

Office of Family Health Nutrition and Physical Activity Plan

Objective 1: Increase the percentage of Oregonians who consume at least five daily servings of vegetables and fruit.

[State Nutrition Plan, Objective 1: Increase the percentage of Oregonians who consume at least 5 daily servings of fruits and vegetables]

| Activities | OFH Section | Current Activities | Potential Activities | Support Activities |
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| 1.1. Compile and analyze current vegetable and fruit consumption | Adolescent Health | We compile and analyze data that addresses this information | <p>Possibility of getting food data through providers who use the USDA food program</p> <p>Long-term goal could be working with Family Net in data collection of F/V intake and physical activity, and also could advocate for inclusion of questions into PRAMS</p> <p>WIC research analyst could assist in analyzing available data</p> | Support |
| | Babies 1 st | | | Support |
| | Child Care | | | Support |
| | Perinatal | | | Support |
| | WIC | | | |

| Activities | OFH Section | Current Activities | Potential Activities | Support Activities |
|--|--|--|---|--|
| <p>1.2 Determine link between fruit and vegetable consumption and health status</p> | <p>Babies 1st</p> <p>Child care</p> <p>Genetics</p> <p>Perinatal</p> <p>WIC</p> | | | <p>Support</p> <p>Support</p> <p>Be aware of literature linking genetics and F/V intake; any literature review or report linking health outcome with F/V and PA reviewed by Genetics if there is any link</p> <p>Support</p> <p>Possible assistance with literature reviews.</p> |
| <p>1.3 Promote family-centered 5-a-day activities in OFH programs [1.b Increase promotion of 5 A Day messages in state, local public health, community, and school nutrition and health programs through increased access to training, technical assistance, and funding.]</p> | <p>Adolescent Health</p> <p>Babies 1st</p> | <p>Nutrition messages are a routine part of SBHC visits. Last year almost 11,000 SBHC visits included a Nutrition and/or PA component: 1,900 nutrition-related lab screens and 1,022 sports physicals.</p> <p>Nutrition questions on Patient Satisfaction Survey (see 2002 PSS)</p> <p>Provides leadership and training to partners, do this in conjunction with OPHA, and could be further supported with 3e. and 3f. (funding for local projects and incorporate in the OFH annual plan process)</p> | <p>Promote 5 A Day activities in OFH by promoting a consistent 5 A Day message, seeking funding to initiate local level demonstration projects to increase F&V consumption, and help incorporate the promotion of adequate V&F consumption as a focus in the OFH annual planning process</p> <p>Babies 1st manual is beginning to be updated. Need to strengthen nutrition</p> | |

| Activities | OFH Section | Current Activities | Potential Activities | Support Activities |
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| | <p data-bbox="604 542 730 570">Child Care</p> <p data-bbox="604 911 705 971">Family Planning</p> <p data-bbox="604 1365 705 1393">Genetics</p> | <p data-bbox="795 331 1192 391">Providers counsel some on nutrition, but probably limited.</p> <p data-bbox="795 516 1157 602">Completed nutrition and physical activity section in updated Child Care Basics manual</p> <p data-bbox="795 638 1199 816">PSU has conducted training, using the new manual, to 100 trainers throughout the state who in turn train childcare providers. Could do more training of trainers. Training and handbooks are free to providers.</p> | <p data-bbox="1220 881 1535 1027">Promote family-centered 5 A Day activities in OFH programs by distributing a consistent message and materials to clients</p> <p data-bbox="1220 1063 1524 1149">Promote 5 A Day campaign targeted at state and local public health employees</p> <p data-bbox="1220 1185 1545 1304">Remind clinic staff and coordinator during orientation and reviews of nutrition materials available on website</p> | <p data-bbox="1577 911 1881 997">Provide materials and information to promote 5 A Day activities</p> <p data-bbox="1577 1032 1896 1179">Encourage family planning clinic distribution of the “Nutrition and Birth Control” brochure – it is also available on our website.</p> <p data-bbox="1577 1214 1913 1333">FP manual “resource” section has nutrition-related materials-could contain 5 A Day information.</p> |

