

Understanding Weight of the Nation Creating a Community Action Plan

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Creating a Community Action Plan

1. Understand consequences of the obesity epidemic, impacts on type 2 diabetes, and other medical conditions
2. Explore what other communities are doing to create healthy, active living environments
3. Identify how your community currently supports or contributes to health risks
4. Learn how you can influence your network to make small changes that can have a big impact

The *Weight of the Nation* – Original Series 2012

Part 1. Consequences (view clip: Ch. 3 An Obesity Epidemic)

Part 2. Choices

Part 3. Children in Crisis

Part 4. Challenges

Bonus shorts:

- Healthy Mom, Healthy Baby
- Obesity and Type 2 Diabetes
- Poverty and Obesity
- Overweight in the Workplace
- Latino Health Access: a Model of Community Action



TO WIN, WE HAVE TO LOSE.

THE WEIGHT OF THE NATION

CONFRONTING AMERICA'S OBESITY EPIDEMIC

**10 THINGS YOU CAN DO
TO HELP TURN THE TIDE ON AMERICA'S OBESITY PROBLEM!**

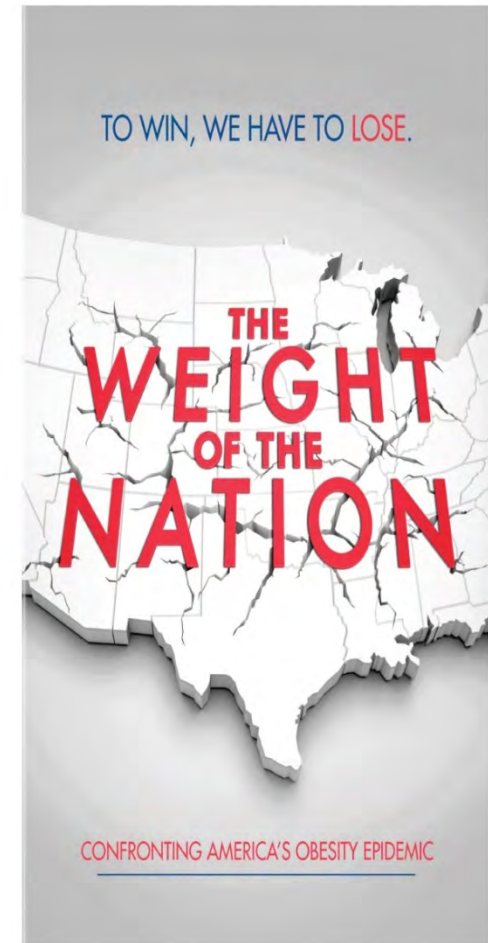
For you, your family, and your friends:

Watch the HBO series of *Weight of the Nation*™ documentaries or shorts on <http://theweightofthenation.hbo.com>

The Weight of the Nation – Spring 2013

The Weight of the Nation for Kids

- Focused on the epidemic of childhood obesity that is threatening the vitality and health of America's children.
- Three new films scheduled to premiere in May 2013 on HBO
 - Film 1: The Great Cafeteria Takeover
 - Film 2: Kabreeya's Story
 - Film 3: Activity
- <http://theweightofthenation.hbo.com/>



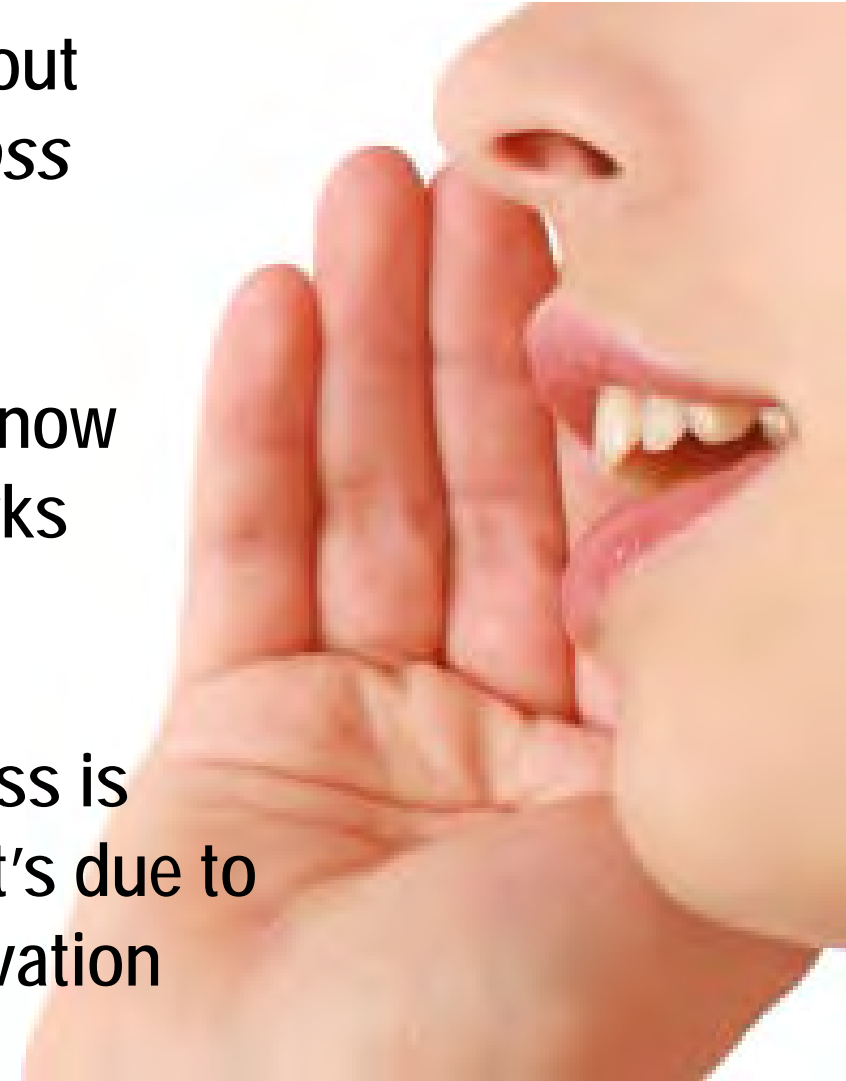
We Struggle with these Weight Management Myths



It's all about
weight *loss*

We don't know
what works

If weight loss is
unsuccessful, it's due to
lack of motivation



Why doesn't Everyone do what it takes to be Healthy?

