



Commonwealth's Healthy Approach and Mobilization Plan for Inactivity, Obesity, and Nutrition.

## Commonwealth's Healthy Approach and Mobilization Plan for Inactivity, Obesity, and Nutrition

### CHAMPION



#### Goals

- Reduction in prevalence and incidence of overweight and obesity levels among Virginians reached through increasing community led interventions and programs.
- Prevention and control of obesity and other related risk factors through Virginians making healthy food choices and increasing physical activity.

## CHAMPION Background

- Governor Kaine released the CHAMPION Report in 2006.
- After the release of the CHAMPION Report, began the process of developing an Obesity Plan to reach the needs identified during the Regional Meetings.



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## 4 Types of Recommended Programs



1. **Nutrition Education and Physical Activity Programs**
2. **Community Involvement:** Building Coalitions
3. **Media Interventions:** Decreasing screen time and Implementing media campaigns
4. **Public Policy** Implementation at various levels

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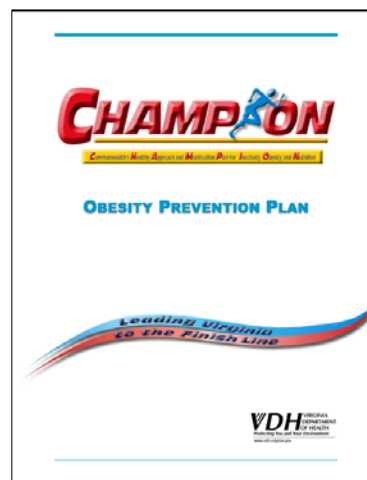
## CHAMPION Background

- The Commissioner's Work Group on Obesity Prevention and Control:
  - Representatives from: VCE, VA Chapter AAP, Alliance for Healthier Virginians, Action for Healthy Kids, VDOE, Department on Health Equity, Beverage Association, Hospital and Healthcare Association, COACH, Richmond Sportsbackers, Optima Health, EVMS, Anthem, VCU Department of Pediatrics, Endocrinology, and Genetics, VDACS Farm to School Program, Virginia Foundation for Healthy Youth
- Goals for the 1<sup>st</sup> meeting
  - Identify an implementation approach
  - Prioritize CHAMPION Recommended Programs for specific age groups.
  - Guide the Regional Reengagement Process

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## CHAMPION Obesity Prevention Plan

- Strategic plan to address obesity in Virginia.
- Tool to strengthen community efforts by providing recommended, evidence-based programs that are relatively inexpensive for communities to implement.
- Identifies recommendations for action interventions targeting behavioral, environmental and policy change strategies.



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## CHAMPION Regional Meetings

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- Commissioner's Work Group guided the order of the CHAMPION Regional Meetings with a data-driven approach
  
- % of Adults with BMI > 30
  - Southwest (30.5%)
  - Hampton Roads (29.0)



## CHAMPION RFP

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- Through the RFP process, CHAMPION awarded grants to community groups for the implementation of programs listed in the CHAMPION Plan.
  
- Priorities for FFY09:
  - Implementation of Recommended Programs identified in Year 1 of the CHAMPION 5 Year Plan.
  - High risk communities identified with increased numbers of health disparities in Southwest and Hampton Roads Virginia

## CHAMPION RFP

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- Grant recipients will enter a contract with VDH for the implementation of the selected CHAMPION recommended program
- Required to provide program and evaluation data



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## Year 1 Grant Recipients

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### **Hampton Roads Funded Groups**

- CINCH
- Peninsula Health District
- Let's Talk, Inc
- Hampton Health District
- GOTR SHR
- SSSEVA
- Peninsula YMCA

### **Southwest VA Funded Groups**

- Lenowisco Health District
- Mount Rogers Health District

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## Year 1 CHAMPION Reach

- Through the implemented of the Year 1 programs and with the funded groups, CHAMPION programming will potentially reach:
  - 1770 children and adolescents
  - 960 parents of adolescents
  - 23 worksites
  - 458 employees
  - 50 lactation specialists



## CHAMPION Next Steps



- Final 4 Regional Reengagements:
  - Roanoke
  - Central
  - Blue Ridge
  - Northern VA
  
- Provide mini-grant funds for those communities to implement CHAMPION Recommended Programs

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Questions?

