



*Georgia Department of Public Health*

# Georgia Approach to Addressing Obesity Prevention

Presentation to: **Chronic Disease University**

Presented by: **Esther Mune, PhD, MPH**

Date: **April 11, 2018**



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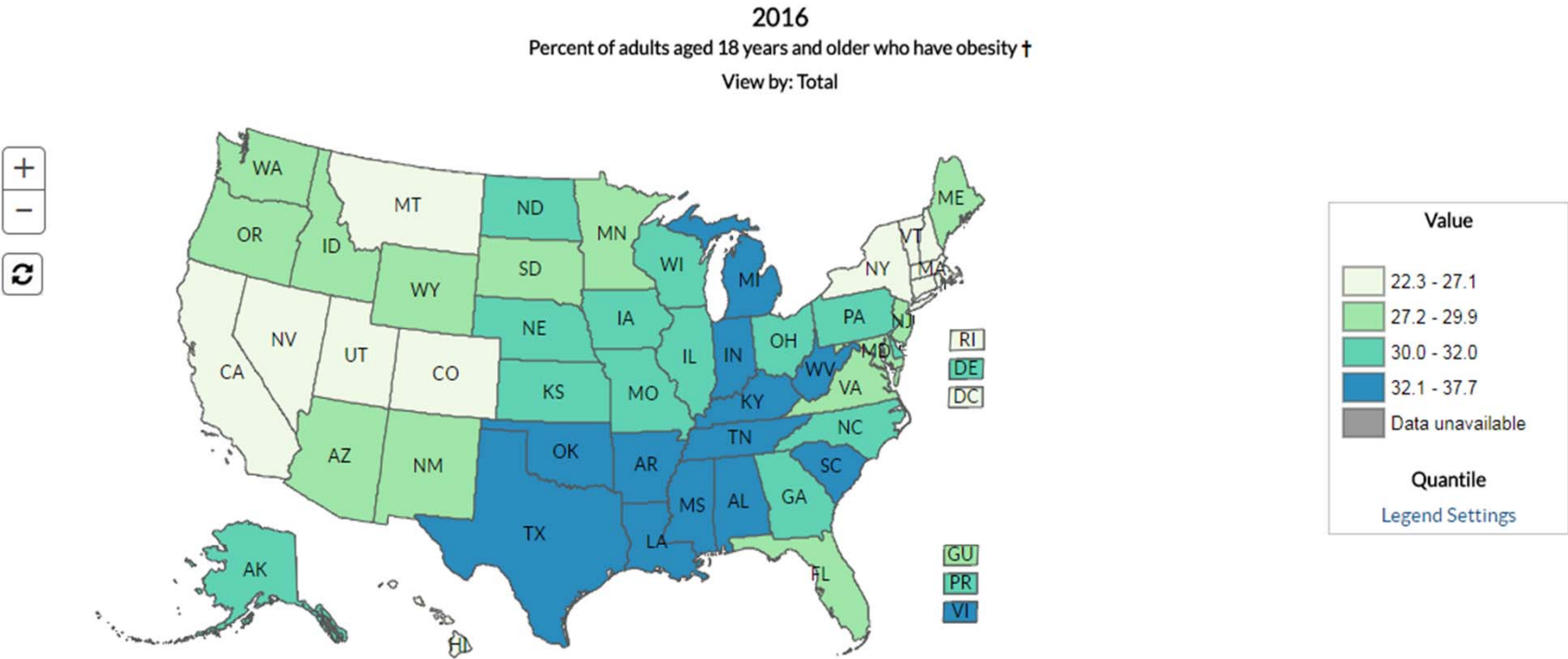
# CHES/MCHES Competencies

- Competency 2.1.1: Identify priority populations, partners, and other stakeholders
- Competency 7.3.6: Develop policies to promote health using evidence-based findings
- Competency 7.3.10: Engage in legislative advocacy

