

powerup

Report to the
Community
2019



AMERY HOSPITAL & CLINIC
HUDSON HOSPITAL & CLINIC
LAKEVIEW HOSPITAL
STILLWATER MEDICAL GROUP
WESTFIELDS HOSPITAL & CLINIC

Our commitment to PowerUp our communities at home, work and play

PowerUp is a community-wide initiative to make it easy and fun for kids and families to eat better and move more. PowerUp works with partners across the St. Croix Valley to create positive community change through: kids cooking classes; open gyms and outdoor activities; stronger school wellness guidelines; more healthy foods at food shelves, community events and concessions.^{1,2,3}

PowerUp addresses the core contributors to overweight and obesity in children, which have tripled over the past 30 years. Research shows that today's children are experiencing weight issues at younger ages and will live shorter, less healthy lives than their parents, unless we commit to significant, wide spread change.^{4,5} Our communities are ready to make this change and 94% of those surveyed say PowerUp is important in helping our kids grow up healthy.⁶

PowerUp is supported by Lakeview Health Foundation and HealthPartners, in partnership with Lakeview Hospital, Stillwater Medical Group, Hudson Hospital & Clinic, Westfields Hospital & Clinic, Amery Hospital & Clinic, along with support from our partners and generous community.

“

PowerUp partners with the entire community to make eating better and moving more the “norm”. By working together, we can change the trends and give our kids a brighter and healthier future.

MARNA CANTERBURY MS, RD
DIRECTOR OF COMMUNITY HEALTH

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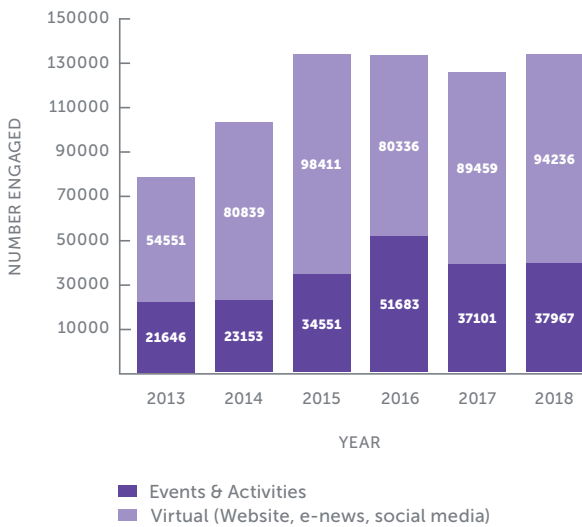


Measuring our progress:

COMMUNITY ENGAGEMENT

PowerUp engages with kids and families at events, classes and activities, as well as through online efforts, social media and quarterly newsletters.

POWERUP COMMUNITY ENGAGEMENT OVER TIME



Thousands of kids PowerUp with Chomp at events all year long.



“

My kids feel like they know Chomp. Like he's their personal friend. For some kids it might be their only positive association with a vegetable!

KATIE J , MOM OF BRADY AND PAUL

”

Making it fun to Try For 5 a day

The Try For 5 School Challenge is a fun-filled, three-week program to get elementary-aged students excited about trying for five fruits and veggies every day. The Challenge starts with an energy-filled classroom kickoff, then kids, teachers and families are equipped with tools and resources to complete the program. Since its launch in 2012, parents and teachers have consistently told us that students are trying and eating more fruits and veggies as a result of the Challenge.⁷

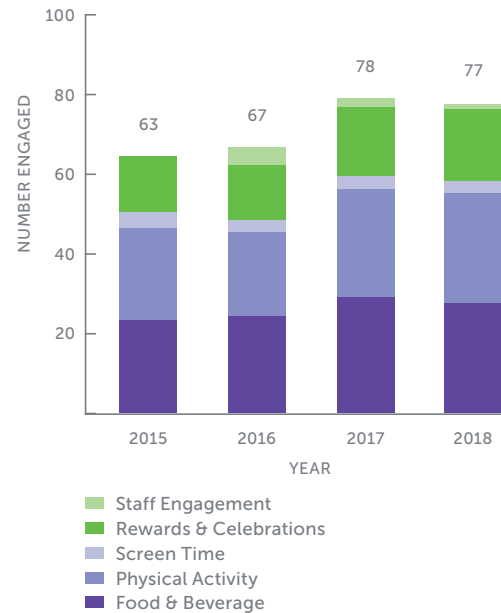
Measuring our progress:

