

Hi, just a reminder that you're receiving this email because you have expressed an interest in Vermont Department of Health: Physical Activity and Nutrition. Don't forget to add natalie.schubel@state.vt.us to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.

News from the Physical Activity and Nutrition Program



It is hard to believe it Fall has arrived, but as we look out the window or step outside, the signs are clear - beautiful foliage accompanied by cooler temperatures and shorter days. We know there is still plenty to enjoy outdoors at this time of year including crisp air to exercise in; beautiful surroundings to enjoy through hiking, apple picking or raking leaves; and the full bounty from the fall farmers markets. We all have our ways of enjoying fall in Vermont- have fun!

In this newsletter you'll find other fall news as well: updates on what is happening in schools with the new Smart Snacks standards, announcements about the annual worksite wellness awards and conference, and information regarding a new social marketing campaign that will help Vermonters understand what healthy food is and how to prepare it. Enjoy!

Sue Kamp

Physical Activity and Nutrition Program Administrator

Healthy Communities

New Marketing Campaign

In July 2014, VDH conducted four focus groups with low income (SNAP-Ed eligible) mothers of children between the ages of 2-10 to better understand choices women



make for their families around healthy food, and the types of "healthy food" messages that resonate with them. The results were consistent with other VDH focus groups on this topic as well as national studies showing there is confusion about what healthy food is to begin with. In addition, concerns about the cost of healthy food, buying food children may not like (so it goes to waste), and how to prepare and store the food were all voiced. As a result of the information learned from the groups, VDH will be developing a social marketing campaign aimed at this population, clarifying what "healthy eating" means and providing information

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about how to properly store and prepare fresh produce. The campaign will incorporate social media and use bright colorful graphics that were universally preferred by the women.

Schools

In our [last newsletter](#) we addressed the new national nutritional standards which have been introduced this fall. The new [Smart Snacks](#) are a comprehensive strategy to improve food served to children during the school day. The standard emphasize whole grains, fruits, vegetables and lower fat products, fueling the children with energy that can help carry them through the day. In an attempt to further help the school nutritional environment, the standards require that school fundraisers, which include food, must meet Smart Snacks standards. School fundraising has been a critical method for schools to augment their budgets. This means that high fat, salty foods which have been the staple of school fundraisers (cookies, pizza, candy, etc.) are no longer permissible. During the initial implementation phase the federal government has allowed states to set their own standards of compliance with the fundraising standards. Some states allow a fixed number of non-compliant food related fundraisers per year. Vermont, in its unwavering support for the health of Vermont children through good nutrition, does not offer a waiver for school food fundraisers. For years, prior to the Smart Snacks standards, schools have found ways to raise funds which do not require unhealthy foods. We have compiled a list of ["Alternative Fundraisers,"](#) gleaned from across the country, that have effectively raised funds in manner consonant with our desires to raise healthy children.



Worksite Wellness

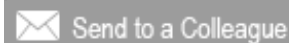
Worksite Wellness Award Application - Now Open!

On September 22nd the application for the 2014 Worksite Wellness Awards opened. The Worksite



Wellness Awards have been given out annually for in Vermont for over 10 years. The awards are designed to highlight and recognize what worksites from around the state are doing to promote the health and wellness of their employees. The 2014 application has been redesigned based on feedback from a range of

Please forward this newsletter to interested colleagues!



Upcoming events

[Free Weight Management Research Program:](#) **UVM is looking for teens 12-18 years old to participate in this free program**

[October 22nd Brown Bag Lunch & Learn on the effect of Domestic Violence in the Workplace:](#) hosted by the VDH Domestic Violence Advisory Group
12-1pm
108 Cherry St. Burlington, VT
Room 2B

[Worksite Wellness Award Application:](#) **Open until October 22, 2014**

Check out our website [My Moment](#)

Stay Connected



employers (different industries, sizes and experience) that were brought together in a focus group to talk about the application. As a result, the application is shorter, with more narrative questions to give applicants more latitude to explain what their organization is doing and why it should be recognized. Additionally it was brought to our attention that the award levels created an unnecessary amount of competition between employers, taking the focus away from creating the best well workplace possible and therefore we have eliminated that form of ranking. We hope the application allows organizations to present their achievements and help identify areas for future growth. The application will be open through October 22, 2014 and can be found [here](#).

The Worksite Wellness Awards will be presented at the annual Worksite Wellness Conference that will be held on March 25, 2015 at the Sheraton Hotel and Conference Center in Burlington. The theme of the 2015 conference is "Creating Well Workplaces." The conference brings together experts from the worksite wellness field to share their knowledge and ideas with participants through a series of breakout sessions. It also is a time of sharing in which organizations get ideas from one another and learn from each other's success stories.

