

Update on ICPH's Work: Chronic Disease, Physical Activity and Healthy Eating

Carrie McLachlan, MPA
Whitney Webber, MS
Aaron Henderson, EH
Director

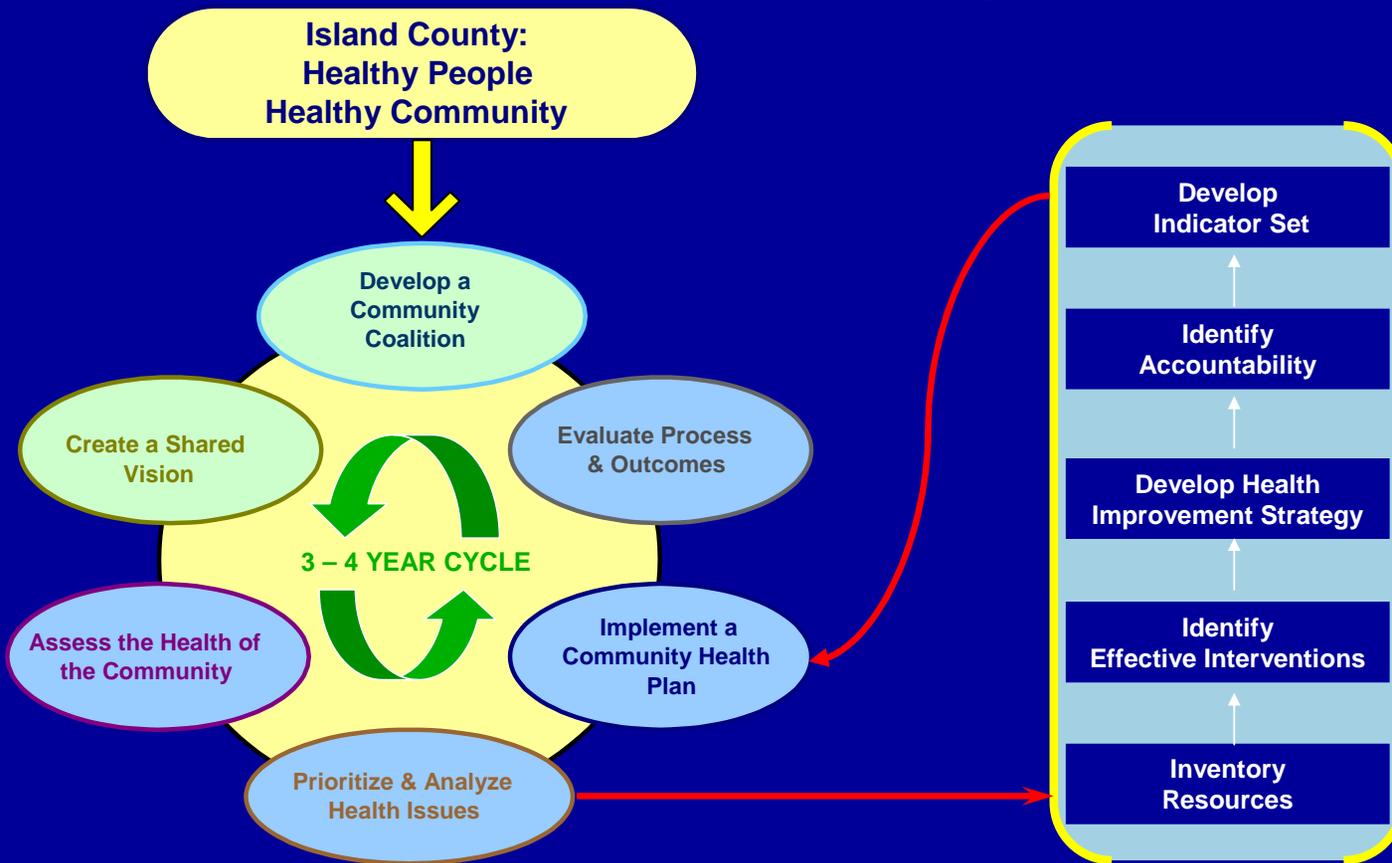


ICPH: Assessment and Healthy Communities

- Assessment (monitor KHI, track trends, emerging issues, program and policy recommendations based on best practices, seek funding for programs/projects)
- Population-focused
- Staff CHAB and its Health Action Teams (HATs), and Children's Commission
- Partner with numerous agencies
- Chronic Disease Prevention Program

