

Building Healthy Communities: Physical Activity and Nutrition

City of Moses Lake
Grant County Board of Health
University of Washington
Washington State Department of Health
National Park Service

Presentation Goals

- To describe the nature of obesity & the role of nutrition & physical activity
- To provide information about a CDC-funded project for obesity prevention in Washington State.
 - State Nutrition and Physical Activity Plan
 - Community-based project in Moses Lake, Washington
- To discuss the newly formed Center for Public Health Nutrition & the role it plays in obesity prevention efforts & CBPR

Overview

The Obesity Epidemic

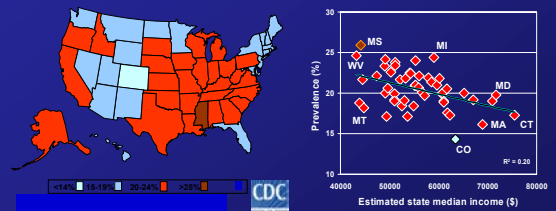
Public Health & Economic Approaches

- "Obesity in the U.S. is not primarily a medical problem & cannot be controlled by primarily medical approaches"
Kumanyika, Ann Rev Publ Health 2001
- Obesity is an *economic* issue & a public health problem
- There is public pressure for economic interventions – including structural & policy changes
- How feasible are they & how successful are they likely to be?



Obesity Epidemic

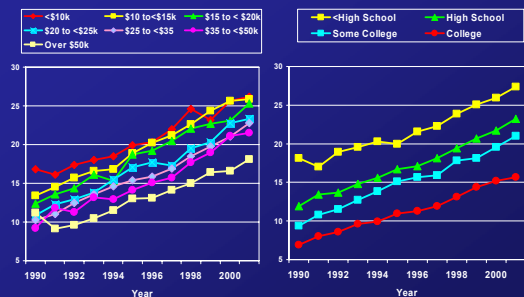
Obesity rates in the US by state are linked to incomes: an issue of economic resources?



Obesity trends: BRFSS (2001) data from the CDC (BMI ≥ 30)
Estimated state median incomes for 4 person families (2001): Bureau of the Census
Analyses: Drewnowski 2003

Obesity Epidemic

Obesity rates are increasing *equally* for all groups by education & income



Obesity (BMI>30) trends by income and education groups based on BRFSS 1990-2001 data: analyses by Roland Sturm, RAND Corporation, 2003

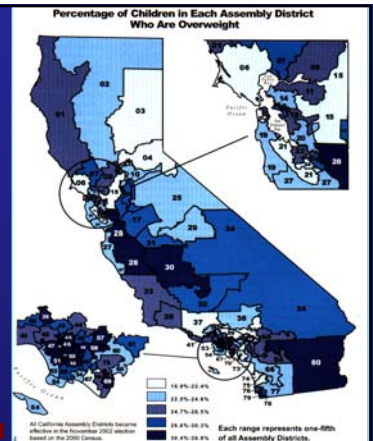
Obesity Epidemic

Overweight & unfit children in California assembly districts

Legislative District Policy Brief No. 1.

California Center for Public Health Advocacy

FITNESSGRAM data 2001



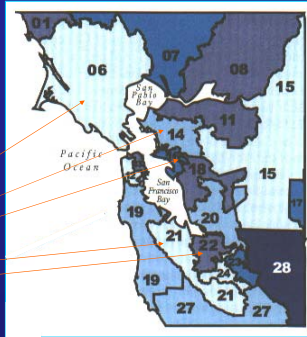
Obesity Epidemic

Overweight & unfit children in California assembly districts

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California Center for Public Health Advocacy

Marin County
Berkeley
Oakland
Palo Alto
San Jose

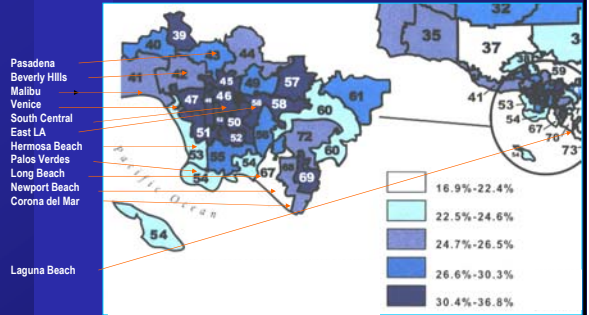


Over 12% of households in Marin county have incomes >\$200,000 p.a.

