

Blueprint Seed Grant Final Report
Association of State & Territorial Public Health Nutrition Directors
Submitted by the Arizona Department of Health Services
September 14, 2009

Overview

The Arizona Department of Health Services (ADHS) has used the Blueprint for Nutrition and Physical Activity to help with the integration of programs at the Department to combat obesity and is also posted on the Department's website. The Blueprint Seed Grant provided an opportunity for ADHS to support the South Phoenix PhotoVoice Project, aimed at reducing childhood obesity in South Phoenix by achieving sustainable change to support healthy eating and active living. South Phoenix is comprised of very low to lower-middle income neighborhoods with large numbers of both African American and Latino residents, and is characterized by high rates of childhood obesity.

PhotoVoice methodology uses a combination of photography and focus groups to capture the youth perspective on health, body image, and the food and physical activity environments in their community. An important component of the South Phoenix PhotoVoice Project is a traveling exhibit of photographs taken by youth participants.

The South Phoenix PhotoVoice Project is the product of an ongoing collaboration between the Arizona Department of Health Services and Maricopa County Health Department Action Learning Collaborative and Arizona State University (ASU). In addition, researchers at ASU partnered with the Salvation Army South Mountain Community Center to recruit participants, hold photography classes and focus groups, and exhibit photographs.

Cornerstones

The South Phoenix PhotoVoice Project focused on the cornerstones of **access** to healthy foods and physical activity, **collaboration** and partnership development, and **communications**.

Prior to starting the PhotoVoice Project in South Phoenix, the Action Learning Collaborative team assessed the nutrition and food environment in South Phoenix using the Nutrition Environment Measures Survey (NEMS), with the ultimate goal of impacting the food environment by working with local grocers and educating the community on food availability and healthy food choices. The South Phoenix PhotoVoice Project builds upon this effort, using photographs and group discussions to assess the needs and barriers related to healthy living. The Project has initiated a number of new community partnerships as a result of the Blueprint Seed Grant funding. These new community partners will provide venues for future photography exhibits.

Opportunities

The Blueprint Seed Grant gave ADHS an opportunity to share the South Phoenix PhotoVoice Project with internal and external partners.

The traveling exhibit, "South Phoenix Through The Eyes of Youth", was launched with a reception held on July 30, 2009 at the Salvation Army South Mountain Community Center. Approximately 60 people attended, including parents and families of participants, community members, university researchers, artists, staff of local clinics, schools, and non-profit and governmental social service agencies.

The Maricopa County Department of Public Health's Maricopa County Policy Training Institute on Childhood Obesity featured the photography exhibit at their meeting on September 1-3, 2009. The photographs and captions were shared with over 60 community partners concerned about childhood obesity. Interested individuals were invited to host the exhibit and work on the development of an action plan to improve the food and physical activity environment in South Phoenix. In preparation for the meeting, a link to the Blueprint was provided to all participants.

The South Phoenix PhotoVoice Project has initiated a number of new community partnerships. Discussions are underway with a number of community organizations and institutions to host the traveling exhibit and elicit public commentary, including the Arizona State University Anthropology Museum, the Ocotillo Branch of the Phoenix Public Library, Rose Linda Elementary School, the Trinity Cathedral Art Space, and the Hayden Neighborhood Recreation Center. The assistant to the Phoenix Councilman for District 7 has also offered to facilitate a display of the exhibit in the Phoenix City Hall Rotunda.

The Blueprint Seed Grant provided an opportunity for ADHS to travel to the June 2009 ASTPHND Annual Meeting to collaborate with other Blue Print Seed Grant recipients and learn about their activities and projects.

Barriers/Lessons Learned

Photography classes were scheduled for Saturday afternoons to make it easier for working parents and so that the classes would not compete with after school tutoring. The Project started with 14 youth participants ages 9-12 and ultimately ended up with six youth who attended program sessions regularly and participated enthusiastically. Attrition rates were high due to issues such as unforeseen family emergencies and problems with transportation.

Supplemental Funding

ADHS provided ASU with additional funding for the South Phoenix PhotoVoice Project from the Steps to a Healthier Arizona Initiative (STEPS) grant. The additional funding provided for ASU staffing, digital cameras, photograph printing, exhibit materials, photocopying, and transcription services.