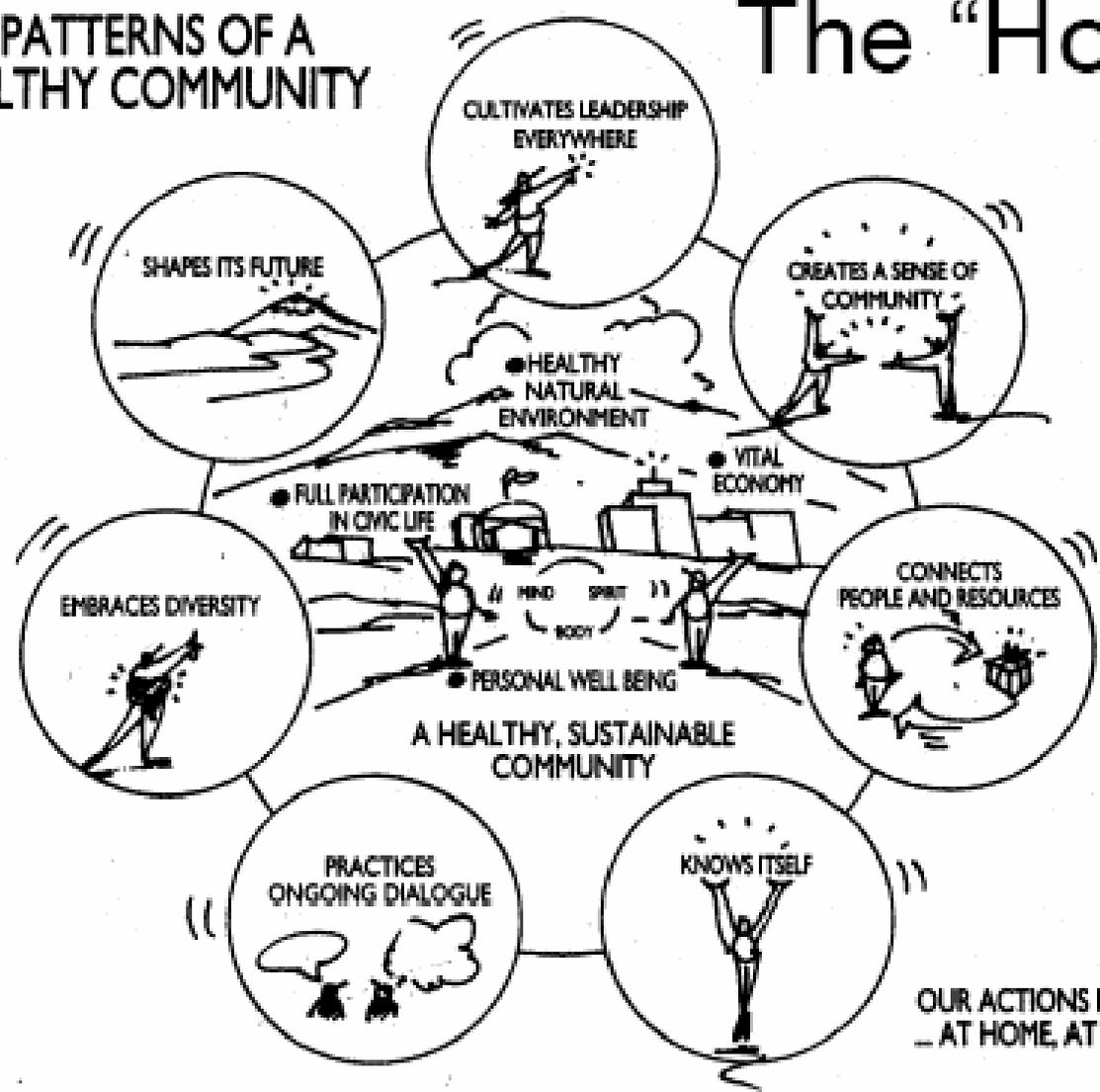
CHA Process

Adapted from the Missouri Department of Health
CHART Manual
(Community Health Assessment Resource Team)
(http://ctb.ku.edu/tools/en/tools_toc.htm)



7 PATTERNS OF A HEALTHY COMMUNITY

The "How..."



