CAPITAL AREA HealthAlliance

Creating a Culture of Healthy Lifestyles 2015

November 18, 2014

Capital Area Health Alliance | 2123 University Park Drive #105 | Okemos

MI Health & Wellness 4 x 4 Plan

2013-14 Grant Recap

Objective 1. By September 30, 2014, increase the availability of healthy food options, especially for low income/low access communities.

A. Work with at least one commercial retail store to identify, label, and promote healthy food choices, and utilize some of their shelf space for healthy foods. **Outcome: Walgreens Healthy Snacks Initiative**

B. Publish "Cooking from the Pantry" (healthy recipes using common food pantry items) to distribute to food pantries throughout the Tri-County area, to give to their constituents. **Outcome: Cookbooks Distributed ≈ 13,392, Organizations Receiving Cookbooks ≈ 59, Estimated Reach of Cookbooks ≈ 78,500+ tri-county residents**

C. Make a healthy change to at least one restaurant, i.e., offer an option of smaller entrees, offer healthier side options, signage that promotes healthy meals. **Outcome: Orleans Fresh Fish & BBQ, Lansing and The Gavel, Charlotte made healthy changes**

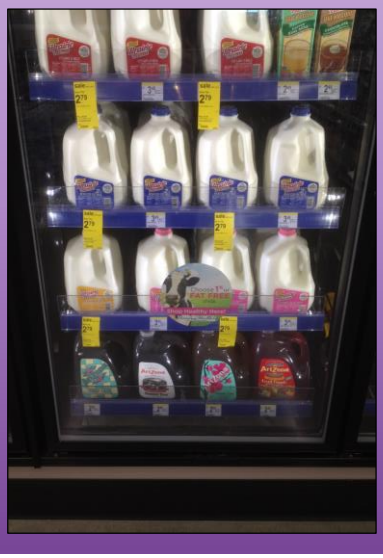
Walgreens Healthy Snacks Initiative

Walgreens Healthy Snacks Initiative
APRIL 2014

- Low fat dairy products
- 100% juice
- Nuts with less than 200 milligrams of sodium per serving
- Baked potato chips
- 100% whole grain cereal (no more than 10 grams of sugar and at least 2 grams of fiber per serving)
- Canned fruit in 100% juice
- 100% whole wheat bread with at least 2 grams of fiber per slice
- Dried fruit with no added sugar

Walgreens Healthy Snacks Initiative
APRIL 2014

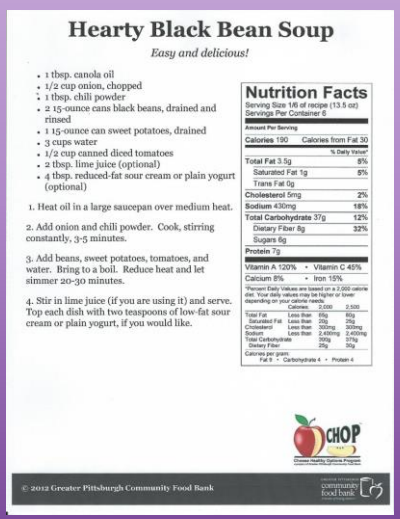
Walgreens Healthy Snacks Initiative
APRIL 2014



"Cooking from the Pantry" Cookbook

"Cooking from the Pantry" Cookbook

"Cooking from the Pantry" Cookbook



Hearty Black Bean Soup

Easy and delicious!

- 1 tbsp. canola oil
- 1/2 cup onion, chopped
- 1 tbsp. chili powder
- 2 15-ounce cans black beans, drained and rinsed
- 1 15-ounce can sweet potatoes, drained
- 3 cups water
- 1/2 cup canned diced tomatoes
- 2 tbsp. lime juice (optional)
- 4 tbsp. reduced-fat sour cream or plain yogurt (optional)

1. Heat oil in a large saucepan over medium heat.

2. Add onion and chili powder. Cook, stirring constantly, 3-5 minutes.

3. Add beans, sweet potatoes, tomatoes, and water. Bring to a boil. Reduce heat and let simmer 20-30 minutes.

4. Stir in lime juice (if you are using it) and serve. Top each dish with two teaspoons of low-fat sour cream or plain yogurt, if you would like.