Obesity Epidemic

Overweight & unfit children in CA assembly districts

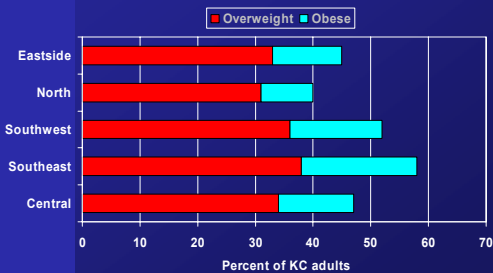
Legislative District Policy Brief No 1.
California Center for Public Health Advocacy



Obesity Epidemic

Overweight & obese adults

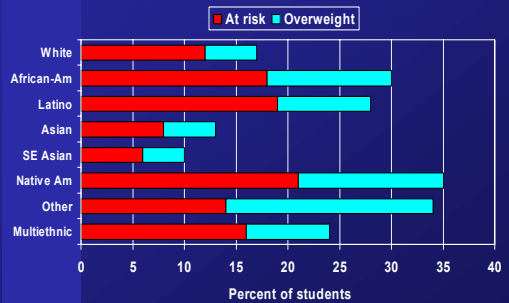
Seattle-King County by district (BRF5 data)



Obesity Epidemic

At risk & overweight students

Seattle public schools by race/ethnicity



Obesity Epidemic

Why the recent epidemic?

- Obesity rates have doubled over the past 20 y & are increasing - independent of SES
- Is the food environment to blame?
 - Diets high in energy-density
 - Diets high in added sugars & fats
 - Snacks, fast foods, soft drinks
 - Expanding portion sizes in restaurants (supersizing) – and at home
 - School food environment (competitive foods, pouring contracts, vending machines)
 - Marketing & advertising to children
- What are the current food trends, as outlined by the ERS/USDA?



Obesity Epidemic

Nutrition and Your Health: Dietary Guidelines for Americans

How do we choose foods?



The key premise of dietary guidelines - and of dietary advice in general - is that consumers have a free **choice of foods**

Is that, in fact, the case?

ERS/USDA distinguishes between different categories of consumers:

- Those who don't know enough
- Those who don't care enough
- Those who don't have enough

Dietary interventions for health promotion need to take economic issues into account

Obesity Epidemic

Structural & policy-based approaches

- Lifestyles (eating habits included) are driven by the environment – not by individual will
- The socially advantaged have more personal choices regarding food & physical activity

SK Kumanyika, Ann Rev Publ Health 2001;22:293-308

- Consumer food choices may be limited by **economics** & **food pricing**
- There is a growing emphasis on **structural** & **policy** approaches to the obesity problem
- What politically acceptable strategies & solutions are there?



Obesity Epidemic

CDC State-based Nutrition & Physical Activity Programs

Prevention of Obesity & Related Chronic Disease

WA Obesity Grant

Washington State

- One of 12 states to receive funding (\$700K)
- Improving nutrition & physical activity using environmental & policy approaches
- Formation of DNPA Section at DOH
- State Advisory Committee
- Nutrition & Physical Activity Strategic Plan
- Pilot Community

WA Obesity Grant

Pilot Community Selection

- Outside urban core, small to medium size
- Nutr / PA coalition
- Ethnic diversity
- Core of Human Resources
- Letter of Interest

