



SAN DIEGO COUNTY CHILDHOOD OBESITY INITIATIVE

Working Together to Shape a Healthy Future

The San Diego County Childhood Obesity Initiative is a public/private partnership whose mission is to reduce and prevent childhood obesity in San Diego County by creating healthy environments for all children and families through advocacy, education, policy development, and environmental change.



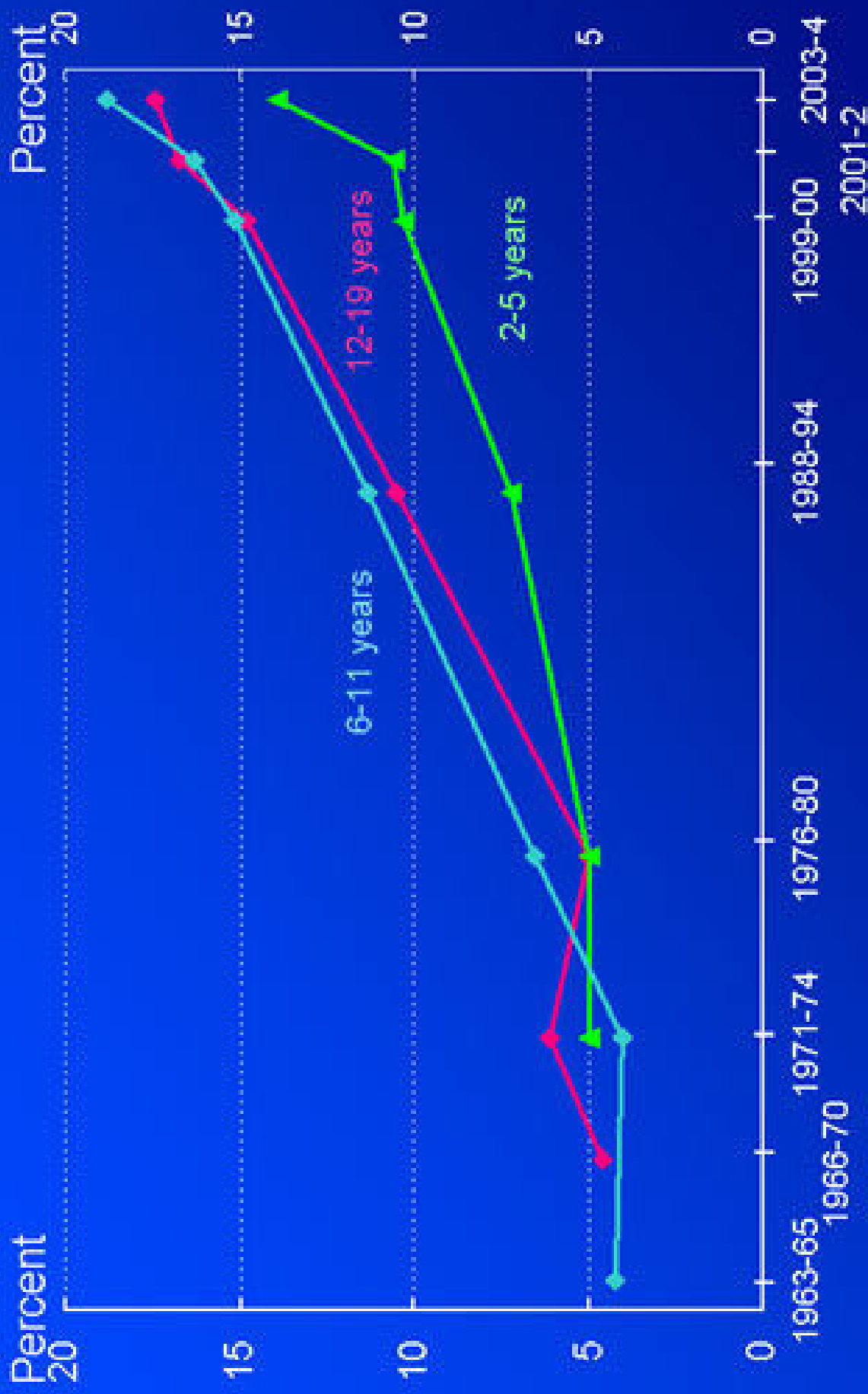
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Trends in Child and Adolescent Overweight



Note: Overweight is defined as BMI \geq gender- and weight-specific 95th percentile from the 2000 CDC Growth Charts.
Source: National Health Examination Surveys II (ages 6-11) and III (ages 12-17), National Health and Nutrition Examination Surveys I, II, III and 1999-2004, NCHS, CDC.

