

Chapter 4: The Indiana Obesity Prevention Plan – Hoosiers Moving Toward a Healthier Lifestyle

Overview:

The purpose of the Indiana Obesity Prevention Plan is to provide a framework in which policy makers can work together to build, shape, and support environments that make it easier for Indiana residents to choose healthy eating and physically active patterns. Creating healthy environments in communities across the state will:

- Help children and adults achieve and maintain a healthy weight;
- Slow the increase in the proportion of Indiana residents who are obese;
- Reduce the rates and delay the onset of chronic diseases; and,
- Improve the quality of life of Indiana residents.

The aims of the Indiana Obesity Prevention Plan are to increase the proportion of Indiana residents:

- Whose diets reflect recommended nutritional guidelines;
- Who follow the recommended physical activity guidelines; and,
- Who have a healthy weight.

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 AND OBJECTIVES

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, Objectives, Activities/Strategies, and Partners/Programs

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

OBJECTIVE A: INCREASE AWARENESS OF THE BENEFITS OF NUTRITION AND PHYSICAL ACTIVITY

Potential Activities/Strategies:

- Raise awareness of the benefits of healthy eating and developmentally appropriate activity in children and their families
- Provide educational activities to improve parents and other care givers' abilities to meet recommendations for healthy eating and developmentally appropriate physical activity
- Raise awareness of healthy weight
- Raise awareness of the importance of healthy behaviors
- Raise awareness of what constitutes healthy nutrition
- Raise awareness of effective physical activity
- Raise awareness of recommended amounts of physical activity
- Raise knowledge of body mass index
- Provide educational opportunities and resources in nutrition and physical activity for health care professionals
- Increase awareness through local community assessments and awareness campaigns to make it clear to grass-roots levels that community-environment factors, and not just individual's behaviors, influence eating and physical activity behaviors
- Provide educational opportunities and resources in nutrition and physical activity for those in the education profession
- Raise awareness of the benefits of practicing healthy eating and physical activity behaviors daily at work
- Raise awareness of the benefits of eating more fruits and vegetables at each meal through programs such as Indiana Women, Infants and Children, Body and Soul, Purdue Cooperative Extension, Community Nutrition Programs (Family Nutrition Program and Expanded Food and Nutrition Education Program), YouthCorp and Dining with Diabetes
- Partner with the school community to provide educational opportunities for parents and teachers to increase their awareness of the need for school age children to eat more fruits and vegetables
- Increase awareness of the benefits of participating in the National School Breakfast Program and the National School Lunch Program to increase daily intake of fruits and vegetables, milk, and whole grains in children by partnering with the school community (wellness committees, school parent-teacher organizations)
- Increase awareness of the benefits of practicing healthy eating behaviors "at work" through worksite wellness programs

- Pilot healthy food demos along with “More Matters” promotion activities in 10 Head Start schools in collaboration with YouthCorps
- Raise awareness of the new Fruit and Veggies “More Matters” brand in educational materials
- Pilot school garden and school salad bar programs to raise awareness of the benefits of eating more fruits and vegetables
- Provide education programs to increase healthy eating and physical activity
- Make participants more aware of the benefits of healthy eating and physical activity
- Partner with local health department to identify target populations
- Promote healthy living strategies among seniors through established components which are included in the Coordinated Healthy Senior Living Project
- Provide a variety of up-to-date materials for use by the Area Agencies on Aging’s staff. promoting the MyPyramid and Fruits and Veggies More Matters
- Chronic disease will provide assistance with diabetes
- Produce and disseminate a public oriented video stream of October 2007 presentation – “Folic Acid It’s More Than a Fad” by Dr. Carol J. Boushey, PhD, Department of Food and Nutrition, Purdue University
- Develop a method to improve awareness by African-Americans of the importance of folic acid in the diet
- Promote and monitor the school lunch menus for recommended adequate fruits and vegetables and fortified grains to meet daily folic acid intake by middle and high school students
- Convene women’s focus groups around the state to obtain perceptions, and barriers to attaining recommended weight gain /loss during pregnancy and postpartum

Potential Partners/Programs:

- INShape Indiana website
- INShape Indiana public service announcements
- Diabetes education workshops and seminars Purdue Cooperative Extension Service
- Indiana State Department of Health Diabetes Prevention and Control Program
- Indiana Minority Health Coalition
- Worksite Wellness
- Indiana Department of Education
- Indiana Dairy and Nutrition Council and other commodity groups (e g beef, pork and soy)
- Indiana State Medical Association
- Indiana Academy of Family Physicians
- Other health professional organizations
- Indiana Folic Acid Council
- Indiana chapter of the American Academy of Obstetricians and Gynecologist
- Indiana chapter of the American Academy of Pediatrics
- Indiana Hospital and Health Association

- Purdue extension Expanded Food and Nutrition Education Program and Healthy Babies Programs
- Gestational Weight Management Task Force

OBJECTIVE B: INCREASE AWARENESS OF “HOW TO” DEVELOP HEALTHY NUTRITIONAL HABITS AND INCREASE PHYSICAL ACTIVITY

Potential Activities/Strategies:

- Raise awareness of how to incorporate healthy behaviors into their lifestyles
- Raise awareness of good models for a healthy lifestyle
- Increase individuals’ self-efficacy to adopt healthy lifestyles
- Create awareness by involving grass root coalitions to identify local issues, by doing local assessments with a variety of tools
 - Involve youth based groups; faith based health ministries (involve multi-generational approach), as well as business/industry
- Educate children and families about what foods are good; how to shop and eat healthy, inexpensively (create higher demand for full-service groceries)
- Provide nutritional guidelines to Food Stamp recipients; local resources to supplement their diets
- Raise awareness of how to eat healthier and increase physical activity during the workday
- Increase individual’s self efficacy in meeting the recommendations of fruits and vegetables for all age groups through community nutrition programs (Body and Soul, Indiana Women, Infants and Children, and Purdue Cooperative Extension)
- Partner with the school community to provide information for children on “how to” add more fruits and vegetables to meals they regularly prepare for themselves (e g , breakfast, lunch and after-school snacks)
- Continue to provide the U.S. Department of Agriculture’s Fresh Fruit and Vegetable Program to 25 schools statewide and encourage fruit and vegetable consumption outside of school settings
- Enhance community partnerships with schools participating in the U.S. Department of Agriculture’s Fresh Fruit and Vegetable Program to sustain the program
- Provide education opportunities on how to increase fruit and vegetable intake by eating more family meals at home
- Raise awareness of how to eat healthier during the workday through worksite wellness programs
- Provide educational materials on healthy nutrition behaviors for home school and daycare settings and families
- Provide education about farmers’ markets and how to use vouchers to Indiana Women, Infants and Children families to increase participation and efficacy in adding fresh produce to their meals
- Provide on-going activities to Area Agencies on Aging sites participants in the form of evidence based curriculum, food demonstrations, and provision of the Senior Farmers' Market Nutrition Program

- Offer activities to Area Agencies on Aging with a Registered Dietitian
 - Activities may include cooking demonstrations and learning activities on current topics such as fish oil, supplements, fiber and grains, bone health, cholesterol lowering diets, heart healthy snacks, cancer and Alzheimer's prevention.
 - Train seniors on how to access MyPyramid, how to be Supermarket Savvy, food safety, and cooking for one or two.
 - Update seniors who raising grandchildren on recommendations
- Develop a Gestational Weight Management media campaign and education and promotional materials for women
 - Adapt curriculum for high risk women with targeted, clear, culturally sensitive, focused messages/materials

Potential Partners/Programs:

- INShape Indiana website
- INShape Indiana public service announcements
- Diabetes education workshops and seminars
- INShape Indiana
- Purdue Cooperative Extension Service
- Indiana State Department of Health Diabetes Prevention and Control Program
- Indiana Minority Health Coalition
- Chambers of Commerce
- Economic Development Boards
- Youth/Scouting/Student organizations
- Indiana State Medical Association,
- Indiana Academy of Family Physicians
- Other health professional organizations
- Professor Popcorn
- Have a Healthy Baby
- Alliance For Healthy Kids
- Indiana Perinatal Network
- Gestational Weight Management Task Force

OBJECTIVE C: INCREASE THE NUMBER OF (K-12) SCHOOLS THAT ADOPT ACTIVITIES TO INTRODUCE AND INSTILL HEALTHY NUTRITIONAL HABITS AND PHYSICAL ACTIVITY

Potential Activities/Strategies:

- Teach the benefits of adopting a lifelong physically active lifestyle
- Teach skills needed for lifelong physical activity
- Teach classroom teachers in physical education and train to promote and provide physical activity during classroom time
- Increase recognition for schools meeting goals in wellness programs

- Increase time students are physically active outside or during physical exercise and/or education during the school day
- Enhance the training of physical education teachers
- Increase the time students are actively involved in physical education in school
- Design or renovate school facilities to enhance physical activity
- Partner with community to make traveling to and from school a safe opportunity to be more active
- Increase healthy food choices at school
- Increase physical education and other physical activities at school
- Promote adoption of healthy lifestyle curricula in the schools
- Encourage schools to sell fruits and vegetables as snack items in vending machines and at after school activities and other venues where food is offered and sold
- Encourage schools to post point-of-purchase nutrition information where food items are sold on school property
- Provide social marketing to decrease stranger-danger perception and increase educational efforts for increased walk/bike activity at schools
- Empower teachers and staff with the knowledge and skills to model healthy eating and physical activity patterns and an environment that makes it easy to opt for healthy choices
- Train all general education teachers in action-based learning in order to provide them with tools to get students physically active in their classrooms
 - Action-based learning techniques enable students to learn all subject matter while actively engaging their body and mind
 - Ongoing training should be provided to all teachers and specific expectations will be set regarding the use of the techniques
- Partner with community businesses/agencies in order to provide after-school activities for students
 - These partnerships could include the local YMCAs and other recreational facilities
- Adopt corporation policies that specify that healthy food and drink choices be to be provided in vending machines, cafeteria lunch lines, and anywhere else food items are sold
 - The school corporation's Coordinated School Health Program Council, and/or the Healthy School Improvement Teams in each school building, becomes responsible for implementing and monitoring adherence to the adopted policy
- Provide educational opportunities for parents and teachers to increase their awareness of the need for school age children to eat more fruits and vegetables
- Increase awareness of the benefits of participating in the National School Breakfast Program and the National School Lunch Program to increase daily intake of fruits and vegetables in children
- Increase awareness of the benefits of eating more family meals at home to increase fruit and vegetable intake at home
- Provide educational opportunities to encourage families to make healthy choices at fast food restaurants

- Increase the number of schools that offer plated salads, salad bars and healthy vending machine options
- Increase the number of schools who provide healthy snack options for students participating in after school activities or purchasing snack items before catching the bus home
- Increase the number of schools who view the cafeteria as a “nutrition classroom” and provide opportunities for students to put nutrition knowledge into practice
- Increase awareness of the benefits of practicing healthy eating and physical activity behaviors every day, at school
- Increase the number of schools that provide enough time and for students to buy and eat their lunch
- Increase the number of schools that adopt a nutrition curriculum that links food, culture, health and the environment
- Increase the number of schools that pilot farm to school and school garden programs
- Increase the number of schools that offer a “Farmer’s Market Day” or “Farm/agriculture field trips” to introduce students to fruits and vegetables that are grown locally in their community
- Involve more students in healthy food demonstrations
- Encourage student councils and parent groups to advocate for more healthier foods in their school
- Encourage schools to actively implement wellness policy
- Provide special presentations/projects to parent-teacher organizations and extracurricular activities (sports and cultural events) to improve/promote nutrition/physically active lifestyles at the life stages of pre-adolescent, adolescent, young adult and adult

Potential Partners/Programs:

- Coordinated School Health Program
- Youth Corps Program
- Fresh Fruit and Vegetable Program by the Indiana Department of Education
- Indiana Indiana Minority Health Coalition
- School Wellness Policy
- Worksite Wellness
- Indiana State Medical Association
- Indiana Academy of Family Physicians
- Other health professional organizations
- Indiana Safe Kids Coalitions
- Indiana Bike Coalition
- Safe Routes to School grantees
- Indiana Department of Education (School lunch, School Breakfast)
- Indiana Dairy and Nutrition Council and other commodity groups (e g , beef, pork, soy)
- Purdue Cooperative Extension programs such as Professor Popcorn
- “More Matters” Curriculum

- Alliance for Healthy Kids
- Indiana Association for Health, Physical Education, Recreation and Dance
- Parent and athletic groups and associations

OBJECTIVE D: INCREASE THE NUMBER OF COLLEGES AND UNIVERSITIES THAT ADOPT ACTIVITIES TO INSTILL HEALTHY NUTRITIONAL HABITS AND PHYSICAL ACTIVITY

Potential Activities/Strategies

- Require at least one physical education class as part of the university core curriculum
- Require students to take a healthy lifestyle course
- Increase physical activity opportunities at all colleges and universities
- Require students majoring in elementary school and secondary school education programs to take classes in physical education and healthy lifestyle topics
- Design or renovate school facilities to enhance physical activity
- Increase healthy food choices at food service facilities operated by the school
- Promote healthy lifestyles as a way to improve academic performance
- Encourage colleges to install bike racks and lanes
- Conduct the Healthy Campus 2010 survey to identify specific areas of greatest need
- Provide activities for students to learn about healthy food behaviors to improve academic performance and reduce stress
- Increase the number of colleges and universities offering “healthy serving sizes” in food venues, and educate students about choosing healthy servings sizes to prevent becoming obese as an adult
- Improve on-campus options for healthy late-night eating
- Promote healthy foods (instead of candy) at cafeteria cash registers
- Provide smart shopping and easy recipe ideas for students
- Contact student councils to encourage them to advocate for more healthy food options on campus
- Increase access to women of childbearing age to appropriate health services including recommended diets and physical activities during preconception, pregnancy, and post-partum

Potential Partners/Programs

- College and university student services offices
- Physical education departments at colleges and universities
- INShape Indiana website
- INShape Indiana public service announcements
- INShape Indiana
- Indiana State Department of Health Diabetes Prevention and Control Program
- Indiana Minority Health Coalition
- Worksite Wellness

- Healthy Campus 2010 (http://www.acha.org/info_resources/hc2010.cfm)
- Indiana State Medical Association
- Indiana Academy of Family Physicians
- Other health professional organizations
- Indiana Association of Health, Physical Education, Recreation and Dance
- Indiana Department of Education

OBJECTIVE E: INCREASE THE AWARENESS OF THE IMPORTANCE OF BREASTFEEDING INFANTS AND TODDLERS

Potential Activities/Strategies:

- Provide education on the importance of breast feedings to expectant mothers and their families
- Provide education on the importance of breast feedings to health care providers
- Increase resources for breast feeding women, such as hot lines, peer counseling programs and mother-to-mother support groups
- Launch and evaluate a public health marketing campaign that promotes breast feeding as normal, desirable and achievable for all cultures and socioeconomic levels
- Encourage father and other family members to be actively involved throughout the breastfeeding experience
- Develop resources for public education that link the impact of breastfeeding to obesity prevention for both the mother and infant
- Promote/reward/recognize hospital and maternity center practices that encourage breastfeeding and educate nursery directors about human milk feeding and breastfeeding basics
- Encourage faith based initiatives aimed at increasing the rates of breastfeeding
- Encourage schools to include breastfeeding as a topic in the curriculum
- Encourage worksites to adopt “breast feeding friendly practices”
- Support Indiana Breastfeeding Alliance
- Develop clinical support systems in communities (Breastfeeding clinics, Private Practice International Board Certified Lactation Consultants) and encourage insurance coverage for these services
- Develop state registry for International Board Certified Lactation Consultant’s and report
- Publish a standard based on research for the number of International Board Certified Lactation Consultant’s per 1000 live births
- Increase the number of Hospitals in Indiana with the “Breastfeeding Friendly” designation
- Recommend the number of La Leche League groups per 1000 live births and report
- Designate the number of State Health Department full time equivalent staff dedicated to breastfeeding per 1000 live births

- Improve school based curriculum – school nutrition and life learning courses set the stage for human milk feedings and breastfeeding for lifetime health outcomes and optimal nutrition
- Improve utilization by expanding Indiana Women, Infants and Children’s peer counselor program and outpatient services to include community based organizations
- Encourage development of lactation program and services in every community
- Promote utilization of International Board Certified Lactation Consultant’s at a breastfeeding resource for mothers
- Provide a list of lactation support program and services to every mother discharged from an Indiana hospital
- Promote use of about resource list in childbirth classes throughout Indiana
- Encourage the formation of culturally sensitive breastfeeding support groups within communities
- Continuously update and disseminate the Indiana Breastfeeding Handbook on the Indiana Perinatal Network website
- Support and Sustain Indiana Breastfeeding Coalitions
- Develop a Center for Excellence for Breastfeeding Medicine and Lactation
 - Create an alliance with Purdue University, Indiana University School of Medicine, Indiana University School of Nursing, and Indiana Hospitals for a centralized center for lactation medicine and clinic facilities
 - Develop an organizational plan that is collaborative with the Indiana Breastfeeding Alliance and key stakeholders listed above
 - Secure building facilities for the clinic site and plan phases of development
- Encourage all health care institutions and health plans to provide maternal and child health services that facilitate breastfeeding to all mothers and infants
- Encourage every hospital with obstetrics services in Indiana to determine the feasibility of participation in the World Health Organization/UNICEF Baby Friendly Hospital Initiative
- Decrease women’s exposure to formula marketing in physician’s offices, clinics, hospital, and birth center
- Encourage breastfeeding promotion as a component of preventative medicine
- Encourage health insurance companies to cover payment of lactation management services, aids, and breast pumps
- Facilitate access to the services of International Board Certified Lactation Consultant’s and outpatient clinics among community partners and mothers
- Develop a breastfeeding Standards model for use at all Indiana hospitals
- Encourage physician’s practices to become Baby-Friendly, following American Academy of Family Physicians guidelines
- Expand program and Women, Infants and Children and Maternal and Child Health clinics to provide lactation management services for postpartum mothers within 24 hours of delivery
- Integrate positive breastfeeding messages into all aspect of care

- Integrate breastfeeding training into the curriculum of health related professional schools throughout the state to ensure that health professional are technically and culturally competent in delivering breastfeeding services
- Utilize evidence-based information to educate health care professionals, Women, Infants and Children staff, daycare providers, and others to enable them to provide competent breastfeeding information
- Urge continuing education requirements for health care providers
- Incorporate research based curricula and standardized competencies for hospital staff
- Create coordination of educational opportunities in the state
- Provide educational opportunities for employers
- Promote the education of families within faith-based institutions
 - These community-based organizations are respected and most have existing resources, structures, and systems upon which to build
- Develop and urge integration of breastfeeding curricula into the K-12 educational system, presenting both the benefits of breastfeeding and risks of not breastfeeding in a research-based, economically focused format
- Develop and implement a multi-media campaign that target diverse cultures and the community as a whole with positive breastfeeding images
- Educate the media, health care systems and others whenever possible to show positive images of women breastfeeding and to minimize images of formula feeding
- Incorporate breastfeeding information/promotion into the Indiana Perinatal Network Baby First Right From the Start consumer education campaign
- Develop a cohesive plan to support working mothers in the community, including outreach to key work sites and childcare centers, and assess support services for working mothers
- Promote initiatives that provide incentives to employers who offer adequate breast, flexible work hours/breaks, rooms for expression milk in a private, secure, and relaxing environment
- Encourage insurance and medical coverage for lactation services and supplies
- Recognize employers who promote and support their breastfeeding employees and their spouses and share success stories
- Support legislation to provide tax incentives to employers who promote, support, and provide lactation programs
- Support the Mother Milk Band as a way to provide donor breast milk to babies and save the lives of premature and ill infants in Indiana's neonatal intensive care units
- Promote breastfeeding which is positively associated with healthy gains in infants lasting throughout the lifespan

Potential Partners/Programs:

- Indiana State Department of Health Breastfeeding program
- Indiana State Medical Association
- Indiana Academy of Family Physicians

- Other health professional organizations
- Indiana Breastfeeding Alliance
- American Academy Pediatrics Indiana Chapter
- American College of Obstetrics and Gynecology Indiana Chapter
- Indiana Certified Nurse Midwives
- Association of Women's Health, Obstetric and Neonatal Nurses Indiana Chapter
- MOM Project
- La Leche League
- International Lactation Consultant's Association
- Indiana Mother's Milk Bank
- Healthy Start
- Baby-Friendly Hospitals
- Purdue Extension
- Fathers and Families
- Parish nurses
- Local media providers (TV and radio stations, newspapers, magazines)
- Indiana Healthy Babies Consortium
- Indiana Minority Health Coalition
- Indiana Breastfeeding Alliance: A Coalition of Breastfeeding Advocate
- Indiana University School of Medicine
- Purdue University
- All universities/colleges with schools of nursing
- Women, Infants and Children Program
- Hospitals
- Indiana State Department of Health
- American Dietetic Association
- Healthy Babies
- March of Dimes
- Indiana Local Community Breastfeeding Coalitions
- Center for Disease Control – Division and Physical Activity
- United States Breastfeeding Committee
- National and State Women, Infants and Children Association
- Indiana Perinatal Network

***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***

Potential Activities/Strategies

- Develop a consumer educational campaign with messages targeted to women during preconception, pregnancy, and inter-conception periods
- Provide messages that obesity interventions are about health not appearance
- Provide clear, focused, culturally sensitive messages based on the needs of women of childbearing years

- Develop resources and products to assist providers in assessing and counseling obese women of childbearing years
- Partner with state agencies providing services to pregnant and post partum women to facilitate deliverance of clear and uniform messages
- Partner with state agencies providing services to pregnant and post partum women to share resources in the development of education materials and media campaign
- Work with Medicaid Managed Care organizations and private insurance companies to distribute media messages to pregnant and women through their individual prenatal programs
- Recommend new monitoring data pertaining to Gestational Weight Management
- Develop clinical practice guidelines pertaining to overweight and obesity in pregnancy women and women of childbearing age
- Develop a toolkit for prenatal care providers regarding expected weight gains during pregnancy, treating the overweight/obese patient, and identifying resources for referral and follow-up
 - Make guideline concise, easy to use.
 - Request Continuing Medical Education credit for programs explaining how to use the toolkit
- Publish a gestational weight management monitoring and assessment tool
- Present findings from the Centers for Disease Control and Prevention Fellow Gestational Weight Management Project at major conference and make recommendations
- Meet or approach Health People 2010 guidelines for maternal health

Potential Partners/Programs:

- Women, Infants and Children’s program
- Purdue Community Extension Service: Expanded Food and Nutrition Education Program and Healthy Babies Programs
- American Academy Pediatrics Indiana Chapter
- American College of Obstetrics and Gynecology Indiana Chapter
- Indiana Academy of Family Physicians,
- Professional associations for Nurse Practitioners and Certified Nurse Midwives
- Office of Medicaid policy and Planning
- Indiana Medicaid Managed Care Organizations
- Indiana Health and Hospital Association
- Indiana Perinatal Network
- Indiana Minority coalition
- Indiana Latino Institute
- Indiana March of Dimes

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)

Potential Activities/Strategies:

- Support farmer’s market programs that make vegetables and fruits more accessible and available to disadvantaged populations, local groceries, schools, child care centers, institutions and faith-based organizations
- Support farmer’s market programs at the worksite
- Increase the availability of and access to local community and church gardens
- Increase access and availability to healthy menu options at food service establishments for adults and children
- Increase listing of nutrient analysis of menu items (total calories, calories from fat, saturated fat, carbohydrates, trans-fats and protein)
- Train restaurant wait staff to assist customers with healthy selections
- Increase availability of small portion sizes as menu options
- Increase healthy food options in school programs outside of school
- Increase healthy food options in worksites
- Encourage adoption of healthy food choices in vending machines at schools
- Encourage adoption of healthy food choices in vending machines at worksite
- Increase healthy food options at community functions and programs
- Encourage implementation of school meal programs that provide an adequate amount of time for students to eat breakfast and lunch in a pleasant, positive eating environment
- Decrease cost of healthy food options
- Increase education in food safety and handling
- Increased awareness to Farmers Markets
- Encourage schools to develop farm-to-school programs that allow for fresh meat, fruit, and vegetables to be available for preparation for students
 - Such a program will benefit local farmers and provide food that is of better taste and quality for students
- Improve access and affordability of healthy foods *and full-service groceries* in low-income, and food insufficient communities (As assessed by U.S. Department of Agriculture), through financial/other tax/ sales tax incentives
- Develop economic incentives for groceries to relocate; increase farmer’s markets in at risk communities (Trust for America 2007; U.S. Environmental Protection Agency Smart Growth principles; IOM pg 11))
- Implement Institute of Medicine nutrition standards in schools for competitive foods and beverages (IOM 2005, pg 13)
- Set higher nutritional standards for the foods served than U.S. Department of Agriculture “Minimum” Standards to students (Trust for America 2007)
- Strengthen Indiana Department of Education/Indiana State Department of Health oversight of school lunch and to the food services (Trust for America 2007)
- Promote incentives to employers to provide work environments supportive of breastfeeding mothers

- Require clearer nutrition information for restaurant and purchased foods at point of purchase
- Support a farm bill which offers incentives to fruits and vegetable farmers to keep prices more affordable
- Encourage gardeners to donate surplus produce to food banks and soup kitchens
- Increase access and availability to healthy menu items and healthy shopping tips through monthly nutrition newsletter to Indiana's area agencies on aging
- Submit articles for publication in area agencies on aging individual newsletters particularly during National Nutrition Awareness Month each March
- Increase access to healthy food in adult/senior programs
- Increase access to healthy foods at food banks
- Provide community transportation to farmers' markets
- Increase community partnership to implement and sustain Coordinated Healthy Senior Living activities that promote healthy eating and physical activities
- Provide the Senior Farmers' Market Nutrition Program broadly in Indiana through use of national grants and private grants
- Provide Senior Farmers' Market Nutrition Program at churches and community centers and through Meals on Wheels
- Publish a set of questionnaires for use in assessing seniors' health and nutritional needs (New Leaf)
 - Include resources to work with identified problems
- Coordinate with private and public food pantries and food security organizations to assure that seniors in home care settings have nutritious food and are not hungry due to lack of food resources
- Widely publish information on assistance and monitor seniors through visits by AmeriCorps or other community resources of volunteers
- Increase the availability of fresh fruit and vegetables for incarcerated pregnant women
- Increase availability of healthy snacks for pregnant women.
- Support farmer's market programs that make vegetables and fruits more accessible and available to department of correction pregnant and lactating populations.
- Educate Department of Correction staff on the nutritional and activity needs of pregnant women to assure a healthy pregnancy outcome.

Potential Partners/Programs:

- School breakfast/ lunch programs
- Women, Infants and Children
- Food stamps
- Purdue Cooperative Extension Service
- Alliance for Health Promotion
- Indiana State Medical Association
- Indiana Academy of Family Physicians
- Other health professional organizations
- Alliance For Healthy Kids

- Indiana Department of Education
- Indiana Dietetics Association
- Indiana Department of Education, Coordinated School Health Program
- State/local Chambers of Commerce
- National Association of State Boards of Education (Fit, Healthy, and Ready to Learn program)
- School food service managers
- Master Gardeners
- School Nutrition Association
- Indiana Family and Social Services Administration Division of Aging
- Worksite Wellness
- Faith-based organizations
- Indiana Department of Corrections
- County law enforcement agencies

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

Potential Activities/Strategies:

- Increase availability of school recreational facilities outside business hours for use by community to increase the level of physical activity in relevant neighborhoods and at risk populations (IOM pg 12)
- Work with faith-based groups to increase community use of church recreational facilities
- Encourage faith-based groups to develop and expand church sponsored physical activity programs
- Enhance physical activity in after school programs
- Enhance physical activity in community programs for youth
- Enhance physical activity in child care programs
- Utilize urban planning approaches (zoning and land use) that promote physical activities
- Incorporate transportation and infrastructure to promote non-motorized transportation
- Enhance safety and perceived safety of communities to improve walk-ability and bike-ability, such as: enforcing vehicle speed limits, training all law officers about bicycle and pedestrian safety, implement community policing and block watch programs, and providing adequate shoulder space or trails for bike and walking routes
- Promote “share-the-road” signage and culture and other bike/pedestrian safety programs
- Promote safe routes to school for walking and bicycling

- Build connectivity between trails, paths, neighborhoods and schools, and sidewalks to enhance the ability to be physically active
- Develop a trail/path system in communities and educate the public on how to use it
- Encourage traffic-calming measures such as speed bumps
- Increase the number of communities with well-lit sidewalks and paths, in new developments and redevelopment areas, to facilitate safe walking (Trust for America 2007)
- Encourage employers to provide low cost, incentive-based physical activity programs; offering flexible scheduling of work breaks to create time and opportunity for regular physical activity during the workday
 - Change the work environment to create access to walking or jogging trails
- Create a social marketing campaign creating awareness of the link between our health and the built community
- Create new standards for the construction of streets, sidewalks, bike lanes, mixed-use developments, etc.
- Create awards/ recognition for communities which incorporate best practices and facilitate an active lifestyle
 - Create/promote model developments
- Engage national experts on Built Environment for “live” lecture series in our communities
 - Involve media, newsprint, other communication to reach major stakeholders
- Relate the benefits of Built Environments support of physical activity to better economic development to policy makers
- Promote physical activities during area agencies on aging Senior Games as well as the State Senior Games;
- Promote intergenerational physical activities between schools and area agencies on aging
- Encourage the promotion of physical activity at the workplace
- Adopt StairWELL to Better Health at worksites across the state (<http://www.cdc.gov/nccdphp/dnpa/hwi/toolkits/stairwell/index.htm>)
- Increase use of Indiana Department of Transportation Enhancement Program and other funds for alternative transportation infrastructure, especially promoting walking/biking for school-aged and at risk
- Develop state/local capacity to pilot Centers for Disease Control and Promotion “strongly recommended”; evidence-based, multi-component community-wide campaigns to promote physical activity in targeted, at risk Indiana communities (Community Guide 2005 PA Interventions)