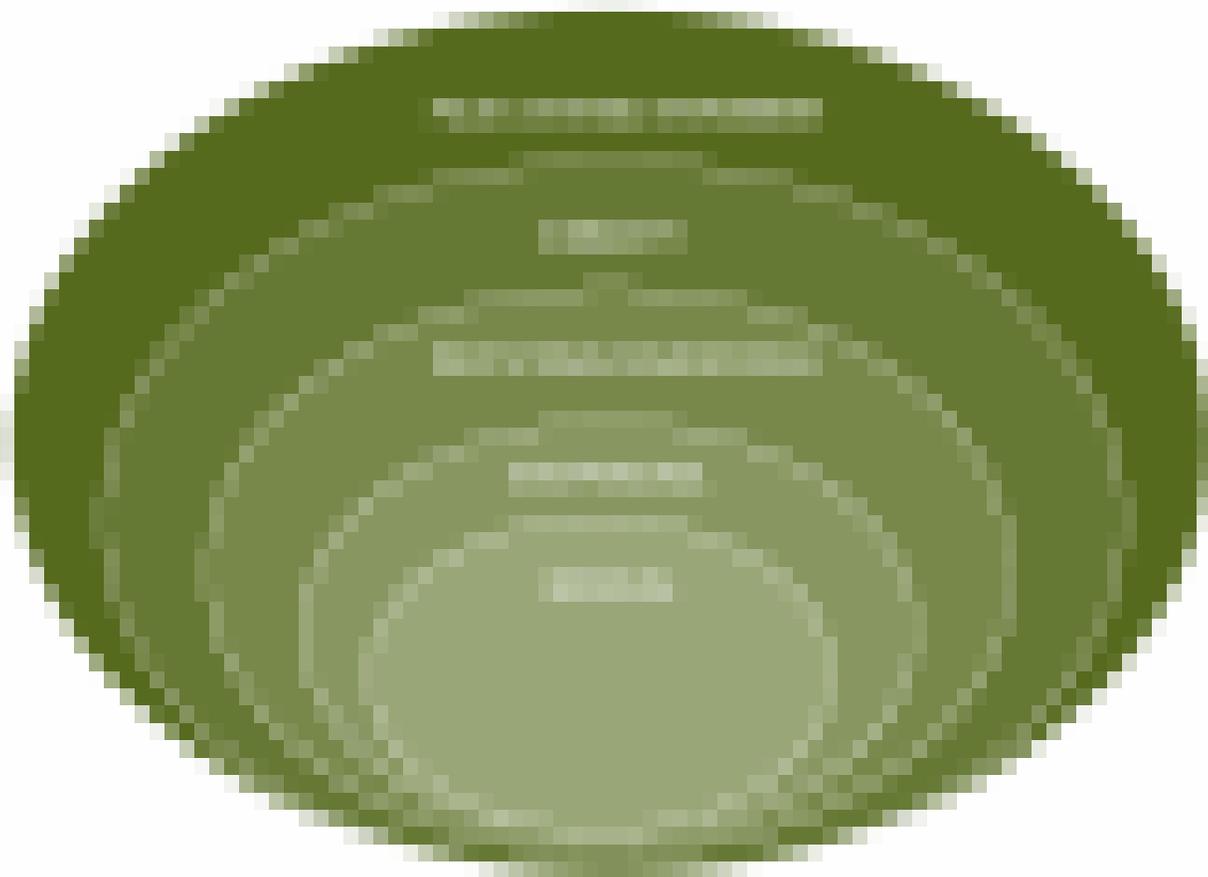
OUR ACTIONS MAKE IT HAPPEN
— AT HOME, AT WORK, AT PLAY

GRAPHIC BY SUZANNE HASICA

Community Change Model



CONCEPTUAL FRAMEWORK



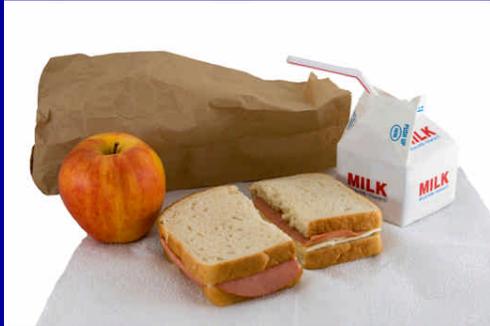


Healthy Homes

Promote Healthful Eating & Regular Physical Activity



- Exclusive breastfeeding first 4-6 months
- Provide healthful foods - consider nutrient quality and energy density
- Encourage healthful decisions re: portion size, how often and what to eat
- Encourage and support regular physical activity
- Limit recreational screen time to < 2 hours/day
- Parents should be role models
- Discuss child's weight with health care provider



