

## Chapter 3

# What Needs To Be Done?

### Our Vision:

A Delaware where all people enjoy an improved quality of life through physical activity and healthy eating.

## Policy Issues

### Overall Policy Goals:

1. Policies of state agencies shall promote an integrated approach to creating communities that support physically active lifestyles for all ages.
2. Communities will take responsibility for improving environmental factors that support physical activity and healthy nutrition.
3. Schools will adopt policies leading to coordinated school health – which, among other things, promotes regular physical activity and healthy nutrition.

### Objectives:

1. By 2008, require all new transportation projects to have appropriate accommodations for bicycling and walking.
2. By 2007, each jurisdiction – including the State – will have a plan to increase walking and bicycling for both transportation and health.
3. By 2005, State government will implement health promotion programs for employees that include physical activity and nutrition education.
4. By 2008, 25% of communities in Delaware will have a grass-roots plan to promote livable, walkable communities.

5. By 2005, 75% of Delaware public schools will be in compliance with Health Education Regulation 851, which promotes Kindergarten through 12<sup>th</sup> grade classroom instruction in knowledge and skills in health literacy, and will require daily physical activity in the classroom, on school sites, and recess.

## **Examples of Strategies To Support These Objectives**

- Government agencies require sidewalks in all new developments.
- Government agencies require and develop bicycle-pedestrian inter-connectivity between subdivisions or developments, shopping areas, and schools.
- Government agencies improve lighting where needed to promote evening activity.
- Government agencies, including State of Delaware, adopt policies to allow employees work time or time sharing for physical activity and health promotion; and provide incentives to employees for participation.
- Citizen groups organize to promote community planning for physical activity.
- Identify community leaders/decision makers; inform them of the benefits of healthy communities, and of effective programs.
- Conduct “walkability” and “bikability” studies in neighborhoods.
- Provide grants to communities for development of plans, studies and environmental improvements that promote physical activity.
- Incorporate healthy physical activity into the Livable Delaware agenda.
- Develop Zero Crime Zones near schools to promote walking to school.
- Government agencies ensure that all neighborhoods are equally safe and that inner city communities have adequate environmental support for walking, bicycling and sports.
- Establish policies at all levels to remove barriers, especially for individuals with physical disabilities.



**Dianna Dyson**  
from the Small Business Development Center

In December 2001, Dianna decided it was time to get her weight under control. She began walking and being more careful about her eating habits. She registered in U.D.'s spring worksite walking program, and found it to be just the support she needed for her new lifestyle. She says, "I was excited because the pedometer counted steps, not miles, I felt like I was accomplishing much more. When I realized how hard I was working, I changed my eating habits so I would not let all my hard work be in vain." Dianna continues to wear her pedometer and is setting new goals for her fitness. She has also encouraged friends to join her. She is passing on the benefits of physical activity to them by her good example.

*– from the University of Delaware  
Employee Wellness Center*

- Provide funding to allow school and other public physical activity facilities to remain open in the evening for community access.
- Delaware Department of Education and local school boards establish policies requiring healthy food choices in school cafeterias and vending machines; and ensuring that foods and beverages served at school events and functions contribute toward healthy eating habits.
- Establish a Health Education Commission, with representatives from the community, faculty, students, and administrations to review and recommend school policies.
- Establish a position in the Department of Education to monitor compliance with Health Education Regulation 851, and provide incentives for compliance.
- Require daily physical activity in all schools.
- Recognize model schools for their efforts in promoting physical activity and healthy nutrition, and for implementing coordinated school health programs.
- Provide incentives for school districts to comply.
- Provide technical assistance and support for coordinated school health through the School Health Leadership Institute.
- Collect, monitor and provide a central resource of policies (state, local, school, and private) that promote healthy eating and physical activity.

