

The Healthy Lifestyles Initiative

Greater Kansas City Area Charter

Background The obesity epidemic presents an unprecedented economic and health burden to the Kansas City area. In response to this issue, *Weighing In-* a program of Children’s Mercy in collaboration with other partners is integrating efforts to increase the proportion of Kansas City children and their families at a healthy weight.

Purpose: The Healthy Lifestyle Initiative (HLI) is designed to increase individuals practicing healthy lifestyles and at a healthy weight in the Kansas City area. This is done in collaboration with partners using proven methods, building on current resources, integrating across sectors, and tracking what works.

Methods-MAPPS for Change: The HLI methods provide a framework for community collaboration and alignment across three sectors (health care, government, community). These methods are based on approaches that contribute to lowering rates of obesity and include:

- M-** Consistent use of **message - 12345 Fit-Tastic!**
- A-** Consistent **assessment** of weight status and behaviors.
- P-** Customized healthy weight **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.

Objectives

1. Increase community engagement and collaboration.
2. Expand supports for new partners to incorporate MAPPS for Change elements within their programs.
3. Increase the number of partners engaged in HLI.
4. Increase the number of children and families who hear the message and receive education on targeted behaviors.
5. Increase the number of children and their families that receive a healthy weight assessment and customized plan through primary care practices or health screenings.
6. Improve linkage between partners to enhance collective impact within communities.
7. Increase policy and environmental changes to support healthy eating and active living behaviors.

2015-16 Desired Outcomes

1. Established Guiding Committee and community engagement.
2. Enhanced partner supports (e.g., website, training, resources).
3. Increased number of HLI partners.

4. Increased awareness and practice of behaviors promoted by **12345 Fit-Tastic!** messaging.
5. Increased proportion of children that receive healthy weight assessment and plan to prevent, detect and intervene early on childhood obesity.
6. Enhanced impact through partner collaboration.
7. Improved food and built environments that support healthy lifestyles.

Partners: Over 60 agencies across three sectors have enrolled in the HLI to date with new partners joining on a regular basis. The collective reach of these partners is approaching 1 million from the Kansas City area. *Weighing In* asks partners to create their “MAPPS for Change” work plan that outlines actions their program(s) will take. Partners match their work plan and implementation actions to their needs, resources and capabilities.

Guiding Committee: HLI partners guide the effort and will create a formal guiding committee in 2014. Original partners include: Weighing In- Children’s Mercy, Kansas City MO Health Department, Mid- America Regional Council, YMCA of Greater Kansas City, and KC Healthy Kids

Infrastructure and Staffing: *Weighing In* provides infrastructure support for HLI partners. Staff provides training and technical assistance to partners, manages the website and social media links, oversees evaluation, supports the Guiding Committee and manages other administrative duties.

Resources: An array of materials is available for enrolled partners to use with their clients or patients at www.fittastic.org . Partners can print and brand with their agency’s logo if they wish.

Join the Movement

Prospective partners can learn more about the program at www.fittastic.org .Partners ready to sign-up can do so directly on-line. Please contact *Emily Meissen Sebelius*, 816-234-9249, esebelius@cmh.edu if you have questions or would like additional assistance with the process.

Special Thanks to Funding from JR Albert Foundation, Kansas Health Foundation, and Health Care Foundation of Greater Kansas City.