Clinical News

Prediabetes, which affects an estimated 79 million people in the United States, is potentially reversible, but often leads to diabetes. The Vermont Department of Health is working to promote awareness of prediabetes and increase referrals to the [YMCA's Diabetes Prevention Program](#). The program is part of the CDC-led National Diabetes Prevention Program, and designed to help those at high risk for developing Type 2 diabetes adopt and maintain healthy lifestyles.

Classes are offered state-wide and free of charge to qualified participants thanks to a partnership with the Department of Vermont Health Access. Trained lifestyle coaches lead small group classes on topics such as healthier eating and physical activity. In order to qualify for the program, you must meet certain risk criteria listed [here](#). Classes form monthly! Call today to learn more 802-652-8196 or visit: <http://myhealthyvt.org/>

Healthy Retailer: A New Report

This past spring marked the end of a 3+ year of Healthy Retailers - a project that worked toward increasing access to healthy food and



decreasing alcohol and tobacco advertising and product placement in small retail stores across the state. Over 60 stores participated, with support from local community coalitions to make in-store changes. Community coalitions conducted, and submitted to VDH, 493 community surveys and VDH staff interview 22 store owners who participated in the project. A [report](#) was compiled with a summary of findings. Some key points:

1. Half of the consumers reported having noticed store changes, most notably around healthy food being available and promoted.
2. Nearly three-fourths of all shoppers believe that store changes will lead to an increase in healthy food purchases, and a higher number think it is important for stores to offer healthy choices. A sizeable number of respondents did note a change in shopping habits in the past year, regardless of whether or not they noticed store changes.
3. People overwhelmingly wanted less tobacco and alcohol ads and believe youth were influenced by the ads.
4. Consumers are exposed to local products at HR stores, which is important to them. A wide range of local products are purchased, with seasonal foods being among the most popular.
5. Store owners identified a lot more "supports" that were offered and in place to make changes than barriers.
6. In-store materials were seen as the best form of coalition assistance, with suggestions for changes being a close second.
7. Nearly all store owners' stock local products, and most would like to sell more local products. There was a strong belief that Healthy Retailer did not increase sales of local products.

Early Childhood Education

Like school age children, our littlest Vermonters deserve and receive attention to health related issues that will prepare them for the healthiest lifetime possible.



Similar to the Smart Snacks rules, The Federal Child and Adult Care Food Program (CACFP) supports healthy nutrition with guidelines as well as providing financial reimbursement for eligible child-care programs.

The Vermont Department of Health has supported and augmented these rules and this past year by promoting the [Nutrition and Physical Activity Self-Assessment for Childcare](#) (NAPSACC) tool in over 25 home and center-based child care programs in the state. Research has

shown that nutrition and physical activity patterns are established when children are young, hence positive exposure to healthy foods and experiences with plentiful physical activity is critical to the health of our youngest Vermonters.

In the NAPSACC program child care providers are trained and supported to evaluate and make improvements in the nutrition and physical activity components of their programs. By making programmatic changes and enlisting staff to be good role models (trying new foods, no soda drinking or eating unhealthy foods in front of the children), children will experience and be surrounded by healthy foods and activities. Another component of the NAPSACC model is empowering providers to educate parents to support new foods and activities, similar to those that children have learned in their childcare program. If children can spend both their days and their home-life eating nutritious foods and participating in healthy activities and surrounded by positive role models as they grow they will have a strong foundation to make good decisions about their own health.

Funding News

The Division of Health Promotion and Disease Prevention has received a grant from the CDC called the State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity and Associated Risk Factors and Promote School Health (1305). It includes activities that are assisting schools and early childhood education sites to lower the sodium content of their menus, and to increase and promote physical activity. In worksites 1305 is striving to improve the quality of food served in cafeterias and vending, and augment options for physical activity. In primary care practice sites 1305 is assisting healthcare providers in using electronic health records to manage their patients that have hypertension and diabetes. 1305 staff are working with community partners to promote evidence-based self-management programs that prevent and control diabetes.

The CDC expects to continue funding 1305 for another three years and places emphasis on program evaluation and surveillance. VDH activities include preparing geocoded maps to inform state partners about the supply and location of services and the prevalence of health conditions. All work is being aligned with other programs in the Division of Health Promotion and Disease Prevention including activities funded by the Association of State and Territorial Health Officials, "Million Hearts" for hypertension detection and control.

Vermont Department of Health: Physical Activity and Nutrition

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