A local movement to raise a healthier generation of kids
Defining the Problem

2008 - 2016 3rd grade BMI trend data

2014 - 2016 3rd, 7th and 10th grade BMI data

Data collected from Missoula City-County Health Department, 3rd Grade BMI Surveillance Project
A Report on Physical Activity of Missoula County Youth

Dr. Steven Gaskill
2007: 553 Students

Meeting Health Guidelines

- Elementary School: 78%
- Middle School: 54%
- High School: 11%
- Overall: 47%
So Few......
BMI & Physical Fitness

Students meeting health guidelines according to weight

- Normal Weight: 49%
- Overweight: 24%
- Obese: 10%

Students riding bikes in the background.
Mission

- **Purpose**
The purpose of *Let’s Move! Missoula* is to create, support and mobilize projects and partnerships that enhance and build healthy environments for all children and residents. Strategies include education, policy development, advocacy and environmental change.

- **Vision**
We envision healthy kids and appealing healthy options for all residents no matter where they live, work, play or go to school.
1. MCCH looked at BMI and took on childhood obesity

2. Told the story to potential stakeholders

3. Identified a major leaders/partners

4. Identified national program: Let’s Move! as the initiative template
Leadership Team

- Community Medical Center & Providence St. Patrick
- Chamber of Commerce
- City of Missoula
- County Commissioners
- Health Department
- Missoula County Public Schools
- Parks and Recreation
- YMCA
- United Way
- University of Montana
Structure

- **Initiative structure:** patterned after successful *Let’s Move!* national movement.
  - Task force made up of community leaders
  - Designated community point person and/or agency
  - Brand-able tagline
  - Public Launch
  - Measurable objectives
Public Launch

Unplug and PLAY!

May 3-9

FREE! Kickoff Event

Sunday, May 3 - 1 - 4pm · McCormick Park

www.unplugmissoula.org
Mobilizing the Community Part 2

Summit to Prevent Childhood Obesity, Fall 2012

- National experts
  - Healthy built environment – Mark Fenton
  - Physical activity and the brain – Dr. Darla Castelli
  - Let’s Move! Childcare – Dr. Kelly Rice
  - Eating Smart – Dr. Cathy Breedon

- 227 attendees

- 15 priority action items sent to Leadership Team
Implementing Action Steps

Summit for Healthy Children, Fall 2013
Promote Physical Activity Policies and Programs to Increase Student Health and Cognitive Ability

- Dr. Steve Gaskill, University of Montana: **Perpetual Motion, Prepared to Learn**
- Dr. Darla Castelli, University of Texas, Austin: **Why Schools Need to Provide More Physical Activity...It’s ALL about the Brain!**

- **Breakout sessions:**
  - Active transportation
  - Zero-hour activity
  - Activity during classroom instruction
  - Active recess
  - Access to physical activity during the day
  - After-school opportunities
Implementing Action Steps

Summit for Healthy Children, Spring 2014
Food for Fuel and Learning

- Katie Bark, Montana Team Nutrition: Schools Step Up to the Plate to Fuel Smart Minds and Healthy Bodies

Breakouts sessions:
- Healthy classroom rewards and snacks for hungry students
- Healthy vending options
- Healthy fundraising opportunities
- Healthy classroom celebrations
- Healthy off campus lunch opportunities
Let’s Move! Missoula Strategic Plan is interwoven with the Missoula City - County Health Department’s Community Health Improvement Plan (CHIP)

Reports on **evidence-based strategies** used and how progress is **measured**

1. Infrastructure – built environment
2. Activities – education
3. Awareness – marketing and events
Missoula County CHIP Plan

HTTP://WWW.MISSOULACOUNTY.US/HOME/SHOWDOCUMENT?ID=3659
**Missoula County CHIP Work Plan**

**Focus Area:** Obesity in Children

**GOAL:** Reduce childhood obesity in Missoula County by 10%, from 13% to 11.7%.

<table>
<thead>
<tr>
<th>PERFORMANCE MEASURES</th>
<th>Source</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Short Term Indicators</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of interventions to improve physical activity and nutrition in the school and child care setting.</td>
<td>Let’s Move! Missoula</td>
<td>Yearly</td>
</tr>
<tr>
<td>General awareness and education regarding the use of resources in the community that can improve nutrition and weight status.</td>
<td>CHIP Obesity Team</td>
<td>Yearly</td>
</tr>
<tr>
<td><strong>Long Term Indicators</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Childhood obesity rates</td>
<td>Let’s Move! Missoula, 3rd, 7th and 10th grade Body Mass Index data</td>
<td>Yearly</td>
</tr>
</tbody>
</table>

**Strategy #1: Improve infrastructure**

**Background:** Improvements in infrastructure can make a dramatic impact on nutrition weight status of the members of the Missoula County communities. This strategy addresses policy and interventions in schools and child cares, access to healthy built environments, and increasing community and home gardens.

