

The Healthy Lifestyles Initiative-2014 Progress

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 our focus on integrating across sectors, building on current resources and tracking what works.

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 behaviors.
- P- Customized healthy lifestyle plan for all.
- P- Policies and environments that enable healthy eating and active living.
- S- Statistics or collecting and analyzing key measures to track progress and support process improvement.



Our objectives for 2014:

In 2014, we added 42 new HLI partners, bringing the total to 124 partners. The collective reach of our 124 partners is more than 1.9 million children and families. In 2014, we trained 526 staff from a variety of community organization on the HLI framework and continued to increase our linkages across these various community organizations. Our vision over the past year has been to continue to enroll new partners, but also to enhance our resources and infrastructure to support HLI partners in maintaining their engagement and activities. Below is additional information about our key objectives and highlights of a few 2014 activities.



➤ **Increase community engagement and collaboration by establishing a community engagement governance structure.**

- ✓ 20 individuals, representing diverse partners, participated on the planning committee for developing and designing a community-engaged governance structure for the new Healthy Lifestyles Community Council.
- ✓ Scheduled to launch in the spring of 2015.



➤ **Expand supports for new HLI partners to incorporate MAPPs for Change through enhanced infrastructure supports.**

- ✓ New fittastic.org website launched October 15th, 2014.
- ✓ 12 educational handouts (6 Spanish & 6 English) and 20 marketing materials & educational tools available.
- ✓ In-depth partnership with the Linwood YMCA in Jackson County:
 - 12345 Fit-Tastic! curriculum and messages incorporated into ChildWatch program.
 - Individual coaching sessions integrated 12345 Fit-Tastic! throughout the six week program, including in the assessment and goal setting with individuals.
 - Fit-tastic! messages were infused into activity and nutrition lessons, parent meetings, handouts and goal-setting for a number of youth development activities.
 - Members were educated about 12345 Fit-tastic! in tours and throughout the center
 - Monthly community days, Linwood Corridor Coalition, Faith and Fitness group, and other community partnership included sharing of the 12345 Fit-tastic! messages.

➤ **Increased HLI partners in Jackson (MO) & Wyandotte (KS) counties.**

- ✓ 8 new partners in Wyandotte and 7 new partners in Jackson counties in 2014.
- ✓ In-depth partnership and support for Healthy Communities Wyandotte and its partner organizations, as well as two pilot schools and childcare centers in Wyandotte County.

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

- ✓ CMH Department of Pediatrics set a division goal to improve rates of Healthy Lifestyle Plans.
 - Approximately 72% of 17,140 children seen at CMH primary care clinics received Healthy Lifestyles Plans (HLP) in 2014; 73% received Healthy Lifestyles Assessments (HLA) in 2014.
- ✓ 7 new community healthcare partners enrolled in 2014.

➤ **Increased awareness of messaging tracked through website.**

From October 15 to December 15, 2014:

- ✓ Nearly 1,000 users have visited the new website.
- ✓ 60 percent of users viewed more than one page;
- ✓ The average user viewed 5-6 pages per visit;
- ✓ 15 individuals submitted Fit-tastic! goals on the website; and
- ✓ 56 partners have utilized the new partner portal.



MESSAGE

12345 Fit-tastic! message spreads from Columbia, Missouri to Colombia, South America

The 12345 Fit-Tastic! message is spreading throughout the Kansas City community and surrounding areas. We have continued to promote the message through community partners, social media and grass root efforts. Partners have been using the 12345 Fit-tastic! marketing materials, such as message cards and posters in their organizations and at their events. The 12345 Fit-tastic! message and materials were shared on a medical mission trip in Colombia, South America and through a community coalition that is working in Columbia, Missouri, in addition to nearly 30 local Kansas City area events. We are working with partners in Wyandotte County to develop a messaging campaign, which will launch in 2015 blanketing the county with the 12345 Fit-tastic! message.



2014 Numbers:

- 31 Fit-tastic! events reaching more than 13,000 people
- 5 social media outlets (Facebook, Twitter, Pinterest, Instagram, Linked In)

ASSESSMENT and PLAN

Missouri WIC and Children's Mercy Primary Care provide examples of wide-spread adoption

FIT-TASTIC FEEDBACK FORM: CHECK IT OUT!

