

# Roundtable on Obesity Solutions

April 12, 2016



# **Promoting Healthy Habits Through A Company's Spheres of Influence: Employees, Families and Community**

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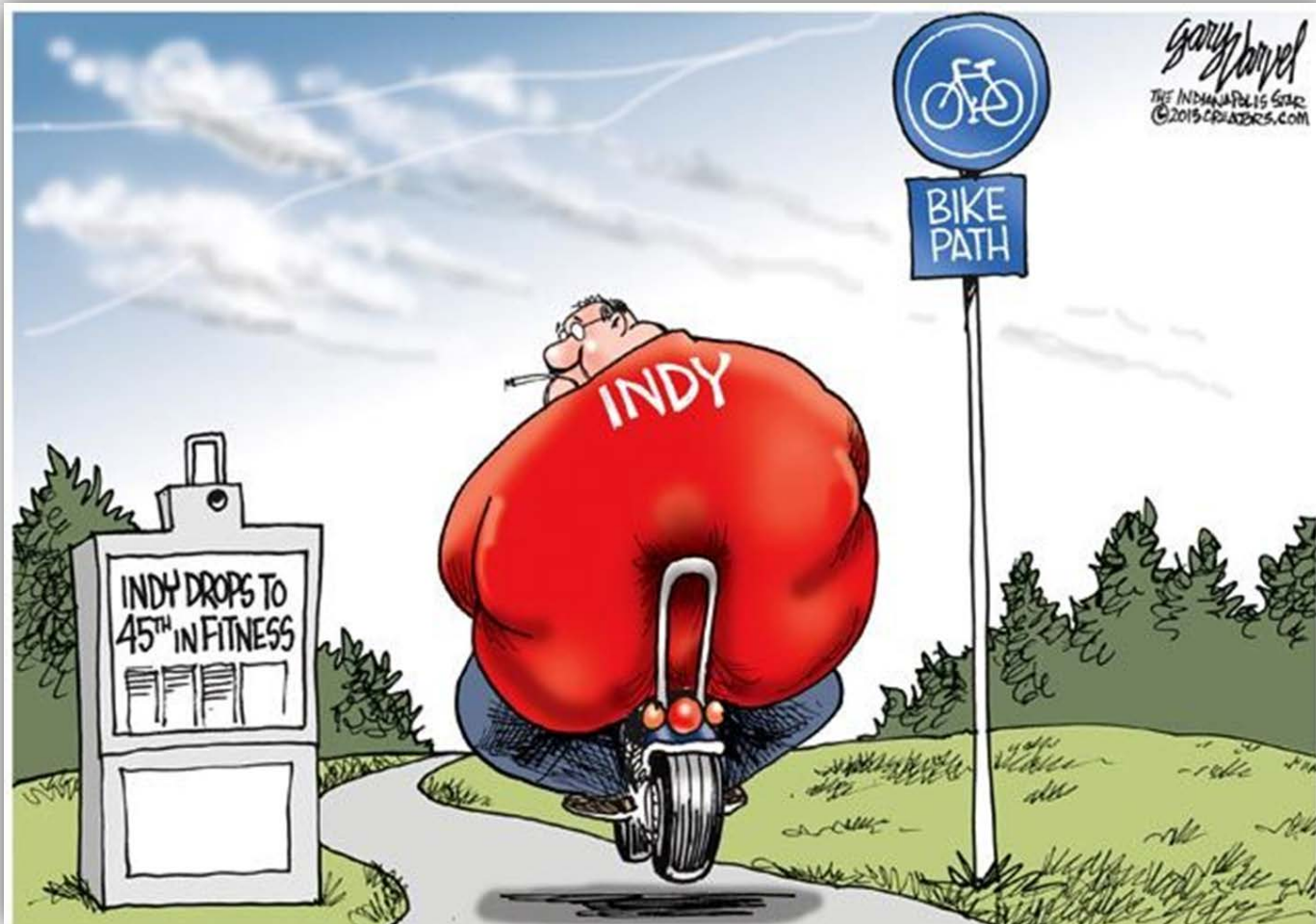
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## Jump IN for Healthy Kids



- Initiated by the CEOs of health care systems, major businesses and civic organizations
- Focus on Indianapolis metro area
- Created to convene, align and implement strategic interventions around child obesity

