

Fall 2010

Healthy Kids NM, a program of the New Mexico Department, is asking for your assistance. We are currently drafting a childhood obesity prevention 10 year strategic plan. The plan builds on the *New Mexico Plan to Promote Healthier Weight: 2006-2015*, current best practices, and practical knowledge learned in the field. The scope is limited to population-based strategies targeted to children and those in which Healthy Kids NM can reasonably undertake and be held accountable for, while working in partnership with other groups.

The plan is not meant to be an unfunded mandate. It is not a top-down mandate for state and local agencies and groups to implement. Rather it is a roadmap for Healthy Kids NM to follow in its efforts to build collaborative efforts with local and state, public and private groups to create healthy environments and policies that support healthy eating and physical activity.

The strategies focus on creating environmental and policy changes to support children's: 1) increased consumption of fruits and vegetables; 2) decreased consumption of sugar sweetened beverages; 3) increased physical activity; and 4) decreased TV and video screen time. As environmental and policy changes support healthy eating and active lifestyles, healthier population-based behaviors are expected to emerge, resulting in healthier weights and a decreased prevalence of chronic diseases, such as Type II diabetes. For a complete listing of expected outcomes, see the Healthy Kids NM logic model attached.

Please review the strategies listed in the document and provide us with your comments no later than November 19, 2010. Comments can be emailed to Patty Morris at Patty.Morris@state.nm.us

or mailed to: Patty Morris, PhD
Director, Healthy Kids NM
Office of the Secretary
1190 St. Francis Dr.
Santa Fe, NM 87505

Thank you for your assistance.



Healthy Kids New Mexico supports the development of healthy programs and advances health policy to provide New Mexico kids what they need to play well, eat well, learn and live healthy and full lives.

A 10-Year Plan to Address Childhood Obesity



Healthy Kids New Mexico: 2010-2020

DRAFT

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Healthy Kids New Mexico: 2010-2020

A 10-Year Plan to Address Childhood Obesity



Short Term Outcome 1:

Research-informed environmental and policy changes that motivate children to consume health-promoting foods and beverages.

Objective 1.1: Strengthen nutrition standards in schools, childcare centers and preschools

- Support childcare licensing requirements to strengthen nutrition standards in licensed childcare centers and homes.
- Strengthen compliance with the New Mexico School District Wellness Policy Rule in school districts to encourage healthy eating.

Objective 1.2: Increase access to affordable and health-promoting foods and beverages, especially fruits, vegetables, whole grains & water

- Increase the number of communities with farmers markets.
- Increase the number of communities with Food Policy Councils.
- Increase the number of communities implementing Farm to Table programs, especially Farm to School programs.
- Increase the number of communities and schools with edible gardens.
- Increase the number of servings of health-promoting foods and beverages in school food programs.
- Increase opportunities for children to try new foods, especially fruits, vegetables and whole grains, through tasting efforts in schools and at home.
- Encourage increases in children's intake of water during the school day by promoting school policies that allow children increased access to water in the school and preschool environment.

Objective 1.3: Decrease access to non health-promoting foods and beverages

- Explore policy options, such as taxing sugar sweetened beverages, to decrease consumption of such beverages.
- Support compliance with state policy restricting the use of vending machines in schools.



Short Term Outcome 2:

Research-informed environmental and policy changes that motivate children to increase physical activity and decrease screen time.

Objective 2.1: Strengthen standards for increased physical activity and limited screen time in schools, childcare centers and preschools.

- Support childcare licensing requirements to strengthen physical activity and limit TV and other screen time in licensed centers and homes.
- Strengthen compliance with the New Mexico School District Wellness Policy Rule in school districts to increase physical activity.

Objective 2.2: Increase access to physical activity.