Today's Preschoolers...

- Today, more than 20% of all American preschoolers are overweight
- Children overweight during preschool years were 5x more likely to be overweight at age 12 – overweight being defined as >85% BMI.

(*Pediatrics* 2006;188(3):e594-e601)



Health Care Dollars

- US healthcare costs = \$2.4 trillion in 2008
- Chronic diseases account for 75% of health care spending
- We spend 2% of total healthcare costs on prevention

National Institute on Health Care – www.nchc.org
Center for Disease Control – www.cdc.gov



New Report: Investment in Disease Prevention Could Save America More than \$16 Billion in Five Years

Return on investment of more than 5 to 1; focus on increasing physical activity, improving nutrition, and preventing smoking

- Investment of \$10 per person per year in community-based programs to increase physical activity, improve nutrition and prevent smoking:
 - Could save the US \$16 billion annually within 5 years

A return of \$5.60 for every \$1

Report from Trust for America's Health entitled Prevention for a Healthier America: Investments in Disease Prevention Yield Significant Savings, Stronger Communities. Study partnered with RWJF, TCE, Prevention Institute and NY Academy of Medicine, July 2008 - <www.rwjf.org/pr/product.jsp?id=32831> (April 5, 2009)



"Give it to me straight, Doc. How long do I have to ignore your advice?"



What can healthcare do if the problem is environmental?

Symptom	Diagnosis	Treatment
Earache	Otitis media	Antibiotic
Fast food, poverty, access to activity	Obesity and other chronic diseases	Environmental change





If we look at obesity
through the lens of
healthcare it is only a
snapshot of where
people really spend
their time





POLICY STATEMENT

The Built Environment: Designing Communities to Promote Physical Activity in Children

Committee on Environmental Health

Organizational Principles to Guide and Define the Child Health Care System and/or Improve the Health of All Children

ABSTRACT

An estimated 32% of American children are overweight, and physical inactivity contributes to this high prevalence of overweight. This policy statement highlights how the built environment of a community affects children's opportunities for physical activity. Neighborhoods and communities can provide opportunities for recreational physical activity with parks and open spaces, and policies must support this capacity. Children can engage in physical activity as a part of their daily lives, such as on their travel to school. Factors such as school location have played a significant role in the decreased rates of walking to school, and changes in policy may help to increase the number of children who are able to walk to school. Environment modification that addresses risks associated with automobile traffic is likely to be conducive to more walking and biking among children. Actions that reduce parental perception and fear of crime may promote outdoor physical activity. Policies that promote more active lifestyles among children and adolescents will enable them to achieve the recommended 60 minutes of daily physical activity. By working with community partners, pediatricians can participate in establishing communities designed for activity and health. *Pediatrics* 2009;123:1591–1598

INTRODUCTION

A child's life is affected by the environment in which he or she lives. Relationships between health and the quality of air, water, and food are well recognized.^{1–3} The physical environments of the home and school also influence health through exposures to lead,⁴ mold,⁵ noise,⁶ or ambient light.⁷ In addition, the overall structure of the physical environment of a child's community (referred to as the

www.pediatrics.org/cgi/doi/10.1542/peds.2009-0750

doi:10.1542/peds.2009-0750

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Key Words

physical activity, youth, neighborhood, active transport, walk to school, parks, built environment, active living, urban design, pedestrian safety

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1. Ask families about opportunities for recreational and incidental physical activity. Identify barriers in communities
2. Encourage patients to advocate on behalf of children and schools for relevant environmental improvements and use available programs (eg Safe Routes to Schools).
3. Advocate for environmental improvements that will promote physical activity in children. Become involved in local community planning processes.