# Identify the Problem

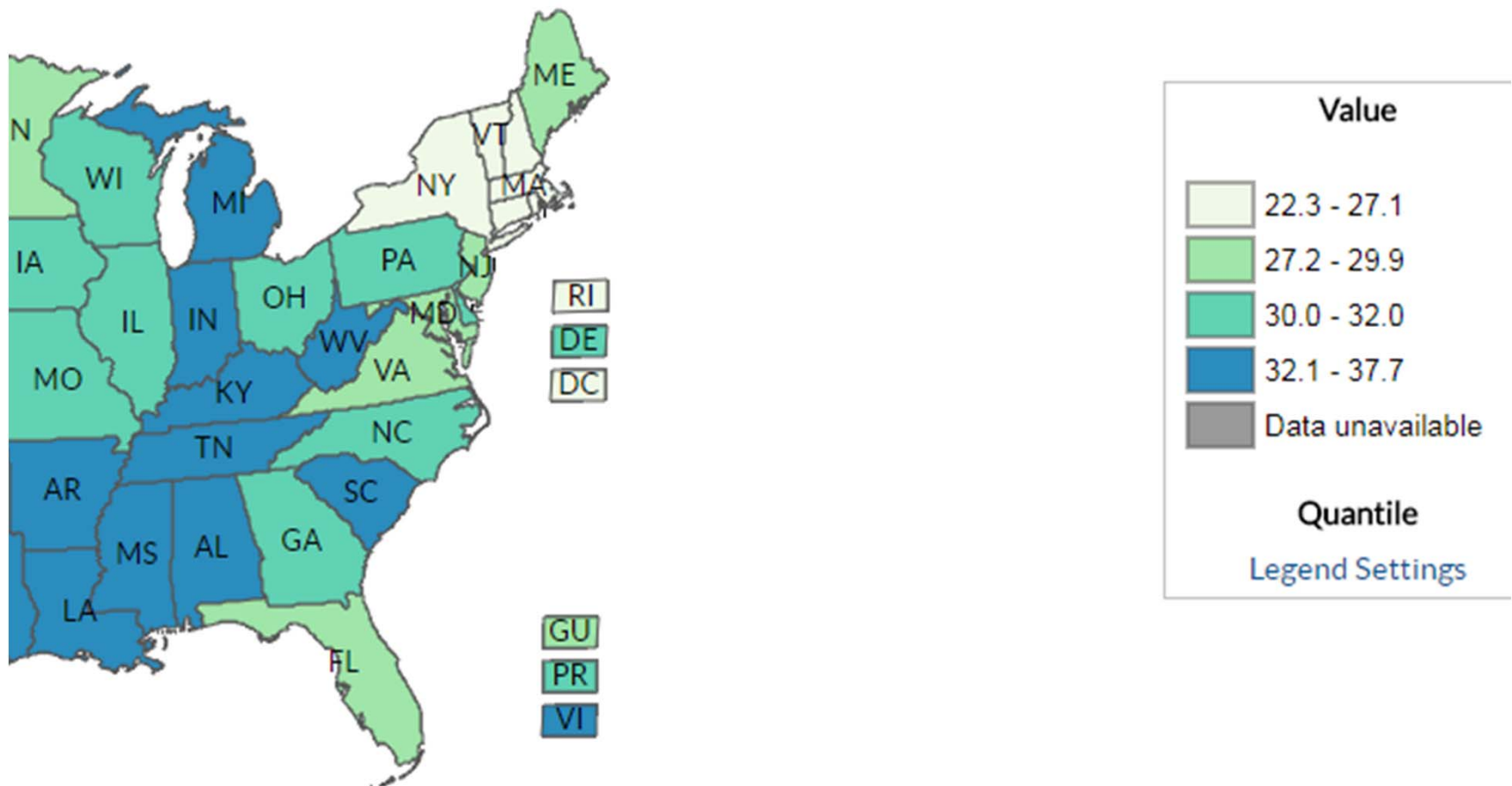


# Where Are We Now?



† Obese is defined as body mass index (BMI)  $\geq 30.0$ ; BMI was calculated from self-reported weight and height (weight [kg]/ height [m<sup>2</sup>]). Respondents reporting weight < 50 pounds or  $\geq 650$  pounds; height < 3 feet or  $\geq 8$  feet; or BMI: < 12 or  $\geq 100$  were excluded. Pregnant respondents were also excluded.