| Activities | OFH Section | Current Activities | Potential Activities | Support Activities |
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| | | Already in the WIC annual plan for 2002 | WIC would participate in the development of any new modules | Debra is willing to assist with grant writing |
| 1.4 OFH staff actively participates in State Public Health Nutrition group | Babies 1 st Perinatal WIC | Joyce currently participates in the OFH nutrition group | When new perinatal nurse hired, would like her to participate in the OFH Nutrition Group Two WIC reps already attend meetings and provide input | |
| 1.5 Provide leadership to partners to support community planning and policy efforts to include adequate vegetable and fruit consumption by women, children, youth and their families [1.b Increase promotion of 5 A Day messages in state, local public health, community, and school nutrition and health programs through increased access to training, technical assistance, and funding] | Babies 1 st Family Planning | Provides leadership and training to partners, do this in conjunction with OPHA, and could be further supported with 3e. and 3f. (funding for local projects and incorporate in the OFH annual plan process) | Provide leadership to partners to support community planning and policy efforts to include adequate F&V consumption by advocating for the inclusion of F&V information in continuing education activities for professional groups | |

| Activities | OFH Section | Current Activities | Potential Activities | Support Activities |
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| | <p>Oral Health</p> <p>Perinatal</p> <p>WIC</p> | | <p>Support community planning and policy efforts to include adequate fruit and vegetable consumption</p> <p>Could provide leadership to partners in the area of promotion such as providing training to nurses and support community planning</p> <p>State will train WIC staff</p> | |
| <p>1.6 Collaborate with the Healthy Kids Learn Better Partnership in order to increase the consumption of vegetables and fruits in schools [1.d Encourage funding and support to increase the number of elementary and middle school with variety bars offering fruits and vegetable purchased locally whenever possible</p> | <p>Adolescent Health</p> <p>Babies 1st</p> <p>Child Care</p> <p>Oral Health</p> <p>Perinatal</p> <p>WIC</p> | | <p>Collaborate with Healthy Kids Learn Better Partnership (HKLB) to increase the consumption of F&V</p> <p>Dept of Education is hiring a nurse to target K-12; this would be a link with HKLB</p> | <p>Link with HKLB as it relates to after school care of school-agers.</p> <p>Support/collaborate with Healthy Kids Learn Better Partnership in order to increase the consumption of fruits and vegetables in schools</p> <p>Support</p> <p>WIC can provide support of this effort through referrals to</p> |

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| | | | | WIC participants with school-aged children |
| <p>1.7 Expand the Farmer’s Market Nutrition Program and Senior Farmer’s Market Nutrition Program to reach more people in Oregon [1.c Promote WIC and Senior Farmer’s Market Programs and support their expansion]</p> | <p>Oral Health</p> <p>WIC</p> | <p>Suggest adding this item under #7: Keep Farmers’ Market advocates well-informed regarding the needs, status and benefits of the programs.</p> <p>Suggest adding this item under #7: Seek additional private foundation funding to allow increase in federal match received.</p> | | <p>Support community planning and policy efforts to support efforts to expand Farmers’ Market</p> <p>Would assist with office-wide effort</p> |
| <p>1.8 Negotiate with WIC at the federal level to change the food package prescription to allow the purchase of vegetables and fruits and include the use of food instruments at farmer’s markets</p> | <p>WIC</p> | <p>WIC continues to advocate for changes through our national association, NWA</p> | | |

Objective 2: Increase the percentage of Oregonians who participate in daily physical activity.

