



The Partners N Health State Plan:  
Building a Sustainable Partnership for Healthy Eating,  
Active Living, and Breastfeeding



Funded and supported by

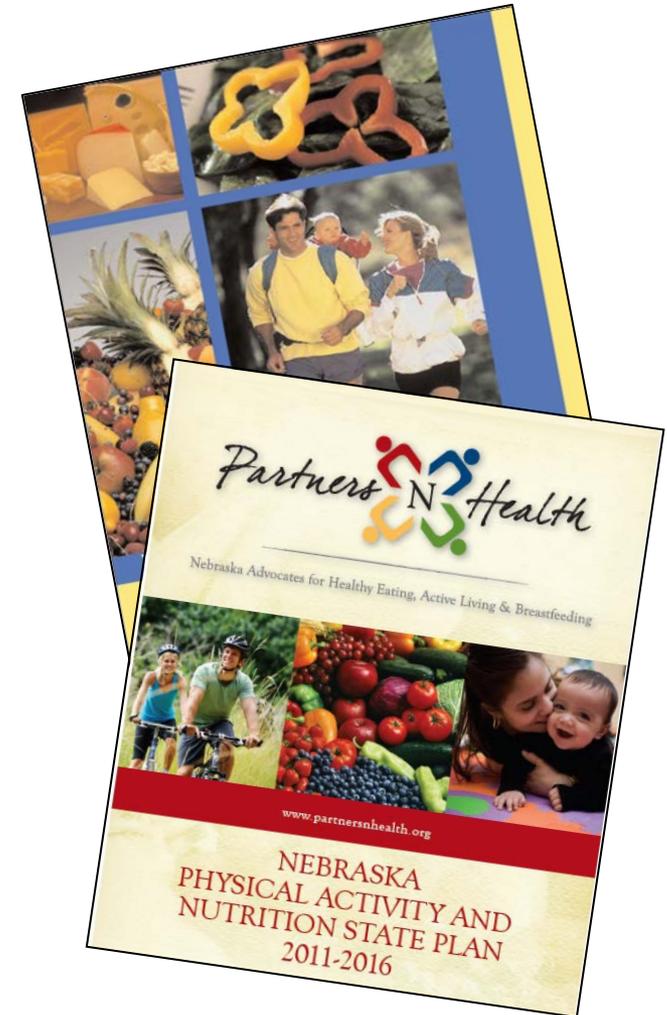
# Objectives

- ✓ Describe a brief history of Nebraska's Physical Activity and Nutrition State Plan and the Partners N Health branding process
- ✓ Outline the scope and purpose of the Partners N Health website
- ✓ Describe current Partners N Health communications efforts, especially communicating value to partners
- ✓ Focus on the larger take-away: What can other states learn from the Nebraska example?



# A Brief History

- Initial State Plan released 2005
- The NE DHHS – Nutrition and Activity for Health (NAFH) Program convened statewide partners for revision
- Focused on policy and environmental change
- Uses evidence-based strategies
- Framed around CDC Priority Goals



