



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

SPEAKER'S TASK FORCE ON CHILDHOOD OBESITY

YMCA OF METROPOLITAN MILWAUKEE
LISA COOMBS-GEROU, COO

October 27, 2023



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

STRATEGIC PLAN 2021-2024

OUR MISSION

To put Christian principles into practice through programs that build a healthy spirit, mind, and body for all.

OUR VISION

To become recognized as a leading community collaborator that achieves bold results in the areas of youth development, healthy living, and social responsibility, with an emphasis on youth, families, and aging adults.

OUR VALUES

- Caring
- Honesty
- Respect
- Responsibility

OUR CAUSE

To strengthen the foundation of community

OUR AREAS OF IMPACT

Youth Development:

- Nurturing and empowering young people to reach their full potential

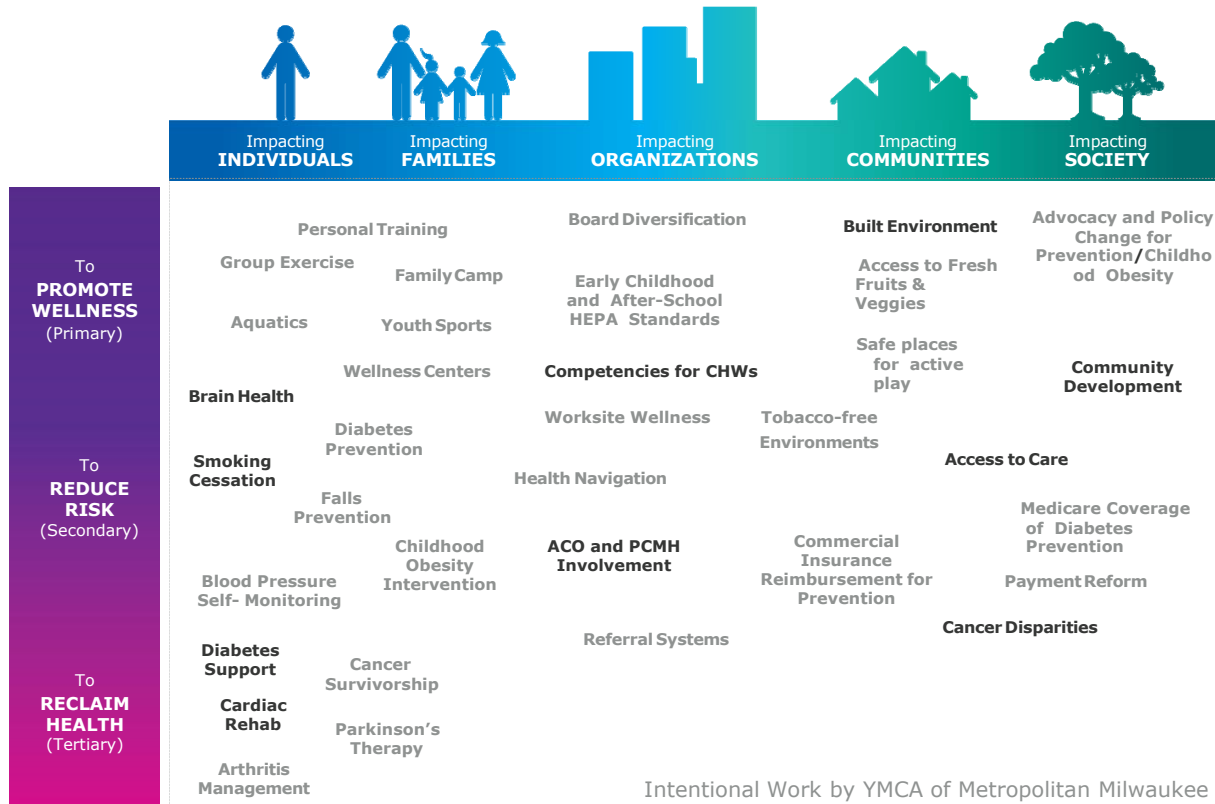
Healthy Living:

