



Welcome to the Alabama Obesity Task Force Quarterly Meeting!

June 6, 2017

United Way of Central Alabama

Birmingham

Welcome Dr. Eloise Elliot!



Alabama Obesity Task Force Quarterly Meeting

June 6 9am - Noon
United Way of Central Alabama
3600 8th Ave South
Birmingham, AL

Join us for a "think tank" on
the development of Alabama's
Nutrition and Physical Activity
Plan, network, & meet the
new leadership



Visit adph.org/obesity for more information



Group Introductions

Name

Affiliation

Share ONE WORD that describes your interest in the Alabama Physical Activity and Nutrition Plan.

Year in Review

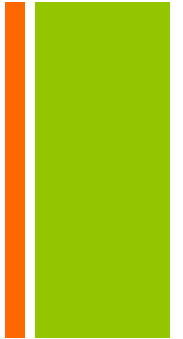




Strategic Planning Charrette



+ Strategic Planning Charrette



- Outsider perspective on previous strategic plan document
 - Suggested streamlined goals and addition of new committees
 - Connected each overall goal to an appropriate committee

PURPOSE: Work to support and promote healthy lifestyles- through:

Collaboration- working with what's already in place- finding and supporting those already working toward this goal

Programs- finding and filling gaps

Policy Changes- change the game- long-term

Environmental Changes- systemic issues (inclusion, culture, access)

AOTF 2016/17 Goals

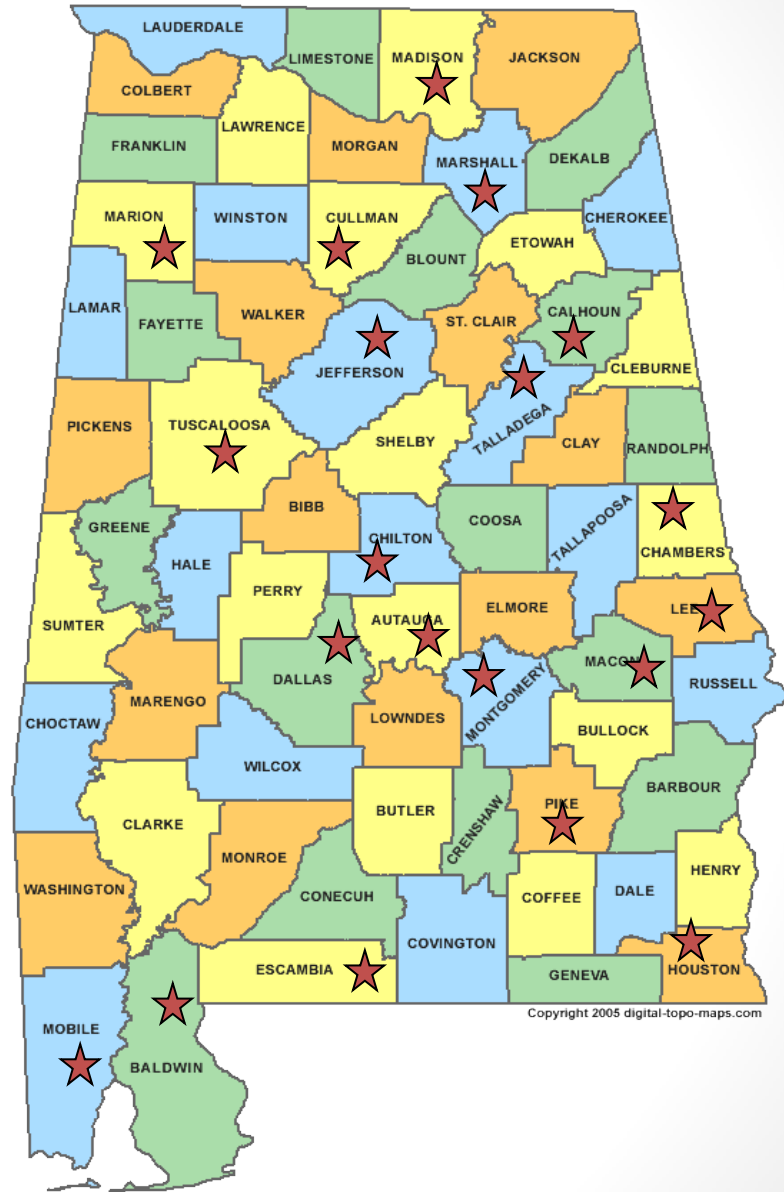
- **Goal One:** Increase strategic partnerships that can increase capacity to address obesity in Alabama
- **Goal Two:** Increase obesity prevention work in the state in all identified sectors to include every individual
- **Goal Three:** Be a source/clearing house for information related to obesity and the impact of obesity and unhealthy lifestyles
- **Goal Four:** Elevate Programs/partners that can promote healthy lifestyles
- **Goal Five:** Advocate for policy changes that impact healthy lifestyles
- **Goal Six:** Seek/leverage funding that can support AOTF and partners in advancing healthy lifestyles
- **Goal Seven:** Align AOTF structure/committees/membership with potential to accomplish AOTF goals and mission