### **Examples of Agencies That Should Be Involved**

*[NOTE: This list is not comprehensive, but is intended to demonstrate the wide variety of organizations and agencies which can and should be involved in policy and environmental decisions which promote physical activity and healthy nutrition.]*

Contractors and developers

County and Local Governments

- Parks and recreation departments

- Police agencies

Delaware Bicycle Council

Delaware Chamber of Commerce

Delaware Coalition to Promote Physical Activity and Healthy Nutrition

Delaware Department of Agriculture

Delaware Department of Education

Delaware Department of Health and Social Services

- Division of Public Health

- Division of Services for Aging and Adults with Physical Disabilities

Delaware Department of Natural Resources and Environmental Control

- Division of Parks and Recreation

Delaware Department of Public Safety

Delaware Department of Transportation

- Bicycle and Pedestrian

Delaware Diabetes Coalition  
Delaware Dietetic Association  
Delaware Governor's Office – Livable Delaware  
Delaware Lt. Governor's Office – Lt. Governor's Challenge  
Environmental groups  
    - Delaware Greenways  
    - Sierra Club, Delaware Nature Society, and similar groups  
Governor's Council on Lifestyle and Fitness  
Health Education Network of Delaware  
Medical and nursing professional organizations  
Planning agencies  
School Districts and Boards, Chief School Officers

## **Programs and Interventions to Promote Healthy Nutrition and Physical Activity**

### **Overall Goal:**

1. Reduce the incidence of chronic diseases – including cardiovascular disease, certain cancers, diabetes, and arthritis – by reducing obesity and increasing physical activity among Delawareans.
2. Improve the quality of life of Delaware residents through healthier lifestyles, especially healthy eating and physical activity.
3. Reverse the trend – which has been moving in a negative direction for more than 12 years – of increasing prevalence of overweight and obesity in Delaware.

### **Objectives:**

1. By 2010, increase the prevalence of Delaware adults who get regular and sustained physical activity from 20.3% (baseline: BRFSS, 2001) to 40%.
2. By 2010, increase the prevalence of Delaware adults who get regular, vigorous physical activity from 21.2% (baseline: BRFSS, 2001) to 30%.
3. By 2010, increase the prevalence of Delaware adults who eat at least five servings of fruits and vegetable a day from 22% (baseline: BRFSS, 2000) to 40%.
4. By 2010, decrease the prevalence of obesity among Delaware adults from 20.8% (baseline: BRFSS, 2001) to 18%, and decrease the prevalence of overweight from 38.4% to 35% (baseline: BRFSS, 2001).

5. By 2010, increase the prevalence of public high school students who exercise (20 minutes, sweat, breathe hard) three or more days a week from 62.5% (baseline: YRBS, 2001) to 80% [see policy objective 5, p. 14].
6. By 2006, provide healthy alternatives to “junk” food and soda vending machines in all Delaware schools.
7. By 2005, register 10,000 Delawareans in the Lt. Governor’s Challenge and Walk Delaware programs; and implement the Lt. Governor’s Challenge in 200 worksites, including State government agencies.
8. Ongoing, increase public awareness through social marketing campaigns such as the “Get Up and Do Something” campaign (Division of Public Health, and University of Delaware), and the 5-a-Day campaign. [*Developmental objective, to be measured by evaluations of the reach and effectiveness of these campaigns.*]

## **Examples of Strategies To Support These Objectives**

### ***General and Management Strategies***

- Identify and utilize advocates and champions.
- Use, and/or coordinate with, existing programs such as the Lt. Governor’s Challenge to provide a common thread or theme for new activities.
- Establish a resource directory of physical activity and nutrition programs in Delaware by December 2003.
- Delaware Coalition to Promote Physical Activity and Healthy Nutrition, as lead organization, develop a public and professional awareness plan to ensure that this document is disseminated and utilized.
- Appropriate lead agencies should collect and analyze information on “programs that work” in promoting healthy eating and physical activity.
- Recruit agencies and organizations to assume lead responsibility for program and intervention strategies recommended in this plan.



**Annette Hubbard  
and the Stepping Seniors**  
Healthy Delaware Heroes from the Modern Maturity  
Center in Dover

Annette Hubbard spends several days a week directing the Stepping Seniors – a line dancing class at the Dover Modern Maturity Center. She joined the group several years ago, and because of her expertise and enthusiasm, she was asked to head it. The Stepping Seniors started with five people, and today boasts over 100 members who participate in beginner, intermediate and advanced classes. Stepping Seniors isn’t just a line dancing class; they give performances at senior centers, civic groups, nursing homes, schools, and even in parades. She won the Shamrock Award in the 2001 Dover St. Patrick’s Day Parade. In addition to dancing, director Hubbard swims and has won silver and gold medals in recreational walking in the Senior Olympics. “I love being active,” says Mrs. Hubbard. “Seeing so many people who are continuing to exercise and perform for nursing homes and schools brings me a lot of joy.”

