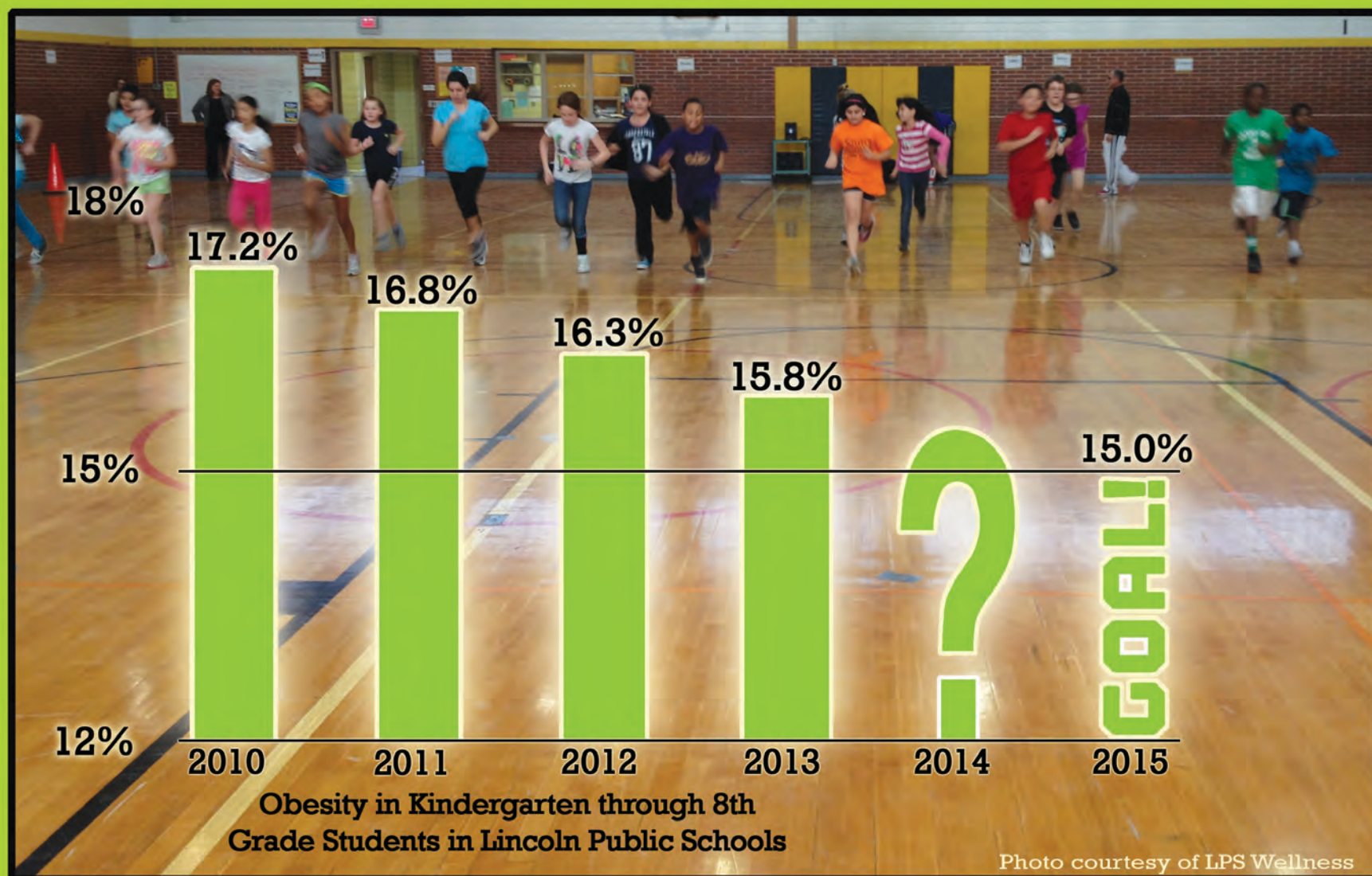


Fit by 2015 Community Update



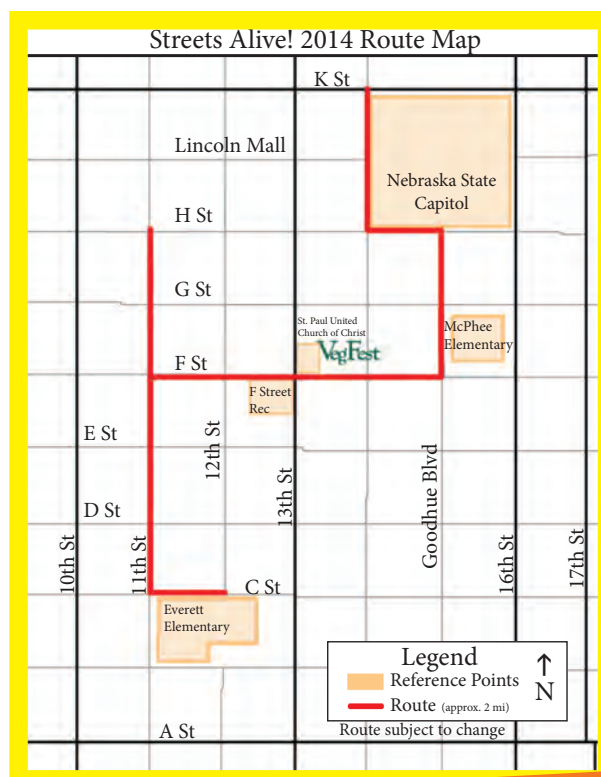
Obesity Improving in Lincoln Public Schools



HealthyLincoln.org

In Lincoln, Partnership for a Healthy Lincoln and our partners has set a community-wide goal of decreasing obesity to less than 15% by the year 2015. Yearly assessments of over 25,000 K-8 LPS students shows a steady decline in the number of obese students from 17.2% in 2010- 2011 to 15.8% in 2013-2014, which puts us on track to meet our goal. Over the last 4 years, 4th-8th grade students passing the aerobic fitness have also improved from 68.4% to 70.7%!

BIKE // SKATE // WALK // PLAY
**STREETS
 ALIVE!**
 SUNDAY, SEPTEMBER 14 // 1-5 PM.
 #StreetsAliveLNX



Sunday, September 14 • 1:00-5:00 p.m.

For more information about Streets Alive! visit

www.healthylincoln.org/StreetsAlive

“Streets Alive! is truly becoming one of Lincoln’s signature events. This unique celebration reaches thousands of adults, children, and families with positive messages about active living, good nutrition, and community engagement. The Community Health Endowment of Lincoln is proud to support this event as we work to achieve our vision of making Lincoln the healthiest community in the nation.” —Lori Seibel, CEO of Community Health Endowment



Streets Alive! Sponsorship

Thank you to Community Health Endowment of Lincoln for its continued support as the Platinum Sponsor for our annual Streets Alive! event. Find out how your business or organization can be recognized by thousands of Lincoln residents interested in improving their health by becoming a sponsor at Streets Alive! Visit www.healthylincoln.org/streetsalive or contact Tami Frank at tfrank@healthylincoln.org or 402-438-4800.



**We want to
 hear from you!!**

Please fill out this
 brief survey to be
 entered into a
 drawing for a free
 Streets Alive!
 t-shirt

healthylincoln.wufoo.com/forms/fit-by-2015/



About Us

Partnership for a Healthy Lincoln (PHL) is a Lincoln based non-profit organization. We collaborate with local organizations on joint projects to increase fitness, decrease obesity and improve the health of Lincoln residents. Our work includes improving health policies, conducting community level research, and evaluation of the success of local health initiatives.