Nutrition Facts
Serving Size 1/6 of recipe (13.5 oz)
Servings Per Container 6

Amount Per Serving
Calories 190 | Calories from Fat 30
% Daily Value*
Total Fat 3.5g 5%
Saturated Fat 1g 5%
Trans Fat 0g
Cholesterol 5mg 2%
Sodium 430mg 18%
Total Carbohydrate 37g 12%
Dietary Fiber 8g 32%
Sugars 6g
Protein 7g
Vitamin A 120% • Vitamin C 45%
Calcium 8% • Iron 15%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

CHOP Choose Healthy Options Program

- 8 sponsoring organizations
  - Specially branded cookbooks for Lansing Community College and NexCare Health System
  - ASAP Printing doubled the number of cookbooks printed from 7,000 to 14,000 with its sponsorship
- 44 recipes, courtesy of the Greater Pittsburgh Community Food Bank
- *Food Preparation Suggestions*, prepared by MSU Extension
- *As You Prepare Your Meals*, prepared by CAHA

Cookbook Distribution

June-September 2014

- **Total Cookbooks Printed: 14,000**
- **Total Cookbooks Distributed: 13,392**
  - Clinton County: 380
  - Eaton County: 1,432
  - Ingham County: 11,580
- **Organizations Receiving Cookbooks: 59**
  - Clinton County: 5
  - Eaton County: 17
  - Ingham County: 37
- **Estimated Reach of Cookbooks: over 78,500 tri-county residents**

  (Based on approximately 32,634 individuals and 15,311 families served by the organizations)

Choosing Health!® Restaurant Initiative

Orleans Fresh Fish and Bar-B-Que

3530 S Waverly Rd, Lansing

HEALTHY MENU CHANGES MADE

- Entire new healthy menu created, including new recipes, called the “Leaner” Side of Orleans
- Highlight healthy kids menu items on new menu
- Implement different method of preparation - focused on substituting baked or grilled for fried
- Offer 12 new menu items on the healthy menu that will be feasible to implement (including 1 shrimp, 1 Salmon, 2 Chicken, 1 Kids Chicken)
- Offer whole wheat dinner roll in place of white roll
- Offer whole wheat sub bun for all sandwiches on the healthy menu
- Alter serving sizes of onion rings to meet criteria (4 onion rings = 1 serving)
- Added baked sweet potato fries, baked onion rings, veggie medley, and black bean/quinoa side dish as new items on the menu
- New table top displays will promote the new healthy menu
- A 10-foot by 5-foot banner is in the process of being ordered that will be placed outside Orleans to promote new healthy menu/options

Orleans Fresh Fish and Bar-B-Que

HEALTHY MENU

The Gavel

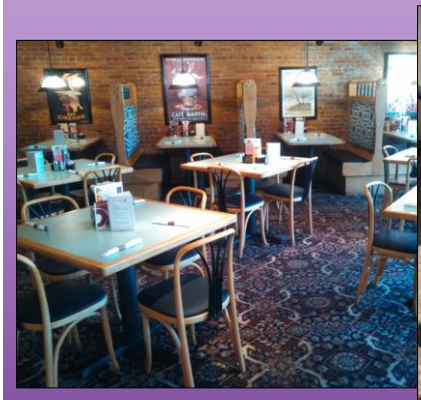
112 S. Cochran Ave, Charlotte

HEALTHY MENU CHANGES MADE

- Offering house made low-fat, low-calorie Caesar dressing
- Substituted whole wheat pita stick for bread stick to be served with all salads
- Substituted whole wheat pita croutons for standard crouton
- Added 1/2 cup fruit to all kids meals
- Altered the amount of cheese served on entree salads in order to meet criteria
- Added a black bean & herb Quinoa side dish as a new item on the menu
- Highlight healthy kids menu items on table top displays
- Highlight healthy adult menu items on table top displays
- Highlight healthy side items and beverages on table top displays