# Obese Adults in Georgia



# Adult Obesity 2016 Data

## Adult Obesity **New Data**

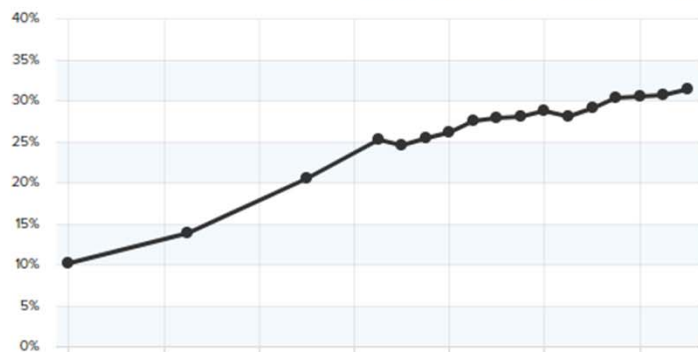
Current adult obesity rate (2016)

**31.4%**

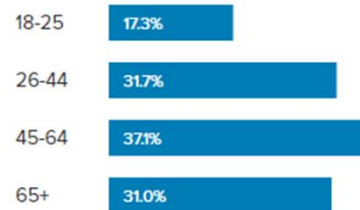
Rank among states (2016)

**20** /51

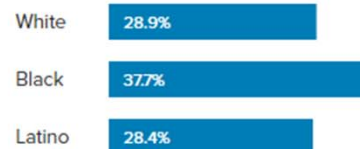
Adult obesity rate in Georgia (1990-2016)



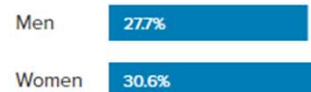
Obesity rate by age (2016)



Obesity rate by race (2016)



Obesity rate by gender (2012)



# Why Do We Care?

## Diabetes

Current adult diabetes rate (2016)

**12.1%**

Rank among states (2016)

**8**<sub>/51</sub>

Diabetes cases in 2010

**754,593**

Projected cases of diabetes in 2030 at current pace

**1,119,425**

## Hypertension

Current adult hypertension rate (2015)

**36.2%**

Rank among states (2015)

**9**<sub>/51</sub>

Hypertension cases in 2010

**1,649,642**

Projected cases of hypertension in 2030 at current pace

**2,285,570**

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# Projected Cases Of Obesity-related Health Problems

## Heart Disease

Heart disease cases in 2010

**465,535**

Projected cases of heart disease in 2030

**2,260,639**

## Arthritis

Arthritis cases in 2010

**1,707,454**

Projected cases of arthritis in 2030

**1,523,222**

## Obesity-Related Cancer

Obesity-related cancer cases in 2010

**126,027**

Projected cases of cancer in 2030

**324,982**

Sources: Current diabetes (2016) and hypertension (2015) rates are from The State of Obesity 2017 [PDF]; 2010 diabetes, hypertension, heart disease, arthritis and obesity-related cancer numbers and projected cases of obesity-related health problems related are from F as in Fat 2012 [PDF].