Quarterly Meetings

- **May 2016** – Lakeshore Foundation, Birmingham
 - Strategic Planning Charrette
- **August 2016**- Alabama Power Company, Clanton
 - Featured in local news
- **December 2016**- Cullman Regional Hospital, Cullman
- **February 2017**- Alabama State University, Montgomery
 - National speaker from American Beverage Association
- **June 2017**- United Way, Birmingham
 - Alabama Physical Activity and Nutrition Plan Think Tank
 - National speaker from National Physical Activity Plan & West Virginia PA Plan

OTF Members

- Approximately 200
- Represent all parts of state
- Varied backgrounds
 - Academics / Education
 - Community organizations
 - Health-systems
 - Government
 - Insurance
 - Private sector



Semi-Annual Newsletter

Winter Update

2017



Mission Statement

"Creating a healthier Alabama through obesity reduction and prevention efforts."

Purpose Statement

"The Alabama Obesity Task Force works through collaboration, programs, policy and environmental changes to support and promote healthy lifestyles."

Welcome New Action for Healthy Kids Alabama State Coordinator

Grace Perry MA, RD, LD

Grace is a registered dietitian with experience in wellness, education, foodservice, and most recently and extensively, child nutrition. She holds a Bachelor's degree in Nutrition and Dietetics and a Master's degree in Health Promotion, both from The University of Alabama.

Grace possesses a passion for the health and wellness of children



Spring Update

2016



Mission Statement

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Purpose Statement

"The Alabama Obesity Task Force works through collaboration, programs, policy and environmental changes to support and promote healthy lifestyles."

Welcome from Incoming Obesity Task Force Chair, Allison Tubbs

Greetings Alabama Obesity Task Force members and partners! I am pleased to have the opportunity to serve as your Chair for the upcoming year. We have quickly hit the ground running with a successful strategic planning workshop to zero in on our collective focus to make an even greater impact on the health of all



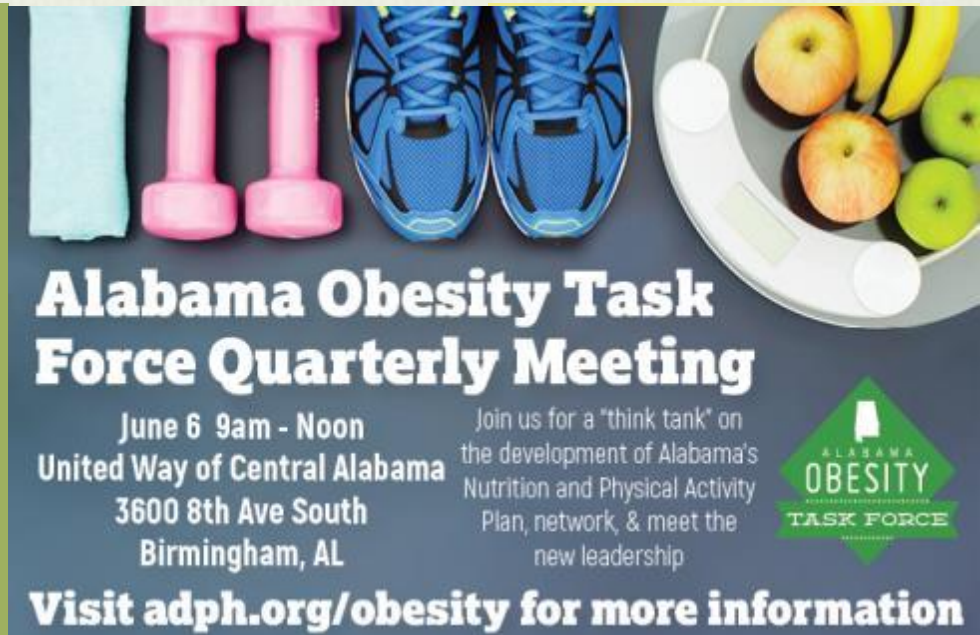
+ 2016/17 Highlights

Alabama Physical Activity Plan

Mayor's Challenge (100
Alabama Miles)

Tagline Contest w/ BCBS Walk
at Lunch Events

Alabama Workshop on
Walkable Communities by
America Walks




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The graphic features a dark blue background with images of fitness equipment: a light blue towel, two pink dumbbells, a pair of blue sneakers, and a white plate with fruit (apples and bananas) on a scale. The text is white and yellow. The logo is a green diamond shape with a white outline of Alabama and the text 'ALABAMA OBESITY TASK FORCE'.