The Gavel

HEALTHY MENU



Restaurant Initiative Evaluation

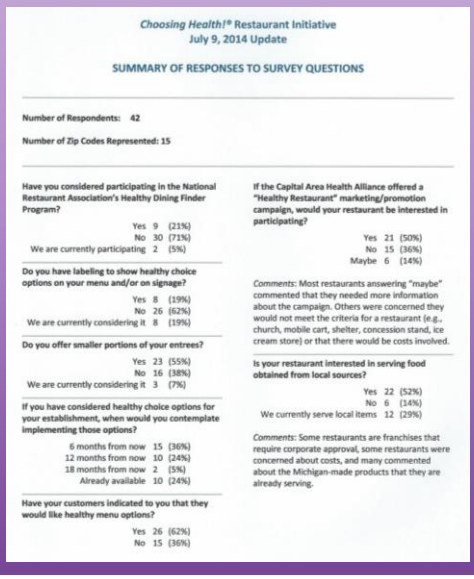
NEMS SURVEY RESULTS

NEMS[1] Survey Restaurant Results: The Gavel, 112 S. Cochran Ave, Charlotte			
	Pre-Test Score	Post-Test Score	% Change
Availability of Healthful Options	13	13	0%
Facilitators of Healthful Eating	0	4	+400%
Barriers to Healthful Eating	-3	-3	0%
Healthy Kids Menu	3	3	0%

[1] Nutrition Environment Measures Study in Restaurants

NEMS Survey Restaurant Results: Orleans Fresh Fish & BBQ , 3530 S Waverly Rd, Lansing			
	Pre-Test Score	Post-Test Score	% Change
Availability of Healthful Options	0	8	+800%
Facilitators of Healthful Eating	0	4	+400%
Barriers to Healthful Eating	-3	-3	0%
Healthy Kids Menu	0	1	+100%

For Future Healthy Restaurant Work…



Choosing Health!® Restaurant Initiative
July 9, 2014 Update

SUMMARY OF RESPONSES TO SURVEY QUESTIONS

Number of Respondents: 42

Number of Zip Codes Represented: 15

Have you considered participating in the National Restaurant Association's Healthy Dining Finder Program?

Yes 9 (21%)
No 30 (71%)
We are currently participating 2 (5%)

Do you have labeling to show healthy choice options on your menu and/or on signage?

Yes 8 (19%)
No 26 (62%)
We are currently considering it 8 (19%)

Do you offer smaller portions of your entrees?

Yes 23 (55%)
No 16 (38%)
We are currently considering it 3 (7%)

If you have considered healthy choice options for your establishment, when would you contemplate implementing those options?

6 months from now 15 (36%)
12 months from now 10 (24%)
18 months from now 2 (5%)
Already available 10 (24%)

Have your customers indicated to you that they would like healthy menu options?

Yes 26 (62%)
No 15 (36%)

If the Capital Area Health Alliance offered a "Healthy Restaurant" marketing/promotion campaign, would your restaurant be interested in participating?

Yes 21 (50%)
No 15 (36%)
Maybe 6 (14%)

Comments: Most restaurants answering "maybe" commented that they needed more information about the campaign. Others were concerned they would not meet the criteria for a restaurant (e.g., church, mobile cart, shelter, concession stand, ice cream store) or that there would be costs involved.

Is your restaurant interested in serving food obtained from local sources?

Yes 22 (52%)
No 6 (14%)
We currently serve local items 12 (29%)

Comments: Some restaurants are franchises that require corporate approval, some restaurants were concerned about costs, and many commented about the Michigan-made products that they are already serving.

