Click to View Kentucky’s Vision Documents

**Kentucky’s Vision for Access to Physical Activity**
All Kentuckians at all times will have access to safe, affordable options for physical activity, regardless of income or location.

**Kentucky’s Vision for Access to Healthy Foods**
All Kentuckians at all times will have access to affordable, healthy foods and beverages, regardless of income or location.

**Kentucky’s Vision for Early Care and Education**
All Kentuckians at all times will have access to high-quality early care and education, regardless of income or location.

**Kentucky’s Vision for Worksite Wellness**
All Kentuckians at all times will have access to safe, affordable, worksite wellness programs, regardless of income or location.

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**Partnership for a Fit Kentucky Webpage**
**Coordinated School Health Webpage**
**Breastfeeding Webpage**
Kentucky continues to rank as one of the most obese states across all ages.¹
Childhood Obesity in Kentucky

1 in 3 Kentucky children is obese or overweight before they enter kindergarten.

CDC, 2010 Pediatric Nutrition Surveillance System, Table 6 (PedNSS).
Many states and US territories are showing decreases in childhood obesity

Children who are breastfed for six months are less likely to become obese.

In Kentucky,

- **31.5%** are breastfeeding at six months
- **14.2%** are exclusively breastfeeding at six months
- **5.8%** of births occur in Baby Friendly Hospitals

**NO** state child care regulation supports onsite breastfeeding
Messaging Evidence-Based Practice to Prevent & Reduce Obesity

HEALTHY NUMBERS FOR KENTUCKY FAMILIES

http://chfs.ky.gov/5210
Kentuckians are not meeting the 5-a-day recommendations
  • Adults consume vegetables 1.6 times per day and fruits 1.1 times per day.
  • Adolescents consume vegetables 1.1 times per day and fruits 1.0 times per day.

1 in 5 adults report difficulty getting affordable fresh produce.

Across the state, many communities have at least 25% of the population participating in federally funded nutrition assistance programs.

Access to Healthy Foods

Access to Physical Activity

16.6% of adults meet recommended physical activity guidelines. 31.6% of middle school students in Kentucky meet recommended physical activity guidelines.

68% of children have sidewalks or walking paths in their neighborhoods.

Only 22 of the 500 cities and towns in Kentucky have adopted pedestrian plans.

Access to Physical Activity Vision Document www.fitky.org
Chronic diseases are now in children, not just adults.

- Heart disease
- High blood pressure (hypertension)
- High cholesterol
- Type 2 diabetes
- Hip and joint problems

More Than Unhealthy Weight

Serious long-term risks can impact their entire lifespan.

- Increased risk of developing co-morbid conditions
- Negative impact on mental health
- Shortened life expectancy
## Changes in Our Society & Environment

<table>
<thead>
<tr>
<th>More Calories In</th>
<th>Less Calories Out</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Foods high in calories, low in nutrients</td>
<td>• Less physical activity</td>
</tr>
<tr>
<td>• Large portion sizes</td>
<td>• Lack of sidewalks</td>
</tr>
<tr>
<td>• Consumption of soda &amp; sweetened beverages</td>
<td>• Automobile travel</td>
</tr>
<tr>
<td>• More meals away from home</td>
<td>• Perception of safety</td>
</tr>
<tr>
<td>• Growth of food industry and advertising</td>
<td>• Watching more TV</td>
</tr>
<tr>
<td></td>
<td>• More labor assisting devices</td>
</tr>
</tbody>
</table>
History of the Partnership

2004
Kentucky Obesity Epidemic Burden Document

2005
Kentucky Nutrition & Physical Activity State Action Plan

2005-2012
PFK Operates in Regional Coalitions

2009
Shaping Kentucky’s Future: Policies to Reduce Obesity

2012
Shaping Kentucky’s Future: Local Stories
<table>
<thead>
<tr>
<th>Today</th>
<th>Breastfeeding Strategic Plan</th>
<th>Unbridled Health Plan</th>
<th>CDC 1305 State Public Actions</th>
<th>Nemours ECELC Project</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Kentucky WIC Program &amp; Lactation Improvement Network of Kentucky</td>
<td>Coordinated Chronic Disease &amp; Health Promotion</td>
<td>Obesity, Diabetes, Heart Disease &amp; Stroke, and Schools</td>
<td>Early Care and Education Learning Collaboratives</td>
</tr>
<tr>
<td></td>
<td><img src="image1.png" alt="Shape the Future Breastfeed" /></td>
<td><img src="image2.png" alt="Kentucky Public Health" /></td>
<td><img src="image3.png" alt="CDC" /></td>
<td><img src="image4.png" alt="Nemours" /></td>
</tr>
</tbody>
</table>

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**Breastfeeding Strategic Plan**
- Kentucky WIC Program & Lactation Improvement Network of Kentucky

**Unbridled Health Plan**
- Coordinated Chronic Disease & Health Promotion

**CDC 1305 State Public Actions**
- Obesity, Diabetes, Heart Disease & Stroke, and Schools

**Nemours ECELC Project**
- Early Care and Education Learning Collaboratives
CDC 1305 State Public Health Actions

- Obesity
- Diabetes
- Heart Disease & Stroke
- School Health
Breastfeeding - Ten Steps to a Baby Friendly Hospital

OUR VISION:
All babies born in Kentucky will be born in hospitals that have been designated as Baby Friendly or have implemented the Ten Steps to Successful Breastfeeding.
Hospital Support for Breastfeeding

30% Breastfeeding for 9 months reduces a baby’s odds of becoming overweight by more than 30%.

