

Healthy Child Weight

Thurston County Public Health & Social Services and our partners aim to increase the proportion of children in our community who regularly engage in physical activity and eat healthy foods – to help ensure healthy weight and prevent chronic diseases.

- Prevention Strategy -

Chronic Disease Prevention

Thurston County Public Health & Social Services

Date: March 2010

Healthy Child Weight Initiative - Final Report

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Executive Summary

Purpose:

Thurston County Public Health & Social Services will work together with our community to create neighborhoods that support and foster healthy kids and families – encouraging the education, health care, environments and policies needed to promote a healthy weight.

Through Steps to a Healthier WA in Thurston County, a cooperative agreement among the local health department, Washington State Department of Health and U.S. Centers for Disease Control and Prevention, Thurston County Public Health and Social Services (TCPHSS) developed a Healthy Child Weight (HCW) initiative to address the increasing problems of physical inactivity, poor nutrition and obesity among Thurston County's children.

The HCW initiative was planned in the latter part of 2007 and began the work of engaging health care providers and other community partners at the start of 2008. The initial focus of the project was to build partnerships with child-serving organizations, particularly family practice and pediatric health care clinics, and consult with them on how they can participate in the prevention of childhood obesity. The first year of the project involved providing opportunities for health care providers to learn more about the American Academy of Pediatrics best practice guidelines for the assessment and treatment of childhood obesity and engaging them in dialogue about ways that the prevention of obesity could best be achieved for Thurston County's children. TCPHSS held a forum for providers that included a nationally known child obesity expert and this too included a discussion of ongoing ways to work together.

The second year of the project has involved follow-up on the forum and community engagement, which included a training on Motivational Interviewing for health care providers and development of child obesity prevention strategies, with a broadened group of community advisors. The following pages outline strategies with possible actions and partners to move Thurston County towards a vision of healthy child weight.

*We envision a community of active, healthy children and families.
Thurston County's children and their families are making healthy food choices and engaging in physical activity every day.*

We hope you will support us in achieving our vision of healthy weight for the children of Thurston County.

PHSS Healthy Child Weight Strategic Plan

Continuing Dialogue and Collaboration with Health Care Providers and Other Community Partners

Objectives:

- Work with health care providers (HCPs) to help their clinical practices adhere to the AAP Best Practice Guidelines
- Sustain discussion and partnership with key stakeholders in childhood obesity prevention

Actions:

A. Clinical Practice Change

- Educate health care providers on importance of BMI plotting
- Support further childhood obesity assessment and prevention forums for HCPs
- Educate about Motivational Interviewing and other techniques that help HCPs on how to effectively communicate childhood obesity prevention behaviors to parents
- Encourage a tag team approach to increase the number of interveners in the prevention of childhood obesity
- Support breastfeeding promotion among family practice, OBGYN & pediatric HCPs so that expectant mothers know of its benefits for long term child health

B. Community Engagement and Mobilization

- Form a coalition to continue community strategizing and action for preventing childhood obesity

Community, Environmental and Policy Changes

Objectives:

- Address the built environment and act on research about how it can be changed to improve healthy eating and physical activity
- Increase access to and marketing of healthy foods and physical activity

Actions:

A. Healthy Food Access and Education

- Increase availability of healthy foods in restaurants, grocery stores and other food sellers
- Provide label reading education to Thurston County residents

B. Active Design: Changes in Land Use, Neighborhoods and Transportation Services/Planning

- Expand outreach to planning and transportation officials, as well as others who make land use decisions, to improve the built environment's support of physical activity

Education and Outreach: Community and School Based Interventions

Objectives:

- Educate families, sports coaches, school policymakers and after school program coordinators on childhood nutrition and physical activity
- Outreach to local school board members and those involved in parent teacher associations

Action:

A. 5-2-1-0: Schools and Families

- Promote the 5210 message to Thurston County schools and families

B. Identify or Create Nutrition/Physical Activity Programs or Classes

- Research ways to create no cost or reduced cost healthy eating and physical activity classes

C. Thurston County Targeted Systems Change

- Promote outreach and support to health care providers who treat Hispanic populations
- Participation from Boys and Girls Club, YMCA, and childhood advocacy groups
- Emphasize communication with and health promotion to low income families / children
- Promote breastfeeding benefits to women, particularly low-income expectant /new mothers
- Participate in and support South Sound Breastfeeding Network activities