Objective 2. By September 30, 2014, increase access to, and utilization of, places where people can be physically active in safe and enjoyable ways with an emphasis on walking.

A. Convene Tri-County parks leadership to create strategy to increase access to, and utilization of, parks in the region. **Outcome: 2014 Capital Area Parks & Trails Brochure**

B. Increase participation at Community Partners in Health Winter Warm Up (WWU) Series: **Outcome: cumulative attendance at weekly events increased from 689 in 2013 to 1,453 in 2014**

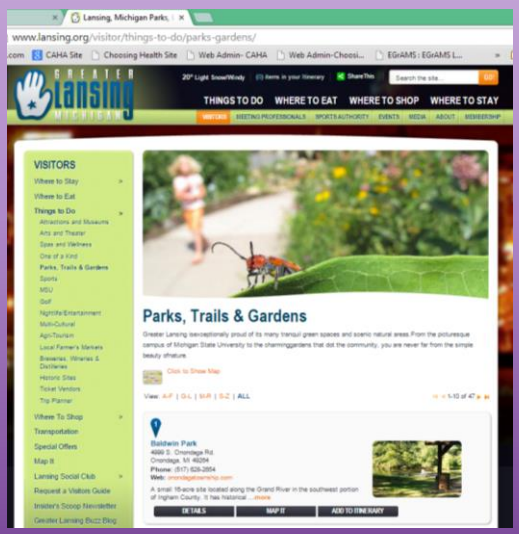
C. Pilot a new year round outdoor walking program for Eaton County Parks called the "*Choosing Health!®* Walking Society". **Outcome: 8 guided walks in different parks and trails in Eaton County, Cumulative attendance ≈ 251 (Unique participants ≈ 145, Returning participants ≈ 106)**

2014 Capital Area Parks & Trails Brochure

Brochure Task Force Members

- CAHA Staff
- Michelle Beloskur (Ingham Conservation District)
- Willis Bennett (Ingham County Parks Director)
- John Greenslit (Eaton County Parks Director)
- Harmony Gmazel (Tri-County Regional Planning Commission)
- Steve Leiby (Mid-Michigan Biking Association)
- Nancy Krupiarz (Michigan Trails & Greenways Alliance)
- Younes Ishraidi (Meridian Township)
- Jerry Jaloszynski (Clinton County Parks Director)
- Tim Machowicz (Sleepy Hollow Park Director)
- Ralph Monsma (Ingham County Parks & Recreation)

Greater Lansing Visitor's Bureau Website



2014 Capital Area Parks & Trails Brochure Sponsors & Partners

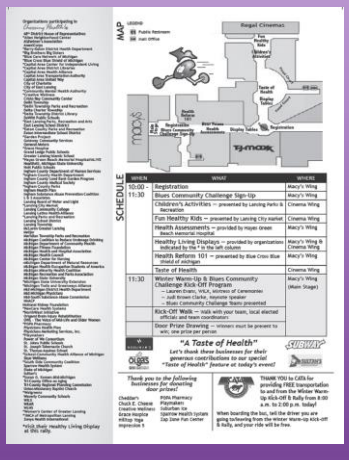
- AL!VE
- Barry Eaton District Health Department
- Blue Cross Blue Shield Blue Care Network
- Capital Area Center for Independent Living
- Capital Area Health Alliance
- Capital Area Physicians Experience
- Capital Area United Way
- Community Mental Health – CEI
- Greater Lansing Convention & Visitors Bureau
- Greening Mid-Michigan
- Heart of Michigan Trails and Greenways Partnership
- Horizon Bank
- Ingham County Health Department
- Ingham County Parks
- Ingham Health Plan Corporation
- Ingham County Medical Society
- Lansing Community College
- McLaren of Greater Lansing
- MI Healthier Tomorrow
- Michigan Trails & Greenways Alliance*

