

Indiana State Obesity Prevention Plan

VISION

A healthy, active Indiana

MISSION

To promote and support healthy eating and physical activity to prevent and decrease obesity and its related consequences in Indiana

OVERALL GOAL

REDUCE THE PREVALENCE OF OBESITY BY IMPROVING NUTRITION AND PHYSICAL ACTIVITY PATTERNS OF INDIANA RESIDENTS

Healthy Weight Outcomes

OBJECTIVE A: Reduce the prevalence of overweight and obesity rates in Indiana by 1% or more per year by 2010 for a relative reduction of 5% or greater by 2015, compared to the 2005 rates

OBJECTIVE B: Increase the percentage of Indiana middle- and high-school youth who maintain a healthy body mass index for-age (following centers for disease control and promotion gender and age growth charts) by 10% by 2015

OBJECTIVE C: Increase the percent of women in reproductive years who maintain a healthy weight before, after, and between pregnancies by 2% or more per year by 2010 for a relative increase of 10% or more by 2015, compared to the 2005 rate

Healthy Nutrition Outcomes

OBJECTIVE D: Increase the percent of Indiana residents who consume 5 or more servings of fruit and vegetables by 2% or more per year by 2010 for a relative increase of 10% or greater by 2015, compared to the 2005 rate

OBJECTIVE E: Decrease to 8 ounces or less the average daily consumption of sugar-sweetened beverages among adolescents by 2% or more per year by 2010 for a relative increase of 10% or greater by 2015, compared to the 2005 rate

OBJECTIVE F: Increase the percentage of youth who consume 3 or more servings of calcium-rich low fat dairy products (e.g. milk, cheese and yogurt) daily 2% or more per year by 2010 for a relative increase of 10% or greater by 2015, compared to the 2005 rate

OBJECTIVE G: Increase the percentage of youth who report eating breakfast regularly 2% or more per year by 2010 for a relative increase of 10% or greater by 2015, compared to the 2005 rate

OBJECTIVE H: Increase the proportion of post-partum women who initiate breastfeeding and breast feed their infants exclusively for a minimum of 6 months 2% or more per year by 2010 for a relative increase of 10% or greater by 2015, compared to the 2005 rate

OBJECTIVE I: Decrease the percent of Indiana teens who report eating fast food 3 or more times a week by 2% or more per year by 2010 for a relative increase of 10% or more by 2015, compared to the 2005 rate

OBJECTIVE J: Decrease the number of times per week Indiana adults purchase a meal from a drive through restaurants by 2% or more per year by 2010 for a relative increase of 10% or more by 2015, compared to the 2005 rate

OBJECTIVE K: Increase the number of times per week Hoosiers sit down and eat meals with their family by 2% or more per year by 2010 for a relative increase of 10% or more by 2015, compared to the 2005 rate

Physical Activity Outcomes

OBJECTIVE L: Increase the percent of Indiana school age and adult Indiana residents who meet current centers for disease control and promotion guidelines for moderate and vigorous physical activity by 2% or more per year by 2010 for a relative increase of 10% or more by 2015, compared to the 2005 rate

OBJECTIVE M: Decrease the proportion of children and adolescents who view television or who play computer or video games or use a computer for something that is not school work for more than 2 hours per school day by 10% or more by 2015, compared to the 2005 rate

OBJECTIVE N: Increase by 10% the proportion of elementary and middle school children participating in a minimum of 30 minutes of moderate-to-vigorous activity per day by 2015 (IOM 2005, 14; Community Guide 2005)

OBJECTIVE O: Decrease SES and minority population disparities in the prevalence of adolescents' reported lack of physical activity among by 10% by 2015 (as reported by YRBSS)

SPECIFIC GOALS AND OBJECTIVES

GOAL I: INCREASE AWARENESS OF HEALTHY NUTRITION AND PHYSICAL ACTIVITY BEHAVIORS

OBJECTIVE A: Increase awareness of the benefits of nutrition and physical activity

OBJECTIVE B: Increase awareness of “how to” develop healthy nutritional habits and increase physical activity

OBJECTIVE C: Increase the number of (k-12) schools that adopt activities to introduce and instill healthy nutritional habits and physical activity

OBJECTIVE D: Increase the number of colleges and universities that adopt activities to instill healthy nutritional habits and physical activity

OBJECTIVE E: Increase the awareness of the importance of breastfeeding infants and toddlers

OBJECTIVE F: Increase knowledge among women of childbearing age about the long term effects of poor nutrition and unhealthy weight before conception, during pregnancy, post partum and between pregnancies

