Governors in Action: Addressing Obesity in Michigan

Kimberlydawn Wisdom, MD, MS
Michigan Surgeon General

Environmental Solutions to Obesity in America's Youth

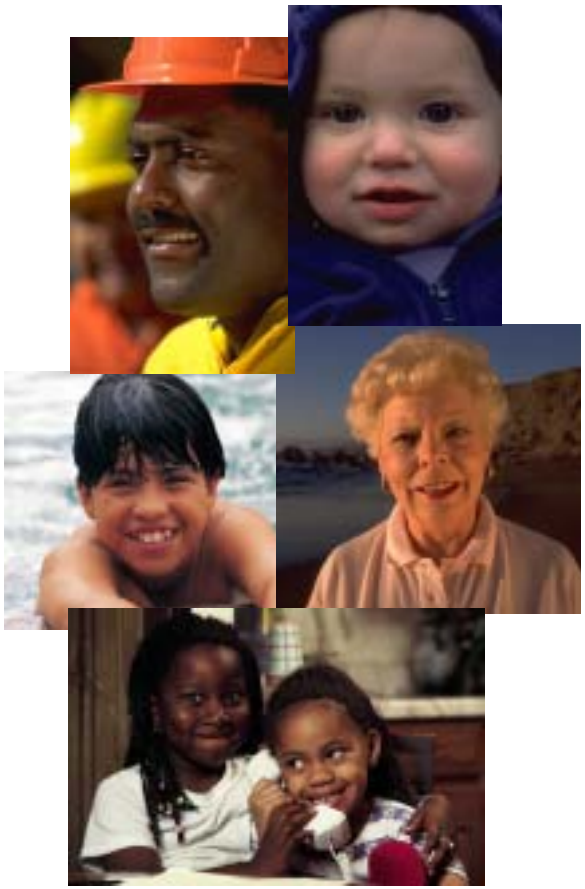
June 1, 2005

Michigan Department of Community Health
MDCH
Jennifer M. Granholm, Governor
Janet Olszewski, Director

Governor Jennifer M. Granholm

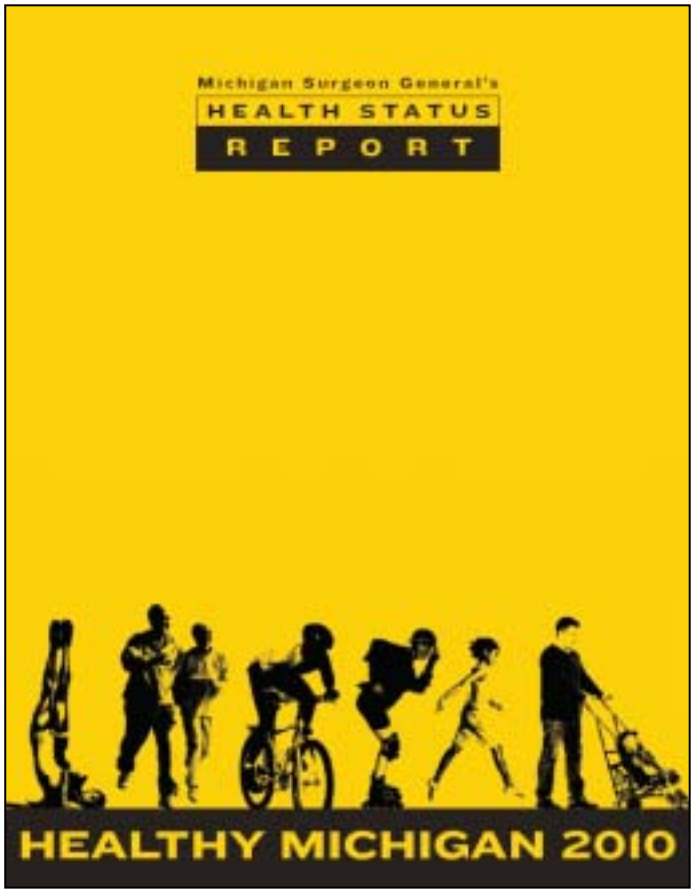
47th Governor of the State of Michigan
and
Michigan's First Female Governor

