

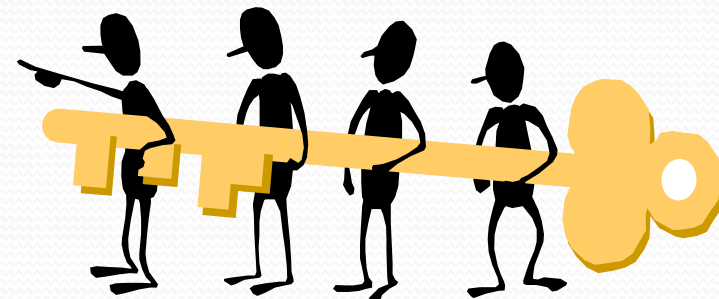
Diabetes: A Call to Action

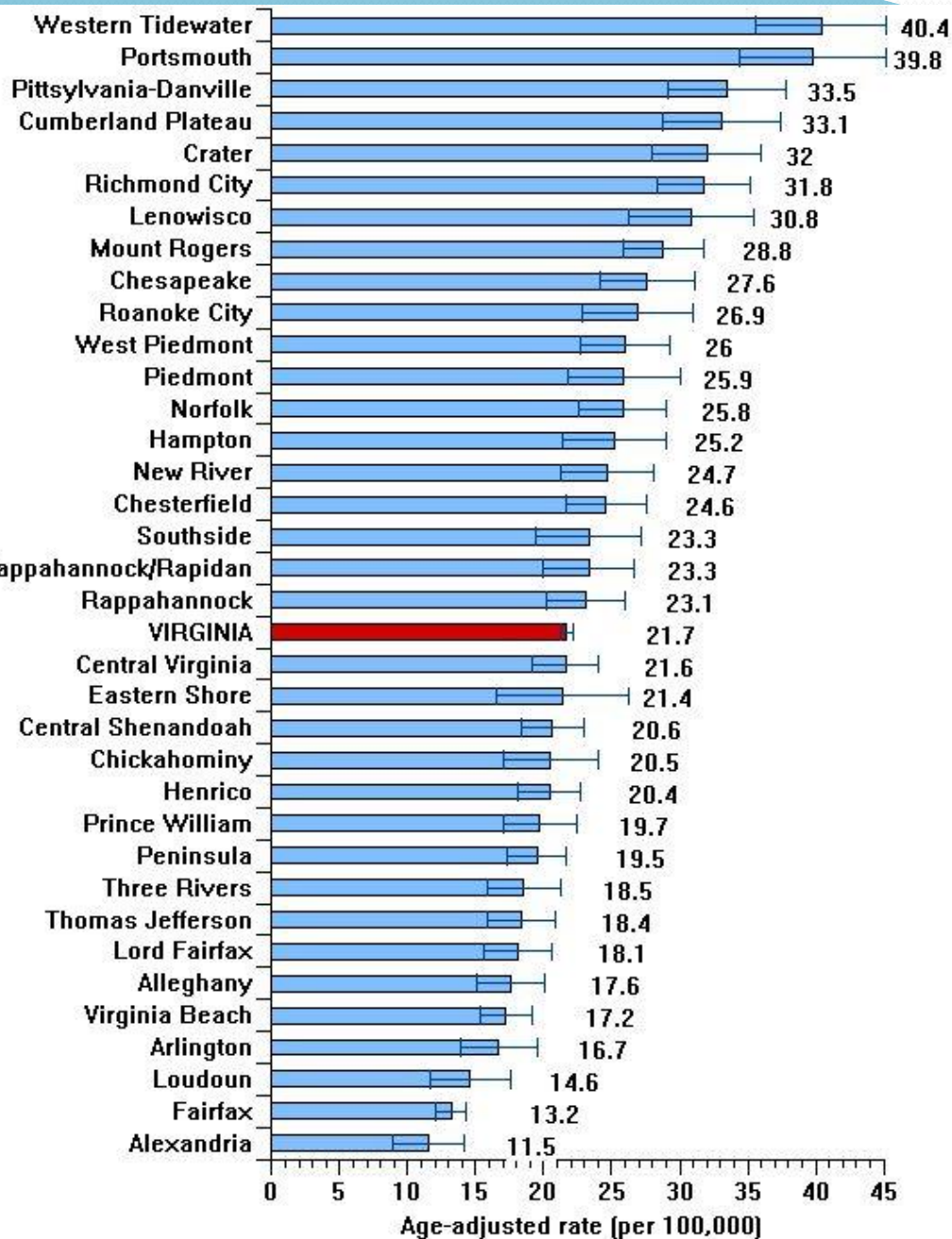
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Together, We Can: A Call to Action