- People are faced with an abundance of information about health risks and the benefits of engaging in a healthy lifestyle.



- If education and awareness was enough, we'd all do the right things to be healthy... no one would smoke...we wouldn't see a rising obesity rate

The Truth about Weight and Health

- An estimated 1 in 3 cancer deaths in the U.S. is linked to excess body weight, poor nutrition, or physical inactivity¹.
- Obese adults are 50% more likely to suffer a heart attack or die from heart disease, based on weight alone (independent of other risk factors)².
- In the last 10 years, the number of people with diabetes has grown 50%, partly due to an increase in weight among Americans³.
- Obesity is linked with a higher prevalence of asthma, sleep apnea, infertility, depression, and increased risk of birth defects⁴.

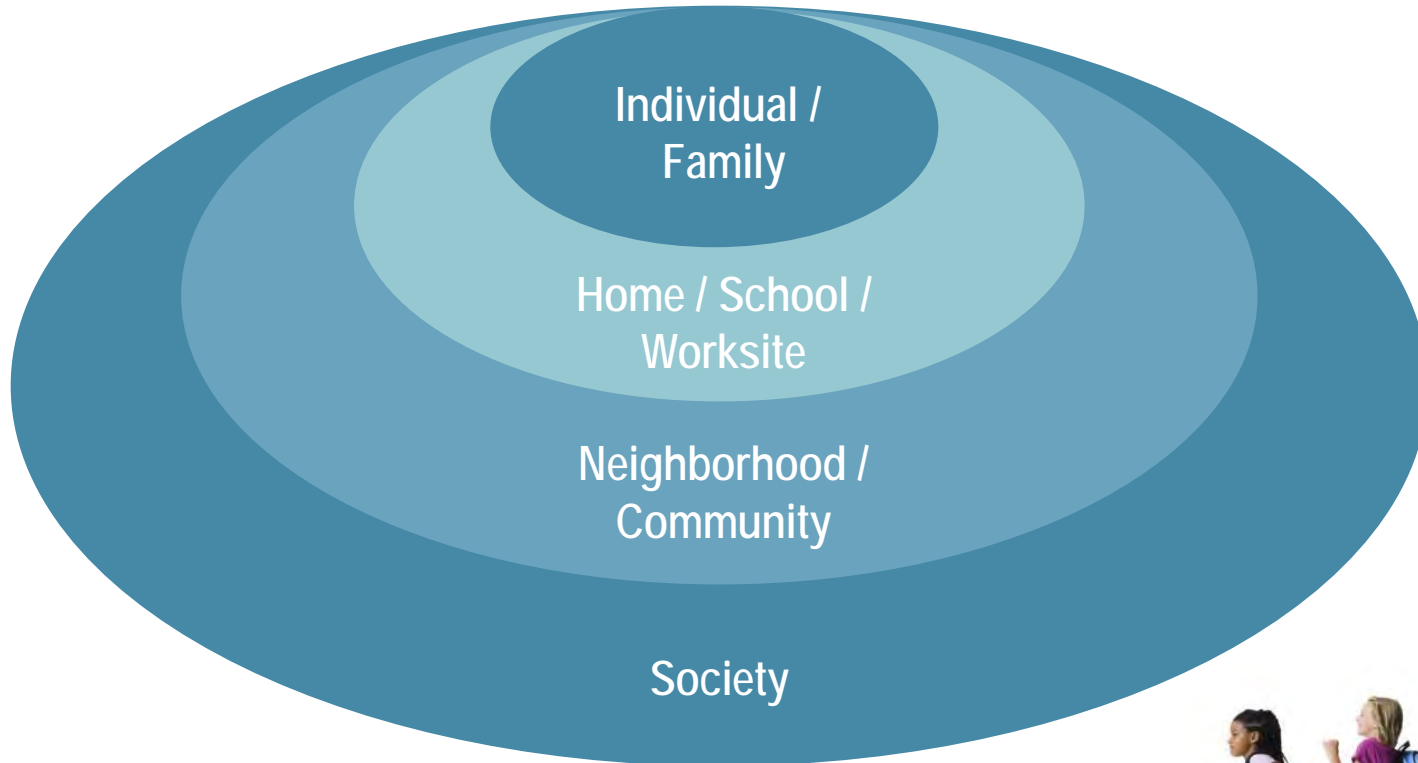
¹ American Cancer Society

² Bogers, Bemelmans, Hoogenveen, et. Al. 2007

³ kp.org/weight

⁴ Kaiser Permanente medical data

Kaiser Permanente “Total Health” Approach



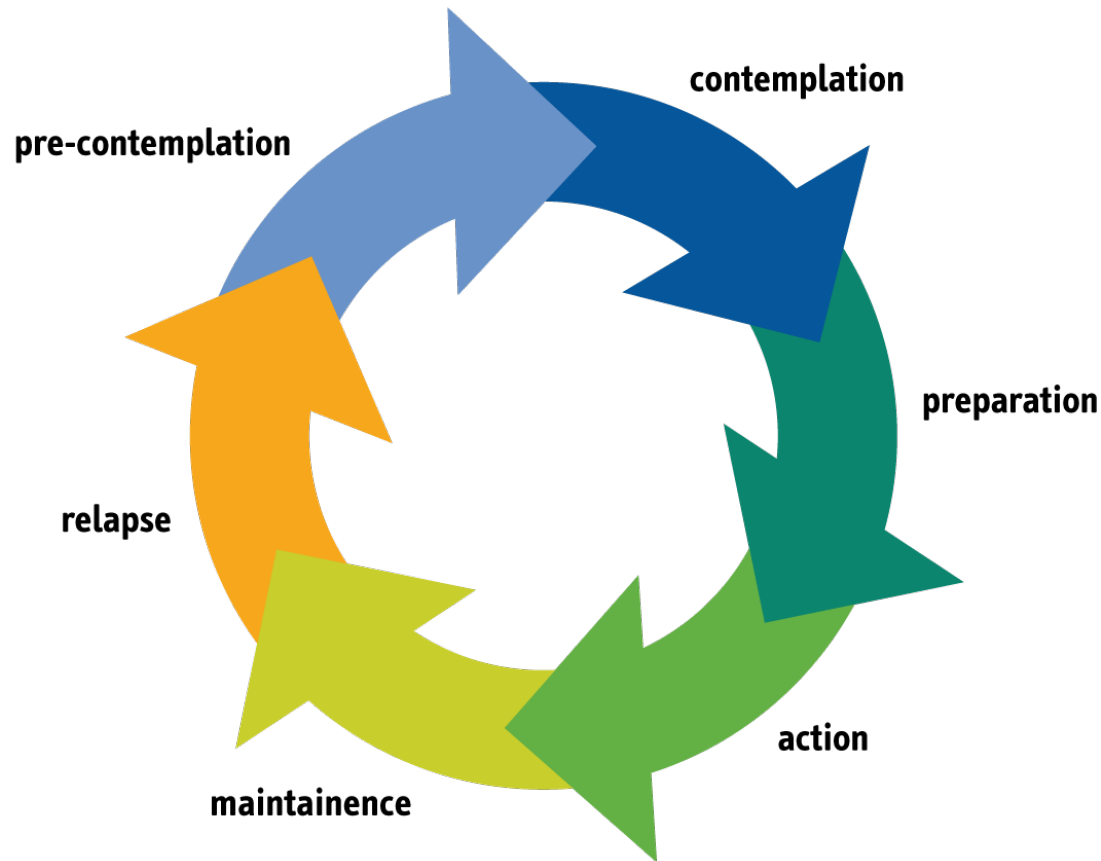
Lifespan Impacts

How does the increasing weight of the nation affect your community?

How will your action plan help reverse this trend?



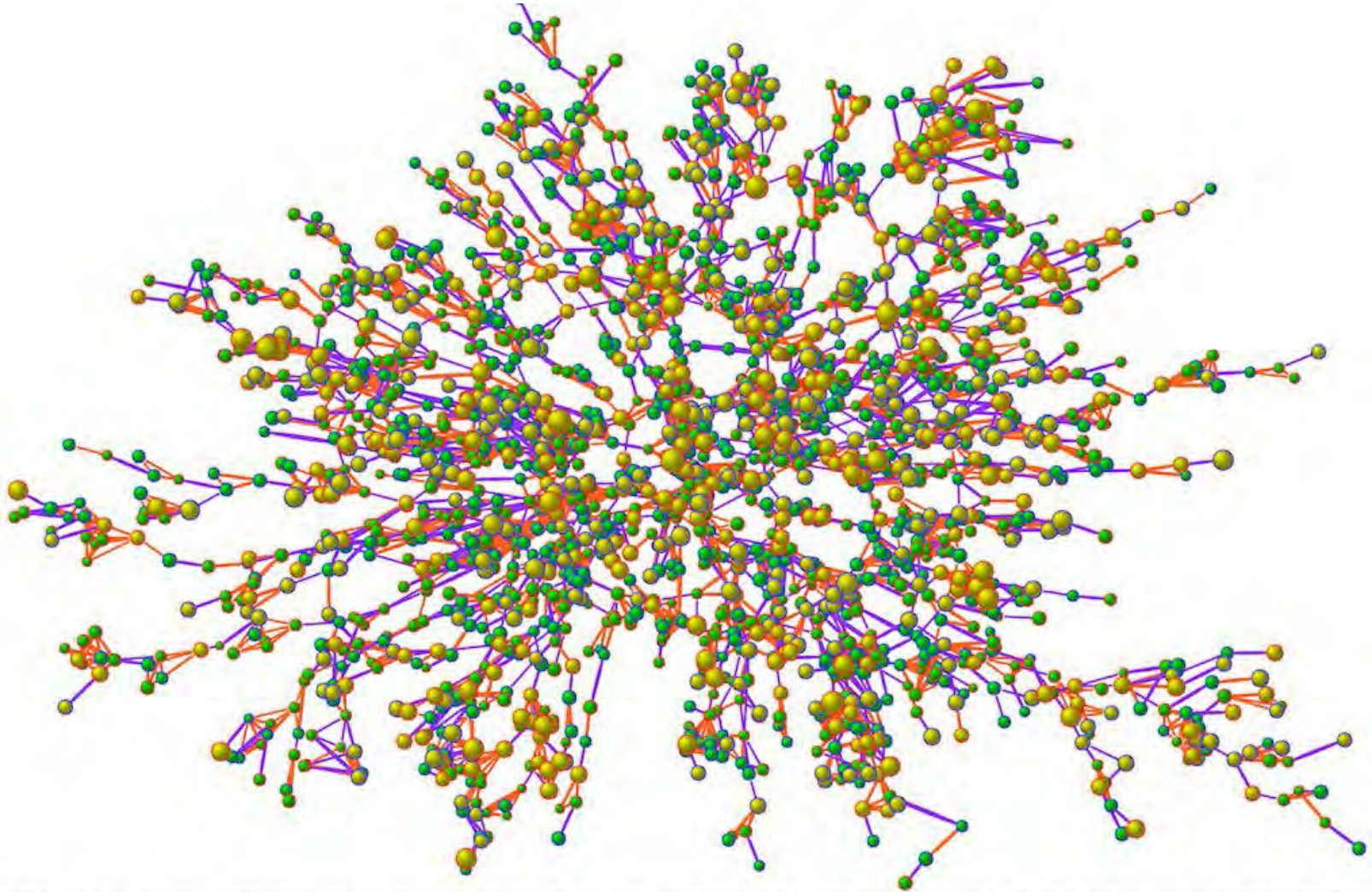
Cycle of Change



Transtheoretical Model of Change
Prochaska & DiClemente

Is it feasible to be a change agent?