Healthy Schools

Provide A Consistent Health-Promoting Environment

- Improve school foods – nutritional standards for all foods
- Increase physical activity – at least 30 minutes
- Enhance curriculum
- Reduce in-school advertising
- Utilize school health services
- Advocate for student BMI assessments to evaluate efforts
- Bolster after-school programs, especially free/low cost
- Use schools as community centers



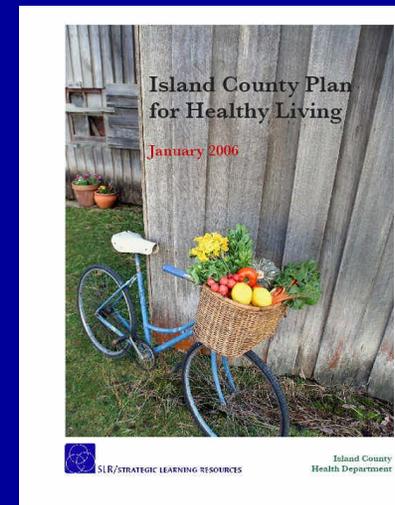
Healthy Communities

*Promote Healthful Eating &
Regular Physical Activity*

- Mobilize communities
 - Build diverse coalitions, partner with multiple agencies
 - Address barriers for high-risk populations
 - Develop and evaluate community programs
 - Facilitate common vision of a healthy community (forums, tour)
- Enhance built environment
 - Promote revision of county/city planning practices
 - Recommend capital improvement projects
 - Improve opportunities for walking and bicycling to school
 - Improve access to healthful food (e.g., farmers' markets, supermarkets)

Why ICPH is addressing *Healthy Living* in Island County?

- Growth in the numbers of overweight children and adults and obese adults (obesity epidemic)
- The personal health of Island County children and adults is being compromised by physical inactivity and poor nutrition
- We are not meeting the goals set by our community
 - Adults at a healthy weight
 - Youth physical activity
 - Youth screen time