– from *Healthy Delaware 2010*

- Develop partnerships, and build networks or coalitions throughout the state to support healthy eating and physical activity.
- Provide training programs for community leaders in grant writing, program development, evaluation and cultural competence.

### ***Social Marketing and Media Strategies***

- Conduct social marketing campaigns to increase consumer awareness of the impact of nutrition and physical activity on health and quality of life.
- Use social marketing campaigns to create a supportive environment for behavior change, and motivate people to take action.
- Promote active alternatives to sedentary activities like television watching and computer/electronic games.
- Ensure that educational and marketing campaigns are targeted to specific needs of each audience.
- Ensure that educational and marketing campaigns are sensitive to the cultural, social, and ethnic backgrounds of the audience, and that people from each affected community are involved in planning, implementation and evaluation of every program.

### ***Community-based Strategies***

- Provide stimulus grants to community organizations to remove barriers and/or develop programs promoting healthy eating and physical activity.
- Provide stimulus grants to inner-city organizations to address the lack of access to affordable, healthy foods.
- Identify effective programs and interventions, and encourage their replication by other organizations or communities.
- Encourage partnerships between health care providers, schools, faith-based groups and other community organizations to reduce social and environmental barriers to physical activity and healthy nutrition.

### ***Nutrition-specific Strategies***

- Focus general nutrition education on simple, consistent and easy to understand information, such as 5-a-Day Fruits and Vegetables and the *Dietary Guidelines for Americans*.
- Conduct social marketing campaigns promoting reduced portion sizes, both at home and when dining out, and general information about food and beverage portion sizes.
- Promote breastfeeding among expectant parents and promote community attitudes supportive of breastfeeding and its potential for protecting against the development of obesity.
- Create community-based treatment programs for obesity and overweight that are based in science.

### ***School-based Strategies***

- Promote coordinated school health (see policy section, p. 13), working with teachers, food service staff, coaches, nurses, Wellness Centers, and administration about the contributions of proper nutrition and physical activity to both health and academic performance.
- Work with parent-teacher organizations to educate parents about the importance of being role models to their children about healthy eating and being active.
- Educate parents and students about dangers of unhealthy weight control practices.
- Provide age-appropriate and culturally sensitive instruction in health education classes to help students develop the knowledge, attitudes and skills to make healthier behavior choices.
- Ensure that school meals meet nutrition standards.
- Encourage use of school facilities for physical activity programs offered by the school or community-based organizations after school hours.
- Provide professional education to health care providers and health care students on effective prevention and treatment of obesity.



**Elizabeth Pivonka**, PhD, RD, president of the **Produce for Better Health Foundation (PBH)**, was honored in 2002 as one of the *Healthy Delaware 2010* heroes. PBH is an example of how the private sector is working to improve health through better nutrition. A national non-profit organization with headquarters in Newark, Delaware, it's mission is to be "the catalyst for creating a healthier America through increased consumption of a variety of fruits and vegetables." Through its board and other industry members, PBH leverages over \$50 million in industry marketing dollars to support the 5-a-Day message. Dr. Pivonka chairs the steering committee of the National 5-a-Day Partnership which includes: National Cancer Institute, U.S. Centers for Disease Control and Prevention, U.S. Department of Agriculture, American Cancer Society, National Alliance for Nutrition and Activity, Produce Marketing Association, and United Fresh Fruit and Vegetable Association. She works with other industry and public health groups to align federal research, education, and food assistance programs to support a strong national nutrition policy.

– from *Healthy Delaware 2010*  
Heroes for 2002

### ***Health Care System Strategies***

- Work with medical and professional societies to promote physician and health care practitioner "prescriptions" for physical activity and healthy nutrition to their patients.
- Professional organizations provide in-service education for health care practitioners on physical activity, general nutrition and special diets.
- Health care providers should offer educational materials promoting physical activity, and providing accurate information about healthy nutrition.
- Health insurance providers should include employee or member health promotion as a high priority benefit.

### ***Worksite Strategies***

- Explore mechanisms to partially or fully cover third party reimbursement for weight management and physical activity programs to reduce obesity.
- Inform employers of the costs of obesity and inactivity; provide them with return-on-investment data.
- Change workflow patterns, including introduction of flexible work hours, to create opportunities for regular physical activity during the work day.
- Incorporate challenges for employee groups, using the Lt. Governor's Challenge or similar programs.
- Establish worksite exercise facilities and programs; and make existing facilities available to families.
- Provide incentives to workers for participating in weight control and physical activity programs.
- Create work environments that support breast feeding.