... will enable them to achieve the recommended 60 minutes of daily physical activity. By working with community partners, pediatricians can participate in establishing communities designed for activity and health. *Pediatrics* 2009;123:1591-1598

INTRODUCTION

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Academic Achievement and Physical Fitness



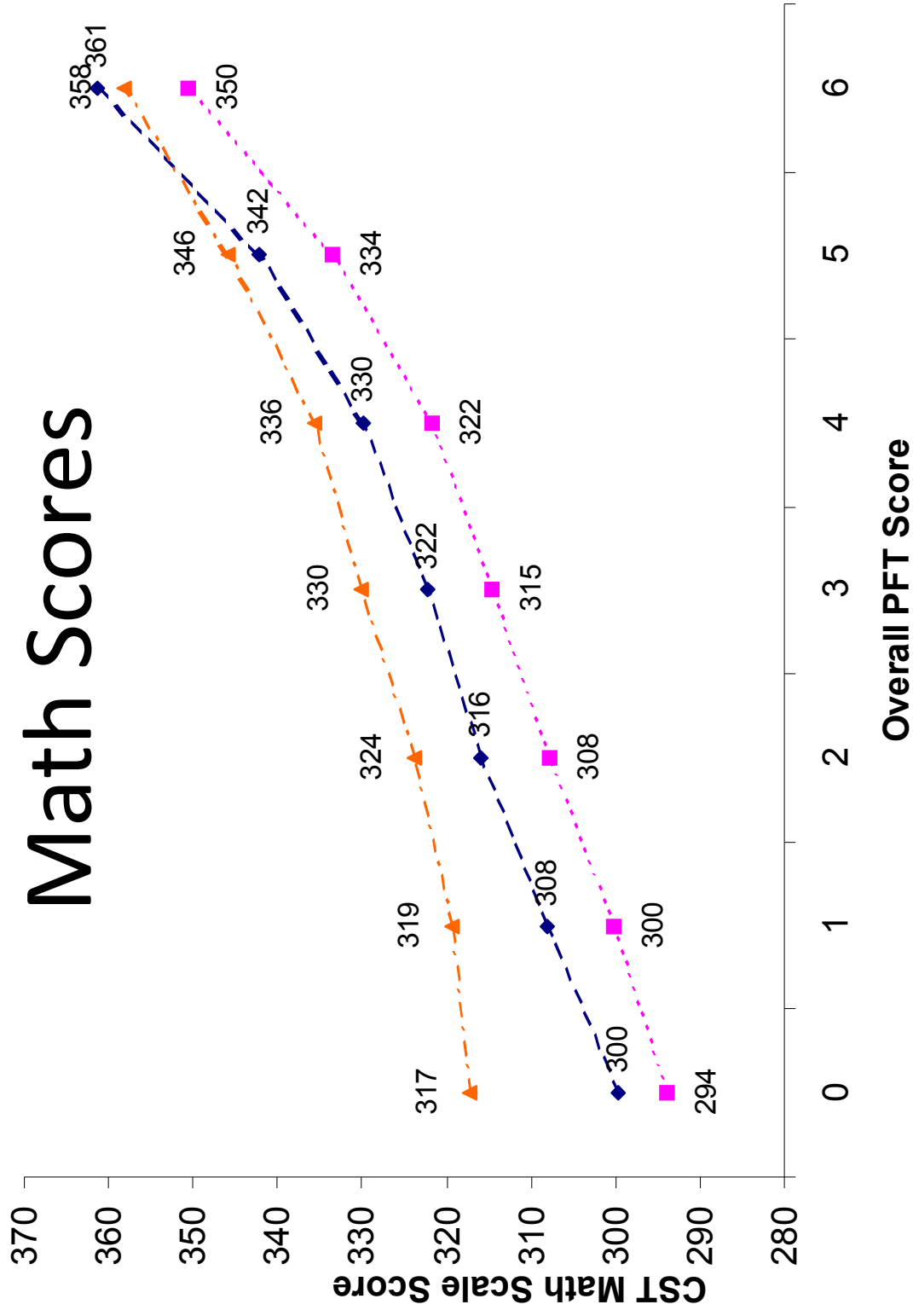
Study on Academic Achievement and Physical Fitness

- Study completed by the California Department of Education
- Data examined relationship between California Standards Tests (CSTs) in Math and English-Language Arts and Physical Fitness Tests (PFT) from 2004
- Grades 5, 7, 9



