



Governors in Action: Addressing Obesity in Michigan

**Kimberlydawn Wisdom, MD, MS
Michigan Surgeon General**

Environmental Solutions to Obesity in America's Youth

June 1, 2005

Michigan Department
of Community Health



Jennifer M. Granholm, Governor
Janet Olaszewski, Director



Governor Jennifer M. Granholm



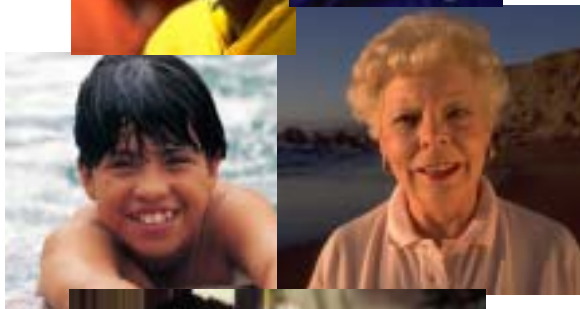
**47th Governor of the State of Michigan
and
Michigan's First Female Governor**



The Surgeon General's Roles



- Serve as Chief Public Health Advocate



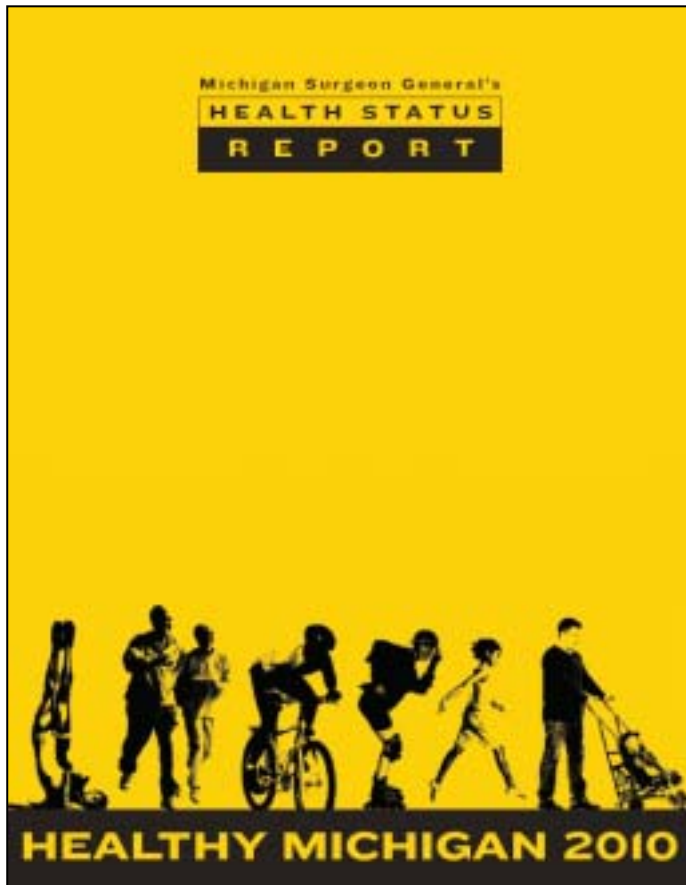
- Rebuild the Public Health System
- Develop public health policy



- Build collaborative partnerships



Healthy Michigan 2010: Michigan Surgeon General's Health Status Report



**10 leading health indicators:
chronic disease, lifestyles,
tobacco, substance abuse,
mental health, maternal and
child health, immunizations,
injuries and violence, healthy
environments, and infectious
and emerging diseases**



Governor Granholm's
State of the State Address
January 27, 2004

*Our Determination, Our Destination:
A 21st Century Economy*

Physical Health = Fiscal Health



Prescription For A Healthier Michigan

Granholm, Surgeon General Unveil Prescription for a Healthier Michigan

May 4, 2004

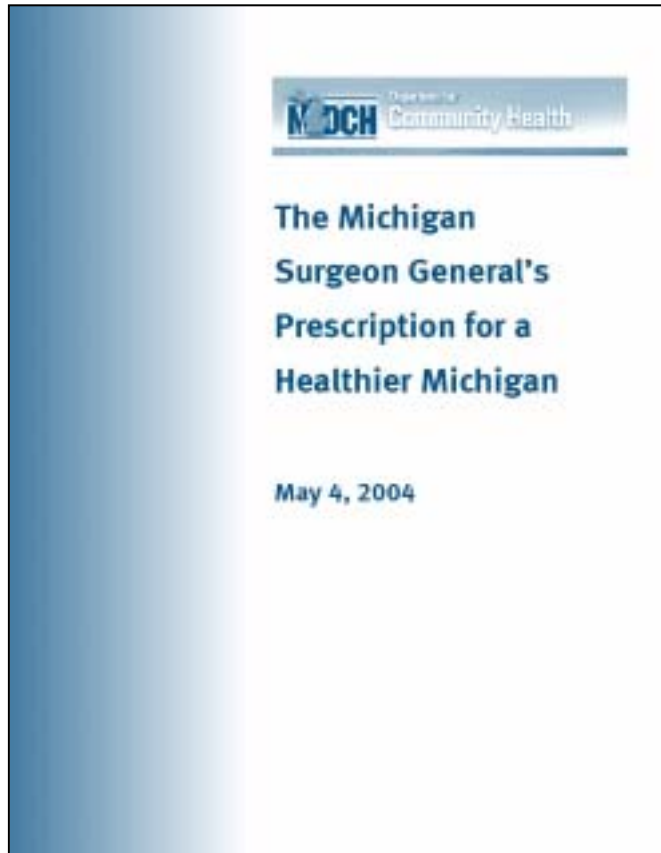
LANSING – Governor Jennifer M. Granholm and Dr. Kimberlydawn Wisdom, Michigan Surgeon General, today unveiled a new plan designed to improve the long-term health of Michigan's citizens by focusing on strategies to prevent disease and other chronic health conditions.