The Reality of Social Networks



A Map of obesity within the kind of social network we all inhabit. There are 2,200 people (nodes) and many thousands of ties (lines) between them. Nodes with blue borders are men and red borders are women. Bigger nodes are bigger people, and the interior color of the nodes indicates whether the person is obese: yellow are obese and green are non-obese people. The colors of the ties between the nodes indicate the kind of relationship (e.g., friend, spouse, sibling).

Adapted from: The Spread of Obesity in a Large Social Network over 32 Years. Nicholas A. Christakis, M.D., Ph.D., M.P.H., and James H. Fowler, Ph.D.. N Engl J Med 2007; 357:370-379. July 26, 2007

Current U. S. Health Status

68% of adults 20 years & above are overweight or obese



40% of the population is sedentary

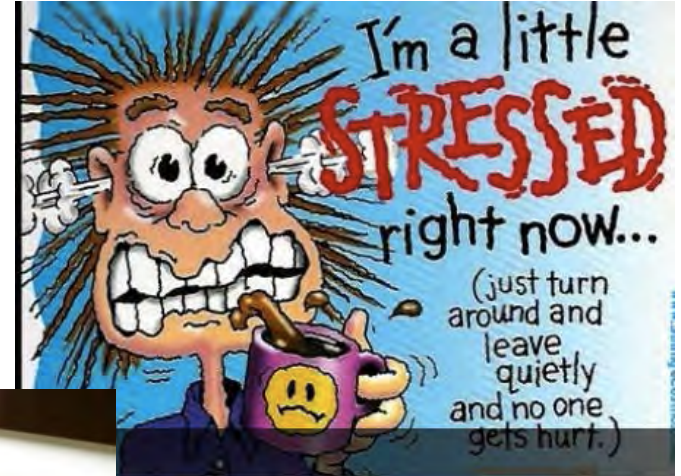
32% of the population has high blood pressure

What is the number one killer of men and women in the US?

Is Your Work Making You Sick?



Stress Soup



View clip: WOTN video 2, Choices
Chapter 9: Stress Soup

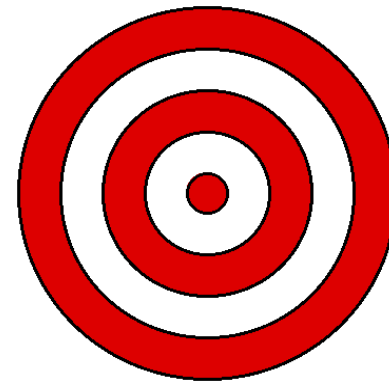
Understanding Your Triggers



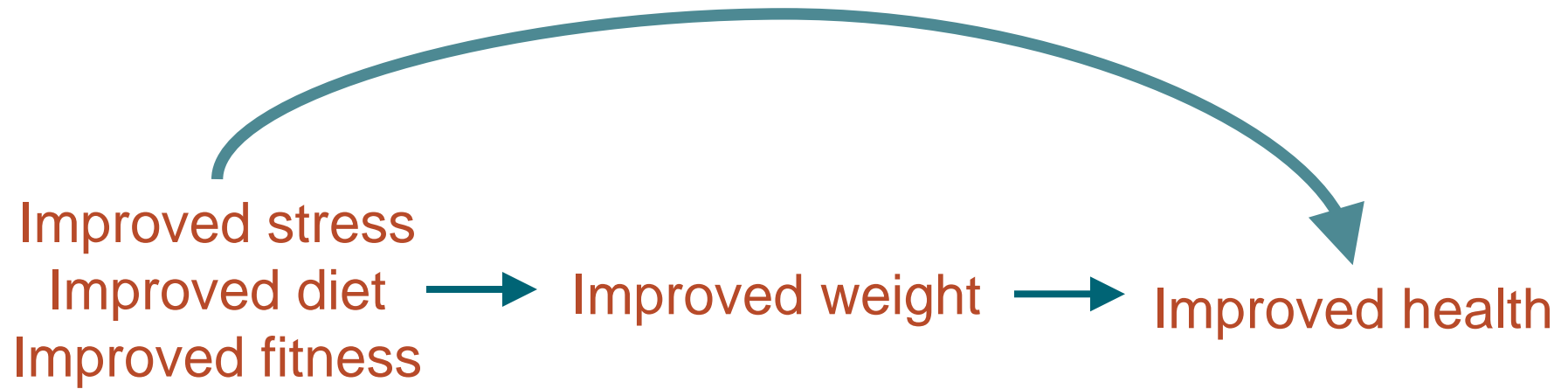
1. List one or two top triggers for you -- what causes your stress soup reaction?
2. What is your current favorite coping mechanism when stressed?
3. What are three healthy alternatives?

We know what Behaviors to Target and How to Change those Behaviors

- Eating a Healthy Diet
 - Dietary Guidelines for Americans
 - How do we line up?
- Regular Exercise
 - 30 min, 5 x weekly
 - Reality: far from ideal
- Emerging data: sleep patterns, stress, sit hours, medications, toxins, community factors