1. Physical activity: On a typical day, how many minutes do you (or your child) spend in active play/exercise (breathing device or swimming)?
 Less than 15 min 15 min 30 min 45 min 60 min (1 hour) 90 min (1.5 hours) or more None N/A

2. Screen time: On a typical day, how many hours are you (or your child) in front of a screen (TV, computer, video game, cell phone)?
 1 hour or less 1.5 hours 2 hours 2.5 hours 3 hours 3.5 hours 4 hours 4.5 hours 5 or more hours None N/A

3. Milk and yogurt: On a typical day, how many times do you (or your child) drink milk (check one)?
 Once/day or less (1 cup or less) Twice/day (2 cups) Three times/day (3 cups) Many times/day (4 cups or more) None N/A

A. What type of milk does your child drink? (check all that apply)
 Nonfat (skim) Low fat (1%) Reduced fat (2%) Whole Other:
 Sweet milk Milk or sweetened milk Soy milk

4. Water and beverages: On a typical day, how many times do you (or your child) drink water (check one)?
 Once/day or less (1 cup or less) Twice/day (2 cups) Three times/day (3 cups) Many times/day (4 cups or more) None N/A

A. What other beverages do you (or your child) drink in a typical day? (check all that apply)
 Juice (100%) Soda, fountain or sports drink (such as root beer™, Crush™, Fanta™, Sprite™, Diet Coke™, Diet Pepsi™, Mountain Dew™, PowerUp™, unsweetened tea) Diet pop/cola or unsweetened coffee/tea Other: _____

**B. On a typical day, how many times do you (or your child) drink sodas, fruitades or sports drinks (check one)?
 Once/day or less (1 cup or less) Twice/day (2 cups) Three times/day (3 cups) Many times/day (4 cups or more) None N/A**

5. Fruits and vegetables: On a typical day, how many times do you (or your child) usually eat fruits or vegetables?
 1 or less 2 3 4 5 or more None N/A

CHOOSE HEALTHY HABITS FOR A HEALTHY FUTURE!

Learn more at www.12345Fit-Tastic.org

MY GOAL: _____

**Children's Mercy
HOSPITALS & CLINICS**
Kansas City

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Missouri's Special Supplemental Nutrition Program for Women, Infants, Children (WIC) program incorporated the healthy lifestyle assessment (HLA) questions into their electronic record in 2013. In 2014, Missouri WIC made educational and marketing materials available to all WIC programs through the state's warehouse. As of December 2014, 60 local WIC offices had requested 12345 Fit-tastic! materials from the state WIC office, totaling nearly 3 million copies of 12345 Fit-tastic! educational materials provided to local WIC offices to use in their work with families.

In 2013, Children's Mercy embedded the HLA questions into the "electronic medical record" to allow for systematic tracking and analysis of data from well-child visits in primary care clinics. In 2014, the Children's Mercy Department of Pediatrics made providing the HLP a division-wide goal. This major policy initiative is an important

step in increasing the number of children receiving HLPs in their well-child visits. Throughout 2014, Children's Mercy primary care clinics made large improvement in increasing the use of HLPs, with an estimated 72% of children ages 2 and older seen for well child-checks receiving HLPs in 2014.

2014 Numbers:

- 73% of children (17,140) getting a well-child check in Children's Mercy primary care clinics received a HLA
- 72% of children getting a well-child check in Children's Mercy primary care clinics received a HLP
- About 3 million copies of 12345 Fit-tastic! HLP and other materials provided to local WIC clinics



CHOOSE HEALTHY HABITS FOR A HEALTHY FUTURE!
Learn more at www.fittastic.org

Follow us on   

MY GOAL: _____

FOLLOW UP: _____



9/25/14 Children's Mercy Hospitals and Clinics

POLICIES

Partners work to improve the food and fitness environment for children and families



We encourage community partners to support policy efforts that relate to healthy eating and active living. In 2014, many new and existing partners worked together to advocate for and implement policies such as increasing the number of safe walk/bike routes to school, staff role modeling, school / community gardens advocacy, establishment of school wellness committees and vending guidelines.

The work of the Healthy Lifestyles Community Council, set to launch in 2015, will help us to begin to track metro- wide policy actions, coordinate actions and provide training and technical assistance to agencies for adoption and advocacy for

policy/ environmental changes related to healthy eating and active living.

2014 Numbers:

- 7 policies identified through new MAPPS for Change action plans in 2014. Examples include:
 - One health department is working on a city healthy vending policy and providing assistance to local childcare centers to develop and implement wellness policies.
 - One primary care office is focusing on healthier food for staff lunches and limiting sweets provided at the office.

STATISTICS

Enhanced evaluation coming soon; share your stories now

In 2014, we developed an evaluation framework and key measures to track reach, effectiveness, adoption, implementation, and maintenance. In 2015, we will pilot the evaluation with key partners, rolling out the evaluation to partners by settings throughout the year. Currently, data is collected from community partners through submitted MAPPs for Change plans and Fit-tastic! reports. Feel free to submit one today and share your story.

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fittastic.org