## 2011 American Fitness Index Results





# Jump IN for Healthy Kids: Founding Partners



Indiana University Health

**INDYSTAR**★.COM  
THE INDIANAPOLIS STAR



**Community**  
Health Network



United Way  
of Central Indiana



Anthem®



# Jump IN: Community Leadership

Founding  
CEOs

Leadership Council



Jump IN for Healthy Kids - Staff

Task Forces

Nutrition

Physical  
Activity

Employer  
Wellness

Clinician  
Training

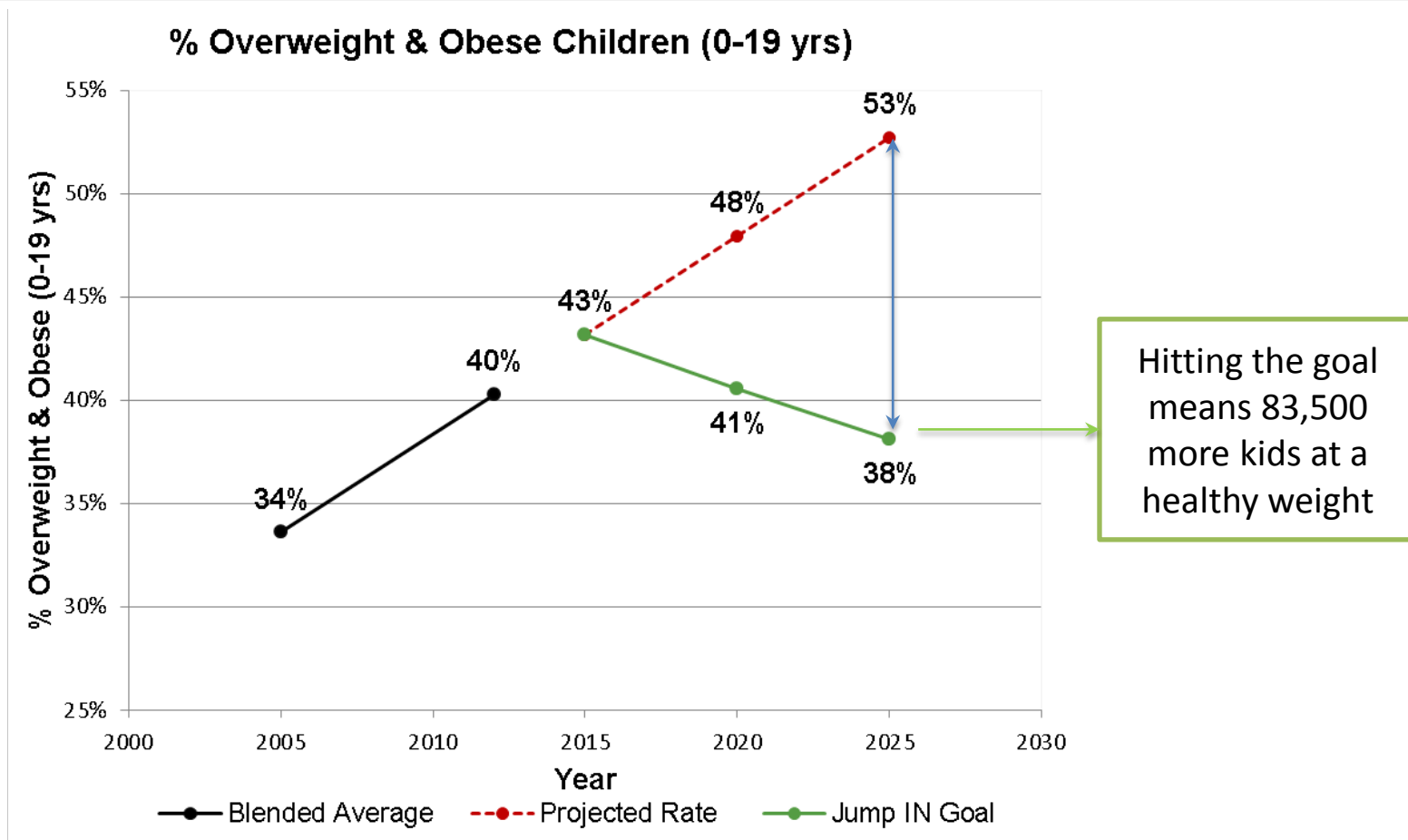
Communication  
and Public  
Awareness

Public  
Policy

Community  
Based Pilots

Data  
and  
Analytics

## 10-Year Goal: 12% Reduction in Obesity Rate



Implementation Strategies:

**THE JUMP IN PLEDGE**

**COMMUNITY DEMONSTRATION PROJECTS**

**5210** Every Day!

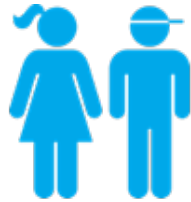


# 1: Create Healthy Environments That Positively Influence Children's Behavior

## Target Settings:



Child Care



Youth



Schools



Employers



Faith



Community

## Adopt These Policies:

- Serve healthy meals, snacks, and drinks
- Promote active play
- Teach healthy behaviors
- Be a good role model

# “Make the Leap” to Promote Healthy Habits

**Make  
the Leap**



## 2. Community Demonstration Projects

Food  
Access

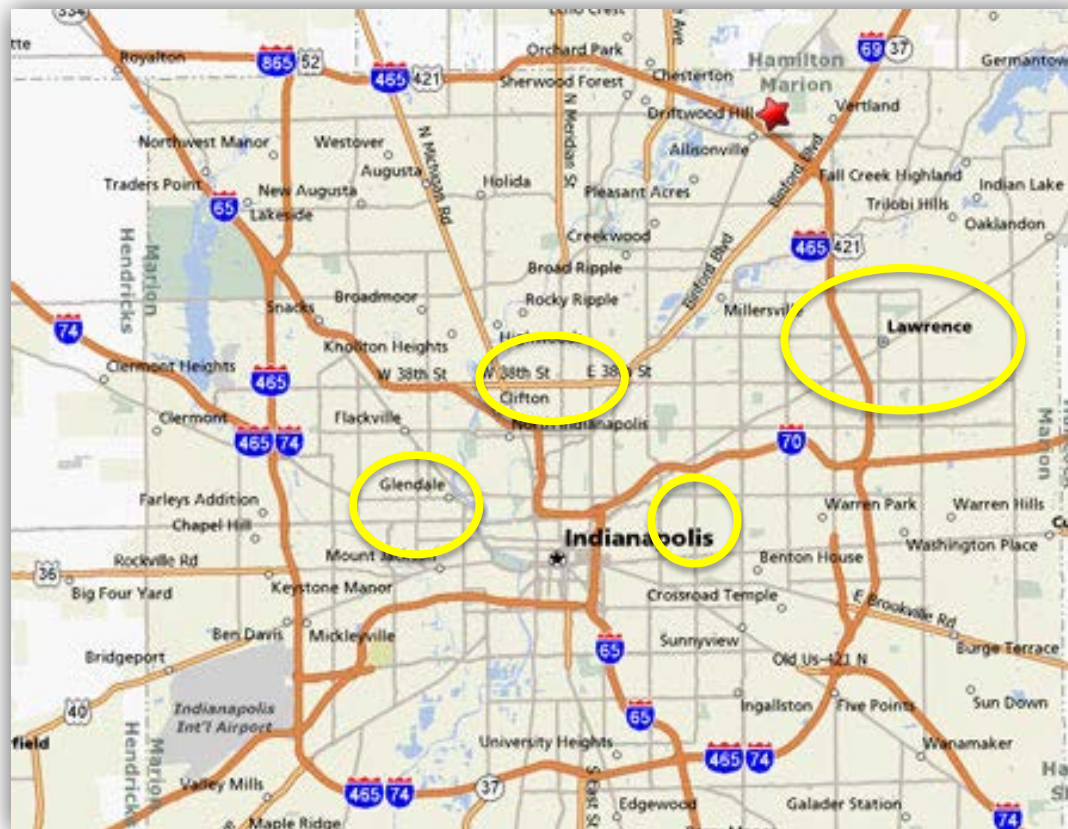


Local  
Policies

Built  
Environment



Clinician  
Engagement



### 3. Public Awareness and Public Policy



Every Day!