### ***Strategies for Older Delawareans***

- Continue, enhance and promote walking programs, such as Walk Delaware and the Lt. Governor's Challenge.
- Encourage senior citizens to participate in low-impact activities at Senior Centers, YMCAs and other community locations.
- Develop community-based intergenerational programs – youth helping seniors, and seniors providing support for youth programs.
- Provide information about exercise safety, and how to begin exercising after a sedentary life.
- Provide concise, age-appropriate, and culturally sensitive nutrition information at all senior centers and through senior organizations.
- Expand access to nutritious meals through Meals on Wheels, senior centers and other locations.

### ***Strategies for Persons With Disabilities***

- Ensure that agencies which serve people with disabilities include physical activity and healthy nutrition in their strategic planning processes.
- Provide technical assistance to agencies and/or community groups serving people with disabilities.
- Provide stimulus grants to agencies to help develop physical activity programs for people with disabilities.
- Provide counseling for persons receiving medications which have weight gain as a major side effect; work with drug companies to promote programs addressing medication-related weight gain.
- Physical activity and nutrition organizations, agencies or programs should form links with agencies that serve the disabled, and include the disabled in their planning.

## **Examples of Agencies That Should Be Involved**

*[NOTE: This list is not comprehensive, but is intended to demonstrate the wide variety of organizations and agencies which can and should be involved, in order to have a comprehensive and effective approach to promoting physical activity and healthy nutrition.]*

American Association of Retired Persons (AARP)  
American Cancer Society  
American Diabetes Association  
American Heart Association  
American Lung Association  
Arthritis Foundation  
Bicycle, hiking, walking and running clubs  
County and city governments  
    - Parks and Recreation Departments  
Delaware Coalition to Promote Physical Activity and Healthy Nutrition  
Delaware Ecumenical Council, and faith-based organizations  
Delaware General Assembly  
Delaware Greenways  
Delaware Department of Health and Social Services  
    - Division of Public Health  
    - “Get Up and Do Something” campaign  
    - School-Based Wellness Centers  
    - Division of Services for Aging and Adults With Physical Disabilities  
    - “Walk Delaware”  
    - Division for the Visually Impaired  
Delaware Department of Agriculture  
Delaware Department of Education  
    - Chief school officers  
    - School nutrition programs  
Delaware Department of Natural Resources and Environmental Control  
    - Division of Parks and Recreation  
Delaware Department of Transportation  
    - Bicycle and Pedestrian  
Delaware Senior Olympics  
Delaware State University  
Easter Seal Society  
Employers and employer organizations  
    - Chambers of Commerce  
    - Existing worksite programs (Daimler-Chrysler, MBNA, DuPont, etc.)  
Food stores  
Governor’s Council on Lifestyle and Fitness  
Health and fitness businesses and consultants

Health Education Network of Delaware  
Hospitality and culinary arts training programs and professionals  
Hospitals and medical centers  
- Bayhealth Medical Center  
- Beebe Medical Center  
- Christiana Care Health System, PMRI  
- PMRI's corporate wellness programs  
- Nanticoke Hospital  
- St. Francis Hospital  
- Veteran's Administration  
Lt. Governor's Challenge  
Meals on Wheels  
Media outlets and organizations  
Medical and nursing professional organizations  
Neighbors Helping Neighbors  
Produce for Better Health Foundation, 5-a-Day campaign  
Public interest foundations  
Scouting programs, Boys and Girls Clubs, 4-H, Police Athletic Leagues  
Senior Centers  
Special Olympics Delaware  
University of Delaware  
- College of Health and Nursing Sciences  
- Cooperative Extension  
- University of Delaware Wellness Center  
YMCAs, Jewish Community Centers  
Youth sports – Little League, Soccer, etc.

## **Effective Programs . . .**

**integrate nutrition and physical activity;  
involve the audience in planning and implementation;  
are comprehensive and multi-layered;  
are culturally sensitive;  
reach across the lifespan;  
reach people at home, at work, in places of worship, and in school,  
address policy, environment, management and program interventions;  
are science-based, use good data, and are well planned;  
and have a strong evaluation component.**