




## Partnerships Unite to Prevent Obesity

A Turning Point for States and Communities

Sarah Kuester  
September 14, 2009




“The shared vision among the many partner organizations is a North Carolina where healthy eating and active living are the norm, rather than the exception.”



### CDC’s Division of Nutrition, Physical Activity and Obesity

**VISION**  
A world where regular physical activity, good nutrition, and healthy weight are part of everyone’s life.


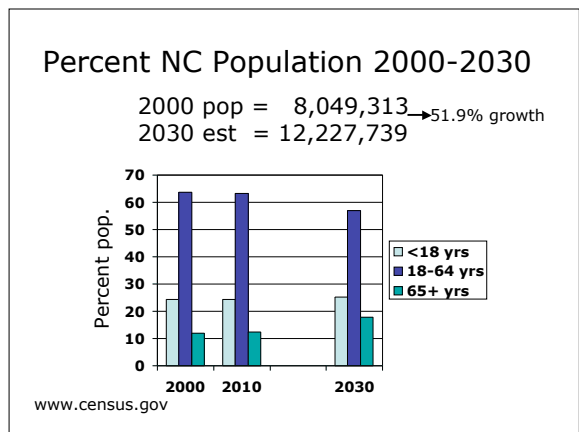


### Program Philosophy

1. Commit to long-term accomplishments



The problem took a while to get here...

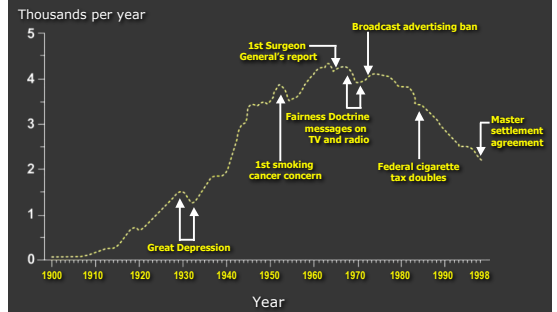



## North Carolina's Return on Investment for Strategic Community Based Disease Prevention Programs at \$10 Per Person

Total Annual Intervention Costs: \$85,310,000			
	1-2 Years	5 Years	10-20 Years
Total State Savings (in 2004 dollars)	\$166M	\$559M	\$613.8M
State Net Savings (total savings minus intervention costs)	\$80.6M	\$473.7M	\$528.5M
ROI for State	0.95:1	5.55:1	6.20:1

Trust for America's Health. 2008. Prevention for a Healthier America: Investments in Disease Prevention Yield Significant Savings, Stronger Communities.

## Annual Adult per Capita Cigarette Consumption and Major Smoking and Health Events - US 1900-1998

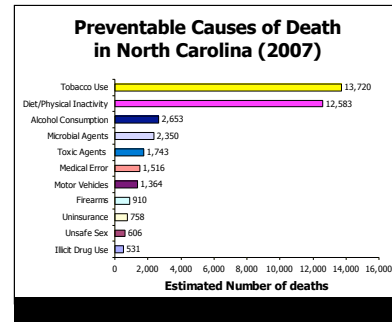


## Program Philosophy

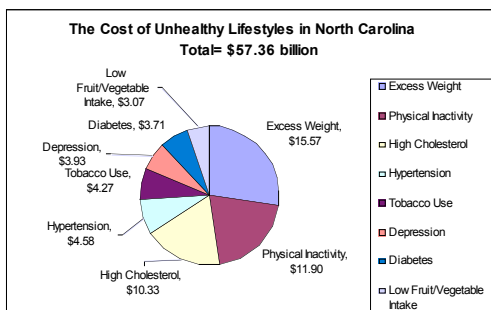
2. Address factors needed for social change



## Preventable Causes of Death in N.C.



## North Carolina Costs



Source: Tipping the Scales: How Obesity and Unhealthy Lifestyles have become a Weighty Problem for the North Carolina Economy. Be Active North Carolina. Available at [www.beactive.org](http://www.beactive.org)

## Elements Common to Social Movements

- Identify a "crisis"
- Base strategies on sound science and many disciplines
- Identify the economic cost of unhealthful behaviors
- Use coalitions to move efforts forward

Economos C, Brownson RC, DeAngelis MS, et al. Nutrition Reviews 2001;59:S40-56.

