

PARTNERSHIPS TO PROMOTE COMMUNITY HEALTH AND SUCCESS

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DES MOINES K-FIT PROGRAM

Washington APA Conference – October 17, 2014
Denise Lathrop, AICP – City of Des Moines
Sue Anderson, Executive, Washington State Alliance of YMCAs

5 More Years

National Childhood Obesity Trends

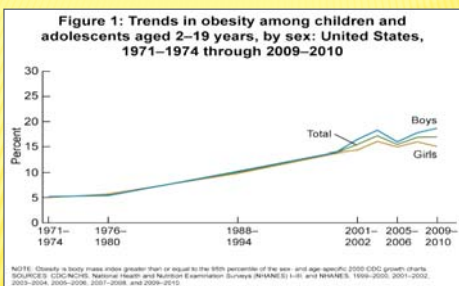
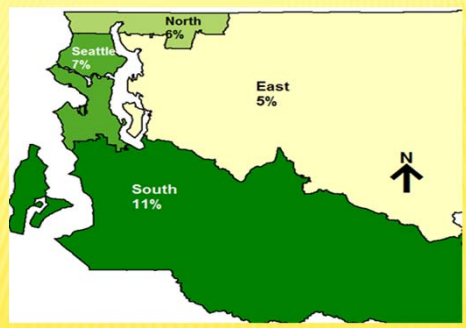


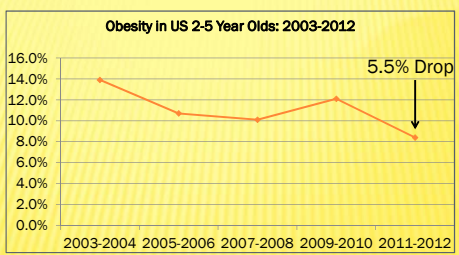
Figure 1: Trends in obesity among children and adolescents aged 2–19 years, by sex: United States, 1971–1974 through 2009–2010

NOTE: Obesity is body mass index greater than or equal to the 95th percentile of the sex- and age-specific 2000 CDC growth charts. SOURCE: CDC-NCHS, National Health and Nutrition Examination Survey (NHANES) I, II, and National S. 1999–2000, 2001–2002, 2003–2004, 2005–2006, 2007–2008, 2009–2010, and 2009–2010.

Youth Obesity Rate in King County Regions – 2012



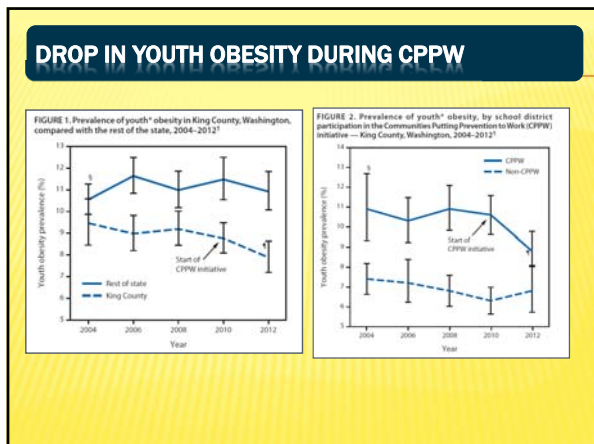
Dropping Obesity Among 2-5 Year Olds



Obesity in US 2-5 Year Olds: 2003-2012

5.5% Drop

Cynthia L. Ogden, PhD; Margaret D. Carroll, MPH; Brian K. Kit, MD, MPH; Barbara M. Flegal, PhD. (2014). Prevalence of Childhood and Adult Obesity in the United States, 2011-2012. JAMA. 311(8):806-814.



