Governors in Action: Addressing Obesity in Michigan

Kimberlydawn Wisdom, MD, MS
Michigan Surgeon General

Environmental Solutions to Obesity in America’s Youth
June 1, 2005
Governor Jennifer M. Granholm

47th Governor of the State of Michigan
and
Michigan’s First Female Governor
The Surgeon General’s Roles

- Serve as Chief Public Health Advocate
- Rebuild the Public Health System
- Develop public health policy
- Build collaborative partnerships
Healthy Michigan 2010: Michigan Surgeon General’s Health Status Report

10 leading health indicators:
chronic disease, lifestyles, tobacco, substance abuse, mental health, maternal and child health, immunizations, injuries and violence, healthy environments, and infectious and emerging diseases

www.michigan.gov/mdch
Our Determination, Our Destination: A 21st Century Economy

Physical Health = Fiscal Health
Granholm, Surgeon General Unveil Prescription for a Healthier Michigan

May 4, 2004

LANSING – Governor Jennifer M. Granholm and Dr. Kimberlydawn Wisdom, Michigan Surgeon General, today unveiled a new plan designed to improve the long-term health of Michigan's citizens by focusing on strategies to prevent disease and other chronic health conditions.

www.michigan.gov/gov
Prescription for a Healthier Michigan

1) Strategic Priorities
   - Promoting healthy lifestyles
   - Protecting families
   - Protecting communities
   - Eliminating health disparities

2) Recommendations

http://www.michigan.gov/mdch
Focus on physical activity, healthy eating, and decreasing tobacco consumption
Michigan Steps Up

Goals:
• Build community capacity
• Share resources
• Reduce health risk factors
• Improve health outcomes

Campaign Components:
• Stakeholder Meetings Report
• Media Campaign
• Healthy Lifestyle Challenges
• Website
• Other (e.g. Seeking grants for a community component and other projects)
Michigan Steps Up Campaign Launch
February 3, 2005

Partners: Detroit Pistons & Shock, Michigan Dept of Community Health, First Gentleman, Governor’s Council on Physical Fitness, Health, & Sports
Healthy Lifestyle Challenges

- Legislative Health Challenge
- Walk by Faith Challenge
- Public Health Steps Up
Public/Private Collaboration is the Key
Michigan Steps Up Stakeholder Groups

- Business
- Schools
- Healthcare
- Faith-Based
- Community
Michigan Steps Up Schools Group

Coordinated School Health Team

Healthy School Action Tool

Policy and environmental changes

School Recognition Program
Call to Action

Policy

Behavior

Environment
Other Efforts to Address Obesity in Michigan
All Children Exercising Simultaneously (ACES)

ACES Day at the State Capitol
May 4, 2005
Walk to School Day
Labor Day Bridge Run
The Cool Cities Initiative

www.coolcities.com
Mission:
The Governor's Council on Physical Fitness, Health and Sports and the Michigan Fitness Foundation are working to improve the health of the people of Michigan by promoting the health benefits of physical activity and creating behavior-changing programs that equip Michigan citizens to lead a physically active lifestyle. We are focused on preventing chronic disease and reversing the trend toward sedentary living.
Exemplary Physical Education Curriculum (EPEC)
Safe Routes to School

Photographer: Dan Burden

www.pedbikeimages.org
Promoting Active Communities Award (Continued)

- One-of-a-kind tool in the country
- Carrot approach: Doubles as an award and an educational tool
- Online format provides instant feedback & helpful links
- Automated community & state progress reports
- Developed by the Michigan Department of Community Health and the Governor’s Council on Physical Fitness, Health and Sports
Promoting Active Communities Award (Continued)

Six Categories of Assessment:

1. Policies & Planning (weighted heavier)
2. Pedestrian & Bicycle Safety/Facilities
3. Community Resources
4. Worksites
5. Schools
6. Public Transportation
Public Policy Recommendations: Physical Activity

1) Make it Easier for Children to Safely Walk and Bike to School

2) Require Schools to Provide Daily, Quality Physical Education in All Grades

3) All Students Should Receive Physical Education
Other Healthy Lifestyle-Related Policy Efforts

– Promote healthy foods and beverages in schools

– Require nutrition labeling for restaurant foods
“The best way to predict the future is to invent it.”

--Author Unknown