## Elements Common to Social Movements

- Use media advocacy
- Involve all levels of government
- Raise public awareness and support for community programs
- Use policy and environmental change to sustain systemic changes

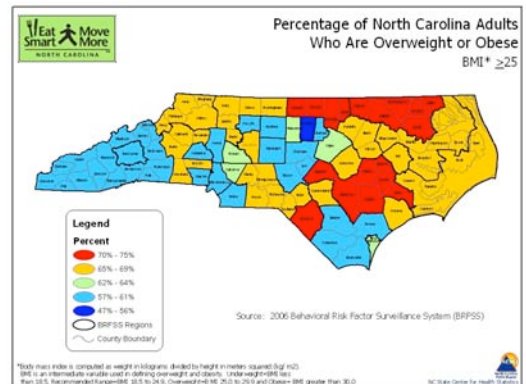
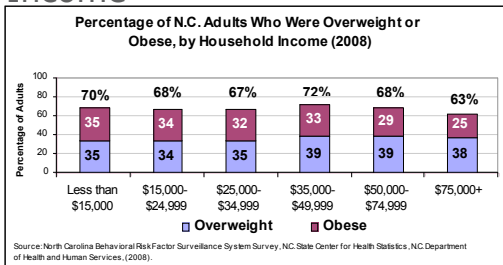
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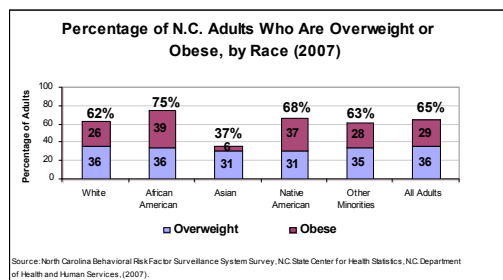
### 3. Decrease health disparities



## N.C. Adults who were Overweight or Obese by Income

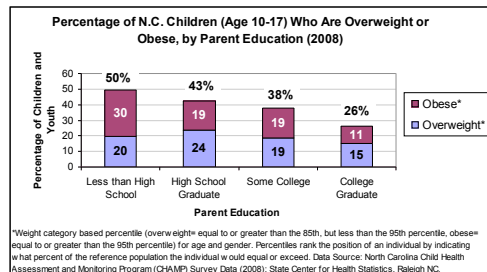


## N.C. Adults by Race

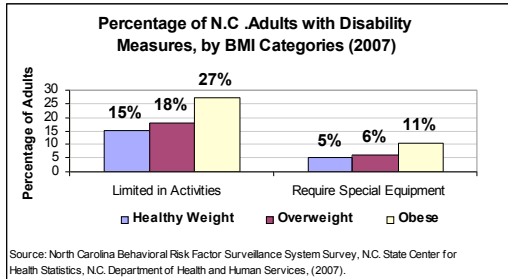


## Educational Disparities

N.C. Children and Youth who are Overweight or Obese



## Disability Measures



## Forming and maintaining diverse partnerships is critical:



- Develop a system for receiving input from diverse stakeholders to aid in the identification and elimination of disparities
- Collaborate and coordinate with state and local partners that have access to and have well-developed and established relationships with specific populations with disparities

## Forming and maintaining diverse partnerships is critical:



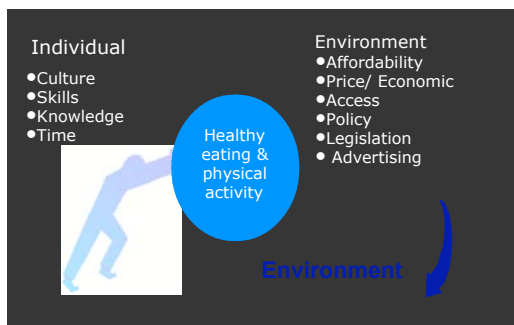
- Capitalize on existing initiatives at the state and local levels
- Utilize community competent approaches in interventions, taking into account communities' culture, context, history, and geography

## Program Philosophy

4. Emphasize policy and environmental changes



## Making Healthy Choices Easier



## Program Philosophy

5. Use Social Ecological Model to design state plan and activities



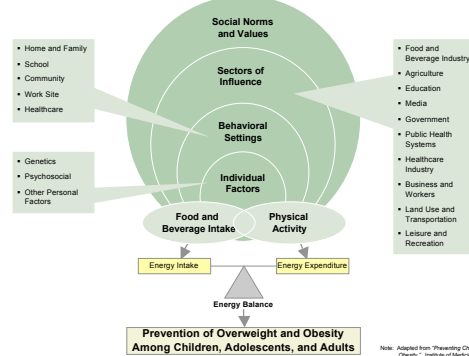
## Key Elements of Community-Based Health Promotion Programs