PHL Staff

Bob Rauner, MD, MPH - *Executive Director*
Tami Frank - *Program Coordinator*
Danielle Herbert, MPH
- *Communications/Breastfeeding Project Coordinator*

Advisors

Charlotte Burke
- *Lincoln-Lancaster County Health Department*
Mary Jo Gillespie - *Lancaster County Medical Society*

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Annie Ocampo - *Madonna Rehabilitation Hospital*
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Sue Quambusch - *A to Z Printing*
Libby Raetz - *Saint Elizabeth Regional Medical Center*
Kent Seacrest - *Seacrest and Kalkowski*
Lori Seibel - *Community Health Endowment*
John Spatz - *Nebraska Association of School Boards*

Fit by 2015 – The Story Behind the Effort

Four years ago Partnership for a Healthy Lincoln and a group of community organizations began working together to improve the health and fitness of Lincoln's residents, starting with Lincoln's school children. We started by tracking the weight and fitness of Lincoln's children in order to find our problem areas, understand where things were going right, and have a way to measure whether our efforts were working. The great news is that we now have three straight years of progress reducing obesity and improving fitness in Lincoln Public Schools students!

An important lesson when driving positive community change is that it takes a coalition of organizations and a broad focus. This community update is a showcase of the local organizations working together to make this effort a success. We have shown great progress in school children; however, we hope to see similar results in younger children and adults in the coming years.

As you'll see, many of these organizations are non-profits that depend on grants and donations. It is our hope that you will assist them in their efforts by donating either your time or resources. These organizations embody why Lincoln is such a great place to live and raise a family.

We hope you learn a lot about Lincoln's health and fitness efforts in the pages of this update and look forward to even more success next year.

Sincerely,

Bob Rauner, MD , MPH
Director,
Partnership for a Healthy Lincoln

Greg Howe, MS, PHR
Board President, Partnership for a Healthy Lincoln
Wellness Manager, Lincoln Industries



Making Lincoln the Healthiest Community in the Nation!

The Community Health Endowment of Lincoln (CHE) works with partners across the community to make Lincoln the healthiest community in the nation. Since its inception in 1999, CHE has returned nearly \$20 million to the community in the form of grants ranging from smaller one-time grants for educational events to larger grants tackling more complex issues such as integrating medical care and behavioral health, creating a more physically active Lincoln and strengthening the health care safety net. CHE is a major funder of Partnership for a Healthy Lincoln and Teach a Kid to Fish, and has provided grant funds to many of the organizations featured in this publication.

In addition to providing funding for health-related projects, CHE convenes people around critical issues. We believe that if you get the right people around the table and provide an opportunity for ideas to flow, great things can happen.

For more information, visit www.chelincoln.org or www.facebook.com/chelincoln.



Healthy Lincoln Supporters

Partnership for a Healthy Lincoln would like to thank all of our donors and sponsors for their continued support in making a healthier Lincoln possible! Our major funders include:

Community Health Endowment
Lancaster County Medical Society
Saint Elizabeth Regional Medical Center
Lincoln Community Foundation

Stay Connected!

Partnership for a Healthy Lincoln's newsletter helps to keep the community up to date on the great things happening in health and fitness. Sign-up to receive our monthly newsletter and hear what's happening with PHL and our community partners.

Visit <http://goo.gl/uhvD2a> or text **HEALTHYLNK to 22828** to join our mailing list.

How can YOU help?

The organizations and programs highlighted in this insert are mainly funded by grants and donations from dedicated individuals and organizations. We encourage you to get involved and support them by visiting their websites. If you would like to help support PHL, contact info@healthylincoln.org, visit our website at www.healthylincoln.org or consider giving through your worksite giving campaign. PHL is a proud member agency of the Community Services Fund worksite giving campaign.

To find out more about worksite giving, visit www.communityservicesfund.org.



**Community
Services Fund
of Nebraska**

www.healthylincoln.org



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Breastfeeding in Lincoln- A Changing Culture

By Danielle Herbert, MPH
Lincoln Community Breastfeeding Initiative Coordinator,
Partnership for a Healthy Lincoln

If you have delivered a baby in Lincoln in the last year you likely experienced a different culture around breastfeeding than in the past. Recent feedback has indicated that many of the efforts of the Lincoln Community Breastfeeding Initiative have had a tremendous impact on the way breastfeeding is taught and supported throughout the community.

Over the last year a group of healthcare professionals representing a variety of community organizations including the hospitals, WIC, physician offices, and other public health and breastfeeding advocates have come together to evaluate Lincoln's breastfeeding culture. What we learned through this process is that there is a wide variety of sources to receive breastfeeding education, and many places were teaching different things.

To help harmonize these efforts, a set of community-wide standards and resource materials have been developed and shared throughout the

community.

What can you expect now? As a result of these efforts our goal is that everyone will receive an "Rx for Breastfeeding" with a recommendation from their doctor to breastfeed, have a better understanding of "What you can expect during your hospital stay" through an outline found in each hospital packet, and feel comfortable knowing how and where to access breastfeeding help if needed.

Our hope is that every mom in Lincoln planning to breastfeed her baby is given the resources and support she needs to accomplish her goals.

To learn more about the breastfeeding initiative please visit www.healthylincoln.org/breastfeeding



Health Care Reform and Breastfeeding Mothers in the Work Force

By Ann Seacrest, RN, IBCLC
Executive Director, MilkWorks

Infant nutrition has been identified as a major factor in the health of our country. A majority of mothers return to the workplace when their infants are less than six months old. Breastfed babies have fewer acute and chronic illnesses. As a result, their mothers miss less work. This is easier on employers and co-workers. A healthier baby means less stress when a mother is busy balancing work and the needs of her family. Healthy babies also reduce health care costs. When an employer does not provide a lactation support program, mothers often stop breastfeeding before they want to.

In 2010, the Affordable Care Act amended the Fair Labor Standards Act to guarantee mothers reasonable breaks and private space in order to express milk for their infants. This support is helping mothers to breastfeed in accordance with recommendations issued by the US Surgeon General and the American Academy of Pediatrics.

The amended Act requires employers with more than 50 employees to provide reasonable breaks each time an employee has a need to express milk for a baby who is less than one year old. The length of a break is not speci-

fied and an employer does not need to pay an employee during the break, as long as she is not on work duty. A separate pumping room is recommended, although any private space that is shielded from view and free from intrusion from co-workers and the public is suit-



able. Employers may not designate a bathroom as a pump room.

While this provision only applies to hourly employees, they are often the mothers who need this protection the most. Many salaried employees are able to utilize breaks that are already provided by their employers and often have more control over their work day.

If an employer has less than 50 employees, they

may be excused from the requirements if they can show that following the new law will cause them "undue hardship". For additional information on the law, please visit www.womenshealth.gov/breastfeeding or www.dol.gov/whd/regs/compliance/whdfs73.htm.



WIC Program Celebrating 40 Years of Building Healthy Families!

By Melissa Oerman, MS, RD
WIC Supervisor, Lincoln-Lancaster County Health Department WIC Program

WIC began in 1974, as a supplemental food program aimed at improving the health of pregnant mothers, infants and children in response to growing concern over malnutrition among many poverty-stricken mothers and young children. WIC still holds true to that mission today. The WIC Program serves about 6500 participants living at or below 185% of poverty in Lancaster County.

WIC's unique combination of providing only healthy foods along with health, breastfeeding, and nutrition education has led to improved health outcomes for its

participants. For example, children on WIC are less likely to suffer from iron deficiency anemia and WIC participation has been shown to reduce infant mortality for the WIC-eligible population. The information is provided through credentialed professionals who answer questions about an array of challenges with overall results of healthier pregnancies, healthier birth outcomes, and better growth and development of young children.

