



# POWER Project: Report on Policy Recommendations

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# POWER Grant

(Preventing Obesity with Every Resource)



- National Governor's Association grant through the Governor's Office to the Department of Education
- Goal: plan for further policy initiatives to address childhood obesity
- Stakeholders' meeting in April





# Stakeholders Represented

✓ Governor's Office

✓ MS Family Physicians

✓ Foundations

Bower Foundation

BCBS Foundation

Lower Pearl River Valley Foundation

Northwest MS Community Foundation

✓ Extension Service

✓ State Agencies

Health

Education

Medicaid

Mental  
Health

Agriculture

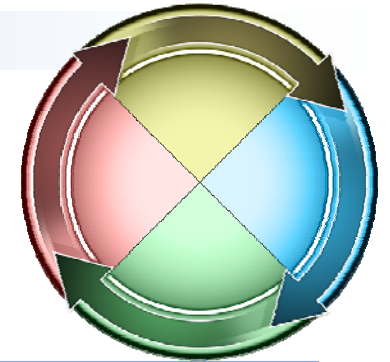
Transportation

Wildlife, Fisheries, &  
Parks

MS Development  
Authority

Finance &  
Administration





# Process

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- Review of current policy initiatives in MS
- Presentation on initiatives in other states
- Small group discussions
- Consolidation of ideas
- Setting Priorities



# Priority Policy Initiatives



- Menu Labeling
- Supermarkets/farmers' markets
- Supermarkets
- Child care standards
- Media policy
  - Restrictions on advertising
  - Promotion of positive messages
- Built environment
  - Sidewalks
  - Parks, green spaces
  - Bike lanes
- Benefit program incentives
- BMI reporting to parents



# School-Based Policy Initiatives



- Continued emphases on current policy initiatives and programs:
  - Placement of additional school nurses
    - Target student-to-nurse ratio of 750:1
  - Replacement of fryers with combination ovens
  - Support for comprehensive fitness testing
    - Aerobic capacity
    - Body composition (including BMI)
    - Muscle strength, endurance, & flexibility





# Refining the Recommendations

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- Input from key state officials
- Health Summit on December 17
  - Participants to rank policy initiatives
- Request introduction of legislation to implement priority policies





# Your Input Is Important

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Please submit your  
Policy Initiative  
Survey before  
leaving the  
conference

