



Healthy Kids Healthy Communities DC

Active Living By Design Annual Conference

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Summit Health Institute for Research and Education, Inc



Mission

SHIRE works to eradicate health disparities and aid vulnerable populations in attaining optimal health.

SHIRE works with communities, government agencies, educational institutions and foundations to identify inequities and galvanize grassroots groups to address access to healthcare and quality of care issues among the underserved, particularly communities of color.



Healthy Kids, Healthy Communities



- National program of the Robert Wood Johnson Foundation (RWJF).
- Primary Goal = implement healthy eating and active living policies- and environmental-change initiatives.
- Emphasis on children at highest risk for obesity on the basis of race/ethnicity, income and/or geographic location.

SHIRE

National Leading Sites



1. **Washington, DC**
2. Baldwin Park, CA
3. Central Valley, CA
4. Chicago, IL
5. Columbia, MO
6. King County/Seattle, WA
7. Louisville, KY
8. Oakland, CA
9. Somerville, MA

SHIRE



**Healthy Kids, Healthy Communities
In
Washington, DC**

“Modeling healthy living for the nation”

Healthy Kids, Healthy Communities DC



Vision

- To reverse the childhood obesity epidemic through systems changes which promote healthy living among underserved children and families of the District of Columbia.

Goals

- Through a process of community consultation Ward 7 and 8 residents will be engaged to inform priorities among healthy eating and active living policies.
- Gain adoption and implementation of policy choices selected by community and assessed as feasible by the HKHC, D.C. partnership by 2012.
- Contribute to community-wide movement-building around childhood obesity prevention and reversal.

Our Children's Health Status



States with Highest Rates of Overweight *and* Obese 10- to 17-year-olds

2008 Ranking	States	% of Obese 10- to 17-year-olds
1	District of Columbia	22.8% (+/- 4.3)
2	West Virginia	20.9% (+/- 4.2)
3	Kentucky	20.6% (+/- 5.6)
4	Tennessee	20.0% (+/- 4.1)
5	North Carolina	19.3% (+/- 4.3)
6	Texas	19.1% (+/- 4.6)
7	South Carolina	18.9% (+/- 4.6)
8	Mississippi	17.8% (+/- 3.9)
9	Louisiana	17.2% (+/- 4.8)
10	New Mexico	16.8% (+/- 4.1)

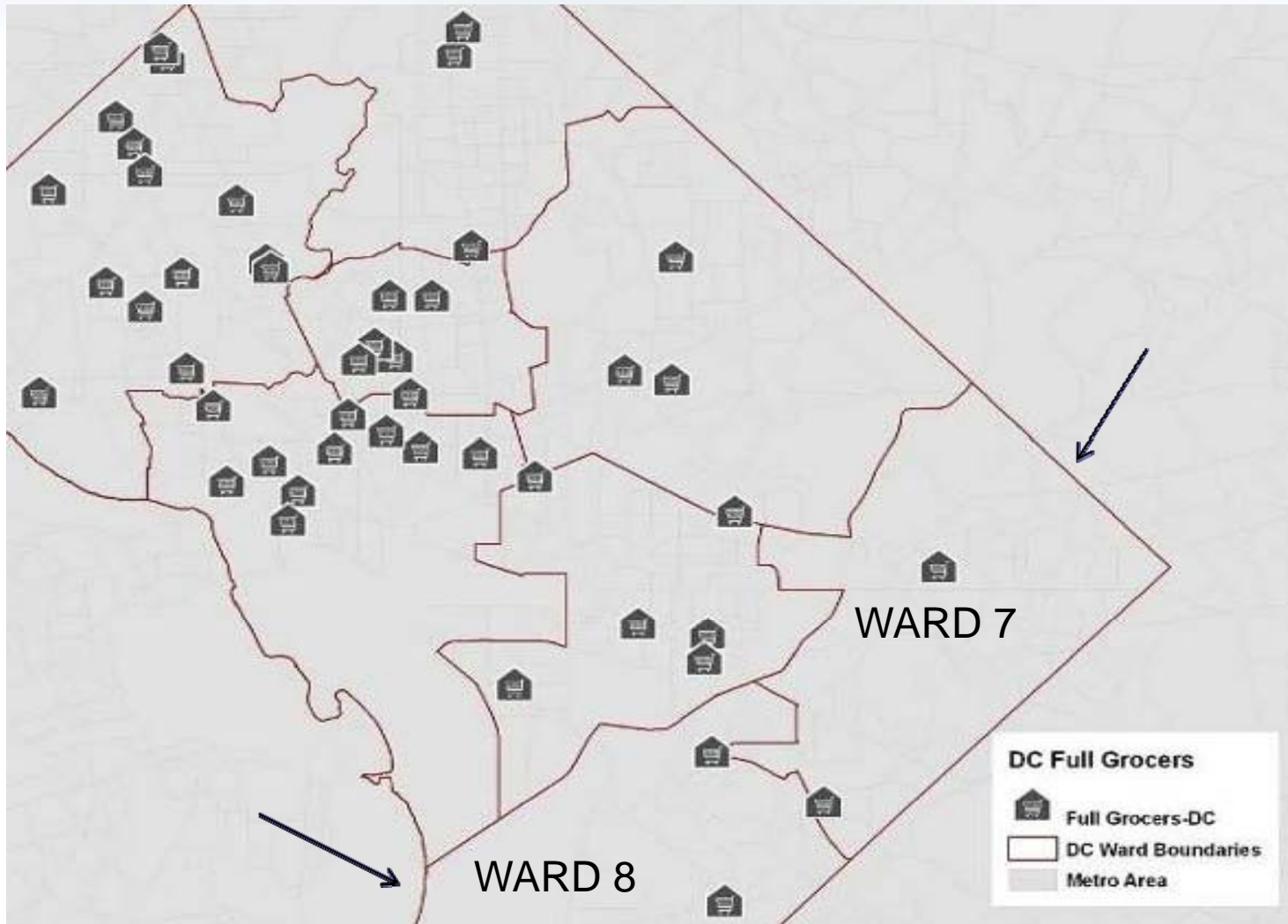
2009 Ranking	States	% of Overweight <i>and</i> Obese 10- to 17-year-olds
1	Mississippi	44.4% (+/- 4.3)
2	Arkansas	37.5% (+/- 4.2)
3	Georgia	37.3% (+/- 5.6)
4	Kentucky	37.1% (+/- 4.1)
5	Tennessee	36.5% (+/- 4.3)
6	Alabama	36.1% (+/- 4.6)
7	Louisiana	35.9% (+/- 4.6)
8	West Virginia	35.5% (+/- 3.9)
9	District of Columbia	35.4% (+/- 4.8)
10	Illinois	34.9% (+/- 4.1)