  Contributing $4,000 for printing of brochure
- Playmakers
- Sparrow
- Tri-County Bicycle Association
- Tri-County Regional Planning Commission
- U.S. Department of Housing and Urban Government

Winter *Choosing Health!®* Rally 2014

Winter *Choosing Health!*® Rally & Winter Warm-Up Kickoff

January 18, 2014 | 10:00 a.m. – 12:00 p.m. | Lansing Mall



Healthy Lifestyle Resource Tables

Health Assessments

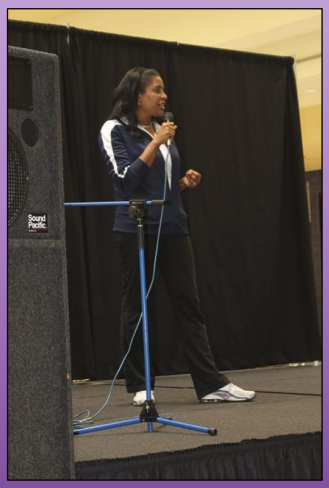
provided by Hayes Green Beach

Taste of Health

Healthy food samples provided by:

Houlihan's
Olga's Kitchen
Subway
Sultan's

Winter Warm-Up & Blues Community Challenge Kick-Off Program



Judie Brown Clarke
Keynote Speaker

Lauren Evans, WILX
Mistress of Ceremonies

Summary of Winter Warm-Up Kick-Off & *Choosing Health!®* Rally

CAHA's partnership at the WWU helped to increase participation from 689 participants in 2013 to 1,453 participants in 2014

- **Number of Attendees**: 400+
- **Number of Healthy Lifestyles Resource Tables**: 31
- **Number of activities and demonstrations**: 7
- **Taste of Health**: Houlihan's, Olga's Kitchen, Subway, Sultan's
- **Number of Volunteers**: 26
- **Sponsors**: Lansing Mall, Capital Area Transportation Authority
- **In-kind Contributions**: ≈ $6,100
- **Number of Door Prizes**: 12 (valued at over $750)
- **Exposure via Multi-Media (newspaper, TV, radio)**: ≈ 157,000
- **Exposure via E-mail and Social Media**: ≈ 16,100
- **Exposure via Flyer Distribution**: ≈ 19,500

AL!VE Health Fest 2014

March 1, 2014

AL!VE HealthFest 2014

Barbara Fulton, Community Development Director for HGB/AL!VE, is interviewed by Channel 6 News in front of the Alliance's *Choosing Health!®* banner.

Choosing Health!® Walking Society at Eaton County Parks

Choosing Health!® Walking Society

WALKING EVENTS

Spring *Choosing Health!®* Rally 2014

Spring *Choosing Health!®* Rally & Family Fun Friday

May 2, 2014 | 6:00 – 8:00 p.m. | Gier Community Center

Healthy Lifestyle Resource Tables

Healthy Lifestyle Resource Tables

Children's Activities

Batting Cages, Bounce House, Climbing Wall, Game Room

Fitness Class Demos

Good Form Walking Clinic, Zumba, Karate

HOMTV: "Coffee Break"

HOMTV @HOMTV · Apr 28
New #CoffeeBreak welcomes @CAHealthAllianc Kathy Hollister to share MI's goals of health & wellness bit.ly/CBHOMTV

Coffee Break
April 23 · Edited

Kathy Hollister from the Alliance for Community Health joins Deborah Guthrie on this week's Coffee Break show to talk about the upcoming Choosing Health Rally and more. Catch the episode daily at 5am, 10:30am, and 5pm or online anytime on HOMTV.

