
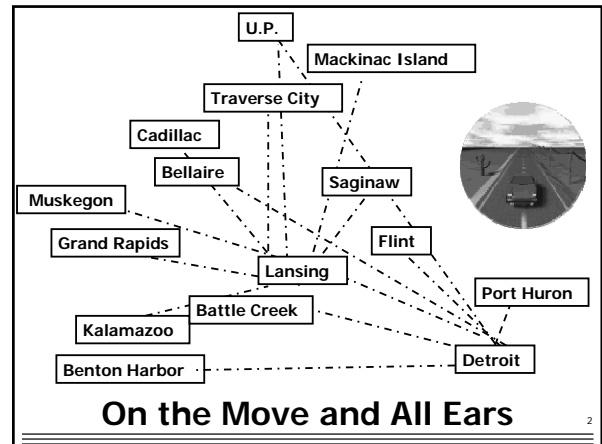


**Partnerships to Address  
Obesity in Michigan**

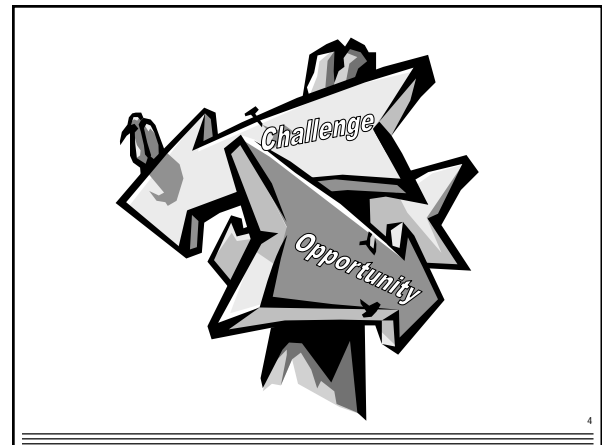
**Kimberlydawn Wisdom, MD, MS  
Michigan Surgeon General**

Beyond Description: Addressing Health Disparities  
through Campus-Community Partnerships

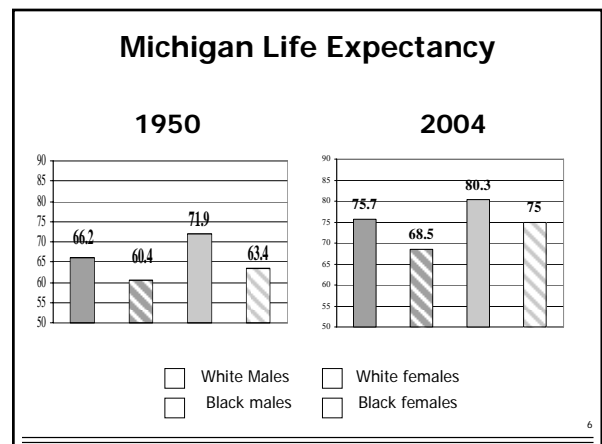
March 28, 2006

- Ten Great Public Health  
Achievements  
United States, 1900-1999**
- Vaccination
  - Motor vehicle safety
  - Safer work places
  - Control of infectious diseases
  - Decline in deaths from coronary heart disease and stroke
  - Safer and healthier foods
  - Healthier mothers and babies
  - Family planning
  - Fluoridation of drinking water
  - Recognition of tobacco use as a health hazard



**An Overview of  
OBESITY-RELATED Health  
Disparities in Michigan  
&  
State of Michigan Efforts to  
Eliminate Disparities**





Detroit Area Agency on Aging

### Lifestyle Trends among African Americans

- Among children age 12-19:
  - 1 in 5 African American boys are overweight compared to almost 1 in 8 whites
  - Almost 1 in 4 African American girls are overweight compared to 1 in 8 whites
- Almost 1 of every 3 African American adults is considered obese compared to 1 of every 4 whites
- A greater percentage of adult African Americans have inadequate physical activity compared to whites (64% versus 51% in 2003)
- More than 1 in 5 adult African Americans is a smoker

## State Health Disparity Reduction Efforts

### Prescription for a Healthier Michigan: Strategic Priorities



**Promoting healthy lifestyles**  
(obesity, tobacco)

**Protecting families** (unintended pregnancies, infant mortality, childhood lead poisoning)

**Protecting communities** (injury and violence, HIV/AIDS and other STDs, emerging infectious diseases, health infrastructure prepared for chemical and bioterrorism)

