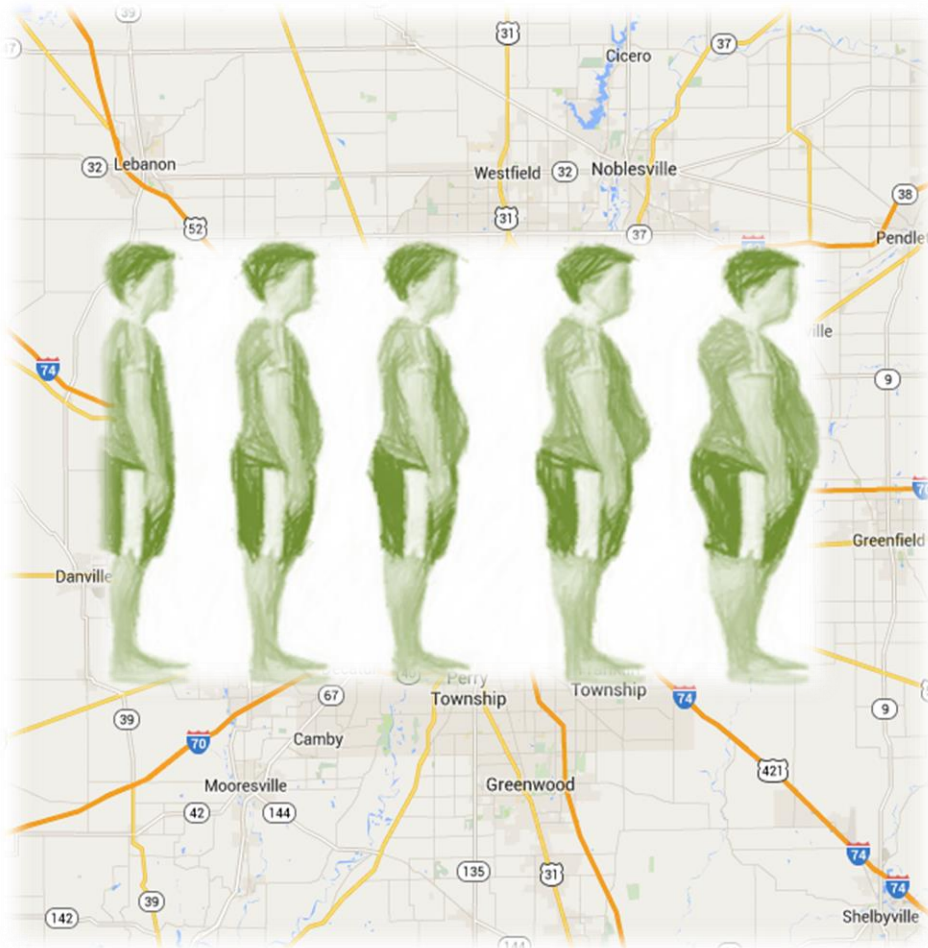


Campaign to Improve Children's Health in Central Indiana



Our Community Health Crisis



175,000 kids

in central Indiana are at
significantly higher risk of

Diabetes
Heart Disease
Cancer

because of their weight

CDC, Behavioral Risk Factor Surveillance Survey; 2013 Census data

An Epidemic With Deadly Consequences

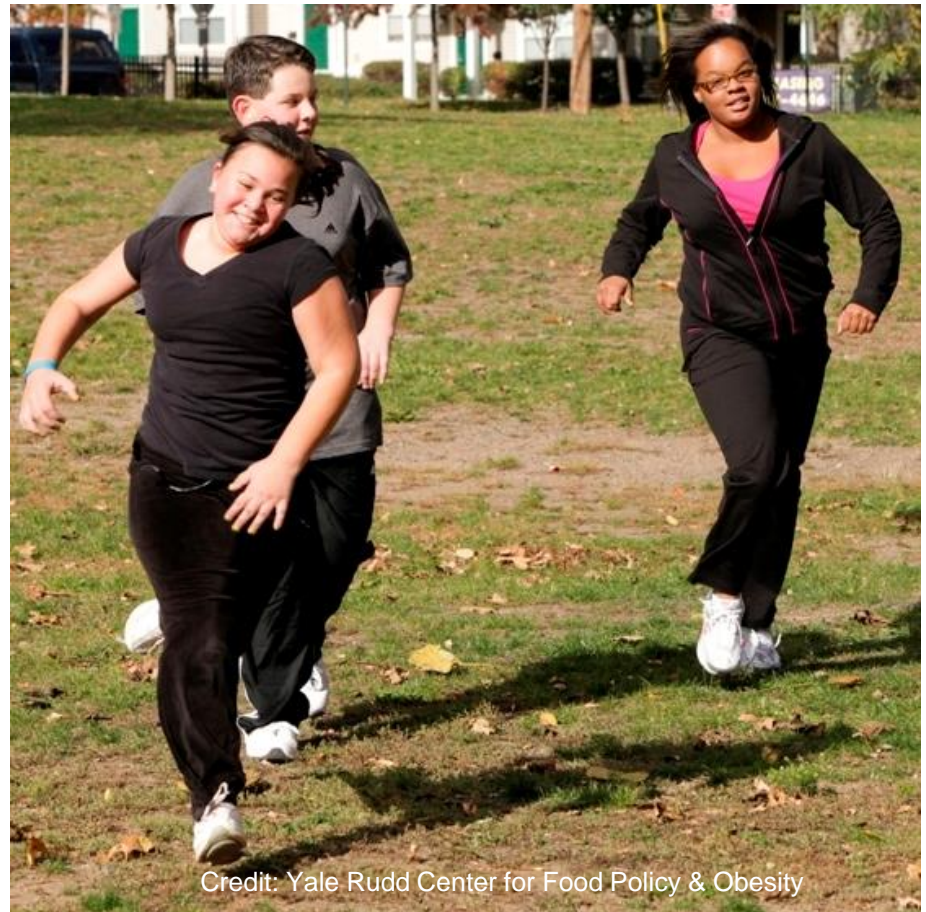
40%

of all children born between
2000 and 2011 will develop
diabetes in their lifetimes