- Improving individual and community health and well-being

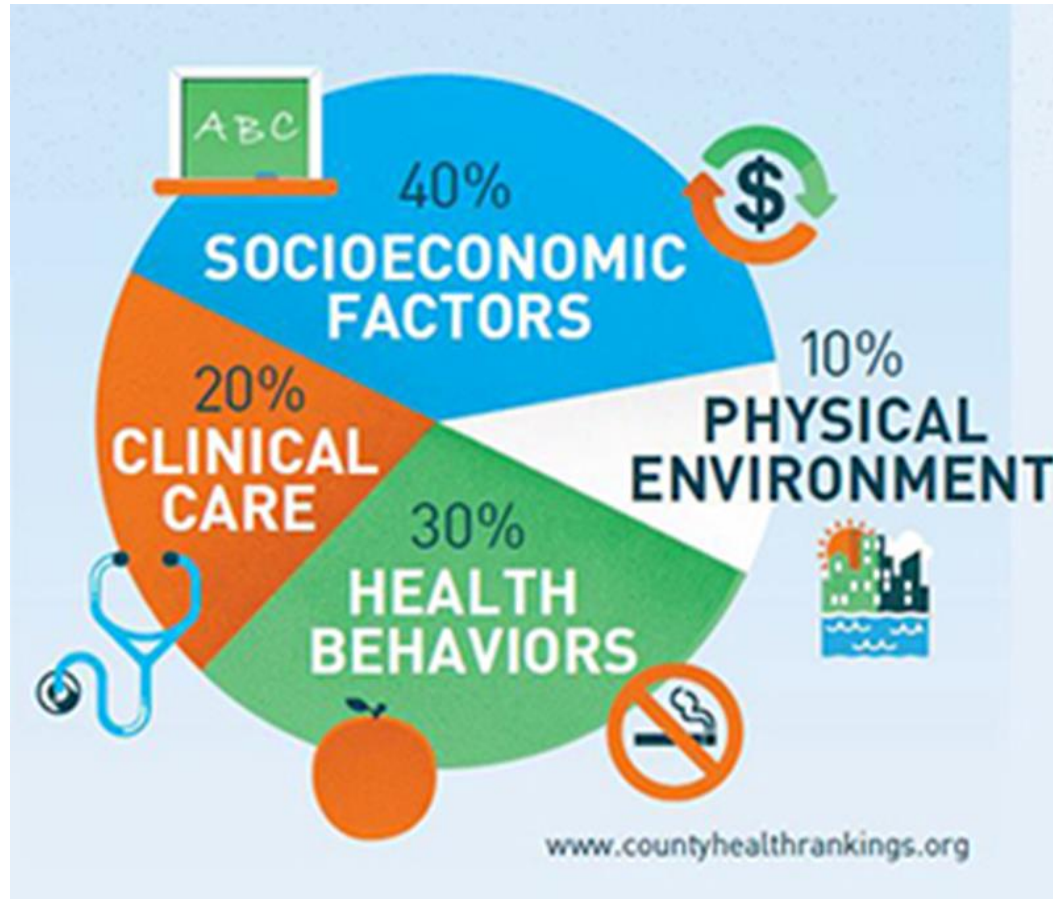
Social Responsibility:

- Providing support and inspiring action in our communities

THE Y'S HEALTHY LIVING FRAMEWORK



HEALTH HAPPENS OUTSIDE CLINICS



THE OPPORTUNITY:

**TRANSFORM OUR
RELATIONSHIP WITH
HEALTH CARE**

PARTNERSHIP WITH

**STATE OF WISCONSIN –
CHRONIC DISEASE DIVISION**

DEFINING THE NEED

We were part of Children's Elevated Body Mass Index in Children – Population Advisory Committee – 10 meetings over the 2018

- Children, 6-12 years old, Covered by CCHP Medicaid or Anthem Medicaid, Residents of MKE County (51,792 members)
- BMI $\geq 85^{\text{th}}$ Percentile (6,727 members with claims)
- Recommendation:

[Refer to Healthy Weight and Your Child at the YMCA](#)

IMPACTS OF CHILD HEALTH

In Wisconsin, 17.2% of youth ages 10 to 17 have obesity, giving Wisconsin a ranking of 31 among the 50 states and D.C. This page includes Wisconsin data in four areas: the latest data on obesity, diabetes, and hypertension; how federal nutrition policies impact Wisconsin; health behaviors and outcomes among high school students; and policies enacted by Wisconsin to support health and prevent obesity.