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



www.michigan.gov/mdch

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

Governor Granholm's
State of the State Address
January 27, 2004

Our Determination, Our Destination:
A 21st Century Economy

Physical Health = Fiscal Health

Photo: www.michigan.gov/gov (courtesy of Gary Shrewsbury)

Prescription For A Healthier Michigan

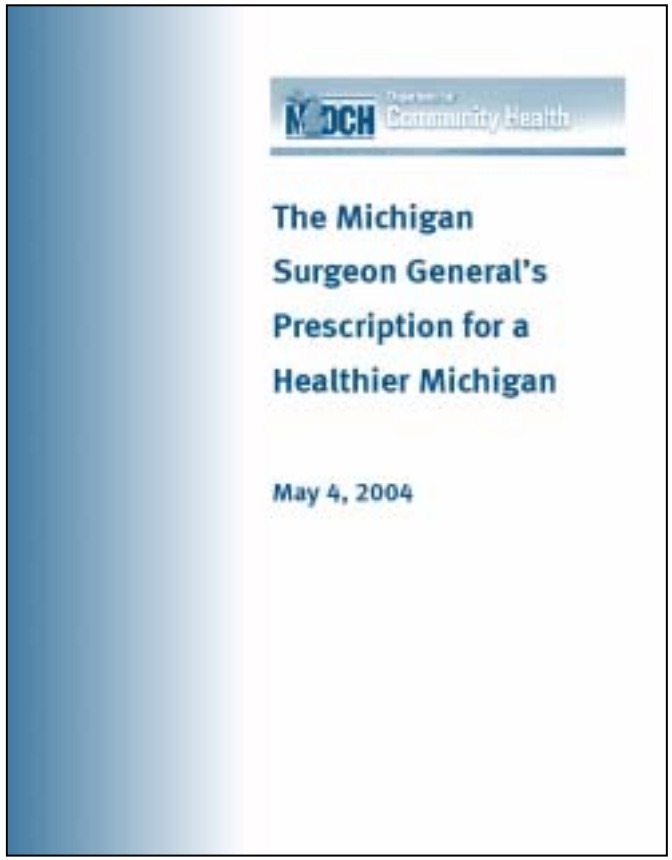
Granholm, Surgeon General Unveil Prescription for a Healthier Michigan

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



http://www.michigan.gov/mdch

1) Strategic Priorities

- **Promoting healthy lifestyles**
- Protecting families
- Protecting communities
- Eliminating health disparities

2) Recommendations

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:

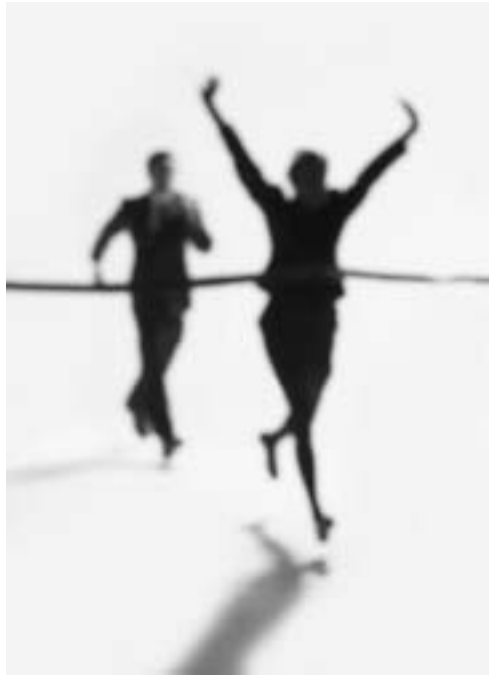
- Stakeholder Meetings Report
- Media Campaign
- Healthy Lifestyle Challenges
- Website
- Other (e.g. Seeking grants for a community component and other projects)