- Increase the number of communities with safe walking and biking trails.
- Increase the number of communities with Complete Street policies.
- Increase the number of healthcare providers using Prescription Trails.
- Increase the number of communities establishing joint use agreements to allow public access to school facilities, especially outdoor green space.
- Increase the number of schools implementing active transportation, such as Safe Routes to School.
- Increase the number of schools providing at least 150 minutes of PE a week.
- Train elementary school teachers to incorporate movement in the classroom with academic benchmarks.



Short Term Outcome 3:

A healthy weight campaign that motivates children to consume health-promoting foods and beverages, be physically active and reduce TV and other screen time.

Objective 3.1: Establish fitness and nutrition 5-2-1-0 campaigns in schools and communities throughout the state.

- Increase the number of NM communities participating in the 5-2-1-0 campaign.
- Increase the number of schools participating in the 5-2-1-0 campaign.

Objective 3.2: Expand the content, use and reach of the Healthy Kids New Mexico website.

- Increase usage of the HealthyKidsNM.org website by elementary school teachers and parents.

- Increase the content of the HealthyKidsNM.org website and keep the site current with best practices.
- Promote the HealthyKidsNM.org website as a tool for families, schools and communities to use as they encourage children to make healthy choices.



Short Term Outcome 4:

Reduced health-related disparities in nutrition and physical activity behaviors and healthy weight.

Objective 4.1: Direct resources to communities and populations with health-related disparities.

- Identify and prioritize efforts toward areas and populations with the highest rates of obesity and related chronic diseases.
- Provide written/verbal messages that are culturally appropriate and written at an appropriate literacy level.
- Conduct outreach outside of clinical settings.

Objective 4.2: Honor traditional customs and practices.

- Support community-driven food practices and policies, such as revitalizing traditional agricultural practices in tribal communities.
- Support community efforts to promote traditional physical activities such as running, dancing and horseback riding.



Short Term Outcome 5:

Functional statewide BMI surveillance system to monitor prevalence of and trends in obesity in preschool and elementary school-age children.

Objective 5.1: Establish and maintain an ongoing BMI surveillance system.

- Establish standard protocols and training procedures for measuring students' height and weight in elementary and preschool children.
- Train staff from WIC, Head Start and elementary schools on the state's standardized protocol to measure children's height and weight.
- Implement a BMI surveillance system to collect annual data on the prevalence of and trends in obesity in preschool and elementary school-age children.
- Develop a model protocol and training procedures for referring obese children (BMI >95th percentile) for medical screening and testing.

Objective 5.2: Utilize BMI surveillance system data to improve public health.

- Report statewide prevalence and trends in BMI among elementary and preschool aged children by selected demographic characteristics.
- Publicize BMI surveillance data to raise awareness regarding overweight and obesity among children in New Mexico.
- Use BMI surveillance data to focus prevention efforts.
- Monitor BMI surveillance data to assess progress over time.



Short Term Outcome 6:

Information to support Healthy Kids communities throughout New Mexico that promote physical activity and healthy eating.

