



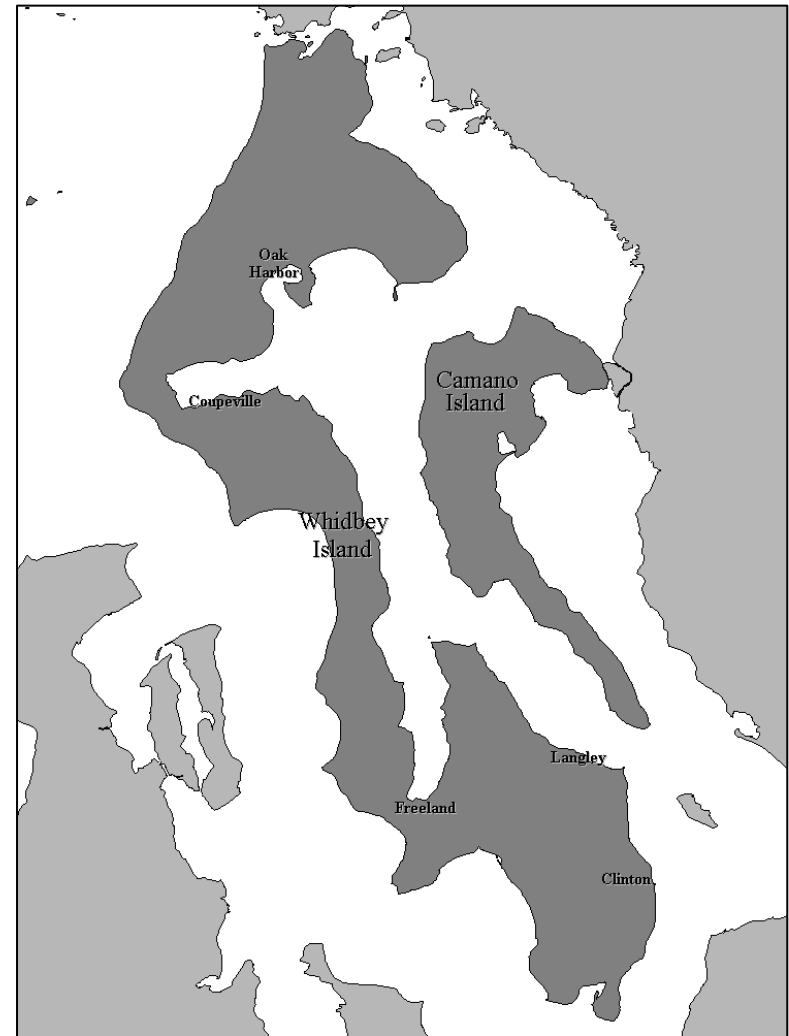
Carrie McLachlan, MPA
Whitney Webber, MS

MISSION:
POSSIBLE

State and Local Public Health Partnerships to
Address Nutrition and Physical Activity in Schools
September 11, 2008

Island County

- 4 School Districts
- Coupeville is county seat
- ICPH – 49 FTEs
- Oak Harbor – home to NASWI
- Population of ~80,000




Chronic Disease Prevention Program

<http://www.islandcounty.net/health/wellness.htm>

- Started in Jan '08
- Mission
- Goals
- Objectives


Island County Public Health
Always Working for Safer and Healthier Communities

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Chronic Disease Prevention

<p>WHAT WE DO Overview County-specific Data Join Us</p> <p>PARTNERS IN ACTION Community Early Childhood Healthcare Schools Worksites</p> <p>RESOURCES Assessment For Families Healthy Snacks Toolkit Island County Trails Plan for Healthy Living</p> <p>Contact Information</p>	<p>What We Do</p> <p>OUR VISION Island County residents will live healthier lives through increased physical activity and healthier diets.</p> <p>OUR MISSION We strive to reduce chronic disease risk factors, such as obesity, physical inactivity, and poor nutrition, by working with the community to influence policies, environments, and health behaviors.</p> <p>OUR GOALS</p> <ul style="list-style-type: none">• Increase healthy nutrition by increasing (1) consumption of fruits and vegetables, (2) healthy snacks served at schools, child and youth service organizations, and worksites, and (3) family meal times• Increase the percentage of Island County residents to 30% of adults and 85% of youth that receive at least 30 minutes of moderate activity on 5+ days a week• Increase the number of Island County residents who bike or walk to school/work or for recreational activity• Decrease overweight and obesity rates in Island County by (1) reducing the proportion of overweight children and adolescents in Island County to 5% and (2) increasing the proportion of adults at a healthy weight to 60%• Reduce sedentary activity by limiting screen time for children to no more than 2 hours per day• Increase knowledge, awareness, and prevalence of nutrition and physical activity policies
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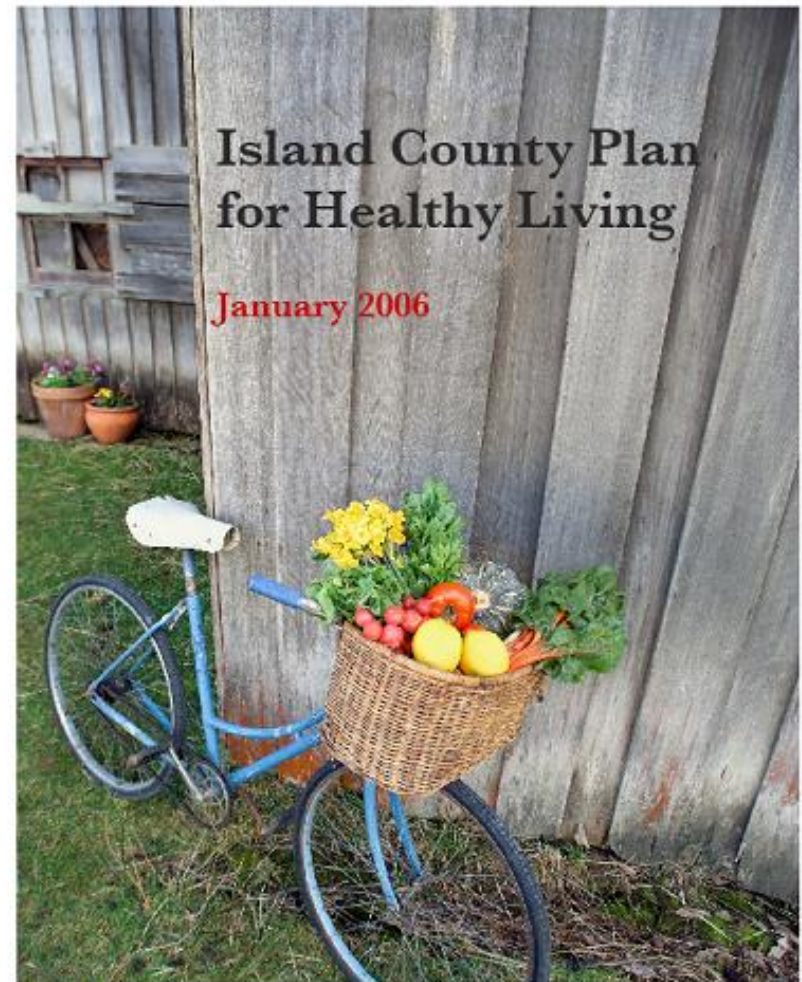
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Role of Community Coalitions