Potential Partners/Programs

- Indiana Department of Education
- Indiana Department of Transportation
- Zoning and urban planning departments
- Law enforcement agencies

- School districts
- Governor’s Council on Physical Fitness
- Alliance for Health Promotion
- Maternal and Child Health-Health by Design Coalition
- Local Active Living coalitions
- Indiana University-School of Public and Environmental Affairs -- Center for Urban Policy and Environment
- State YMCA and other not-for-profit youth organizations
- Active Living by Design (the national leader - Robert Wood Johnson Foundation)
- America Walks
- Safe Routes to Schools
- Complete Streets national offices
- American Institute of Architects, Communities by Design
- Local architects
- Urban planners
- Indiana Department of Natural Resources
- Indiana Bicycle Coalition
- Local government
- Indiana Family and Social Services Administration Division of Aging
- Worksite Wellness
- AME Ministers’ Alliance

OBJECTIVE C: INCREASE ACCESS TO WORK, SCHOOL AND RETAIL DESTINATIONS WITHIN REASONABLE TRAVEL DISTANCES AND BY SAFE ROUTES BY FOOT AND BIKE

Potential activities/strategies:

- Assess zoning code to identify areas for change to encourage multi use, higher density community design
- Support municipalities to address potential changes
- Fund demonstration projects that explore the relationship between infrastructure such as on-road bike lanes and biking to work, school and recreation
- Assess school site guidelines
- Increase available transportation walking biking data from the National Transportation Survey for use in state and local planning

Partners/programs:

- Indiana Planning Association
- Indiana Land Use Consortium
- Local coalitions: i.e. Health by Design
- Ball State College of Architecture

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

Potential Activities/Strategies:

- Hold a policy day program for legislators and other key individuals that would include a series of educational programs on the benefits of healthy nutrition and physical activity
- Provide support for research studies of the health and economic benefits of public policy to encourage healthy nutrition and physical activity
- Develop and implement a campaign that emphasizes the value of healthy nutrition and physical activity targeting legislators and policy makers
- Educate law makers about the need for quality, affordable health coverage, especially coverage for nutrition counseling, obesity prevention services, and treatment for diseases related to being overweight or obese
- Advocate for legislation that provides all Hoosiers with access to quality, affordable health coverage that includes preventive care services
- Promote state/local examination of zoning and land use laws which inhibit/allow more Smart Growth, “mixed land use” communities, to promote greater walking , biking or public transit use to retail centers and to work (IOM pg 10-11)
- Review State or other requirements for total acreage for new school sites; Promote development of new schools in neighborhood environments, reducing need for busing of students to remote locations (Trust for America 2007)
- Develop state/local capacity to pilot Centers for Disease Control and Promotion “strongly recommended”; evidence-based, multi-component community-wide campaigns to promote physical activity in targeted, at risk Indiana communities (Community Guide 2005 PA Interventions)
- Assess walking /biking school policies and current statutes covering school corporations’ liability for students’ safety en route to school
- Assess school site guidelines and required acreage per site with regard to effects on community development and walkability
- Assess policies by Department of Education, Public Safety and local agencies governing Bike safety in schools
- Seek Foundation involvement in developing physical activity strategies for pre-school populations (e.g. Dekko or Follinger family foundations’ *Path to Quality* Program)
- Seek Indiana Department of Natural Resources grant funding to integrate educational roles w/ trail implementation
- Develop/implement/enforce policies promoting advertising-free school environments (IOM 2005, pg 14)

- Increase messages/environmental policies promoting energy balance in growing children (IOM 2005)
- Develop policies to extend school meal funding to districts with large percentage of children at risk of, or exhibiting overweight status (IOM 2005)
- Leverage government sector food purchasing influence to require a greater emphasis on nutritional value as a priority in the bidding process for food service contracts
- Increase emphasis in Food Stamp and Women, Infants and Children Programs toward weighting Maximum Nutrition for Cost (Trust for America 2007)
- Engage leaders from public and private health insurance plans to promote legislation of policy that will allow for the promote Medicaid reimbursement of weight management and obesity-related interventions by nutritionists, registered dieticians, and clinical social workers providing counseling, education and treatment of obese pregnant women

Potential Partners/Programs:

- Colleges and universities
- Centers for Disease Control and Promotion
- Indiana State Medical Association
- Indiana Academy of Family Physicians
- Other health professional organizations
- Healthy Families,
- Alliance for Healthier Generation,
- Robert Wood Johnson Foundation (mentor communities; work on physical activity for early childhood)
- Coordinated School Health Program
- Indiana Department of Education
- Greenways Foundation and Indiana Department of Transportation, especially with respect to bikes/trails and use in getting to schools
- Community foundations
- National agencies for funding (e.g. U.S. Environmental Protection Agency, Centers for Disease Control and Prevention)
- Centers for Disease Control and Promotion Healthy People in Healthy Places program
- Health by Design and other local coalitions
- Indiana Planning Association
- Local Health Departments
- Indiana Public Health Association
- National Association of County and City Health Officials
- Indiana Society for Public Health Education
- Other not-for-profit associations promoting public health

- State and local foundations to support development of health education/promotion/media
- Leisure; Entertainment & Marketing Industries
- Indiana Minority Health Coalition
- Indiana Department of Education
- Indiana Family and Social Services Administration
- School District purchasing officers
- Robert Wood Johnson Foundation Healthy Active Living Grants
- Indiana Gestational Weight Gain Task Force

OBJECTIVE B: ESTABLISH A FOCUSED CONSTITUENCY WITH AN ECONOMIC INTEREST IN HEALTHY NUTRITION AND PHYSICAL ACTIVITY POLICIES

Potential Activities/Strategies:

- Hold a policy day program for legislators and other key individuals that would include a series of educational programs on the benefits of healthy nutrition and physical activity
- Facilitate roundtable discussions with employers, faith-based organizations, health care providers, area agencies on aging and community leaders to help them recognize the economic value of adopting policies to support healthy nutrition and physical activity
- Identify and encourage development of local coalitions to focus on healthy nutrition and physical activity polices at the local level
- Annually publish a report on Senior Nutrition including numbers participating in Senior Farmers' Market Nutrition Program, data on how seniors rate their diets, and reports on hunger.

Potential Partners/Programs:

- State and Local Chambers of Commerce
- Universities and colleges
- Health professional associations
- Indiana State Medical Association
- Indiana Academy of Family Physicians
- Other health professional organizations

- Ball State College of Architecture
- Indiana Association of Health, Physical Education, Recreation and Dance
- Local health departments
- American College of Sports Medicine
- Active Living by Design
- Complete Streets
- National Smart Growth Network
- American Institute of Architects Communities by Design
- Safe Routes to Schools
- Indiana Bicycle Coalition
- Local governments
- School corporations
- Action for Healthy Kids
- American Association of Retired Persons
- Indiana Family and Social Services Administration Division of Aging
- Insurance Providers

OBJECTIVE C: PROVIDE ADEQUATE FUNDING FOR STATE AND LOCAL RECREATIONAL SITES AND FACILITIES AND ALTERNATIVE TRANSPORTATION

Potential Activities/Strategies:

- Support recreational facilities that are low cost, high demand activities
- Maintain established recreational facilities, especially trails and paths for walking and bicycling
- Support land acquisition and construction of new trails and paths for walking and bicycling
- Provide support to schools in pursuit of a healthy environment

Potential Partners/Programs:

- School wellness program
- Indiana Department of Natural Resources
- Action for Healthy Kids
- Indiana Association for Health, Physical Education, Recreation and Dance

OBJECTIVE D: INCREASE THE PER CAPITA EXPENDITURE ON PEDESTRIAN/BIKE FACILITIES TO THE NATIONAL AVERAGE OF 87 CENTS PER RESIDENT