Surveillance / Data Collection

Objective:

- Increase knowledge of the health status of Thurston County children regarding healthy weight

Action:

- Develop a system to collect data relevant to healthy weight of younger children than are currently included in the state's Healthy Youth Survey

Other Ideas for Action – generated at Healthy Child Weight workgroup meetings, 2009:Health Care:

- * Referral Program –helping connect patients with community opportunities
- * Map community's assets/organizations
- * Comprehensive weight management for advanced cases – needed as a service

Community Education/Outreach:

- * Annual events, "Get out and Play"
- * Education on readiness to learn link to PA/Nut.
- * School-home behavior linkage
- * Make the 7-5-2-1-0 cool w/music
- * Branding classes/opps as helpful in preventing obesity
- * Fliers at the Physicians Offices
- * Lifestyle Coaching
- * Community challenge – 90 days
- * Reinforce family activities
- * Mentor presentations

Healthy Eating:

- * Annual Event(s)
- * School Meals
- * School gardens
- * Food Bank Foods
- * Community gardens
- * New food vendors
- * Marketing/promoting of healthy food at restaurants

Physical Activity:

- * Active-friendly land use and transportation policy change
- * Par course development
- * Annual event(s) at a park
- * Parks and rec, outdoor programs, strong kids/teens programs
- * Low-cost options for fitness classes/gym membership
- * Outings for recreation

Healthy Child Weight – TCPHSS Action Plan – 2010

- **Build and maintain childhood obesity prevention coalition**
- **Conduct Healthy Eating Research Project – Healthier Children’s Menus and Marketing of Healthier Items in Quick Service Restaurants**
- **Promote breastfeeding**
- **Continue to support health care provider adherence to prevention best practices**
- **Change community environment to foster healthier eating and increased physical activity**
- **Foster Coordinated School Health**

Addenda:

Healthy Child Weight Initiative annual activity summaries
& Board of Health Presentation

HEALTHY CHILD WEIGHT INITIATIVE

2008 Summary

Overview

Child weight is a major concern in Thurston County as a large and increasing number of children here have become overweight or obese. In fact, more than 1 in 4 county 8th graders are at an unhealthy weight (28%). Improper diets and lack of physical activity are thought to be primary contributors to this public health concern. Over 2 in 3 county 8th graders are not eating enough fruit or vegetables each day (70%) and over 2 in 3 county 8th graders are not getting enough moderate physical activity (69%). In response to the growing number of children who are at an unhealthy weight, the Thurston County Public Health and Social Services Chronic Disease Prevention Team established the Healthy Child Weight Initiative in the final year of the Steps to a Healthier WA program.

Intervening early in the lives of children and families and approaching childhood obesity as a problem requiring community involvement and comprehensive approaches, the Thurston County Public Health & Social Services Department started this initiative as a way of engaging health care providers and other key child-serving organizations in developing solutions. The main focus was to reach health care providers with childhood obesity prevention guidelines recently approved by the American Academy of Pediatrics, but also involved having a broader dialogue with these providers and others. To date, we have learned the following from the first year of effort in this area:

- Health care providers want to know how to communicate healthy obesity prevention behaviors effectively to patients. There is strong interest, for example, in learning more about motivational interviewing.
- Health care providers and other organizations would like there to be more promotion and marketing of healthy foods (i.e. fruits and vegetables) in the community.
- There is interest among community organizations and health care providers in providing more accessible physical activity programming and opportunities (i.e. built environments that support more physical activity).

The following summary report describes the main activities of the initiative and offers more detail on where TCPHSS and the community may focus their efforts to continue the work of ensuring healthy weight among children in Thurston County.

The Healthy Child Weight Initiative - Background

This initiative began with a focus on physicians, engaging them and other key stakeholders in learning about and discussing the childhood obesity issue. TCPHSS created an advisory workgroup in December 2007. Workgroup members were drawn from a wide variety of community organizations, including school districts, parks and recreation, child care, and health care sectors. All members had a vested interest in the health and well-being of Thurston County children and help set the stage of the Initiative.

