

Healthy Weight Workgroup Meeting

May 24, 2018

Purpose

►GOAL: Provide update on baseline establishment for free/low cost physical activity programs in the county, update on Point of Decision campaign activity of strategic plan and strategize ways to engage Howard County “Healthiest Maryland Businesses” into HCLHIC initiatives.

►Agenda:

- A. Welcome and Introductions
- B. Approval of Minutes and Announcements
- C. Horizon Updates
- D. Healthy Meeting Stretch Break
- E. Healthiest Maryland Businesses Presentation
- F. Wrap Up

Approval of Minutes and Member Announcements

Healthy Weight FY 18-20 Priorities

Healthy Weight Priority 1: Reduce obesity in Howard County.

Healthy Weight Goal 1.1a (ACCESS) Provide referral/linkage for free/low-cost resources for physical activity through community partnerships and evidenced-based programs for priority populations.

By June 30, 2020, participation in free/low-cost physical activity programs for priority populations will be increased by 20%.

Strategy

Convene an advisory group (HCRP, We Promote Health, Ellicott City Fitness, CA, YMCA, Lifetime, etc.) to examine current program offerings and recommend expanding existing offerings

Partner with HCLHIC member organizations (HCRP, We Promote Health, Ellicott City Fitness, Horizon, etc.) to offer free/low cost quarterly after school sports programs targeted toward priority populations

Healthy Weight Goal 1.1b (EDUCATION/AWARENESS) Engage HCLHIC member organizations in coordinated communication through social, print and other media to educate priority populations.

By June 30, 2020, 20% of HCLHIC member organizations will be engaged in a coordinated point of decision campaign to promote physical activity for priority populations. (*Campaign to be developed and engagement measures to be established in FY 2018*) and 10% of HCLHIC partner organizations engaged in targeted education on walking and biking awareness, safety and community infrastructure by utilizing communication action alert tool

Strategy

Partner with Higher Education institutions and recruit graduate student intern(s).

Conduct research on POD campaigns, specifically focusing on those with highest impact, and their strategies.

Convene action group to coordinate campaign. Develop; pilot test with select community stakeholders; adjust for best results as needed. Roll out to all HCLHIC members and community stakeholders.

Utilize existing walking/biking safety campaigns and expand to reach target populations

Utilize Action Alert tool to send targeted awareness materials to HCLHIC members during appropriate awareness months

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Healthy Weight FY 18-20 Priorities

Healthy Weight Priority 1: Reduce obesity in Howard County.

Healthy Weight Goal 1.2a (ACCESS) Provide referral/linkage to free/low-cost nutrition education and services through community partnerships and evidenced-based programs for priority populations.

By June 30, 2020, participation in free/low-cost nutrition education/services for priority populations will be increased by 20%.

Strategy

Convene an advisory group (J2BH, UMD Extension, Giant, etc.) to examine current program offerings and recommend expanding existing offerings

Partner with HCLHIC member organizations (J2BH, UMD Extension, Giant, etc.) to offer free/low cost ongoing nutrition programs targeted toward priority populations

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Healthy Weight FY18 Milestones

By June 30, 2018, participation in free/low-cost physical activity programs for priority populations will be increased by 5%.

By June 30, 2018, 5% of HCLHIC member organizations will be engaged in a coordinated point of decision campaign to promote physical activity for priority populations.

By June 30, 2018, 5% of HCLHIC partner organizations engaged in targeted education on walking and biking awareness, safety and community infrastructure by utilizing communication action alert tool.

By June 30, 2018, participation in free/low-cost nutrition education/services for priority populations will be increased by 5%.

By June 30, 2018, 5% of HCLHIC partner organizations will be engaged in a coordinated communication effort to reduce consumption of sugary and sweetened beverages and increase healthy food choices for priority populations by utilizing communication action alert tool.

Physical Activity Programs Research Update

Glenn Schneider
Horizon Foundation

Overview of Youth Sports in Howard County



Objective

To gain a deeper understanding of:

- the youth sports offered in Howard County.
- the barriers to participation (particularly as it relates to fees and scholarships).
- the challenges sports organizations face in offering their programs.
- which organizations are interested in partnering to increase youth sports participation.

