

Minnesotans for Healthy Kids Coalition

Minnesota's only, statewide coalition focused on reducing childhood obesity through legislative advocacy.

What is the Minnesotans for Healthy Kids Coalition?

- **Mission:** Promote healthy eating and increase physical activity to improve health and reduce obesity among Minnesota's children through state and federal policy
 - Since 1970s, threefold increase in childhood obesity in U.S. (350% increase in 6-11 year olds)*
 - Obesity persistent by age 11**
 - In Minnesota, 14% of 10-17 year olds are obese***
 - 74%-90% of MN public school students in grades 5,8,9 and 11 report not having at least 60 minutes of physical activity each day in a typical week****
- **Membership:** 25 “Official” including MPHA + 38 “Unofficial”
- **Operations:** Consensus model though strategic planning is underway

* National Center for Health Statistics (2010)

**British Medical Journal (2006)

*** National Survey of Children's Health (2011)

**** Minnesota Student Survey (2013)

Advocacy

- Minnesota's only, statewide coalition focused on reducing childhood obesity through legislative advocacy
- Bring new issues into the debate at the Capitol
- Annual Policy Agenda Committee

Advocacy

- Coalition activities consist of three interrelated strategies:
 1. Government Affairs
 2. Grassroots Advocacy
 3. Communications

Policy Agenda - 2014

1. Safe Routes to School

Goal: Infrastructure funding - e.g. sidewalks, better pedestrian crossings, etc.

Result: \$1 million in bonding bill (one-time funding for infrastructure) & \$250,000 in supplemental budget (base-funding for non-infrastructure)

2. Comprehensive Transportation Funding Package

Goal: Statewide funding that supports all modes – e.g. road, transit, bike and pedestrian

Result: Passed out of Transportation Committee in House & Senate

3. Physical Education Inventory Survey

Goal: Require MN Dept. of Edu. prepare report on status (quality & quantity) of PE in schools

Result: \$25,000 in supplemental budget

4. School Lunch

Goal: Expand access to free school lunch by eliminating 40 cent fee for a reduced-price lunch

Result: \$3.5 million in supplemental budget

Questions?

Join our coalition today!

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Please visit:

www.heart.org/MNHealthyKids