Work group members included: *Mike Williams, Thurston County Chamber of Commerce; Mari Nowitz, Youth Services librarian, Timberland Regional Library; Collin Murphy, City of Olympia Parks, Arts & Recreation Department; Scott River, Olympia PAR Dept.; Gwen Marshall, Women, Infants and Children program, TCPHSS; Chris Hawkins, TCPHSS; Jim Anderson, Superintendent, Rochester School District; Maddy deGive, Director of Activities, North Thurston Public Schools; Lynn Nelson, School Nurse Corps Director, Educational Service District 113; Melodie Wilson, Sea Mar Community Health Centers; Dr. Amy Belko, President Thurston-Mason Medical Society, Olympia Pediatrics; Beverly Roder, UM/QI Coordinator, Physicians of Southwest Washington; Joan Ashcraft, CME Coordinator, Providence St. Peter Hospital; Barbara Johnson, Head Start-ECEAP Food Services Manager, ESD113; Annie Cubberly, Executive Director, Child Care Action Council*

These initial meetings discussed the scope of the problem and some approaches that other communities have taken that are consistent with the best practices in dealing with a public health issue of this magnitude. In spring of 2008, Thurston County Public Health & Social Services decided to move forward on collaboration with physicians initially and to work toward other community interventions.

Presentations and In-Service Activities

From May to August 2008, the Thurston County Public Health and Social Services (TCPHSS) Chronic Disease Prevention Team held presentations on the American Academy of Pediatrics best practice guidelines for assessing and preventing childhood obesity at one local hospital, one family practice physician's office, and two pediatric practices. The audience consisted of physicians plus allied health professionals such as nurses, medical assistants, etc.

5210

- 5 Eat fruits and vegetables at least 5 or more times on most days.
- 2 Limit screen time unrelated to school to 2 hours or *less* daily.
- 1 Get 1 hour or *more* of moderate to vigorous physical activity every day and 20 minutes of vigorous activity at least 3 times a week.
- 0 Drink less sugar. Try water and low-fat milk instead of sugar-sweetened drinks.

Suggestions for continued support to health care providers from these in-service presentations are summarized in Table 1. Among other points of discussion, participants wanted to know how to communicate healthy obesity prevention behaviors effectively to patients and their families without “turning them off” or contributing to adverse responses (i.e. anorexia nervosa). Participants are also seeing more marketing of unhealthy foods in the community and would like to see more promotion and marketing materials of healthy foods, such as fruits and vegetables.

Table 1. Summary of Main Ideas from Healthy Child Weight In-services

- Childhood overweight/obesity is a major concern in Thurston County.
- Would like there to be no cost or reduced priced nutrition and physical activity programs/classes for patients and families.
- Would like there to be no cost nutrition counseling for patients and families.
- Want to know how to communicate healthy obesity prevention behaviors effectively to patients.
- Would like there to be more promotion and marketing of healthy foods (i.e. fruits and vegetables).
- Overweight children do not “look” overweight to clinic staff.
- Parents think “chubby, fat, bit” children are healthy.
- Physicians (more often than allied health professionals) are the ones delivering the obesity prevention counseling.
- Broken or inadequate equipment is often used to weigh and measure children.

Healthy Child Weight Forum for Physicians

As part of the effort to increase knowledge of childhood obesity prevention best practices among family practice physicians and pediatricians, TCPHSS held a childhood obesity assessment and prevention forum on September 8th, 2008. Lenna Liu, MD, a child obesity researcher and pediatrician from the University of Washington presented on childhood obesity prevention. The Forum included a dialogue discussion about ways the health department could collaborate with local health care providers to aid in the prevention of childhood obesity in Thurston County. Physicians

and allied health professionals brainstormed a number of different ways the health department could work with them to address child obesity. Their suggestions are summarized in Table 2.

Table 2. Summary of Main Ideas from Healthy Child Weight Forum

- Promote healthy food labeling in grocery stores and provide label reading education to the community.
- Provide physicians with referral sources, with distinct sets for parents and children.
- Educate parents and sports coaches on healthy eating, physical activity, and appropriate “screen time” for children.
- Provide clinic staff with a “prescription pad” of child obesity recommendations.
- “Tag team” interventions with dentists.
- Set up healthy grocery store exhibits.
- Provide motivational interviewing training for clinic staff.
- Addressing the “built environment”

Physicians and allied health professionals at the Forum expressed interest in further education in skills related to childhood obesity prevention, such as motivational interviewing, BMI plotting, and using the American Academy of Pediatrics’ best practice guidelines. Practices have also expressed interest in obtaining BMI wheels. Infant measuring boards were purchased by TCPHSS staff to donate to practices in need and for intervention purposes.

