



2009 PRESIDENTIAL HEALTHY WEIGHT INITIATIVE

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Presidential Year (2008-2009) Initiative

Initiative Objective: *To emphasize the physician role and encourage physicians to become more active at the local community level to support current and emerging healthy weight initiatives, especially in the educational system. Secondly, to ensure that the MMA serves in a statewide advocacy role to support Healthy Weight Initiatives by leading organizations.*

How Can MMA Members Get Involved?

- ◆ Use the Tools (See reverse to get started)
- ◆ Be a Role Model
- ◆ Be Involved in Your Community
- ◆ Support Public Policy Initiatives

Initiative Outcomes:

1. Development of the MMA Public Health Web Page that includes resources and TOOLS for physicians and patients.
2. Ensure MMA support for all obesity policy initiatives through the Health Policy Partners of Maine (HPP) and engage the membership on the issues for the 124th Session of the Legislature:
 - Menu Labeling
 - PE4ME (physician education/activity in the schools)
 - BMI in the school setting ("Child Report Card")
3. Encourage members to work more closely with their school superintendents, school physicians, school wellness committees and their local Healthy Maine Partnership Coalitions (HMP's).
4. Deliver a Five-Part President's Message in the MMA's Newsletters to focus on the physician's role in healthy weight initiatives. (Introduction to the overall initiative, followed up by articles on each of the 4 "key messages", providing further explanation and examples of physician roles.)
5. Provide or sponsor two talks to MMA or other general audience on the issue of obesity and healthy weight.
6. Provide or sponsor talks to four specialty societies on the "Physicians Role in Healthy Weight Initiatives."
7. Promote the "10 Easy Things" that MMA Members can do to promote Healthy Weight.

Join us. See reverse for resources to get started.





HEALTHY WEIGHT INITIATIVE RESOURCES AND TOOLS



www.mainemed.com - Few public health challenges are more important today than stopping the epidemic of overweight and obesity. The Maine Medical Association's new public health policy web page section will quickly direct you to the most up to date resources and educational tools available for physician/office use about the recognition and treatment of overweight and obesity. Many of which are listed below for your convenience.

www.healthymainepartnerships.org - (click on the obesity and school health information informational blocks) Where communities, schools, hospitals, businesses, and volunteers are working together at the State and local level to make Maine a healthier place to live and work. At the State level, the Healthy Maine Partnerships (HMP's) are programs and organizations dedicated to promoting health all over Maine. These statewide partners support the 27 local HMPs with training, technical assistance, evaluation, program development and media help in order to reach the communities at the local level.



Health Policy Partners

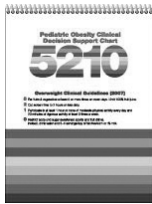


www.mcd.org/hpp - (click on Obesity Prevention) The Health Policy Partners of Maine was created in 2007 as an umbrella coalition consisting of the Maine Coalition on Smoking or Health, the Friends for the Fund for a Healthy Maine, and a group of professionals working on obesity prevention policy. Their mission is to advocate for public policies that promote healthy lifestyles and reduce and prevent chronic disease in Maine.

www.mcph.org/major_activities/keepmehealthy.htm. Keep Me Healthy is the title of a tool kit developed by the Maine Youth Overweight Collaborative (MYOC), established in partnership with the Maine Harvard Prevention Research Center, the Maine Chapter of the American Academy of Pediatrics, and the Maine Center for Public Health to improve outcomes for overweight and obese youth. The MCPH brought together clinical experts, primary care practices, and community partners to develop local expertise and shared goals among clinical practice teams in order to improve management of and decrease youth overweight within the state. By providing the tools and resources posted on their website, the Maine Center for Public Health seeks to provide practical support and guidance to health care practices, organizations and individuals across the state to help improve care and outcomes for overweight and obese youth.



Pediatric Obesity Clinical Decision Support Chart Now Available! The MYOC chart provides clinicians with practical, point-of-care guidance on childhood obesity. The chart also contains the latest information from "Expert Committee Recommendations on the Prevention, Assessment, and Treatment of Child and Adolescent Overweight and Obesity." To download a FREE PDF version of the Maine flipchart, go to: www.mcph.org/major_activities/keepmehealthy.htm. You can also order a copy of the Maine version of the flipchart (shown at left) from the Maine AAP at: www.maineaap.org/project_youthoverweight.htm.



www.letsgo.org - Let's Go! Is a community-based initiative to promote healthy lifestyle choices for children, youth and families in 12 Greater Portland communities. An essential part of their mission is working with health professionals for the prevention and treatment of childhood obesity, and one of their most important resources is their "Lets Go" Toolkit, a childhood obesity resource toolkit for healthcare professionals.



NICHQ **www.nichq.org** - The Childhood Obesity Action Network (COAN) is a web-based national network aimed at rapidly sharing knowledge, successful practices and innovation across providers. To gain access to the Implementation Guide's tools, resources and the report, Childhood Obesity: The Role of Health Policy, which provides recommendations on actions that various stakeholders in health care can take to mount an effective health care response to the epidemic of childhood obesity, just click on the link.