WILX News 10

www.wilx.com/home/headlines/Community-Event-Promotes-Health-Fitness-257758721.html

Choosing Health!® Multi-Media Promotional Campaign
OCTOBER 2013 – SEPTEMBER 2014

Print Media	Broadcast Media	Social Media
Estimated Reach: 187,051+	*Estimated Reach: 142,000+*	*Estimated Reach: 79,000+*
Coverage provided by: • Charlotte Weekly • City Pulse • Delta-Waverly Community News • Eaton Rapids Weekly • Grand Ledge Independent • Greater Lansing Business Monthly • Lansing State Journal	Coverage provided by: • CAMTV • HOMTV • WILX News Channel 10 • WLNZ 89.9 • City Pulse on the Air (89 FM) • Fox 47 News • Michigan Business Network.com	• Coverage provided by the CAHA website, Facebook, and Twitter pages and coalition partners' social media outlets and email distribution lists. • 493 posts on CAHA's Facebook/Twitter/online event calendar were made.

Objective 3. By September 30, 2014, increase physical activity that fits into people's daily routines, with an emphasis on social networks and supportive relationships.

A. Work with at least one community/organization that will place "destination-walking" signs to encourage walking. **Outcome: 60 signs placed in 5 communities (Charlotte, Dewitt, Dimondale, East Lansing and Lansing), working with 12 organizations (AL!VE, All Saints Episcopal Church, Capital Area District Library, City of DeWitt, Greater Lansing Food Bank, Ingham County Health Department, Lansing School District , Lansing's Westside Commercial Association, Michigan Department Community Health, Michigan State University, Prospect Place Garden & Gathering Space, and Village of Dimondale)**

B. Launch *Let's Walk & Talk with a Doctor* series. **Outcome: Kick-off event at Hawk Island, August 27, 2014.**

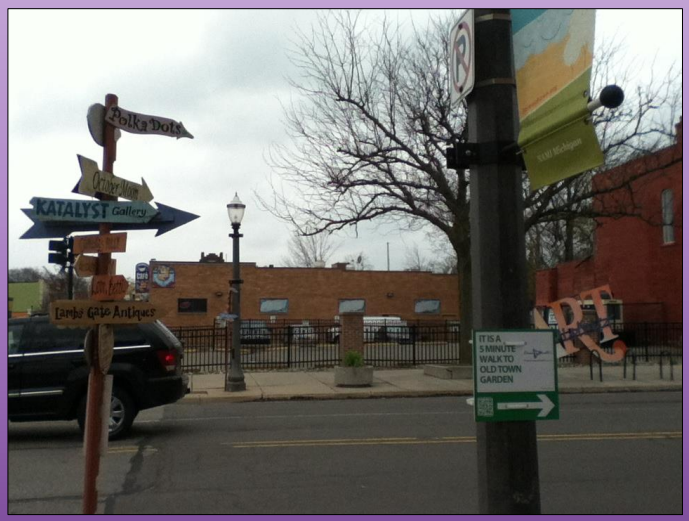
Destination Walking Signs

Press Release

Summary of Destination Walking Signs

- **60 signs** have been placed in
- **5 communities**: Charlotte, Dewitt, Dimondale, East Lansing and Lansing, working with
- **12 organizations:** AL!VE, All Saints Episcopal Church, Capital Area District Library, City of DeWitt, Greater Lansing Food Bank, Ingham County Health Department, Lansing School District , Lansing's Westside Commercial Association, Michigan Department Community Health, Michigan State University, Prospect Place Garden & Gathering Space and Village of Dimondale

Destination Walking Signs



Placed by the Garden Project of the Greater Lansing Food Bank

Destination Walking Signs

Placed by MSU Dept. of Community & Economic Development

Destination Walking Signs

Placed by the Lansing School District

Destination Walking Signs

Placed by Lansing's Westside Commercial Association (WCA)