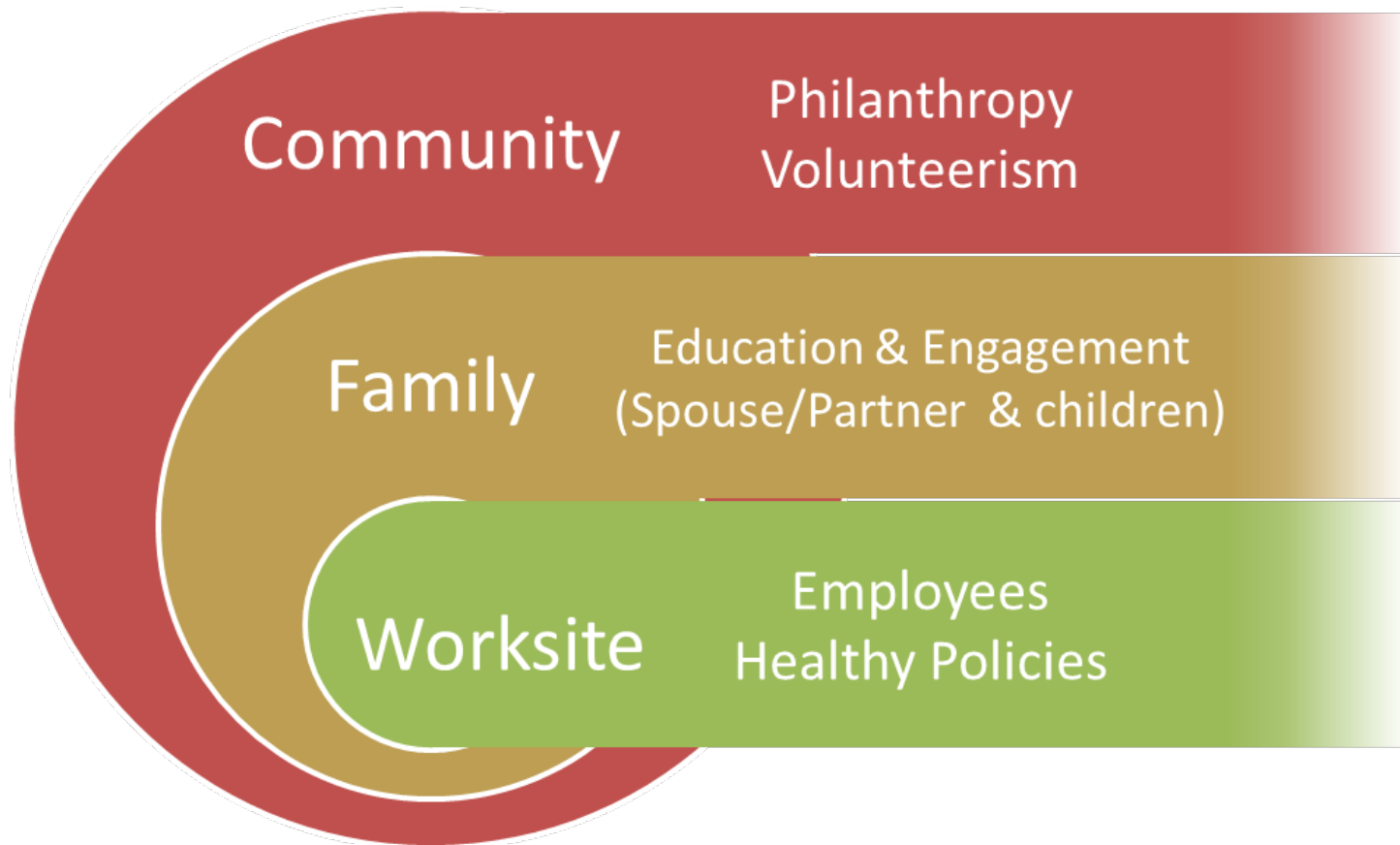
- 5** or more fruits & vegetables
- 2** hours or less recreational screen time\*
- 1** hour or more of physical activity
- 0** sugary drinks, more water & low fat milk

\*Keep TV/Computer out of the bedroom. No screen time under the age of 2.



# ENGAGEMENT WITH BUSINESS

# Employer's Spheres of Influence





## At the Worksite: The Employer Pledge



**Make the Leap**

**THE PLEDGE FOR Employers**

We support the mission of Jump IN for Healthy Kids, and we pledge to do our part to inspire children, youth and their families to lead healthy lives in our community:

- › We will institute or continue our workplace wellness program.
- › We will promote healthy food options for our employees at the worksite and at company events and meetings.
- › We will promote opportunities for our employees to be physically active during the work day.
- › We will encourage our employees and their families to promote healthy habits at home.
- › We will participate in and promote healthy community activities through volunteer programs, sponsorships and other leadership efforts.