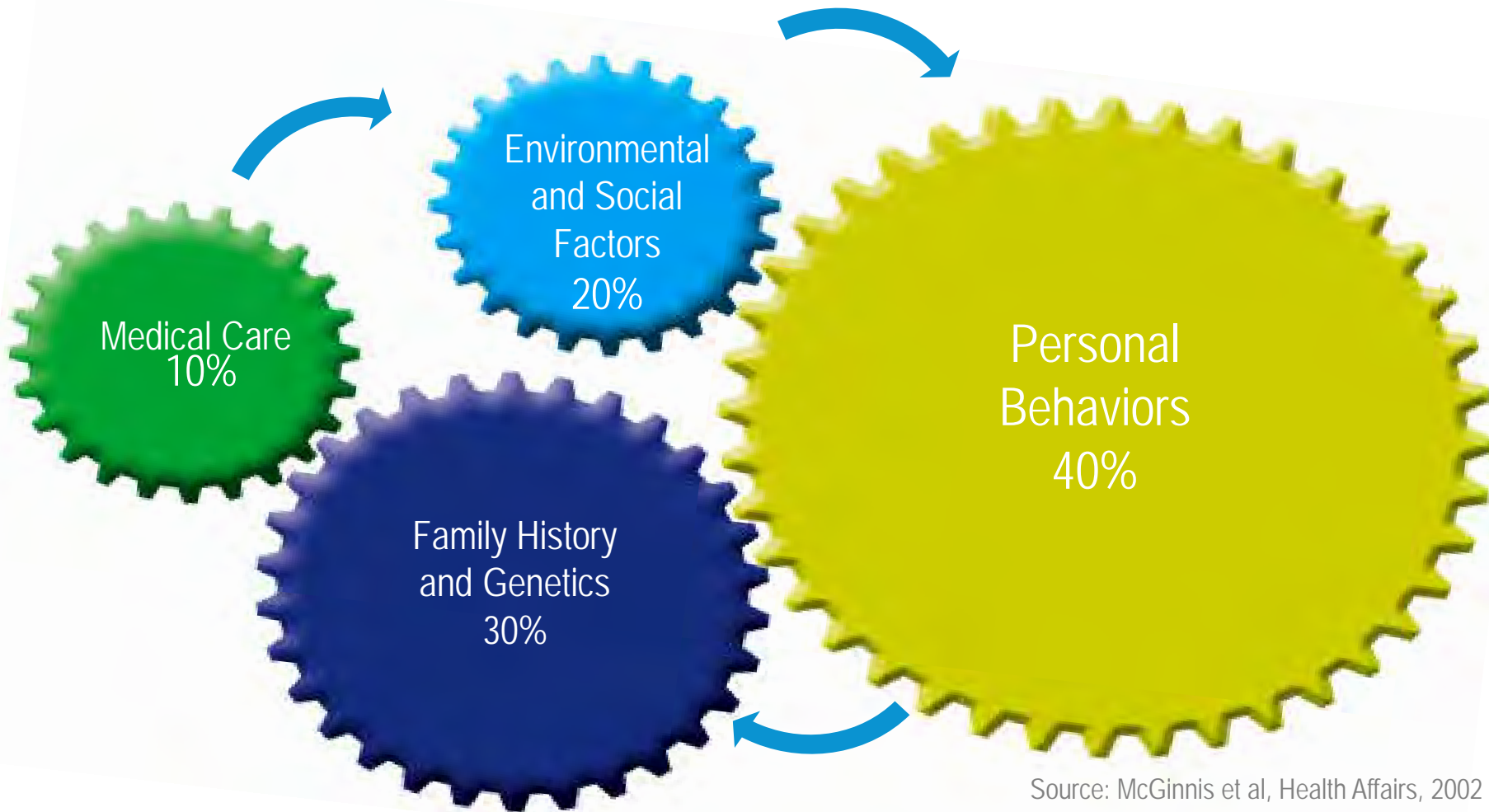
Health is more than Weight





Get up and Stretch

Many Factors shape Health

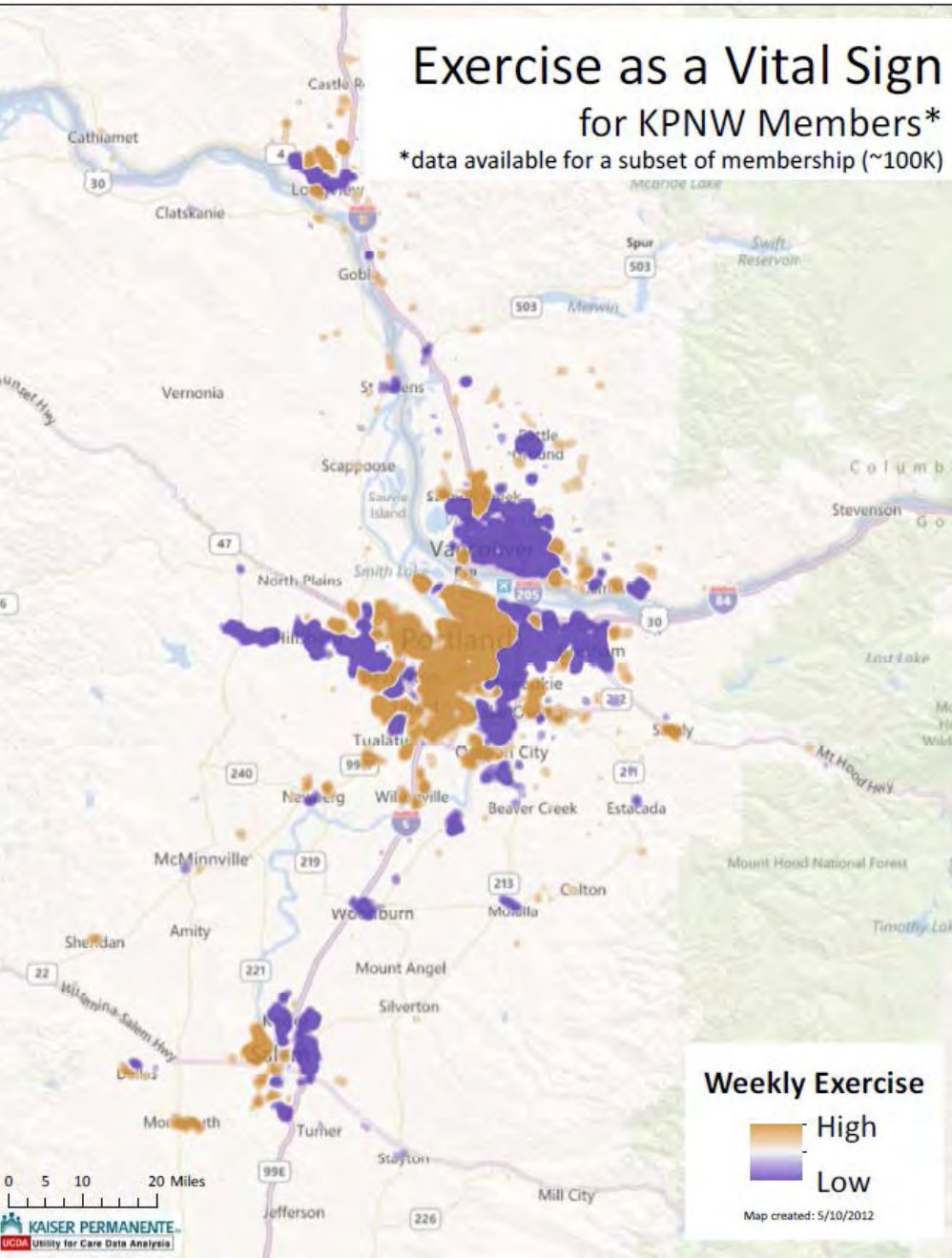