Potential Activities/Strategies:

- Seek U.S. Environmental Protection Agency Smart Growth grants for state demonstration projects enhancing walkable communities
- Prioritize capital improvements; provide fiscal incentives for sidewalks; safe street crossings on school routes to increase walking/biking (Community Guide-PA interventions)
- Increase targeted use of Transportation Enhancement Program funds for alternative infrastructure, especially promoting walking/biking for school-aged populations
- Create or enhance recreational facilities that are low cost, for highly demanded physical activities (Community Guide 2005-PA Interventions)

Potential Partners/Programs:

- Indiana Department of Natural Resources
- Alliance for Health Promotion;
- Health by Design
- Indiana Association of Cities and Towns (City/County governments)
- Local builders and developers associations
- Indiana Department of Transportation, Safe Routes to Schools program

OBJECTIVE E: INCREASE SCHOOL (K-12) POLICIES TO SUPPORT HEALTHY NUTRITION AND PHYSICAL ACTIVITY

Potential Activities/Strategies:

- Promote the implementation of policies that will increase the amount of time spent in structured physical education classes taught by qualified physical education teachers
- Promote the implementation, evaluation, and ongoing support of Federal Wellness policies in schools
- Promote policies that increase the number of opportunities for students to be physically active through out the school day
- Promote the implementation of school policies that will increase nutrition education throughout the entire school curriculum
- Encourage schools to develop and adopt policies that will provide opportunities throughout the school day to promote the consumption of fruits and vegetables, whole grain food items, and a variety of low fat and fat-free dairy products to include school breakfast, lunch, ala carte and after school programs and other venues where food is offered and sold

- Build state capacity to increase the percent of class time spent in physical activity during regular physical education courses in elementary and middle schools by at least 10% by 2015 (Salmon et al 2007; MMWR 2005 Community Guide-PA 2005)
- Promote state policies to increase the percentage of schools incorporating 15 minutes/day of supervised physical activity play breaks by 10% among elementary schools by 2015 ((Salmon et al 2007; MMWR 2005)
- Promote state and local initiatives to increase the percentage of Indiana elementary and middle school children walking or biking to school (Salmon et al 2015)
- Assess walking to school policies and school corporations' liability for students' safety en route to school
- Assess school site guidelines with regard to community development and walkability
- Review State or other requirements for total acreage for new school sites; Promote development of new schools in neighborhood environments, reducing need for busing of students to remote locations (Trust for America 2007)
- Assess potential guidelines for pre-school/ day care populations' access to physical activity and good nutrition
- Promote the development of school policies that specifically identify expectations for amount of time spent in physical education and health classes in grades K-12 and nutritional values of food and drink offerings provided throughout the school day
 - Many school wellness policies address the required components but refrain from specifically outlining requirements that will substantially impact students' health
- Increase access to healthy food in adult/senior programs
- Increase access to healthy foods at food banks
- If infrastructure exists, provide transportation (church bus, vans) to farmers' markets
- Provide support for school health services as part of CSHM
- Promote evaluation of student health and wellness in school with height, weight, body mass index SDS measures and healthy heart assessment
 - Providing feedback and resources to parents through school health services
- Promote walkable communities
- Form statewide coalitions

Potential Partners/Programs:

- Coordinated School Health Program
- Youth Corps
- School Wellness Council
- National Fruit and Vegetable Program
- Fresh Fruit and Vegetable Program
- Indiana Department of Education

- Purdue Extension Program and 4-H
- US and Indiana Departments of Agriculture
- US Food and Drug Administration
- Future Farmers of America
- Indiana State Medical Association
- Indiana Academy of Family Physicians
- Other health professional organizations
- Active Living Coalitions
- Alliance for Health Promotion
- Learning Well
- Clarian Health
- Alliance For Healthy Kids

OBJECTIVE F: INCREASE COLLEGE AND UNIVERSITY POLICIES TO SUPPORT HEALTHY NUTRITION AND PHYSICAL ACTIVITY

Potential Activities/Strategies:

- Promote policies that increase the number of opportunities for students to be physically active through out the school day
- Encourage schools to develop and adopt policies that will provide opportunities throughout the school day to promote the consumption of fruits and vegetables, whole grain food items, and a variety of low fat and fat-free dairy products to include school breakfast, lunch, ala carte and after school programs and other venues where food is offered and sold
- Promote campus wide worksite wellness programs for faculty and staff
- Promote policies to improve access to and selection of healthy foods in vending machines, cafeterias and other settings where food is offered and served:
- Provide nutrition information for all items served
- Add more fruits and vegetables to meal choices
- Decrease fried foods as meal choices
- Offer leaner meats as meal choices
- Reduce portion sizes of meals
- Price healthy items to increase student selection
- Provide support for school health services (Clinics)
- Evaluate through height, weight, body mass index and healthy heart evaluation and provide education

Potential Partners/Programs:

- National Fruit and Vegetable Program
- Fresh Fruit and Vegetable Program
- Purdue Extension Program
- US and Indiana Department of Agriculture
- US Food and Drug Administration
- Worksite Wellness

- Indiana State Medical Association
- Indiana Academy of Family Physicians
- Other health professional organizations

OBJECTIVE G: INCREASE THE NUMBER OF WORKPLACES THAT HAVE POLICIES TO SUPPORT HEALTHY NUTRITION AND PHYSICAL ACTIVITY

Potential Activities/Strategies:

- Pilot worksite programs from Indiana State Department of Health National Fruits and Vegetable Program
- Offer on-site wellness programs that include; walking clubs, etc
- Encourage worksites to implement policies that make it easier to eat healthy at work:
 - Improve access to healthy food at work
 - Work with catering trucks to offer low cost healthy choices and advertise healthy selections
 - Provide healthy vending machines
 - Arrange for nearby restaurants to offer healthy foods to employees and promote nutritious specials at reasonable prices
 - Change the variety and pricing of foods offered at worksites to increase healthy food selection
 - Surround employees with healthy choices and provide opportunities to engage in those behaviors
- Work with insurance companies to offer premium breaks for employers and employees base on their health and wellness initiatives
- Provide employee benefit packages that include coverage (i.e. payment or discount on membership fees) for physical activity facilities
- Offer lower insurance premiums or rebates for employees that provide evidence of participation in physical activity
- Provide worksite shower facilities and incentives to allow for physical activity before or during the workday
- Provide employers with a list of agencies that can supply low or no-cost educational materials
- Offer on-site wellness programs that include; weight loss classes, in-services/classes, etc
- Provide employers with resources to implement low cost physical activity programs
- Encourage employers to provide on-site Health Risk Assessments (health screenings of blood pressure, cholesterol, blood sugar, height, weight, body mass index) annually
- Encourage employers to implement on-site Healthcare Advocates as a resource for employees' health related questions
- Encourage work places to implement policies to ensure that nursing mothers will be allotted the necessary breaks from work to express work