45% of African American males

50% of African American
females

50% of all Hispanics

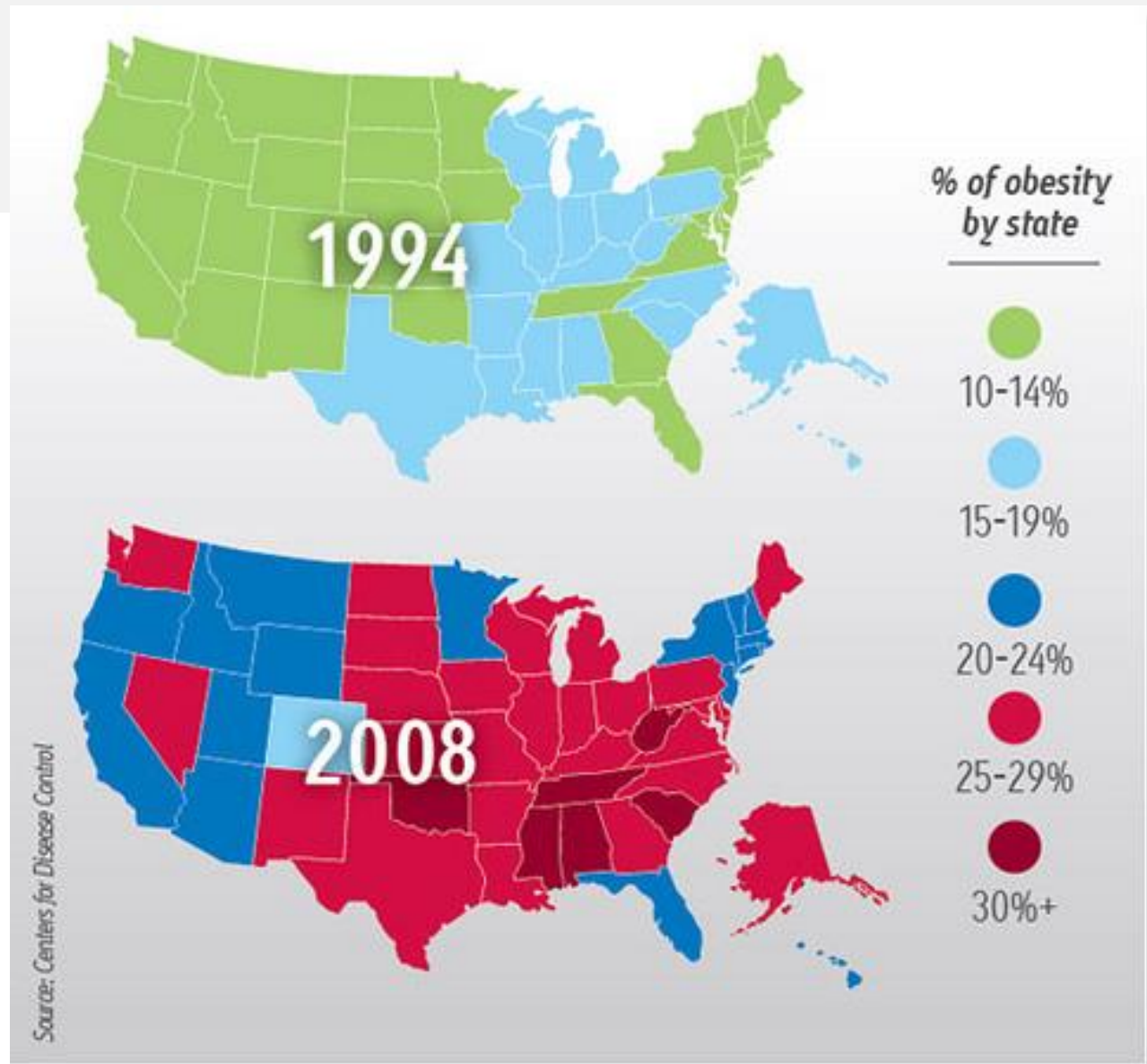