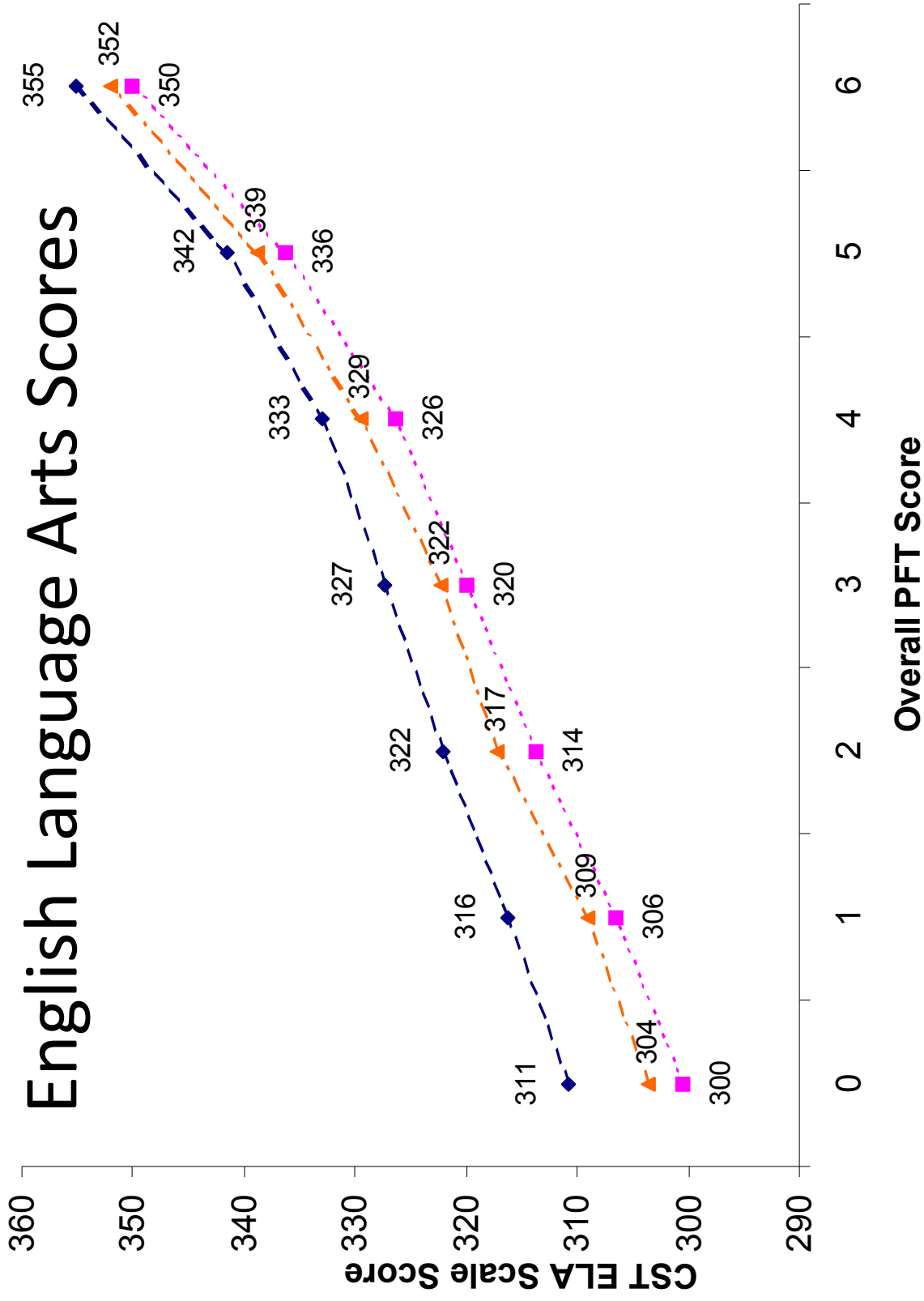
Grade 5 Grade 7 Grade 9 Students Who Took CST Geometry



Math Scores



English Language Arts Scores

Grade 5 Grade 7 Grade 9





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Healthy Schools

Local Wellness Policy

Congress recognizes that schools play a critical role in promoting student health, preventing childhood obesity, and combating problems associated with poor nutrition and physical inactivity. To formalize and encourage this role, Congress passed a law (P.L. 108 - 265). Each local educational agency participating in a program authorized by the Richard B. Russell National School Lunch Act (42 U.S.C. 1751 et seq) or the Child Nutrition Act of 1966 (42 U.S.C. 1771 et seq) shall establish a local school wellness policy by School Year 2006."

This legislation supports President George W. Bush's **HealthierUS initiative**. This Initiative helps Americans take steps to improve personal health and fitness and encourages all Americans, including children, to be **physically active every day**; eat a **nutritious diet**; get **preventive screening**; and make **healthy choices**.