Along side the nutrition information, the foods provided through WIC are selected for the high nutrient content typically

missing in the diets of many low-income families. The nutrient-rich foods include iron, potassium, vitamin C, fiber, and protein. The WIC foods are also required to be low in sugar and fat. The science-based healthy WIC food packages not only improve access to healthy food for the program's target population but also forces the demand for healthy food items to be available in the community. Stocking WIC food items on grocery shelves means those nutritious foods are available for even non-WIC participants! Over \$4.5 million in WIC foods are purchased

locally through a voucher at the grocery stores each year.

Because parenthood poses challenges for all of us, WIC provides a trusted place to find answers and referrals to help participants become confident caregivers.

Information courtesy of the National WIC Association www.nwica.org



How Do I Access WIC Services?

WIC serves pregnant, breastfeeding, and newly delivered women, as well as infants and children under the age of 5. A family of 3 can make \$36,131 a year and still qualify for food, referrals, and nutrition or breastfeeding support.

Lincoln is fortunate to have 2 WIC programs, a clinic at Family Service and at the Lincoln-Lancaster County Health Department, with 4 satellite clinics throughout the city. If you or someone you know is interested in WIC, please call

Family Service at 402-441-8655 or Lincoln-Lancaster County Health Department at 402-441-6200.

www.healthylincoln.org/partners



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Body Works

By Karla Lester, MD
Executive Director,
Teach a Kid to Fish

Body Works was created by the Office of Women's Health in 2006. Teach a Kid to Fish adopted the program in 2011 as a best practice intervention to help families in Lincoln work to change behaviors around nutrition and physical activity.

The program is 8 weeks in length and designed for parents of teens and pre-teens and their children. The goal is that families gain skills to improve family eating and activity habits. Body Works focuses on parents as role models and provides them with hands-on tools to make small, specific behavior changes to increase healthy eating and physical activity. Pre-teens and teens are encouraged to attend each of the weekly sessions as well so that they can participate in the education component, group discussion and the family physical activity.

Each family receives a tool kit with materials to help support their family in setting achievable goals and working towards improving nutrition and physical activity habits. Tools include a reusable menu planner, pre-printed shopping lists, pedometers, and behavior change book and goal setting guide.

The format for the classes includes a 60 minute health behaviors lesson, followed by 30 minutes of family physical activity. These physical activity sessions provide families with an introduction to a variety of options, such as Yoga, Zumba, circuit training and fitness testing. Families are better able to determine the types of activities they like best and can continue with after the classes are over.

For more information visit the Teach a Kid to Fish Website at:
<http://www.teachakidtofish.org/programs/families/bodyworksforfamilies.html>



Lincoln Walks to School

By Rick Helweg
Director of Research and Communications,
Teach a Kid to Fish

When we talk to students throughout LPS, it is clear that they know better than we do what is happening at their schools. They tell us, in no uncertain terms, how they feel about subjects related to their daily commutes to school, the food in their cafeterias, junk food, the need to be active, and how to relay messages to their peers. Peer advocacy—speaking out on the behalf of others and speaking out for things they believe in—is a unique approach that empowers students to own the message of good health. It works for two reasons: Students are more likely than adults to know what is happening with their peers, and peer influence is powerful. Students delivering messages to their peers have much more impact than an adult giving that same advice. And sometimes, students delivering messages that are important to them about which they have first-hand knowledge can have more impact than adults delivering the message second hand.

Teach a Kid to Fish, through its Lincoln Walks to School program, has been encouraging students in LPS elementary and middle schools to become champions for student and family health. Students have advocated for Safe Routes to School, healthy eating, active living, against bullying, and many other issues that affect them in their everyday lives.

Lincoln Walks to School, the Teach a Kid to Fish Safe Routes to School initiative, is a federally funded program designed to promote walking and biking to school in Lincoln Public School's elementary and middle schools. Through this program, the students we work with in LPS elementary and middle schools are energizing the movement to prevent childhood obesity.



Little Voices for Healthy Choices

By Emily Hulse, MS
Program Manager, Teach a Kid to Fish

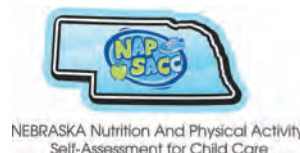
Teach a Kid to Fish continues to work in assisting Lincoln child care facilities in improving their nutrition and physical activity environments, including policies and practices, for the prevention of obesity in children ages 0-5. Our Little Voices for Healthy Choices program uses a research-tested intervention, which is called Nutrition and Physical Activity Self-Assessment for Child Care (NAP SACC); this intervention involves child care centers completing a self-assessment, setting nutrition and physical activity goals, and participating in educational trainings and skill building activities. The child care centers are provided with technical support from local health professionals throughout the program.

As of February 2014, 32 Lincoln Child Care Facilities have completed our Little Voices for Healthy Choices Program. Between these 32 centers, approximately 300 child care providers received continuing education credits for the NAP SACC trainings and approximately 2,500 children were impacted by these positive changes. To download a list of the child care facilities that have completed this program go to <http://www.teachakidtofish.org/programs/caregivers/littlevoicesforhealthychoices.html>

If you are interested in learning more about Little Voices for Healthy Choices or signing up for this program, please e-mail Teach a Kid to Fish at info@teachakidtofish.org.

One of the many success stories as a result of this program:

"We have introduced grape tomatoes, whole grain pita bread and Hummus, and locally grown fresh spinach and lettuce on our menu. The children have also eaten mango, beets, and really enjoyed a chicken curry recipe. The feedback from the children is awesome! There are things we continue to work on...baby steps they call it, but we are so encouraged!" Christ Kids Child Care Center (July 2013)



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A Glimpse Behind the Curtain of School Wellness Success

By Michelle Welch, RD, LMNT
District Wellness Facilitator, Lincoln Public Schools

What creates a culture of wellness in schools? How is our community helping to make this happen?

As the LPS district wellness facilitator, I have an immense number of partners on this journey. To better provide a picture of why we are having this level of continued success, here is a "behind the curtain" glimpse of how this all comes together. Shhh...this is just between us.

Consider the following team needed to embrace the little shifts in wellness:

- District Administration: establishing wellness as part of the LPS strategic plan. LPS school board and district administrators provide active leadership that is followed by schools.
- School Administrators: setting student and staff guidelines. Making choices that ultimately impact the health of a school, such as time for physical education, recess and lunch within a demanding school schedule. Their support will often make or break school wellness efforts.
- Wellness Champions and the Wellness Committee: impacting the success of wellness initiatives and setting the tone within the school involving representatives across the school. Each school has from one to six representatives who meet together monthly with me as district wellness facilitator to learn and bring back best practices to their school.
- Nutrition Services: providing appealing and healthy lunch options for students.
- Physical Education: staff teaching students the skills, knowledge and desire for lifetime physical activity as well as encouraging students to challenge themselves in fitness.
- Health Office: staff screening students for health issues that impact learning and making referrals, as well as supporting management of medical conditions for students with chronic health issues.
- Physical Therapists, Occupational

Therapists and Speech Therapists: helping students perform their best and stay active and engaged despite physical challenges.