Advice for Future Seed Grant Award Recipients

ADHS encourages interested states to apply for future Blueprint Seed Grants. It has given us the opportunity to not only promote and disseminate the Blueprint in Arizona but to support a project that has the potential to reach communities with the message of good nutrition and physical activity well after the conclusion of the grant.

Blueprint Seed Grant Report Florida 2009

Background:

The Florida Department of Health (Department) used the Blueprint as an impetus to provide consumers, communities, organizations, programs, and agencies with tools and resources to address priority nutrition and physical activity issues in Florida. The Department aligned the Governor's Council on Physical Fitness (Governor's Council) recommendations along with existing state health programs and partnership activities with the Blueprint to show similarities in recommendations and activities focusing on improving nutrition and physical activity. Through joint planning, synergistic linkages, and shared resources, the reach and impact on chronic disease prevention initiatives in Florida is being maximized.

- The Department provided its' community-based program, Healthy Communities, Healthy People (HCHP) with a copy of the Blueprint to use as a reference for the development of the community action plan. HCHP is the Department's statewide initiative designed to promote health care systems, social, policy, and environmental changes or strategies toward change. The goal is to encourage community support for healthy lifestyles to reduce major behavioral risk factors associated with chronic diseases. The HCHP Program has coordinators covering all 67 counties and serves as the community implementation arm for the Bureau of Chronic Disease Prevention and Health Promotion (Bureau). The HCHP coordinators submitted a work plan in August 2009 with goals, objectives, and strategies that align with the Blueprint's Cornerstones and Strategies.
- The HCHP Program provides a statewide forum for information exchange on issues related to chronic disease through weekly conference calls that are open to the 67 county health departments and their community partners. The processes for addressing the cornerstones and implementing the strategies outlined in the Blueprint have been discussed, with participants sharing their experiences and lessons learned. This open forum is coupled with periodic training sessions utilizing web-based technology. The monthly HCHP Lecture Series follows a webinar format with speakers presenting information on a particular strategy that is highlighted in the Blueprint. Since Florida received the Blueprint Seed Grant, the HCHP Lecture Series has had speakers from NHLBI, HHS, CDC, NCI, and other national, state, and local organizations present on school based interventions (We Can!, CATCH, Organ Wise Guys, Farm to School), community gardens, Fruit and Vegetables: More Matters Program, Faith based interventions (Body and Soul), and BodyWorks.
- At the 2009 Annual Healthy Start Summer Conference, participants were provided with information on the Blueprint as a resource for identifying nutrition and physical activity strategies. Healthy Start coalitions are community-based nonprofit agencies located throughout the state whose purpose is to address the diverse needs of pregnant women and infants up to age 3. The coalitions conduct assessments of community assets and needs, identify gaps and barriers to effective service delivery, and develop a service delivery plan to address identified problem areas and issues.
- The Matrix of Nutrition and Physical Activity Recommendations (Matrix) was developed by the Bureau to highlight the recommendations and strategies for increasing healthy eating and physical activity. The sources of input for this matrix are the Blueprint, Governor's Council Recommendations, and Recommended Community Strategies and Measurements to Prevent Obesity in the United States (MMWR, July 2009). The Blueprint's cornerstones were used as the overarching elements with each of the sources and recommendations listed accordingly. The Matrix serves as a quick reference tool for use by state and local stakeholders when developing their community action plans. In July of 2009 the Governor's Council was presented with the matrix with the Blueprint cornerstones and strategies. The Governor's Council is referencing the Blueprint in their efforts to develop and implement their recommendations to increase healthy eating and physical activity in Florida.

The Department plans to further ingrain the Blueprint's information in early 2010 with a series of training and education sessions followed by a series of calls using a collaborative learning environment format that allows communities to share and learn ways to implement Blueprint strategies.

Cornerstones:

The Department developed and implemented a dissemination plan that addresses each of the five Blueprint Cornerstones: 1) Assess- Assure access to healthy foods and locations to engage in physical activity; 2) Collaboration- Promote healthy lifestyles by maximizing collaboration; 3) Science and Research- Build the science base and accelerate the transfer of science to practice; 4) Workforce- Increase the diversity, capacity and flexibility of the nutrition and physical activity workforce; 5) Communications- Promote health and create awareness of the investment value and physical activity through effective communications.

