What do breastfeeding, food service guidelines, and active transportation have in common?

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Alaska Department of Health and Social Services

Alaska Health Summit
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Section of Chronic Disease Prevention and Health Promotion
Common Thread

Helping Reduce Chronic Diseases
- Overweight
- Obesity
- Type 2 Diabetes
- High blood pressure
- Certain cancers

Nutrition
Physical Activity
Investment in Health
Overview

• Evidence based initiatives to improve nutrition and physical activity

• Physical activity and nutrition standards, recommendations, and best practices

• What is the problem

• What are we doing

• How you can help
The problem:
Too Many Alaska Adults have Obesity

Source: AK BRFSS
Alaska is one of only 16 states funded by CDC State Physical Activity and Nutrition (SPAN) grant

Our work based on Evidence Based Public Health strategies
Three Initiatives

1. Breastfeeding
   Make Breastfeeding easier to start and sustain

2. Food Service Guidelines
   Make healthy food choices available everywhere

3. Active Transportation
   Make active transportation safe and accessible
OUR VISION: Healthy Alaskans Across the Lifespan

Breastfeeding
Food Service Guidelines
Active Transportation
OUR VISION: Healthy Alaskans Across the Lifespan

Breastfeeding  Food Service Guidelines  Active Transportation
Breastfeeding Improves Nutrition and is an Investment in Health

Alaska Breastfeeding Initiative

EXCELLENCE IN CARE
WITH
THE TEN STEPS
2018-2022
Sponsored By:
Alaska Breastfeeding Initiative
Benefits of Breastfeeding

- Obesity
- Type 2 Diabetes
- Sudden infant death syndrome
- High blood pressure
- Certain cancers

American Academy of Pediatrics (AAP)

Recommendations:

- Exclusive breastfeeding for about 6 months
- Introduce foods at about 6 months
- Continued breastfeeding 12 months or longer

Source: Pediatrics March 2012, 129 (3) e827-e841; DOI: https://doi.org/10.1542/peds.2011-3552
Let’s monitor how Alaska is doing
Alaska PRAMS

Alaska PRAMS
Pregnancy Risk Assessment Monitoring System
A survey of the health of mothers and babies in Alaska
What mothers report
Breastfeeding initiation, 2017

- Initiation rate of 93%, top in the country (US Avg 88%)
- Disparities exist, but we know mothers of all ages, race, and income levels can be successful at breastfeeding
Any breastfeeding at 8 weeks, 2016

- 8-week rate of 83% far exceeds the U.S.
- Mothers of all ages, race, and income levels can be successful at breastfeeding

Source: Alaska PRAMS
FPL = Federal Poverty Level
Note: U.S. value is from 2015 and based on weighted mean % of 35 participating PRAMS programs meeting required response rate threshold set by CDC. Source: 2015 Alaska PRAMS survey (Pregnancy Risk Assessment Monitoring System).
Why do Alaska mothers report stopping breastfeeding before their babies are 8 weeks old?

- Return to work or school
- No time
- No place
- Too painful
- Not enough milk

By 8 weeks post-partum 50% of the mothers who stopped breastfeeding reported doing so because they thought that they did not have enough milk.

Alaska

CDC mPINC
Maternity Practices in Infant Nutrition & Care

Use these results.

Action ideas:
Use your mPINC summary data to:

帮助 hospitals meet Joint Commission Perinatal Care Core Measure breastfeeding requirements.

确保 hospital staff across Alaska are trained in infant feeding care.

庆祝 the 2 Baby-Friendly hospitals in Alaska and show how to use mPINC to work toward Baby-Friendly designation.

Learn how mPINC works.
See questionnaires, past surveys.

Chronic Disease Prevention & Health Promotion
Ten Steps to Successful Breastfeeding
Evidence-Based
The TEN STEPS to Successful Breastfeeding

1. Hospital Policies
2. Staff Competency
3. Pregnancy Care
4. Breastfed 1st Hour
Steps with most evidence
mPINC results 2009-2015

- Early contact and feeding:
  - 2009: 13%
  - 2013: 19%
  - 2015: 24%

- Prenatal education:
  - 2009: 16%
  - 2013: 39%
  - 2015: 57%

- Show mothers how to feed:
  - 2009: 79%
  - 2013: 70%
  - 2015: 62%

- Community support:
  - 2009: 16%
  - 2013: 39%
  - 2015: 57%

- All Ten Step policies:
  - 2009: 13%
  - 2013: 19%
  - 2015: 24%

Source: CDC mPINC, 2009, 2013, 2015
Alaska Breastfeeding Initiative
Work on all strategies at once
2019 Alaska Baby Friendly Hospitals

Over the Last 5 Years (2014-2019)

20% of all births will occur in baby friendly hospitals
  • Representing 55% of Alaska Natives

Source: 2019 Alaska HAVRS (Number of births, Alaska Native births)
How you can support breastfeeding

• Prenatal breastfeeding education
• Maternity centers show mothers how to breastfeed—early and often
• Support after hospital discharge
Breastfeeding Improves Nutrition and is an Investment In Health

OUR VISION: Healthy Alaskans Across the Lifespan

Breastfeeding

Food Service Guidelines

Active Transportation
Food Service Guidelines
Improve Nutrition and is an Investment in Health

It’s 3pm, you worked through lunch, and your belly is growling!