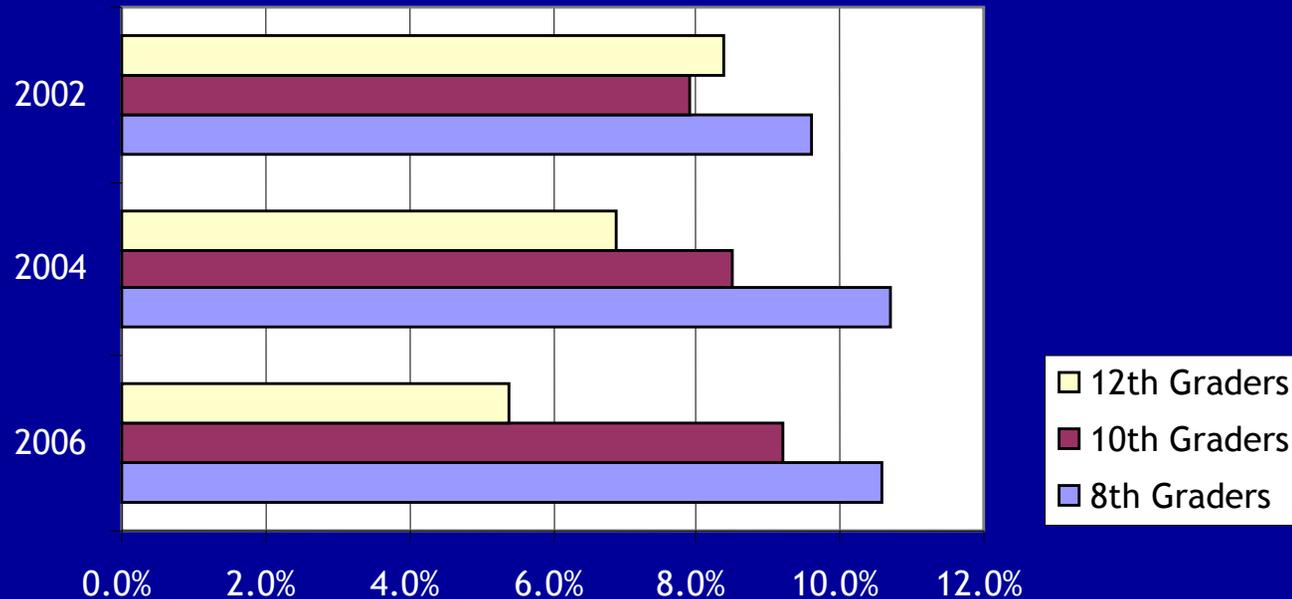


Overweight & Obese IC Adults

- IC % overweight increased from 26% in 1996 to 54% in 2000 to 58% in 2006
- In 2006, these subgroups were more likely than others to report being overweight.
 - Males (42%) compared to females (27%)
 - Adults aged 35 and older compared to young adults aged 18 to 24 years
- In 2006, these subgroups were more likely than others to report being obese.
 - Males (25%) compared to females (17%)
 - Adults aged 35 to 64 compared to adults older than 75 years

Overweight IC Youth

We have seen an increase in overweight children for 8th and 10th grades, and decrease for overweight children in 12th grades.



Prevalence of Overweight for Youth in Grades 8, 10, and 12, Island County, 2006

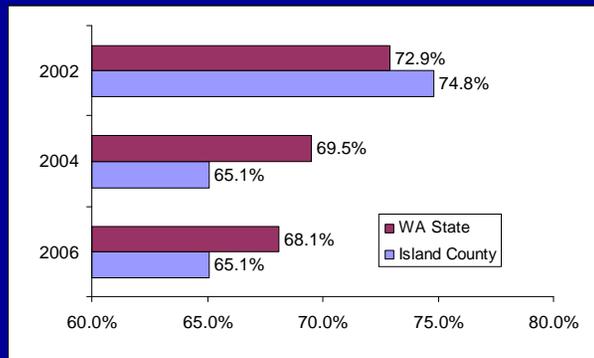
Adult Physical Activity in IC

- Eight-seven percent (87%) reported participating in physical activity during the past month, with 45% saying they are active four or more days a week. The majority of respondents who exercise more than one day a week exercise for one hour or less a day (65-75%).
- These subgroups were more likely than others to say they did not exercise:
 - Adults 55 and older (16%) compared to adults 45-54 years old (7%).
 - Residents of North Whidbey (18%) compared to residents of South Whidbey (7%).

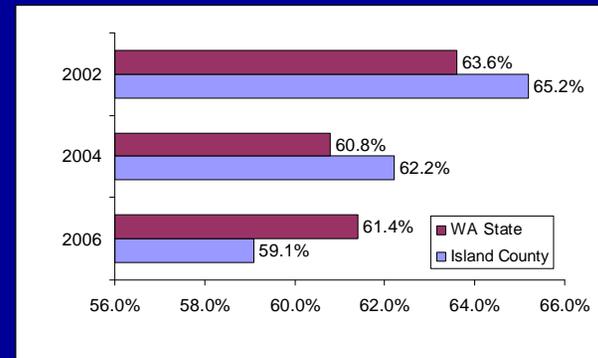
Youth Physical Activity* in IC

- From 2002 to 2006, our youth have become increasingly less active.
- In 2006, our youth reported being less active than youth across the state.

