law currently protects breastfeeding in public places.

Policy that Increases Activity:

Livable Streets (complete streets)

The Missouri Department of Transportation has taken steps to support Livable Streets on new road and highway construction. Legislation may also be introduced in the Missouri General Assembly to promote Livable Streets. The group is also tracking on those cities adopting ‘livable streets’ resolutions. Lee Summit recently adopted a livable streets resolution that states its city plans (water utilities plans, greenway plans or transportation plans, etc.) must consider appropriate elements of the livable streets concept to be incorporated into each plan.