[CACFP](#) The Child and Adult Care Food Program (CACFP) provides federal funding to states to reimburse childcare programs and other providers for serving nutritious food to children and adults in their care.

[Climate change](#) Climate change has significant impacts on how and where food is grown and produced.

[Dietary Guidelines](#) The current Dietary Guidelines for Americans are the first edition to provide recommendations by life stage, including for infants, toddlers, and women who are pregnant or lactating.

IMPACTS ON CHILD HEALTH

Food marketing to children Food, beverage and restaurant companies spend billions of dollars per year advertising to young people, most of which promotes fast food, sugary drinks, candy, and unhealthy snacks.

Food systems How food is produced, distributed, marketed, and sold shapes health.

School Meals School meals are essential to tens of millions of children and families, especially those living furthest from economic opportunity.

SNAP SNAP (Supplemental Nutrition Assistance Program) provides short-term financial support to individuals and families furthest from economic opportunity who struggle to afford food.

WIC The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is one of the nation's largest federal nutrition programs, serving millions of people each month, including about half of all infants born in the United States.

BACKGROUND

All CDC-recognized family healthy weight programs met the following screening criteria: program is based on adequate evidence; appropriate for childhood obesity; and ready for immediate use.

Mind, Exercise, Nutrition...Do It! (MEND)

For children 2 to 13 who have overweight or obesity and their families.

MEND combines physical activity, healthy eating, and behavior change to encourage safe, effective weight management and lasting lifestyle changes. MEND is appropriate for many types of settings, including schools, recreation centers, and community-based organizations. MEND has two programs:

- MEND 6-13/Healthy Together is 60- to 120-minute sessions twice weekly for 10 weeks.
- MEND 2-5 is 90-minute sessions weekly for 10 weeks.

BACKGROUND



ADVANCING PEDIATRIC OBESITY TREATMENT

A novel pilot to connect primary care and community-based obesity treatment

OBESITY TREATMENT IS COMPLEX & RESOURCE-INTENSIVE



Pediatric obesity treatment involves multiple components



Time and resource constraints make treatment difficult



There is a need for more treatment options within communities



Pediatricians want trusted, safe, and effective options to help provide treatment

CLINIC-COMMUNITY partnerships that connect families to evidence-based community weight management resources can help fill the need.



HEALTHY WEIGHT AND YOUR CHILD

To help address the lack of treatment options, YMCA of the USA (Y-USA) developed the Healthy Weight and Your Child (HWYC) program. HWYC is:



Adapted from the evidence-based Mind, Exercise, Nutrition, Do-It (MEND) program



A group-based 25-session program for children with obesity ages 7-13 and a caregiver



Offered in 2-hour sessions and includes support, education, and physical activity

YMCA PROGRAM

HEALTHY WEIGHT AND YOUR CHILD

FOR CHILDREN 7 TO 13 WHO HAVE OBESITY AND THEIR FAMILIES.

THE CURRICULUM IS ADAPTED FROM MEND AND IMPLEMENTED IN PARTICIPATING YMCA LOCATIONS. THE PROGRAM ENGAGES CHILDREN AND ADULTS IN NUTRITION EDUCATION AND PHYSICAL ACTIVITY TO ELICIT POSITIVE CHANGE AND TO HELP FAMILIES LEARN SKILLS FOR HEALTHIER LIFESTYLES LONG-TERM.

THE PROGRAM CONSISTS OF 25 TWO-HOUR SESSIONS DELIVERED OVER 4 MONTHS.

