

Mobilizing Healthcare Professionals as Community Leaders in the Fight Against Childhood Obesity

Initiative Site Summaries

October 4, 2009

Who, what, when, where, how:

Final selections have been made for the *Mobilizing Healthcare Professionals as Community Leaders in the Fight Against Childhood Obesity* award, a program of the National Initiative for Children's Healthcare Quality (NICHQ), in cooperation with the American Academy of Pediatrics (AAP), the California Medical Association Foundation (CMAF), and the Center to Prevention Childhood Obesity and sponsored through the generous funding of the Robert Wood Johnson Foundation.

As part of this initiative, up to 8 awards of \$15,000 were available to membership organizations, not-for-profit institutions, or public agencies in select communities especially affected by childhood obesity (Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, New Mexico, South Carolina, Tennessee, Texas and West Virginia.)

Thirteen submissions over the month long application period were received and eight were chosen based on written applications and phone interviews. Successful applicants had thoughtful project plans, highly collaborative project teams, a history of working on successful advocacy/public health initiatives and plans for sustainability. In addition to the monetary stipend, tools, training and technical assistance will be provided by NICHQ and the national partners. The award period is from October 2009- May 2011. The following is a high level description of the awardees projects:

Alabama

- Project team/ supportive community organizations: Alabama AAP, Alabama Department of Health, State Obesity Taskforce comprised of over 90 non profit, private and public organizations including Alabama Department of Public Health, Alabama Dietetic Association, Alabama Hospital Association, Blue Cross Blue Shield, Johnson and Johnson and The Dubois Institute, and Alabama Communities of Excellence (ACE) comprised of sixteen economic and community development organizations including PowerSouth Energy Collaborative, Alabama Department of Economic and Community Affairs and USDA Rural Development .
- Geographic area of focus: A rural Alabama city identified by the ACE program as a city in need of economic and community development as defined by ACE through looking at the level of community commitment and capacity to support the ACE program
- High level project plan: Conduct a community needs assessment with ACE to identify a target city to pilot healthcare provider based, community specific obesity advocacy training and implementation support.
- Advocacy focus: To address the lack of food and activity policies and the subsequent environmental repercussions

Arkansas

- Project team/ supportive community organizations: Arkansas AAP, Arkansas Coalition for Obesity Prevention (ArCOP). ArCOP is comprised of members from the AAP, Association of School Nurses, Rural Health Program from the University of Arkansas for Medical Sciences, Arkansas Dietetics Association, School of Public Health from the University of Arkansas for Medical Sciences, Minority Health Commission of Arkansas and North Arkansas Partnership for Health Education
- Geographic area of focus: The state of Arkansas, split into 5 regions with one community per region.
- High level project plan: Identify five target communities within each of the five regions to pilot healthcare provider based, community specific obesity advocacy training and implementation support.
- Advocacy focus: To address the obesity related issues of built environment, access to healthy foods in the community and in schools.

Kentucky

- Project team/ supportive community organizations: Kentucky AAP and KY2Health. KY2Health is comprised of members from the AAP, Northern Kentucky Independent Health District, Child Policy Research Center affiliated with Cincinnati Children's Hospital
- Geographic area of focus: Louisville, Lexington and Northern Kentucky
- High level project plan: Focus will be on training and implementation support in three communities within the "golden triangle" (Louisville, Lexington and Northern Kentucky) to pilot healthcare provider based, community specific obesity advocacy training.
- Advocacy focus: Educating the targeted communities, providers and local governments regarding effective use of limited economic and medical resources to address the needs of rural Kentucky.

Mississippi

- Project team/ supportive community organizations: Mississippi AAP, Mississippi Academy of Family Physicians, School of Health Sciences at Jackson State University, Society of Public Health Education, Mississippi State Department of Health, Eli Manning Clinic for Children, CATCH Free Clinic, University of Mississippi Medical Center and Madison Station Elementary School
- Geographic area of focus: Metro Jackson area
- High level project plan: Focus will be on advocacy training and implementation support of healthcare providers in Metro Jackson area and creating a sustainable coalition to continue the obesity advocacy work.
- Advocacy focus: Community and legislator education about the obesity epidemic is the top priority, as well as building state coalition capacity.

New Mexico

- Project team/ supportive community organizations: Enivision New Mexico, Center for Native American Health, RWJF Native America Health Policy Shiprock Teen Life Center at Northern Navajo Medical Center at Shiprock, Gallup Indian Medical Center, New Mexico AAP

- Geographic area of focus: State of New Mexico, American Indian children and teen population
- High level project plan: Focus will be on providing advocacy training and implementation support for healthcare providers that work primarily with the American Indian population in NM while building more tribal collaboration to sustain the advocacy efforts.
- Advocacy focus: Identifying local tribal needs regarding diet and physical activity options.

North Carolina- Cabarrus

- Project team/ supportive community organizations: Cabarrus Health Alliance, Cabarrus County Childhood Obesity Prevention Partnership, Cabarrus Medical Society, Cabarrus Partnership for Children, NC Division of Public Health, Cabarrus Public Health Research Institute, Carolinas Medical Center, Southern Piedmont Community Care Plan, Parish Nursing and Health Ministry
- Geographic area of focus: Cabarrus County, a county in south central North Carolina
- High level project plan: Conduct a community needs assessment and target advocacy training and implementation support to local healthcare providers
- Advocacy focus: Increasing community and local governmental awareness of the obesity epidemic with a focus on ensuring communities have sidewalks and greenways and increased physical activity in schools

North Carolina- Wake Med

- Project team/ supportive community organizations: Advocates for Health in Action, Community Care of Wake and Johnston Counties, Wake Med Health, Wake County Medical Society and Hospitals
- Geographic area of focus: Low income areas across Wake County, a county in central North Carolina
- High level project plan: Conduct advocacy training and provide implementation support to local healthcare providers.
- Advocacy focus: Focus on creating communities that are safely walkable, have access to health foods and safe places to play.

Texas

- Project team/ supportive community organizations: Texas Pediatric Association, Texas Medical Association (TMA), Texas Academy of Family Physician, Live Smart Texas, Partnership for Healthy Texas, Texas Department of State Health Services
- Geographic area of focus: State of Texas
- High level project plan: Conduct five regional advocacy training sessions (1 Live Smart meeting, 3 TMA meetings, 1 border area meeting) for healthcare providers. Following this, implementation support will be given.
- Advocacy focus: Creating a “tipping point” of trained, healthcare provider advocates that can address local obesity needs in their own communities.