Pilot Community

Community-based Participatory Research

- Collaborative process of research involving researchers & community representatives
 - Identifying community strengths & resources
 - Selecting priority issues to address
 - Collecting, interpreting, & translating research findings in ways that will benefit the community
 - Emphasizing the reciprocal transfer of knowledge, skills, capacity & power

WA Obesity Grant

Israel et al., Community-Campus Partnerships for Health 4th Annual Conference, 2000

Moses Lake, Washington

May 2002 – June 2003

- Initial meetings with LHJ, City, Board of Health
- Formation of Advisory Committee
- Advisory Committee meetings

Pilot Community

Community Inventory Goals



- Assess factors which affect nutrition & physical activity choices in Moses Lake
- Assist AC members to determine what project(s) are appropriate for the community
- Increase awareness of the impact of policies & environments

Pilot Community

Planning Document

- Enhanced opportunities for recreation & physical education
- Increased access to healthy foods
- Assurance that transportation, urban planning, & public safety systems support active lifestyles

Pilot Community

Methods



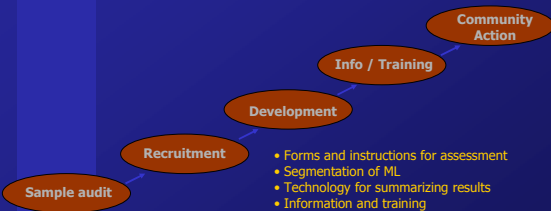
Pilot Community

Methods



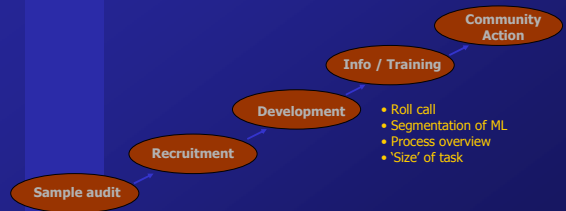
Pilot Community

Methods



Pilot Community

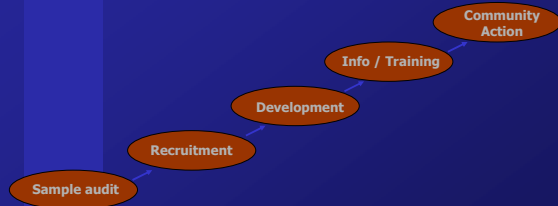
Methods



Pilot Community

Methods

- Sections
- Data collection
- Continued follow-up / cheerleading by email
- Trouble-shooting
- Evaluation



Pilot Community

Healthy Communities Moses Lake

- Community driven
- Build partnerships
- Share knowledge
- Choose strategies
- Evaluate



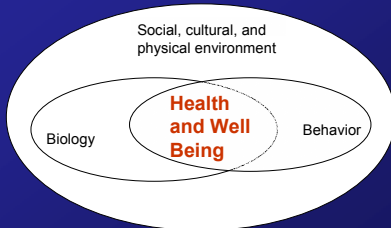
Pilot Community

Washington State Nutrition and Physical Activity Strategic Plan: Policy and Environmental Approaches



Washington State Plan

"Health and well being are affected by a dynamic interaction between biology, behavior, and the environment, an interaction that unfolds over the life course of individuals, families, and communities."



Institute of Medicine. Promoting Health: Intervention Strategies from Social and Behavioral Research. Washington D.C.: National Academy Press, 2000

Obesogenic environment

Planning Group: We are in this together

- Nutrition & physical activity professionals
- Active transportation advocates
- Parks
- Community development
- Hunger advocates
- State agencies: DOT, OSPI, WSDA

Washington State Plan

Social-Ecological Model



Washington State Plan

Criteria for Objectives & Recommendations

- Related to obesity
- Population-based
- Evidence based, theoretically sound, or recommended by nationally recognized authorities or experts
- Large impact for resources used
- Measurable

Washington State Plan

Target Audience: Policy Makers

	Examples
Institutional	School administrators, food service administrators, employers
Community	City planners, local program administrators, volunteer organizations
State	Legislators, state agencies, health associations

