

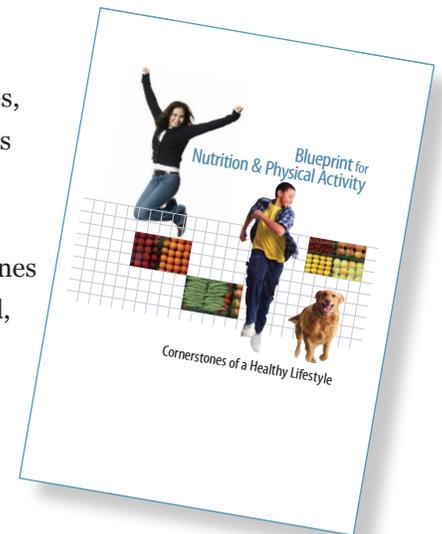
Blueprint for Nutrition & Physical Activity: Cornerstones of a Healthy Lifestyle Seed Grant Project Summaries

Blueprint for Nutrition & Physical Activity: Cornerstones of a Healthy Lifestyle

Mission

Improve the nation's health by integrating sound policy, programs, resources, services, and messages where individuals, children, adolescents, and families make healthy choices about eating and being physically active.

The Blueprint focuses on eating behaviors and physical activity as cornerstones for improving health and well-being. It outlines practical, consumer-focused, state and local strategies for improving eating and physical activity that will lead to healthier lives for children, adults, and families. The Blueprint provides communities, consumers, organizations, agencies, and programs with strategies and potential actions to address priority nutrition and physical activity issues in the context of their own community resources and needs.



The Cornerstones of the Blueprint Are:

Access – Assure access to healthy foods and locations to engage in physical activity.

Collaboration – Promote healthy lifestyles by maximizing collaboration and partnerships.

Science and Research – Build the science base and accelerate the transfer of science to practice.

Workforce – Increase the diversity, capacity, and flexibility of the nutrition and physical activity workforce.

Communications – Promote health and create awareness of the investment value of nutrition and physical activity through effective communications.

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ASTPHND Seed Grants

A gardener knows that if you plant and nurture seeds something good will grow. In 2007 and 2008, the Association of State and Territorial Public Health Nutrition Directors (ASTPHND) provided Seed Grants to facilitate the use of the Cornerstones of a Healthy Lifestyle Blueprint for Nutrition & Physical Activity (Blueprint), an elegant and easy-to-use resource. If implemented, the Blueprint, will lead to healthier Americans who eat well and are physically active.

To receive a Seed Grant, ASTPHND members were asked to complete a simple application. A joint letter of support was requested indicating the state physical activity and nutrition programs would work together and the state Maternal and Child Health Program Director was supportive of the project. The funds were to focus on the needs of family and children and address at least one of the Blueprint Cornerstones. Finally, the states agreed to share the outcomes of their efforts. In 2007, the award was \$2,500 that was increased to \$4,000 for the 2008 awards.

As demonstrated by the 2007 and 2008 grantees, “a little funding can go along way”. Three states were selected in 2007, an additional three in 2008 with Alabama also receiving funding for a second year. The projects ranged from presentations at meetings to support of a community needs assessment to a framework for a grant program. The following is a brief summary of the creative uses of the seed grants. For more information go to www.movingtothefuture.org and www.astphnd.org.

Alabama Department of Public Health, Nutrition and Physical Activity Division

The Nutrition and Physical Activity Division of the Alabama Department of Public Health (ADPH) and the University of Alabama at Birmingham used the first year of Seed Grant funds to facilitate the development of a comprehensive state wellness plan for Alabama.

Using the Seed Grant funds and in-kind support from state agencies, a meeting was convened that led to the development of a State Wellness Coalition. The Coalition is composed of leaders in wellness efforts from related health task forces, public health, academia, health care, education, business, and the community. The group was challenged to build upon current efforts and to develop an integrated state wellness plan that was realistic and sustained cultural choices, while supporting healthy lifestyle choices.

A statewide summit highlighting the state wellness plan was planned using the second year of funding. The summit was a meeting where participants identified

“The application process for the seed grant is uncomplicated so we strongly encourage other states to apply.”

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opportunities and activities to improve wellness within their home communities. The Blueprint was distributed at the meeting.

