Missouri State Alliance of YMCAs
Developing a Statewide Approach

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History of the PHC Model

- In 2008, the Robert Wood Johnson Foundation awarded a $6.8 million grant to Y-USA to support the expansion of the community-based HCI model, Pioneering Healthier Communities, into the Statewide Pioneering Healthier Communities (Statewide PHC) initiative in direct alignment with other strategic investments made by the Foundation that aim to reverse the childhood obesity epidemic.

  - Y-USA spread its learning and experience to 32 communities and developed a statewide model for six states to address health-promoting policy, system, and environmental (PSE) changes. The six states that have been a part of Statewide PHC have already demonstrated their ability to implement PSE strategies and have success at changing the amount of physical activity level offered to children in the state, the food that is served in vending machines in public settings and the quality of physical education for kids.

- In December 2012, the Robert Wood Johnson Foundation extended its commitment to Y-USA to enable Y-USA to engage 14 additional state alliances in the work of creating PSE changes to prevent childhood obesity. Unlike the previous grant from RWJF, this funding is not for establishing more Pioneering Healthier Community programs in local Ys. The focus of this grant is to affect state level policy changes directed at reversing and preventing childhood obesity. This grant will enable State Alliances to connect with childhood obesity advocates across their state and to serve as a catalyst (and convener) for state level advocacy.

_The Y: We’re for youth development, healthy living and social responsibility._
HEALTHIER COMMUNITIES INITIATIVES:
PHC, Statewide PHC, ACHIEVE, REACH & CTG
The PHC Opportunity ~ Was Missouri Ready?

State Alliances will align their health policy efforts with the six policy priorities identified by RWJF which include:

1. Ensure all foods and beverages served and sold in schools meet or exceed the most recent Dietary Guidelines for Americans;

2. Increase access to high-quality, affordable foods including new or improved grocery stores, healthier corner stores and bodegas;

3. Increase the time, intensity and duration of physical activity during the school day and out-of-school programs;

4. Use pricing strategies—both incentives and disincentives—to promote the purchase of healthier foods;

5. Increase physical activity by improving the built environment in communities; and

6. Reduce youths’ exposure to the marketing of unhealthy foods through regulation, policy, and effective industry self-regulation.

Selected State Alliances will also be encouraged to adopt and commit to the Ys new standards for Healthy Eating and Physical Activity (HEPA) as endorsed by Y-USA.
The PHC Timeline

- December 2012 Wrote and Submitted
- January 2013 awarded
- May 2013 First Team Meeting
- August 2013 CEO in place
- November 2013 First Legislative Agenda in place

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The Team

Team Coaches:

- Patricia Simmons, Assistant Chief, Bureau of Community Health and Wellness, Mo Department of Health and Senior Services
- Amy Stringer Hessel, Program Director, Missouri Foundation for Health

Team Members:

- Ken Hussey, CEO, Missouri Chapter of the American Pediatrics Association
- Doug Hermes, Missouri Association of Councils of Government
- Ann Cohen, Department of Nutrition and Exercise Physiology, University of Missouri
- Kathleen Duggan, Prevention Research Center, Washington University
- Brad Bates, Missouri Association of Osteopathic Physicians, American Childhood Obesity Foundation
- Amy David, Public Health Program Director, Wellpoint Inc, Anthem BC/BS
- Beth Low, Director, Greater Kansas City Food Policy Coalition, VP Policy and Public Affairs, KC Healthy Kids
- Jace Smith, American Heart Association
- Lori Jones, Joplin YMCA
- Sarah Topp, Gamble & Schlemeier
- Sara McDaniel, YMCA of Callaway County
- Marsha Garrison, Twin Pike Family YMCA
- Mahree Skala, MO Association of Local Public Health Agencies
- Joyce Hoth, Community Health Director, YMCA of Greater St. Louis
- Dave Zellmer, Center for Health Policy
- Gregory Batson, USDA
- Donna Mehrle, FNEP Assistant Coordinator, College of Human Environmental Services
2014 Policy Focus Areas

- Creating greater awareness of childhood obesity in Missouri.
- Improving built environments so that children and families can utilize their communities and neighborhoods for safe physical activity.
- Improving access to healthy food and physical activity in early childhood and school age settings.
- Breast feeding mothers are supported in public venues.
- School buses are protected as a means of safe transportation.

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2014 Successes

- **State of Missouri**
  - SB 504-Breastfeeding Bill
  - SB680 Beans and Greens Double Bucks Pilot Program
  - Defeated HB1162-PE credits via extracurricular activities
  - HB2088-reinstate Farm to School Act
  - Various childcare quality bills.

- **Federal Legislation**
  - REACH, 21st Century learning, Child Care Development Block Grant, Head Start,
    NDPP, Community Prevention Grants, Charitable Deduction protection.
Things to Know about PHC

5. 2015 Focus Areas

- Creating greater awareness of childhood obesity in Missouri.
- Improving built environments so that children and families can utilize their communities and neighborhoods for safe physical activity.
- Encourage Healthy vending/concession policies in schools, parks and YMCAs.
- Childhood Obesity

- *Monitoring continues on all HEAL policies

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Things to Know about PHC

6. 2015 Policy Realities

- State of Missouri
  - SB680 Beans and Greens Double Bucks Pilot Program IMPLEMENTATION
  - Community Use Project
  - Childhood Obesity
    - Fitness Gram
    - School based Body Composition reporting thru DESE
    - Coverage by insurers

- Federal Legislation
  - Child Protection Act, YDPP Coverage by Medicare, Tax Reform
Things to Know about PHC

7. Sustainability Plan

- Partnerships
  - MOCAN
  - MCP (Missouri Convergence Partnership)

- Structure
  - Include in Missouri State Alliance of YMCAs Structure
  - Childhood Obesity Taskforce to MOCAN Public Policy Committee

- Annual Planning Process
- FOCUS on Childhood Obesity Subcommittee’s recommendations.
Things to Know about PHC

8. PHC has created partnership opportunities where they weren’t before

- Planning
- Partnerships
  - MOCAN
  - MCP (Missouri Convergence Partnership)
  - DHSS
- IMPACT
  - This has changed the way we can get things done
QUESTIONS ON PHC

9.
You should be a part of it!
2016-2016 Goals

- Legislative Priorities
  - Create a greater awareness of obesity, healthy eating and active living through public policy in Missouri.
    - Coverage for Childhood Obesity
  - Encourage childcare and school age providers to implement best practice healthy eating and physical activity policies.
    - Childcare licensure regulations
    - Support policy to strengthen physical education and nutrition education and standards in Missouri Schools. Re-examine the 2009 SB 291 requirements for daily PA in school districts
    - Collection of body composition data
  - Improve built environment policy so that children and families can utilize their communities and neighborhoods for safe physical activity.
  - Giving children and families healthier vending options in public areas.
    - Crosswalk of standards
  - Support healthy food system policy to improve healthy food access for children and families.
  - Secure services for prevention and early intervention of diabetes through the YDPP.
  - Support Funding for child care assistance for working parents.
  - Support the Youth Opportunities Program.
  - Monitor Taz Reform to protect non-profits and community based organizations.
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