AN EVIDENCE-BASED PROGRAM

- Over 39 peer-reviewed publications have documented positive outcomes following the program
- Developed by leading child health and weight management specialists using the best available evidence, clinical and government guidelines

PROGRAM SESSION STRUCTURE

Sessions 1–20: (two days per week)

Time	Attendees	Activity
60 min,	• Adult • Child • Both Leaders	Facilitated activities and group discussion
Simultaneous 30 min,	• Child • Activity Leader	Moderate to vigorous intensity physical activity
	• Adult • Content Leader	Facilitated activities and group discussion
30 min,	• Adult • Child • Both Leaders	Moderate to vigorous intensity physical activity

*Child AND Adult measurements are collected at session 20

Sessions 21–25: (one day per week)

Time	Attendees	Activity
15 min,	• Adult • Child • Both Leaders	Collect Parent/Caregiver AND Child measurements; height and weight
45 min,	• Adult • Child • Both Leaders	Facilitated activities and group discussion
60 min,	• Adult • Child • Both Leaders	Moderate to vigorous intensity physical activity

YMCA PROVIDERS

YMCA of Metropolitan Milwaukee is one of many Ys providing this program across the country to address childhood obesity in youth ages 7–13, with a body mass index of the 95th percentile or higher and their families.

PROGRAM REFERRAL

Provide a referral for your patient to participate in **Healthy Weight and Your Child** today.

PATIENT'S NAME: _____

DATE OF BIRTH: _____

Cleared to participate in program

Not cleared to participate in program

Health Care Provider: _____

ADDRESS: _____

PHONE #: _____

_____/_____/_____
Provider Signature Date

_____/_____/_____
Parent/Guardian Signature Date

*I authorize the use and disclosure of both my and my child's health information for the purpose of this program.



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EMPOWERING FAMILIES TO LIVE HEALTHIER

Healthy Weight and Your Child

YMCA of Metropolitan Milwaukee





A FAMILY-BASED LIFESTYLE CHANGE PROGRAM:

- In-person sessions for child and adult
- Physical activity
- Healthy eating
- Portion control
- Grocery Store tour
- Food label reading
- Internal and external triggers

TO QUALIFY FOR PARTICIPATION IN THIS PROGRAM:

- Child must be 7–13 years old
 - Child must carry excess weight, with a body mass index of the 95th percentile or higher
 - Child must receive clearance from a healthcare provider or school nurse to participate in physical activity
 - Adult **MUST** attend all sessions with child
-

ACHIEVE A HEALTHY WEIGHT TOGETHER

Reclaim your family's health through healthier eating habits and an active lifestyle.

HOW THE PROGRAM WORKS

Healthy Weight and Your Child is a 25-session evidence-based program for children with obesity. The program includes a Family Information Session followed by 25 sessions delivered over four months. The family-based weight-management program focuses on nutrition education and physical activity to encourage healthier eating habits and an active lifestyle to reach a healthy weight.



Healthy Weight and Your Child's curriculum is adapted from the most widely disseminated and extensively evaluated child weight management program in the world. Studies have shown that the program is cost-efficient and effective in reducing a child's body mass index and waist circumference, reducing sedentary behaviors, increasing physical activity and improving self-esteem.

The program is designed with the whole family in mind, engaging a child and adult in education, healthy eating and physical activity to elicit positive change and help families learn skills to live a healthier lifestyle long-term. Evidence shows that child weight-management programs are more effective when the whole family is involved and committed to adopting healthier habits.

Healthy Weight and Your Child is delivered by two trained leaders: A Content Leader and an Activity Leader. Both leaders play an equally significant role in facilitating the program. The Content Leader delivers the education and nutrition portions of the program. The Activity Leader, trained to deliver evidence-based games and exercises safely for children with obesity, delivers the physical activity portion of the curriculum and supports the delivery of the content portion of the class.

EMPOWERING FAMILIES TO LIVE HEALTHIER



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HEALTHY WEIGHT AND YOUR CHILD FACT SHEET: December 2022

PROGRAM OVERVIEW

Healthy Weight and Your Child is a 25-session evidence-based program for children with obesity. The program includes a Family Information Session followed by 25 sessions delivered over four months. The family-based weight-management program focuses on nutrition education and physical activity to encourage healthier eating habits and an active lifestyle to reach a healthy weight.

The Healthy Weight and Your Child curriculum is adapted from the most widely disseminated and extensively evaluated child weight management program in the world (Mind, Exercise, Nutrition, Do-IT—MEND). Studies have shown the program model is effective in reducing a child's body mass index and waist circumference, reducing sedentary behaviors, increasing physical activity, and improving self-esteem.