10th Graders



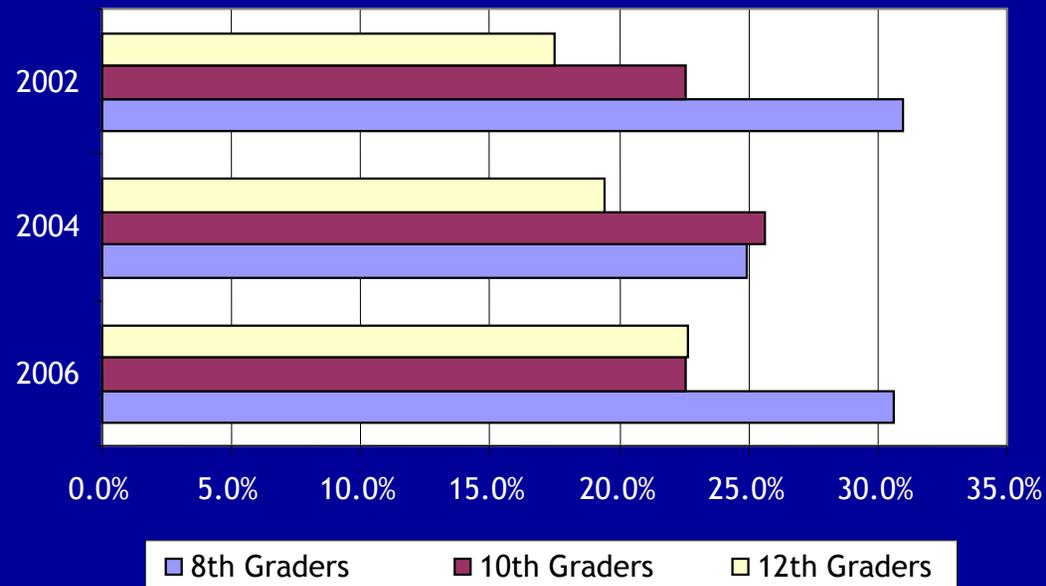
12th Graders



*20 minutes of vigorous physical activity, 3+ days each week

Fruit and Vegetable Consumption

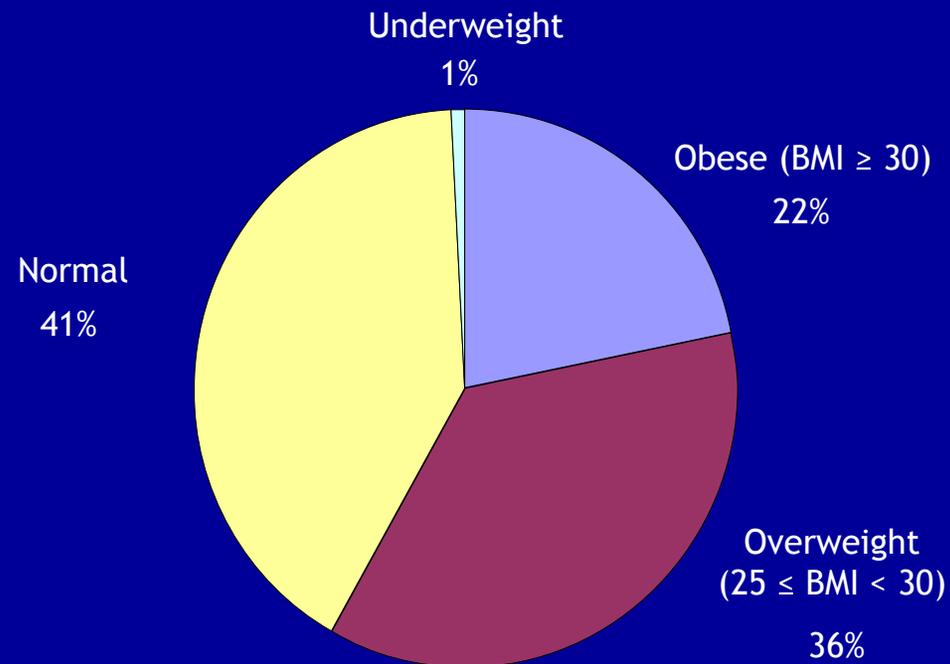
- Less than 30% of youth consume 5+ servings of fruits and vegetables a day.



Adults at a Healthy Weight

HP2010: 60% of adults at a healthy weight

How are we meeting our goal? **Not Meeting**



Prevalence of Overweight, Adults Age 18 and Over, Island County, 2006

Youth Physical Activity

Own goal: 85% report exercising 30 minutes, 3-7 days a week

How are we meeting our goal? **Not Meeting**

- IC: 35% of 8th graders; 39% of 10th graders; 36% of 12th graders (down from 1995)
- State (33-35%) and nation (30%)
- More 8th graders report exercising 5+ days



Youth Screen Time

Own goal: 90% of youth report less than 2 hours of recreational computer use on a school night

How are we meeting our goal? **Not Meeting**



- 8th grade 71.7%; 10th grade 78%
Similar to Washington State Results

So, how do we make a difference in healthy eating and active living?

- The public doesn't understand our role in influencing healthier behaviors.
 - Believe doctors, schools, and family play a larger role in influencing healthy eating habits than government (Gallup poll).
- This suggests that if we are able to move public health forward, we have to work closely with and partner with others in the community.