You have 5 minutes before your next meeting!

Do you grab......

• Donuts on the counter
• Chocolate or candy from your snack drawer
• Food from the vending machine
• Walk to the cafeteria or store for a healthy option
Food Service Guidelines
Food Service Guidelines

Goals:

• Healthier foods and beverages
• Support local food sourcing
Healthy Food Initiative

- Established partnership with Alaska Native Tribal Health Consortium (ANTHC)
  - Campus Healthy Food Project (CHeF)
    - Vending
    - Coffee Carts
    - Cafeterias
    - Mini-Stores
Engage Stakeholders and Partners

Food and Beverage Assessment

Food Service Guidelines

Update Food and Beverage Policy

Review Purchasing Agreement

Communication Strategies

Community Support

Policy and Practices
Engage Stakeholders and Partners

MEMORANDUM

Date: June 3, 2019
To: Vivian Echavarria, VP Professional & Support Services
    LeeAnn Garrick, VP Administrative Services
    Cynthia Davis, NMS Food Services
CC: Marissa Palmer, EpiCenter, SPAN Project Coordinator
From: Roald Helgesen, Chief Executive Officer and Administrator
Re: ANTHC Campus Food Services—State Physical Activity and Nutrition (SPAN) Program

The Alaska Native Epidemiology Center (EpiCenter) is seeking your support for their work with the SPAN program initiative. The goal is to increase the availability of healthy food and beverage options on the Alaska Native Health Campus to help encourage healthy eating.

EpiCenter staff will be performing assessments across campus where food is served or sold. The goal is to develop local plans of action; work with vendors and contractors on purchasing agreements; and conduct ongoing communication efforts with employees, patients, and visitors in our facilities, with all appropriate stakeholders.
Policy and Practices

- Engage Stakeholders and Partners
- Food and Beverage Assessment
- Food Service Guidelines
- Update Food and Beverage Policy
- Review Purchasing Agreement
- Communication Strategies
- Community Support

Chronic Disease Prevention Health Promotion
Community Support

Positive Responses

“They taste great”
“I like to feel energized”
“It makes me feel more productive at work”

- Employees feel supported
- Encouraged to take better care of themselves.
- Appreciate having healthy options
Policy and Practices

Engage Stakeholders and Partners

Food and Beverage Assessment

Food Service Guidelines

Update Food and Beverage Policy

Review Purchasing Agreement

Communication Strategies

Community Support
Food and Beverage Assessment

Examples include:

- Fruit and Vegetables
- Grains
- Dairy
- Beverages
- Nutritional Labeling
Policy and Practices

- Engage Stakeholders and Partners
- Food and Beverage Assessment
- Food Service Guidelines
- Update Food and Beverage Policy
- Community Support
- Communication Strategies
- Review Purchasing Agreement

Chronic Disease Prevention Health Promotion
Update Food and Beverage Policy

- Traditional Foods introduced into hospitals
- Soda free Campus
Policy and Practices

- Engage Stakeholders and Partners
- Food and Beverage Assessment
- Food Service Guidelines
- Update Food and Beverage Policy
- Review Purchasing Agreement
- Communication Strategies
- Community Support
Review Purchasing and Agreement

Process for purchasing agreements
Policy and Practices

Engage Stakeholders and Partners

Food and Beverage Assessment

Food Service Guidelines

Update Food and Beverage Policy

Review Purchasing Agreement

Communication Strategies

Community Support
Communication Strategies
Healthy Food Choices

Benefits

• Overweight
• Obesity
• Type 2 Diabetes
• High blood pressure
• Certain cancers

Source: Dietary Guidelines for Americans 2015-2020 Eight Edition (pg. 17)
It’s 3pm, you worked through lunch, and your belly is growling!

You have 5 minutes before your next meeting!

Do you grab......

