



INSTITUTE FOR
MEDICAID INNOVATION

**NEWS RELEASE
FOR IMMEDIATE RELEASE**

Managed Medicaid's Arsenal Grows in Fight Against Childhood Obesity

Toolkit a prevention program "how-to" guide for plans, shows importance of ROI

Washington, DC - June 19, 2018 – The Institute for Medicaid Innovation (IMI), a research organization dedicated to improving the lives of Medicaid enrollees, today released the **ChildHood Obesity Prevention and Treatment (CHOPT) for Medicaid toolkit** to aid Medicaid health plans launch or expand their own childhood obesity prevention and treatment programs.

With support from the Robert Wood Johnson Foundation (RWJF) and in partnership with Medicaid Health Plans of America (MHPA) and the Association for Community Affiliated Plans (ACAP), the resource is a comprehensive instructional guide tailored specifically for Medicaid health plans given their role in providing coverage for significant numbers of children and adolescents with obesity.

The toolkit first introduces topics that Medicaid plans must consider in order to implement a successful childhood obesity prevention and treatment program, such as addressing social determinants of health and cultural sensitivity, the importance of working with stakeholders like community partners, families, and clinicians, recognizing the role of quality data, and understanding practical matters like securing funding for long-term sustainability by showing positive return on investment (ROI). The core element of the toolkit follows, walking Medicaid plans through a pre-launch readiness assessment all the way to actual implementation and evaluation.

“Not only is childhood obesity a serious health issue that can lead to increased risk of diabetes and cardiovascular disease in adulthood, but it’s a financial one as well: the annual costs of obesity for children and adolescents alone are \$2.9 billion, so the motivation for Medicaid health plans to invest in solutions is high,” noted Jennifer E. Moore, PhD, RN, principal investigator for CHOPT for Medicaid and director of the IMI. “With this toolkit, they will have the information they need to potentially reverse childhood obesity trends and improve the overall quality of life for children and their families.”

About Institute for Medicaid Innovation (IMI)

The Institute for Medicaid Innovation focuses on providing innovative solutions that address important clinical, research and policy issues in Medicaid through multi-stakeholder engagement, research, data analysis, education, quality improvement initiatives and



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dissemination and implementation activities. For more information, visit www.medicaidinnovation.org

About Association for Community Affiliated Plans (ACAP)

ACAP represents 61 Safety Net Health Plans, which provide health coverage to more than 21 million people in 29 states. Safety Net Health Plans serve their members through Medicaid, Medicare, the Children's Health Insurance Program (CHIP), the Marketplace and other health programs. For more information, visit www.communityplans.net.

Medicaid Health Plans of America (MHPA)

Medicaid Health Plans of America (MHPA) is the leading national trade association solely focused on representing the universe of Medicaid health plans. MHPA works on behalf of 93 commercial and non-profit plans that serve over 25 million lives in 39 states and Washington, DC. MHPA provides advocacy and research that support policy solutions to enhance the delivery of quality care to disadvantaged Americans. MHPA also holds an annual conference where industry leaders address key issues, discuss solutions, and share best practices. For more information, visit www.medicaidplans.org or www.medicaidconference.com.

About American Academy of Pediatrics (AAP)

The mission of the American Academy of Pediatrics is to attain optimal physical, mental, and social health and well-being for all infants, children, adolescents and young adults. To accomplish this, AAP shall support the professional needs of its members. For more information, visit <https://www.aap.org>.

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