WHY FAMILY-BASED?

The program is designed with the whole family in mind, engaging a child and adult in education, healthy eating and physical activity to elicit positive change and help families learn skills to live a healthier lifestyle long-term. Evidence shows that child weight-management programs are more effective when the whole family is involved and committed to adopting healthier habits.

TO QUALIFY, A CHILD MUST:



- Be 7-13 years old
- Carry excess weight (Body mass index of the 95th percentile or higher)
- Receive clearance from a provider to participate in physical activity
- Have an adult attend ALL sessions with them

BY THE NUMBERS

Number of children enrolled	2,126
Average participant attendance (sessions 1-20)	66.2%
Percentage of children who reduced their BMI or slowed their gain	71%
Number of states delivering the program	32
Number of Y associations offering the program	94
Number of program sites 78% Y Sites 22% Non-Y Sites	85

PARTICIPATING Ys:

CALIFORNIA: • YMCA of San Francisco • YMCA of Silicon Valley, San Jose • YMCA of the East Bay, Oakland
COLORADO: • YMCA of Northern Colorado, Lafayette • YMCA of Metropolitan Denver • YMCA of Pueblo • YMCA of the Pikes Peak Region, Colorado Springs
CONNECTICUT: • Greater Waterbury YMCA • Northern Middlesex County YMCA, Middletown • Northwestern Connecticut YMCA, Torrington • The Riverbrook Regional YMCA, Wilton
DELAWARE: • YMCA of Delaware, Wilmington
FLORIDA: • Central Florida Metro YMCA, Orlando • YMCA of Southwest Florida, Venice • Volusia/Flagler Family YMCA, DeLand • YMCA of South Palm Beach County, Boca Raton
GEORGIA: • Georgia Mountains YMCA, Gainesville
ILLINOIS: • Mercer County Family YMCA, Aledo • The West Cook YMCAs, Oak Park • YMCA of Rock River Valley, Rockford
INDIANA: • YMCA of Greater Indianapolis • YMCA of Southwestern Indiana, Evansville • YMCA of Portage Township
IOWA: • YMCA of the Cedar Rapids Metropolitan Area
NEBRASKA: • Norm Waitt Sr. YMCA, South Sioux City
MAINE: Central Lincoln County YMCA, Damariscotta • Kennebec Valley YMCA, Augusta
MASSACHUSETTS: • Greater Holyoke YMCA • Hampshire Regional YMCA, Northampton • Hockmock Area YMCA, North Attleboro • Mystic Valley YMCA, Malden • MetroWest YMCA, Framingham • Old Colony YMCA, Brockton • South Shore YMCA, Norwell • YMCA of Attleboro • YMCA of Metro North, Peabody • YMCA of the North Shore, Beverly • YMCA Southcoast, New Bedford
MICHIGAN: • Monroe Family YMCA • Muskegon YMCA • YMCA of Greater Grand Rapids • YMCA of Metropolitan Lansing • YMCA of Saginaw
MINNESOTA: • Brainerd Family YMCA • YMCA of Austin Minnesota • YMCA of the North, Minneapolis
MISSISSIPPI: • Mississippi Gulf Coast YMCA, Ocean Springs
MISSOURI: • Gateway Region YMCA, St. Louis • YMCA of St. Joseph Missouri
NEW HAMPSHIRE: • The Granite YMCA, Manchester
NEW JERSEY: • Metropolitan YMCA of the Oranges, Livingston • YMCA of Eastern Union County, Elizabeth • YMCA of Metuchen
NEW YORK: • Family YMCA of Glens Falls Area • Watertown Family YMCA • YMCA of Central New York, Syracuse • YMCA of Greater New York • YMCA of Greater Rochester
NORTH CAROLINA: • Williams YMCA of Avery County, Linville • YMCA of Northwest North Carolina, Winston Salem • YMCA Southeastern North Carolina, Wilmington • YMCA of the Triangle Area, Raleigh
NORTH DAKOTA: • Missouri Valley Family YMCA, Bismarck
OHIO: • YMCA of Bucyrus-Tiffin • YMCA of Central Ohio, Columbus • YMCA of Greater Cleveland • YMCA of Greater Toledo • YMCA of Youngstown
OKLAHOMA: • The Denny Price Family YMCA of Enid
OREGON: • Family YMCA of Marion and Polk Counties, Salem • YMCA of Grants Pass
PENNSYLVANIA: • Greater Scranton YMCA • Harrisburg Area Metropolitan YMCA • Uniontown Area YMCA • Greater Wyoming Valley Area YMCA, Wilkes-Barre • YMCA of Bucks and Hunterdon Counties, Doylestown • YMCA of Greater Brandywine, West Chester • YMCA of the Roses, York
SOUTH CAROLINA: • Summerville Family YMCA • Upper Palmetto YMCA, Rock Hill • YMCA of Sumter
SOUTH DAKOTA: • YMCA of Rapid City South Dakota
TENNESSEE: • YMCA of Metropolitan Chattanooga
TEXAS: • Arlington-Mansfield Area YMCA • Greater Austin YMCA • Greater Waco YMCA • YMCA of Greater San Antonio • YMCA of the Greater Houston Area
VIRGINIA: • YMCA of Central Virginia, Lynchburg
WISCONSIN: • Manitowoc-Two Rivers Area YMCA • Stateline Family YMCA of Beloit • Stevens Point Area YMCA • YMCA of Metropolitan Milwaukee

