

RUTGERS

New Jersey Agricultural
Experiment Station

Policy, Systems and Environmental Change in New Jersey

Michelle F. Brill, MPH

Family and Community Health Sciences Educator/Associate Professor
Rutgers Cooperative Extension of Mercer County, New Jersey

Society for Nutrition Education & Behavior

July 2016

ShapingNJ:

“Making the Healthy Choice the Easy Choice”

- 2007: (Pre-*ShapingNJ*) New Jersey Department of Health establishes the Office of Nutrition and Fitness
- 2008-2013: Initial NPAO grant from CDC
- Mandate:
 - Form an infrastructure to create PSE changes in 5 settings that will increase access to healthy food and increase opportunities to be physically active
 - Health Care
 - Early Care and Education Centers
 - Communities
 - Schools
 - Workplace
 - (Faith-based added after 2013)

***ShapingNJ* Structure and Organization**

- Leadership team: Executive and Sustainability Committee
 - Charged with partnership development and sustainability
 - Data and surveillance
 - Advocacy
- Partners
- Workgroups
 - 1st round: based on 6 obesity prevention behaviors
 - 2nd round: based on 5 settings

Role of Extension

- Community knowledge
- Leadership
- Covers the state
- Participation in workgroups
- Partnership network

ShapingNJ Obesity Prevention Strategies

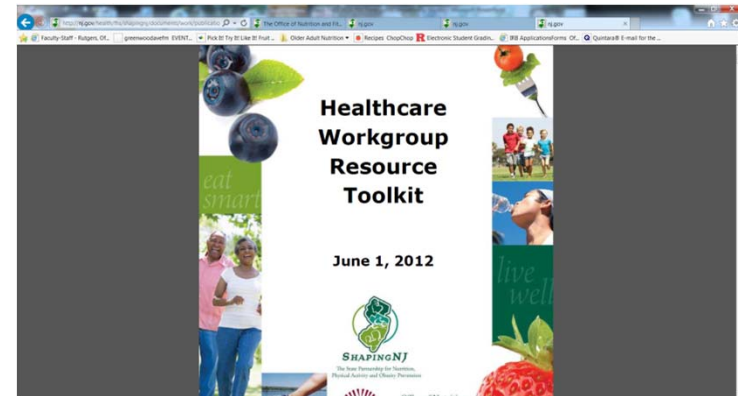
- 10 Obesity Prevention Strategies (Samples)
 - **Workplace:** Disseminate model worksite wellness policies and programs to the business community
 - **Communities:** Put fruits, vegetables and other healthy foods and beverages within easy reach for all residents in all neighborhoods
 - **Schools:** Involve all students in high-quality physical education programs and additional physical activity throughout the school day

Health Care and Child Care

- **Health Care:** Promote exclusive breastfeeding through proven policies and practices
 - Adopt policies and practices that comply with the World Health Organization’s “Ten Steps for Successful Breastfeeding”
- **Child Care:** Require child care centers and after-school programs to offer healthy food and beverages, provide opportunities for physical activity, limit television viewing and support breastfeeding for children in their care.

Outputs

- Website
 - Toolkits
 - Reports and data sheets
 - News/events
 - Funding opportunities
 - Research
- EPIC Curriculum **BEST** for New Jersey: **B**reastfeeding **E**ducation **S**upport & **T**raining for 129 clinical and administrative personnel in pediatrics, obstetrics, and family medicine practices
- Technical assistance and training on nutrition, physical activity and TV viewing to 105 child care centers



http://nj.gov/health/fhs/shapingnj/about/

The Office of Nutrition and ...

GOVERNOR CHRIS CHRISTIE • LT. GOVERNOR KIM GUADAGNO
NJ Home | Services A to Z | Departments/Agencies | FAQs
Search This Site Submit

STATE OF NEW JERSEY
DEPARTMENT OF HEALTH

DOH Home >> Family Health Services

Shaping NJ

SHAPINGNJ

Home About Us Shaping NJ News & Events Data Tools & Reports

Mission & Vision
History
Contact Us

Home > About Us

About Us

sharethis

ShapingNJ is the state partnership for nutrition, physical activity and obesity prevention. The goal of this partnership is to prevent obesity and improve the health of populations that are at risk for poor health outcomes in New Jersey by making "the healthy choice, the easy choice."