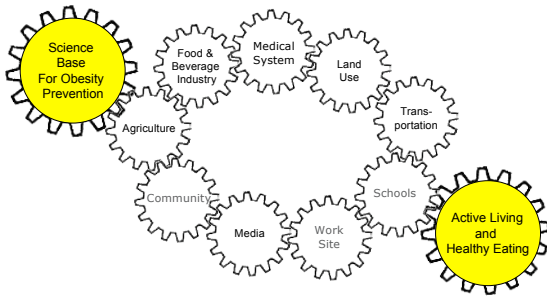
- Active participation
- Multiple intervention settings
- Multiple individual level strategies
- Environmental interventions
- Policy initiatives

Merzel C. D'Afflitti, J. Reconsidering community-based health promotion: Promise, performance, and potential. *American Journal of Public Health*. 2003; 93(4):557-574.

## The Ecological Perspective

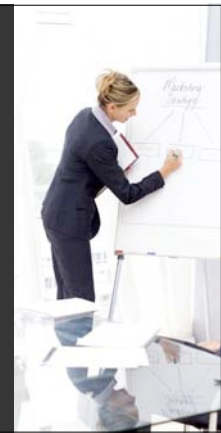


## Obesity Prevention Requires All Sectors of Influence Working Together



## Program Philosophy

6. Use social marketing planning approach to design activities



## Social Marketing

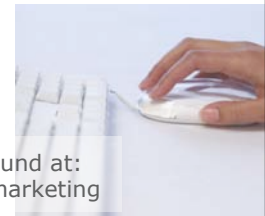


"The application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence voluntary behavior of target audiences in order to improve their personal welfare and that of society."

Andreasen, A. *Marketing Social Change*. 1995.

## Steps in the Social Marketing Process

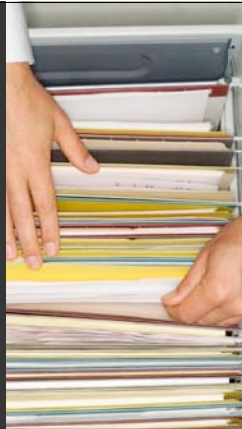
1. Problem Description
2. Formative Research
3. Strategy Development
4. Intervention Design
5. Evaluation
6. Implementation



In depth training can be found at: [www.cdc.gov/dnpa/socialmarketing](http://www.cdc.gov/dnpa/socialmarketing)

## Program Philosophy

7. Develop evidence-based portfolio of policies and intervention strategies

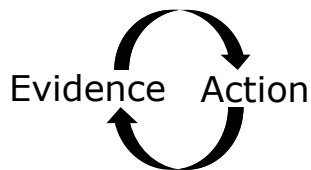


## New Resources for the Portfolio

- CDC Recommended Community Strategies and Measurements to Prevent Obesity in the United States
- IOM Report: Local Government Actions to Prevent Childhood Obesity
- Upcoming: DNPAO target area guidance documents



## Guiding Principle



“ To get more evidence-based practice, we need more practice-based evidence.”

Lawrence W. Green, DrPH

## UNC Center of Excellence for Training and Research Translation (Center TRT)



<http://www.center-trt.org>

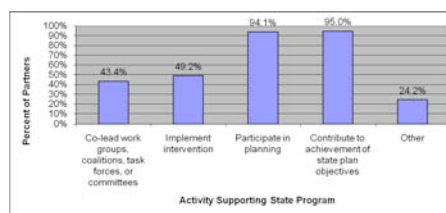
## Program Philosophy

8. Build and sustain partnerships and resources



## Partnerships: Supporting Activities

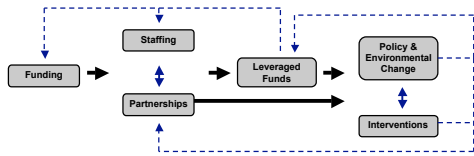
Percentage of Partners Engaged in Activities Supporting State Program



Time period: last reporting period  
Source: PMR C3-C25



## Partnerships: Central to Program Success



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## Synergies with Partnerships

### Relationship between Partnership Involvement & Staffing, Leveraged Funds, Policy Changes, & Interventions

Variable	Low Partnership Involvement (n=14)	High Partnership Involvement (n=14)
Full time employees (FTEs)	4.0 FTE's (mean)	<b>6.7 FTE's (mean)**</b>
Leveraged funds	Mean: \$2.5 million Median: \$1.1 million	Mean: <b>\$8.9 million*</b> Median: \$5.6 million
Local policy changes	3.4 policies	<b>13.3 policies*</b>
Interventions (mean # of settings)	2.9 settings	<b>5.0 settings**</b>

\* p < .05 (2-tailed); \*\* p < .01

Low or high level of partnership involvement is measured as below or above the median for percentage of partners involved in more than one activity (median = 45%).