Source: McGinnis et al, Health Affairs, 2002

Exercise as a Vital Sign

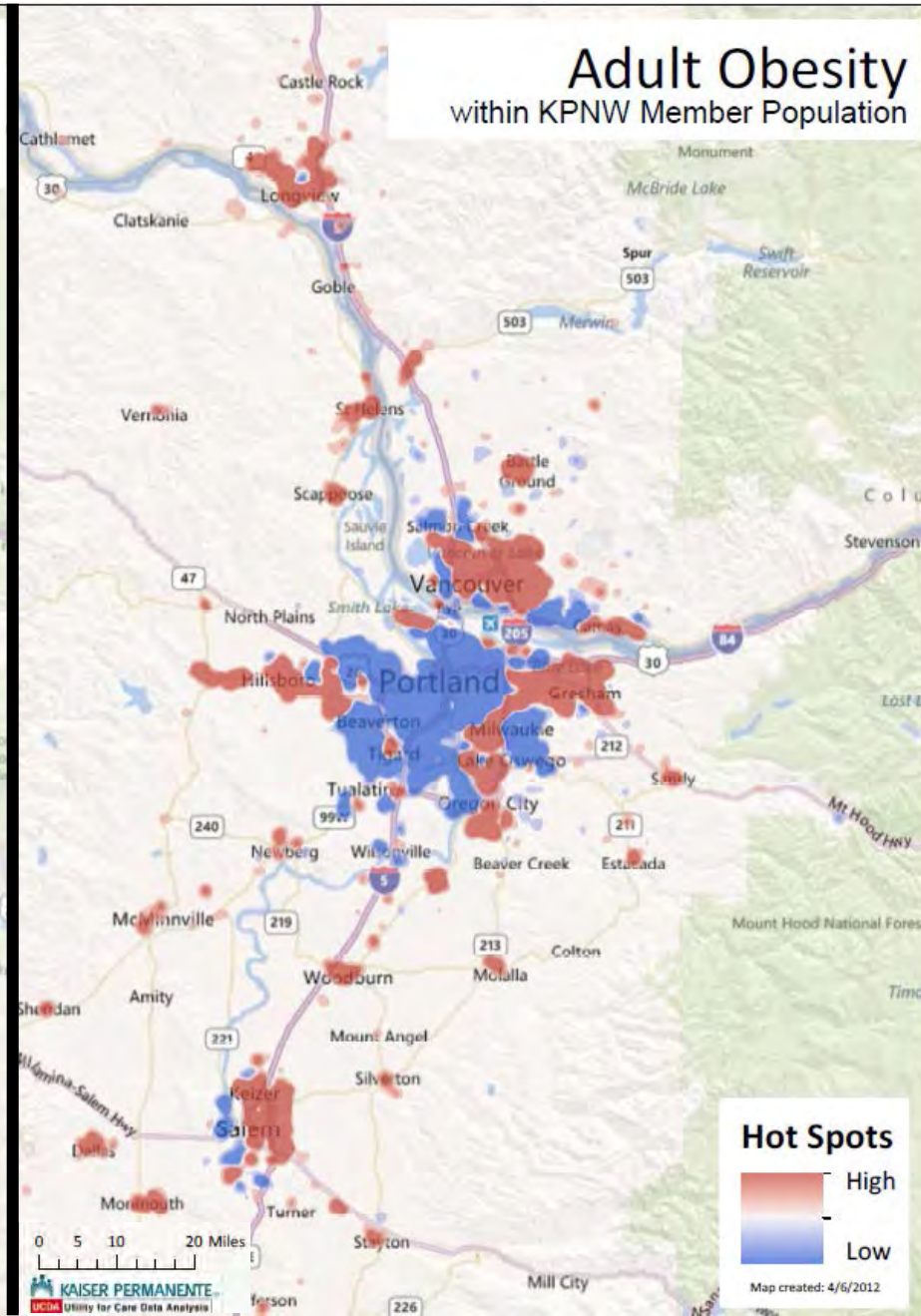
for KPNW Members*

*data available for a subset of membership (~100K)

