2014 Year in Review
The mission of the Institute is to empower pediatricians, families and children to:

- Better prevent, assess and treat obesity and its comorbidities;
- Enhance partnerships with families to find and navigate individual pathways to healthy active living; and
- Catalyze stakeholders and communities to build and enhance capacity for healthy active living.

Institute for Healthy Childhood Weight Mission
Dear stakeholders, partners, members and friends,

Welcome to the AAP Institute for Healthy Childhood Weight (Institute) 2014 Year in Review! It is remarkable how much we have accomplished in just two short years and I am thrilled with the great work underway for 2015. This past year we made great strides to increase our visibility in social media, at national conferences, through print media and with our newly designed website. I am also pleased to announce that Dr. Stephen Cook and Dr. Victoria Rogers joined us as Associate Directors; their experience, expertise and research interests will be a great asset to the work of the Institute.

Our dedicated Advisory Board, Steering Committee and staff have worked diligently to establish our presence in the childhood obesity arena and we remain committed to our strategic focus in two distinct areas: prevention in early childhood and obesity treatment. The breadth of activities within these two areas is extensive and this report highlights the various projects, partnerships and workshops in progress. Two initiatives that I’m especially excited about include the:

1. **Childhood Obesity in Primary Care**, an innovative virtual collaborative quality improvement method which has the potential to transform how we approach physician certification and aims to improve evidence-based primary care practice surrounding healthy weight assessment for pediatric patients; and the

2. **Childhood Obesity Performance Improvement Collaborative**, a transdisciplinary partnership between primary care providers and dietitians, which addresses communication and best practices with a focus on improving access and uptake of insurance coverage.

The Institute and its broad portfolio of work continue to serve as a model for other initiatives within the AAP. The blueprint of our flagship tool, the Pediatric e-Practice, has been applied in the creation of a virtual child care center and our parent-informed resources for early obesity prevention have been adapted into tools and resources for early education centers across the country.

As you read on, you will see the body of work underway and I hope you will periodically check back with us via our website (www.aap.org/healthyweight) and Twitter (@AAPHealthyWt) for what is promising to be another extraordinary year for the Institute.

Sincerely,

Sandra Hassink, MD, FAAP

Medical Director

AAP Institute for Healthy Childhood Weight
This figure illustrates the diverse organizations with whom we are proud to partner.
With continued guidance from our leadership, we’ve strategically focused our efforts on early obesity prevention and advancing obesity management and treatment. During our second year of operation, we’ve forged new ground in these areas by developing new partnerships, driving practice change, improving parent and physician knowledge and contributing to the evidence-base. Below is a snapshot of the transformative work that is taking place, and we hope that it will give you a glimpse of this past year’s innovations and collaborations.

Advancing Treatment

**Change Talk**
- Building pediatricians’ skills in motivational interviewing, via an award-winning online module and app
- Training 4,000 users and counting

This year we partnered with New York-based Kognito, leaders in the creation of immersive learning environments through virtual reality, to launch Change Talk. Change Talk is an avatar-based online module and mobile app, designed to teach pediatricians and other health professionals motivational interviewing techniques to navigate challenging family and patient conversations regarding childhood obesity. To date, over 4,000 health professionals have used Change Talk, available in either web (http://ihcw.aap.org/resources) or app formats (available for download from the Apple App Store®, Google Play™ and the Windows Store).

**Expert Exchange**
- Engaging experts from 20 different children’s hospitals in pediatric weight management
- Collaborating to revolutionize treatment for children with obesity

The Expert Exchange is a think tank of renowned authorities in pediatric weight management representing children’s hospitals across the nation. In collaboration with the Children’s Hospital Association, we’ve joined forces with these specialists, to advance treatment in two specific areas:

1) improving care for young children with severe obesity and
2) ensuring comprehensive and coordinated care across primary and tertiary care settings.

Our strategies include identifying evidence-based approaches to improve screening and providing more tailored treatment for young children with severe obesity. We are also developing a framework to enhance the treatment of children with obesity by improving the primary-to-tertiary-care continuum, as well as the tools and work processes needed to accomplish this.

**Anticipated Impact**

Transformation of how providers learn motivational interviewing skills

**Identification of tailored and effective strategies for treatment**
Patient Retention

- Translating the latest evidence into practice through quality improvement
- Helping weight management centers engage and retain patients during treatment

The Patient Retention project is a collaborative effort with the Children’s Hospital Association guided by experts from 10 pediatric multidisciplinary obesity treatment centers and is focused on translating the research on best practices to keep families and patients engaged throughout treatment. Based on a thorough review of the evidence, our group identified several likely key drivers of patient retention and created tools to help treatment centers implement these practices. We’re now designing a quality improvement project to test and refine these strategies within pediatric weight management programs. Ultimately, we hope to also apply our findings within primary care settings and to share this information broadly with pediatric chronic disease programs.

Childhood Obesity in Primary Care

- Improving the quality of universal primary care related to healthy weight and obesity
- Meeting pediatricians’ needs for Part IV Maintenance of Certification credit

The aim of our Childhood Obesity in Primary Care project is to provide primary care pediatricians with an innovative option for obtaining Part IV Maintenance of Certification credits that balances the need for efficiency with effectiveness. Our upcoming quality improvement project combines a traditional self-study curriculum with team-level engagement in a brief virtual collaborative, to support systematic improvements in obesity prevention and management within primary care settings. In addition to having access to the latest evidence and expert coaching, participating teams will also be provided with various clinical tools and resources. Among these is a new, overarching algorithm to support comprehensive assessment of obesity-related risk, including appraisals related to growth, healthy active living behaviors and various obesity-related conditions and comorbidities.