POWERUP SCHOOL ENVIRONMENT INDEX

PowerUp developed the School Environment Index to help schools measure progress with wellness practices and policies that support better eating and moving more. Stillwater Area Public Schools partnered with PowerUp to strengthen practices to support healthy learners. A new school wellness policy introduced in 2016 helps classrooms incorporate healthier rewards and celebrations. Since 2015, the School Environment Index score has increased 23 percent as the district's programs and policies increasingly promote health.



STILLWATER AREA SCHOOL DISTRICT ENVIRONMENTAL INDEX SCORE OVER TIME



23% increase
in index score

“

What you are doing is absolutely working! My reluctant veggie eater is sitting here not only eating his roasted veggies for dinner, but finishing off his raw veggies from the PowerUp School Challenge.

Parent

”

“

We LOVE being a part of the School Challenge. I believe it makes a positive impact on the health and well-being of families and children.

Teacher

”



SuperShelf:

TRANSFORMING FOOD SHELVES

PowerUp, Lakeview Health Foundation and Lakeview Hospital, part of HealthPartners, are founding partners of SuperShelf, an innovative project to transform food shelves by offering a positive, grocery store-like experience for clients to access healthy and appealing foods. SuperShelf uses behavioral economics to make the healthiest choice the easiest choice, while respecting individual preferences. The project started with Valley Outreach in Stillwater and has spread to food shelves across Minnesota in partnership with the University of Minnesota and the Food Group. PowerUp has also worked with food shelves in western Wisconsin. Initial results show the program is sustainable and well-received by clients and volunteers. It is practical and scalable, and increases access to a variety of healthy and culturally-appropriate foods.⁸ SuperShelf has shown national leadership in creating healthier food shelves and was awarded a research grant from the National Institutes of Health to study the public health impact of this important work.



5 food shelves
transformed in the region

PowerUp in the Parks Rx:

PRESCRIPTION TO PLAY

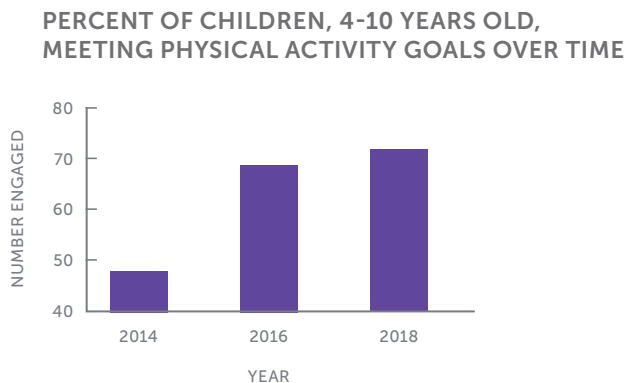
Through the PowerUp in the Parks Rx program, pediatricians talk with families at well-child visits about the importance of outdoor recreation and give them a Parks Passport and prescription for outdoor play. In fall 2017, children were also encouraged to attend two special PowerUp events for families, hosted in partnership with William O'Brien State Park and Willow River State Park. The program and partnership were recognized with a 2018 Minnesota State Government Innovation Award for "cutting through red tape to provide opportunities and incentives for families to be physically active and enjoy the outdoors."



Measuring our progress:

MOVING MORE

PowerUp partnered with the HealthPartners Institute to survey families with children as a way to measure community change over time. The survey results show that the proportion of physically active kids has increased since PowerUp launched in the St. Croix Valley area.⁶



“

Programs like open gyms and PowerUp in the Parks Rx send a powerful message to families about the importance of getting outside and moving more.”

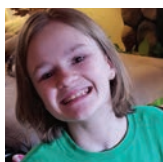
Brian Cress, MD
Stillwater Medical Group

”

Ambassadors:

MAKING POSITIVE CHANGE CONTAGIOUS

PowerUp ambassadors, adults or kids, help inspire and influence their peers throughout communities in the St. Croix Valley. Middle and high school student ambassadors help make it easy, fun and popular to eat better and move more in their classrooms and school cafeteria as well as on the playing field. Community ambassadors get involved in their own areas of interest and expertise, inspiring families right where they live, learn and play. PowerUp ambassador trainings throughout the year help inspire and motivate the team of ambassadors.



