

## AK Healthy Kids Coalition Meeting

9:00 a.m. to 12:00 p.m. Wednesday, March 5<sup>th</sup>

Teleconference & BP Energy Center, Midtown Anchorage

### Attendees

- Jen Adzima, ANTHC
- Kelsey Beecher, Nome Comm. Center
- Andrea Bersamin, UAF
- Jamie Blei, AK Center for Pediatrics
- Amanda Combs, Northwest Strategies
- Jana DePriest, Mat Su Borough School District
- Karen Doster, ANTHC
- Ginger Evens, Petersburg School District
- Clint Farr, DHSS OPCP
- Karol Fink, DHSS OPCP
- Sami Glascott, PTA, Government Hill Elem.
- Ellen Hackenmuller, DHSS Child Nutrition
- Lauren Havens, Sitka School District
- Adam Hays, Hays Research
- Jennifer Johnson
- Jimael Johnson, DHSS Div. of Public Health
- Ryan Kauffman, Sitka School District
- Lauren Kelsey, DHSS OPCP
- Sarra Khlifi, AK Food Policy Council
- Kathy Kurtenbach, parent in Fairbanks
- Bob Meade, North Slope School District
- Nicole Middaugh, ANTHC
- Lucy Murdock, Kodiak Island School District
- Elaine Nisonger, AK WIC Program
- Cindy Norquest, Healthy Futures
- Maureen Northway, Southeast
- Shirley Pittz, DHSS Office of Children's Svcs.
- Rachel Reilly, Yukon-Koyukuk School District
- Julie Serstad, North Slope Borough
- Kerre Shelton, DHSS Div. of Public Health
- Margaret Timmerman, Muni of Anchorage
- Kelly Tschida, DHSS
- Tiffany Tutiakoff, Northwest Strategies
- Kathleen Wayne, AK WIC Program
- Tim Woolston, Northwest Strategies
- Tanya Iden, Agnew::Beck
- Anna Brawley, Agnew::Beck

### Meeting Notes

#### Welcome & Introductions

- There were 31 participants in the room, and another 6 participants online.

#### OPCP Updates : Questions and Feedback

- Please see the OPCP report for details, posted on [akhealthykids.org](http://akhealthykids.org).

#### Core Messages Training

- Northwest Strategies has produced a Core Messages document for the Play Every Day Campaign, with great information on childhood obesity, what works for reducing and preventing childhood obesity, and some talking points about this important issue.
- You can access the Core Messages and the practice worksheet at [akhealthykids.org](http://akhealthykids.org).

## Grant Opportunity: Voices for Healthy Kids

- Cindy Norquest presented on a grant opportunity from Voices for Healthy Kids, a partnership between Robert Wood Johnson Foundation and American Heart Association, that AK Healthy Kids or its partners could consider applying for.
- More about this opportunity can be found here:  
[https://www.heart.org/HEARTORG/Advocate/StateIssues/StateandLocalPolicyPriorities/Grant-Resources\\_UCM\\_454325\\_SubHomePage.jsp](https://www.heart.org/HEARTORG/Advocate/StateIssues/StateandLocalPolicyPriorities/Grant-Resources_UCM_454325_SubHomePage.jsp)
- Some members volunteered to review this opportunity further: Andrea Bersamin, Karen Doster, Nicole Middaugh, Cindy Norquest, Julie Serstad and Tanya Iden.

## Work Group Reports, Action Plans & Brainstorming

### *Priority 2: Healthcare Screening and Provider Workgroup (Karol Fink, Kelly Tschida)*

- This group is focusing on how to improve screening and interventions from healthcare providers as a way to reduce and prevent childhood obesity
- The focus is on *systems* and *environmental change* – how to make population-based impact, versus reaching out only to individual providers.
- Ideas for making change:
  - Federally Qualified Health Centers (FQHCs) or CHCs operate across the state, and have to report out certain measures (height, weight, BMI) as part of screening. This would be a way to measure impact.
  - Meaningful Use within electronic health records (EHRs) is another opportunity—it tracks certain measures (height, weight, BMI) and incentivizes screening and documentation of these interventions through electronic health records.
  - APCA put out a funding opportunity for Patient Centered Medical Home (PCMH) – they solicited letters of interest from practitioners who would like to apply. Those organizations who are selected will be implementing some screening and prevention systems. Karol is talking with APCA about coordinating with their technical assistance team for this pilot program.
- The group will work on making materials and training to assist implementation of these new programs, and how to measure impact over time with the available measures. There are great models for this work, for example the Alaska Tobacco Prevention and Control Program.
- Kelly added that as a former provider, he is very interested in providing more tools and training to guide providers on how to have these conversations. He sees a lot of opportunity for having more consistent standards across the state and ensuring that more people are using these best practices.
- One person asked about whether they would use Bright Futures? Yes, that is one of the best practices they would like to use.

