

ADHS Bureau of Nutrition and Physical Activity: Obesity Prevention Action Plan

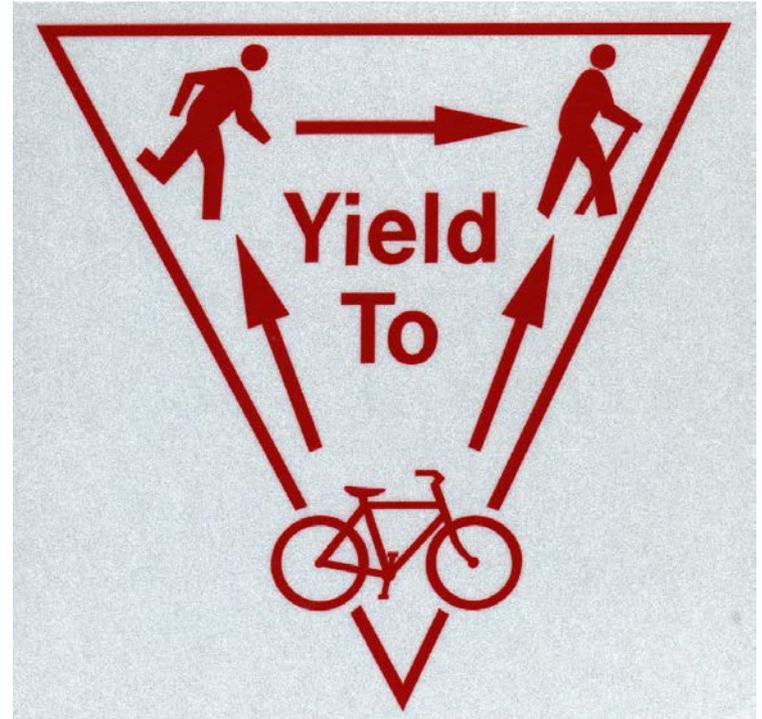


Adrienne Z. Udarbe, MS, RD
January 29, 2013

Changing Times



Obesity Prevention?



Why Now?

- Public Scrutiny
- Obesity Pandemic
- Funding
- Transparency
- Impact

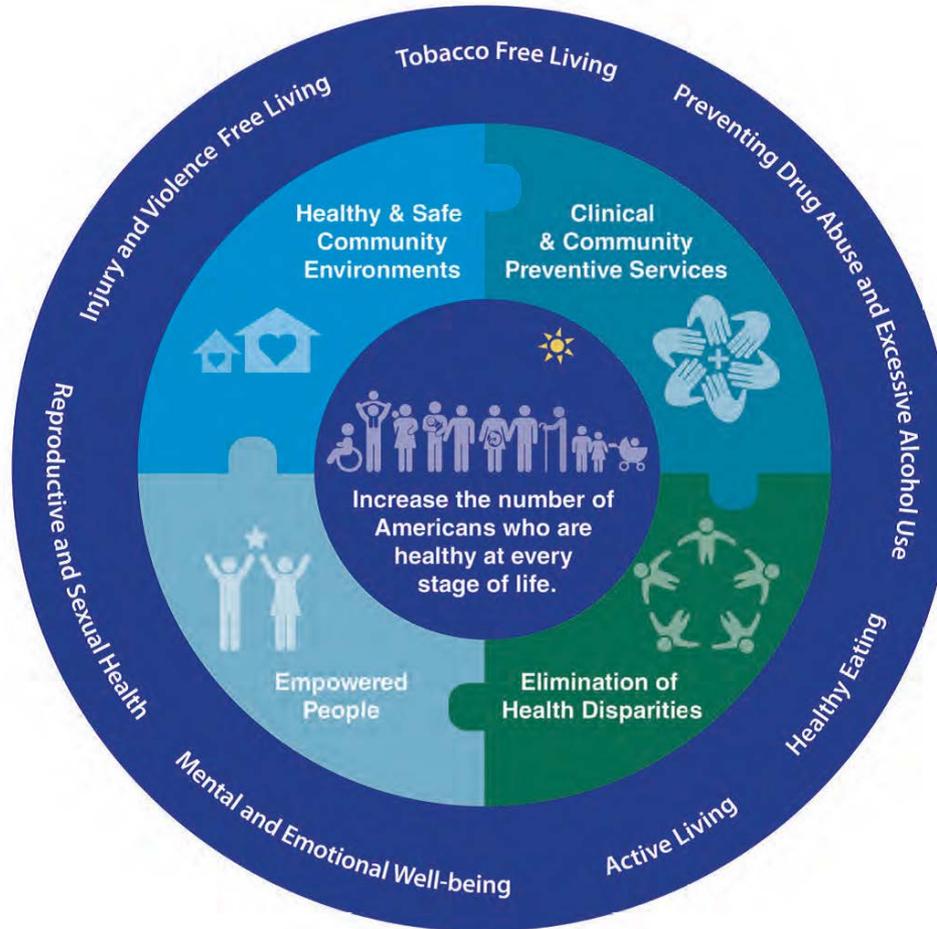


Why Now?, Cont.