About the Research

How it
was
conducted

What it
includes

What is
not
covered

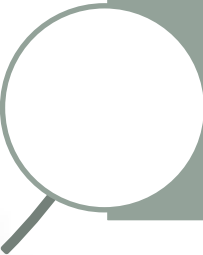
Overview of Findings



A wide variety of youth programs exist.



The professionalization of youth sports is real and happening in Howard County.



Fees exist for all programming. Costs for equipment/uniform are extra. Highest cost for elite team participation.

Overview of Findings



Scholarship opportunities, if they exist, are not widely advertised. Many barriers to apply.

Facility needs mentioned as a key factor in whether expansion is possible.

Sports organizations are open to partnering, but further discussion is needed.

Offerings

A wide variety of youth programs exist.

Aquatics

Badminton

Baseball

Basketball

Cheerleading

Competitive
Jump Rope

Cricket

Equestrian

Fencing

Field hockey

Figure skating

Floor Hockey

Football

Golf

Gymnastics

Ice hockey

Ice skating

Lacrosse

Obstacle
Training

Rugby

Running

Skateboarding

Soccer

Softball

Tennis

Volleyball

Wrestling

Providers

The professionalization of youth sports is real and happening in Howard County.

Volunteer-Driven

- No long-term financial obligations to staff or facilities.
- Coaches and staff are volunteers.
- Examples: EYO, Howard Huskies, Howard Stampede

Semi-Professional

- Some financial obligations to staff or facilities.
- Combination of paid and unpaid coaches and staff.
- Examples: HCYP, EC Soccer Club, Bullseye Running

Professional

- Financial obligations to staff and facilities.
- May use volunteers, but have paid staff and financial obligations to facilities they own.
- Examples: HCRP, Columbia Association, YMCA, SAC

Providers

The professionalization of youth sports is real and happening in Howard County.

Single Sport

AYRA
Baltimore Fencing Center
Columbia Gymnastics
Ellicott City Soccer Club
HoCo Aquatics
Howard Stampede
SAC
Supersquads Cheerleading
WHC Soccer
WHC Youth Baseball and Softball League

Multi-Sport

Columbia Association
Columbia Ravens
Elkridge Youth Organization
Howard County Recreation and Parks
Howard County Youth Programs
I9 Sports
Savage Boys and Girls Club
YMCA

Fees and Scholarships

Fees exist for all programming. Costs for equipment/uniform are extra. Highest cost for elite team participation.

Recreational Fees

\$50-\$250 for 6-8 week program.

Usually includes uniform and sometimes equipment.

Elite Fees

\$1000-\$3000 for 9-12 month program.

Does not include uniform and equipment (add'l \$300-\$500) nor travel and hotel expenses.

Fees and scholarships

Scholarship opportunities, if they exist, are not widely advertised.

Many barriers to apply.

Limited help to those in need

Few formalized scholarship programs

Infrequent fee waivers

Partial assistance scholarships

Barriers to Participation

Awareness

- Limited marketing of program.
- Materials in one language.

Registration

- Costs not available year-round.
- Scholarship information not readily available.

Scholarship Process

- Low incoming-ceiling may exist.
- Scholarship instructions are confusing or incomplete.
- Organization-specific eligibility requirements involved.

Payment

- Payment required in full before start of season.
- No payment plans offered.
- Deposit required to begin processing application.

Challenges

Facility needs mentioned as a key factor in whether expansion is possible.



Facility availability



Competing organizations



Financial implications

Partnerships

Sports organizations are open to partnering with community health organizations to increase youth sports participation, but further discussion is needed.

Virtually every sports organization was open to partnering, but some had concerns:

Kids not showing up for games and practices.

Kids registering late and requesting aid.

Kids receiving aid and playing on multiples teams in the same season.

Demonstrating true financial need.

Next Steps

Peer County Review

- University of Illinois Research Team
- 15 peer counties
- What do they do RE Youth Sports?

Discuss Results

- Youth sporting organizations & community organization leaders
- What other info is needed?

Decide Path Forward

- How can we best create a more equitable youth sporting culture where all children can participate?



Half Time Stretch Break

Healthy Meeting Stretch Break

Point of Decision Campaign and Business Engagement Discussion

1. How can we leverage strategic partnerships of HCLHIC organizations to:

-increase engagement of target populations in a POD campaign?

-increase potential partnerships to specifically reach target populations through POD campaign?