# Six Priority Goals

## Increase



1. Breastfeeding initiation, duration, and exclusivity
2. Fruit and vegetable consumption
3. Physical activity

## Decrease



1. Consumption of high energy-dense foods
2. Consumption of sugar-sweetened beverages
3. Television viewing

# Two Components Of Revised Plan



- Traditional written document
- User-friendly interactive website

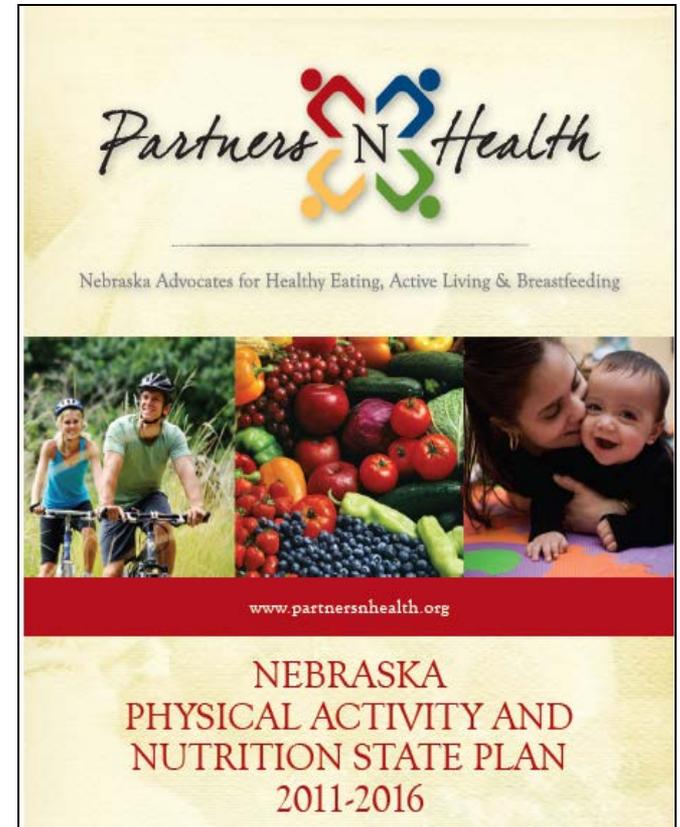
# Two Components Of Revised Plan



- **Traditional written document**
- User-friendly interactive website

# Outcomes

- Short-term (1-5 years): Develop, enhance, and sustain environments and policies that support healthy eating, active living and breastfeeding.
- Intermediate (5-10 years): Increase the % of youth and adults in NE that meet healthy eating, active living and breastfeeding indicators.
- Long-term (10+ years): Decrease the prevalence of obesity & associated chronic diseases in NE.



# Strategy Areas

## Healthy Eating



## Active Living



## Breastfeeding



# State Plan Focus: Settings

- Five Areas For Action:
  - Childcare
  - Schools
  - Communities
  - Worksites
  - Health Care



# Two Components Of Revised Plan



- Traditional written document
- **User-friendly interactive website**



[www.partnersnhealth.org](http://www.partnersnhealth.org)




- [The Plan](#)
- [About Us](#)
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Join Us At The:  
**2012 Summit**  
 April 19, 2012



Helping schools create environments for healthy eating, physical activity and wellness

**Nebraska**  
**Action for Healthy Kids<sup>®</sup>**

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## Partners N Health

*Nebraska Advocates for Healthy Eating, Active Living & Breastfeeding*

Partners N Health is a statewide partnership formed around the implementation and evaluation of the Nebraska Physical Activity and Nutrition State Plan. The Plan focuses on

### SUCCESS STORIES

**Assurity Physical Activity Challenge**

Assurity Life Insurance Company motivates its associates to be more physically active by using an incentive-based program that rewards employees for gym usage and logging steps walked each day. The company also offers Wii competitions as a fun way to encourage

### IN THE SPOTLIGHT

- [Prevalence of Obesity in the United States, 2009-2010](#)
- ["Creating a Culture of Wellness through Worksite Policy Change" Webinar on Feb. 21](#)
- [Report: School Policies and Practices to Improve Health and Prevent Obesity: National Elementary School Results](#)



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# Healthy Eating

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Healthy eating is central to good health and plays a key role in achieving a healthy weight. A healthful diet can lower the risk of chronic diseases such as heart disease, stroke, diabetes, and some cancers.

Healthy eating is largely influenced by the access, availability and affordability of healthy foods and beverages. In order to encourage more Nebraskans to choose healthy foods, policies and environments need to support those choices where we live, work and play.

The three healthy eating Priority Goals addressed in the Nebraska Physical Activity and Nutrition State Plan are:

- Increase fruit and vegetable consumption
- Decrease consumption of high energy-dense foods
- Decrease consumption of sugar-sweetened beverages

## HEALTHY EATING SUCCESS STORY



Through sustainable gardening on company property, Kawasaki Motors Manufacturing Corp., U.S.A employees reap the dual benefits of increased physical activity from managing their own gardens and greater vegetable consumption for themselves and their families.