- School Counselors and Social Workers: helping students deal with social issues, mental health and future planning.
- Teaching and Support Staff: spending more waking hours with school-aged children than do many parents. Their role modeling, classroom integration of activity and choices are pivotal to student health--body, mind and spirit.
- Teachers of Health Education and Family Consumer Science: helping students learn life skills to work toward being a healthy, safe, engaged and independent adult.
- Facilities Management Staff: planning and maintaining of schools and keeping active areas safe, such as playgrounds and walking paths.
- After School Programming: helping support school success, life skills and physical activity beyond the school day.
- Community Partners: bringing unique resources to families with school-aged children. The list is long, impres-

sive and dangerous to start, as I risk leaving out so many.

- Data Collectors: including health office staff, physical educators, wellness champions and assessment specialists playing a critical role in allowing us to see the meaningful data that shapes our approach to finding best practices.
- Media: reaching the community through television, print media, radio and social media. If you would like to learn more and stay up to date on happenings, feel free to "like" LPS Wellness on Facebook, follow @LPSWellness on Twitter or check out our webpage at lps.org/wellness. We also have segments regularly on Channel 10 Health.
- Grant Funding: including Ed and Mary Copple's generous support of the LPS Wellness fund through the Foundation for Lincoln Public Schools and Dr. Bob Rauner's work through Partnership for a Healthy Lincoln to fund the first three years of my district's wellness facilitator position. These contributors have made a critical difference in moving community efforts forward by putting resources in key areas.



Photo courtesy of Teach a Kid to Fish

sive and dangerous to start, as I risk leaving out so many.

- Students and Families: ultimately having the choice to engage in healthier choices, school activities and new ap-

proaches to a brighter future.

The best news: it's working. Wellness is never as simple as changing one element of life drastically. The list above shows that each piece of a bigger approach is the answer to why our community is ahead of the curve and seeing success in becoming healthy. Congratulations to you all for the part you play in helping us create one of the healthiest communities in the nation.



LPS Weight and Fitness Data – Where Does It Come From and How

By Marybell Avery, PhD - Lincoln Public Schools
Bob Rauner, MD, MPH - Partnership for a Healthy Lincoln

We began tracking the progress of efforts to reduce obesity and physical fitness of students in Title 1 elementary schools. We expanded to middle schools during the 2010-2011 school year and have numbers yearly ever since.

The data comes from several sources. Height, weight, and physical fitness measures are collected for all kindergarten through eighth grade students. Weight and BMI are collected individually by school nursing staff in a confidential manner.

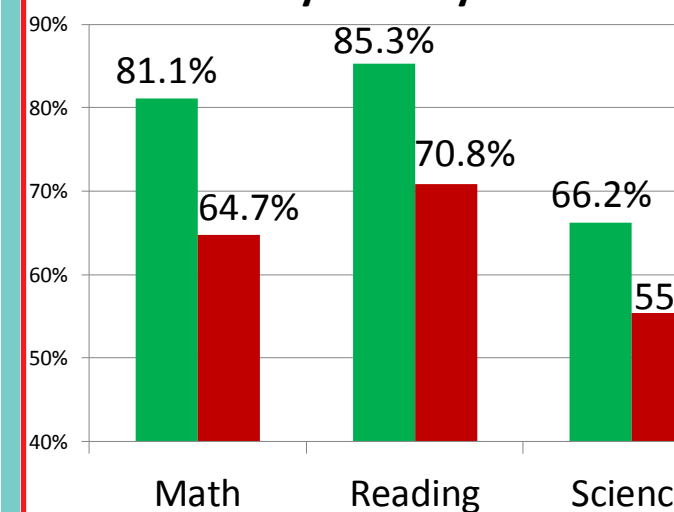
The aerobic fitness measures we track are based on the aerobic fitness test called the PACER. Students are timed while running the gym over a measured distance. The time allowed to cover this distance is one minute. The number of laps a student needs to complete to pass the test is recorded. This test is part of a battery of physical fitness tests that makes up the Presidential Youth Fitness Test.

We track these tests each year, as well as including other measures such as academic achievement, gender, performance on state academic tests, and whether students are receiving reduced cost lunches. All individual identification is removed from the data before it is sent to Dr. Rauner for analysis to maintain student confidentiality.

In addition to serving as a way to track annual district progress on wellness initiatives, we have also learned valuable lessons, such as the strong correlation between student performance on state math, reading, and science tests and physical fitness. This data shows that students who are physically fit also tend to perform better on academic tests. This is about health disparities within our community and can track progress over time. Many non-profit and community organizations are already working on support grant applications that fund their efforts and help gauge the success of their programs.

Efforts at LPS are showing significant improvements in aerobic fitness and decreases in obesity. Physical fitness is much more important than we realize for health outcomes as well as academic achievement. Our data shows strong associations with better performance on state math, reading, and science tests.

Students Passing Nebraska Accountability Tests by Aerobic Fitness



Infant

Early Childhood

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What Is It Used?

improve fitness six years
objective of improving the
and the effort to all elemen-
continued to track these
and body mass index mea-
s every school year in the
screening. These measures
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ic fitness as well as de-
man weight in predicting
on aerobic fitness shows
ading, and science tests.

State Fitness Status

■ Fit
■ Not Fit

4%

e

Schools and Student Health Challenges: A Changing Picture

By Marge Theel, RN, BSN, M Ed
Supervisor of Health Services, Lincoln Public Schools

Though tummy aches and headaches from not eating breakfast often find their way to the health office, some students are health office regulars for other reasons. Over 150 students in Lincoln Public Schools have diabetes and a whopping 1,200+ students have food allergies, with close to half of these allergies considered life threatening.

Though serious food allergies are a new and challenging reality for many adults accustomed to bringing in outside treats, the issue is very real for these children and their families. Schools continue to work toward building an allergy aware environment in order to promote student safety. Parents may also be noticing a shift from food-focused celebrations and rewards to more activity-based events to support student health.

What is the role of the Health Office in student learning and wellness? Registered school nurses, treatment nurses and health

techs provide students everything from first aid for sudden illness and supportive care for health conditions to emergency response in life threatening situations. Another role is providing health referrals for students who fail vision and hearing screenings. Health Office staff also track students' growth. Health services and the physical education department work together tracking population trends in obesity and fitness.

Finally, Health Office staff helps students, families and medical providers adapt established medical plans for chronic health conditions during the school day. This support allows students to perform at their highest levels. Schools also have specialized occupational, physical and speech therapy staff working with children to be as successful, engaged and active as they can be. This team approach across Lincoln Public Schools ultimately supports the health and success of each student.

Ready, Set, GO to DAWES CLC Academy!

By Lincoln Public Schools/Community
Learning Centers Leadership Team

After school walking through the halls of Dawes, you may see students cutting up fruits and veggies, hear instructional cues to learn how to use your body as an instrument, or see students playing flag football, bowling, volleyball, basketball, kickball and more. Dawes Community Learning Center (CLC) is building relationships with many community partners to achieve Lincoln's community-wide goal to decrease obesity to less than 15% by the year 2015. The number of students who are obese-Kindergarten through eighth grade has fallen from

17.2 to 15.8 percent according to the K-8 Student Fitness and Weight Statistics Report: Lincoln Public Schools 2013-2014.

This year, Dawes CLC introduced the Sports, Recreation and Wellness Academy. The academy provides clubs to promote leadership, teamwork, sportsmanship and career exploration. Each quarter students have the opportunity to choose from a variety of clubs: Mind, Body & Fitness; Wide World of Sports; Eat 'n Live; Step; Food Challenge; Archery; Strength Club; Scuba Diving; and Master Class (Leadership). Dawes Cooking class, taught by Community Crops, introduces students to a variety of topics: Juicing and Smoothies for Health; Soul Food; Gettin' Saucy!; and Bread and Poetry. At the end of each quarter, Dawes CLC offers a Community Showcase, where students provide participatory club demonstrations. This past showcase allowed participants to make healthy snacks or try their skills at archery.