Launch of *Let's Walk & Talk with a Doctor*

Let's Walk & Talk with a Doctor Kick-Off

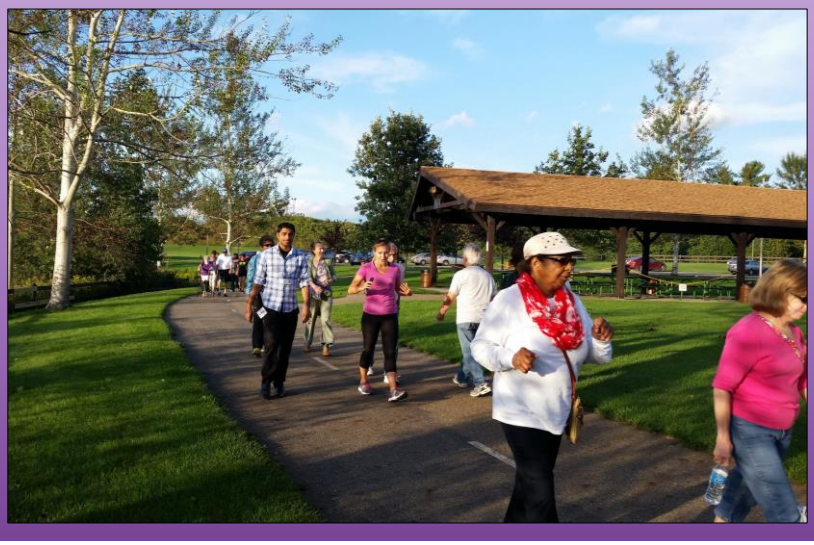
AUGUST 28, 2014 | HAWK ISLAND PARK

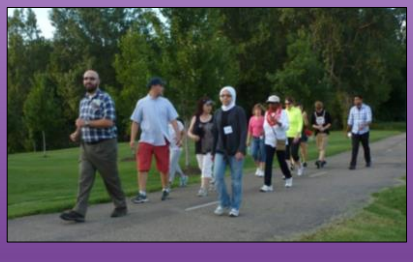
Let's Walk & Talk with a Doctor Kick-Off

DR. FARHAN BHATTI AND DR. HEND AZHARY

Let's Walk & Talk with a Doctor Kick-Off

WALK AROUND HAWK ISLAND PARK





October *Let's Walk & Talk with a Doctor* Event

OCTOBER 18, 2014 | HUNTER PARK
DR. JOHN STRANDMARK

October *Let's Walk & Talk with a Doctor* Event
WILX CHANNEL 10 NEWS COVERAGE

Community Mental Health Authority Walking Pathway: Update on 2013 ACHIEVE Worksite Wellness Site

CMHA Walking Pathway
MAP OF WALKING PATH

CMHA Walking Pathway
BENEFITS OF WALKING, BY DR. HEND AZHARY

Follow-up from Creating a Culture of Healthy Lifestyles 2014

(held September 25, 2013)

Strategic Issue #1

CREATING A COMMON AGENDA

What outcomes should matter the most this next year?

- Have a strategic plan for 3-4 broad areas such as nutrition, fitness, physical activity
- Get more community leaders involved
- Get "*Choosing Health!®*" more widely known and adopted
- Focus on worksite wellness in all corporations

Strategic Issue #2

ESTABLISHING SHARED MEASURES AND INDICATORS

How might we collectively measure and track progress/success?

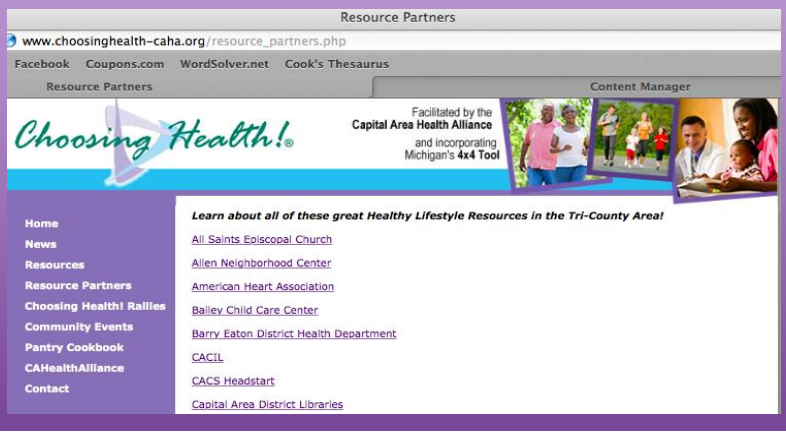
- Focus on follow through, i.e., the impact from handing out information
- Need to find ways to truly measure
- Document the number of people who stay in programs and their experience
- Display geographically-mapped communities on the CAHA website with respect to various health indicators, e.g., prevalence of diabetes, obesity