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# Active Living



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An active lifestyle is central to good health! Engaging in regular physical activity can play a key role in achieving a healthy body weight, improve mental health related to stress or depression and can help to build and maintain healthy muscles, bones and joints. Incorporating movement into your daily routine can help to lower the risks associated with chronic diseases such as heart disease, stroke, diabetes, and some cancers.

Active living is largely influenced by personal, social, economic, and environmental factors that can either support or inhibit this healthy behavior. In order to encourage more Nebraskans to lead an active lifestyle, policies and environments to improve access and opportunity are needed to support being physically active where we live, work, and play.

The two active living Priority Goals addressed in the Nebraska Physical Activity and Nutrition State Plan are:

## ACTIVE LIVING SUCESS STORY



Community Bike Project - Omaha promotes a healthy mode of transportation and recreation throughout the city by providing bicycles in the public sphere for short-term use with a membership or credit card.



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# Breastfeeding



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Breastfeeding provides many benefits both to mother and baby. Breast milk has disease-fighting cells called antibodies that help protect infants from germs, illness, and even SIDS (Sudden Infant Death Syndrome). Breastfeeding lowers an infant's risk of ear infections, stomach viruses, respiratory infections, diarrhea, asthma, type 1 & 2 diabetes, and obesity. Breastfed babies need fewer doctor visits, prescriptions, and hospitalizations.

For moms, breastfeeding burns extra calories, making it easier to lose weight after giving birth. Breastfeeding lowers the risk of breast and ovarian cancers, and promotes healthy bones. Breastfeeding mothers miss less work because their infants are sick less often. Employer medical costs are lower and employee productivity is higher.

The breastfeeding Priority Goal addressed in the Nebraska Physical Activity and Nutrition State Plan is:

## BREASTFEEDING SUCESS STORY



The Nebraska Breastfeeding Coalition is growing awareness and gaining members through social networking and mobile meetings.

[READ MORE...](#)



Nebraska advocates for healthy eating, active living and breastfeeding



Nebraska advocates for healthy eating, active living and breastfeeding



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# About Us

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## Partners

Partners N Health includes a broad range of individuals and organizations committed to support and promote healthy eating, active lifestyles, and breastfeeding throughout Nebraska. They include private and public nonprofits, schools, government agencies, foundations, insurance companies, and other private businesses.

### STATE AGENCY PARTNERS

- [Nebraska Department of Administrative Services](#)
- [Nebraska Department of Agriculture](#)
- [Nebraska Department of Education](#)
  - [Coordinated School Health Program](#)
  - [Head Start - State Collaboration Office](#)
  - [Nutrition Services Program](#)
- [Nebraska Department of Health and Human Services](#)
  - [Division of Public Health](#)

# What is Partners N Health?

- A statewide partnership of advocates for healthy eating, active living, and breastfeeding
- Created by partners for partners
- Web-based, customizable, and interactive
- Connects partners to help implement change
- Focused on sustainable changes to help make the healthy choice the easy choice for Nebraskans.



# How can partners use it?

- Develop, update, or align their work plan to the State Plan's **evidence-based strategies**
- A hub of **information** for statewide projects
- A way to **connect** with partners
- Sharing successes: **Tell us your success story!**





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# Healthy Eating

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## Success Stories

### Lincoln Public Schools' Cooking With Kids Program



"How did you ever get my kid to try that?" is often the response many impressed parents have to the Lincoln Public School District's Cooking With Kids program. Cooking With Kids is a six-week program that engages kindergarten-5th grade students in the kitchen and helps them develop food preparation skills. Offered before or after school the program blends nutrition education with food and fun.

[READ MORE...](#)

*This success story corresponds to [Healthy Eating Strategy 4A](#): "Identify experts (e.g. school food service staff, chefs, culinary instructors, local farmers, dietitians, Master Gardeners, community garden groups, and University Cooperative Extension service, registered dietitians) who can work with students and/or staff on experiential classes."*

# Using Partnersnhealth.org

Create a New Action Plan



# Step 1: Create an Account or Log In



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## The Plan

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Log in to customize your State Action Plan

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Are you looking for new ways to promote and support active living, healthy eating or breastfeeding where you live, work or play? By following a few simple steps, you can create your own "customized action plan" built on the same goals, strategies and activities that form the foundation for the Nebraska Physical Activity and Nutrition State Plan.