www.michigan.gov/gov



Prescription for a Healthier Michigan



<http://www.michigan.gov/mdch>

1) Strategic Priorities

- **Promoting healthy lifestyles**
- Protecting families
- Protecting communities
- Eliminating health disparities

2) Recommendations



**Focus on physical activity,
healthy eating, and
decreasing tobacco consumption**



Michigan Steps Up

Goals:

- Build community capacity
- Share resources
- Reduce health risk factors
- Improve health outcomes

Campaign Components:

- Stakeholder Meetings Report
- Media Campaign
- Healthy Lifestyle Challenges
- Website
- Other (e.g. Seeking grants for a community component and other projects)



Michigan Steps Up Campaign Launch February 3, 2005

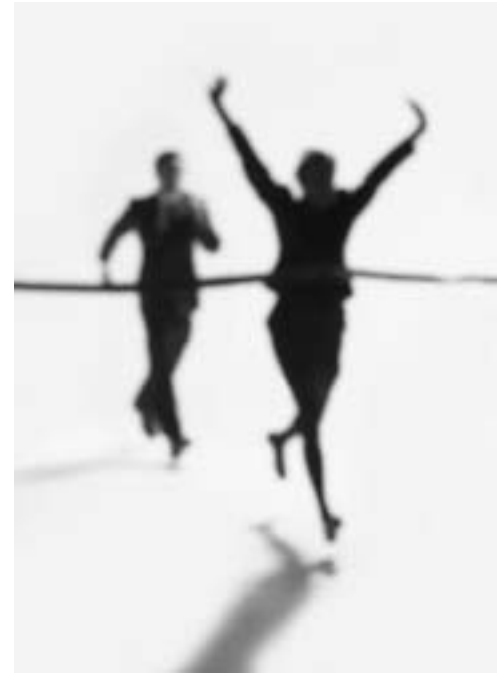


Partners: Detroit Pistons & Shock, Michigan Dept of Community Health, First Gentleman, Governor's Council on Physical Fitness, Health, & Sports



Healthy Lifestyle Challenges

- Legislative Health Challenge
- Walk by Faith Challenge
- Public Health Steps Up