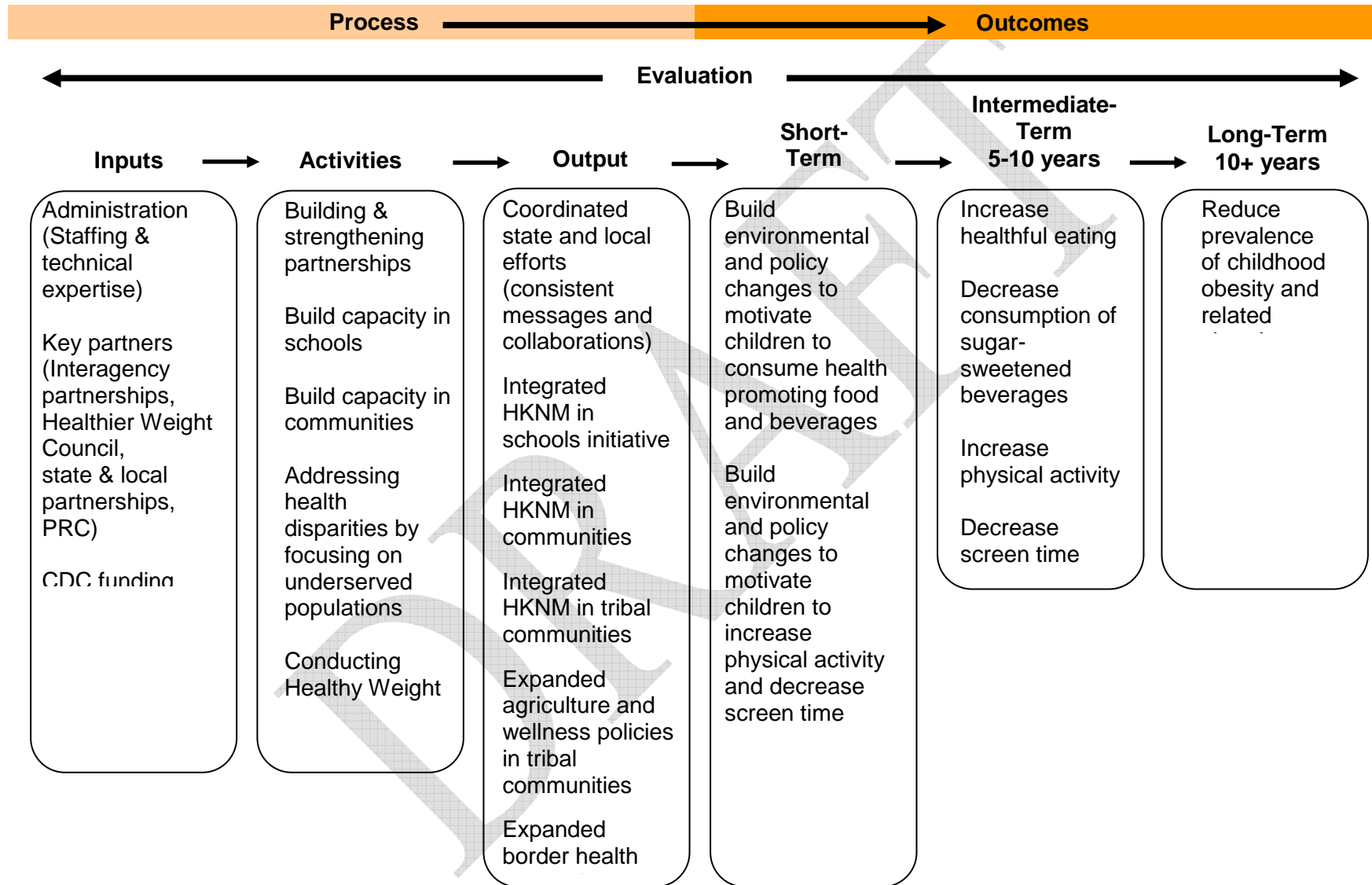
Objective 6.1: Produce annual reports on the prevalence of and trends in nutrition and physical activity behaviors in New Mexico.

- Utilize 5-2-1-0 survey data and other data collected on elementary school children to report on trends in behavior and behavior change.
- Provide information on new/innovative practice to increase healthy food choices and physical activity among children and youth.

Objective 6.2: Develop/adapt and provide protocols that communities can use to assess and monitor community level physical activity and nutrition environments.

- Develop protocols for assessing physical activity and nutrition environments including the use of checklists.
- Develop training on using checklists and assessing environments.
- Provide a list of best practice programs and policies for communities to use to create environments that promote physical activity and consumption of health promoting foods.

New Mexico Healthy Weight Plan



70% of the children in New Mexico under the age of 15 are Hispanic, American Indian, Asian/Pacific Islander or African-American; 23.7% of the total population is not covered by health insurance; approximately 36% of the population over the age of 5 speak a language other than English at home; nearly 20% of the population is below the poverty level.