Washington State Plan

Purpose

- Provide a framework in which policy makers at the state, local & institutional levels can work together
 - to support & build environments that make it easier for Washington residents

Washington State Plan

Purpose

- to choose healthy foods & be physically active in order to:
 - Slow the increase in the proportion of adults who are obese
 - Reduce rates of chronic diseases that are associated with obesity
 - Improve the quality of life



Washington State Plan

Overarching Goals

Nutrition

Increase the proportion of adults & children who have diets that reflect the Dietary Guidelines for Americans

Physical Activity

Increase the proportion of adults & children who meet the physical activity recommendations

Washington State Plan

Nutrition



Objective: Increase access to health promoting foods

Recommendations:

- Increase the consumption of vegetables & fruits
- Ensure that worksites provide healthful foods & beverages
- Ensure that schools K-12 provide healthful foods & beverages

Washington State Plan > Nutrition

Nutrition



Objective: Reduce hunger & food insecurity in Washington State

Recommendations:

- Provide adequate support for nutrition & food programs
- Improve access to nutrition programs

Washington State Plan > Nutrition

Nutrition



Objective: Increase the proportion of mothers who breastfeed their infants & toddlers

Recommendation:

- Ensure that health care settings, childcare facilities, & worksite environments are breastfeeding friendly

Washington State Plan > Nutrition

Physical Activity



Objective: Increase the number of people who have access to free or low cost recreational opportunities for physical activity

Recommendations:

- Provide adequate funding for state & local recreation sites & facilities
- Develop model policies to increase access to public facilities for physical activity
- Increase the number of worksites that have policies that enhance activity opportunities

Washington State Plan > Phys Act

Physical Activity



Objective: Increase the number of physical activity opportunities available to children

Recommendations:

- Adopt school based curricula & policies that provide quality, daily PE for all students
- Encourage policies that provide opportunities for physical activity outside of PE
- Provide opportunities to replace behaviors like TV watching with physical activity

Washington State Plan > Phys Act

Physical Activity



Objective: Increase the number of Active Community Environments

Recommendations:

- Utilize urban planning approaches – zoning & land use – that promote physical activity
- Incorporate transportation policy & infrastructure that promotes non-motorized transit
- Enhance safety & perceived safety to improve community walkability & bikeability

Washington State Plan > Phys Act

Evaluation

- Based on logic model
- Process Objectives
- Outcome Objectives:
 - Short
 - Medium
 - Long

Pilot Community

INPUTS

DOH & UW
 Staff time & expertise
 Internal partners & administrators
 External partners, coalitions, networks, relationships
 Technical Assistance

CDC
 Funding
 Staff time & expertise
 Technical Assistance and training

Moses Lake and Other Communities
 Time, expertise and enthusiasm of officials and volunteers

Advisory Committee
 Overall committee member's time and agency commitment
 Resources for communication and covering

ACTIVITIES

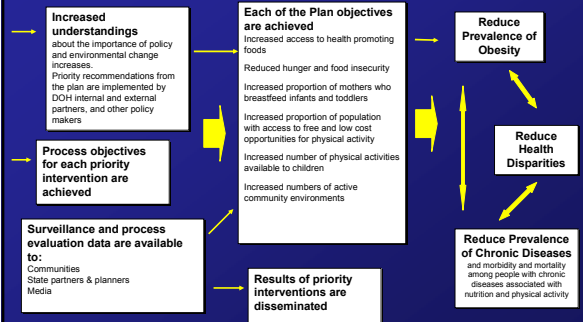
Promote Implementation of State Plan
 Continue to integrate plan into workplans of all internal DOH partners, other State agencies, and external partners
 Implement communications plan (media, presentations, key policy makers, awareness campaigns)

