

The Healthy Lifestyles Initiative-2015 Progress

The Healthy Lifestyles Initiative (HLI) is designed to increase individuals practicing healthy lifestyles and at a healthy weight. Over the past year, we have continued our focus on integrating across sectors, building on current resources and tracking what works.

Methods – MAPPS for Change: The HLI provides a framework for community collaboration and alignment across three sectors (health care, government, community.) We use a “MAPPS for Change” action planning process, in which partners develop a customized plan based on the following five elements:

- M- Consistent use of message - 12345 Fit-Tastic!
- A- Consistent assessment of weight status and behaviors.
- P- Customized healthy lifestyle plan for all.
- P- Policies and environments that enable healthy eating and active living.
- S- Statistics or storytelling to track progress and support process improvement.



Our objectives for 2015:

In 2015, we added **59 new HLI partners**, bringing the total to **183 partners**. The collective reach of our 183 partners is nearly **2.5 million children and families**. In 2015, we trained **nearly 900 staff** from a variety of community organizations on the HLI framework and continued to increase linkages across these various organizations. Our vision over the past year has been to continue to support and empower partners to make positive change in their organizations and communities towards healthier environments, policies and messages. We have focused on working with new and existing partners on developing their MAPPS for Change action plans for implementing the HLI. A total of 30 organizations have submitted MAPPS for Change plans in 2015, and many are still in the process of planning. We have trained and supported the adoption of the HLI by existing community coalitions in Wyandotte County, Ks., and St. Joseph, Kirksville, and Columbia, Mo. The HLI has served as an aligning framework for these existing coalitions to advance their collective impact in their communities.



Children participate in physical activity at the Family Fit-Tastic! Fun Day on May 9th in St. Joseph, Mo., organized by Mosaic Life Care. About 570 children and families attended the event, which infused the 12345 Fit-Tastic! message through flags, banners, handouts, and activities that promoted the behaviors.

➤ **Increase community engagement and collaboration by establishing a community engagement governance structure.**

- ✓ 20 individuals, representing diverse partners, participated on the planning committee for developing and designing a community-engaged governance structure for the new Healthy Lifestyles Community Council.
- ✓ Scheduled to pilot in the spring of 2016.



➤ **Expand supports for new HLI partners to incorporate MAPPs for Change through enhanced infrastructure supports.**

- ✓ Enhanced partner portal on www.fittastic.org website
- ✓ Developed event kit guide for incorporating 12345 Fit-Tastic! into community events
- ✓ Worked with advisory team from Missouri State Agencies to enhance health literacy of the series of 6 educational materials
- ✓ Provided training to 15 community leaders to facilitate MAPPs for Change planning with Healthy Communities Wyandotte (HCW)
- ✓ Developed sector-specific materials to support new partners in nonprofit, business and faith sectors; Enhanced materials for school, childcare and healthcare sectors

➤ **Increased HLI partners in Jackson & Wyandotte counties.**

- ✓ Wyandotte: **31 new partners in 2015**; 9 MAPPs for Change plans
 - Ongoing staff support through AmeriCorp Vista and HCW
- ✓ Jackson: **19 new partners in 2015**; 5 MAPPs for Change plans
 - In-depth partnerships continued and additional funding secured for work with Truman Medical Center WIC and Linwood area neighborhood.
- ✓ Launched youth engagement project with 20/20 Leadership. More than 200 students from 17 KC metro high school teams will incorporate 12345 Fit-Tastic! into school leadership projects.
- ✓ Through agreement with Missouri Department of Health and Senior Services provided training workshop for local public health agencies (LPHAs).
 - 26 Missouri LPHAs are enrolled as partners, and we are exploring best approaches for ongoing training support.



High school students engage in 12345 Fit-Tastic! behaviors at a training with 20/20 Leadership on July 22, 2015.

➤ **Increase the numbers who receive Healthy Lifestyle Assessments and Plans through HLI partners, especially community primary care partners.**

- ✓ CMH Department of Pediatrics set a division goal to improve rates of Healthy Lifestyle Plans.
 - **96 percent of 15,829 children** seen at CMH primary care clinics received Healthy Lifestyles Assessments (HLA) in 2015.
 - **92.5%.percent of 15,829 children** seen at CMH primary care clinics received Healthy Lifestyles Plans (HLP) in 2015;

MESSAGE

12345 Fit-Tastic! message spreads through partner networks in Kansas City and beyond

In 2015, our focus was working with partners in the Kansas City area to spread the 12345 Fit-Tastic! message. We continued to promote the message through community partners, social media and grass root efforts, and launched a messaging campaign in Wyandotte County with billboards and video. Partners have been using the 12345 Fit-tastic! marketing materials, such as message cards and posters in their organizations and at events.



Billboards promoting the 12345 Fit-Tastic! messages could be seen throughout Wyandotte County in the fall of 2015, netting 4.5 million views from area Kansas City residents.



Students jump rope at one of the five Fit-Tastic! stations at John Fiske Elementary's Health and Science night in Kansas City, Ks.