Public/Private Collaboration is the Key





Michigan Steps Up Stakeholder Groups

- **Business**
- **Schools**
- **Healthcare**
- **Faith-Based**
- **Community**





Michigan Steps Up Schools Group

**Coordinated School
Health Team**

**Healthy School Action
Tool**

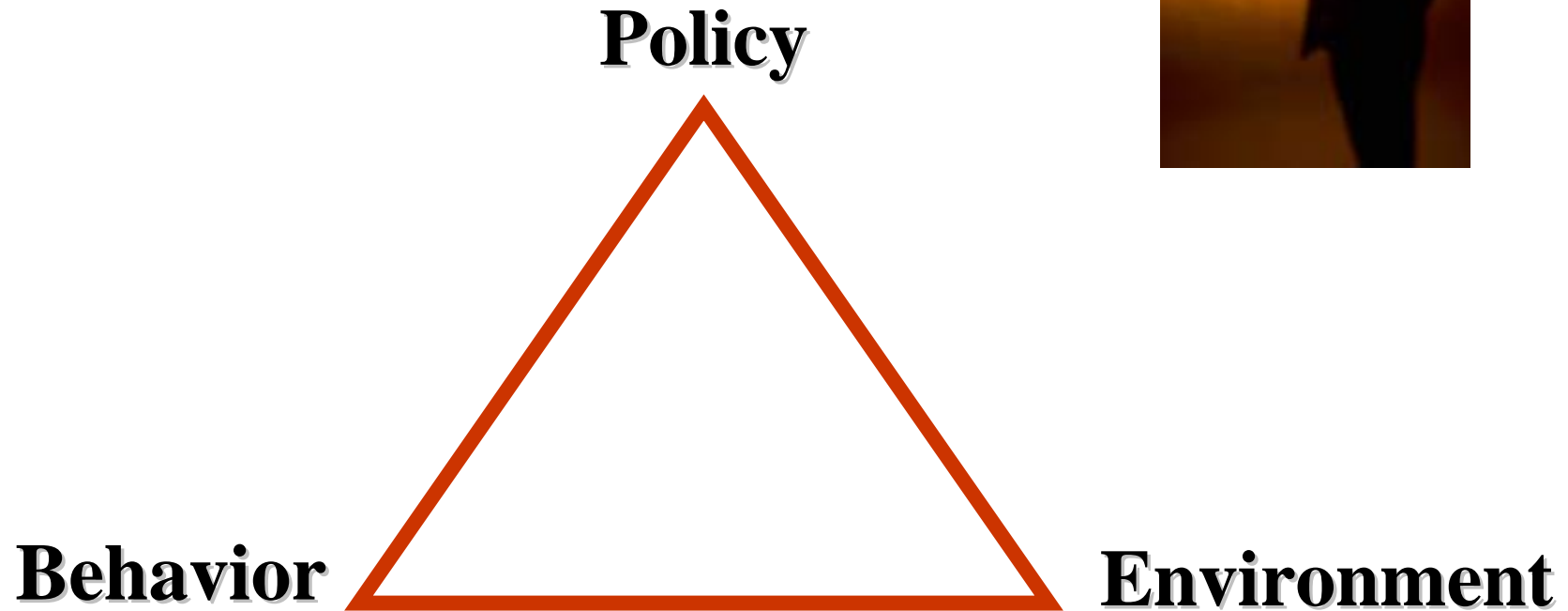
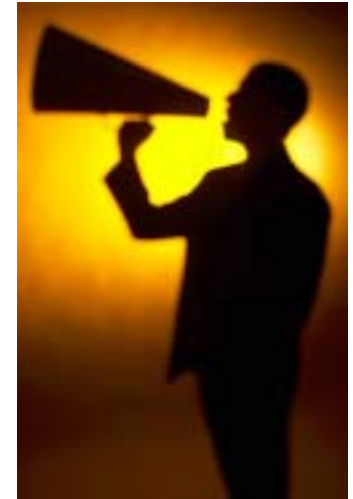
**Policy and environmental
changes**

**School Recognition
Program**





Call to Action





Other Efforts to Address Obesity in Michigan



All Children Exercising Simultaneously (ACES)



ACES Day at the State Capitol
May 4, 2005



Walk to School Day





Labor Day Bridge Run





The Cool Cities Initiative



www.coolcities.com



Michigan Governor's Council on Physical Fitness, Health, & Sports

Mission:

The Governor's Council on Physical Fitness, Health and Sports and the Michigan Fitness Foundation are working to improve the health of the people of Michigan by promoting the health benefits of physical activity and creating behavior-changing programs that equip Michigan citizens to lead a physically active lifestyle. We are focused on preventing chronic disease and reversing the trend toward sedentary living.



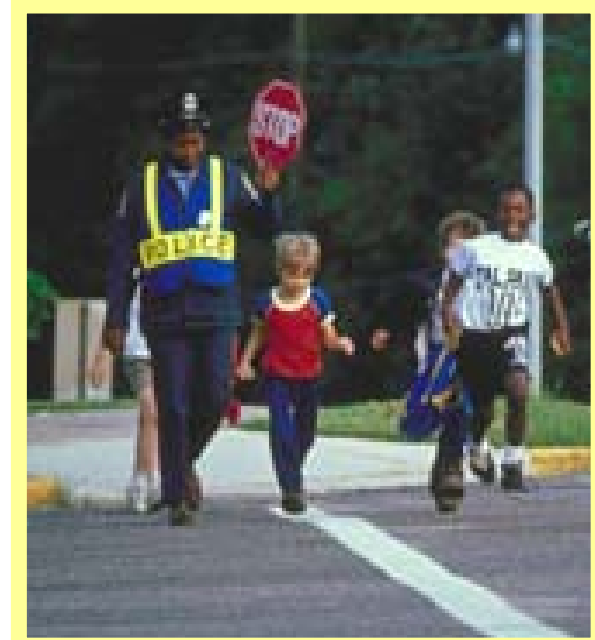


Exemplary Physical Education Curriculum (EPEC)





Photographer: Dan Burden





Promoting Active Communities Award (Continued)

- ✓ One-of-a-kind tool in the country
- ✓ Carrot approach: Doubles as an award and an educational tool
- ✓ Online format provides instant feedback & helpful links
- ✓ Automated community & state progress reports
- ✓ Developed by the Michigan Department of Community Health and the Governor's Council on Physical Fitness, Health and Sports





Promoting Active Communities Award (Continued)

Six Categories of Assessment:

1. Policies & Planning (weighted heavier)
2. Pedestrian & Bicycle Safety/Facilities
3. Community Resources
4. Worksites
5. Schools
6. Public Transportation



Public Policy Recommendations: Physical Activity

- 1) Make it Easier for Children to Safely Walk and Bike to School
- 2) Require Schools to Provide Daily, Quality Physical Education in All Grades
- 3) All Students Should Receive Physical Education



Other Healthy Lifestyle-Related Policy Efforts

- Promote healthy foods and beverages in schools
- Require nutrition labeling for restaurant foods

**“The best way to predict the future
is to invent it.”**

--Author Unknown