Dawes is one of the 25 Lincoln Public



Schools (LPS) CLC schools. The CLCs provide a framework for community-based partners to offer a range of supportive and enriching opportunities to students, families and neighborhoods. In the last year, 25 CLCs combined provided approximately 15,750 hours of additional afterschool time to our community children and youth. These hours were filled with a balance of academic support time and opportunities in the arts, sciences, literacy and math. But, most important in the fight against obesity, sites offered recreation and healthy lifestyle clubs to both students and parents.

"I believe CLC sites intentionally delivering physical activity opportunities to students at least 30 minutes every day pays huge dividends to our community's success in reducing obesity and achieving gains in overall fitness," stated Lea Ann Johnson, Director of Community Learning Centers. The Lincoln Community Learning Centers are very proud and excited about our partnership with Partnership for Healthy Lincoln and the collective impact that it has provided in reducing childhood obesity.

CLCs SMART KIDS, THRIVING FAMILIES and STRONG NEIGHBORHOODS



Food Allergies- A Growing Concern at Lincoln Public Schools

By Jessie Coffey, RD, LMNT
Nutrition Services, Lincoln Public Schools

- Lincoln Public Schools currently has over a thousand students with food allergies. Food allergies have increased approximately 50% between 1997 and 2011. (CDC, 2013)
- This potentially deadly disease affects 1 in every 13 children (under 18 years of age). In the U.S. that's roughly two in every classroom. (FAAN, accessed 10/2/13)
- 16-18% of children with food allergies have had a reaction at school, this also includes children with no previous diagnosis of a food allergy. (Sicherer, Mahr, 2010)
- Food allergies affect children and adults of all races and ethnicity. (FAAN, accessed 10/2/13)

Successful interventions used across the district to address food allergies include:

- Peanut "free" table in lunch room (Washed with clean cloth and special cleaner)
- List of students with a current photo and allergen to cafeteria and lunch room staff
- Students with a food allergy always wash hands before eating
- Classroom teacher notified of food allergy from school nurse



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You Have to Grow Good Food to Eat Good Food

By Benjamin McShane-Jewell
Garden & Youth Program
Manager, Community CROPS

There's a common belief that kids are not interested in food and that they are inherently picky eaters. Maybe that's true for many kids. But maybe they've also never had to think about food before, beyond consuming what was provided for them by parents and at their schools. Get a kid in a garden, though, and you can watch their minds turn onto food. At Community CROPS--a non-profit organization in Lincoln with more than a decade of experience helping people grow food for themselves--we work hard to educate the next generation to be more aware of food, to know where it comes from, how it is produced and how to prepare it in ways that maximize their health. We believe strongly that when kids participate in growing their own food, they will become better eaters, more aware of their own health and better connected to nature.

Recently, at Mickle Middle School, we took a group of students out to their school garden to harvest the last of the fall vegetables. There was one carrot plant that I had been letting grow all fall, protecting it from the curious

hands of overactive middle-schoolers, knowing that it would be a monstrous surprise when pulled up. As we walked through the garden, I directed a particularly energetic young man towards the carrot plant and asked him to identify it. After much discussion, and no correct answers, I asked the young man to pull on the green tops of the plant to unveil the hidden answer. The young man shouted "Carrot!" and ran to his friends to share his revelation about the origins of a previously ordinary item in his life.

The group of kids then washed everything we picked, cut them up and shared in the joy of fresh garden produce--tomatoes, peppers, carrots, arugula and raw garlic cured in the greenhouse: a dizzying array of tastes and smells that few kids have an opportunity to experience. I'd be lying if I said that every kid enjoyed each thing they ate, but they bravely tried it all and they found at least one new thing they didn't know they liked.

Getting kids in gardens may be our best hope to turn the tide on how our young people think about and relate to food.



10 Health TV Encourages Healthy Living Through Healthy Thinking

By Melissa Fuller, 10 Health TV

We live in a nonstop, media driven world with a multitude of messages and images flooding our brainwaves. Sorting out fact from fiction or truth from trend can sometimes be a struggle of its own.

10 Health TV offers reliable programming on health and wellness topics, relevant to the Lincoln community, 24 hours a day. Funded by the Community Health Endowment, it is one of the only government channels of its kind, and it's just getting started. We not only want to promote healthier thinking to viewers of all ages, but also motivate them to healthier living.

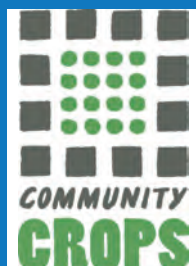
Learn how to grocery shop like a pro, get the facts on high blood pressure and stay up on the latest medical innovations in Lincoln. Want to be more active? Get fit in the morning with yoga. Get your blood pumping with Jazzercise. Or join your kids, and dance with The String Beans!

Along with the Partnership for a Healthy Lincoln, 10 Health TV hopes to address some of the most important health concerns of our city and to meet the needs of our under-served populations. You can be more than a viewer, you can be a participant. Tell us your ideas, share your stories, and be a part of making Lincoln the healthiest community in the nation.

Contact Melissa Fuller at mfuller@lincoln.ne.gov for more information.

10 Health TV is available to everyone anytime. Find us on:

- YouTube channel 10HealthLincoln
- Live video streaming at lincoln.ne.gov (Click on icon in upper right corner.)
- Time Warner Cable (TWC) channel 10 (If you have a QAM tuner, you'll find us on digital channel 71.15. If you have an older analog television, please contact TWC for a digital adapter.)



Walking and Biking to School Can Help Reduce Childhood Obesity

By Mike Heyl
Lincoln Lancaster County Health Department

- of what drivers are doing
- wear a bike helmet when riding a bicycle
- wear brightly colored clothing and comfortable shoes for walking or biking

A great example of a successful effort in Lincoln is the Safe Routes Program from Teach a Kid to Fish, whose goal is to promote walking and biking to school and to make it more of a community norm. This program was brought to 8 LPS elementary schools and 2 middle schools. In addition to encouraging students to walk or bike to and from school, step counters were distributed to the students to track their activity during physical education or recess and walking with their families or pets outside of school. There were 5,177 students who participated, with a collective 25.6 million steps recorded.

There are a variety of how-to guides for programs such as "Walking School Busses" and "Bike Trains" that parents and schools can develop in neighborhoods where supervision is provided to children. These programs work with existing conditions in the neighborhood to de-

velop safe routes to and from school each day, much like a school bus does, only with human powered transportation. The Mayor's Pedestrian and Bicycle Advisory Committee is also available for input, to voice concerns, and encourage promotion of more walking and bicycling efforts in



the community.

More information on safe walking and biking programs can be found by contacting the Lincoln Lancaster County Health Department, Mike Heyl - 402.441.8043.



A simple and easy intervention to address childhood obesity rates is to work with your school and neighborhood organizations to help develop a 'walk and bike to school' program. Encouraging children to walk or bike to school is a way to instill positive habits that can contribute to a lifelong healthy lifestyle. Considering that national guidelines call for a minimum of 60 minutes of physical activity for children every day, walking and biking to school can account for a significant number of those minutes each school day.