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## Does your philosophy match?


1. Commit long term
2. Address factors for social change
3. Decrease health disparities
4. Emphasize policy and environmental changes
5. Include all SE levels
6. Plan with a social marketing approach
7. Increase your evidence-based portfolio
8. Build and sustain your partnership

## Does your philosophy match?

1. Commit long term
2. Address factors for social change
3. Decrease health disparities
4. Emphasize policy and environmental changes
5. Include all SE levels
6. Plan with a social marketing approach
7. Increase your evidence-based portfolio
8. Build and sustain your **partnership**

**Vision points us in the right direction, but commitment achieves the goal.**





## CDC's Resources for Assistance


## Guidance on Strategies for Community Interventions

- CDC NPAO Technical Assistance Manual
- UNC Center for Training and Research Translation  
[www.center-trt.org](http://www.center-trt.org)
- Convergence Partnership policy brief on promising strategies  
[www.convergencepartnership.org](http://www.convergencepartnership.org)
- Other selected resources



## Other Resources

- **CHANGE: Community Health Assessment aNd Group Evaluation**
- Community Health Promotion Handbook
- CDC Community Health Resources Portal
- Strategic Alliance ENACT



## CHANGE: Community Health Assessment aNd Group Evaluation


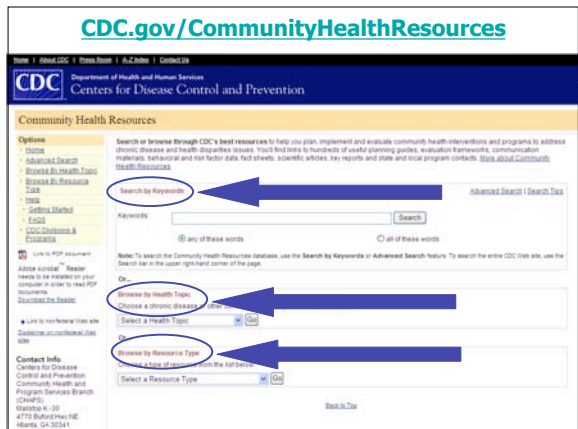
- An examination of a community's current assets, needs, resources, strengths, and challenges
- Online instructions at [www.ACHIEVEcommunities.org](http://www.ACHIEVEcommunities.org) (available by Jan 2009 to all communities)
- 5 Sectors: Community, Worksite, School, Community-Based Institution, and Healthcare
- Modules: Demographics, Physical Activity, Nutrition, Tobacco Use, Chronic Disease Management, Leadership, After-School

## Community Health Promotion Handbook

Topics include:

- Community-based walking group program
- Increase physical activity in school physical education
- Community trails
- Diabetes self-management
- Tobacco treatment in healthcare

[www.prevent.org/actionguides](http://www.prevent.org/actionguides)



## Strategic Alliance ENACT

### Environmental Nutrition and Activity Community Tool

A concrete menu of strategies designed to help communities improve nutrition and activity environments on a local level.

<http://www.preventioninstitute.org/tools.html>

## Potential Evaluation Indicators

- Common Community Measures of Obesity
- *Fundamentals of Evaluating Partnerships Evaluation Guide*  
[www.cdc.gov/dhdsp](http://www.cdc.gov/dhdsp)
- Community Health Status Indicators  
<http://communityhealth.hhs.gov>
- Chronic Disease Indicators  
[www.cdc.gov/nccdphp/cdi](http://www.cdc.gov/nccdphp/cdi)



## Incoming Nutrition and Physical Activity Funds

- **Dept of Transportation** – Federal Highway Administration funds (transportation enhancement, recreation trails, safe routes to school)
- **National Park Service** - Land and Water Conservation Fund
- **USDA** - Food Stamp Nutrition Education Program; WIC Program

## Other Incoming Funds

- **US Dept of Commerce** – Economic Development Administration Investment Programs
- **USDA** Rural Development Funds
- **US Dept of Housing and Urban Development** – Community Development Block Grant Program
- **US Dept of the Treasury** – Community Development Financial Institutions Fund
- Coalition of Community Development Financial Institutions [www.cdfi.org](http://www.cdfi.org)