### *Priority 1: Physical and Health Education Workgroup (Lauren Kelsey)*

- This group is focusing on building statewide support for mandatory health and PE requirements in schools, starting with local districts and moving toward a statewide policy.
- Four objectives and activities:
  - Update school wellness policies up to a strong “gold standard” model policy, working with the Alaska School Board Association

- Increase school districts who require at least 1 year of PE and 1 year of health education as a high school graduation requirement
- Increase school districts who have national health education standards as part of their curriculum. Currently Alaska follows the physical education standards.
- Update state-level Health Education standard to align with the current national standard
- Also working on becoming a solid workgroup! As school districts work on these priorities, the workgroup will be a great forum to share information, ideas and troubleshoot across the state.
- Karol asked if any of the districts are moving toward those graduation requirements? Sitka is moving toward this, but doesn't have it yet. The Alaska School Health Program is working on primarily on physical education, but has been doing a baseline survey to understand what policies are in place.

### *Priority 3: Access to Healthy Choices for Food, Physical Activity and Breastfeeding*

- This group is somewhat of a “kitchen sink” group – there are focus areas on food, physical activity and breastfeeding.
- The meetings so far have not been conclusive, given that the members who attend were pulling in one direction or another.
- There will be a Breastfeeding group with those interested in pursuing better policies.
- The All-Alaska Pediatric Partnership has breastfeeding as one of its four priorities in its new “First Thousand Days” campaign. Shirley suggested connecting with this group!
- Tanya shared that an additional idea was to focus on workplaces and to promote the HRSA “Business Case for Breastfeeding” toolkit. However, if there is already movement in other areas, that would be a big priority.
- Tanya also noted that this workgroup and other workgroup’s activities can certainly shift to respond to what else is happening in the state. If there are great opportunities and other people are working in this area, AK Healthy Kids would like to be able to respond and shift.
- The Alaska Food Policy Council is also working on food access and improving healthy choices, and has great momentum. Diane supports that group as well, and for now this workgroup will primarily directed those interested toward the Food Policy Council, and revisit their role in the future. The Food Policy Council is focused on improving access to healthy and Alaska grown foods in schools and at farmers markets.

### **Group Share : Your Work and AK Healthy Kids Priorities**

- The group had a few moments to share updates.
- Cindy Norquest shared that Anchorage has voted to be a “Let’s Move” community, with certain benchmarks they need to meet over time. Elvi Gray-Jackson and Dick Traini are heading this up at the local government level. Cindy encourages others, especially content experts, to
  - A::B will share the information on the AK Healthy Kids website and newsletter, and add content information
- Kathleen Wayne shared that the WIC package food rule has been approved! Approved foods now include fruits and vegetables, whole grain cereals and pasta, lower fat milk and other healthier package. Jennifer shared that some of the reduction in young child obesity is being attributed to changes in the WIC requirements.
- The Division of Public Health, Section of Women’s, Children’s and Family Health is partnering with thread to promote breastfeeding at daycare centers—making a more supportive environment for

mothers, training on how to properly store breastmilk at the center, and other education on the importance of breastmilk.

- Elaine Nisonger shared that the SNAP-ED program is doing an assessment across the state about nutrition education, to determine what the current practices and needs are to determine where to direct grant money. Andrea Bersamin is leading that study, you can contact her if you'd like to share what's happening in your community and your needs.
- Adam Hays is a research and evaluation consultant for the state – he is happy to answer questions about surveys and other items, or if you have ideas for study.

### **Closing Comments & Next Steps**

- Next workgroup meetings
  - Priority 1: last Thursday of the month, March 27 @ 10-11 a.m.
  - Priority 2: next meeting March 20 @ 1-2 p.m. Following meeting May 7 @ 3-4 p.m.
  - Priority 3: next meeting of Breastfeeding workgroup on April 11 @ 10-11 a.m.

### **Action Items**

- OPCP will work with Northwest Strategies and A::B to post the citations in the Core Message documents on the AK Healthy Kids website
- Explore the Voices for Healthy Kids grant opportunity
- Share local success stories that align with the Core Messages!
  - Send to [contact@akhealthykids.org](mailto:contact@akhealthykids.org)
  - A::B will send stories along to Northwest Strategies and OPCP staff
- AK Healthy Kids e-newsletter – send news items to [contact@akhealthykids.org](mailto:contact@akhealthykids.org)!
  - Share success stories!
  - Promote the new Facebook page and encourage sharing on Play Every Day
  - Post or share the Core Messages on the AK Healthy Kids website, make easy to share
- Include a link to Let's Move Anchorage on the AK Healthy Kids website and look for opportunities to partner with AK Healthy Kids