Credit: Yale Rudd Center for Food Policy & Obesity

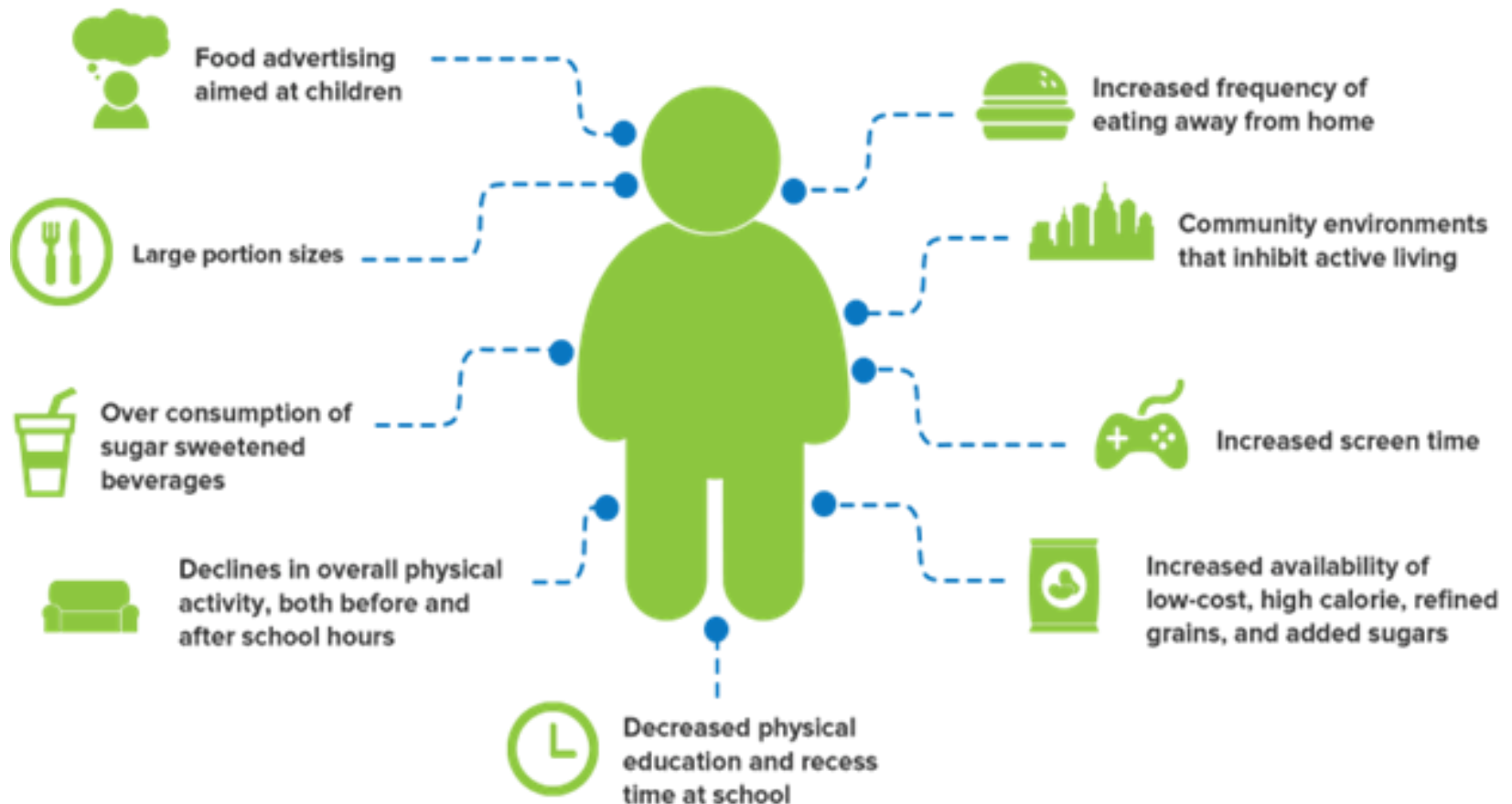