Parents can educate their children on safe walking and biking behaviors to make their travel to and from school safer every day. Important information to teach children includes:

- always walk with others
- never talk to strangers
- obey traffic signs and signals
- cross only at the crosswalk or intersection
- bike on the right hand side of the road and signal turns and stops
- watch oncoming and cross traffic to be aware



Infant

Early
Childhood

School
Age

Family

Adults

Seniors

www.healthylincoln.org/partners



By Angelina Stovall-Amos
Lincoln Lancaster County Health
Department

Let's leave the screen this spring, Lincoln. The simple, evidence-based message, 5-4-3-2-1 Go!®, can help guide our families to count the way to

healthier living. In this message, "2" stands for two hours or less of screen time a day. No screen time is recommended for children under the age of 2. Video games and apps, TV, movies, computers, tablets, and surfing the web all count as screen time.

By doing more and watching less, our lives turn ON. We then can have more time to play, sleep better, and have less exposure to food advertisements that may lead to poor health choices. Less screen time has also been shown to decrease the negative effects of having a sedentary lifestyle, including obesity.

So let's break our screen time habit by eating together as a family around the table instead of in front of a TV, take time to talk with one another instead of texting each other, and take TVs and computers out of the bedrooms. Let's be positive role models for our children by cooking meals together,

reading books, taking walks outside, gardening, playing catch, dressing up, and drawing or coloring with them. When you start feeling the benefits of having less screen time, try committing to being unplugged for a full week during the international celebration of Screen-Free Week, May 5-11, 2014!

Take the 5-4-3-2-1 Go!® "Leave the Screen" challenge this spring and count your family's way to healthy living. Log on to <http://lincoln.ne.gov/city/health/educat/disease.htm> for quick tips and downloadable resources or contact Angelina at AS-tovall-Amos@lincoln.ne.gov or 402-441-6277 about 5-4-3-2-1 Go!® and how to get involved.

This message was created by the Consortium to Lower Obesity in Chicago Children (CLOCC). 5-4-3-2-1 Go!® is a registered trademark and Copyright © 2004 Ann & Robert H. Lurie Children's Hospital of Chicago. All rights reserved. www.clocc.net

5

servings of fruits and vegetables a day

4

servings of water a day

3

servings of low-fat dairy a day

2

hours or less of screen time a day

1

or more hours of physical activity a day

GO!®

Malone

Community Center

ANNUAL JUNETEENTH
COMMEMORATION SET

By Larry Williams,
Executive Director, Malone Community Center

The Board of Directors and staff invites the entire Lincoln Community to join us on Saturday, June 21, 2014, for our annual Juneteenth Commemoration.

Juneteenth is the oldest known celebration that commemorates the abolishment of slavery in the United States. Nearly a year and a half after the signing of the Emancipation Proclamation by President Abraham Lincoln, word reached the shores of Galveston, Texas that the civil war had ended and the slaves were to be set free. That day, June 19, 1865 is celebrated today in many States throughout the nation as a day to come together and rejoice. This is observed as a state holiday in 42 States with festivities ranging from daylong events to month long celebrations.

This year the Malone Community Center will be holding their annual Juneteenth Commemoration on June 21 from 11am to 5pm at Trago Park, which is located at 22nd and U Streets. There will be a Health and Human Services Fair where you can learn more about the social and health programs offered throughout the community. Also available will be free health screenings, healthy lifestyle information, free food, and entertainment. Please join us for this annual family friendly event.

Promoting Health Equity Among the Hispanic/Latino Community

By Roy Rivera
Health Coordinator,
El Centro de las Américas

Our mission at El Centro de las Américas is "Educating and Empowering Hispanic/Latino families and the community at large". The services that we offer at El Centro include: health education, family support, GED, ESL and Computer classes, leadership/social skill development for youth, the Tutoring Hub for youth, early childhood Spanish reading hour, medical care navigation, tobacco education, document translations, and technological assistance with applications. El Centro was established as a 501(c)(3) in 1983 and the agency has been a major resource for the community, providing tools to help our clients improve their quality of life. El Centro also celebrates the Hispanic/Latino cultural with the community and strives to promote Hispanic/Latino customs, culture and values through community events, such as the 5 de Mayo/Children's Day Celebration, Día de los Muertos, Festival de las Américas, and Wine! Chocolate! Tango! During these events, attendees can enjoy themselves with different

musical rhythms, delicious authentic cuisines, dances and traditions from different countries in North, Central, and South America.

Following our mission, we believe that nutrition, exercise, and physical activities that involve the whole family are an important component in empowering our community to achieve a better quality of life. In order to be able to create a wider impact, we have established partnerships with other organizations that share our values. Currently, we are co-facilitating programs and supporting movements, such as Catch Kids, Bodyworks, 54321 Go! and My Plate. Families that currently participate in these programs have gained more knowledge on how to eat better, include more physical activity in their daily schedule and build a path to a better state of health.

Coming in Spring, El Centro will kick-off their fifth cycle of the Bike Tour. Every week,



families get together to ride their bikes to different points of interest in Lincoln, while receiving education on health subjects such as tobacco use prevention and cessation and chronic disease management. This is a great way to learn bike safety, how to use the city's trail system and work out!

For more information about the Bike Tour and our other programs, please call: 402-474-3950.

Unfortunately, tracking of weight status and aerobic fitness in LPS students shows wide ethnic and socioeconomic disparities. Luckily we are seeing increases in aerobic fitness and decreases in obesity across ethnic and socioeconomic lines. Because of these disparities, Partnership for a Healthy Lincoln is also working with organizations like El Centro de las Americas and the Clyde Malone Community Center to help reduce obesity and increase fitness in the minority community.

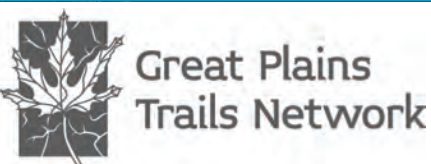
2013-2014 LPS K-8 Students
Overweight/Obese by Ethnicity

Ethnicity	Overweight (%)	Obese (%)	Total (%)
White	15.0%	13.2%	28.2%
African American	17.1%	18.1%	35.2%
Asian	14.0%	12.8%	26.8%
Hispanic	19.1%	25.9%	45.0%
Native American	23.7%	28.3%	52.0%
Multiple Race	17.7%	20.8%	38.5%
All	15.8%	15.8%	31.6%

N = 25,565



www.healthylincoln.org/partners



PEDALING HEALTH!

By Gary Bentrup
Great Plains Trails Network

When Alison Krohn started commuting by bike last year, she just hoped to save a few dollars in transportation costs. But, with the help of the National Bike Challenge, the Lincoln resident discovered so much more: better health, new friends and increased connection to her community.

"I love my morning ride to work. The route takes me over creeks where I frequently see great blue herons and the sunrises are spectacular. Fellow commuters nod or say good morning. It's a much kinder and gentler way to start the day compared to jostling for position and hurtling up I-180 in my car. The bonus is cardiovascular fitness without the expense of a fitness club membership. There is no better way to start the day!"

Krohn is just one of more than 1,000 riders from Lincoln who participated in the 2013 National Bike Challenge, a friendly, online competition sponsored by the League of American Bicyclists, Bikes Belong, Endomondo and Kimberly-Clark Corporation. The competition runs from May 1 to September 30 and has inspired millions of Americans to ride their bikes for transportation, recreation, and better health. During 2013, Lincoln riders took first place in cities with populations over 200,000, beating out cycling powerhouses like Madison, Wisconsin. Local riders logged nearly 700,000 miles and burned 18,110,170 calories. That is over 63,000 slices of pizza! Local riders prevented a total of 353,882 pounds of CO2 going into air and saved \$112,357 dollars, not only enhancing their health but also contributing to the health of the environment and their pocketbook. In addition, Nebraska was in second place for states.

