



# CPHN Quarterly

The Center for Public Health Nutrition was funded in 2002 by vitamin anti-trust settlement money from the Washington State Attorney General's Office. CPHN is housed within the School of Public Health and Community Medicine and administered through the Nutritional Sciences Program in the Department of Epidemiology.

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## Our Mission

To advance public health approaches to improve nutrition and physical activity through environmental and policy change.

- Build partnerships and collaborations with practitioners, government agencies and communities
- Provide technical assistance in the translation of research into policy and practice
- Shape obesity and chronic disease prevention and reduction efforts

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## About this issue

This issue of the *CPHN Quarterly* features reports from three other projects receiving vitamin anti-trust settlement money in Seattle, as well as recent meetings and activities sponsored by the Center, articles published by staff, and upcoming events.

## Healthy Mothers Healthy Babies



The mission of Healthy Mothers, Healthy Babies Coalition of Washington (HMHB) is to serve as the foremost catalyst for improvements in maternal, child and family health. HMHB's core services are the statewide maternal and child

health information and referral line and the development and distribution of health education materials. HMHB has used much of the Vitamin Settlement Grant funds to improve the quality of health education information distributed to low-income families in Washington. The health education materials include a prenatal oral health bookmark and a revised edition of HMHB's *A Guide to Pregnancy and Baby Care through Age 2*. The HMHB website was revised to increase the amount of nutrition information that is available to parents with low-literacy skills via the web.

HMHB has also used Vitamin Settlement Grant funds to increase access to healthy foods for Washington families. Specifically, in 2003, HMHB began providing Basic Food Program information to their referral line callers. Since implementation, nearly 3,500 callers have received referrals to local agencies that can help them enroll in the program. In addition, HMHB plans to launch a new food resources hotline, called the Family Food Line (1-877-FOOD-4-WA) this year. The Family Food Line will provide families in Washington with one source for information on state and local food programs and resources.

HMHB plans to sustain this excellent work by contracting with government agencies such as DSHS and has received grant funds with the Children's Alliance from Share Our Strength. HMHB has also been awarded a grant from the Paul G. Allen Foundation to develop a website that provides information and application forms for state and local health programs and resources. The new tool will turn complex program rules into user-friendly interview questions to make it easier for families to apply for benefits. For more information on HMHB, visit their website at [www.hmhbwa.org](http://www.hmhbwa.org)

## Children's Hospital and Medical Center

Children's Obesity Action Team (COAT) is a group of healthcare professionals focused on decreasing childhood obesity through development of resources for families and healthcare providers with a special emphasis on the Hispanic/Latino and African American communities. COAT used Vitamin Settlement Grant Funds to conduct a needs assessment for resource development. Focus groups with families, caregivers and primary care providers resulted in a list of preferred choices and suggestions for new materials. Resources prepared by COAT include:



- Changes for a Healthy Lifestyle: Helpful Ideas from Parents
- Healthy Eating/Activity Packets for Families
- Provider Packet for Obesity
- Weight Management Educational Materials: lists preferred resources and how to obtain them.
- Web-based manual on childhood obesity ([www.childrensobesityaction.org](http://www.childrensobesityaction.org))
- STRONG KIDS is a nutrition, physical activity and self-empowerment program serving overweight or at risk of overweight (>85<sup>th</sup> percentile BMI) children, ages 8 to 14 years at YMCA's. Providers assess family readiness to change to assure that candidates are amenable to implementing health behavioral changes. STRONG KIDS begins with three months of twice-weekly 90-minute sessions, followed by a six-month maintenance phase with monthly drop-in sessions, a personal family coach and YMCA membership. STRONG KIDS creates links among families, a community-based organization (YMCA), primary care providers and Children's Hospital. Pilots are underway and additional programs are scheduled in 2005.
- A 5½ hour skills workshop for healthcare providers: "Pediatric Weight Management: Skills and Resources for Providers" was offered through Children's Continuing Medical Education, October 2, 2004. This workshop was supported by funds from the American Heart Association and the Washington State Dairy Council. Two additional workshops are planned for 2005.

COAT has secured additional private funding and continues to pursue private and federal funds for on-going development of these initiatives.

## Children's Alliance



The Children's Alliance, a statewide non-profit child advocacy organization, works on a number of issues that affect children and families in Washington. The goal of their anti-hunger work is "to protect and increase funding for school meal programs and other federal food programs, increase access, improve program quality, and decrease the administrative red tape associated with applying to and operating the programs." Vitamin Settlement Grant funds were used by Children's Alliance to support a project entitled "Nutrition and Schools: Youth and Their Parents Speak Out." This project, coordinated by Shelley Curtis, consisted of six focus group sessions with parents and students enrolled in the free or reduced lunch programs in high schools in three Washington school districts: Spokane, Tacoma, and Sunnyside. Key findings of the study include an overview of students' eating habits, students' knowledge and views of eating healthy and parental views of the school lunch program. More information can be found at <http://www.childrensalliance.org/publications/reports.htm> (Nutrition and Schools: Youth and Their Parents Speak Out).