Opportunities:

The increasing threat that chronic disease poses to Floridians and the knowledge these health problems may be prevented and managed by strategies outlined in the Blueprint provides the Department with several opportunities to promote healthy nutrition and physical activity. These opportunities include:

- **Training Public Health Workforce.** Since Florida received the Blueprint Seed Grant, the department has instituted a monthly HCHP Lecture Series that will continue to operate using funds and resources from other sources. The HCHP Lecture Series will continue to include topics that address the Blueprint cornerstones and strategies.
- **Evidence-Based Community Action Plans.** The Blueprint is a practical guidance document that highlights evidence-based strategies at the informational, environmental and policy levels within schools, worksites, healthcare, faith-based settings and the overall community. Public health stakeholders appreciate having the Blueprint and the Matrix that summarizes the specific interventions that can be implemented to promote healthy nutrition and physical activity.
- **Integration.** The Department is currently in the process of integrating its' chronic disease programs. The Blueprint is used as a reference tool in the strategic integration of chronic disease services and other programs such as environmental health, WIC, oral health, and maternal and child health. This alignment provides the Department with an opportunity to strengthen its capacity to promote health and prevent chronic disease across the lifespan.

Barriers:

The dissemination of the Blueprint depended on the Department's ability to educate the public health workforce and community partners.

- **Application.** Implementing the strategies outlined in the Blueprint requires knowledge of the principals and processes for the particular intervention. The Department assigned a state level dietitian to assist with the local application of the Blueprint related to translating science and providing technical assistance to the HCHP coordinators.
- **Travel Restrictions.** Due to the travel restrictions experienced by much of public and private health workforce, the Department was not able to sponsor a conference addressing the Blueprint. The Department instead is using a webinar format.

Funding Sources

Funds from the Preventive Health and Health Services Block Grant (CDC) were used towards funding this effort.

Advice:

A Blueprint requires a sustainability plan. Long after the initial education of the Blueprint there needs to be a continuous process for addressing the cornerstones and strategies.

Blueprint Seed Grant Kentucky Final Report 2009

In 2005 the Partnership for a Fit Kentucky worked with a broad group of stakeholders to develop an ambitious plan to address the daunting levels of overweight and obesity in the state. The Kentucky Nutrition and Physical Activity State Action Plan 2005 charted a course of action to “make the healthy choice the easy choice” for Kentucky citizens.

The Kentucky Department for Public Health (KDPH) was pleased to be awarded the Blueprint Seed Grant from Association of State and Territorial Public Health Nutrition Directors (ASTPHND) to report the progress of the Partnership for a Fit Kentucky and the State Action Plan. KDPH focused on Blueprint Cornerstone 2- Collaboration: Promote healthy lifestyles by maximizing partnerships.

This progress report reviews the accomplishments of the Partnership for a Fit Kentucky (PFK) and looks at what’s left to do. By honoring successes, revisiting best practices and fine-tuning the plan, it is intended to strengthen the framework to mobilize statewide action. This report sets out to energize current members, attracts new partners and stimulates further discussion about how we can work together to reshape Kentucky’s future. Included in the report are success stories, results of the Partnership survey and a plan to move forward.

This progress report will be released at a statewide Partnership meeting as well as regional coalition meetings and through the FitKY List-serv. The Blueprint for Nutrition and Physical Activity will be disseminated concurrently. (More information will be provided after statewide meeting along with finalized copy of progress report.)

As a result of the Blueprint Seed Grant we were able to promote new PFK workgroups including Early Childhood, Access to Healthy Foods, Healthy Aging and Advocacy. These workgroups bring new stakeholders to the coalition and keeps the group moving forward with new initiatives. The progress report provides a medium to tell the Partnership’s story and promote existing and new Partnership projects.

The greatest lesson learned from this project was to establish baseline information from the beginning. It was difficult to determine how to report progress from our 2005 State Action Plan baseline information. Partners were willing and excited to provide success stories. This project helped us realize how important it is to collect success stories ongoing to help keep partners engaged. The Partnership Survey pointed out that we needed to include projects that allow stakeholders to participate.