Source: Jeffrey Levi, et al., F as in Fat: How Obesity Policies are Failing in America (Trust for America's Health and Robert Wood Johnson Foundation, 2009).

DC's Grocery Store Gap



Map 1. Full Service Grocers in the District of Columbia



DC's Park Safety Concerns



Healthy Eating Policy Option

POLICY #1:

Institutionalize the Federal Afterschool Supper Program to provide low-income children with healthy suppers



Healthy Eating Policy Option

POLICY # 2:

Create a Saturation Index to limit access to unhealthy food retail/increase opportunities for healthy food retail.



Active Living Policy Option

Policy # 1

-Institutionalize a paid park keeper workforce.

- Impact:
 - Clean Parks = More Use = More Activity
 - Promotes neighborhood based employment



Active Living Policy Option

Policy # 2:

- To change local Medicaid and insurance regulations to allow reimbursement for community based fitness programs.

Impact:

- Increase available fitness programs by providing reimbursement.
- Promotes neighborhood based employment.

The Power of Partnership



DC Department of Health

- State Obesity Plan
- State Block Grants
- Communities Putting Prevention to Work

DC Office Of Planning

- 10 Year Comprehensive Plan
- Zoning Codes
- Retail Regulations

National Black Child Development Institute

- Afterschool Meal Program
- Early Childcare Outreach

DC Department of Parks and Recreation

- Park Keepers
- Access to Physical Activity
- Health and Wellness Plan

DC Hunger Solutions

- Afterschool Meal Program
- Saturation Index
- Healthy Corner Store Initiative
- Advocacy Training

DC Public Schools

- Afterschool Meal Programs
- Out of School Time Programs
- Joint Use Agreements



Community Engagement



GREETINGS FROM HEALTHY KIDS, HEALTHY COMMUNITIES!

WE HEARD YOU!

Feedback on Improving Healthy Eating and Active Living In Your Community

We Thank You For Caring About the Health of Your Community!

Here's What You Told Us:

HEALTHY EATING POLICIES:

50.6%

50.6% support serving free nutritious suppers to children at community-based programs.

49.3%

49.3% support increasing healthy food outlets or limiting unhealthy food outlets in the community.

ACTIVE LIVING POLICIES:

55%

55% support creating a "Park Keepers" work-force to help make parks clean and safe.

45%

45% support having the cost of community-based fitness programs covered by Medicaid/health insurance.

Stay Tuned!

We will need your continuous support. Please stay tuned for more information and ways to stay involved by:



- Attending a healthy kids healthy communities meeting!
- Becoming a trained advocate!
- Spreading the word!

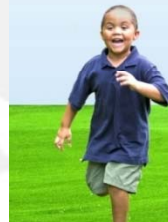
Sincerely,

The Healthy Kids, Healthy Communities Team

Summit Health Institute for Research and Education (SHIRE)
D.C. Hunger Solutions
National Black Child Development Institute

D.C. Department of Health
D.C. Office of Planning
D.C. Department of Parks and Recreation

FOR MORE INFORMATION, PLEASE CONTACT
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Year One Policy Victory!



- Through FY 2010 Agriculture Appropriations bill....

THE DISTRICT OF COLUMBIA IS AN
OFFICIAL

*****Afterschool Meal Program State*****

SHIRE

Next Steps



Financial

Matched Funding

Policy

Policy Adoption
Monitor Implementation

Community

Engagement
Trained Advocates

To Learn More Visit:



- Robert Wood Johnson Foundation:
www.rwjf.org
- Healthy Kids Healthy Communities:
www.healthykidshealthycommunities.org
- Summit Health Institute for Research and Education, Inc (SHIRE):
www.shireinc.org

Thank You



For More Information Contact:

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