

**Healthy Montgomery Obesity Action Plan Quarterly Report
Submitted by Co-Chairs Linda Ashburn and Linda Goldsholl
for December 8, 2014 HMSC Meeting**

1. Obesity Prevention Partnership

New Name, Vision, Mission and Goals. At their monthly meeting in November, Partnership members approved a new name for the Obesity Partnership: *Eat Well, Be Active: A Healthy Montgomery Partnership*. They also approved a revised Vision, Mission and Overarching Goals. Partnership Coordinating Committee and HM staff worked with and incorporated comments offered by participants at the May 29th inaugural meeting to develop the revised versions. **Please see a new Partnership fact sheet attached**, prepared by Elissa Golan of HM staff, that includes the revised vision, mission etc.

Work Group Meetings: Four work groups of the Obesity Prevention Partnership: child care/home, health care, school, community environment – have been meeting monthly since September. They meet in one large, common room at the Long Branch Community Center on the third Wed. of the month, 2:30-4:30pm. The groups are at different stages of forming their action strategies:

- **School Work Group** – The work group’s goal is to assist with the formation and functioning of wellness councils at three elementary schools in the Long Branch area – Rolling Terrace, Broad Acres and New Hampshire Estates. The councils will coordinate and promote activities within the schools related to healthy eating and increased physical activity. The work group has collected many existing resources about school wellness councils, some specific to Maryland, and has been in touch with DHMH staff working on the promotion of school wellness councils in local schools. By January 2015, the work group will work to have logistics in place for a first meeting of a school wellness council at Rolling Terrace Elementary School that will be held in February. They will also have invited key stakeholders to this first meeting (including school administration, parents, teachers, counselors, Linkages to Learning staff, students, and school nurse). Challenges: engaging strategic partners at the schools; finding funds for refreshments to encourage attendance at wellness council meetings.
- **Community Work Group** – The work group, in collaboration with HM staff, has been creating an asset map of obesity prevention and reduction-related resources in the Long Branch area (using existing lists of resources from CHEER, the Montgomery County Food Council, and *infoMontgomery*). They have narrowed down focus areas to include: Physical Activity, Healthy Eating, Nutrition Education, and Nutrition Counseling, and are exploring how best to work within the *infoMontgomery* infrastructure. They will develop ways to share the asset map information with service providers, nonprofit organizations, residents and others in the community to highlight existing community assets for increased utilization by residents. By January, 2015 the work group will have verified the existence and accuracy of each community resource within the 4 focus areas and populated them in *infoMontgomery*. The group will be soliciting

feedback from Long Branch partners at a Dec. 4th meeting hosted by Impact Silver Spring. Challenges: keeping asset map information up-to-date; measuring impact of asset map distribution; literacy limitations.

- **Child Care/Home Work Group** – The work group is currently looking into the feasibility of promoting the 5-2-1-0 campaign (a public education campaign to bring awareness to daily recommendations for nutrition and physical activity) among partners in the Long Branch community, with a focus on children under 5 years old and with a strong breastfeeding component. The group is currently investigating the evidence-base for the campaign. By January 2015, the group will have selected its materials for the campaign. Challenges: narrowing down all the information available; reaching unlicensed childcare providers; finding funds to purchase promotional materials.
- **Health Care Work Group** – The work group has reviewed obesity screening toolkits for providers. The group's goal is to offer providers in Long Branch an easy-to-use screening tool to identify patients at risk for obesity and provide patients with information about available community resources (using community group's asset map) and educational materials. By January 2015, the work group will have identified physical activity screening questions that, when combined with BMI status, alert providers that intervention is required. Challenges: promoting use of screening tools beyond partnership organizations; strategy to make any materials available to those interested.

University of MD and Other Interns – In order to offer more support for the research and administrative needs of the work groups, Linda Ashburn has provided the assistance of undergraduate University of Maryland interns. The obesity co-chairs and HM staff provided an orientation for the interns. They are in touch with the work group leaders and have begun to provide research support to the work groups. They are also helping to maintain Dropbox folders that have been set up by HM staff for each work group. Linda Ashburn also identified an intern who works with CCI's WIC program. The WIC intern is working with the University of MD interns to support the health care work group and is helping facilitate the group's work. An intern from the DHHS Office of Community Affairs has also joined the community work group and has offered assistance to that group.

Additional Planning/Evaluation Support for the Work Groups. New HM staff person Elissa Golan, who is skilled and experienced in planning and evaluation, has begun to provide planning support to the obesity work groups as they identify strategies/interventions in the Long Branch community by having the groups identify: (1) need/ gap addressed; (2) evidence base; (3) specific target audiences reached; (4) intended results; (5) major activities and deliverables; and (6) resources needed. This effort will assist in developing evaluation plans for the proposed strategies/ interventions.

Coordinating Committee: The Partnership's Coordinating Committee met during this quarter. The members worked on revisions to the Partnership name, vision, mission and overarching goals for adoption by the larger group; discussed how best to introduce evaluation and HM staff assistance regarding evaluation to the work groups; and began to

discuss the elements of a sustainability strategy. A meeting is scheduled for Dec. 8th with newly hired contractor GeMar Neloms who will assist the Coordinating Committee with developing a sustainability/funding strategy. GeMar is funded as part of the LHIC grant awarded by the Maryland Community Health Resources Commission to support obesity prevention efforts and has 2 primary tasks over the next few months that she will work on with the Coordinating Committee:

- (1) Develop a sustainable funding strategy to support collaborative efforts in Montgomery County through Eat Well Be Active, including identifying a supporting individual or agency.
- (2) Create and publicize an obesity-related website with links to county, state and national public and private agencies addressing obesity prevention and reduction.

2. Data Monitoring and Surveillance System

This update will be finalized and provided at the meeting.