*We pledge to be a place where our employees and their families have real opportunities to make healthy choices in a healthy environment.*

\_\_\_\_\_  
Employer Name

\_\_\_\_\_  
Owner/CEO/Principal


\_\_\_\_\_  
Date



- Promote healthy food and drink options at the worksite/office
- Create opportunities to be physically active at work
- Promote healthy habits at home
- Be a good role model: influence healthy habits in the community

# At Home: Promoting Healthy Habits

**Partner with and educate families in adopting and maintaining a lifestyle that supports healthy eating and active living.**



**Did you know?** One of the most effective ways to promote a healthy lifestyle and behaviors for children is to adopt healthier habits as a family. According to the American Academy of Pediatrics, "families have a critical role in influencing children's health, and health is a real characteristic of the family lifestyle".


**Parents can benefit from this relationship too!**

**Here are a few ways you can partner with and educate families:**

- Ask parents to become a part of your team (parents can attend conference without the need of a substitute).
- Send letters home to parents letting them know about your 5210 Goes After School program, what the messages and strategies are, and how they can support your work at school.
- Ask parents to send only healthy snacks and meals in with their child and share ideas with them that can make it more affordable.
- Utilize the skills of parents (e.g. nutritionist, carpenter, artist, etc). Pull them into 5210 projects!
- Encourage fundraisers that support 5210 messages and strategies.

**Children who eat healthy and have an active lifestyle are more likely to:**

- maintain a healthy weight
- have better self esteem
- sleep better
- do better academically
- avoid health issues such as heart disease, type 2 diabetes, bone and joint problems, etc



Jump IN  
www.lets-go.org

- Company Newsletters
- Social Media Posts
- Family Events

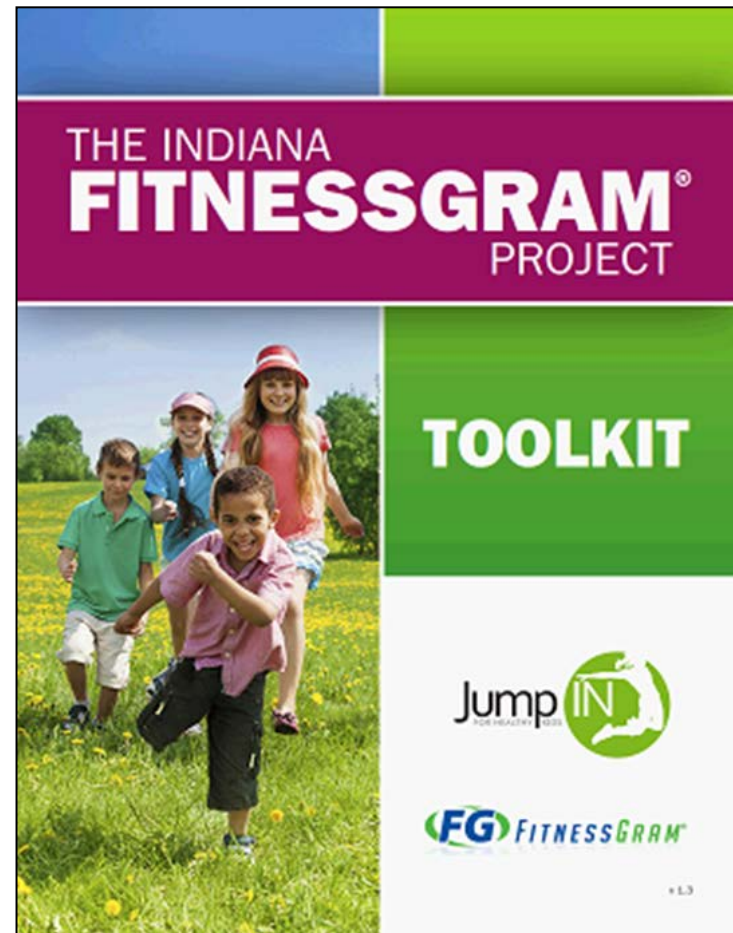
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## In the Community: Philanthropy and Volunteerism



## FITNESSGRAM<sup>®</sup> Volunteers: A Case Study





# Great Habits Start With Great Role Models!



Thank you.

