



Indiana State Department of Health

AT-A-GLANCE: Division of Nutrition and Physical Activity January 2012

The Indiana State Department of Health (ISDH) Division of Nutrition and Physical Activity (DNPA) invests in partnerships and activities that work towards *improving the health of all Indiana residents*. The DNPA focuses on increasing healthy eating and physical activity and decreasing obesity. Poor nutrition, sedentary behaviors and obesity are serious threats to the health, academic achievement and productivity of Indiana's residents. Each of these threats is linked to an increased risk for chronic diseases such as heart disease, stroke, some cancers and diabetes. Chronic disease is the leading cause of death and disability in Indiana.

The following provides a summary of *some* of the 2011 activities of the DNPA and its partnerships.

AGENCY INITIATIVES

Indiana State Health Improvement Plan (I-SHIP) 2011-2016: This five-year plan outlines priorities for improving the health of Hoosiers. The [Indiana State Health Improvement Plan 2011-2016](#) focuses on: assuring food safety, reducing healthcare associated infections and reducing the burden of HIV, sexually transmitted diseases and viral hepatitis, as well as infant mortality, obesity and tobacco use. As a member of the Executive Committee, the DNPA provides leadership and coordination on the planning, implementation and evaluation of the obesity section in the I-SHIP.

ISDH Healthy Agency Initiative: The ISDH developed a formal, diverse steering committee, the *Health and Wellness Council*, to help ensure that the ISDH is implementing a culturally and environmentally relevant Wellness Plan. The Council seeks to implement proven worksite wellness strategies that foster an environment where *making the healthy choice is the easy choice*. Current strategies focus on walking and biking to work, lactation support and healthy vending.

ISDH Designated as Bicycle Friendly: In September 2011, the [League of American Bicyclists \(League\)](#) certified the ISDH central office building in downtown Indianapolis as a Bronze Level Bicycle Friendly Business (BFB), joining the ranks of 252 certified businesses nationwide, with only 11 in Indiana. The ISDH applied for the designation to recognize the efforts of the past few years in creating a healthy workplace and increasing bicycle friendliness in the central office.

INDIANA HEALTHY WEIGHT INITIATIVE (IHWI)

The State Obesity Prevention Plan: January 28, 2011, marked the launch of [Indiana's Comprehensive Nutrition and Physical Activity Plan, 2010-2020](#) (the state obesity prevention plan). The state obesity prevention plan outlines Indiana's action plan to combat obesity including proven strategies to improve nutrition and physical activity in the following settings: communities, early childhood/child care, faith-based, health care, schools and worksites. Also, the state obesity prevention plan includes a focus on breastfeeding and the health of older adults. The DNPA is working with the [Indiana Healthy Weight Initiative](#) Task Force and other partners to implement and evaluate the state obesity prevention plan.

IHWI Task Force: The [Task Force](#) provides leadership for the implementation and evaluation of the state obesity prevention plan. About 130 individuals and organizations participate in the Task Force. Task Force members meet at least twice each year and participate in workgroup meetings. The workgroups include: breastfeeding, early childhood/child care, schools, health care, worksites, older adults and communities.

IHWI Progress and Highlights: The IHWI launched several communications and media strategies to support the launch of the state obesity prevention plan and to continue to inspire innovation and change throughout Indiana to improve physical activity and healthy eating.

- The [IHWI video campaign](#) introduces the IHWI and highlights the problems and solutions in creating healthier environments in settings that are the focus of the state obesity prevention plan. Five videos were completed in 2011, bringing the total to seven videos in the series. During calendar year 2011, the videos were viewed 1,916 times.
- The monthly e-newsletter, [Updates from the Indiana Healthy Weight Initiative](#), provides updates on state and community activities that increase opportunities for healthy eating and physical activity, newly released tools and resources, and funding opportunities. This monthly e-newsletter is sent to about 250 people.
- [Snapshots of Success](#) are individual stories of communities and/or organizations from throughout Indiana that have identified physical activity and healthy eating as problems in their community or setting and how those problems are being resolved

SURVEILLANCE AND EVALUATION

Burden Report: [The Burden of Obesity in Indiana, 2011](#), was released in November 2011. The report uses many data sources to provide a detailed look at the burden of obesity in Indiana. The status of health behaviors that affect weight status—including breastfeeding, fruit and vegetable consumption, and physical activity—are also included in the report. Populations in Indiana most at risk for overweight and obesity are also highlighted.