The Seed Grant helped facilitate many new partnerships as a result of the Alabama Wellness Coalition. It is anticipated that the Coalition will be around for many years helping to implement and evaluate the strategies developed within the Alabama Wellness Plan.

CONTACT: *Laurie Eldridge-Auffant, MPH, Health and Behavioral Specialist, LAUFFANT@adph.state.al.us, (334) 206-5651*

Kansas Department of Health & Environment, Office of Health Promotion, Physical Activity & Nutrition Program

Seed Grant funds allowed Kansas to promote the Blueprint at two statewide trainings. Two important opportunities emerged as a result of the grant. A statewide training was offered to the Chronic Disease Risk Reduction grantees administered by the Kansas Office of Health Promotion. These grants focus on: reduction of tobacco use; increasing physical activity; and increasing fruit and vegetable consumption. The training addressed two key messages: 1) Fruits & Veggies—More Matters™ and 2) Change Something (a Kansas Grown Mass Media campaign).

A participant at this meeting from the Kansas Extension Program decided to adapt the Blueprint and use it develop selection criteria for a set of mini-grants offered by the Kansas Pride Program. The volunteer, grassroots program works to improve the quality of life in local communities and the “Get it– Do it” grants, based upon the Blueprint, provide up to \$3,000 to communities.

As only half the funds from the Blueprint grant were spent for the conference, the remaining money was used to strengthen partnerships with the Kansas Recreation & Parks, the Department of Wildlife and Parks, Kansas State University, and multiple local non-profit recreation groups who were planning a Kansas Trails Summit. Because of these partnerships, an additional day of training was added to the annual Trails Summit. The training highlighted how to build connections for healthy, active communities. The agenda for this summit can be found at: www.kdheks.gov/bhp/healthy_ks_comm.

CONTACT: *Jennifer Church, Nutrition/Physical Activity Program Manager, jchurch@kdhe.state.ks.us, (785) 296-8060*

“This was an example of when opportunity and being prepared came together. We already had ideas and all we needed was the opportunity for funding.”

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Ohio Department of Health, Office of Healthy Ohio, Bureau of Health Promotion and Risk Reduction

Ohio presented information about the Blueprint at six workshops, two conferences, and to two leadership bodies of state organizations. Ohio was able to reach many professionals who would be able to use the information and suggestions described in the Blueprint. The Office of Healthy Ohio, Bureau of Health Promotion and Risk Reduction worked with the Division of Family, Bureau of Community Health Services and Systems Development, School and Adolescent Health section to carry out the activities of this grant. Existing partnerships were used and a new relationship was built with the Ohio Dietetic Association.

A PowerPoint presentation, complete with talking points, was developed and used by the Blueprint grant funded staff. Since several of the presentations were of the “train the trainer” mode, the presentation was also suitable for use by others. Presentations were made to nutrition and physical activity professionals, school health teams, community partners, and advocacy organizations.

The Blueprint information was presented in conjunction with the Coordinated Approach to Child Health trainings provided to school wellness teams. The school wellness teams attending these workshops included the school physical education teacher, the food service director and at least one other administrator, nurse or teacher.

Grant funding was used to host a Physical Best Gets FITT workshop for junior and senior high school physical education teachers. As a part of this workshop, the teachers received the Blueprint presentation and discussed ideas on how to work with school nutrition staff to address good nutrition, physical activity and obesity. The Ohio Association of Health, Physical Education, Recreation and Dance (OAHPERD), played a key role in conducting this workshop and plan to provide information concerning the Blueprint at their annual conference.

The funds received for the Blueprint grant were used mainly for the Physical Best Gets FITT workshop; printing of copies of the Blueprint; and travel to trainings to present the Blueprint. Other funds that were used provided staff time for the presentations and in-office work related to the dissemination plan.

CONTACT: *Linda Scovern, MPH, RD, LD, Nutrition and Physical Activity Coordinator, Linda.Scovern@odh.ohio.gov, (614) 728-2722*

“The technical assistance from ASTPHND and the sharing of information with other seed grant funded states has been beneficial.”