A Recent Epidemic

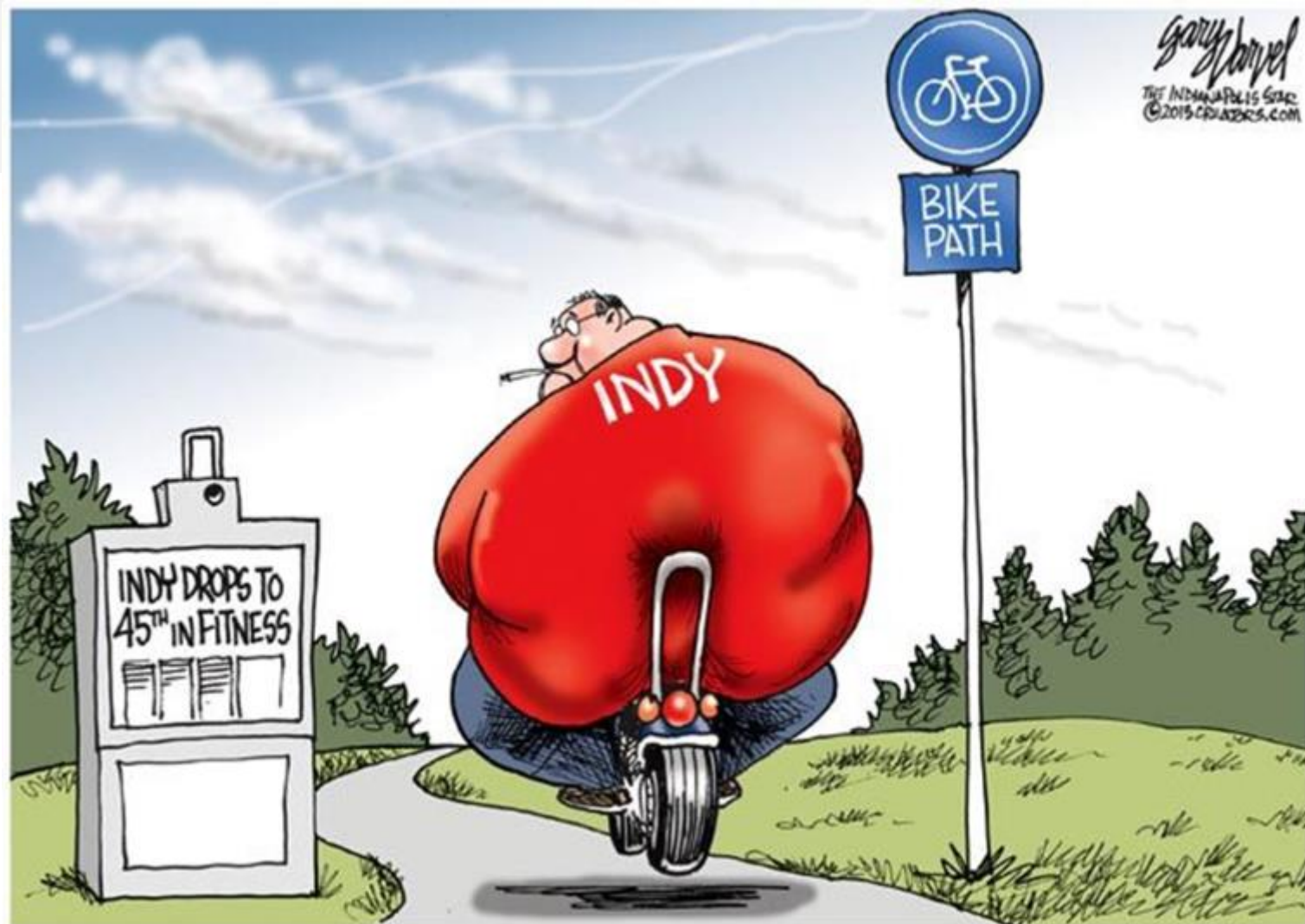
1994: No state had an obesity rate $> 20\%$