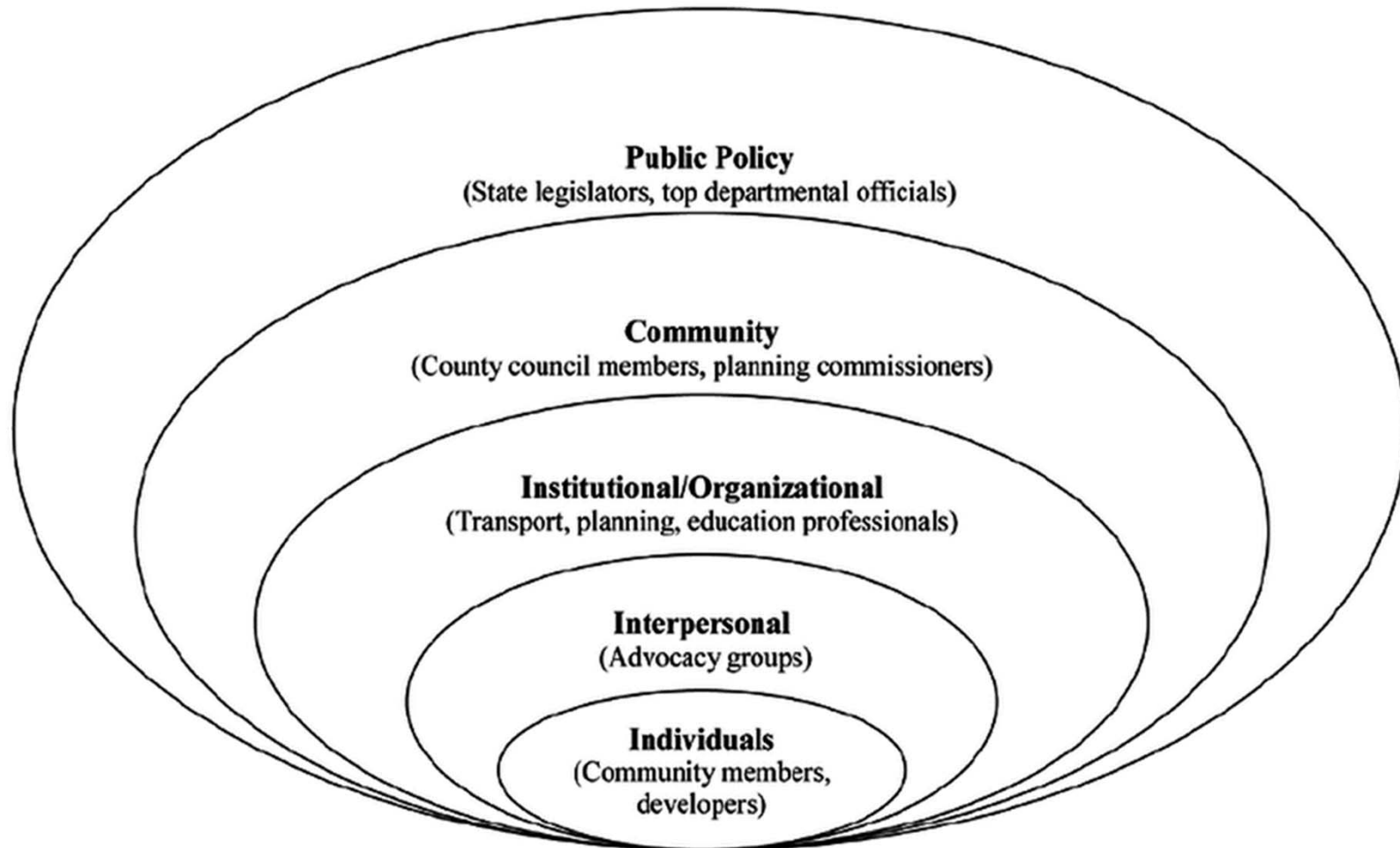
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# Strategic Approaches

- Policy Systems and Environmental Change
- Approaches seek to go beyond programming
- Use the systems that create the structures in which we:
  - live
  - work
  - learn
  - eat
  - play
  - pray

# Social Ecological Model



# Nutrition and Physical Activity Programs

Reducing childhood and adult obesity by focusing on healthy environments in:

- Worksites
- School Health
- Early Childcare Education (ECEs) Environments
- Community