GIS Grant: The National Association of Chronic Disease Directors (NACDD), in partnership with the Centers for Disease Control and Prevention (CDC) and the Children’s Environmental Health Initiative (CEHI) at the Duke University Nicholas School of the Environment, awarded a grant to the [ISDH Chronic Disease Prevention and Control Division](#) for intensive geographic information systems (GIS) training. The ISDH GIS Team included individuals from the Section on Cardiovascular Health and Diabetes and the DNPA. Maps created by the ISDH GIS Team will be included in the CDC’s *GIS Surveillance Highlights* document in the spring of 2012. Due to the ISDH’s participation in the program, Indiana’s local health departments are now eligible to apply for future GIS training grants.

PROGRAMS AND ACTIVITIES

Trainings

Evidence-Based Public Health Training: The ISDH received funding from the National Association of Chronic Disease Directors (NACDD) to bring Dr. Ross Brownson and St. Louis University/Washington University Prevention Research Center (PRC) faculty to Indiana to train public health professionals in Evidence-Based Public Health (EBPH) for chronic disease prevention and control. A key aim is to increase the use of scientific approaches in “real world” public health programs and policies. Forty public health professionals completed the training.

Shaping Policy for Health: An Introduction to Competency-Based Practice: Shaping Policy for Health trainers delivered a six-hour introductory course in Muncie, Indiana, in October. The workshop was sponsored by the ISDH in conjunction with Ball State University. Twenty-nine attendees were introduced to the policy change process.

“I can’t thank you enough for helping bring this to our community. Thanks, again, to both ISDH and the Directors of Health Promotion and Education. I really appreciate all you are doing to help communities move toward making the healthiest choice the easiest choice!”

- Jane Ellery, Ball State University

Indiana Chronic Disease Academy: The ISDH partnered with the NACDD to coordinate a two-and-a-half-day Chronic Disease Academy for 145 public health professionals from throughout Indiana. Goals of the Indiana Chronic Disease Academy were established to: increase understanding of current efforts within the ISDH and Indiana public health community related to chronic disease prevention and control, provide opportunities to Indiana communities for peer-to-peer learning, and build support for chronic disease prevention and control efforts throughout Indiana.

SCOPE Trainings: The DNPA purchased School Nurse Obesity Prevention Education (SCOPE) materials for the Indiana Association of School Nurses. Together, the organizations

trained 150 school nurses on strategies to assist students, families, and the school community to address the challenges of obesity and overweight.

SPARK Active Recreation Trainings: Sixty-four Indiana schools with after-school programs were chosen to receive SPARK training in an effort to increase the number of physical activity minutes to 30 of the recommended 60 that elementary students receive while at school either before or after school, at recess, during classroom time, or during physical education. There were 132 attendees including 71 school teachers or employees and 61 people who work in the before- or after-school program. The schools also received information and resources on the [model school wellness policy](#) and vouchers to purchase recreation equipment to support their efforts.

“Thanks to the training and materials you provided for us - my school is going to increase our P.E. time from 30 minutes per week to 54 minutes per week. My building principal was very impressed with SPARK and how it incorporates academic and social skills into the P.E. program. Last May we almost lost our entire P.E. program completely due to budget constraints. Look what a difference you made for 600+ students. THANK YOU!!!!!!!!!!!!!!!!!!!!”

- Sandra Dunn, Grandview Elementary

Bicycle Friendly Community Seminars: The DNPA, in collaboration with [Bicycle Indiana](#), completed nine seminars throughout the state that provided technical assistance to local policymakers and community design personnel on how to create bicycle friendly communities. A total of 316 people attended the seminars.

Mark Winne: The author and National Food Policy Council expert visited Indiana to speak during Bloomington’s Lifelong Learning Week about the current food system and food policy councils. Nearly 250 people attended, including representatives from local food policy groups in Northwest Indiana, Indianapolis, Batesville and Bloomington.

Achieving Policy and Environmental Change: Schools

Indiana Healthy Schools Toolkit Development and Training: The DNPA, in partnership with [INShape Indiana](#) and the IHWI, provided trainings on the [Indiana Healthy Schools Toolkit](#) to 25 school corporations in a pilot project, affecting more than 300 schools and 170,000 students. The trainings provided practical information and tools on how to improve the school wellness policy by increasing opportunities and reducing barriers to nutrition and physical activity at school.

School Wellness Champions Recognized: The ISDH recognized 11 school wellness champions across the state for their work in improving nutrition and physical activity at their local schools. The champions represented active members of a school community, such as a teacher, administrator, paraprofessional, nurse, parent, school partner, or lunch monitor. The Wellness

Champion was awarded a certificate of recognition from State Health Commissioner Gregory Larkin, M.D., and a resource book.

Promoting Walk to School: [Health by Design](#), the [Indiana Department of Transportation](#), and the DNPA signed a letter that was sent to local health departments, community-based organizations, and school personnel encouraging schools to participate in [Walk to School Day](#) on October 5. Additional resources were provided on how to support children walking and biking to school. Though not all events are registered, 45 events were registered in Indiana in 2011—17 more than in 2010. The DNPA followed up with a “Letter of Appreciation” to all schools that registered and participated in a Walk to School Day event.