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Missouri Department of Health & Senior Services, Division of Community and Public Health, Section for Chronic Disease Prevention and Nutrition Services, Bureau of Health Promotion

The Missouri Department of Health and Senior Services is one of the over 40 statewide organizations that are members of the Missouri Council for Activity and Nutrition. The council works to implement Missouri's Nutrition & Physical Activity Plan. Missouri used a Seed Grant to highlight the overlap between the Missouri State Nutrition & Physical Activity Plan and the Blueprint.

Funding was used to help support the Community Engagement and Policy Development Summit hosted by University of Missouri Extension in May 2008. The summit was a hands on workshop designed to elicit practical ways to engage and communicate with the right people who can potentially help in the goal to develop policies about nutrition and physical activity. Over 100 leaders dedicated to improving the health of the state's residents attended. A Blueprint presentation was given modified to address Missouri's needs. The presentation provided an opportunity to promote Missouri's Nutrition & Physical Activity Plan.

In Missouri, counties that receive Maternal and Child Health Block Grant funding are asked to address tobacco, injury or obesity prevention efforts. Fifty of the 114 counties are addressing obesity as their priority issue. In coordination with the state MCH Director, all counties are receiving a copy of the Blueprint with a letter offering more resources.

CONTACT: *Barbara Keen, RD, LD, Health Educator, barbara.keen@dhss.mo.gov, (573) 522-2820*

South Carolina Department of Health and Environmental Control, Bureau of Community Health and Chronic Disease Prevention

South Carolina uses the Blueprint as a resource for developing community plans that address healthy eating and active living issues. Eat Smart Move More SC is a newly formed coalition resulting from the merger of two key statewide health and wellness groups. The coalition leads and sustains collaborative efforts to support healthy eating and active living where South Carolinians live, learn, work, play and pray. Eat Smart Move More SC has over 700 statewide members comprised of businesses, organizations, churches, schools, communities, cities, parks/recreation, individuals, and state agencies.

In 2008, the Coalition held an Obesity Prevention Summit attended by 350 participants from all over South Carolina. The Summit allowed participants time to

“This was a wonderful opportunity to carry out a special project for which we normally would not have the staff, funding or time.”

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develop or revise their local community plans for obesity prevention. The Blueprint was highlighted as a resource in these efforts. Bonnie Spear, PhD, spoke about the Blueprint at a well attended session. Additionally, all meeting participants received a copy of the Blueprint. The availability of Community Seed Grants was announced at the Summit for use in implementing policy and environmental changes to improve nutrition and physical activity. Applicants were encouraged to use the Blueprint as a resource in preparing applications.

The Division of Cancer Prevention of the health department also uses the Blueprint as a recommended resource for their statewide Cancer Mini-Grant Program. The grants are awarded annually to the eight Department of Health and Environmental Control health regions for cancer related activities that may include nutrition and physical activity initiatives.

Information about the Blueprint is also integrated into the Eat Smart Move More SC website at <http://www.eatsmartmovemore.org/>. Information about the Blueprint can be found in the Community section of the Options for Action page.

CONTACT: Susan S. Frost, MS, RD, LD, Nutrition Consultant, frostss@dhec.sc.gov, (803) 5454487

Utah Department of Health, Community and Family Health Services, Maternal and Child Health/WIC

The Bureau of Health Promotion worked with the Maternal and Child Health Bureau to develop, implement, analyze and use results from a community-based needs assessment.

A graduate student was paid to do a literature review and identify a relevant needs assessment tool. The Healthy Living Survey was chosen as the needs assessment tool. The Ogden WIC Clinic was chosen as the site to administer the assessment because of the high rates of overweight and obesity as measured by the Utah Behavior Risk Factor Surveillance System. Five hundred English language and 150 Spanish language surveys were returned from Ogden WIC Program participants. Additional Blueprint funds were used for data analysis and issue identification. This information will be used to develop strategies and interventions to promote healthy habits among clients of the Ogden WIC Clinic. Results of the needs assessment and information about the Blueprint will be presented at the September Utah WIC meeting.

CONTACT: Phyllis Crowley, MS, RD, IBCLC, State Nutrition Coordinator, pcrowley@utah.gov, (801) 538-6823

“The possibilities of using and disseminating the Cornerstones of a Healthy Lifestyle Blueprint for Nutrition and Physical Activity are unlimited.”