2008: Only one state had an obesity rate $< 20\%$



The Causes of This Crisis: Our Culture Has Conspired Against Our Kids





garyvarvel.com

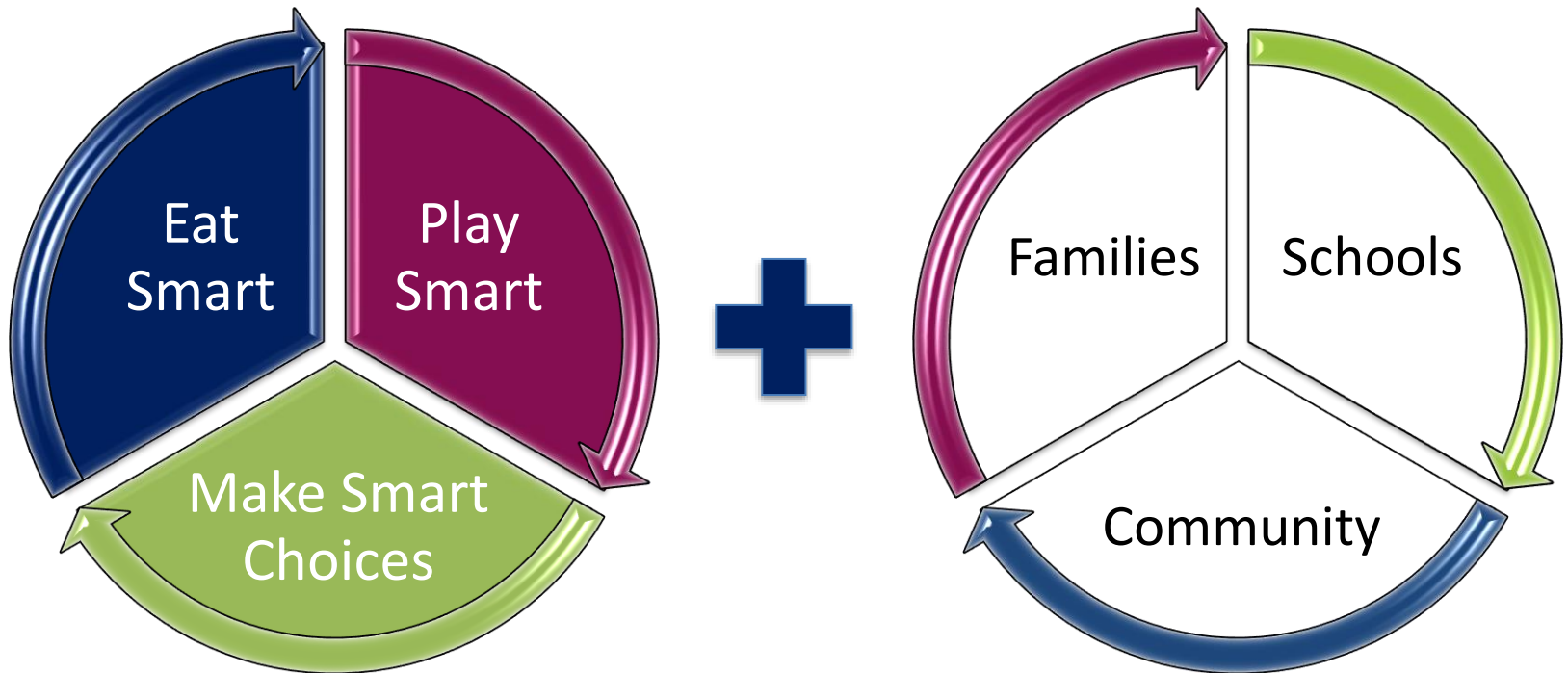
HOW DO WE HELP OUR KIDS WIN THE BATTLE TO BE HEALTHY?