- Strategic thinking for long-term success
- Integration across public health programs
- Patient Protection and Affordable Care Act (PPACA)

National Prevention Strategy



Impacts

- Staffing
- Service Delivery
- Public and Customer Expectations
- Need to deliver consistent messaging to influence obesity prevention where Arizonans *live, learn, work, play, and receive care*



Aligning Efforts

- USDA Strategic Plan Objectives:
 - Objective 4.1: Increase access to nutritious foods
 - Objective 4.2: Promote healthy diet and physical activity behaviors
 - Objective 4.3: Protect public health by ensuring food is safe
 - Objective 4.4: Protect agricultural health by minimizing major diseases to ensure access to safe, plentiful, and nutritious food

Aligning Efforts, Cont.



- National Prevention Strategy/Let's Move
- ADHS Strategic Map
- WIC State Plan
- AZNN State Plan
- Chronic Disease State Plan
- Title V (MCH) State Plan

Current Categorical Approaches

Pregnant and Postpartum Women	Infants	Children (1-5)	School-age Children	Adults	Seniors
WIC; Breastfeeding; AzNN; FMNP; Health and Policies Initiative (HAPI)	WIC; Breastfeeding; Empower; HAPI	WIC; Empower; AzNN; FMNP; HAPI	AzNN; HAPI	AzNN	AzNN; CSFP; FMNP

Health in All Policies

- Identifies the underlying factors which are drivers of health costs in society including, but not limited to the:
 - Conditions in which people are born, grow, live, work and age, including the current health system focus on treatment vs. prevention.
 - Growing number of individuals with chronic disease yet who do not utilize health systems to better control and manage conditions.
 - Isolation of “health” to the environment of health systems, not recognizing the impact other environments have on health outcomes.
 - Other determinants which impact health including race, income, safety, community design, and access to basic necessities.

Model For Action

- The Socio-Ecological Model
- The Spectrum of Prevention
 - Strengthening Individual Knowledge and Skills
 - Promoting Community Education
 - Educating Providers
 - Fostering Coalitions and Networks
 - Influencing Policy and Legislation



Model For Action, Cont.

- Including action in the following lifecycle and environmental domains:
 - Pregnancy, Breastfeeding, and Postpartum
 - Childcare and Early Childhood Settings, Schools, and College Institutions
 - The Built Environment
 - Worksites
 - Families, Homes, and Older Adults

Overarching Strategies

- Proposed actions will be supported by evidence-based strategies and approaches, complement WIC and AzNN state plans, build on existing capacity, are feasible with the existing infrastructure, and address social disparities.



Overarching Strategies, Cont.

- The major strategies include:
 - Continuation of development of strategies and programs focusing on low-income populations and which promote healthy eating, breastfeeding, physical activity, and reduced sedentary behavior;
 - Working across programs to ensure effective overweight and obesity prevention;
 - Ensuring access to healthy foods and safe environments that encourage active play;
 - Developing BNPA infrastructure needed to support future PPACA prevention and wellness grant opportunities; and
 - Enhancing evaluation of existing and future bureau activities that support obesity prevention initiatives.



Challenges

- Current challenges within the existing service structure:
 - Limitations of allowable activities within existing programs
 - Lack of availability of funds to support a more comprehensive approach within all areas of the spectrum of prevention
 - Overburdened staff and overburdened local infrastructures within local WIC agencies and with Arizona Network partners
 - Cultural barriers, and
 - Competing priorities and demands for time



Helping Without Harming



- BMI versus Disease
- Numbers versus Stigmatization
- Sensitivity versus Impactful Behavior Change

Evaluation

Progress will be tracked in four areas that contribute to reducing obesity:

- Increase the initiation, duration, and exclusivity of breastfeeding;
- Decrease hunger;
- Improve nutritional quality; and
- Increase physical activity and reduce sedentary behaviors.

Outcome Measures



BIG DATA

- Overweight/Obesity (WIC/BRFSS/YRBS)
- Breastfeeding (WIC/mPINC/CDC Report Card)
- Hunger (FRAC)
- Nutrition (BRFSS)
- Physical Activity (BRFSS/YRBS)

Concerns



Programs We Can Be Proud Of!



Questions?



adrienne.udarbe@azdhs.gov