Lincoln and Nebraska are now on the map as a cycling community and state. Now that we had a taste of being the number one community, we want to retain our title in 2014. Consider participating in the National Bike Challenge as a way to have fun and enhance health. This year's challenge will kick off on May 1st. To learn more, go to <http://nationalbikechallenge.org/>.



NSC Leading the Way in Sports and Wellness Event Management

By Scott Ash
Director of Operations, Nebraska Sports Council

The Nebraska Sports Council is pleased to offer opportunities for amateur athletes of all ages and abilities to showcase their athletic talents, participate for the fun of it, meet new friends, make family memories, test their mental and physical limits and achieve healthier lifestyles.

In 2013, NSC conducted the 29th annual Cornhusker State Games (12,300+ athletes) with 60+ sports and events for athletes of all ages and abilities. Plus, Nebraska was chosen to host the 2015 State Games of America after a successful NSC bid edged out San Diego, CA for the rights to host the event. In addition, NSC continued its mission with Mud Run '13 (1,700+ runners) which is an off-road obstacle race and the ever-popular Pumpkin Run (3,700+ runners) for elementary-aged students. The Pumpkin Run continues to be the largest youth cross country run in the U.S.

With a heavy focus on wellness, NSC also conducts the LiveWell Challenge Series. The Nebraska Sports Council & Clarity have helped Americans lose more than 280,000 lbs and log more than 3.5 million hours of activity, harnessing the power of incentives, teamwork, tracking, employer support and community awareness. For more information on NSC programs and events, go to www.NebraskaSportsCouncil.com or call 402-471-2544.

The Nebraska Sports Council is a 501 (c) (3) non-profit organization with a mission of providing quality competition for amateur athletes of all ages and abilities and promoting healthy and active lifestyle choices. The vision of the Council moving forward is to be the leader in sports and wellness event management.



Taking the NEXT STEP Toward Wellness



By Katherine Brockman
Marketing Executive, Lincoln YMCA

As we dive into those first few months past our January resolutions, most of us are inclined to stop and take stock of how we are doing. We here at the Lincoln YMCA are very familiar with this. We encourage our members to reflect, but not to get stuck on the "I should have's." We encourage members instead to decide exactly where they are at on their wellness journey, and offer consultations to take them to the NEXT STEP of where they would like to be. We'd like to offer some of that advice to you as well:

Just Starting Out - For those new to their journey towards wellness, start small and set realistic goals. Drastically reducing calories, increasing exercise or setting outlandish fitness goals oftentimes leads to disappointment, and sometimes injury. Set yourself up for success instead by setting daily or weekly fitness goals that are realistic and in line with your current lifestyle. "I will walk two days per week for 30 minutes." "I will change my afternoon snack from a candy bar to an apple." Start small, celebrate your successes (with healthy rewards of course) and see how quickly small changes can lead to big results.

Coming Back from a Wellness Hiatus - We'd offer similar advice to those of you that have been off your wellness path for a while: start small, set smart goals, and be kind to yourself. Give yourself a pat on the back for starting up your program again, then focus on the details. What past exercise or healthy food did you like? What activities or foods could you use to replace your not-so-favorite ones? Taking stock of what else the wellness world has to offer you can help you get back on track, and enjoy more steps of your journey.

Break Through a Plateau - This is one of the trickiest places to be—you're doing well but those same exercises or diet routines you saw success with earlier are no longer producing the same results. Diversity is key. It's time to change up your exercise routine and revise that diet. If you are a cardio lover, incorporate some strength training or try different type of exercise. Take a look at your diet and see if you are lacking in a certain nutrient or type of food. Log your food intake for a week in an online food diary, then focus on the nutrition counts. Are you eating too much sodium? Maybe you aren't consuming enough protein to build the muscle you're after?

Sometimes the hardest part to a wellness routine is taking that first step...or that next one. Use these tips to get you started. We here at the Lincoln YMCA wish you the very best success in your wellness journey and a healthy and happy 2014!



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Infant

Early
Childhood

School
Age

Family

Adults

Seniors

Healthy Me is FUNdamental to Parks and Recreation

By Melissa Harris
Program Monitor, Lincoln Parks and Recreation



Lincoln Parks and Recreation understands being active and eating healthy is FUNdamental to the development of Lincoln youth. The "FUNdamental Healthy Me" Initiative began three years ago to help youth be more active, eat better, grow up healthy and avoid potential long-term health issues.

Summer Day Camp is a perfect model of Lincoln Parks and Recreation's "FUNdamental Healthy Me" Program. Participants of Summer Day Camp experience healthier lifestyle choices through fun recreational activities. Healthy living curriculum, individual and group games, archery, swimming, tennis, disk golf, yoga and more are introduced. FUNdamental Healthy Me" programs provide youth a framework for making smart nutrition and activity choices. "We are concerned about the life-long effects of childhood obesity and committed to promoting active living in our community," said Dan Payzant, Irving Recreation Center supervisor. "Day camp is a great place to help children understand all the fun things they can do to stay healthy and enjoy life to its fullest."

Physical fitness and healthy eating education has been purposefully integrated into youth programming. Fitness and healthy eating knowledge of participants is measured regularly to determine progress. From 2010-2012 there was an increase from 89%-92% of youth reporting knowledge of healthy eating. 56% of youth improved their flexibility and 51% improved their strength and endurance based on pre/post tests.

Lincoln Parks and Recreation Youth on the Move AmeriCorps programs focus on healthy futures. AmeriCorps members throughout Lincoln implement activities to expand health, fitness and nutrition education. Last year, 739 youth participated in 30 minutes of cardiovascular activity 4 times per week with the purpose of reducing childhood obesity.

For more information about Park and Recreation Healthy Me visit

parks.lincoln.ne.gov

Wellness in the Workplace

By Tonya Vyhldal, M ED, CHPD
WorkWell

Changes taking place in the health care market and the new Affordable Care Act guidelines have pushed worksite wellness programs to become an even greater necessity for organizations. Whether you currently have an active wellness program, are planning to have one, or just aren't sure where you are headed with wellness, a membership to WorkWell serves as a vital resource for organizations working through the worksite wellness maze.

LiveWell survey data (database includes WorkWell member companies from across Nebraska) demonstrates the positive health outcomes that WorkWell member

a trending negative influence to a person's overall health and productivity it is impressive that organizations such as Lincoln Public Schools and other WorkWell member companies are able to make a positive influence in our state's overall health.

WorkWell is a division of the Nebraska Safety Council and serves over 100 member organizations with their health and wellness needs. We support organizations looking to develop and enhance their worksite wellness programs by providing networking, training, consulting, data collection/management, and program design assistance. WorkWell has a strong history of providing high quality, value added service and has supported many of Lincoln's employers to receive local, state, and national recognition for their wellness programs.

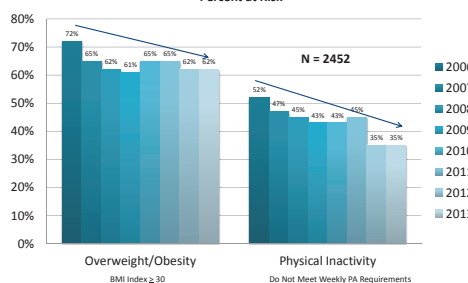
WorkWell is proud to be the facilitator and administrator for the Governor's Wellness Award which began in 2008. Since the inception of the Governor's Wellness Award, over 170 companies of various size and industry have learned the evidenced based model for developing a wellness program, built high quality wellness programs, validated their wellness program's success, and have gone on to receive the coveted Governor's Wellness Award.

For more information on WorkWell services please contact Tonya Vyhldal or Jackie Varicak at 402-483-2511.