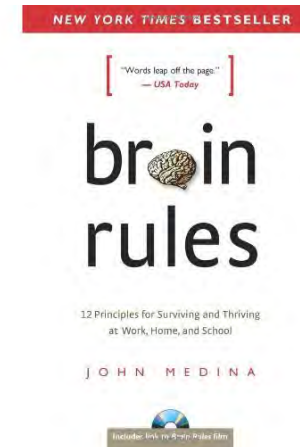
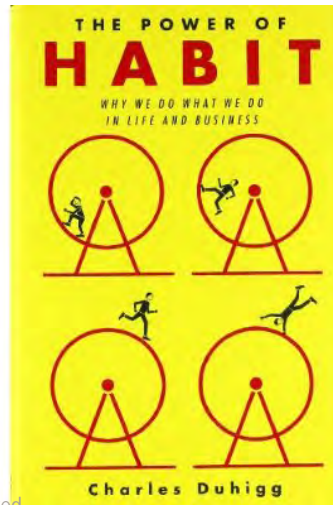
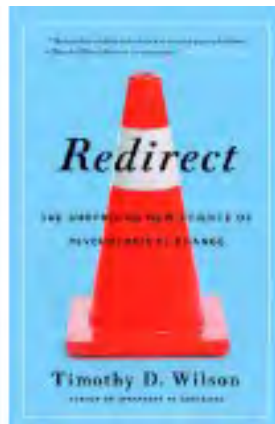
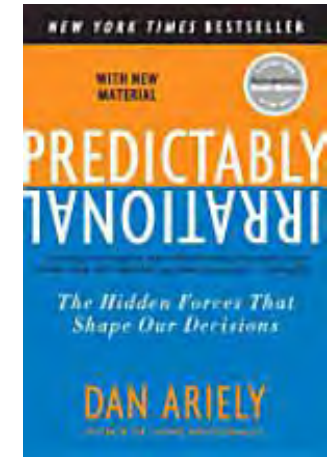
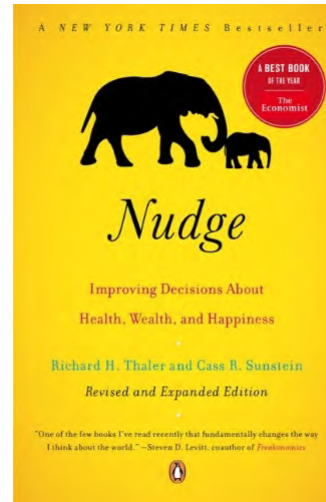
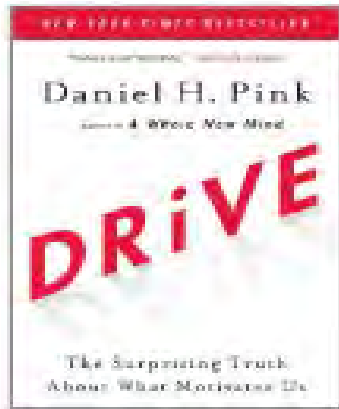


Adult Obesity

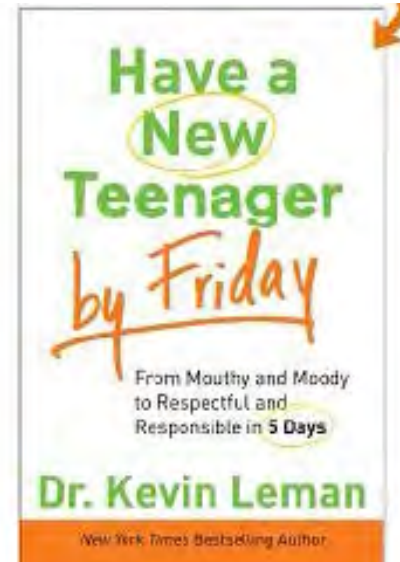
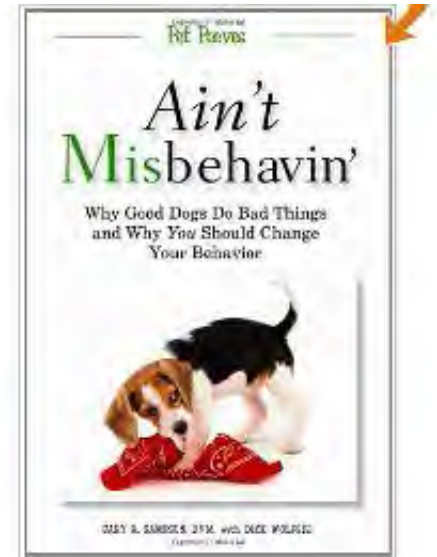
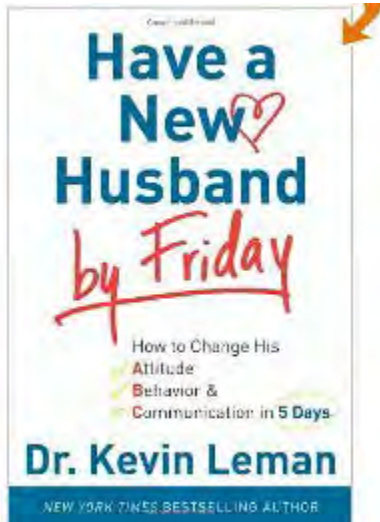
within KPNW Member Population



These Behavior Change Principles are Everywhere!

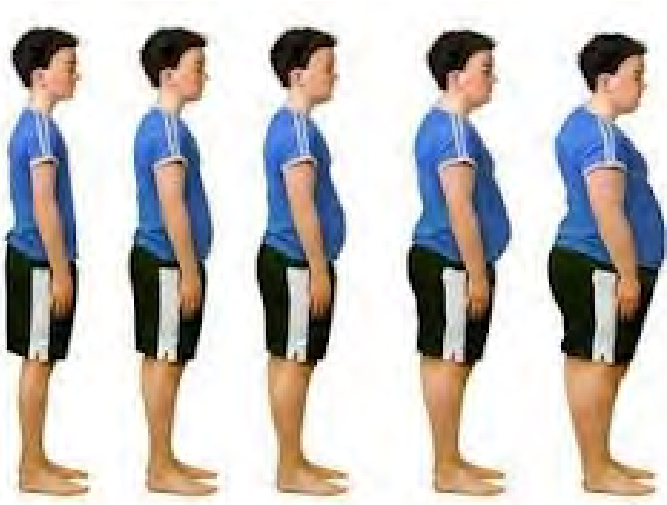


You can even use these Principles to Change the Behavior of other People...