It's a simple process:

1. Choose your interest area(s) and setting(s) for action
2. Select from evidence-based strategies proven to work
3. Choose an activity (or more than one) you want to implement
4. Name your plan so you can save it and return to it later

## Step 2: Click “Create a New Action Plan”

The screenshot shows the website for Partners in Health. At the top right, there are links for Home, Newsletter, and Contact Us, along with a search bar. The main navigation bar includes The Plan, About Us, Settings, Healthy Eating, Active Living, Breastfeeding, and Get Connected. The 'The Plan' section is highlighted with a large red banner. On the left, a sidebar lists 'IN THIS SECTION' with links for Introduction, Evaluating the Plan, Your Action Plans, Registration, and Sign Out. The main content area features a large 'Introduction' heading and a central graphic with two buttons: 'Create a New Action Plan' and 'Download the State Action Plan Print Version'. Below this, a paragraph explains the purpose of the action plan.

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# The Plan

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## Introduction

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Are you looking for new ways to promote and support healthy eating, active living, or breastfeeding where you live, work or play? By following a few simple steps, you can create your own “customized action plan” built on the same goals, strategies and activities that form the foundation for the Nebraska Physical Activity and Nutrition State Plan.

## Step 3: Select your Areas and Settings

Choose your interest area and the setting where you want to focus your work. Remember, the more targeted choices you make, the less complex the plan will be.

STEP 1

STEP 2

STEP 3

STEP 4

STEP 1 OF 4

### Areas

- Active Living
- Healthy Eating
- Breastfeeding
- Check All

### Settings

- Child Care
- School
- Workplace
- Community
- Healthcare
- Check All

# Step 4: Select Your Strategies

Select from evidence-based strategies proven to work. If you choose multiple strategies you will generate more activities, growing the breadth of your plan.

STEP 1      STEP 2      STEP 3      STEP 4

STEP 2 OF 4

### Areas

- Active Living
- Healthy Eating
- Breastfeeding
- Check All

### Settings

- Child Care
- School
- Workplace
- Community
- Healthcare
- Check All

### Healthy Eating Strategies (3 strategies total)

- Healthy Eating Strategy 3: Ensure that policies at childcare facilities and schools (PK-12) promote healthier foods and beverages, with an emphasis on F+V and water.
- Healthy Eating Strategy 4: Expand curriculum-based strategies and activities that support nutrition standards (including an emphasis on F+V and healthy beverages/water) in childcare facilities and schools (PK-12).
- Healthy Eating Strategy 5: Ensure that children in schools and childcare facilities have affordable, appealing healthy choices in foods and beverages offered outside of the child nutrition program.

Next Step

# Step 5: Select Your Activities

Choose an activity you want to implement. For each activity chosen, you'll get a list of potential partners, resources, and success measures to assist you in its implementation.

STEP 1

STEP 2

STEP 3

STEP 4

STEP 3 OF 4

Healthy Eating

## Healthy Eating

Healthy Eating Strategy 3: Ensure that policies at childcare facilities and schools (PK-12) promote healthier foods and beverages, with an emphasis on F+V and water.

### Key Activities:

- Activity 3A: Encourage schools and childcare facilities to conduct self-assessments and develop action plans aimed at improvements that they can make in their policies, practices, and/or environments.
- Activity 3B: Review, evaluate and communicate child care regulations to ensure that regulations reflect healthier food and beverage standards that are consistent with the 2010 Dietary Guidelines for Americans.
- Activity 3C: Identify, track, evaluate and promote partnerships with business, government, and other community organizations to support policy changes that may require additional funds or more cost effective strategies.
- Activity 3D: Encourage child care providers and schools to provide information to parents and staff on the nutrition and feeding policies and practices, including a policy about foods brought from home.