- In order to reduce obesity and diabetes in Western Tidewater and Gates County NC, the communities must come together to form **Comprehensive Plans**
- Community engagement can improve environmental and policy supports for **physical activity and nutrition**





AND.....

WE CAN SAVE LIVES!

**Virginia Department of
Health Chronic Disease
Indicators**

**Diabetes
Mortality Rate**

Celebrating Success



Suffolk Community Gardens



Dining with Diabetes



Le Leche League



Suffolk Farmers Market



Knowing What We Have

Program Inventory List

1												
2	Organization/Program	Nutrition	Activity	Clinical/Health	Individual	Family	Policy	Community Change	Geographic Area	Age Group	Participants	Niche
3	Chesapeake Service Systems	x	x		x				Chesapeake	adult		developmentally disabled dietary training, fitness program
4	Smart Beginnings (City of Franklin)	x	x			x		x	Franklin	birth-8		children health education to families and schools
5	Smithfield Luter YMCA	x	x			x			Smithfield	all		families education & specific fitness routines
6	CHOP	x	x			x			Suffolk	all		families promotion of nutrition and exercise
7	Suffolk Meals on Wheels	x			x				Isle of Wight	seniors		seniors provide nutritional meals
8	WHRO: Surviving Abundance	x	x					x	Western Tidewater	all		child care providers guides: DVD, video, resource info, evaluation materials, implementation instructions
9	YMCA of South Hampton Rds	x	x		x				Suffolk	children		before- and after-school pr nutrition training; fitness activities
10	Dining with Diabetes	x	x	x	x					adults		adults with type 2 diabetes 4 weekly classes (self-monitoring, food prep and tasting, physical activities)
11	Y-Change	x	x		x				Franklin	13+		individuals seeking to lose weight; referrals from physician behavioral change, basic nutrition, physical fitness, stress management
12	Fit for Life	x	x	x	x				Smithfield	adults, children		overweight or obese adults assessments, exercise, nutrition education, results monitoring
13	Suffolk on the Move/Community Gardens	x	x					x	Suffolk	all		community gardens; education re healthy eating, physical activities, healthy
14	Suffolk Public Schools (Wellness Coach)	x	x	x			x	x	Suffolk	children		children, K-10 grades assessments of BMI, education re healthy lifestyles, integration of physical activity and/or movement in the teaching of core content subjects
15	Suffolk Public Schools--lunch	x			x		x					all meals served meet the standards established by the USDA; breakfast: \$.65; elementary lunch: \$1.20; middle/high lunch: \$1.35; reduced prices--breakfast: \$.30; lunch: \$.40; free meals available for qualified families
16	YMCA of South Hampton Rds	x	x		x				Suffolk	children		climbing tower for use in day camp and family center; Food to Table program (grow and eat own food); low-income families receive access to YMCA
17	Eat Smart, Move More, Weigh Less	x	x	x	x			x	Gates Co	10-19		students w/ BMI 25+ yearlong program; provide nutritious food; formation of coalition to address physical activity and nutrition of children
18	Suffolk Salvation Army Corp	x	x		x				Suffolk	youth, seniors		at-risk youth, seniors facility to offer physical activities, educational programs re age-appropriate weight loss, nutrition, healthy eating on a budget; indoor and outdoor organized sports
19	Suffolk Parks & Recreation		x		x	x			Suffolk	all		fee-based classes, recreation facilities KidsZone, youth basketball, indoor