The legislation also places the responsibility of developing a wellness policy at the local level, so that the individual needs of each district can be addressed. According to the requirements for the Local Wellness Policy, school districts must set goals for nutrition education, physical activity, campus food provision, and other school-based activities

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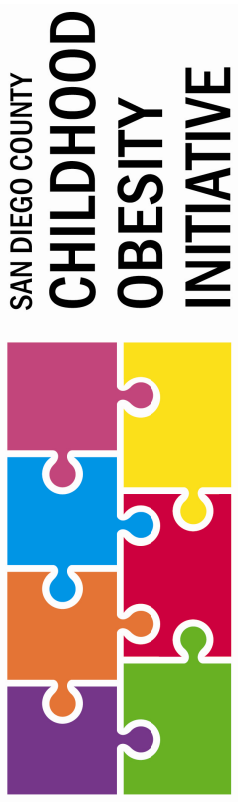
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- **Local Wellness Policy Requirements**
- **Local Process: How to Create, Implement, and Evaluate a Wellness Policy**
- **Examples: Local Wellness Policies**
- **Implementation Tools & Resources**
- **Funding a Local Wellness Policy**
- **Frequently Asked Questions**
- **2006 Local Wellness Project Grants**



An Example of a Local Coalition Effort



CALL TO ACTION
San Diego County
Childhood Obesity Action Plan

Our Community
Our Kids
working together to shape a healthy future

The logo consists of a green square containing a white silhouette of a family (two adults and a child) walking. Below the square, the text "working together to shape a healthy future" is written in a small, lowercase font.

Working Together to Shape a Healthy Future
Published in January 2006



San Diego County Childhood Obesity Initiative



Purpose

- To create, support and mobilize partnerships among multiple domains; provide leadership and vision; and coordinate countywide efforts to prevent and reduce childhood obesity.

Funding

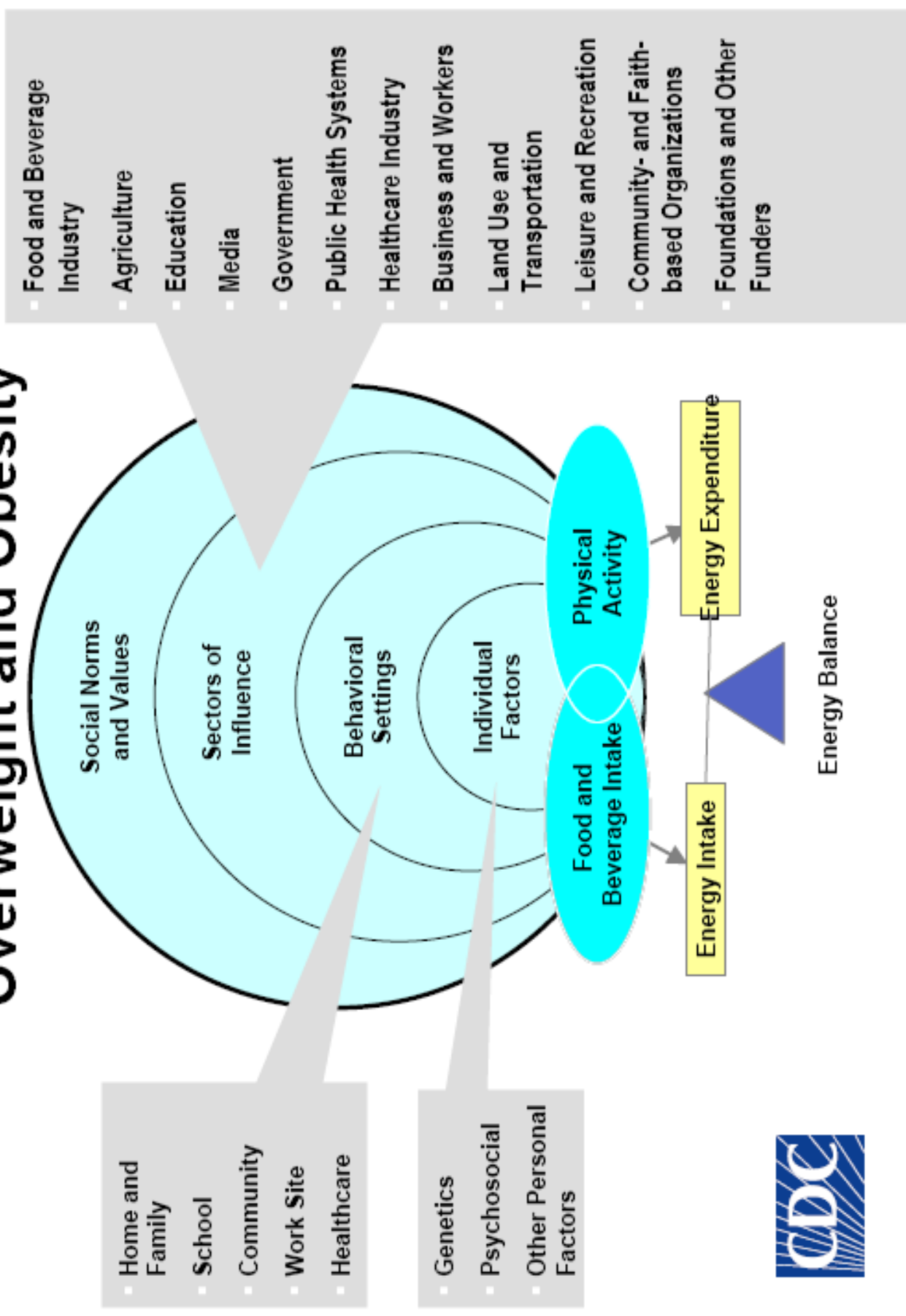
- Funding from both public and private sources
- Community Health Improvement Partners (CHIP)—501(c)(3) contracts with County HHSA to direct Initiative and is fiscal agent
- Fundraising is a contractual requirement for CHIP
- CHIP and/or partnering organizations apply for funds to support strategy implementation