Tagline Contest



**TAGLINE
CONTEST**

100 Alabama Miles Challenge

Coming Spring 2018!



Alabama
Trails
Commission

The Idea: 100 Missouri Miles Challenge

- ✧ Initiated by Governor Jay Nixon in 2013
- ✧ Missouri State Parks & Missouri Department of Health and Senior Services are key partners
- ✧ Goals to improve public health and increase use of public lands
- ✧ Run, walk, bike, paddle, swim, or roll 100 miles in 1 year



<https://www.youtube.com/watch?v=atd4H2K6Pi4>

Creating a Challenge Program in Alabama Would Build Upon Existing Work

- ✧ Get Moving Alabama campaign heightens awareness of active living benefits
- ✧ www.alabamarecreationtrails.org seeks to connect people to trails throughout the state
- ✧ A 100 Mile Challenge would:
 - Leverage people's competitive spirit through "gamification"
 - Create an engaging, interactive experience for the public

100 Alabama Miles Update

- ✧ Formed program committee ; determined scope of challenge
- ✧ Issue challenge to Mayors as community leaders
- ✧ Sustained program that will inspire people to run, walk, bike, ride, roll, paddle or swim 100 mile each year by visiting Alabama's wonderful local, state, and federal parks and nature preserves
- ✧ Public outreach campaign each spring involving events in communities throughout the state
- ✧ Through a RFP process, the program committee selected Markstein marketing and communications agency as a partner firm for development of the Challenge.
- ✧ Fund development underway

+ Are YOU up for the Challenge?



BlueCross BlueShield of Alabama



2017

Presented by
**AMERICA
WALKS**

Alabama State Collaborative Workshop on Walkable Communities

June 16, 2017
9:00 am - 4:00 pm

Alabama Department of Economic and Community Affairs

401 Adams Avenue
Montgomery, AL 36104

RSVP link: bit.ly/ALwalk

Goals:

1. Strengthen collaboration between ALDOT, ADPH, ADECA, and other partners
2. Develop a shared understanding of the benefits of walkable communities, especially for disadvantaged populations and people with disabilities
3. Learn about the funding process and hear from local mayors about their walkability initiatives
4. Provide feedback on the draft State Bicycle and Pedestrian Plan
5. Commit to a collaborative action plan, moving forward

Planning Team



+ 2015/16 Highlights

Get Moving Alabama Year-
Governor's Proclamation

2016 Physical Activity Summit

Scale Back Alabama

Representation at various
events across the state thanks
to partners





A public awareness campaign to encourage Alabamians to increase their physical activity facilitated by the Alabama Obesity Task Force.

Mission- Increase physical activity to improve health and quality of life.

Vision- To promote a healthy lifestyle throughout Alabama through the creation and encouragement of physical activity opportunities for everyone.

getmovingalabama.org

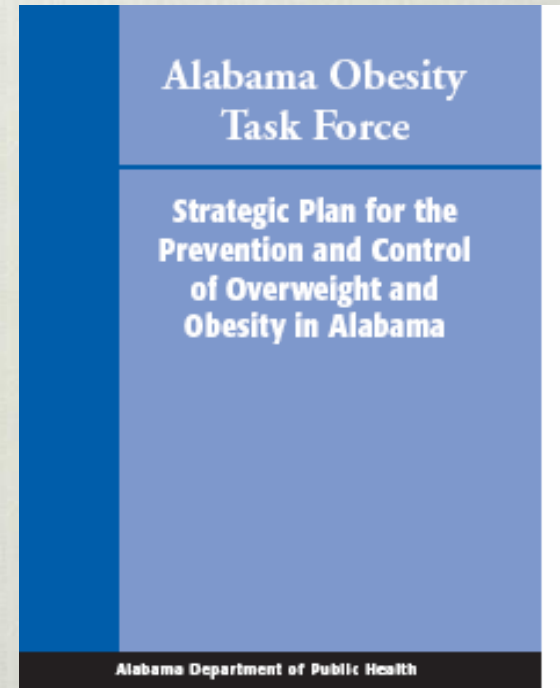
Get Moving Alabama Campaign

- Website - <http://getmovingalabama.org/>
- Social media
 - Facebook – /getmovingAL
 - Instagram – @getmovingal
 - Twitter - @getmovingAL
- Governor’s proclamation – January 27, 2016
- Physical Activity Summit – February 26, 2016
- Monthly themes
- Toolkits
- Community walkability
- State Physical Activity Plan



Alabama State Plan

- ❖ Developed in 2004
- ❖ Provided goals and objectives to follow at various social-ecological levels
 - ❖ Education and awareness
 - ❖ Lifestyle and behavioral choices
 - ❖ Community-based environmental strategies
 - ❖ School and worksite improvements
 - ❖ Policy development or changes



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LEADERSHIP

If you are not the lead camel, the view never changes.

Our new lead camel!

