



Children's Health TAC 7/10/24

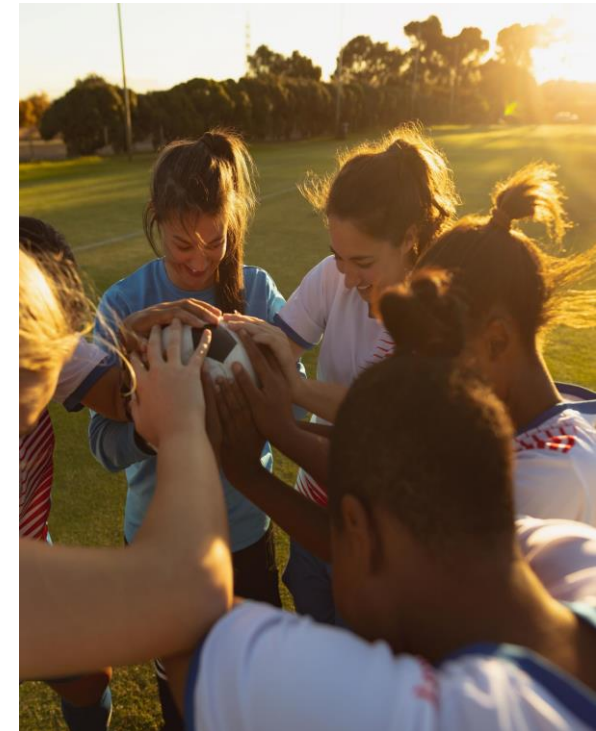


The Numbers

- Earlier this year we identified 20,830 unique WellCare children (under 18) who had at least one of a variety of obesity diagnoses (obesity due to excess calories, obesity unspecified, other obesity, body mass index exceeding given threshold)
 - 85% = exceeding a BMI-related threshold
 - 4% = obesity due to excess calories
 - 52% male and 48% female

Value-Added Benefits

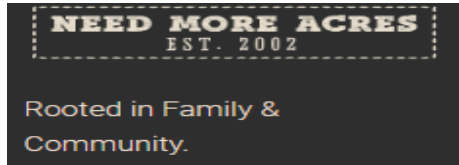
- ❑ Sports physical
- ❑ Weight Watchers
 - ❑ At least 13 years old (accompanied by adult if <18) and in BMI 85th percentile
- ❑ Kurbo by Weight Watchers (for 13 to 17 – teaching healthy habits for life)
 - ❑ Kurbo = mobile APP health/weight management program
 - ❑ One-on-one health coach who gives tips and encourages (once a week video chat + anytime messaging via APP)
 - ❑ Food and activity tracker
 - ❑ Teaches basic nutrition, healthy food, understanding food labels, portion control
 - ❑ CEO: “I think the APP is for everyone, and there’s diverse voices and reflections, and we will continue to make sure that we’re focused on all communities.”
- ❑ *“An App to Fight Childhood Obesity”*, Katelyn Newman, U.S. News
<https://www.usnews.com/news/health-news/articles/2019-08-13/weight-watchers-ceo-mindy-grossman-an-app-to-fight-childhood-obesity>
- ❑ Fitbit:
 - ❑ New enrollee (any age) who has an initial PCP visit w/in 90 days of enrolling
 - ❑ 19 to 21 who completes an annual well-child visit
 - ❑ up to age 17 children/adolescents on two or more antipsychotic meds who complete a blood glucose and cholesterol testing)
- ❑ Nike gift card (limited to ages 6 to 18) for completing an annual checkup and annual dental exam





Good Measures is one of our partners in our efforts to combat diabetes and obesity

- ❑ Personalized, data-driven food is medicine solutions
 - ❑ Food “prescriptions” and home delivery
 - ❑ Tailored nutrition education and planning
 - ❑ Personalized coaching
 - ❑ APP
 - ❑ Also identify social determinants of health (SDOH) and food insecurity and connect with food deliveries
- ❑ They primarily help adults (maternal health, members w/diabetes or hypertension, or obesity or other diseases, but we also refer children (< 18) w/obesity to Good Measures



Need More Acres <https://needmoreacres.com/about/>

- Food = medicine
- Provides fresh, healthy food plus prepares meals and educates on how to prepare meals (operates in Allen, Barren, Warren, and Simpson Counties but purchases farm products from many more KY counties)
- Includes medically-tailored meals:
 - Children w/special dietary needs
 - 40 weeks of fresh food meal kits for pregnant women (launched May 9, 2022) – healthy-eating mom translates to healthy-eating child
- Provides food infrastructure
- MANY pilot projects
 - Partnership with Hotel Inc (another community partner WellCare supports)
 - In Bowling Green, pilot project primarily serving refugees
- WellCare also funds farmers as part of this initiative (not just consumers)
- Payment options include WIC Farmers Market Nutrition Vouchers, Senior Farmers Market Nutrition Vouchers, SNAP/EBT, and Fresh Rx for Moms



Black Soil Kentucky <https://www.blacksoilky.com/about>

WellCare launched partnership with Black Soil Kentucky in late 2020

Mission – reconnect black Kentuckians w/agricultural heritage

Connects black farmers, growers, producers across KY with urban families to promote healthy living, healthy food consumption

Providing seasonally fresh food including:

- Fresh Food for Moms initiative (fresh food mom and children)
- Meal Preparation (healthy meals)
- Delivered meals, curbside pick-up, community pick-up sites

Payment options include WIC Farmers Market Nutrition Vouchers, Senior Farmers Market Nutrition Vouchers, SNAP/EBT, and Fresh Rx for Moms



FreshRx for Moms <https://cfaky.org/freshrx/>

- WellCare launched in 2018 in partnership with the Community Farmers Markets (CFM) and the Community Farm Alliance (CFA)
- Produce “prescription” to provide fresh, Kentucky-grown produce for Mothers on Medicaid (healthy eating mom translates to healthy eating child)
- Nutrition education/advice from on-site dietitians, seasonal recipes, cooking kits
- Expanded in 2022, now operation in Allen, Barren, Fayette, Franklin, Jefferson, Kenton, Letcher, Menifee, and Warren Counties



Beyond Healthcare. A Better You.