The Linwood Family YMCA continued to incorporate 12345 Fit-Tastic! messaging within their organization and through numerous community events, including sponsoring a Fit-Tastic! night at local elementary schools. A coalition of 20 organizations in St. Joseph, Mo., has adopted the 12345 Fit-Tastic! message and has held more than 10 community events utilizing the message. Another coalition in Columbia Mo., promoted the message through their organizations and through community bus ads. Locally, the KC Chamber of Commerce's Healthy KC initiative adopted the 12345 Fit-Tastic! message as the recommended message for the Kansas City community.

2015 Numbers:

- **45 Fit-tastic! events** reaching more than **16,000 people**
- More than **5,000 users** have visited the new website
 - About 69% of users were new and 31% were returning;
 - The average user viewed 3-4 pages per visit; and
 - **65 individuals** submitted Fit-tastic! goals on the website.
- **365 fans on Facebook**, following the 12345 Fit-Tastic! page
 - Average of 38 posts per month on partner shares, links to local events, healthy recipes & physical activity ideas
 - 1,579 people reached by one post in May 2015
- **124 followers on Pinterest**
 - 37 boards and 974 pins with healthy recipes and physical activities ideas



ASSESSMENT and PLAN

Primary care practices implement healthy lifestyle assessments and plans



Dr. Cymanthia Connell shows off the 12345 Fit-Tastic! posters in an exam room at Hope Family Care Center in Kansas City, Mo. The clinic has adopted the healthy lifestyle assessment and plan into well-child visits.

In 2014 and 2015, the Children's Mercy's Division of General Pediatrics made providing the Healthy Lifestyle Plan (HLP) a division-wide goal. Children's Mercy primary care clinics increased the use of HLPs to **92.5% of children** ages 2 and older seen for well child-checks (15,829) in 2015, up from 73% in 2014. Pediatricians also can receive quality improvement credits towards maintaining their board certification by participating in the HLI.

In 2015, our focus was to spread the adoption of the assessment and plan to additional healthcare partners. We provided training at the South Providence Pediatrics clinics in Columbia, Mo, working with them on ways to adopt this consistent assessment and plan into their regular practice, policy and electronic systems. We have also started work on providing HLI training to the University of Kansas Medical Center's Ambulatory Pediatrics Clinics.

Smaller physician groups, like Turner Children's House, a safety net clinic in Wyandotte County, and Hope Family Care Center, a safety net clinic in the Linwood neighborhood of Jackson County, have been two adopters of the assessment and plan in their primary care services to children and families. These partners have embedded this consistent assessment and plan into their regular well-child visits with families. Turner House has a dedicated staff person who helps families with the healthy lifestyle plans by connecting with existing resources and providing follow-up.

POLICIES

Partners work to improve policies and environments within their organizations

In order to be successful, our policies as organizations and the environments we create in our communities must empower families to achieve the 12345 Fit-Tastic! behaviors. Working with Healthy Communities Wyandotte and the KC Chamber of Commerce provided opportunities to spread the HLI framework to organizations and Kansas City more broadly in 2015.

2015 Numbers:

- 110 community leaders attended 12345 Fit-Tastic! event in Wyandotte County; 69 attendees worked on MAPPS for Change action plans with their organizations
- 86 percent of organizations who submitted new MAPPS for Change action plans in 2015 identified policies or environmental changes as part of their plans.



Attendees at the Healthy Communities Wyandotte Fit-Tastic! breakfast event listen as panelists share experiences of incorporating the Healthy Lifestyles Initiative into their organizations. The breakfast was kicked off by Kansas City, Ks., Mayor Mark Holland.

Examples include:

- One elementary school changed policy for its before-school program to encourage physical activity. The school eliminated the practice of watching cartoons before school and instead children walk around the playground.
- One child care center developed a screen time limitation in their policy and added yogurt to the snack menu once every week.
- One health center is actively working with the city on issues related to the built environment and promoting a physical activity initiative for local businesses.

STATISTICS

Formal evaluation to launch in early 2016; Read partner stories and share your own now

In 2015, we compiled and piloted our evaluation methods with key partners and formalized our evaluation tools to track reach, effectiveness, adoption, implementation, and maintenance. We have collected partners' stories throughout the year and share those stories through our HLI newsletters. Currently, data is collected from community partners through submitted MAPPS for Change plans.



Students at Faxon Elementary in Kansas City, Mo., show their excitement about yogurt at the Fit-Tastic! night organized by the Linwood Family YMCA. About 110 students participated in activities for each of the five behaviors, including making yogurt parfaits to promote importance of the #3 message, 3 servings of low or nonfat milk or yogurt.



Bus ads are a part of the community messaging efforts in Columbia, Mo., organized by the Columbia/Boone County Health Department and partner organizations.

fittastic.org



January 2016

For more information: Emily Meissen Sebelius, esebelius@cmh.edu, 816-234-9249 and Emily DeWit, eldewit@cmh.edu, 816-234-9255, Children's Mercy, 2401 Gillham, Kansas City MO 64108