Next Steps in Preventing Childhood Obesity in Thurston County...

In the next few months, TCPHSS plans to follow up with further development of childhood obesity prevention interventions aimed at both improving clinical practices and community change.

TCPHSS is working with area health care providers in efforts to change their clinic practices around weight to reflect the Best Practice Guidelines recommended by the American Academy of Pediatrics. A Motivational

Interviewing training will be held in 2009 to help physicians with how to talk with patients and families in a way that encourages patients to take charge of maintaining their own health

Simultaneously, TCPHSS will be summarizing the results of a recently concluded Nutrition Environment Assessment, which will inform the department, its partners and policy makers on what changes in the community are possible to increase access to healthier foods for all families. Ultimately, the goal is to make it easy for people to find and select healthy options in community settings such as restaurants. Changes could include encouraging restaurants to clearly identify healthy substitutes on their children's menus, provide increased nutritional information to customers, etc.

TCPHSS will also continue to collaborate on the development of active community environments. The department hopes to expand its outreach to planning and transportation officials to ensure that policies supportive of increased access to daily physical activity are included in future planning.

Other actions that will be considered include family education or community campaigns on nutrition and physical activity, i.e. promoting 5-2-1-0.

Healthy Child Weight Initiative 2009 Update

The Thurston County Healthy Child Weight project continues in 2009, taking advantage of what we have learned from our work with pediatric providers through the Healthy Child Weight Forum and elsewhere.

Training

TCPHSS staff are conducting follow-up on the Healthy Child Weight Forum, including continued training - an example being a Motivational Interviewing for health care providers that our department provided in early June, partnering with Physicians of Southwest Washington. This workshop reached 14 physicians and 8 allied health professionals.

Funding Development

We are seeking funding to -

- Increase options for healthy eating for children:
We have prepared a proposal to work with a regional fast food restaurant franchise on healthy children's menu changes. We hope to study the effectiveness of enhanced marketing of healthier foods. This proposal made finalist status and a decision is pending for August of this year.
- Expand options for increased physical activity for children:
We supported a successful grant application for Active Community Environments funding for Thurston Regional Planning Council. This project will result in ongoing support for Olympia School District safe and active routes to school programming and walking/bicycling environment improvements.

Strategic Planning

A small amount of funding remains for the project as an extension of the Steps to a Healthier WA program of Washington State Department of Health. With that funding, we will:

- Define strategies for the department to work on in the future to prevent childhood obesity, including plans for sustaining of the HCW initiative, and
- Re-engage community advisors to help us move those strategies toward solid plans of implementation.

Healthy Child Weight Initiative

Chronic Disease Prevention
Thurston County Public Health &
Social Services Dept.
July 14, 2009

Problem & TCPHSS Response

- **Child weight is a major concern in Thurston County**
 - 70% of 8th graders not eating enough fruits and vegetables
 - 69% of 8th graders are not getting enough moderate physical activity
- **Focus on physicians and other key stakeholders around childhood obesity =**
 - advisory workgroup
 - outreach, education and now strategic planning

In-service Activities

- From May to August 2008, TCPHSS Chronic Disease Prevention (CDP) Team presented AAP best practice guidelines for child obesity prevention to health care audiences.
 - One hospital
 - One family practice
 - Two pediatric practices

In-service Activities

- In-service also included discussion with clinic staff about child overweight/obesity.
 - Clinic staff was asked about issues around childhood obesity they feel the HD should be aware of.
 - Also asked how the HD can help them address child obesity prevention

Healthy Child Weight Forum

- TCPHSS held a childhood obesity assessment and prevention forum on September 8, 2008 for health care providers to increase knowledge of best practices.
- Guest speaker: Lenna Liu, MD, MPH, Seattle Children's Hospital
- CDP Team engaged audience in dialogue discussion about ways the health department could collaborate

Main Summary of Points What PHSS heard from Forum

- Educate parents and caregivers on healthy eating, physical activity, and appropriate screen time for children.
- Tag team intervention with dentists.
- Provide Motivational Interviewing training to medical staff.
- Address the "built environment"

Next Steps...

- **Continuing Dialogue with Health Care Providers**
 - Help clinical practices reflect AAP Best Practices
- **Community and Environmental Intervention**
 - Address the nutrition and "built environment" to support healthier eating and increased PA
- **Community/School Based Education & Outreach**
 - Promote the 5-2-1-0 message to schools and families