- Fruit on the counter
- Nuts from your snack drawer
- Healthy Food from the vending machine
- Drive your car to the closest fast food joint
Food Service Guidelines
Improve Nutrition and is an Investment in Health

OUR VISION: Healthy Alaskans Across the Lifespan

Breastfeeding

Food Service Guidelines

Active Transportation
Active Transportation Improves Physical Activity and is an Investment in Health
Active Transportation Initiative

Safer and Healthier Streets for EVERYONE
2018 Physical Activity Guidelines

Adults

• 150 minutes moderate intensity per week

School-age

• 60 minutes or more every day

Preschool

• Active throughout the day
Only 20% of Alaska Youth are Meeting Daily Physical Activity Guidelines

60 minutes of physical activity every day

Source: 2018 AK YRBS
Less than 60% of Adults are Meeting Daily Physical Activity Guidelines

Source: 2018 AK BRFSS

150 minutes of moderate physical activity per week

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<th>Year</th>
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<td>2015</td>
<td>59%</td>
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<td>2017</td>
<td>57%</td>
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Active transportation promotes physical activity

- **Activity-friendly routes** motivate people to walk, bicycle, or use transit to their everyday destinations
Health starts where we live, learn, work and play
A Step it Up! Goal

Design communities that make it safe and easy to walk, for people of all ages and abilities

Connecting Activity-Friendly Routes with Everyday Destinations

Pedestrian or Bicycle Transportation Systems
- Street pattern and connectivity
- Pedestrian infrastructure
- Bicycle infrastructure
- Public transit infrastructure and access

Land Use and Environmental Design
- Proximity to destinations
- Mixed land use
- Residential density
- Parks and recreational facilities
Bringing the Recommendation to Life

Disconnected Sidewalk

Connected Pathway
Benefits of Walkable Communities
Anchorage joins the Vision Zero Initiative

CORE ELEMENTS

Leadership and Commitment

Safe Roadways and Speeds

Data Driven, Transparent and Accountable
Safer and Healthier Streets for EVERYONE
Leadership and Stakeholders

**Municipal**
- Mayor’s Office
- Anchorage Fire Department
- Anchorage Police Department
- Department of Health and Human Services
- Municipal Traffic
- Parks & Recreation Department
- Project Management & Engineering
- Public Transportation Department

**Community**
- Safe Alaskans
- Alaska Native Tribal Health Consortium
- Anchorage Metropolitan Area Transportation Solutions (AMATS)
- Anchorage School District
- Bike Anchorage
- Cook Inlet Housing Authority
- State of Alaska
  - Department of Health and Social Services
  - Department of Transportation
  - Physical Activity and Nutrition Unit
What we are doing

- Establish a Core Team
- Continue Working with a Steering Committee
- Develop a Work Plan to Outline Specific Tasks
  - Collect Public Input
  - Data Collection/Analysis
  - Evidence Based Activities
- Vision Zero Growth and Sustainability
- Education & Messaging
The need for complete and timely data

Transportation-Related Injury Data & Analysis

Enforcement, Education, Targeted Outreach, Engineering, Policy, Interventions, Community Input
Collect and analyze data to show where to target our outreach.
Preventable behaviors

• Distracted driving
• Speeding
• Aggressive
Targeted outreach – behavior change

• Cell phone ban in active school zones
  • June 2019

• Kick off Vision Zero
  • Fall 2020

• Anchorage safest driver contest
Schools are everywhere
Anchorage Safest Driver App

• Targeting the top three preventable behaviors;
  • Phone distraction
  • Harsh braking
  • Speeding

• Target participants
  • Adults
  • 16-18 year old
  • Anchorage and Valley commuters

• Incentives
  • Large cash prizes
Seattle’s Safest Driver

Goals:
- Behavior Change
- Awareness of Vision Zero
- Reduce traffic deaths and serious injuries

Results:
- Phone distraction: 20%
- Harsh braking: 18%
- Speeding: 16%
Physical Activity through Active Transportation Benefits

- Overweight
- Obesity
- Type 2 Diabetes
- High blood pressure
- Certain cancers
- Premature Death
- Heart Disease

Source: Step It Up! The Surgeon General’s Call To Action To Promote Walking and Walkable Communities
Active Transportation Improves Physical Activity and is an Investment in Health
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OUR VISION: Healthy Alaskans Across the Lifespan

Breastfeeding

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Active Transportation
Helping Reduce Chronic Diseases

- Overweight
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Common Thread

Nutrition

Physical Activity

Investment in Health
What can you do?

• Support mother & baby breastfeeding
• Ask for healthy food choices at your work
• Walk, bike, or bus in your neighborhood
• Sign up for Anchorage Safest Driver App
  • Ready Fall 2020
Thank you

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  • Breastfeeding and Transportation

Lori Price, MSP, BS, AS
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  • Food Service Guidelines, Breastfeeding, Early Childhood Education, and Transportation, School Health Support