Childhood Obesity Performance Improvement (COPI) Collaborative

- Modeling effective collaboration at the national level
- Translating evidence-based standards into practice improvement strategies

Collaboration begins at the top. That's what we decided regarding tackling the multitude of barriers facing pediatricians in providing evidence-based primary care to children with overweight or obesity. To improve coordination of care and insurance coverage for weight management visits, we partnered with the Alliance for a Healthier Generation and the Academy of Nutrition and Dietetics. The result was the COPI Collaborative. In the fall, ten diverse primary care practice/registered dietitian teams from Pennsylvania and North Carolina began their quality improvement journey through COPI. The project provides
practice teams with tools, resources and expert mentors in the context of a supportive and interactive learning environment to help teams overcome barriers to high-quality care. We hope that the learning that occurs through COPI will not just benefit participating teams but also pediatricians and dietitians nationwide.

**Anticipated Impact**

*Increased access to quality care for children with overweight or obesity*

### Improving Access to Comprehensive Obesity Care

- *Developing a policy agenda to support comprehensive obesity treatment*
- *Facilitating adoption and implementation of policy changes at federal, state and local levels*

With support from the Agency for Healthcare Research and Quality, we’re collaborating with The Obesity Society to convene leading authorities, researchers and public and private payers to remove key barriers to comprehensive, multidisciplinary obesity treatment. The aim of our July 2015 conference will be to create an actionable, national-level policy agenda and implementation plan to improve access to care and to advance the practice of evidence-based treatment for (stage 2 and 3) childhood obesity.

**Anticipated Impact**

*National roadmap to improve payment for obesity treatment*

### Bolstering Early Obesity Prevention

#### Healthy Active Living at the YMCA

- *Building capacity to facilitate healthy eating and physical activity in child care*
- *Linking pediatricians and YMCAs to enhance healthy active living programs and policies*

We’re excited to be partnering with YMCA to help families with young children establish healthy lifestyles and to support the spread of healthy eating and physical activity practices in the YMCA child care centers nationwide. Our efforts include providing YMCA staff with training, reliable resources, helpful tools for families and linking pediatricians with local YMCAs to advance their healthy active living programming.

**Anticipated Impact**

*Adoption of consistent messages across settings*

#### Healthy Active Living Grants

- *Training pediatric residents to be effective partners in community advocacy*
- *Supporting collaboration between residency programs and community-based organizations*

This year we’ve continued to provide Healthy Active Living Grants through the AAP Community Pediatrics Training Initiative. These small seed grants allow AAP chapters and pediatric residency programs to partner with one another and
with community-based organizations to implement sustainable community-based projects that support early obesity prevention in the context of community and the clinic. These grants also provide residents with a hands-on opportunity to build a foundation in community pediatrics that we hope will continue throughout their careers.

**Anticipated Impact**

*Pediatric residents trained as effective community advocates for health*

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### Head Start National Center on Health

- **Building capacity for Head Start staff to foster healthy habits in children and families**
- **Cultivating a culture of health in Head Start programs nationally**

Because early obesity prevention is also a priority area for Early Head Start and Head Start programs, we’ve partnered with the Head Start National Center on Health to conduct extensive staff trainings on strategies to support healthy active living in Head Start programs. We’ve also leveraged technology to develop educational resources that foster interactive learning and encourage nationwide spread.

**Anticipated Impact**

*Head Start environments that support healthy active living for children who may be at increased risk for developing obesity*

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### Examining a Developmental Approach to Childhood Obesity: The Fetal and Early Childhood Years

- **Evaluating the evidence regarding the role of epigenetics in obesity**
- **Targeting a key developmental window for obesity prevention**

Along with the United States Department of Agriculture and the Robert Wood Johnson Foundation, we are pleased to be co-sponsoring a public Institute of Medicine workshop, planned for February 2015, in Washington, DC. The goals of the meeting include identifying relationships between exposure to risk factors during sensitive periods of development and obesity-related outcomes that operate through epigenetics. Other aims include examining the potential reversibility of obesity risk during early childhood and translating this evidence into appropriate guidance for obesity prevention and intervention.

**Anticipated Impact**

*Identification of research-informed windows of opportunities for obesity prevention and intervention during the pre-conception period through age 5*
The Institute for Healthy Childhood Weight is governed by an expert Advisory Board and by a Steering Committee. The Advisory Board is comprised of members with expertise in business, academia, health care, community and national non-profit organizations. The Steering Committee includes seven Fellows of the American Academy of Pediatrics with expertise in quality improvement, community-based initiatives, research and tertiary care charged with designing and implementing Institute projects and initiatives.

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FAAP, FTOS
Associate Director

Victoria Rogers, MD, FAAP
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* Liaison to the Advisory Board
At the Institute for Healthy Childhood Weight, our goal is to support our work through a diverse portfolio of funding sources representing a variety of sectors, including public, private/corporate, non-profit and foundation. Obesity is a complex problem, and we believe that the most effective solutions require participation from health care, industry, community-based organizations and state and federal agencies. As an entity of the American Academy of Pediatrics, the Institute for Healthy Childhood Weight accepts financial and in-kind support from corporations, foundations, individuals and other organizations only if such acceptance would not pose a conflict of interest and in no way impair the Institute’s objectivity, influence, priorities and actions. Support of Institute programs does not permit influence over content, nor does it imply AAP or Institute approval or endorsement of an organization’s policies or products, whether a program is funded by single or multiple sources.

*The Institute gratefully acknowledges the generous support from its funders.*

**Founding Sponsor of the Institute**

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- National Institutes of Health
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- United Health Foundation