[State Physical Activity Plan, Goal I: Increase daily physical activity among Oregon youth. Goal II: Increase daily physical activity among Oregon adults]

| Activities | OFH Section | Current Activities | Potential Activities | Support Activities |
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| <p>2.1 Compile and analyze current physical activity data (e.g., from YRBS, BRFSS, WIC, and others) [Goal IV.1.a Identify methods, collect and analyze data associated with obesity, chronic disease, nutrition, and physical activity comparing high-risk populations with the state population as a whole]</p> | <p>Adolescent Health</p> <p>WIC</p> | <p>SBHC's compile and analyze data that addresses this information</p> | <p>Could look into incorporating this into TWIST (already there?)</p> | <p>WIC research analyst may be able to help analyze existing data</p> |
| <p>2.2 Determine the link between physical activity and health status</p> | <p>Genetics</p> <p>WIC</p> | | | <p>Be aware of literature linking genetics and PA; any literature review or report linking health outcome with F/V and PA reviewed by Genetics if there is any link</p> <p>WIC research analyst may be able to help analyze existing data</p> |
| <p>2.3 Promote family-centered physical activity promotion activities in Office of Family Health programs [Goal II.1 Increase the percentage of worksites that support and promote physical activity among their employees and in their communities.</p> | <p>Adolescent Health</p> | <p>PA messages are a routine part of SBHC visits. Last year almost 11,000 SBHC visits included a Nutrition and/or PA component: 1,900 nutrition-related lab screens and 1,022 sports physicals.</p> | | |

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| | <p>Immunizations</p> <p>Newborn Hearing Screenings</p> <p>Perinatal</p> <p>WIC</p> | <p>Maternity Case Management promotes physical activity</p> <p>State WIC is currently establishing a 10,000 step program for staff and may suggest state funding a pilot or two of same program at county level</p> <p>Kids' Klub is already being used by WIC (See more in section below)</p> <p>This is already a suggested objective for WIC locals in their annual plans</p> | <p>Promote a consistent message</p> <p>Examine who are our current partners and how their work relates to or compliments the N&PA plan</p> <p>Support concept and message</p> <p>Already occurs informally in many local WIC clinics</p> <p>WIC could be involved in the development of any new modules</p> | <p>Sponsor a softball team</p> <p>Support efforts made in and around OFH and HPCDP</p> <p>WIC would assist as needed.</p> <p>Could assist in grant writing.</p> |
| <p>2.4 OFH staff actively participates in the Oregon Coalition for Promoting Physical Activity (OCPPA) to support and implement initiatives like Walk to School Day, Safe Routes to School, and other community, worksite and healthcare initiatives</p> <p>[Goal I.1 Increase the percentage of trips to school that youth make by walking and biking]</p> | <p>WIC</p> | <p>WIC has a representative at these meeting who provides input into the plan</p> | | <p>Support concept and message</p> |

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| <p>2.5 Provide leadership to partners to support community planning and policy efforts to include adequate daily physical activity by women, children, youth and their families [Goal IV.3 Increase the number of health care systems and providers that encourage daily physical activity among patients]</p> | <p>Family Planning</p> <p>WIC</p> | <p>Materials, including videos have been disbursed to all local WIC agencies</p> | <p>Possibly provide leadership to partners to support community planning and policy efforts by advocating for the inclusion of information about the importance of daily physical activity in continuing education activities for professional groups</p> <p>WIC could assist in creating a training module for OFH quarterly regional trainings</p> | <p>WIC supports the concept, but would not elect to be involved.</p> |
| <p>2.6 Collaborate with the Healthy Kids Learn Better Partnership in order to increase physical activity in schools [Goal I.2.d Work with the HKLB Partnership to establish local School Health Advisory Councils to assess, plan, and implement quality physical activity programs and policies for students. Goal I.5.a Work with the HKLB Coalition to promote comprehensive policies that encourage physical activity through physical education, health education, recess, competitive and non-competitive sports programs, and school transportation]</p> | <p>Adolescent Health</p> <p>Babies 1st</p> <p>Child Care</p> <p>Perinatal</p> <p>WIC</p> | | <p>Collaborate with HKLB in order to increase PA in schools</p> <p>Dept of Education is hiring a nurse to target K-12; this would be a link with HKLB</p> | <p>Link with HKLB as it relates to after school care of school-agers.</p> <p>Support</p> <p>WIC can provide referrals for WIC families with school-aged children</p> |