Jump IN for Healthy Kids: A Collective Strategy Toward A Common Goal



- A community-wide initiative of civic, business, academic, nonprofit, health, and education organizations.
- **Mission:** to **change the culture of health** in central Indiana so more kids are healthy and fewer kids are at risk from preventable diseases
- **Goals:**
 - Significantly increase the number of kids at a healthy weight
 - Substantially increase the number of kids *moving* toward a healthy weight

Strategic Focus: Give Kids Healthy Options So They Can Make Smart, Healthy Choices



Working With Families, Schools and the Community

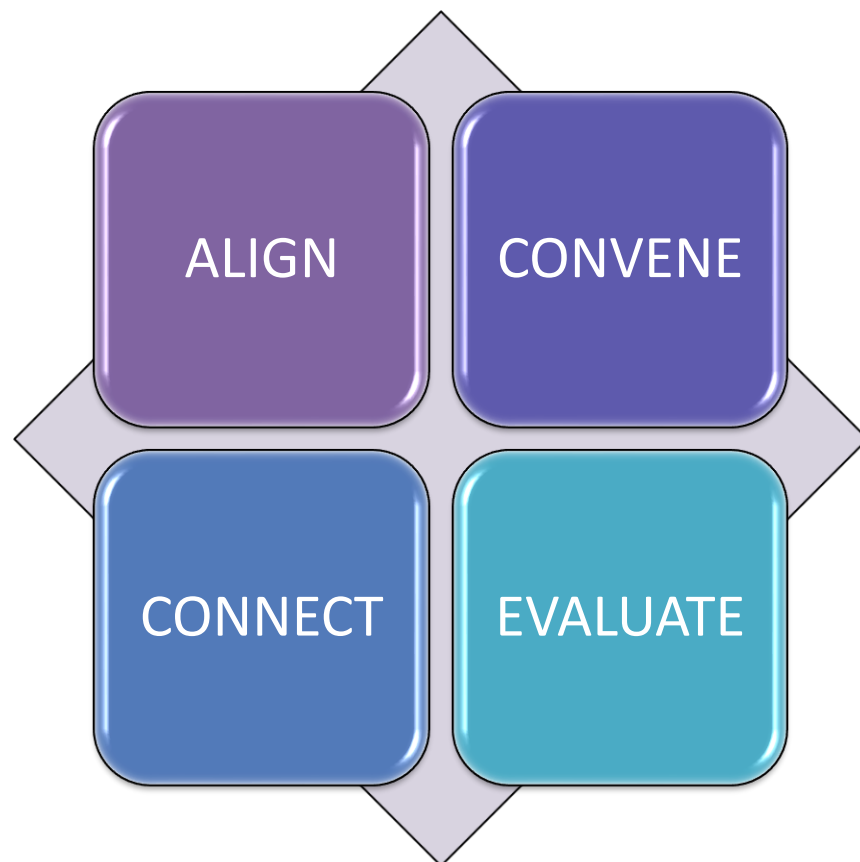
Schools/Child Care Providers

- Healthy meals and snacks that meet nutrition guidelines
- Nutrition education incorporated into curriculum
- Enhanced PE time and curriculum
- Increased physical activity during the day (30 to 60 minutes)
- Engagement with families to adopt these learnings and practices at home

Family and Community

- Access to healthy, nutritious foods
- Education & awareness for adults
- Increased opportunities for exercise and play: programs and infrastructure
- Aligned employer wellness programs
- Trained health care providers who can effectively counsel families
- Supportive public policy choices

The Role of Jump IN for Healthy Kids



Alignment of Community Initiatives

- Establish and embrace common goals and agendas
- Ensure consistent messages from all groups in public awareness and education campaigns
- Identify synergies between community initiatives
- Advocate for public policy changes that promote consistent action in the community