People Power

- Three paid staff members (director, coordinator, admin. assistant)
- Hundreds of individuals/organizations provide support



A Public Health Framework to Prevent and Control Overweight and Obesity



A Public Health Framework to Prevent and Control Overweight and Obesity

- Home and Family
- School
- Community
- Work Site
- Healthcare

- Genetics
- Psychosocial
- Other Personal Factors

1. County and city governments
2. Healthcare systems and providers
3. Schools and before- and after-school providers
4. Childcare and preschool providers
5. Community-based, faith-based and youth organizations
6. Media outlets and marketing industry
7. Businesses

- Food and Beverage Industry
- Agriculture
- Education
- Media
- Government
- Public Health Systems
- Healthcare Industry
- Business and Workers
- Land Use and Transportation
- Leisure and Recreation
- Community- and Faith-based Organizations
- Foundations and Other Funders



Call to Action

Recommended strategies in 7 domain areas:

1. Government
2. Healthcare systems and providers
3. Schools and before- and after-school providers
4. Childcare and preschool providers
5. Community
6. Media outlets and marketing industry
7. Business



Call to Action

Sample strategies:

- County and city governments
 - Modify general plans to incorporate walking/cycling paths
 - Establish safe routes for walking/cycling to schools
 - Ensure that vending machines on county/city property have healthy choices
- Healthcare systems and providers
 - Routinely include obesity prevention, screening and referrals in clinical practice
 - Provide resources/information to healthcare providers
 - Provide advocacy to classify obesity as a disease category for reimbursement coding



Call to Action

Sample strategies:

- Schools and before- and after-school providers
 - Adopt and implement “gold standard” school wellness policies
 - Provide all students with PE and other opportunities for physical activity during the school day
 - Establish school gardens
- Childcare and preschool providers
 - Institute healthy food and beverage standards in preschool and childcare settings
 - Encourage teachers and childcare providers to model behaviors that demonstrate healthy lifestyles
 - Educate parents on how to assess childcare and preschool settings for healthy nutrition and physical activity opportunities