**Source:** Healthy People 2020. Nutrition and Weight Status.


**Policy Change Required:** By June 2018, all Missoula County schools will have School Wellness policies in place that support quality nutrition and 60 minutes of daily physical activity.
### ACTION PLAN

**Objective 1:** By June 2018, all Missoula County schools will have School Wellness policies in place that support quality nutrition and 60 minutes of daily physical activity.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Target Date</th>
<th>Resources Required</th>
<th>Lead Person/Organization</th>
<th>Anticipated Product or Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work with the Graduation Matters Missoula Student Wellness Council Nutrition and Physical Activity Groups</td>
<td>June 2018</td>
<td>Staff time, meeting supplies, presentation materials</td>
<td>Let’s Move! Missoula</td>
<td>Support for School Wellness Councils as they develop, lobby, and present physical activity and nutrition policy to their local school boards.</td>
</tr>
<tr>
<td>Review Missoula County School Wellness Policy</td>
<td>June 2018</td>
<td>Staff time, office supplies</td>
<td>Let’s Move! Missoula</td>
<td>School boards, students, and school staff will have education on rationale for altering competitive foods environment and increasing physical activity opportunities in their School Wellness Policy.</td>
</tr>
<tr>
<td>Identify School Wellness Councils in Missoula County Schools</td>
<td>June 2018</td>
<td>Staff time, office supplies</td>
<td>Let’s Move! Missoula</td>
<td>Criteria for the formation or revitalization of School Wellness Councils.</td>
</tr>
</tbody>
</table>

**Objective 2:** By June 2018, increase access to the healthy built environment by:
- Increase in the number of children who have access to parks or open space within a half mile of their residence within incorporated city limits to 100%
- Increase improved equipment/facilities and all abilities equipment/facilities at 11 neighborhood locations.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Target Date</th>
<th>Resources Required</th>
<th>Lead Person/Organization</th>
<th>Anticipated Product or Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continue to prioritize projects that improve transportation safety and access to schools and parks safe</td>
<td>June 2018</td>
<td>Staff time, funding</td>
<td>Missoula Parks and Recreation; Missoula Development Services; Missoula Public Works</td>
<td>Improved transportation facilities that provide access to schools and parks</td>
</tr>
<tr>
<td>Continue to follow adopted national and local best practices and guidelines for parks, trails, and complete streets</td>
<td>June 2018</td>
<td>Staff time, funding, advocacy</td>
<td>Missoula Parks and Recreation, Missoula Development Services; Missoula Public Works</td>
<td>Improved parks, trails, and complete streets</td>
</tr>
<tr>
<td>Continue to seek funding including grants</td>
<td>June 2018</td>
<td>Staff time</td>
<td>Missoula Parks and Recreation, Missoula Metropolitan Planning Organization</td>
<td>Improved funding opportunities that would contribute to improved healthy built environment</td>
</tr>
<tr>
<td>Increase visibility of resources</td>
<td>June 2018</td>
<td>Staff time, funding</td>
<td>Missoula Parks and Recreation</td>
<td>Improved public knowledge about resources available</td>
</tr>
<tr>
<td>Increase messages promoting safe outdoor play for children</td>
<td>June 2018</td>
<td>Staff time, funding</td>
<td>Missoula parks and recreation, Let’s Move! Missoula</td>
<td>Improved public knowledge about safe outdoor play for children</td>
</tr>
</tbody>
</table>
Increase community awareness of need for all-abilities playgrounds and school playgrounds

<table>
<thead>
<tr>
<th>Activity</th>
<th>Target Date</th>
<th>Resources Required</th>
<th>Lead Person/Organization</th>
<th>Anticipated Product or Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collaborate with City of Missoula, Garden City Harvest, County Extension Office, and 1000 New Gardens to promote and increase awareness of the benefits of gardens</td>
<td>June 2018</td>
<td>Stafftime, funding</td>
<td>Missoula Food Bank Network</td>
<td>Increased awareness of the health benefits of gardens</td>
</tr>
<tr>
<td>Promote awareness of resources available through MUD</td>
<td>June 2018</td>
<td>Stafftime, funding</td>
<td>Missoula Food Bank Network</td>
<td>Increase public awareness of the resources available through MUD</td>
</tr>
</tbody>
</table>

**Objective 3:** By June 2018, increase community and home gardens for nutrition and sustainability by 2 per year

<table>
<thead>
<tr>
<th>Activity</th>
<th>Target Date</th>
<th>Resources Required</th>
<th>Lead Person/Organization</th>
<th>Anticipated Product or Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collect data and report on the number of gardens located in Missoula County</td>
<td>June 2018</td>
<td>Office supplies, stafftime</td>
<td>MCCHD Obesity Prevention Team</td>
<td>Increased awareness of the health benefits of gardens</td>
</tr>
</tbody>
</table>

**Strategy #2: Improve communication through health care providers**

**Background**

Working with health care providers is a strategy used to get health information to the public from a source that they trust.

**Source:** AAP Paper on Role of Pediatrician in Childhood Obesity Prevention 5,2,1,0 Strategy: [http://5210.healthymilitarychildren.psu.edu/](http://5210.healthymilitarychildren.psu.edu/)

**Evidence Base:** C. Homer & L. Simpson, Health Affairs, March 2007. Childhood Obesity: What’s Health Care Policy Got To Do With It?