- Encourage work places to implement policies to serve only nutritious food at meetings, workshops and conferences
- Introduce legislation which is business friendly to encourage work place support for breastfeeding mothers
- Educate employers on the cost benefits of encouraging breastfeeding in the workplace
- Promote supportive breastfeeding-friendly workplaces and negotiate health care plans with enhance maternity and lactation benefits
- Provide information on breastfeeding support groups and resources to employees
- Provide space for mothers to express and store milk or to breastfeeding their infants wherever possible – options include having refrigeration or freezers available
- Provide access to quality breast pumps through referrals or employer program
- Educate employees on the universal benefits of breastfeeding
- Assure that mothers are provided with time to pump during the workday, such as during breaks and lunch
- Provide incentives to employees who breastfeed or their breastfeeding spouses as part of a cost-containment program
- Provide support for research studies of the health and economic benefits of public policy to encourage healthy nutrition and physical activity
- Provide leadership and support for local and regional public health coalitions promoting community-based walking/biking, increased recreational facilities, alternative transportation infrastructure and supporting ordinances to enhance walking, biking and recreational activity (IOM pg 10)
- Promote state/local examination of zoning and land use laws which inhibit/allow more Smart Growth, “mixed land use” communities, to promote greater walking, biking or public transit use to retail centers and to work (IOM pg 10-11)
- Encourage employers to have policies to improve access to healthy foods in vending machines, cafeterias and at on-site meetings, workshops and conferences
 - Provide nutrition information for all items served
 - Add more fruits and vegetables to meal choices
 - Decrease fried foods as meal choices
 - Offer leaner meats as meal choices
 - Reduce portion sizes of meals
 - Price healthy items to increase employee selection
 - Arrange for nearby restaurants to offer healthy foods to employees and promote nutritious specials at reasonable prices
- Encourage new companies to design workplace facilities that will encourage physical activity
 - Design workplace facilities that encourage physical activity with minimal effort within a daily routine, such as open assessable attractive stairways
 - Pilot “Stairwell to better Health” programs
 - Select a site that makes physical activity easier, and provide time for PAID physical activity breaks
 - Provide employees with a place to eat a ‘brown bag lunch’

- Encourage employers to have policies promoting healthy eating “at work” as the norm
 - Provide programs that increase knowledge and skills related to healthy eating
 - Provide healthy eating/healthy aging programs to increase adult years of disease free living
 - Promote “Increase fruit and vegetable intake during the workday”
 - Promote “Pack a lunch”
 - Promote “Limit the number of fast food meals per week”
 - Promote “Prepare and eat more meals at home”
- Work with insurance companies to offer premium discounts for employers and employees based on their health and wellness initiatives
- Incorporate programs with emphasis on women in different stages (pre-conception, pregnancy period, and post-partum) in Workplace Wellness Programs

Potential Partners/Programs:

- State and local chambers of commerce
- Indiana State Department of Health Breastfeeding program
- Indiana State Department of Health National Fruits and Vegetable Program
- Alliance for Health Promotion
- Indiana State Medical Association
- Indiana Academy of Family Physicians
- Other health professional organizations
- Indiana Breastfeeding Alliance
- American Academy of Pediatrics Indiana Chapter
- American College of Obstetrics and Gynecology Indiana Chapter
- Indiana Academy of Family Physicians
- Indiana Certified Nurse Midwives
- Association of Women's Health, Obstetric and Neonatal Nurses Indiana Chapter
- MOM Project
- La Leche League
- International Lactation Consultant’s Association
- Indiana Perinatal Network
- Indiana Mother’s Milk Bank
- Healthy Start
- Baby-Friendly Hospitals
- Purdue Extension
- Fathers and Families
- Parish nurses
- Local media providers (TV and radio stations, newspapers, magazines)
- Indiana Healthy Babies Consortium
- Indiana Minority Health Coalition
- INShape Indiana

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

Potential Activities/Strategies:

- Collaborate with the Indiana Department of Corrections to develop and adopt policies that will provide opportunities for incarcerated pregnant women to increase consumption of fruits and vegetables, whole grain food items, and a variety of low fat and fat-free dairy products during routine meal times
- Promote policies that provide access to low calorie snacks consisting of fruit, vegetables, whole grain, and milk products
- Promote policies that support increased activity for pregnant women in state prisons

Potential Partners/Programs:

- Department of Corrections
- Women's, Infants and Children program
- 5 A Day program
- Department of Agriculture
- US Food and Drug Administration
- Indiana General Assembly

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

Potential Activities/Strategies:

- Develop and implement a state-wide community campaign to promote healthy nutrition and physical activity
- Develop a culturally sensitive long term social marketing campaign to raise the public's awareness of the obesity epidemic and the effect of obesity on quality of life
- Implement a community campaign to change knowledge and attitudes about the importance of balancing caloric intake with energy expenditure

- Create a new social norm where eating a diet rich in fruits and vegetables is desired, expected and more important than ever
- Use the workplace to market social change
- Reinforce the concept that parents play an important role in planning and preparing meals for their families
 - Every step taken towards eating more fruits and vegetables helps families be at their best
- Market a “Prepare and eat more meals at home”
- Reposition the attitude to eating more fruits and vegetables from “I should” to “I want to”
- Develop a school based campaign to promote wellness to students
- Initiate and maintain an INShape and non-web based regular newsletter for seniors
 - An example is to provide all local newspapers and other media with interesting on-going information

Potential Partners/Programs:

- INShape Indiana
- INShape Indiana webpage
- INShape Indiana public service announcements
- Indiana State Medical Association
- Indiana Academy of Family Physicians
- Other health professional organizations
- Alliance for Healthy Kids

OBJECTIVE B: INCREASE FAMILY ACTIVITIES THAT SUPPORT HEALTHY NUTRITION AND PHYSICALLY ACTIVE LIFESTYLES

Potential Activities/Strategies:

- Develop a media campaigns that promote the importance of good nutrition practices and encourage physical activities among family members
- Promote family activities such as biking and walking
- Promote programming to help families make positive lifestyle changes in physical activity and nutrition
- Provide programs through the parks, churches, Area Agencies on Aging’s with economical and easily accessibility for those seeking to improve health habits.
- Provide recognition for milestones by individuals
- Offer resources to providers that they can distribute to their patients about the importance of family activities
- Through groups/retreats, support groups promote appropriate family support for women in different phases (preconception, pregnancy, and post-partum)
- Promote the More Matters message and encourage using Farmers’ Markets

Potential Partners/Programs:

- INShape Indiana
- INShape Indiana website
- INShape Indiana public service announcements
- Indiana Dietetics Association
- Faith Based Organizations
- Indiana State Medical Association
- Indiana Academy of Family Physicians
- Other health professional organizations

OBJECTIVE C: INCREASE SUPPORT FOR INDIVIDUALS ADOPTING HEALTHY NUTRITION AND PHYSICALLY ACTIVE LIFESTYLES

Potential Activities/Strategies:

- Develop media campaigns that promote the importance of friends, co-workers and family members encouraging individuals adopting health nutrition and physically active lifestyles
- Promote friends and coworkers joining together for activities such as biking and walking
- Promote national “YouCan!” program for healthy nutrition and physically active lifestyles
- Develop media campaigns that promotes the concept: “Employees have greater success at lifestyle changes when employers make it easy for employees to opt for healthy choices”
- Encourage participation in weight management programs

Potential Partners/Programs:

- INShape Indiana
- INShape Indiana website
- INShape Indiana public service announcements
- Faith Based Organizations
- Employers
- Indiana State Medical Association
- Indiana Academy of Family Physicians
- Other health professional organizations
- Indiana Family and Social Services Administration Division of Aging

OBJECTIVE D: INCREASE THE VALUE OF HAVING A HEALTHY NUTRITION AND PHYSICALLY ACTIVE LIFESTYLE IN OUR SOCIETY

Potential Activities/strategies:

- Disseminate general public service announcements focusing on the value of healthy nutrition and physical activity
- Place articles on the INShape Indiana webpage focusing on the value of healthy nutrition and physical activity
- Develop and broadcast INShape Indiana public service announcements focusing on the value of healthy nutrition and physical activity
- Educate individuals on the benefits of healthy lifestyles and positive effects on overall health
- Conduct School Based Wellness Campaigns
- Publish success stories on improved quality of life

Potential Partners/Programs:

- Media
- Health Professional Associations
- INShape Indiana
- Indiana State Medical Association
- Indiana Academy of Family Physicians
- Other health professional organizations

OBJECTIVE E: INCREASE THE EFFORTS OF SOCIETY TO HOLD INDIVIDUALS RESPONSIBLE FOR THE CONSEQUENCES OF UNHEALTHY BEHAVIORS

Potential Activities/Strategies:

- Advocate for increased health insurance premiums to those who have unhealthy behaviors

Potential Partners/Programs:

- Insurance companies and managed care plans
- Employers
- Unions

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.