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Back to Step 2

Save Your Action Plan

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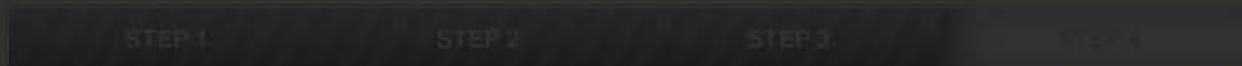
Your Action Plans

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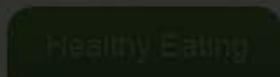
Sign Out

# Step:3 Select your Activities

Choose an activity you want to implement. For each activity chosen, you'll get a list of potential partners, resources, and success measures to assist you in its implementation



STEP 3 OF 4



## Healthy Eating

### Step 4: Save Your Custom Action Plan



STEP 4 OF 4

Please provide a name for your new action plan:

Save and View

Activity 3C: Identify, track, evaluate and promote partnerships with business, government, and other community organizations to support policy changes that may require additional funds or more cost effective strategies.

Activity 3D: Encourage child care providers and schools to provide information to parents and staff on the nutrition and feeding policies and practices, including a policy about foods brought from home

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## Healthy Eating Resources in School

January 24, 2012

Healthy Eating

Create a New Action Plan

### Healthy Eating

#### Healthy Eating Strategy 3:

Ensure that policies at childcare facilities and schools (PK-12) promote healthier foods and beverages, with an emphasis on F+V and water.

#### Activity 3A

##### Goal

Increase fruit and vegetable consumption, decrease sugar-sweetened beverage consumption and decrease energy dense food consumption

##### Settings

Schools, Childcare facilities

##### Activity A

Encourage schools and childcare facilities to conduct self-assessments and develop action plans aimed at improvements that they can make in their policies, practices, and/or environments.

##### Potential Partners

Nebraska Department of Education

Nutrition Services

<http://www.education.ne.gov/ns/index.html>

Coordinated School Health

<http://www.education.ne.gov/CSH/Index.html>

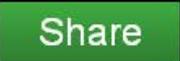
# Sharing Your Plan

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<http://www.partnersnhealth.org/index.php?>

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# How did we get here?

- Branding
  - What's in a name?
    - Looked to other states
      - North Carolina
      - Colorado
    - And NE Partners
- Logo
  - Illustrate shared ownership
    - This is NEBRASKA'S State Plan



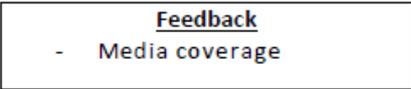
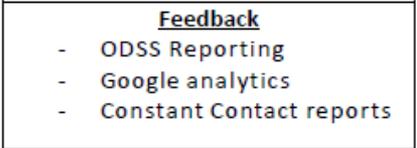
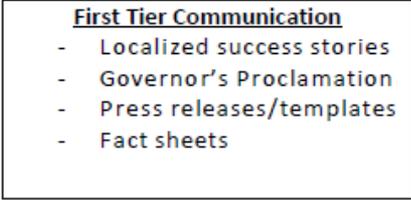
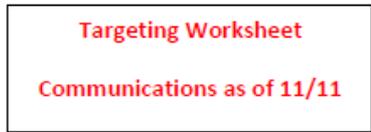
Okay, so we have our brand.

**Now what?**

# COMMUNICATION

- External *and* Internal
- Obtain Buy-in
  - External *and* internal
  - Communicate value
- Open it up
  - Offer a two-way conversation





# Communicate Value

Understand your target audience's questions...

A woman with glasses, wearing a grey blazer over a white patterned blouse, is shown in profile, looking upwards and to the right. She is holding a black pen to her chin in a thoughtful pose. A blue thought bubble is connected to her head by three small circles. The thought bubble contains the text: "Where do I fit? What's my role? What's in it for me?".

Where do I fit?  
What's *my* role?  
What's in it for *me*?

...And understand how  
to fulfill their **needs**.