- CHAB (Island County Community Health Advisory Board)
 - 2003: Special Report on Chronic Disease, Physical Activity, Preventive Health
 - 2007: Chronic Disease Health Action Team (HAT)
- WHIM (Whidbey in Motion)
 - Take local action along with regional collaboration
- EHAT (Environmental Health Assessment Team)
 - Walkability is one of top EH issues

State-Local Partnership

- DOH Planning Grant (\$35,000) resulted in the *Plan for Healthy Living*
 - Identified 13 strategies and target populations
- DOH PHBG to start plan implementation (\$14,000)
- Efforts continue with state-legislated funds (E2SSB 5930 - \$67,000 annually) and DOH-grants (3 yrs. @ \$50,000)
- Set the stage for current program and working with partners

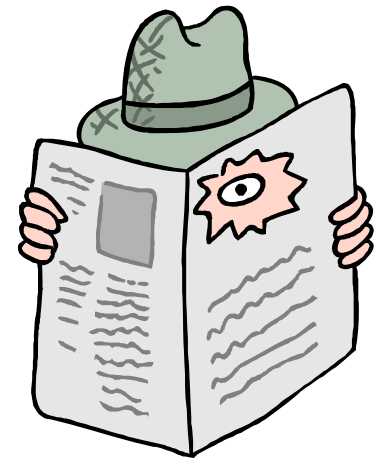


SLR/STRATEGIC LEARNING RESOURCES

Island County
Health Department

Partners in Action

- How we set and address priorities
- Target interventions in schools, community, healthcare, worksites, early childcare, etc.
 - Seek for these other agencies to take accountability



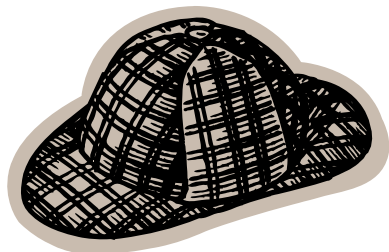
Public Health Program Initiatives

- Our accountability to the community
- Walkable Island County
 - Two walkability forums
 - Transportation Tour
- Healthy Island Youth Initiative



Healthy Island Youth Initiative

- 3-year grant (2008-2010)
- Policy and environmental approach to encouraging healthy eating and active living in school-based and community-based settings
- Activities include:
 - Working with community groups to establish physical activity and nutrition opportunities for K-12 students
 - Establishing programs for students to walk and bike safely to school
 - Helping schools learn and adapt new PE skills curricula
 - Serving on school wellness committees
 - Establishing healthy snacks policy guidelines for schools and after-school programs
 - Sponsoring and promoting local activities that help create safe, convenient, and connecting trails
 - Working with child care providers to improve food and activity environments
 - Implementing a community-wide campaign that focuses on active living, healthy meals and snacks, family meal times, and reducing sedentary behaviors



Lessons Learned

- Most effective when sitting on already established wellness committees instead of facilitating this work as an outside agency
- Difficult to implement unfunded mandates for schools
- Schools have very little money and resources to do this work
- Most effective if you put initiative up front in writing grants and letters of support, and offering in-kind assistance to establish a role for public health w/in school district
- Procedures make things happen more than the policies

Case Study

- South Whidbey School District
 - 1,900 students; 4 traditional schools and 2 alternative programs
 - None of schools are close to housing so model programs (i.e. Walking School Bus) don't work for this area; need to be adapted
 - Nutrition and physical activity policies and procedures
 - Nutrition and Physical Activity Council

Key Stakeholder Interviews

- Video segments with key stakeholders (other than school board) having the ability to evaluate and influence policy
 - You have school district policies and procedures in place to encourage physical activity and healthy eating. What policies and procedures do you think are working now? What's not working? What would help make those policies and procedures more effective in your school environment?
 - This year, the SWSD Nutrition Council did some work on healthy snacks. What additional work do you think schools could be doing to provide for a healthier school environment?
 - If Bill Gates walked through your school tomorrow and handed you \$1 million to improve school health, what would you do with the money?
 - Since first working with the district, what changes have you noticed with respect to physical activity and nutrition opportunities in the schools?

Thank you!



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