1 in 3 About 1 in 3 mothers stop breastfeeding early without hospital support.

5% About 5% of U.S. babies are born in hospitals that are designated as Baby Friendly.

Adapted from www.cdc.gov/vitalsigns/Breastfeeding/
What is the impact of Baby Friendly and Ten Steps to Successful Breastfeeding?

**Healthy Mothers and Babies**
- Babies are healthier and have less chance of becoming overweight and developing chronic diseases.
- Breastfeeding mothers have a decreased risk of breast and ovarian cancer.

**Increased Breastfeeding**
- Hospitals that implement at least six of the Ten Steps to Baby Friendly had 96.8% of their breastfeeding mothers continuing to breastfed at six weeks after discharge compared with only 70% of hospitals without these steps.¹

**Patient Satisfaction**
- Providing women with breastfeeding support will increase a hospital’s patient satisfaction scores.

Ten Steps to Successful Breastfeeding

Current Status

- 93% of Kentucky Hospitals initiate Kangaroo Care (skin-to-skin) for at least 30 minutes within the first hour.
- 61% Kentucky babies received at least one feeding of breastmilk.
- Hospital designated as Baby Friendly.
- Kentucky's Maternity Practice and Infant Nutrition Care Score: 70

Ten Steps to Successful Breastfeeding

Strategies

Hospital Recognition Program to identify hospitals that are taking steps to implement evidence-based practices that will reduce the risk of Infant Mortality and move toward the implementation of the Ten Steps for Successful Breastfeeding.

The KISS Program is jointly sponsored by:
- Kentucky Department for Public Health;
- March of Dimes;
- Kentucky Perinatal Association (KPA); and
- Kentucky WIC Program.

Hospitals will be awarded “stars” for implementing Infant Safety and Breastfeeding Steps. A hospital will earn one safety step and two steps toward successful breastfeeding. The recognition program will award up to five stars to hospitals.
Early Care and Education

OUR VISION
All children in Kentucky will have access to high quality healthy foods and beverages, screen time limits, physical activity opportunities and breastfeeding support in early care and education settings.
How can healthy early care and education programs help our children?

<table>
<thead>
<tr>
<th>Healthy Habits</th>
<th>Healthy Environments</th>
<th>School Readiness</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Healthy habits established early in early childhood build the foundation for lifelong health.</td>
<td>• Healthy environments in ECEs promote social, emotional and physical development.</td>
<td>• School readiness includes being healthy and physically prepared to grow, learn and succeed.</td>
</tr>
</tbody>
</table>
Kentucky has 2925 licensed child care centers, licensed child care homes and certified homes in Kentucky.

ONE IN THREE Kentucky children is obese or overweight before they enter kindergarten.

3 of the 47 standard components for preventing childhood obesity in early care and education settings are fully met in Kentucky’s licensing regulations.

Pediatric Nutrition Surveillance System, Table 6 (PedNSS, 2011)
Center for Disease Control (CDC). Weight of the Nation, Early Care and Education Review, November, 2011.
Early Care and Education
Strategies

Extensive Training
Nemours Early Care and Education Learning (ECELC) Collaboratives

Family Engagement
5-2-1-0 Toolkit and Train-the-Trainer

Consistent Policy
Proposed recommendations for STARS Quality Rating System and Child Care Regulations
OUR VISION
All Kentucky schools will develop and implement policies that effectively support the accessibility to a quality education and emphasize the relationship between educational attainment and health by putting the child at the center of a system designed to support both.
### Student Health
- Address the accessibility of quality education and organize collaborative actions and initiatives that support students, and strongly engage community resources to improve health promoting behaviors and health outcomes.

### Academic Performance
- Healthy Students = Better Learners
- Healthy Students = Better Attendance
- Family and Community Engagement = Student Success

### Healthy School Environment
- Access to Quality Physical and Health Education
- Access to Physical Activity Opportunities
- Access to a healthy school nutrition environment
- Access to Health Services
Whole School, Whole Community, Whole Child

Sustainability Components

- Program alignment to education accountability measures
- Implementation of the Whole School Whole Community Whole Child Model
- Ongoing Evaluation of programmatic and environmental policies and practices
- Ongoing evaluation of school health policies and student health services
- Utilization of oversight committees and attaining administration buy-in
- Engaging families and communities
- Resource stability
- Stakeholder engagement
Worksites

OUR VISION
All public and private organizations will provide access to healthy foods and physical activity opportunities to employees and their families through comprehensive worksite wellness programs.
How do we build healthy companies in Kentucky?