Where the healthiest choice is easy

Liz Simpler

Healthiest Maryland Businesses
Lead
Central Region

Vanda Lerdboon

Director of Community Health Education
Bureau of Health Promotion
Howard County Health Department



Where the healthiest choice is easy

Mission

To provide Maryland businesses with guidance and resources to promote health in the workplace.



HEALTHIEST MARYLAND BUSINESSES

Regional
Coordinators

Maryland
Employers





Consultation



Training
and
Resources



Networking



Funding



Recognition



Member Benefits





Where the healthiest choice is easy

Join Us

1.

- Visit healthiestmdbusinesses.org

2.

- Complete the Worksite Health ScoreCard

3.

- Your HMB Regional Coordinator will contact you.

Current HC HMB members

1. Athelas Institute, Inc.
2. Awaken Wellness, LLC
3. AXA
4. Baltimore Aircoil Company
5. Baltimore-Washington Financial Advisors
6. Bob's BMW Motorcycles
7. Bon Secours Health System, Inc.
8. **BA Auto Care, Inc.**
9. Business Suites of Columbia
10. Child's Garden Learning Center
11. ClearEdge IT Solutions
12. Clifton T. Perkins Hospital Center
13. COLA
14. **Columbia Association**
15. Corporate Office Properties Trust
16. Empowered Living LLC
17. HealthStream
18. Heartfelt Shiatsu
19. HopeWorks of Howard County
20. **Howard Community College**
21. Howard County Chiropractic
22. **Howard County Department of Fire and Rescue**
23. **Howard County General Hospital**
24. **Howard County Government**
25. **Howard County Health Department**
26. **Howard County Public School System**
27. **Humanim Inc.**
28. iBiquity Digital Corp
29. Integrative Dental Partners
30. Intelesys Corporation
31. IntelliGenesis LLC
32. **Jolles Insurance and Financial**
33. Linwood Center, Inc
34. Mettler-Toledo AutoChem, Inc.
35. NFP/ProBen
36. Pure Technologies
37. Raytheon Solipsys
38. Saval Foods Corporation
39. Simplified Wellness for You
40. Sims Recycling Solutions
41. State of Wellness
42. **The Arc of Howard County**
43. **The HC MultiService Center**
44. The Pediatric Center, LLC
45. Turf Valley
46. WKD Karate 4 Girls

Point of Decision Campaign HMB Pilot

- Funding through HMB to implement a point of decision campaign to encourage physical fitness and wellbeing through the promotion of physical activity in HMB workplaces
- HCLHIC Healthy Weight work group is also working to develop a similar project that would target African American and Hispanic populations who are not meeting SHIP/HCHAS measures

Point of Decision Campaign: Physical Activity

According to the Robert Wood Johnson Foundation (2017), there is strong evidence that **point of decision prompts** increase stair use and physical activity levels (CG-Physical activity, Brownson 2006, Soler 2010, Sax-Bellew 2008, Nocon 2010,).

Point of decision prompts are motivational signs placed on or near stair wells or other access points to encourage use of stairs or other healthy behavior modifications to encourage the use of stairs and increasing physical activity.



Raise your fitness level, one step at a time. Try these simple ways to move more be healthy at work:

- 1. Meeting challenge:** Whenever possible, stretch or add movement breaks during meetings
- 2. Nutrition challenge:** Choose nutritious food and beverage options. Refrain from sugary, sweetened snacks and beverages
- 3. Parking Lot Challenge:** Park as far away from the building entrance as possible, allowing for more time to walk.
- 4. Stairs Challenge:** Use the stairs instead of the elevator! Taking the stairs can save you time, help you build muscles, strengthen your bones and burn more calories.
- 5. Walk and Talk challenge:** Take a walk to speak with your coworkers instead of calling or emailing. You can even hold a walking meeting, weather (and supervisor) permitting.

Point of Decision Campaign: Physical Activity



Point of Decision Campaign: Physical Activity





Questions?

Where the healthiest choice is easy

Wrap Up

1. Utilize monthly Communication Action Alert tool
2. HCLHIC members interested in being a part of the following action groups, contact kkesler@howardcountymd.gov:
 - Point of Decision Campaign
 - Nutrition
 - Physical Activity

Next Meeting: Full LHIC

**June 28, 2018
8:30 am - 10:30 am
Susquehanna**