MUSC Boeing Center for Children’s Wellness

Mission: To reduce childhood obesity in the state of South Carolina by creating healthier school environments through innovative wellness initiatives

Dorchester Two School District winning school Alston Middle with adopting Physician, Dr. Bill Lomax
MAJOR ACCOMPLISHMENTS:

- Continuation and expansion of Docs-Adopt School Health Initiative® statewide to reach 10 districts, 300 schools, and 226,000 children in 2014-2015 school year
- Expansion of Docs-Adopt School Health Initiative beyond SC using distance learning technology
- Inclusion in SC DHEC Obesity Strategic Plan (www.scaledown.org)
- SCMA Obesity Taskforce Toolkit
- Symposium issue of the Journal for the South Carolina Medical Association
- Expansion of services to younger children through the South Carolina Program for Infant and Toddler Care

SUMMARY

The Boeing Center for Children's Wellness (BCCW) was created to assist children and school staff adopt healthy lifestyle behaviors by making schools the “heart of health.” Our vision is “a South Carolina where our children are healthy and active, avoiding the unhealthy lifestyles that lead to obesity.” Through strong community partnerships, the BCCW enables schools to pursue a culture of wellness, targeting increased physical activity and healthier nutrition.

Our Docs-Adopt School Health Initiative® has a proven track record of success in the promotion of wellness. First developed in the Charleston County School District in 2008, it expanded into Berkeley School District and Dorchester 2 School District in 2012, reaching a total of 146 schools with an enrollment of 98,149 students by the 2013-2014 school year. This school year (2014-2015) we are further expanding our Initiative into 4 additional school districts (Bamberg 1&2, Clarendon 2, and Colleton) as well as select schools near the other 3 Children’s Hospitals (Greenville, Columbia, and Florence). Our projected impact through this replication and expansion plan is to reach 10 school districts, 300 schools, and 226,000 students. Our model has been recommended for communities statewide and is included in the 2014 SC DHEC Obesity Strategic Plan (www.scaledown.org).

Specific components of the Docs-Adopt School Health Initiative include:

- **Docs-Adopt ©:** Physicians serve as members of School Wellness Committees

- **School Wellness Checklist ©:** The School Wellness Committees use the Checklist as a tool to select evidence-based strategies based upon the needs of their school

- **Wellness Achievement Celebrations:** At the end of each school year, participating schools achieving enough points on the School Wellness Checklist receive an award ($1,000) to be used for their wellness efforts. The top school in each district also receives a trophy and an additional award ($2,000).

The BCCW also works in the communities and with health care providers. We continue to lead community Bridge Walks (first Saturday morning of each month), accumulating 50,769 miles since we began in 2007. We participate in community and state initiatives such as the new SC DHEC Obesity Strategic Plan (www.scaledown.org). We partnered with the South Carolina Medical Association Childhood Obesity Taskforce in developing and testing a new Toolkit for health care providers to use with families and children in helping kids maintain a healthy weight.

Details about the BCCW, our programs and many other resources for families, schools and physicians are available on our website (www.musc.edu/leanteam).
DOCS-ADOPT SCHOOL HEALTH INITIATIVE©
Tricounty Schools
We launched a new year in Charleston, Dorchester and Berkeley Counties. Last year, Dorchester 2 set a record for 100% of their schools winning awards, probably because the Dorchester County Medical Society recruited physicians to "adopt" 73% of schools in the district.

Statewide Expansion
We are expanding using a Request for Proposals (RFP) process, one directly to school districts and a second to the Children’s Hospitals. The school district RFPs were awarded this quarter, with many more qualifying school districts than expected (11 districts). To meet this need, a 5 year plan was developed, adding new school districts gradually over the next 3 years. This year the RFP was awarded to Bamberg 1&2, Clarendon 2, and Colleton School Districts. SC DHEC and the Alliance for a Healthier Generation are assisting with this expansion.

Beyond South Carolina (Pottstown PA)
Last spring the BCCW was approached by the Pottstown Area Health & Wellness Foundation about possible replication in school districts surrounding Pottstown, PA. After several months of discussion and a presentation by Ms. Martin in Pottstown, we have accepted a contract to provide technical support for implementation of the Initiative in 10 schools. This replication provides an opportunity for us to test replication at a distance, using web-based and internet conferencing methods.

OTHER STATEWIDE EFFORTS
SC DHEC Obesity Strategic Plan
BCCW participated in the September launch of the SC Obesity Action Plan 2014-2019 (www.scaledown.org). The plan includes 2 of our initiatives: Docs-Adopt School Health Initiative and the SCMA Childhood Obesity Toolkit. Dr. Key has already led 5 trainings about use of the toolkit, training approximately 500 health care providers.

South Carolina Medical Association Childhood Obesity Taskforce
Dr. Key co-chairs this committee that brings statewide attention to children’s health. During this past quarter, specific products include the toolkit and a symposium issue of the Journal of the South Carolina Medical Association (to be published in October).

South Carolina Program for Infant Toddler Care (SC PITC)
SC PITC, directed by Ms. Kerrie Schnake, was relocated to the BCCW during this quarter. This program allows us to reach younger children, babies and toddler in daycare, with the same goals of improved nutrition and increased physical activity. SC PITC is a federal contract that provides education and oversees quality rating for daycare centers and programs across the state.

OUTCOMES
We are beginning to see results. Schools that actively participate in the School Wellness Checklist© contest have found that their students have healthier weights, miss fewer days of school, and have better behavior.

Recently presented results:
• Evaluation of school data from Charleston County School District 5th graders found that those schools with higher Checklist scores, specifically for categories involving nutrition and physical activity, had students with healthier weights (BMI). (King K, Byrne J, Stevens R, Spurlock D, McElligott J, Johnson S, Key J. School meals, physical activity, and obesity among 5th grade public elementary school students. Pediatric Academic Societies, May 2014.)
The Boeing Center for Children’s Wellness has many strong partnerships that have made this work possible. The Center recognizes that sustained wellness will not be through the efforts of one, but everyone.

Supporters:
- The Boeing Company
- Healthy South Carolina Initiative
- MUSC Heart & Vascular
- Bi-Lo / Winn Dixie Foundation
- The Pottstown Area Health & Wellness Foundation
- The Baldwin Foundation
- Coastal Community Foundation
- The Cooper River Bridge Run Foundation

Collaborators:
- SC Department of Health & Environmental Control
- Trident United Way
- The Alliance for a Healthier Generation
- Eat Smart Move More SC & Tricounty
- College of Charleston
- Fleet Feet of Mt Pleasant
- School Districts:
  - Charleston County
  - Dorchester 2
  - Berkeley County
  - Bamberg 1
  - Bamberg 2
  - Clarendon 2
  - Colleton County
- Medical Organizations:
  - South Carolina Medical Association
  - Charleston County Medical Society
  - Dorchester County Medical Society

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