In addition to the Blueprint Seed Grant we used state funds to pay for a consultant to put all components of the progress report into one voice. In-kind support was provided by partners contributing success stories and conducting survey of partners.

Advice to future Blueprint Seed Grant recipients would be to apply for the seed grant. The application is simple and the Blueprint is broad enough to fit a wide range of projects. The Cornerstones provide a number of strategies that can spur ideas into action.

Blueprint Seed Grant Final Report

Ohio 2009

Background:

Ohio continued to present the Blueprint as part of the CATCH trainings to elementary and junior high school wellness teams. These teams require the participation of the school physical education teacher, the food service director and at least two other staff, a nurse or teacher and an administrator. The Blueprint is embedded in the CATCH curriculum training and serves as a resource for assisting the school personnel in collaboration and establishing partnerships. This past year, twenty five schools were trained with the Blueprint.

Ohio also presented the Blueprint to the “Physical Best Gets FITT” workshop, sponsored in part by the Ohio Department of Health and Ohio Action for Healthy Kids. This presentation reached fifty elementary and high school physical education teachers. The presentation lasted a bit longer than anticipated, as there were numerous questions from the workshop participants. Each received a copy of the Blueprint.

The new undertaking this year was to bring the Veggie U curriculum to eight 4th grade science classes in selected schools. This five week curriculum meets the national science standards for the 4th grade. The Veggie U kits are complete with curriculum including studies of plant anatomy, planting soil, composting and nutrition, with hands on activities such as tasting a wide range of vegetables, construction of a worm farm, seed planting complete with grow lights and soil, all which help to make learning fun. The training of the teachers is done by the Veggie U staff. During the training, the Blueprint was presented and handed out to the participating teachers.

Cornerstones:

Ohio focused on Cornerstone #1 – Access; Assure access to healthy foods and locations for physical activity and #2 – Collaboration; Promoting healthy lifestyles by maximizing collaboration and partnerships.

Opportunities:

Ohio was able to forge a closer partnership with the ACHIEVE grant communities. As a focus on nutrition and physical activity in school aged children is a target area for this grant in these communities, they were receptive to fostering the Veggie U curriculum in their schools. These communities assisted the Ohio Department of Health in identifying those classrooms in which to implement the program. Ohio was also able to leverage funding from the ACHIEVE grant to supplement the activities of the ASTPHND grant through the purchase of additional Veggie U kits and replacement materials.

The partnership with the Ohio Department of Education through implementation of the Blueprint presentation during CATCH workshops continued as well. With funds received from the General Mills Champions for Health Kids grant, additional CATCH kits are being purchased to allow more workshops at which the Blueprint will be presented.

Lessons Learned:

Ohio learned to be flexible in our plans. We had originally planned to develop community gardens, but due to the timing of the funds, could not get this project up and running. Thus, the idea came about to follow that thought, but to direct efforts to the school aged target through Veggie U. The schools targeted are in low income, disparate communities identified by the ACHIEVE grantees.

Funding Sources:

Ohio used funds from the ACHIEVE grant to supplement the purchase of Veggie U kits and funds from the General Mills Champions for Healthy Kids grant to purchase additional CATCH kits. Funds were also provided via in-kind staff time from the Ohio Department of Health general funds and MCH block grant.

Advice:

Be creative with the funds and try to leverage them through other grants or opportunities. Take the Blueprint presentation and copies of the document to as many scheduled activities as possible that fit into the cornerstones. It only takes fifteen minutes to do an overview, and the document “sells” itself.

**Oregon Blueprint Seed Grant
Final Report
Submitted by Robin Stanton, MA, RD, LD
September 14, 2009**

Background and Overview

The Child Health Program within the Office of Family Health, Oregon Health Division, in collaboration with the Physical Activity and Nutrition Coordinator, implemented a 2009 ASTPHND Blueprint Seed Grant to address nutrition and physical activity within the child care community, specifically through the Healthy Child Care Oregon Consultation Program. Key partners in this collaboration include: Oregon WIC Program; Oregon Department of Education, Child & Adult Care Food Program; Child Care Resource & Referral; Community Health Partnership, Oregon's Public Health Institute; Kaiser Permanente NW; Child Care Division; and Portland State University Career Development Center.