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

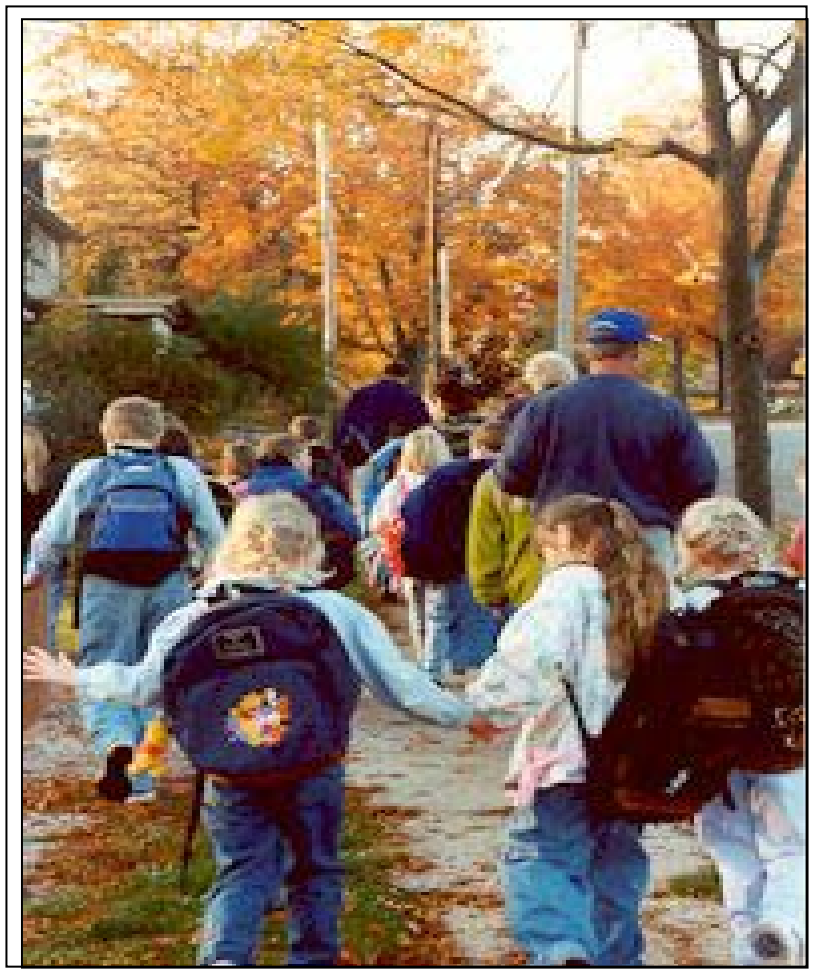
Behavior **Environment**

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

COOLCITY
Neighborhood In Progress
WWW.COOLCITIES.COM

www.coolcities.com

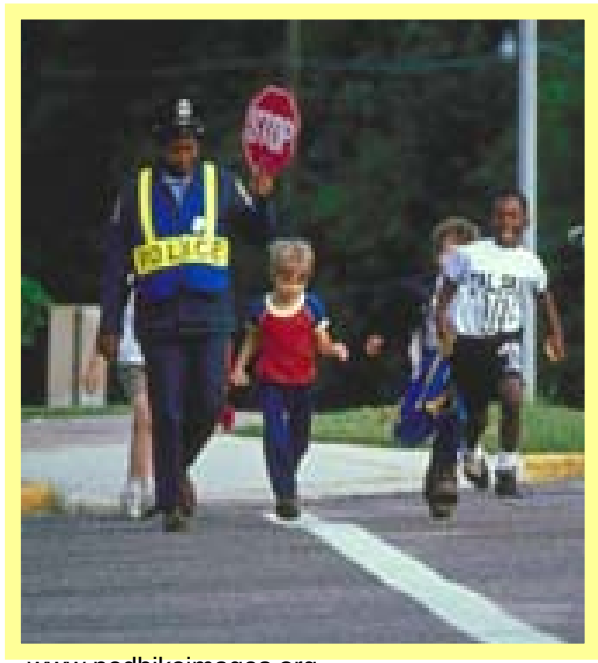
Michigan Governor's Council on Physical Fitness, Health, & Sports

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)

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