The Role of Health Care Providers in the Prevention of Overweight and Type 2 Diabetes in Children and Adolescents: [http://spectrum.diabetesjournals.org/content/18/4/240.long](http://spectrum.diabetesjournals.org/content/18/4/240.long)

Expanding the Role of Primary Care in the Prevention and Treatment of Childhood Obesity: A Review of Clinic- and Community-Based Recommendations and Interventions: [http://www.hindawi.com/journals/jobe/2013/172035/](http://www.hindawi.com/journals/jobe/2013/172035/)

AAP Paper on Role of Pediatrician in Childhood Obesity Prevention: [http://pediatrics.aappublications.org/content/early/2015/06/23/peds.2015-1558.full.pdf+html](http://pediatrics.aappublications.org/content/early/2015/06/23/peds.2015-1558.full.pdf+html)

**Policy Change Required:**

Health care providers will prescribe in the electronic medical records prescription trails to children who meet the following health criteria:

- Childhood overweight = BMI at or above the 85th percentile for children of the same age and sex
- Childhood obesity = BMI at or above the 95th percentile for children of the same age and sex
- Severe childhood obesity = BMI greater than 120% of 95th percentile for children of the same age and sex

Missoula physicians will address healthy weight at each well-check.

**Objective 1:** Provide education about 5-2-1-0 to 90% of family and pediatric health care providers in Missoula County.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Target Date</th>
<th>Resources Required</th>
<th>Lead Person/Organization</th>
<th>Anticipated Product or Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use established model from AAP to develop educational packet about 5-2-1-0</td>
<td>June 2018</td>
<td>Office supplies, stafftime</td>
<td>MCCHD Obesity Prevention Team</td>
<td>Educational packets for health care providers</td>
</tr>
</tbody>
</table>
Incorporate Health in All Policies

Examples of policies

1. All Missoula County schools will have School Wellness Policies in place that support access to healthy food, nutrition education and 60 minutes of daily physical activity – *under review*

2. City of Missoula Long Range Transportation Plan includes a transportation goal to promote community health and social equity – *approved fall 2016*

3. Missoula County Nutrition Standards for Healthy Food and Beverages in the Workplace establishes guidelines for healthy food and beverage options available to employees in the workplace – *approved 2012*
Beginning the Work in the Schools

- Majority of the work so far as been with Missoula County Public Schools and Hellgate Elementary

- Both have active school wellness councils.

- You need a rack to hang your hat!
Healthy Schools Framework
Evidence-Based in Schools

CDC and IOM recommendations: youth have 60+ minutes daily of moderate-vigorous physical activity for health and improved learning.

USDA guidelines for school wellness councils and Smart Snack Compliance.
Obesity rates in the three schools with the poorest neighborhoods.

Obesity rates in the six other schools.
It’s about changing environments

All Missoula kids, families and residents should have access to physical activity and quality nutritional choices where they live, work and play.
Partnerships at work

1. Graduation Matters Missoula Student Wellness Council and includes student focus groups

2. Missoula City County Health Department cross divisional work with Eat Smart Coalition

3. Let’s Move! Missoula Active Kids Coalition

4. Let’s Move! Missoula Affiliates
Evidence-Based in Community

Enhancing access to places for physical activity involves changes to local environments that create new opportunities for physical activity or reduce the cost of existing opportunities. – CDC

Schools and public service venues are positioned to influence the availability of healthier foods might increase the consumption of healthier foods. – CDC
1. **PolicyMap and Community Health Assessment** for health outcome data
   [http://gis.missoulacounty.us/mcchd/healthmap](http://gis.missoulacounty.us/mcchd/healthmap)

2. Local BMI data collected in 3rd, 7th and 10th grades for overweight and obesity rates

3. Standardized academic and behavior data to evaluate student success – healthy students are better learners
Notable Accomplishments

1. Let’s Move! Missoula Affiliates
   Community partnerships are growing

2. Brain Break teacher evaluation
   Improved learning, attention and behavior

3. School Wellness Coordinator grant
   Hired a part time employee to work with the schools

4. Missoula Invest Health planning grant
   Robert Wood Johnson Foundation and Reinvestment Fund focused on obesity and depression in Missoula’s low wealth neighborhoods
Notable Accomplishments

In 2015, Let’s Move! Missoula became a Let’s Move! Cities, Towns and Counties All Star

Shared success with 7% of Let’s Move! Counties nationwide
Upcoming Projects

1. Continued funding for Let’s Move! Missoula Active Schools
2. Missoula Community Health Map Completed
3. Missoula Community Health Resident Survey Completed
4. To increase Let’s Move! Child Care to more providers
5. New trail from Lolo to Missoula to Bonner: total of 25 miles of biking and walking trail
6. New prescription trail development and Walk with a Doc program
Building a culture of health for all

Today about 1 in 4 Missoula 3rd graders are overweight or obese. The current generation of kids could be the first in American history to live shorter lives than their parents.

~Alliance for a Healthier Generation

Mary McCourt
Let’s Move! Missoula School Wellness Coordinator
mmccourt
mmccourt@missoulacounty.us
406-258-3889