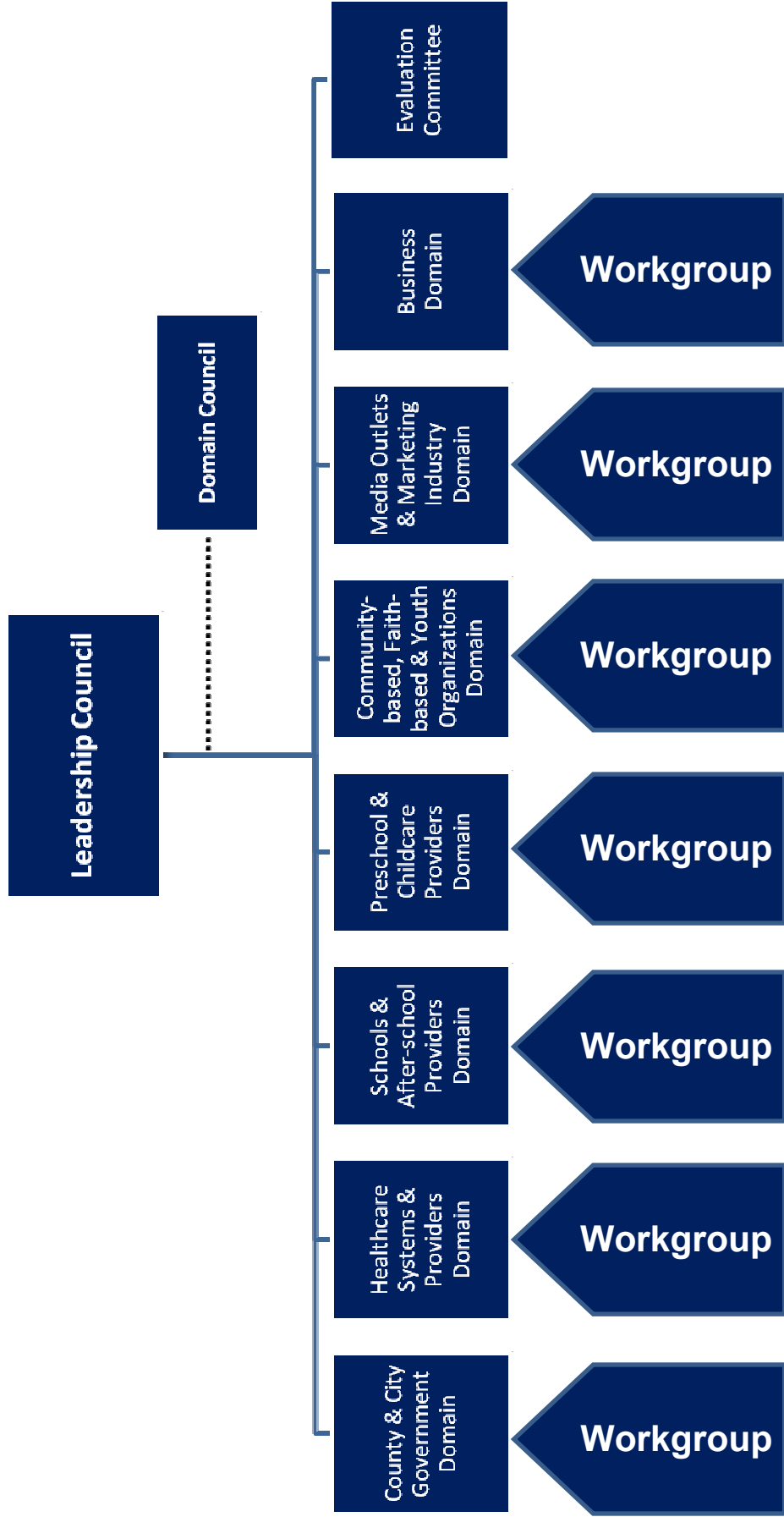
Initiative Partners



Type of Engagement	Partnering Organizations
<p>Leadership Council—serves as board of directors and provides oversight and guidance to Initiative</p>	<p>County Public Health; County Supervisors’ staff; American Academy of Pediatricians; First 5 Commission of San Diego; Community Health Improvement Partners; Coalition on Children & Weight San Diego; local physicians; County Dept. of Parks & Recreation; County Office of Education; Children’s Initiative; University of CA San Diego; Network for a Healthy CA; YMCA; San Diego Padres; Rady Children’s Hospital</p>
<p>Domain Champions—engage colleagues to work together; head up domain workgroups</p>	<p>County Public Health; County Dept. of Parks & Recreation; Rady Children’s Hospital; Kaiser Permanente; Blue Cross of CA; San Diego County Medical Society; County Office of Education; Network for a Healthy CA; CA Project LEAN; YMCA; San Diego Hunger Coalition; Network for a Healthy CA</p>
<p>Domain Members—serve on workgroups and work together to implement <i>Action Plan</i> strategies</p>	<p>Hundreds of organizations and individuals from multiple domains:</p> <ul style="list-style-type: none"> • Government • Healthcare • Schools/After-school • Early Childhood • Media/Marketing • Business
<p>Other Partners</p>	<ul style="list-style-type: none"> • Evaluation Advisory Committee—prominent researchers from academia and healthcare



Initiative Organizational Structure



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