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

• "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?

The Obesity Epidemic

Public Health & Economic Approaches

• Obesity epidemics are increasing equally for all groups by education & income

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

  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)

  Analyses: Drewnowski 2003

  Estimated state median incomes for 4 person families (2001): Bureau of the Census

  Overweight & unfit children in California assembly districts

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

  FITTESTGRAM data 2001

Overweight & unfit children in California assembly districts

Percentage of Children in Each Assembly District Who Are Overweight

- High School
- Some College
- College

- Over $50k
- $35 to <$50k
- $25 to <$35
- $20 to <$25
- $15 to < $20
- $10 to <$15
- < $10k

Year
Overweight & unfit children in California assembly districts

Legislative District Policy Brief No 1.
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.

Overweight & obese adults
Seattle-King County by district (BRFS data)

At risk & overweight students
Seattle public schools by race/ethnicity

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?

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


• 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?

Structural & policy-based approaches

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

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

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

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
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

Planning Document

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

Methods

Pre-work

• Sample audit
• Walkability
• Map of physical environment

Methods

Recruitment

• Sample audit presented at 1st AC meeting
• Call for volunteers to assist in finishing the section-specific audit
• Follow-up recruitment post 1st AC meeting via phone / email

Methods

Sample audit

• Forms and instructions for assessment
• Segmentation of HL
• Technology for summarizing results
• Information and training

Methods

Sample audit

• Roll call
• Segmentation of HL
• Process overview
• ‘Size’ of task
Community Action Info / Training Development Recruitment Sample audit

Methods

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

Healthy Communities Moses Lake

- Community driven
- Build partnerships
- Share knowledge
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Washington State Plan

Washington State Plan

Planning Group: We are in this together

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


“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.”
Social-Ecological Model

- Policy, Systems, Environment
- Community
- Institutional/Organizational
- Interpersonal
- Individual

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

Target Audience: Policy Makers

<table>
<thead>
<tr>
<th>Examples</th>
<th>Institutional</th>
<th>Community</th>
<th>State</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>School administrators, food service administrators, employers</td>
<td>City planners, local program administrators, volunteer organizations</td>
<td>Legislators, state agencies, health associations</td>
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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

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

Overarching Goals

<table>
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<tr>
<th>Nutrition</th>
<th>Physical Activity</th>
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<td>Increase the proportion of adults &amp; children who have diets that reflect the Dietary Guidelines for Americans</td>
<td>Increase the proportion of adults &amp; children who meet the physical activity recommendations</td>
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**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

**Nutrition**

Objective: Reduce hunger & food insecurity in Washington State

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

**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

**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

**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

**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
**OUTCOMES**

- **SHORT TERM**
  - Increased understanding
  - Process objectives for each priority intervention are achieved
  - Surveillance and process evaluation data are available

- **MEDIUM TERM**
  - Each of the Plan's objectives are achieved
  - Reduce Prevalence of Obesity
  - Reduce Prevalence of Chronic Diseases

- **LONG TERM**
  - Results of priority interventions are disseminated

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**INPUTS**

- **SHORT & UW**
  - Staff time & expertise
  - Internal partners & administrators
  - External partners, coalitions, networks, relationships
  - Technical Assistance

**ACTIVITIES**

- **CDC**
  - Surveillance, monitoring & evaluation
  - Evaluate progress toward each of the plan's objectives
  - Develop, test and evaluate new data sources

- **Moses Lake and Other Communities**
  - Technical Assistance and training
  - Ongoing analysis of existing data sources

- **Advisory Committee**
  - Key policy makers and other key stakeholders
  - Media, state partners & planners

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**RESULTS OF PRIORITY INTERVENTIONS**

- Increased active community environments
  - Increase opportunities for physical activity
  - Promote safe & active routes to schools

- Increased number of active community environments
  - Provide alternatives to sedentary activities (like television watching)
  - Address food insecurity and hunger
  - Promote breastfeeding

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**METHODOLOGY**

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

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**UW CENTER FOR PUBLIC HEALTH NUTRITION**

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

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

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

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

RFP Process

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

Letters of Intent
RFP Process

- Invitation to submit proposal

Proposals Requested

RFP Process

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

Grant Recipients

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

Presenters

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Center for Public Health Nutrition

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