Evaluate your Environment

View clip: WOTN video 4, Challenges
Chapter 5: Disparities



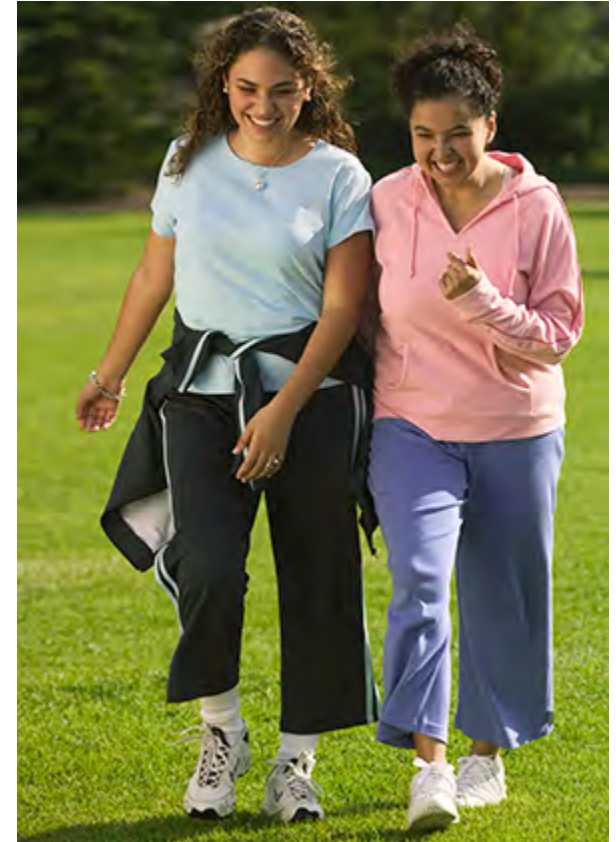
- Food marketing & portions
- Transportation options
- The built environment



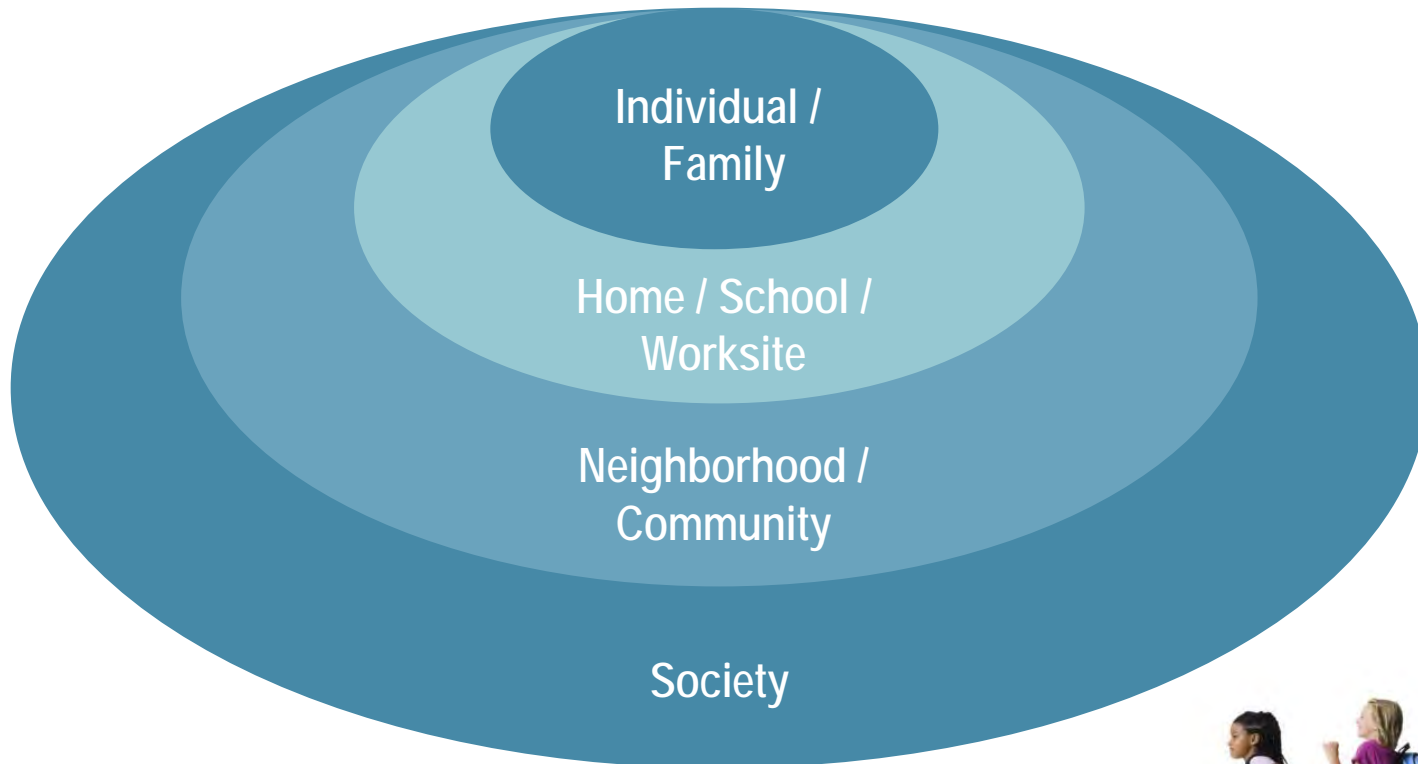
The Environment around You

- How does our own environment contribute to obesity?
- Think of things in your community that help you to be healthy.
- Think of things that might hinder your health goals.

View clip: WOTN video 4, Challenges, Chapter 10: Nashville



Kaiser Permanente “Total Health” Approach



Revise the “Community” you want to focus your action plan on?



Create your own Action Plan

- Your Vision
- Key elements
- Timeline
 - This year
 - This spring
 - Next Week

S.M.A.R.T. GOALS

- ✓ Specific
- ✓ Measurable
- ✓ Attainable/Action-oriented
- ✓ Relevant
- ✓ Time-bound

S.M.A.R.T. goals, *Attitude is Everything*, by Paul Meyers 2003

Community Action Plan next steps



Identify

Identify your community



Refine

What are some opportunities for change?

What strengths can you draw on?



Get Going

What are your next steps?

Thank You

