INVEST HEALTH
Building Strategies for Healthier Cities

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INVEST HEALTH
Strategies for Healthier Cities
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INSPIRING KIDS FOR LIFE
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Agenda

• Background
• Obesity Impact
• Implementation
• Evaluation
• Justification
• Learning Opportunities
• Next Steps
Healthy LifeStars

Childhood obesity prevention program (ages 5-12)

• Vision: Launch a generation of LifeStars who know how to live active, healthy lives and take responsibility for doing it everyday.

• The Healthy LifeStars program, provides an innovative, holistic curriculum that integrates three fundamental elements of a healthy lifestyle:

I can do it!  I am active!  I eat right!
Healthy LifeStars Goal: Nationwide expansion through like minded partners, to reach the most vulnerable children.
Healthy LifeStars Video
Healthy LifeStars Program

Healthy LifeStars Provides
- Curriculum
- Tools
- Resources
- Ongoing support

Coaches Provide
- Expertise
- Inspiration and Energy
- Feedback about program
- Reporting

Kids Learn
- Healthy habits
- Personal goal setting
- How to inspire others

Community Benefits
- Engagement
- Culture of health

The HLS national board is comprised of leaders who are very passionate, skilled and giving of their time, talent and resources to make the program a success.
Iowa Healthy LifeStars Enhancements

- Building broad base of stakeholders through a **collective impact model**
- **Program evaluation** and quality improvement expertise
- **Student Coaches**
- **Student Advisory Council**
- Youth serving sites **in addition to schools** (parks and recreation, neighborhood centers, faith based organizations, housing programs)
- Administrative home is **Public Health** (building collaborations, community outreach, information dissemination, and program evaluation)
Opportunity for the Community and the College

- Large scale opportunity to study **dissemination science and implementation strategies** related to Healthy LifeStars
- **Impact a national epidemic** through creating a multi-stakeholder, multi-sector, multi-generational culture of Healthy LifeStars
- Increased **visibility**
- Create **a student organization** specific to Healthy LifeStars
- Create a **culture of health** through the strengths of the local communities
Obesity Impacts

- Health
- Quality of Life
- Economic
Obesity Data

- Leading Causes of Death
- Lack of Physical Activity
- Unhealthy Eating
- Overweight Children
Implementation
Lessons for Implementation Evaluation

- I eat right
- I am active
- The 5 food groups
- Different Types of Physical Activity
- What does a healthy meal look like?
- Reading Labels
- Snacks can be healthy too
- Mindful of my Sugar
- Why Water
- Better Drink Choices
- Turn off that TV
- Awareness of Others
Site Implementation

- Neighborhood Center of Johnson County
  - Grant Wood Elementary
  - Garner Elementary
  - Pheasant Ridge Neighborhood Center
  - Alexander Elementary
- Iowa City Compassion
- Lucas Elementary
Iowa City Area Implementation

- Graduate and Undergraduate Students
- Training
- Head Coach/Assistant Coach
- After school programs
- 1 session per week
Coaches

• Training
• Support
• Lessons
• Google Document Tracking
• Fidelity Survey- Evaluation
Kids

- Grades K-6th
- Groups 8-25
  - Age Groups
- Goal Setting
- Stars
- Games
Practicum Students

NEW TRAINING FOR COACHES

PARENT LESSONS

POLICY AND PROCEDURE MANUAL
Student Advisory Council

- Healthy LifeStars Step-A-Thon
- Coach Updates and Ideas
- Partnerships and Networking
- Student Brainstorming
Evaluation

- **Pre Survey**
  - 4-6<sup>th</sup> Grades

- **Fidelity Survey**
  - Coaches, after each lesson

- **Post Survey**
  - After 12 lessons

- **Focus Groups**
  - Coaches
  - Young Child
  - Older Child
  - Site Coordinator
Pre/Post Survey

• Food frequency
• Exercise frequency
• Media frequency
• Nutrition Label math question
• Pick the best food options
• Added sugars
Coach Fidelity Survey

- Timing
- Student participation
- Questions that arise
- Activity Information
- Coach Preparedness
- New Ideas
Other Results...

- Self Efficacy
- Social Support
- Modeling Behavior
Learning Opportunities

- Students are volunteers
- Kids will be kids
- Attention span
- Cultural and language barriers
- We live in Iowa?!
Next Steps

- Evaluation
  - Analyzing Data

- Implementation
  - Des Moines YMCA
  - Centerville
  - West Union

- Implementation of Practicum Projects
  - Coach Training
  - Parent Lessons
  - Policy and Procedure Manual
Thank you!

What questions do you have?

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References