Potential Activities/Strategies:

- Provide training to providers to help them better identify patients with mental health based eating disorders
- Advocate for legislation that provides all Hoosiers with access to quality, affordable health coverage that includes mental health services
- Increase number of congregants seeking mental health treatment when necessary

Potential Partners/Programs:

- Family and Social Services Administration, Division of Mental Health and Addictions
- Indiana State Medical Association
- Indiana Academy of Family Physicians
- Other health professional organizations
- AME Minister's Alliance

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

Potential Activities/Strategies:

- Provide education to health professionals on national guidelines and protocols for weight management
- Provide education to health professionals about the role overweight and obesity play in chronic disease management
- Adopt a standard education curriculum that includes core competencies in obesity prevention, assessment of weight status and weight management

Potential Partners/Programs:

- Health professions training programs
- Indiana State Medical Association
- Indiana Academy of Family Physicians
- Other health professional organizations

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

Potential Activities/Strategies:

- Promote partnerships between health care providers, managed care providers and community providers for addressing obesity and its related conditions
- Promote Medicaid reimbursement of weight management and obesity-related interventions by nutritionists, registered dietitians, and clinical social workers for proven interventions and treatment strategies provided to overweight and obese individuals
- Compile and make available evidence of the economic benefit of obesity related interventions for pregnant women by nutritionists and dietitians

Potential Partners/Programs:

- Statewide campaign with Anthem
- Breastfeeding friendly hospitals program
- Indiana State Medical Association
- Indiana Department of Insurance
- Family and Social Services Administration
- Health professions training programs
- Indiana Academy of Family Physicians
- Other health professional organizations
- Alliance For A Healthy Generation

OBJECTIVE C: INCREASE ECONOMIC INCENTIVES TO THE HEALTH CARE SYSTEM TO BETTER PROMOTE HEALTHY NUTRITION AND PHYSICAL ACTIVITY PROGRAMS

Potential Activities/Strategies:

- Promote the expansion of the number of health insurers that reimburse physicians, nurses, nutritionists and other providers for conducting body mass index assessment, interpretation and feedback counseling regarding nutrition and physical activity
- Encourage insurers to discount health insurance premiums for employers offering health promotion programs and participating employees
- Provide cost-benefit presentation to health insurers that highlight increased productivity, decreased absenteeism, decreased disability and decreased medical costs of healthy weight employees
- Encourage health insurers to provide enhanced coverage of breastfeeding services and equipment

Potential Partners/Programs:

- Indiana General Assembly
- INShape Indiana
- Family and Social Services Administration
- Indiana Department of Insurance
- Indiana State Medical Association
- Indiana Academy of Family Physicians
- Other health professional organizations

OBJECTIVE D: INCREASE COMMUNITY HEALTH ADVOCATES AND HEALTH CARE PROVIDERS' AWARENESS OF EFFECTIVE PROGRAMS THAT FOCUS ON HEALTHY NUTRITION AND PHYSICALLY ACTIVE LIFESTYLES

Potential Activities/Strategies:

- Disseminate Community Resource Guides
- Disseminate inventory of programs focusing on improving nutrition and increasing physical activity
- Educate health care professionals on routine assessment and monitoring of body mass index
- Provide seminars and educational opportunities for health care professionals and their staff on healthy eating, physical activity, and behavioral change strategies
- CNOP will provide training to all AmeriCorps member on a least 4 topics each year include how to do food demos, and latest recommendations. The members will be supplied with needed resources to replicate the programs during the year.
- CNOP will collaborate with FSSA – Aging and the Indiana Dietetic Association to provide a Certification Program for Registered Dietitians. This pool of Dietitians will be available at a set rate for Senior Evaluations and interventions as well as meal analysis and planning.
- Advocate for Local Health Funding to Public Health Departments and Community Health Center for a Registered Dietitian and an Exercise Physiologist.
- Outreach to financial planning services to include health information in their materials

Potential Partners/Programs:

- Indiana Family and Social Services Administration
- INShape Indiana
- Indiana State Medical Association
- Indiana Academy of Family Physicians
- Other health professional organizations
- Indiana Family and Social Services Administration – Division of Aging
- Women, Infants and Children program
- Indiana Dietetic Association
- Association of Area Agencies on Aging
- Association of Persons with Disabilities

- AmeriCorps
- Indiana Department of Agriculture
- Purdue Extension Expanded Food and Nutrition Education Program
- Purdue Agriculture
- Farm Bureau
- Indiana State Department of Health – Diabetes Program
- INShape Indiana
- Medicaid and Food Stamps
- Meals on Wheels
- American Association of Retired Persons
- Home Health Care Providers

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

Potential Activities/Strategies:

- Disseminate Community Resource Guides
- Implement audio conferences to extend the outreach of advocates

Potential Partners/Programs:

- Indiana State Department of Health, Partner Relations
- Indiana State Medical Association
- Indiana Academy of Family Physicians
- Other health professional organizations

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

Potential Activities/Strategies:

- Conduct an assessment of office practices and training needs of primary care providers who see women of childbearing age
- Provide training of health care providers on the assessment and management of obesity in women of childbearing age, pregnant and post partum women, and lactating women
- Train health care providers on stages of change model, clinical aspects of maternal obesity, promotion of breastfeeding to reduce obesity in children.
- Develop a provider tool kit to include definitions of overweight and obesity in pregnancy and adolescence, guidelines for calculating a body mass index measurement, resources for counseling to support improvements in diet and

- physical activity, and referral of obese pregnant patients to nutritionists for nutritional counseling and follow-up.
- Develop a web based training module for health care providers on the impact of obesity in pregnant women with Continuing Medical Education/Continuing Education Units available.
 - Develop weight gain guidelines and management of weight for pregnant women.
 - Develop a provider alert on perinatal obesity
 - Publish a updated Prenatal Care Guidelines for Indiana providers that includes body mass index assessment and counseling and referral interventions for obesity pregnant women
 - Provide educational session at biannual Indiana chapter of the American College of Obstetricians and Gynecologists meeting.
 - Provide a conference for health care providers on maternal obesity and gestational weight gain guidelines.

Potential Partners/Programs:

- Indiana Gestational Weight Gain Coalition
- Indiana Breastfeeding Coalition
- Indiana Perinatal Network
- Indiana chapter of the American College of Obstetricians and Gynecologists
- Indiana chapter of the American Academy of Pediatrics
- Indiana Academy of Family Physicians
- Indiana School of Medicine
- Indiana schools of nursing
- Nutritionist programs.
- March of Dimes

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

Potential Activities/Strategies:

- Assess current data collection systems for available information on proportion of obese residents at the state and local level
- Assess methods of data collection for data items relating to obesity
- Research existing data programs that capture obese populations by demographics, physical assessment, interventions and outcomes

Potential Partners/Programs:

- Indiana State Department of Health Epidemiology Center

- Indiana Minority Health Coalition
- Indiana Colleges and Universities

OBJECTIVE B: MAINTAIN THE SURVEILLANCE SYSTEM TO COLLECT DATA PERTAINING OVERWEIGHT AND OBESITY

Potential Activities/Strategies:

- Identify resources to support the surveillance system
- Periodically reassess methods of data collection for data items relating to obesity

Potential Partners/Programs:

- Indiana State Department of Health Epidemiology Center
- Indiana Minority Health Coalition
- Indiana Colleges and Universities