Priority Interventions
 Promote fruits and vegetables
 Address food insecurity and hunger
 Promote breastfeeding
 Provide alternatives to sedentary activities (like television watching)
 Support local planning & intervention for nutrition and physical activity in Moses Lake and other communities
 Increase opportunities for physical activity
 *Increase active community environments
 *Develop and distribute model policies
 *Promote safe & active routes to schools

Surveillance, Monitoring & Evaluation
 Ongoing analysis of existing data sources
 Develop, test and evaluate new data sources
 Evaluate progress toward each of the plan's objectives

OUTCOMES

SHORT TERM MEDIUM TERM LONG TERM



Washington State's Contextual Influences: threats to established mechanisms for access to care for vulnerable populations, unique patterns of ethnic diversity and income inequities, high unemployment, strong education system focus on academic testing, rapidly rising obesity rates, strong physical activity coalition, high rates of food insecurity



UW Center for Public Health Nutrition

Formed with the Vitamin Anti-trust settlement funds secured by the Washington State Attorney General

UW CPHN

Center Faculty & Staff

- Adam Drewnowski, Director
- Donna Johnson, Associate Director
- Caroline McNaughton Tittel, Coordinator
- Barbara Bruemmer, Technical Advisor
- Menrit Francis, Fiscal Specialist
- Nicole Campbell, Graduate Assistant
- Advisory Board UW
- Steering Committee

UW CPHN

Center Mission

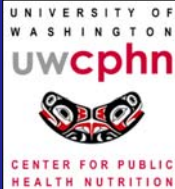
- To advance & promote public health strategies for improving nutrition & reducing obesity rates among Washington State residents.
- To provide technical assistance to government agencies & community groups
- To conduct research in public health nutrition & food policy
- To provide continuing education & consumer outreach

UW CPHN

Center Partners

- Washington State Department of Health (DNPA Section)
- Public Health- Seattle & King County
- Seattle Public Schools
- Community partners
 - Children's Alliance
 - WSU Cooperative Extension

UW CPHN



The impact of non-commercialism policy in Seattle schools

Joint project with Seattle public schools to prevent obesity & promote nutrition & physical activity among minority adolescents

UW CPHN

CPHN & CBPR

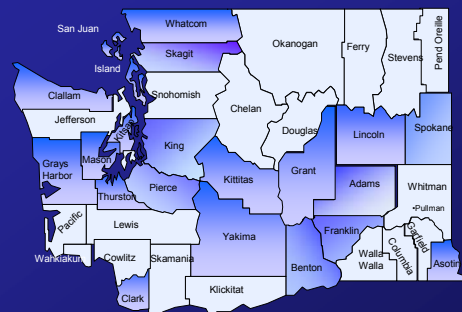
- Grants for Healthy Youth
- Purpose: To build upon & advance knowledge of primary prevention approaches to overweight & obesity in children & adolescents in our communities
- Nutrition focus, but physical activity also encouraged

UW CPHN - CBPR

RFP Process

- Formation of Review Committee
- Announcement of funding
- Letter of Intent

UW CPHN - CBPR

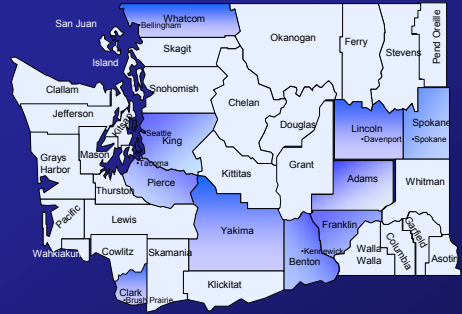


Letters of Intent

RFP Process

- Invitation to submit proposal

UW CPHN - CBPR



Proposals Requested

RFP Process

- Proposals reviewed & scored
- CPHN review & selection
- Awards & contracts

UW CPHN - CBPR

Grant Recipients

<http://www.cphn.org/grants.html>

- Children's Alliance
- Child Care Health Program – PHSKC
- SNAC Program – PHSKC
- WSU Cooperative Extension – Clark County

UW CPHN - CBPR

Presenters

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