# For Health Departments

- **Strengthen** grant applications
- Use the wealth of up-to-date resources to help **guide** community efforts
- **Link** with partners doing similar work
- **Evaluate** current community efforts for reporting purposes



# For Schools

- **Learn** about statewide initiatives to bring more PA and better nutrition to schools
  - Coordinated School Health in the Norris School District



- **Contact** champions in other schools
- **Generate** ideas to improve or implement school wellness policies

# For Community Coalitions

- **Identify** policy strategies for advocacy efforts
- **Align** planning with the State Plan
  - Nebraska State Breastfeeding Coalition Action Plan
  - “Bring the State Plan to your next coalition meeting”



# Getting the Word Out

- *News from the Partnership* e-Newsletter
- Partner Highlights
- Partners N Health website widget
- Success Stories
- Teleconference Series



Partners **N** Health

Help us grow the partnership

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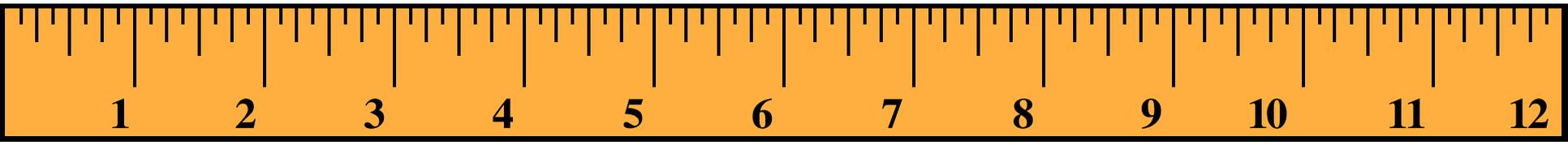
# The Message: Grow the Partnership!

- **Sign up** to receive the *News from the Partnership* monthly e-Newsletter
- **Log on** to [www.partnersnhealth.org](http://www.partnersnhealth.org)
- **Explore** the Plan by customizing your own strategies and activities
- **Find** partners
- **Share** it! This is YOUR State Plan!



# Measurement

- How do we know that we are communicating effectively?
  - Evaluate, evaluate, evaluate and **adapt**
- **Make SMART goals**
- **Listen. Collaborate. Measure.**
  - Analytics and reporting tools
  - Partnership evaluations and surveys
    - Are we doing what we said we would do?



# Communication Evaluation

- How do we know our message is being heard?
  - Website
    - Google Analytics
      - Visits and engagement
    - Accounts created
    - Action Plans created
  - *News from the Newsletter*
    - Click-through rates
  - Other
    - Widget downloads
    - Social Media traffic/Google Alerts



# Implementation Evaluation

- How can we track how the Plan is being used?
  - Track and acknowledge partners' efforts to implement strategies and activities in the plan
    - Online Documentation Support System (ODSS)
    - Success Stories
  - Assess satisfaction with partnership



# Fostering a Sustainable Partnership

- Have a plan.
- Measure, evaluate, and adapt.
- Make it a two-way conversation.

Convene. Connect. Celebrate.



# Helpful Resources

- [Gateway to Health Communication & Social Marketing Practice Website](#)
- [Media Evaluation Guide](#)
- [Integrated Marketing Communications Planning Guide](#)  
from the North Carolina Physical Activity and Nutrition  
Branch Healthy Weight Communications Unit
- [Message Mapping Guide](#)

# 2012 Teleconference Series

- **March 28th, 12 PM - 1PM CST**
  - **Topic**: Promoting Healthy Eating and Active Living in Child Care
- **April 25th, 12 PM - 1 PM CST**
  - **Topic**: Promoting Healthy Eating and Active Living in Schools
- **May 23rd, 12 PM - 1 PM CST**
  - **Topic**: Active Transportation in Nebraska Communities
- **June 20th, 12 PM - 1PM CST**
  - **Topic**: Promoting Breastfeeding at Worksites

# Contact

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  - [betsey.heidrick@nebraska.gov](mailto:betsey.heidrick@nebraska.gov)
  
- Partners N Health: [info@partnersnhealth.org](mailto:info@partnersnhealth.org)



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