The partnership's work takes place where New Jerseyans live, work and play:

- Child care centers
- Schools
- Communities
- Worksites and Businesses
- Healthcare

More Information

- [ShapingNJ Overview](#)
- [ShapingNJ Strategies](#)
- [ShapingNJ Toolkits and Resources](#)
- [ShapingNJ Partner Portal](#)
- [ShapingNJ Reports](#)

http://nj.gov/health/fhs/shapingnj/about/

Outcomes: Health Care PSE Changes

- Health Care:
 - From 0 hospitals -> 6 designated Baby-Friendly (PSE outcome)
 - 18 more “on the path”
 - Input into and eventual adoption of amendments to the NJ maternity hospital licensing regulations (PSE outcome)
 - 11% increase in exclusive breastfeeding rates following years of decreases (Behavioral outcome)

Outcomes: Child Care PSE Changes

- Child Care
 - Revised licensing requirements in order for programs to meet or exceed best practice standards for nutrition, PA and breastfeeding (PSE outcome)
 - >60% offered more training and education for staff and parents
 - >50% strengthened or enforced their policies around healthy eating and play time
 - NJ selected to participate in Nemours Foundation Early Learning Collaborative Project (PSE outcome)

Other Settings

- Schools have implemented PSE changes in their nutrition and physical activity environments
- Municipalities have promoted walking and biking by improving street-scale design and pedestrian safety
- Farmers Markets have opened up in food deserts
- Healthy Corner Store initiatives funded refrigeration units, signage, incentives to sell healthier foods
- WIC-authorized vendors (~900) were trained on the business case for healthy retail to increase access to healthy food

Sustainability

- 230+ partners
- Multiple funding streams
- Healthy Community Grants increased from 10 to 45
 - Grantees received \$10K to \$12K
 - Must implement one nutrition and one PA ShapingNJ strategy
 - Technical assistance provided through innovative social media component in addition to in-person learning collaboratives
- NJDOH reorganized and integrated ONF into Office of Chronic Disease Prevention
- Common messaging and co-branding
- Social media presence

Healthy Beginnings NJ: Supporting Breastfeeding Moms and Babies

- NJ Hospital Association receives 4 years of CDC funding to sustain efforts supporting hospitals to achieve Baby-Friendly status
- Holds annual summits
- Adds additional staff
- Develops curriculum for coaching hospitals
- Develops technical assistance guide
- Launches website

Metrics: *ShapingNJ* Healthy Communities Grant Outcomes (30 grantees in 2015)

HEALTHY NUTRITION:	ACTIVE LIVING:
<ul style="list-style-type: none"> • 80% of grantees improved environments • 60% of grantees improved policies 	<ul style="list-style-type: none"> • 74% of grantees improved environments • 52% of grantees improved policies
13 healthy corner store initiatives	13 active transportation installations
11 healthy food policies/programs	12 physical activity space developments
11 point of purchase modifications	9 organizational policies
9 community/school gardens	7 park improvements
8 farmers market efforts	7 Complete Street policy/design changes
3 audits of the food environment	3 Safe Routes to School efforts

Source: Center for Research and Evaluation on Education and Human Services (CREEHS) at Montclair State University 2015 *ShapingNJ* Healthy Communities Grant Project Report of Findings. April 2016. Retrieved from http://www.nj.gov/health/fhs/shapingnj/documents/reports/2015-ShapingNJ-HCG-Project-Eval/2015%20NJHCNG%20Rep%20of%20Findings_FINAL.pdf

Qualitative Evaluations

- Grants made it easier for residents to eat healthfully and live actively in their community
- Some succeeded in shifting individual projects to more comprehensive, community efforts
- “Small wins” make progress toward community change by gaining community buy-in and additional partners, projects and resources.

Source: Center for Research and Evaluation on Education and Human Services (CREEHS) at Montclair State University 2015 *ShapingNJ* Healthy Communities Grant Project Report of Findings. April 2016. Retrieved from http://www.nj.gov/health/fhs/shapingnj/documents/reports/2015-ShapingNJ-HCG-Project-Eval/2015%20NJHCNG%20Rep%20of%20Findings_FINAL.pdf

Acknowledgements

- Peri Nearon, MPA, Director, External Affairs and Strategic Initiatives for Community Health & Wellness for the Division of Family Health Services, NJ Dept. of Health

Contact Information

Michelle Freedman Brill, M.P.H.
Family & Community Health Sciences Educator
Rutgers Cooperative Extension of Mercer County
930 Spruce Street
Trenton, NJ 08648
609-989-6831
brill@aesop.rutgers.edu