**Worksite Wellness** refers to the education and activities that a company may offer to promote healthy lifestyles to employees and their families. To be considered comprehensive, a worksite wellness program requires commitment from leadership, a diverse wellness committee, and a strategic plan based on employee needs that integrates health into the company's everyday way of life.
Worksite Wellness

Benefits

Health

Profit & Productivity

Workplace Culture
Employees spend about 36% of their total waking hours on the job, making the worksite a place where wellness programs have a captive audience many of which are parents.\textsuperscript{2}

Kentucky has the opportunity to impact the health and wellbeing of approximately 1,480,000 employees and families.\textsuperscript{3}

With nearly 89,800 worksites, Kentucky has the opportunity to impact the health and wellbeing of approximately 1,480,000 employees and families.\textsuperscript{3}

\textsuperscript{1}Western Kentucky University, Results of the Kentucky Worksite Assessment: Utilization of the CDC’s Health Scorecard (2014)
\textsuperscript{2}CDC, Benefits of Workplace Health Promotion Programs (2013)
\textsuperscript{3}U.S. Census Bureau, County Business Patterns – NAICS (2012)
Healthy Foods in Worksites

**TRAINING AND TECHNICAL ASSISTANCE**

*Worksite Wellness Pilot*
- 6 Pilot Businesses
- Special assistance and training
- Emphasis on organizational support, healthy eating and physical activity

**WORK ENVIRONMENT**

*Better Bites Nutrition Standards*
- 3 cafeterias in Frankfort
- Recipe development and staff training
- Emphasis on promotion, promotion, promotion
Worksite Wellness

Strategies

**Employer Engagement**
- Promote the benefits of comprehensive worksite wellness to business and community leaders to encourage all employers to embrace worksite wellness and stimulate the need for improved health in Kentucky’s workplaces.

**Training, Technical Assistance & Resources**
- Provide opportunities to educate employers on the tools and training available to implement evidence-based strategies for worksite wellness.

**Recognition Program**
- Create a program that acknowledges employers for their success in establishing comprehensive worksite wellness and provides an opportunity to publicly support these efforts.
Access to Physical Activity

OUR VISION
All Kentucky communities will accommodate all modes of transportation and provide access to safe, attractive and convenient opportunities for physical activity, whenever and wherever possible.
Walkable Communities

Benefits

Health

Safety

Economics
Pedestrian Planning for Walkable Communities

Current Status

- Rail Trails: 54 miles
- Trail Towns: 9 towns
- Pedestrian Plans: 27 plans
Pedestrian Planning for Walkable Communities

Current Status

- Form Committee
- Conduct Assessment
- Identify Priorities
- Write Plan
- Promote Plan
- Adopt Plan by Local Official
Pedestrian Planning for Walkable Communities

Strategies

- Community Engagement
- Easy to Use Resources
- Training, Technical Assistance & Networking
Access to Healthy Foods

OUR VISION
All Kentuckians at all times will have access to safe, affordable, culturally acceptable and nutritious food that meets their dietary needs for an active and healthy life.
Farmers’ Markets
Feeding Kentuckians with Kentucky Foods

- Health
- Community Connections
- Food Equity
- Sustainable Food System
Farmers’ Markets

Current Status

- Over 263,300 farmers in Kentucky
- Farmers only receive 15.8 cents of every food dollar spent in a chain retailer
- 159 farmers’ markets with more than 2,500 vendors in at least 105 counties

39 accept SNAP
82 accept WIC FMNP
63 accept Seniors FMNP

11 Kentucky Department of Agriculture (November 2014)
Farmers’ Markets
Key Components

- Physical Location
- Community Support & Engagement
- Accept Federal Farmers’ Market Nutrition Benefits
- Double Dollar Incentives
- Organizational Structure
Incentive Programs encourage people to seek out affordable, local, healthy foods

**Double Dollars**
The Double Dollars program incentivizes customers to buy more fruits and vegetables at the market by matching the value of a customer’s federal nutrition benefits (SNAP, WIC, Senior FMNP) when used to purchase fresh, local produce.

**Summer Meals**
The USDA-supported Summer Meals program provides kids under the age of 18 with free healthy meals when school is out of session. Any farmers’ market in an eligible area can partner with a sponsor and apply to operate a summer meal site. All that is needed is a safe, supervised seating area for children to eat meals. The parents can browse among the vendors and shop for fresh foods while their kids get a healthy meal or snack prepared with local produce.

**Coupon Vouchers**
- **Farmacy** | Fruit and Vegetable Prescription programs empower healthcare providers to give families prescriptions redeemable for produce at farmers’ markets, grocery stores, and other healthy food retailers.
- **Healthy Bucks** | Worksite Wellness programs provide staff and families with Healthy Bucks redeemable at their local farmers’ markets.
- **Kids Bucks** | Rewarding kids for participating in tasting activities or cooking demonstrations with coupons gets kids excited about fresh food and encourage families to buy produce at their local markets.

*Farmers’ markets match SNAP, WIC or Senior FMNP benefits so customers can spend double the amount on fresh produce.*
Farmers’ Market

Strategies

Supportive Infrastructure

Training, technical assistance and networking opportunities

Engagement with the customers and community at large
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