Chronic Disease Program

- Population-based
- Funded by two sources: 5930 funding from the state legislature (Objective 3: Develop and implement effective community and health system interventions to address obesity and its consequent burden of chronic disease) and DOH funding of our Healthy Island Youth Initiative
- Brings together much work accomplished by EHAT and promotes direction set by the *Island County Plan for Healthy Living*

Chronic Disease Prevention Program - Partners in Action

- Community
- Schools
- Healthcare
- Early childhood
- Worksites

Chronic Disease Prevention Program Initiatives

- Walkable Island County
 - Two walkability forums
 - Transportation Tour
- Healthy Island Youth Initiative

Healthy Island Youth Initiative

- 3-year grant (2008-2010)
- Policy and environmental approach to encouraging healthy eating and active living in school-based and community-based settings
- Activities include:
 - Working with community groups to establish physical activity and nutrition opportunities for K-12 students
 - Establishing programs for students to walk and bike safely to school
 - Helping schools learn and adapt new PE skills curricula
 - Serving on school wellness committees
 - Establishing healthy snacks policy guidelines for schools and after-school programs
 - Sponsoring and promoting local activities that help create safe, convenient, and connecting trails
 - Working with child care providers to improve food and activity environments
 - Implementing a community-wide campaign that focuses on active living, healthy meals and snacks, family meal times, and reducing sedentary behaviors

Chronic Disease Prevention: Focus Areas

- Increase physical activity, specific focus on walking
- Target populations include families with children in the home, schools
- Schools are currently a primary partner, next year will be early childhood providers, medical providers in third year
- Social marketing—posters, trail guides, safe routes to schools, healthy eating
- Help partners implement programs (*We Can!*TM, Catch Kids Club, Media Smart Youth, Focused Fitness, SPARK, SCREEN-TIME Awareness, Safe Routes to School, Walking School Bus, Bicycle Safety, *Walk it Off*)

Chronic Disease Prevention



Increase Number of Active
Community Environments



Increase Residents Eating
Healthy Foods



Increase Residents Being
Physically Active

Activities happening *as a result* of ICPH's involvement with schools

- OHSD major contender (top 30) for a 2009 Safe Routes to School grant (113 applications)
- OHSD one of 3 districts chosen statewide to pilot new bicycle safety curricula
- OHSD to pilot SchoolShare program
- OHSD and ICPH partners on a PEP grant (over \$600K for three years)
- SWSD evaluating their school nutrition policy with ICPH staff serving on Nutrition Council
- SWSD establishing a Walking School Bus program

Social Marketing Campaign

- Chronic Disease Prevention Information on the web

Island County Public Health
Always Working for Safer and Healthier Communities

Home | A to Z Index | Services | Information | About Us Page: 3/11/2008



Chronic Disease Prevention

WHAT WE DO Overview County-specific Data Join Us	What We Do
PARTNERS IN ACTION Community Early Childhood Healthcare Schools Workplaces	OUR VISION Island County residents will live healthier lives through increased physical activity and healthier diets.
RESOURCES Assessment For Families Healthy Snacks Toolkit Island County Trails Plan for Healthy Living	OUR MISSION We strive to reduce chronic disease risk factors, such as obesity, physical inactivity, and poor nutrition, by working with the community to influence policies, environments, and health behaviors.
Contact Information	OUR GOALS <ul style="list-style-type: none">• Increase healthy nutrition by increasing (1) consumption of fruits and vegetables, (2) healthy snacks served at schools, child and youth service organizations, and workplaces, and (3) family meal times• Increase the percentage of Island County residents to 30% of adults and 85% of youth that receive at least 30 minutes of moderate activity on 5+ days a week• Increase the number of Island County residents who bike or walk to school/work or for recreational activity• Decrease overweight and obesity rates in Island County by (1) reducing the proportion of overweight children and adolescents in Island County to 5% and (2) increasing the proportion of adults at a healthy weight to 60%• Reduce sedentary activity by limiting screen time for children to no more than 2 hours per day• Increase knowledge, awareness, and prevalence of nutrition and physical activity policies

 Home | A to Z Index | Services | Information | About Us PO Box 8300
Crescent, WA 98224
CWA 360-740

<http://www.islandcounty.net/health/wellness.htm>

Find the Food Champ in Your Kid



More fruits and vegetables for snacks and meals (at least five to nine servings a day), will put your kids at the top of their game.

Unfortunately, nearly one out of three kids in Island County isn't eating enough fruits and vegetables.