Achieving Policy and Environmental Change: Worksites

Indiana Healthy Worksites Toolkit for Small Businesses Development and Training: The DNPA, in partnership with [INShape Indiana](#) and the IHWI, provided trainings on the [Indiana Healthy Worksites Toolkit for Small Businesses](#) to 21 businesses in a pilot project, affecting more than 500 small business employees. The trainings provided practical information and tools on how to improve opportunities and reduce barriers to nutrition and physical activity in the worksite.

Indiana Small Employer Qualified Wellness Program Tax Credit: The ISDH approved 113 out of 114 Indiana small employers’ applications to receive the Small Employer Qualified Wellness Program Tax Credit in 2011. Of the 114 applicants:

- 94% offer health insurance to full-time employees,
- 95% conduct biometric screenings,
- 94% hire a wellness vendor to help with some aspect of the wellness program,
- 62% have a tobacco policy in place.

Small employers with a wellness program in place for longer than two years reported that their employees were eating healthier foods, employee morale had improved, employees were more physically active during the day, employee productivity had increased, and health insurance rates were increasing at lower rates than in previous years.

In 2011, the Indiana General Assembly passed a bill placing a moratorium on the tax credit until January 2020.

The DNPA’s work with small employers and worksite wellness was highlighted in the Trust for America’s Health (TFAM) report, *Healthier Americans for a Healthier Economy*. Also, the DNPA was one of two state health departments that participated in the TFAH and the Small Business Majority (SBM) December 2011 convening in Washington, DC. The convening aimed to examine and identify potential policy recommendations and options to effectively increase evidence-based workplace wellness approaches in the small business community.

Achieving Policy and Environmental Change: Communities

Communities Putting Prevention to Work (CPPW): The DNPA has supported and promoted the activities of Bartholomew and Vanderburgh Counties as part of the Centers for Disease Control and Prevention (CDC) [Communities Putting Prevention to Work Program](#). The funding from this grant supports Indiana's efforts at the state and local level to implement proven policy and environmental change strategies to make healthy living easier.

Highlights from Bartholomew County's [REACH Initiative](#) include:

- Offering a daily discounted, healthy meal option at a reduced price at the Columbus Regional Hospital cafeteria
- Twenty-four local businesses/organizations using the Revised Healthy Meeting and Event Guidelines
- Developing and distributing a Healthy Vending Toolkit
- Coordinating trainings for school and hospital food-service workers on how to offer more fruits and vegetables while streamlining preparation
- Partnering with Columbus Area Metropolitan Planning Organization to create a Bike Lane Education video
- Creating eight new community garden programs
- Installing 111 new bike racks throughout the county
- The local Walmart store created a "REACH Healthy Checkout" lane that replaced the usual candy bars and sodas with fresh fruit and products to encourage physical activity.
- Three child-care providers passing healthy child-care policies, including two of the largest facilities in the county and a third rural child-care center. Each policy meets the REACH Initiative and [Let's Move Child Care](#) standards and impacts a total of 605 children in the county.

Highlights from Vanderburgh County's [Move•ment Initiative](#) include:

- Launching the *Reality Bites* campaign to promote healthy eating and physical activity among high school students
- Offering a daily discounted, healthy meal option at Deaconess Hospital and St. Mary's Medical Center
- Launching a Farmers' Market in Evansville's Glenwood Neighborhood
- Opening of the newly renovated corner store, Riverside Foods. The store revealed its new fruits and vegetables display to increase the offering of fresh fruits and vegetables available to over 11,000 low-income African-American children and adults who live in the neighborhoods nearby. SNAP (Food Stamp) Benefits are also accepted.
- Developing a campaign to promote breastfeeding and creating and distributing a breastfeeding friendly restaurant guide
- Adopting an updated Evansville Vanderburgh School Corporation (EVSC) Wellness Policy, which included a Safe Routes to School Plan, by the EVSC School Board
- Installing 212 new bike racks throughout the county
- Installing 192 *Point of Decision Prompts* at sites within the community including Ivy Tech, University of Evansville, St. Mary's Medical Center, Deaconess Hospital, Central

Library, Tri-State Business Group on Health, The Women's Hospital, YMCA, the City of Evansville, and Welborn Baptist Foundation

Achieving Policy and Environmental Change: Breastfeeding

Indiana State Breastfeeding Coordinator and Indiana State Breastfeeding Coalition

(ISBC): The DNPA funds the [Indiana Perinatal Network \(IPN\)](#) to support breastfeeding activities throughout Indiana. The Indiana State Breastfeeding Coordinator and ISBC provide more specific leadership and coordination for these activities.