ROLE AS CONVENER

Establishing Task Forces in Key Areas

**Public Education
and Awareness**

**Public Policy
and Funding**

**Nutrition -
Healthy Eating**

**Fitness -
Active Living**

**Aligned
Employer
Wellness**

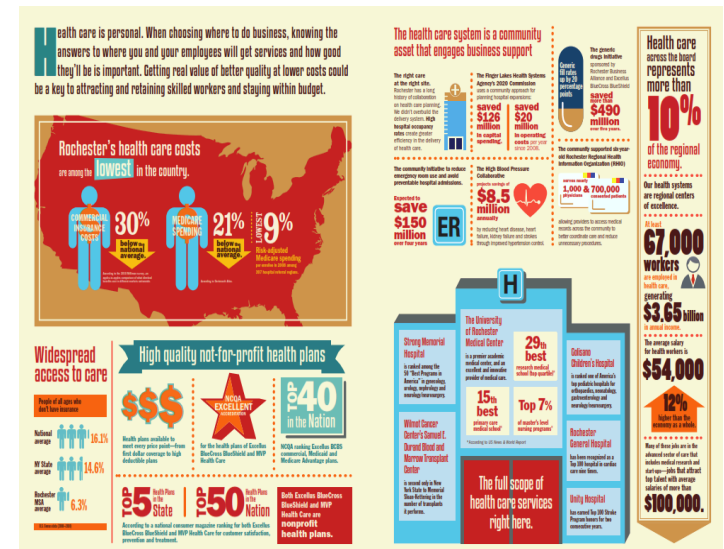
**Clinician
Training**

**Community
Based Pilots**

**Data
and Analytics**

CONNECT

- Aligned Employer Task Force
- Rochester's Approach
- Consistent messaging across employers
- Started with basics
- What can we do collectively to impact the goal



EVALUATE

- Develop/identify appropriate evaluation tools to measure effectiveness
- Establish shared metrics and measurement framework
- Create a “data warehouse” and capture key data points
- Publish a community dashboard

Shared Metrics and Measurement Framework

Jump IN Goals

Reduce the Rate of Childhood Obesity in Central IN

Metric	Source
Statewide BMI	BRFSS, CDC
Future Measure – Local Area BMI	Aggregated data from: Medicaid, IHIE, Fitnessgram

Have Central Indiana's Children & Families Practicing Healthy Behaviors

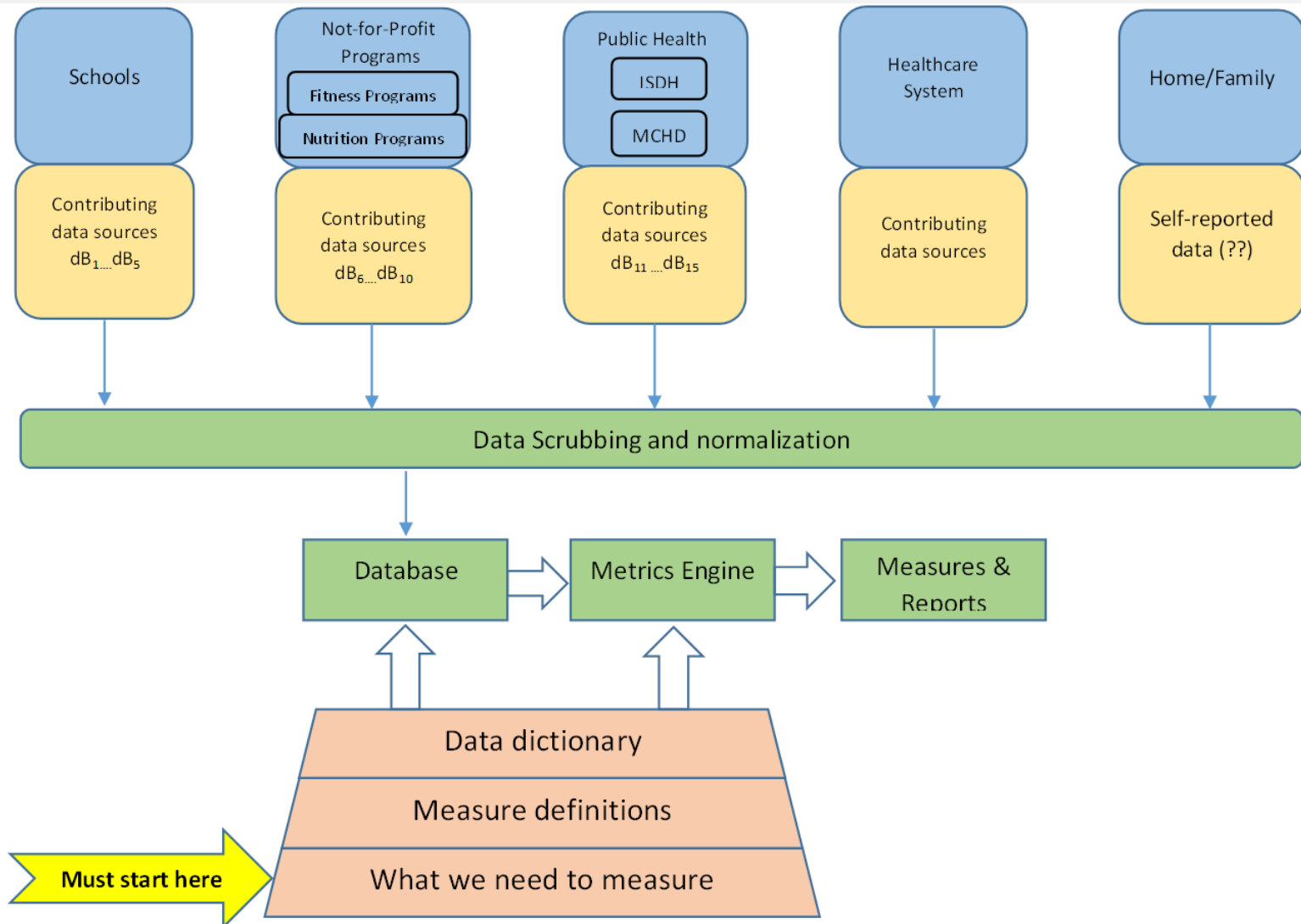
Metric	Source
# of kids getting 60 min daily physical activity	BRFSS, ISDH, DOE
# of kids eating 5 fruits/vegetables a day	BRFSS, ISDH, DOE
# of kids limiting screen time to 2 hours a day	BRFSS, ISDH, DOE
% of mothers who breastfeed	CDC, County health data, ISDH