By involving your kids in meal planning, shopping, food preparation, cooking, and more, you can find fun ways to get your kids to eat their fruits and veggies. Experience the fun together!



To obtain resources on healthy snacks and meals, visit www.islandcounty.net/health/wellness.htm.

Healthy Island Youth Initiative – Working to Increase Physical Activity and Healthy Eating Among Island County Youth
Brought to you by Island County Public Health



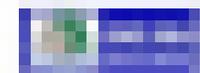
It's Cool to Walk to School

Walking and biking to school is a healthy and fun way to get your kids to school. It's also a great way to get your kids to school. It's also a great way to get your kids to school. It's also a great way to get your kids to school.



Walking and biking to school is a healthy and fun way to get your kids to school. It's also a great way to get your kids to school. It's also a great way to get your kids to school.

Walking and biking to school is a healthy and fun way to get your kids to school. It's also a great way to get your kids to school. It's also a great way to get your kids to school.



Families Eat Better When they Eat Together



By the time kids reach high school in Island County, nearly half don't come to the table regularly for family dinners. These kids are missing out on all of the benefits, including improved diets, which come with eating at least three meals a week together with their families.

When you turn off the TV and make meal time family time, your kids are more likely to be successful in school, experience less stress and depression, and are less likely to smoke, use drugs, or engage in sexual activity.



To obtain resources on family meal time, visit www.islandcounty.net/health/wellness.htm.

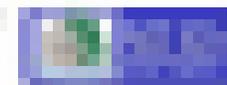
Healthy Island Youth Initiative – Working to Increase Physical Activity and Healthy Eating Among Island County Youth
Brought to you by Island County Public Health



Tell Them About the Benefits of Eating Together







HAT Strategy #1: Increase participation of adults and children in physical activity programs



Walk It Off!



Walk It Off! mission is to encourage health and fitness through the simple act of taking one step at a time. Members of Island County's Community Health Advisory Board (CHAB) are bringing the program, which first originated at Naval Air Station Whidbey Island (NASWI), to the larger community.

Walking has many benefits and can be instrumental in combating diabetes, Nonalcoholic Steatohepatitis (NASH), fatty liver disease (NAFLD), and many other medical conditions.

Some benefits of walking include:

- Combats depression
- Boosts the immune system
- Helps prevent osteoporosis
- Helps prevent and control diabetes
- Helps control weight
- Aids in smoking cessation

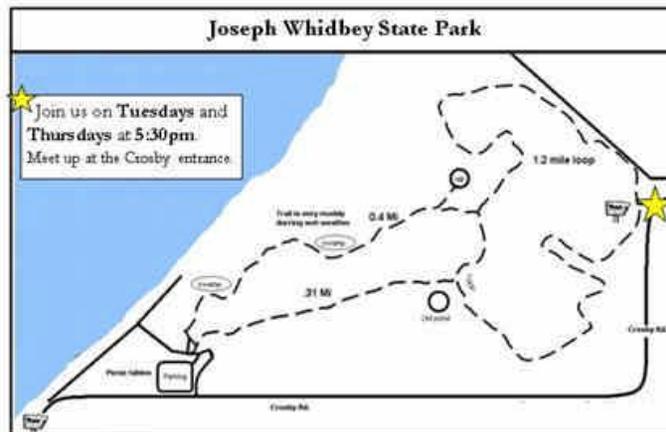
Walking is free, requires no special equipment, and is a low-impact activity that can be done almost anywhere. A good pair of shoes is all you need. So take a step toward good health and get walking!

CHAB volunteers will lead the walks at Joseph Whidbey State Park, which consists of a mostly flat 1.3 mile loop. Please see the map below for details.

Coming in 2009, participants will receive the following incentives for their participation:

- Pedometer
- Walking journal
- Island County Trails Pocket Guides
- Awards upon completion of every 200,000 steps

Please see the reverse side of this brochure for other places to walk, useful tips, our list of community partners, and program information.



HAT Strategy #2: Collaborate with Island County Planning Dept on developing and managing Island County land for trails and parks

- CHAB has been invited to provide input on updating the Parks & Recreation Element of the Island County Comprehensive Plan
- CHAB will partner with Planning to distribute information on park amenities related to physical activity
- Chris Wilson would like to speak to CHAB about the opportunities that exist for collaboration

ICPH: Making the Healthy Choice the Easy Choice !