# Worksites



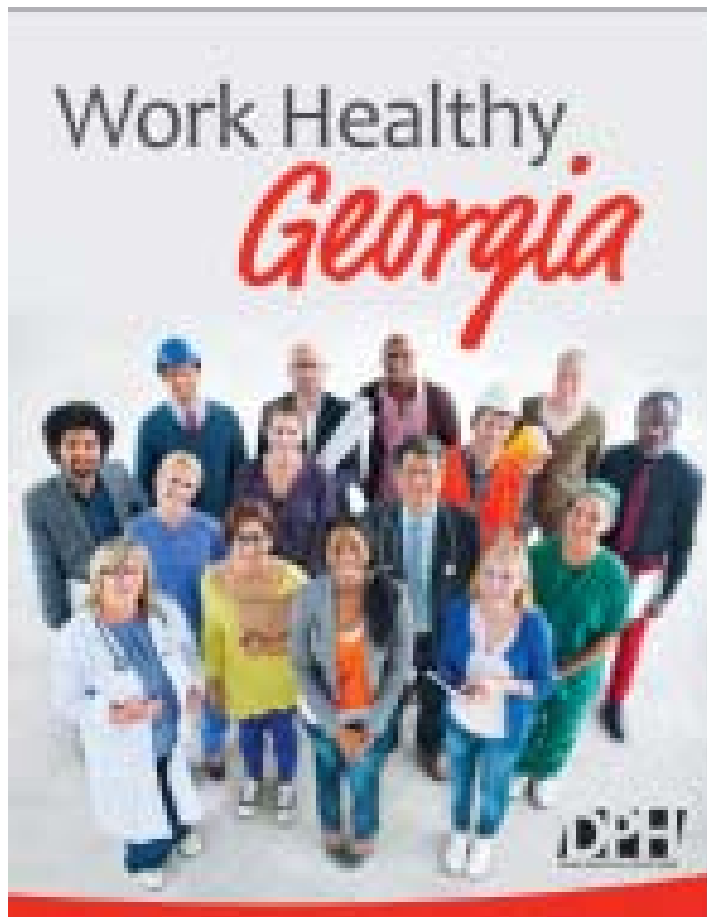
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# Georgia Working on Health Initiative

- Developed in 2016 to promote a healthier workforce, improve public health programs and promote self-management of chronic conditions
- Businesses “take the pledge” to adopt wellness policies in 3 focus areas
  - Tobacco & Smoke Free
  - Eat.Live.Healthy
  - Breastfeeding Friendly
- Resources to support efforts

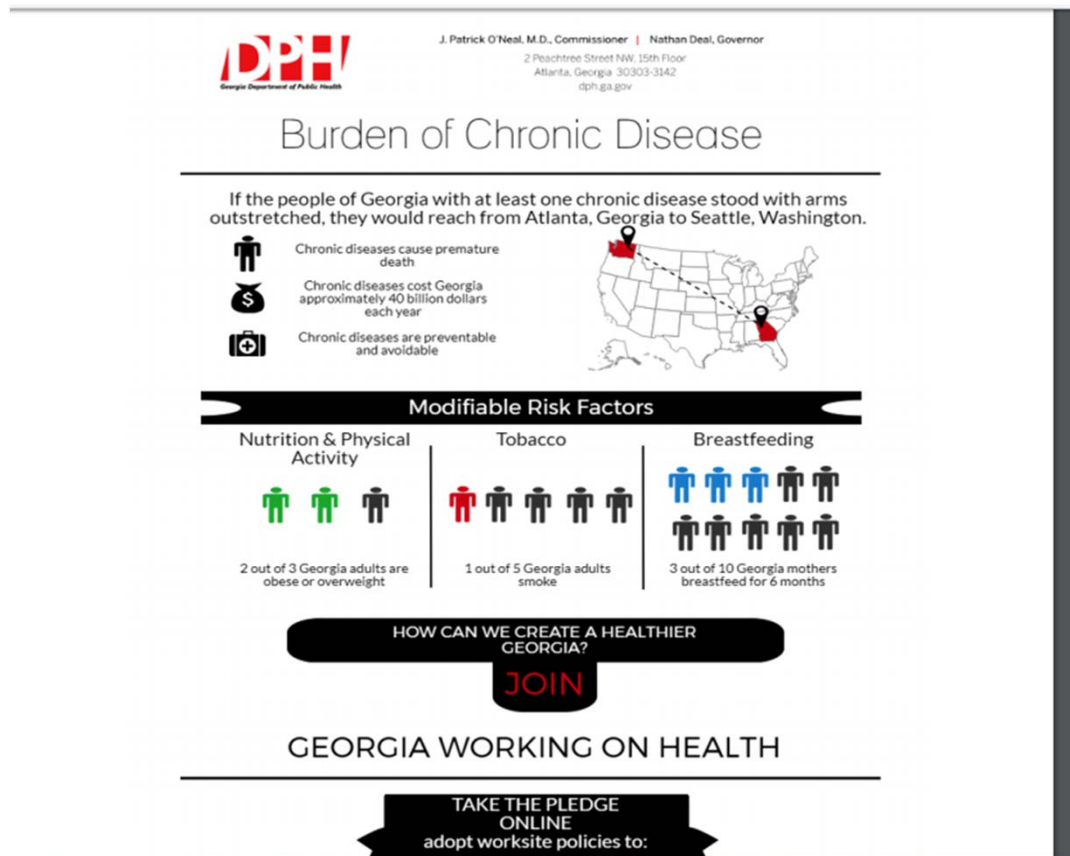


# Work Healthy Georgia Toolkit



- Guides worksites in developing or improving worksite health policies and programs
- Provides step-by-step instructions on developing health-related policies and programs
- Provides methods of engaging your employees throughout policy development and implementation
- Provides sample language for worksite health policies
- Provides examples of health programs