Look At What Others Are Doing

- Organizational and Community Engagement
- Policy Change
- Improved Nutrition
- Increased Activity
- Improved Health and Personal Accountability

Next Steps

- **Organizational & Community Engagement**
 - Engage community members
 - Incorporation of physical activity at local food-centered festivals
 - Community cooperation and leadership from key individuals
 - Filling the gaps of policy and individual change
 - Community led exercise groups
 - Healthy menu items at local restaurants
 - Healthy cooking classes
 - Promotion of play groups and activities at parks
 - Affordable recreation choices
 - Grassroots activism groups
 - Support of local activism



Next Steps

- **Policy Review and Improvement**

- Enhancement of neighborhood construction regulations and codes to encourage walkable communities and open spaces
- Develop agricultural policies that encourage and reward vegetable production and individuals to “buy fresh buy local.”
- Enforcement of healthy school policies
- Encourage availability of fresh produce in corner stores
- Discourage fast food establishments from operating near schools and parks
- Improved recommendations for league sports snacks
- Promotion of vouchers for farmers markets





Next Steps

- **Improved Nutrition Habits And Easy Healthy Choices**
 - Since the 1970s, eating meals prepared outside the home has increased 89% **EAT at HOME**
 - Approximately 46% of Americans eat at least one meal per day outside the home
 - Frequency of family meals is positively associated with healthier food intake **EAT TOGETHER**
 - In the past few decades, the quantity of supermarkets in the U.S. has declined by 15% **SUPPORT LOCAL STORES**
 - The number of convenience stores and fast-food restaurants has doubled **PROMOTE HEALTHY CHOICES**



Next Steps

- **Increased Individual Activity**
 - Promote the President's Fitness Challenge
 - Only 54.2% of students nationwide are enrolled in PE classes on at least one day of the school week
 - 33% are enrolled in daily PE classes
 - Parks & Recreation provides affordable sites to exercise
 - Increase walking trails and bike friendly roads
 - Encourage group participation through community coordinated activities
 - Less screen time more outdoor time
 - Get up and Go!



Next Steps

- **Clinical Health Education and Personal Accountability**
 - Body Mass Index record-keeping and accountability
 - Knowledge and promotion of local programs
 - Program referral through safety net providers
 - Early assessment and intervention
 - Promote breastfeeding
 - Lead by example
 - Explore partnerships between local groups/committees and healthcare providers
 - Take advantage of the “teachable moment” in clinic settings
 - Promote evidence-based intervention



National Initiatives

- *Let's Move*, aims to end childhood obesity within 10 years
- *Presidential Challenge*, 60 days of activity
- Healthy, Hungry-free Kids Act of 2010
 - Aims to change school nutrition programs and school wellness policies
- Release of 2010 Dietary Guidelines for Americans
- Farm to School Healthy Food Initiative
- Food Desert Prevention Projects
- ACHIEVE – Action Communities for Health, Innovation and Environmental Change
 - National Recreation and Parks Association
 - YMCA of the USA & the CDC,
 - National Association of County and City Health Officials



State & Local Initiatives

- **Tennessee**
 - Eat Well, Play More Tennessee: Tennessee Statewide Nutrition and Physical Activity Plan
- **San Diego County, CA**
 - Childhood Obesity Initiative
 - Call to Action: Childhood Obesity Action Plan
- **Kane County, IL**
 - Making Kane County Fit for Kids
 - Fit Kids: 2020 Plan
- **Albert Lee Minnesota**
 - Blue Zones Vitality Project



Together, We Can: A Call to Action

Are you willing to be a
part of the solution?

Join a work group!