Strategic Issue #3

CREATING MUTUALLY-REINFORCING ACTIVITIES

What activities are most abundant now? What could there be more of? Do Differently?

- Have a searchable (online and interactive) database of all partners with contact list that includes titles and organization website



Strategic Issue #4

STENGTHENING THE ROLE OF CAHA AS A BACKBONE ORGANIZATION; SUPPORTING INTEGRATED THINKING, PLANNING, & CREATING TRUST

What support will be most beneficial?

- Put out continuous communication with reminders, links, news announcements, feedback opportunities
- CAHA as convener/backbone
- Increase involvement; be a matchmaker between partners
- Support for more collaboration and visibility

Strategic Issue #5

FURTHERING COMMUNITY ENGAGEMENT

How can we involve and collaborate differently and directly with community members?

- Develop a common public message
- Encourage involvement of passionate community members to participate on CAHA action groups
- Hold networking events to connect community partners
- Partner with the business community

MI Health & Wellness 4 x 4 Plan

2014-2015 Grant Summary

OBJECTIVE 1

Physical Activity Strategy:
***Let's Walk!* Initiative**

By September 30, 2015 increase access to physical activity opportunities and awareness of area parks and trails for physical activity, especially for low opportunity communities.

OBJECTIVE 1
Let's Walk! Initiative

Strategies and Activities

- Distribute 30,000 Capital Area Parks & Trails brochures to increase utilization of parks & trails for physical activity.
- Engage medical practices/clinics in ***Let's Walk!*** program.
- Facilitate ***Let's Walk & Talk with a Doctor*** events at parks or trails from brochure. Partner with Community Partners in Health, Allen Neighborhood Center, NorthWest Initiative, and South Lansing Community Development Association to facilitate/promote events.
- Increase Eaton County's ***Choosing Health!*** ® Walking Society by 10%.
- Distribute Destination Walking Signs in the Tri-County.

OBJECTIVE 2

Healthy Eating Strategy:
Choosing Health!® Restaurant Initiative

By September 30, 2015 CAHA helps 1 - 2 restaurants identify, highlight and promote menu items that are consistent with the ***Dietary Guidelines for Americans***, emphasizing items low in calories and/or low sodium.

OBJECTIVE 2

Choosing Health!® *Restaurant* Initiative

Strategies and Activities

- Use 2014 restaurant surveys to identify and develop working relationship with restaurants.
- Work with HGBMH dietician to identify healthy changes that can be made at chosen restaurants.
- Promote new menu by highlighting healthy menu options, making table top displays and/or making signage that promotes the healthy eating options.

OBJECTIVE 3

Healthy Workplace Initiative

By September 30, 2015, CAHA will engage 4-5 work sites to adopt at least one new policy or environmental change strategy that increases availability of healthy foods and/or access to physical activity and/or breastfeeding friendly practices.

OBJECTIVE 3
Healthy Workplace Initiative

Strategies and Activities

- Conduct the Designing Healthy Environments at work (DHEW) Assessment with interested work sites.
- Assist work sites in implementing a policy and/or environmental change related to healthy eating, physical activity, and/or breast feeding friendly practices.
- Use grant funding to provide up to $500 seed money to 4-5 work sites to help implement action plan.
- Work with La Leche League to provide assistance & resources to work sites for breast feeding.