WorkWell Trend Data

2006-2013
Percent at Risk



companies have achieved. Data specific to Overweight/Obesity and Physical Inactivity shows a significant positive change for companies who have developed and maintained high quality well-designed workplace wellness program. With obesity, diabetes, and inactivity being

2nd Annual "Age Strong! Live Long! Walk On!" Coming Soon!

By Zoe Olson, Aging Partners

In honor of Older Americans Month, Aging Partners will be hosting its 2nd annual Age Strong! Live Long! Walk On! event on Friday, May 16, 2014 at Union College Campus. Attendees can enjoy the outdoors, get active, and talk to local vendors!

Last year's event, on May 17, 2013, drew a diverse attendance of 221 people ranging in age from 1 1/2 to 96. Many grandparents included their grandchildren in the walk. Others came with friends, neighbors, parents, children and fellow senior center participants. Pam Lander, director of Belmont and Maxey Senior Centers, brought approximately 45 percent of the center's regular participants to the event.

"I think they enjoyed it because it's something they've not done before," she said. "It was a new adventure for them."

Walkers arrived at the campus at 8 a.m. for registration, and the walk followed at 9 a.m. The event offered two courses, one longer, more physically challenging course that

walkers circled three times and a smaller, more level course that walkers circled four times. By completing all the laps on each course, participants walked one mile.

Participants were encouraged to walk only as far as they felt comfortable. For some, this meant only one lap. For others, such as Alice Stillahn, 70, it meant nearly 2 miles.

"I participated today because I'm trying to keep my health up by walking," she said. "Walking is something I do most every day."

Before and after the walk, participants visited vendor booths to learn more about health and retirement living. Live entertainment from bands Rich & Roni and the Plain Label String Band kept walkers motivated during and after the trek.

The event offered both health and social benefits.

"Many had the opportunity to see some old friends or other center participants they know but never get to visit with," Lander said.

The walkers' response to this event was positive. Many already are looking forward to this year's event.

"My friends and I really enjoyed it," said Margie Otto, 65. "The event reminds people they don't have to sit around. They can get up and move around, whether it's walking, biking, jogging, swimming, playing croquet, golfing—anything."

For more information contact Zoe Olson, (402) 441-6156, zolson@lincoln.ne.gov.



Infant

Early Childhood

School Age

Family

Adults

Seniors

www.healthylincoln.org/partners

Community Partner Events:

Great ways to get active and focus on healthy eating are coming your way!

YMCA Healthy Kid's Day
April 5

National Bike Challenge
May to September

Old Cheney Farmers Market
(Sundays 10-2 May-October)

Haymarket Farmers Market
(Saturdays 8-Noon May-October)

Age Strong! Live Long! Walk On!
May 16

Juneteenth
June 21

Garden Gala
June 21

Trail Trek
June 22

Cornhusker State Games
July 18-27

Energy
July 26

Mud Run
August 23

Farm Walk
September 6

Streets Alive! & VegFest
September 14

Fuel Up with Color Run
October 4

Pumpkin Run
October 11

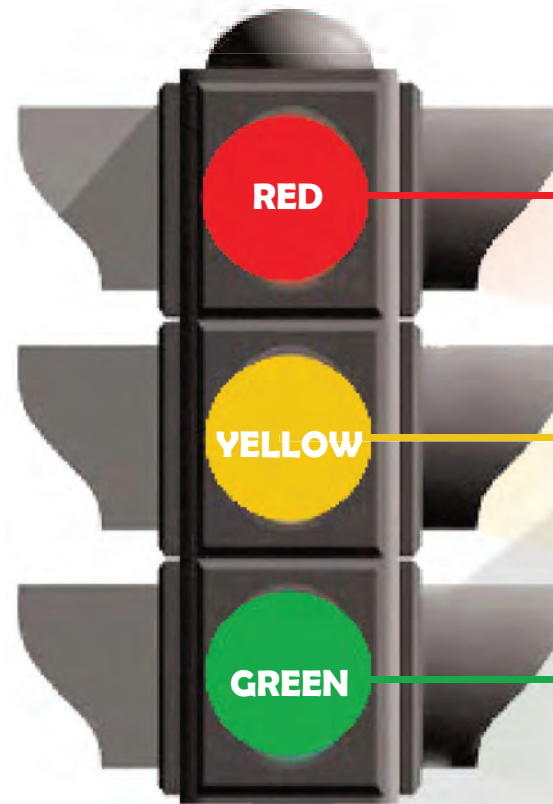
To find out more, visit:

www.healthylincoln.org/communitycalendar

STOP!

Rethink your DRINK

Go On GREEN



RED

Drink Rarely, if at all

- Regular Sodas
- Sports Drinks*
- Sweetened Coffee Drinks
- Energy Drinks
- Sweetened Tea
- Fruit & Juice Drinks with added sugar

YELLOW

Drink Sometimes

- Diet Sodas
- Diet Iced Tea
- 100% Juice
- Chocolate/Flavored Milk
- Low Calorie Drinks
- Low Sugar Drinks
- Low Calorie Sports Drinks (ex: G2)

GREEN

Drink Freely

- Water
- Seltzer Water
- Skim or 1% Milk
- Unsweetened Tea
- Unsweetened Coffee

*Sports drinks are unnecessary for general consumption. They are for rehydration during high-intensity exertion such as marathon running or strenuous exercise outdoors on high heat index days (ex: summer soccer or football).



Choose the road to a HEALTHIER YOU!



Why Add a Healthy Beverage Vending Policy?

Many adults spend a large portion of their time at work following a day to day routine. Most have a typical lunch, a regular arrival and departure time, and may not give much thought to the choices they make all day long and how they may affect their health. By promoting health in the workplace, employees are encouraged to adopt a healthier lifestyle into their daily routine. One way to begin making a change to a healthier workplace is to adopt a healthy vending policy.

A healthy vending policy focusing on sugar-sweetened beverages is effective because these are the largest single contributor to the obesity epidemic. Although there are several other causes for our expanding waistlines (too little exercise, processed foods, portion sizes), the calories we drink account for the largest single source. This is a problem because the calories we drink are usually "empty calories" with no other nutritional benefit. Our bodies also do a poor job of ac-

counting for the calories we drink. Just one extra pop per day can add 10-15 pounds per year.

Workplaces and organizations should consider a healthy vending policy because many studies show that even minor changes in our environment can have a large impact on what we choose. Education on healthier choices is important, but studies show that education by itself is rarely effective. If we continue to provide convenient sources of cheap, empty calories in the places we work, we will tend to consume more. A healthy vending policy does not restrict a person's right to choose. They continue to drink whatever they want, but a strong vending policy will help make the healthy choice the easy choice by placing healthy beverages close at hand and no longer enabling access to less healthy choices.

The Healthy Beverage Vending Initiative involves organizations

taking a look at the contents of the their vending machines and making gradual changes to encourage healthier choices. We start with education using an easy to understand stop light visual that explains to people which beverages are healthy (green), okay but not too bad (yellow), or avoided for regular consumption (red). The next step is to change the promotion of products – only advertising healthy products, using price incentives, strategic placement of healthy products, and gradual reductions in less healthy products. The final step is removing red beverages from vending machines. Assurity Life Insurance Company, Lincoln Industries, and Saint Elizabeth Regional Medical Center have already signed on to this initiative. Thanks to our recent partnership with WorkWell, we are currently piloting a healthy beverage vending toolkit with resources and customizable tools. We hope your organization will be the next to join!

By Bob Rauner, MD, MPH

Director, Partnership for a Healthy Lincoln