PROGRAM DEMOGRAPHICS

RACE	
White or Caucasian	50.0%
Black or African American	24.9%
A race not listed here	8.1%
Two or more races	3.7%
Asian	2.8%
Native Hawaiian/Other Pacific Islander	1.3%
American Indian/Alaska Native	<1%

ETHNICITY	
Hispanic/Latino	36%

AGE	
Average Age	10

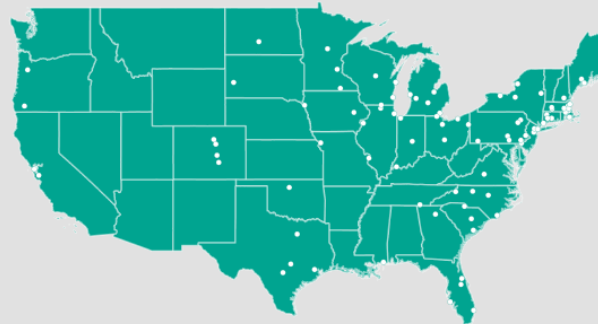
SEX	
Female	51%
Male	49%

LOW INCOME	
Eligible for Free/Reduced Lunch:	60%

REFERRAL SOURCE	
Doctor/Other Health Care Professional	58%
Y Staff Member/Volunteer	10%
Media/Marketing	9%
Other	6%
Friend/Family/Word of Mouth	6%
Direct Mailing/Email	3%
Y's Website	2%
Poster/Flyer/Event at the Y	2%

*Referral source categories are reflective of those reporting a referral source at enrollment

Healthy Weight And Your Child National Footprint





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THANK YOU!

RESOURCES

American Academy of Pediatrics. Appraisal of Clinical Care Practices for Child Obesity Treatment. <https://publications.aap.org/pediatrics/article/151/2/e2022060642/190447/Appraisal-of-Clinical-Care-Practices-for-Child?autologincheck=redirected>.

American Security Project. Combating Military Obesity: Stigma's Persistent Impact on Operational Readiness WHITE PAPER. October 2023. www.americansecurityproject.org

Centers for Disease Control and Prevention. CDC-Recognized Family weight Program. <https://www.cdc.gov/obesity/strategies/family-healthy-weight-programs.html>.

Endocrine Society. Obesity Playbook. An Educational Resource Book for Congressional Staff on Obesity and health, March 2023. <https://efaidnbmnnnibpcajpcglclefindmkaj/https://www.endocrine.org/-/media/endocrine/files/obesity/obesity-playbook-final-2023.pdf>

Robert Wood Johnson Foundation. Power, Policy, Possibility. State of Childhood Obesity. 2023. <http://stateofchildhoodobesity.org/>

Trust for America's Health. The State of Obesity: Better Policies for a Healthier America. 2023. <https://www.tfah.org/report-details/state-of-obesity-2023/>