Oregon's child care health consultation program has been a way to increase the health and safety of children by improving child care environments and child care providers' health knowledge and practices, as well as to increase the interagency collaboration in the early childhood system. Through this system, yearly roundtables are held to address emerging child care issues as well as provide training and networking to child care health consultants. It is this framework that provided the impetus for addressing Blueprint strategies.

Seed Grant Activities

- June 3, 2009—a half-day training session was added to the Child Care Consultation Roundtable. Training was offered at no cost to participants, and included an overview of the Blueprint and best practice information on nutrition, physical activity, screen time, curriculum resources and healthy environments. The training session was opened to child care providers, Head Start staff, child care mentors, and community health workers, and continuing education credits were offered. There were 27 participants. Session evaluations of attendees were overwhelmingly positive in regards to gains in knowledge, skill and resources available.
- The half-day session was videotaped in order to develop an internet-based training program for child care providers, which is currently under development. Credit will be offered for child care licensing, and also to meet the qualifications for the Professional Development Registry.

- The Blueprint was highlighted during *Healthy Environments for Obesity Prevention in Child Care*, Office of Family Health Current Topics in Public Health, September 9, 2009 (17 in attendance).

Blueprint Cornerstones Addressed:

CORNERSTONE	STRATEGIES	ACTIONS
<i>Access</i> —Assure access to healthy foods and locations to engage in physical activity.	Assure access to a food supply and healthy food choices.	<ul style="list-style-type: none"> • Review federal nutrition programs (e.g. child care and school meals, WIC) in light of dietary preferences of diverse groups as well as the dietary guidelines and recommendations for healthy eating. Make changes at the community level. • Advocate for healthful food choices in all settings.
	Assure access to safe, affordable, convenient opportunities to be physically active.	<ul style="list-style-type: none"> • Advocate for policies and environmental changes that support daily physical activity opportunities in all settings.
	Increase the number and types of settings where culturally and linguistically appropriate nutrition and physical activity services are supported and offered to people of all income levels, stages of life, special needs and abilities.	<ul style="list-style-type: none"> • Engage child care settings in modeling health education and physical activity for young children and their families. • Increase opportunities within a variety of settings for skill-building that supports lifelong physical activity and healthy food preparation.
<i>Collaboration</i> —Promote healthy lifestyles by maximizing collaboration and partnerships.	Build new or enhance existing relationships among community, public, non-profit, voluntary and private sectors at the community, county, state, multi-state and federal levels that directly or indirectly have potential to improve physical activity and healthy eating.	<ul style="list-style-type: none"> • Enhance or expand existing partnerships related to healthy eating, nutrition and physical activity.
<i>Workforce</i> —Increase the diversity, capacity and flexibility of the nutrition and physical activity workforce.	Increase the number and types of well-trained, diverse personnel who plan, facilitate, deliver and evaluate services to support healthy eating and physical activity.	<ul style="list-style-type: none"> • Develop competency-based training for the public health/health care professionals and lay workers on healthy eating and physical activity. • Expand training and technical assistance on strategies for increasing physical activity in populations served by federal programs, including child care.

Opportunities as a Result of this Seed Grant

The Seed Grant resulted in very strong collaborative efforts with existing partners as well as new partners, particularly in our efforts to implement on-line training for credit for child care providers. Currently on-line training is not routinely available and would be particularly well-suited to child care providers with limited access to training due to time and location. We are “blazing new trails” with this approach in the child care community. Because of our strong collaborative partnerships, in-kind financial support was greater than anticipated when planning this project. This will allow us to further our goals within the child care community using the Seed Grant opportunity.

Barriers and Lessons Learned

Because on-line training for credit for child care providers is not currently available, working with partner agencies to make this happen is taking more negotiation time than anticipated. The actual training session added to the Child Care Consultant Roundtable on June 3 received much positive feedback, so this is something that we would strongly consider doing again.

Other Sources of Funding

Through our collaborative partnerships, we received in-kind support from every partner, which included salary support, materials, and free training space through the Oregon Department of Transportation.

Advice for Future Seed Grant Recipients

The Seed Grant provided us an opportunity to do a specific project that otherwise we would not have pursued due to budget, even though we did not need a lot of money to conduct it. Having the grant opened the door with our partners, and we would not have pursued on-line training in nutrition and physical activity for child care providers without this funding.