Anna, a middle school student ambassador, promoted drinking more water and fewer sugary beverages among her fellow students by implementing “Fruity Fridays” with fruit-infused water.

“

Being a student ambassador means I am making a difference in people’s lives.

”



Kathy Luoma, Washington County Master Gardener and Coordinator of the RCS Giving Garden, is a community ambassador who volunteers her time to teach PowerUp gardening classes to children and families. Kids get to grow, harvest and bring home fresh produce.

“

I can share PowerUp with kids and families through my teaching and gardening.

”



Community Ambassador Julene Swenson helps get children excited to PowerUp by hosting annual birthday parties for Chomp the superhero carrot at libraries across the region.

“

With PowerUp I share my skills and expand my horizons. It brings me joy!

”

PowerUp by the Numbers



8,400

Children and families have attended more than 200 PowerUp open gyms, open skates and dance parties to help families stay active over the winter months since 2013

10,000

Children and families took part in PowerUp Week activities across the St. Croix Valley and western Wisconsin since 2013

44,000

Students in 20-plus schools have taken part in the Try For 5 School Challenge since 2012

300+

Kid-approved recipes created for the online PowerUp Recipe Gallery

68% of families and 79% of school staff

Report that kids are trying more fruits and veggies because of the School Challenge⁷

A 3-week

Winter Warm-Up Challenge was developed in partnership with a passionate PowerUp parent to inspire kids to stay active over the cold months

1,000+

Student athletes trained with the PowerUp Sports Nutrition Playbook⁹ to learn how food fuels their sports performance since 2013

11,000

Students have been reached by PowerUp student ambassador projects since 2017

1,700

Kids have taken part in PowerUp kids cooking classes in partnership with Cooks of Crocus Hill and Farm Table since 2013

700

Kids have powered up with Chomp, the superhero carrot, at library events since 2013

3,000

Kids receive a fruit and veggie voucher for free produce as part of the PowerUp Fruit and Veggie Rx program each year

1,900

Park prescriptions were distributed by pediatricians in the region to kids and families as part of the PowerUp in the Parks Rx program since 2013

REFERENCES

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- ⁵ *Institute of Medicine. 2012. Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation. Washington, DC: The National Academies Press. <https://doi.org/10.17226/13275>.*
- ⁶ *HealthPartners Family Community Survey. Marna Canterbury, Casey Easterday, Julia Johnson, Jennifer Renner, Jeannette Ziegenfuss, 2014, 2016, 2018. PowerUp and HealthPartners Institute.*
- ⁷ *HealthPartners School Challenge survey of participating teachers, staff and families. 2016-2018.*
- ⁸ *Assessing the Cost Sustainability of a Behavioral Economic Intervention to Improve the Availability of Healthy Food to Food Shelf Customers: A Feasibility Analysis. Julia A. Johnson MPP, Marna M. Canterbury MS, RD, Liz Riley MSW, Thomas Kottke, MD MPH, Katherine Gannon, MPH RD, Caitlin Caspi, ScD. Health Care Systems Research Network, 2018. Poster Presentation*
- ⁹ *Group Effort. Nutrition for High School Students. pages 11-15, Training & Conditioning. Susan Crowell. November 2016, Vol. XXVI, No. 8; <http://training-conditioning.com/content/group-effort>*



IN THANKS

PowerUp would not be possible without the dedication of more than 100 community partners and advisors and the support of our generous donors. PowerUp is supported by the Lakeview Health Foundation and HealthPartners, in partnership with Lakeview Hospital, Stillwater Medical Group, Hudson Hospital & Clinic, Westfields Hospital & Clinic, Amery Hospital & Clinic and other community partners. Special thanks to the Lakeview Rotary Club and Lake Elmo Jaycees for their support to make this report possible.

For more on any of the work highlighted in this report or to make a gift, visit www.powerup4kids.org/aboutus



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