- **Landscape of Breastfeeding Support Project:** Pictures of African-American families were taken by Indiana photographer Anne Schollenberger to promote and support breastfeeding in the African-American community. These photos were included in some of the communications tools for the launch of [The Surgeon General's Call to Action to Support Breastfeeding](#) and have become a permanent set of archives to be used nationally by those needing images of black women breastfeeding. IPN provided support to the Indiana Black Breastfeeding Coalition to print and mount several of the as yet to be used photos at coalition events throughout Indiana.
- **ISBC:** In June 2011, the Indiana State Breastfeeding Alliance became the Indiana State Breastfeeding Coalition (ISBC). The ISBC is housed at IPN. The ISBC serves as the breastfeeding workgroup for the IHWI and is currently implementing breastfeeding objectives and strategies in the state obesity prevention plan.
- **Local Breastfeeding Coalitions:** These coalitions have grown from eight coalitions in 2008 to 40 in 2011, including 4 black breastfeeding coalitions. In 2011, IPN provided coalitions with several breastfeeding resources (including books) to deliver to local doctors' offices and hospitals for use in supporting breastfeeding mothers and their babies.
- **International Board Certified Lactation Consultants (IBCLC) Scholarships:** Since 2009, the IPN has sponsored 44 IBCLCs in 37 communities, including 4 minority candidates, four bilingual candidates, and even in an area of Indiana that did not have an IBCLC within a nine-county area. This effort has improved Indiana's status on the [CDC Breastfeeding Report Card](#) for "number of IBCLCs" per 1,000 births.
- **Low Cost Training for Lactation Consultants:** IPN offered lactation training courses at a reduced rate to lactation consultants. The training included 45 continuing education credits and an exam review book.
- **Free Staff Breastfeeding Training from Health E-learning:** IPN offered a 20-hour web-based course to one person from each delivering hospital in the state. The training provided 20 Lactation Specific Continuing Education Units (LCERP) and fulfilled 20 hours of training required by Baby-Friendly for staff to achieve Baby-Friendly status.

- **Breastfeeding in the Child-Care Setting:** In April, Indiana unveiled the training model, [We Care for Breastfed Babies](#). This train-the-trainer course was provided to all of the Indiana Association of Child Care Resource and Referral (IACCRR) Child Care Regional Educators. The training will be available to all child-care providers in Indiana via the IACCRR website. Also, IACCRR will pilot the training in 55 child-care centers. IPN will partner with the IACCRR to provide lactation support in these child-care centers.
- **LATCH ON AMERICA Big Pink Bus Tour:** In July, Indiana was selected to be one of 35 stops for the [Big Pink Bus](#) to raise awareness of the 20 steps in *The Surgeon General's Call to Action to Support Breastfeeding*. Indiana was chosen for Step 16 of the Call to Action: Ensure that all child-care providers accommodate the needs of breastfeeding mothers and infants.
- **Perinatal Hospital Summit:** The second Annual Perinatal Hospital Summit brought together high-level clinical and administrative leaders from Indiana's delivering hospitals. Over 200 attendees from 99 percent of delivering hospitals were present. Participants discussed important perinatal issues—breastfeeding, Levels of Hospital Care in Indiana, quality improvement, updated neonatal resuscitation guidelines, preterm birth prevention, and more—in an open, collaborative environment. IPN is working towards increasing the percentage of live births occurring at facilities that are identified as part of the [Baby-Friendly Hospital Initiative](#). Currently, 5 of Indiana's 92 delivering hospitals are Baby Friendly. The State Breastfeeding Coordinator and the ISBC provide technical assistance to hospitals and peer-to-peer mentoring to clinical staff pursuing Baby-Friendly status.
- **Drop-In Centers:** In the last year, Indiana had 18 new drop-in centers. Each center was visited by the State Breastfeeding Coordinator, who provided information and resources. IPN is developing a complete list of all drop-in centers located in Indiana, a rationale for supporting community drop-in centers, and a toolkit on how to create a drop-in center.

OTHER TECHNICAL ASSISTANCE

INDOT Transportation Enhancement (TE) Funds: The DNPA and [Bicycle Indiana](#) were awarded TE Enhancement funds from the Indiana Department of Transportation to implement safety and education activities for bicyclists and/or pedestrians in Indiana over the next three years (2012-2014). Some of the key activities will include: developing and distributing the Bicycle Indiana Resource Guide, distributing Bike Smart literature, assisting with Share the Road campaigns, and facilitating bike safety classes.

The DNPA looks forward to working with our partners in 2012 to help all Indiana residents increase healthy eating and physical activity and decrease obesity, leading to a healthier and safer Indiana.