Improve the Overall Health of Children, Their Families & Communities

Metric	Source
Country Health Ranking	RWJF
% of children within the Healthy Zone in the Fitnessgram Presidential Challenge	Fitnessgram
Cases of adult onset diabetes in children	CDC, Medicaid, Carriers, IHIE
Cases of High Blood Pressure in Children	CDC, Medicaid, Carriers, IHIE
Cases of High Cholesterol in Children	CDC, Medicaid, Carriers, IHIE
Indianapolis ACSM ranking	ACSM

Jump IN Hallmark Metrics

Data Warehouse



Community Dashboard: San Francisco Health Improvement Partnership

Exercise, Nutrition, & Weight

7th Grade Students who are Physically Fit **MAP**

Comparison: CA Counties



Adult Fast Food Consumption **MAP**

Comparison: CA Counties



Adults Engaging in Moderate Physical Activity **MAP**

Comparison: CA Counties



Adults Engaging in Vigorous Physical Activity **MAP**

Comparison: CA Counties



Adults who are Overweight or Obese **MAP**

Comparison: CA Counties



Child Fruit and Vegetable Consumption **MAP**

Comparison: CA Counties



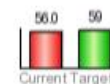
Children and adolescents who consumed two or more glasses of soda or sugary drink yesterday

Comparison: Community Target



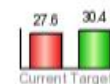
Food Market Access Score

Comparison: Community Target



Minutes per day residents spend walking and/or biking for non-leisure, utilitarian trips

Comparison: Community Target



Percent of adults that report a BMI greater or equal to 30 **MAP**

Comparison: CA Counties



Percent of children and teens (ages 2-17) who consume five or more servings of fruits and vegetables

Comparison: Community Target



Physically fit children in 5th Grade within the SFUSD who score 6 of 6 on the CA Fitness-gram test

Comparison: Prior Value



Physically fit children in 7th Grade within the SFUSD who score 6 of 6 on the CA Fitness-gram test

Comparison: Prior Value



Physically fit children in 9th Grade within the SFUSD who score 6 of 6 on the CA Fitness-gram test

Comparison: Prior Value



Continuing Activities and Timeline

3rd Quarter

- Establish final goals
- Convene Task Forces
- Aligned Employer approach
- Determine Data Lab configuration

4th Quarter

- Develop Work Plans and Defined Metrics
- Implement National Funding Strategy
- Determine Public Policy Goals for 2015

2015

- Implement Activities per Work Plans
- Leverage Federal and National Grant Funding Opportunities
- Report on benchmark metrics

Questions