**Eliminating health disparities**

### Health Disparities Reduction & Minority Health: Program Mission

- Provide a persistent and continuing focus on eliminating disparities in the health status of Michigan's racial and ethnic populations
- Ensure policies, programs and implementation strategies are culturally and linguistically tailored to reduce mortality and morbidity rates
- Collaborate with state, local and private sectors to advance and implement health promotion and disease prevention strategies

### Populations Served

- African Americans
- Hispanics and Latinos
- American Indians
- Asians and Pacific Islanders
- Arabs and Chaldeans

### Funded Agencies with Obesity & Chronic Disease Focus

#### Healthy U Program

YMCA  
Focus: Obesity/Overweight  
Population: African-American girls  
Service Area: Inner city Grand Rapids

#### My Family's Health Tree

Calhoun County Public Health Department  
Focus: Diabetes, obesity/overweight, and hypertension  
Population: African Americans  
Service Area: Battle Creek

13

### Funded Agencies (Continued)

#### El Programa De Diabetes Reduction

Baldwin Family Health  
Focus: Disparities and Diabetes  
Population: Hispanics  
Area: Lake and Newaygo Counties

#### Screening, Testing, and Evaluation on Diabetes (STEP)

St. John Community Health Investment Corp  
Focus: Diabetes and Obesity  
Population African Americans  
Service Area: Detroit & Southfield

14

### MI First Health Partnership

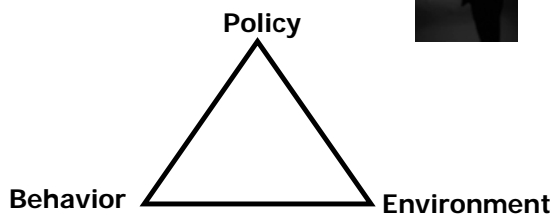
- Will give more than a half-million citizens access to affordable private health care plans
- Strategies:
  - Partnership between state government and business community
  - Improving quality and efficiency of healthcare marketplace through technology and managed care
  - Encouraging personal responsibility

15

### Partnerships to Promote Healthy Lifestyles & Reduce the Burden of Obesity and Chronic Disease

16

### Calling to Action



17

### Short-Term Efforts

- Walk to School Day
- All Children Exercising Simultaneously (ACES) Day
- Employee Walks
- Community Walks

18

### Intermediate Efforts

- Get Caught Walking Program for Older Adults
- Public Health Steps Up, Walk by Faith pedometer challenges

19

### Long-Term Efforts

- Coordinated School Health Teams & Healthy School Action Tool
- Promoting Active Communities Assessment
- Designing Healthy Environments at Work Tool
- Safe Routes to School
- Fresh Fruit and Vegetable Program

20



**Move More...Eat Better...Don't Smoke**

21



**Goals:**

- Build community capacity
- Share resources
- Promote policy, environmental, & behavior change
- Reduce health risk factors
- Ultimately improve health outcomes

**Campaign Components:**

- Collaboration by more than 300 stakeholders representing business, faith, education, healthcare, and community sectors
- Interactive Website (more than 79,700 visits and 13,000 personal plans in one year)
- Media Campaign
- Healthy Lifestyle Competitions
- Community-based projects

22

### Michigan Steps Up Stakeholders

Nearly 400 representatives from Michigan's business, healthcare, school, faith-based, and community sectors

Examples:

- Compuware
- American Cancer Society
- Grand Rapids Chamber of Commerce
- Michigan Health & Hospital Assoc.
- Inter-Tribal Council of Michigan
- The Asian Center
- Faith Access to Community Economic Development (FACED)
- Saginaw Valley State University
- Wayne State University
- Detroit Department of Health & Wellness Promotion
- Michigan Assoc. of School Nurses
- Michigan State University Extension
- MI Parent, Teacher, Student Assoc.

23

### Policy Efforts

- School Nutrition Legislation
- Physical Education in Schools Legislation
- Federal Wellness Policy
- Board of Education Policies on Healthy Food and Beverages, Quality P.E., and Coordinated School Health Programs

24

**Ten Great Public Health  
Achievements  
United States, 1900-1999**

- Vaccination
- Motor vehicle safety
- Safer work places
- Control of infectious diseases
- Decline in deaths from coronary heart disease and stroke
- Safer and healthier foods
- Healthier mothers and babies
- Family planning
- Fluoridation of drinking water
- Recognition of tobacco use as a health hazard
- **Elimination of health disparities**

25