CPPW IN HIGHLINE (2010-2012)

- ✦ Healthy Highline Community Coalition
- ✦ Joint Use Agreement between Highline, Burien, Des Moines, Normandy Park and SeaTac
- ✦ Recess Before Lunch in 16 elementary schools
- ✦ Safe Routes to School in 3 elementary schools
- ✦ Cafeteria Point of Sale Marketing in Middle and High School (expanded to elementary schools)
- ✦ Coordinated School Health Advisory Council

Point of Sale Marketing

Calcium

Heart Smart

Fiber

Vitamins & Minerals

CPPW IN DES MOINES (2010-2012)

- ✦ Leadership from Healthy Des Moines Movement – Council and Technical Advisory Committee
- ✦ Health element and goals in comprehensive plan:
 - + Nutrition standards for city procurement
 - + Safer and easier walking and biking to school
 - + Increase fresh food access for low-income residents
 - + Community gardens
- ✦ Joint Use Agreement
- ✦ Complete Streets Ordinance
- ✦ Recognition by CDC as Local Health Champion
- ✦ City of Des Moines Outcomes and Partners Report
<http://www.desmoineswa.gov/documentcenter/view/383>

THE CITY OF DES MOINES IS MAKING A HUGE DIFFERENCE FOR HEALTHY KIDS!

- ✦ **NOW!** We're Keeping the Momentum Going with our Community Transformation Grant (CTG)
- ✦ **NEW!** Des Moines K-FIT Pilot Program with Physical Activity Standards for Recreation Programs

Made possible by a competitive Community Transformation Grant, from the US Department of Health and Human Services/Centers for Disease Control and Prevention, and Seattle Children's Hospital.

FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

HEALTHY EATING PHYSICAL ACTIVITY (HEPA) STANDARDS

K-FIT'S FAB 5 PILOT PROGRAM ALIGNS WITH HIGHLINE SCHOOL DISTRICT'S FIVE FOR LIFE LAUNCHING NEXT FALL!

Early Childhood Programs

- ✦ (Ages 3-5)

Before/After School & Summer Camp Programs

- ✦ (Ages 4-14)

FAB 5 characters: Cardio Kid (cardiorespiratory endurance), BC (body composition), Max (muscular strength), and Maddy (muscular endurance), and Flexy (flexibility).



K-FIT COMPONENTS

- Family Engagement (K-FIT News)
- Inc. Physical Activity (30-60 Min/Day)
- Reduced Screen Time
- Professional Development:
 - 6 Hour Training
 - 3 Hour Booster Training
- Training Video (4 hours)



- ✘ K-FIT Physical Activity Implementation Guide
- ✘ Leader's Tub & Physical Activity Equipment
- ✘ Ongoing Support
- ✘ Highlight Video
- ✘ Knowledge Sharing



K-FIT LEADERS' ACCOMPLISHMENTS

"Youth are About 45% More Active During "Leader Led" Activities Versus Free Play Time."
 Dr. Brian Saelens, Evaluator, Seattle Children's Hospital



Your K-FIT Team

"Leader Led" activities are the key to achieving a minimum of 30 minutes in our half-day programs and 60 minutes in our full-day recreation programs.




CREATING HEALTHY FUTURES

Washington State Alliance of YMCAS

Washington Pioneering Healthier Communities (Washington PHC) Initiative:

Our VISION IS A UNITED WASHINGTON STATE FOSTERING HEALTHY LIVING for all IN HEALTHY COMMUNITIES



WASHINGTON STATEWIDE PHC

- Two of Many Washington PHC Strategies Employed
 - Washington PHC Ignites: The Governor's Healthiest Next Generation Initiative (HNG) - includes emphasis on Healthy Eating Physical Activity
<https://www.governor.wa.gov/news/releases/article.aspx?ID=344>
 - Washington Ys Champion Contemporary Water Stations (32 stations in Ys/Schools; \$3M Capital Budget Request)
- + Accomplishment(s)
 - HNG (\$350,000 funded in Operating Budget)
 - Water Stations (\$750,000 House Proposed Capital Budget); \$25,000 Group Health Contribution to Ys)

WASHINGTON STATEWIDE PHC IGNITES THE HNG INITIATIVE!



Jason McGill, Health Care Policy Advisor, to Governor Inslee & Washington PHC leadership team Member
 (testimonials at a water station ceremony & Washington Ys Advocacy Day)