GOAL II: INCREASE ACCESS TO HEALTHY FOOD AND PHYSICAL ACTIVITY RESOURCES

OBJECTIVE A: Increase access to affordable, healthy foods, especially fruits and vegetables, among all residents, but particularly among Indiana’s food-insecure and low income families and seniors (as indicated by U.S. Department of Agriculture Food Insecurity Survey Measure) (IOM 2005, 4)

OBJECTIVE B: Increase access to safe, affordable and convenient recreational opportunities for physical activity to create active community environments – places where people of all ages and abilities can easily enjoy walking, bicycling and other forms of physical activity in their day-to-day schedules

OBJECTIVE C: Increase access to work, school and retail destinations within reasonable travel distances and by safe routes by foot and bike

GOAL III: INCREASE POLICY SUPPORT FOR ADOPTING A HEALTHY NUTRITION AND PHYSICALLY ACTIVE LIFESTYLE

OBJECTIVE A: Educate policy makers that policy is an effective way to improve healthy nutrition and physically active lifestyles

OBJECTIVE B: Establish a focused constituency with an economic interest in healthy nutrition and physical activity policies

OBJECTIVE C: Provide adequate funding for state and local recreational sites and facilities and alternative transportation

OBJECTIVE D: Increase the per capita expenditure on pedestrian/bike facilities to the national average of 87 cents per resident

OBJECTIVE E: Increase school (k-12) policies to support healthy nutrition and physical activity

OBJECTIVE F: Increase college and university policies to support healthy nutrition and physical activity

OBJECTIVE G: Increase the number of workplaces that have policies to support healthy nutrition and physical activity

OBJECTIVE H: Promote policies in the Indiana Department of Correction to support healthy nutrition and physical activity of incarcerated pregnant women in the local jail and state prison systems

OBJECTIVE I: Develop a state program of pilot funding for planning, demonstration and evaluation of community-based projects to improve physical activity and dietary practices in populations at risk for obesity

GOAL IV: IMPROVE INDIVIDUAL AND SOCIETIAL ATTITUDES AND BEHAVIORS TO BETTER SUPPORT HEALTHY NUTRITION AND PHYSICAL ACTIVITY

OBJECTIVE A: Increase individuals' value of incorporating healthy nutrition and physical activity in their life

OBJECTIVE B: Increase family activities that support healthy nutrition and physically active lifestyles

OBJECTIVE C: Increase support for individuals adopting healthy nutrition and physically active lifestyles

OBJECTIVE D: Increase the value of having a healthy nutrition and physically active lifestyle in our society

OBJECTIVE E: Increase the efforts of society to hold individuals responsible for the consequences of unhealthy behaviors

GOAL V: PROMOTE TREATMENT OF MENTAL HEALTH CONDITIONS THAT PREVENT INDIVIDUALS FROM ADOPTING HEALTHY NUTRITION AND PHYSICALLY ACTIVE LIFESTYLES

OBJECTIVE A: Reduce the poor choices made by individuals due to mental health conditions, such as depression anorexia, bulimia, food addiction, etc.

GOAL VI: ASSIST THE HEALTH CARE SYSTEM TO PROVIDE GREATER SUPPORT FOR HEALTHY NUTRITION AND PHYSICAL ACTIVITY TO PREVENT AND CONTROL OBESITY AND CHRONIC DISEASE

OBJECTIVE A: Increase the prevalence of health care professionals who are informed and knowledgeable about the benefits of healthy behaviors, and who regularly provide information and recommendations on healthy behaviors to their patients by 2% or more per year by 2010 for a relative increase of 10% or more by 2015, compared to the 2005 rate

OBJECTIVE B: Increase the support that health care providers and health insurance companies offer to help their patients adopt healthy nutrition and physical activity behaviors as well as to prevent and treat obesity

OBJECTIVE C: Increase economic incentives to the health care system to better promote healthy nutrition and physical activity programs

OBJECTIVE D: Increase community health advocates and health care providers' awareness of effective programs that focus on healthy nutrition and physically active lifestyles

OBJECTIVE E: Provide local health departments and other health advocates tools and resources to increase their efforts to help individuals adopt healthy nutrition and physically active lifestyles

OBJECTIVE F: Increase the proportion of obstetricians, gynecologists, family physicians, nurse practitioners, and certified nurse midwives that evaluate the weight status of women before, during, and between pregnancies and provide an intervention for overweight and obese patients

GOAL VII: DEVELOP AND MAINTAIN A DATA SURVEILLANCE SYSTEM TO COLLECT THE DATA NEEDED TO MONITOR BODY MASS INDEX VALUES OF INDIANA RESIDENTS ALONG WITH THE PREVALENCE OF OBESITY RISK FACTORS

OBJECTIVE A: Develop a system to collect data pertaining overweight and obesity

OBJECTIVE B: Maintain the surveillance system to collect data pertaining overweight and obesity