## Washington State Health Legislative Conference

Donna Johnson chaired a panel discussion in December 2004 on the topic, "It Takes a Village to Make You Healthy." Donna gave an overview of the increase in obesity and decrease in physical expenditure by the population as a whole and the risk and increased costs to health. David Levinger of Feet First presented a schematic of organizations working to promote "active living" and state-wide efforts underway. Brita Butler-Wall, Seattle School Board president, shared the nutrition guidelines put in place in September in all Seattle Public Schools that block exclusive soda contracts and unsolicited advertising or branding in schools, and establish a Fitness Advisory Committee to the School Board. Jeff Hemp, representing the Northwest Automatic Vending Association, discussed the vending of healthy foods and the promotion of their "Burn it Off" campaign to bring awareness to food intake vs. required expenditure. Anne Vernez Moudon of UW College of Architecture and Urban Planning shared results of telephone surveys with residents and mapping to predict the probability of increasing individuals walking to common destinations with changes to the built environment. To view slides of their presentations, go to <http://depts.washington.edu/uwcpnh/environment.html>

## Steering Committee of CPHN

The Steering Committee met in December and discussed the Center's past accomplishments, future activities and how they will integrate with the new P20 Exploratory Center for Obesity Research (ECOR). With less than a year left of CPHN's original funding, we are continuing to seek additional support for the continuation of our work with public health agencies and programs.



## Healthy Schools in Washington

The *Healthy Schools in Washington* website has continued to be a valuable resource for Washington State educators, policy makers and community members as they work together to improve the nutrition and physical activity environments in our schools. A new web page, "Senate Bill 5436 Resources," has been added to bring focus to particular resources that schools may find useful as they prepare to meet the State Legislative mandate to have a nutrition and physical activity policy in place by August 2005. Featured on the new webpage is a list of education and health professionals listed by school district who have volunteered to share their expertise with the public via e-mail or telephone or, in some cases, as speakers. A second feature is a list of funding resources available to schools that may add revenue. Third, a listing of schools who have implemented healthy vending without losing revenue has been added. The partners involved in developing the website and its content are CPHN, the State Board of Health, the Department of Health, the Office of Superintendent of Public Instruction, Children's Alliance, and the Washington State School Directors Association. Improvements to the website design and functionality are a result of implementation of changes suggested by an evaluation survey conducted with consumers last summer. Please visit the Healthy Schools in Washington website at [www.healthyschoolswa.org](http://www.healthyschoolswa.org).



## Early Childhood Education Meeting

Professionals working in programs for early childhood education gathered in November at Comprehensive Health Education Foundation in Seattle to share information about their programs to promote healthy eating choices and increasing physical activity among families. Information was also provided to the group about what other states are doing to bring focus to one statewide initiative. An inventory of initiatives from around Washington State is being compiled. The group is interested in following up on a statewide approach.



## Partners in Action Website

Once a quarter, the Center sends out a request for information to update the Partners in Action website, a partnership with the Washington Department of Health and those individuals who pledged to inform us of the efforts they are making to meet the goals of the Washington State Nutrition and Physical Activity Plan. The fourth quarterly update will be posted in the middle of February. To see the latest reports and also access past issues, visit <http://depts.washington.edu/waaction/>



## Recently Published Articles

Drewnowski A, Almiron-Roig E, Marmonier C, Lluch A. Dietary energy density and body weight: is there a relationship? *Nutr Rev.* 2004 Nov; 62(11):403-13. Reviews previous evidence for dietary energy density linked with body weight.

Drewnowski A. Obesity and the food environment: dietary energy density and diet costs. *Am J Prev Med.* 2004 Oct; 27(3 Suppl):154-62. Discusses the socioeconomics of obesity.

## Upcoming Events

**Healthy and Ready to Learn: The 9<sup>th</sup> Annual Healthy Child Care Washington and Head Start ECEAP Health Symposium** in Wenatchee, March 29-31, 2005. To register, go to [www.healthychildcare-wa.org](http://www.healthychildcare-wa.org) For more information, contact Jan Gross at 360-678-2162 or [jang@pacrimsys.com](mailto:jang@pacrimsys.com)

**Washington State Dietetic Association Annual Conference**, April 17-19, 2005 at the Hilton Seattle Airport & Conference Center. Go to [www.nutritionwsda.org](http://www.nutritionwsda.org) for program and registration details.