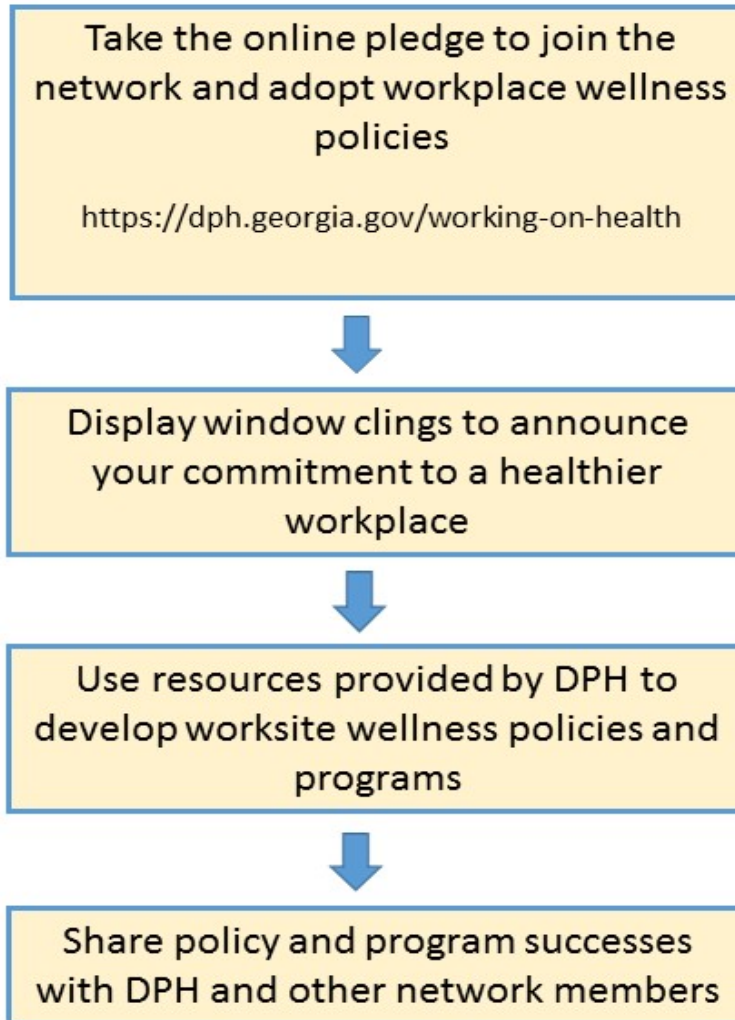
# Georgia Working on Health Infographic



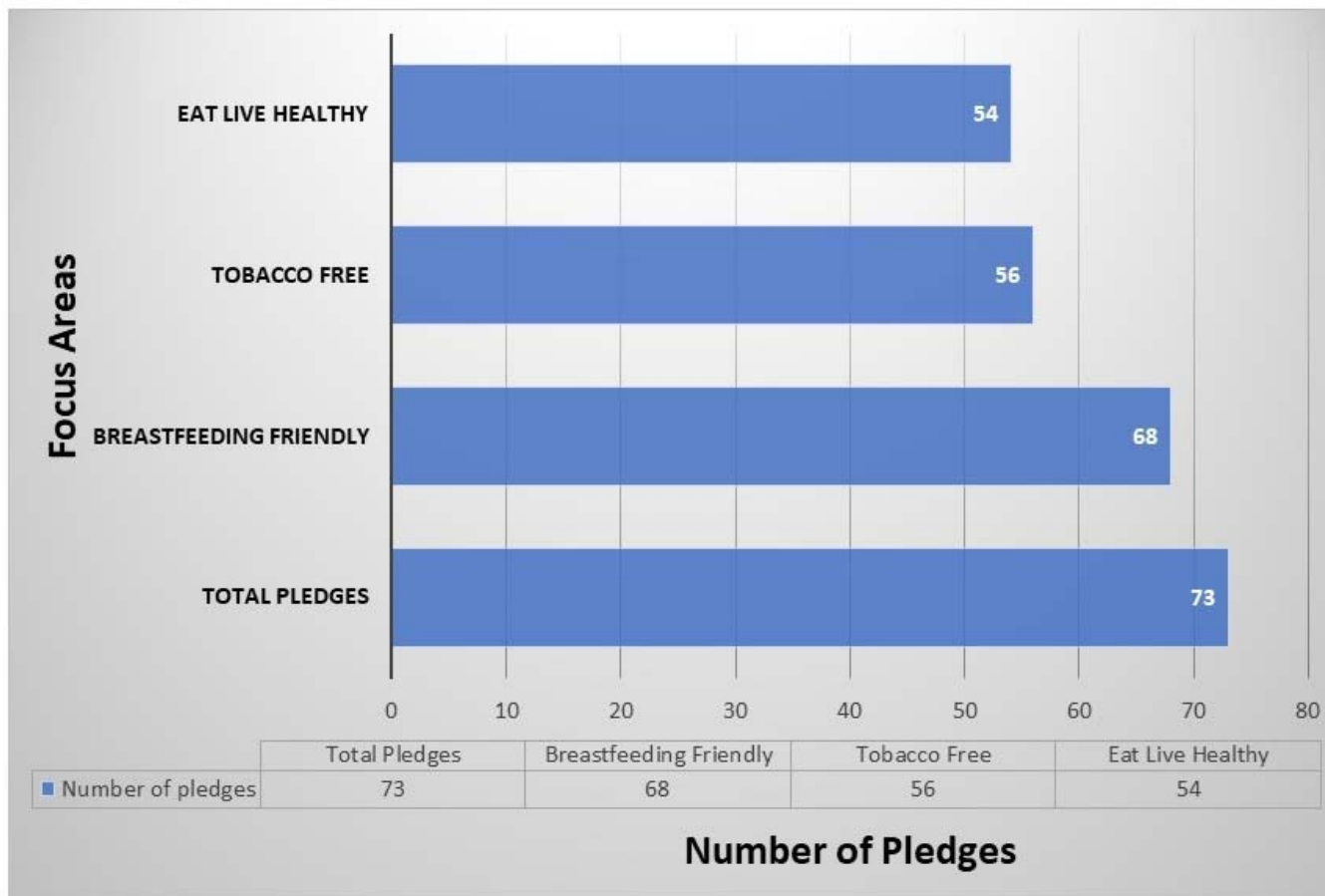
- A visual image used to represent data on all 3 Georgia Working on Health programs
- A map and chart used to represent information on related risk factors in Georgia



# Process to Join



# Pledges by Focus Areas



\* Due to pledges in multiple areas, total pledges will not equal the sum of pledges from the three focus areas.

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# Window Clings for Focus Areas

 A red square window cling. At the top, it says "GEORGIA Working on Health". In the center, there is a white circle with a red diagonal line through it, and a white cigarette with smoke rising from it. Below the circle, it says "TOBACCO & SMOKE FREE". At the bottom left, it says "dph.ga.gov/working-on-health" and at the bottom right is the "DPH!" logo.	<p><b>TOBACCO FREE WORKPLACE</b></p> <p>Support a tobacco free environment</p>
 A green square window cling. At the top, it says "GEORGIA Working on Health". In the center, there is a white silhouette of a person running. Below the silhouette, it says "EAT.LIVE.HEALTHY". At the bottom left, it says "dph.ga.gov/working-on-health" and at the bottom right is the "DPH!" logo.	<p><b>EAT LIVE HEALTHY</b></p> <p>Support employees in selecting healthier food options and leading physically active lifestyles</p>
 A blue square window cling. At the top, it says "GEORGIA Working on Health". In the center, there is a white silhouette of a person sitting and holding a baby. Below the silhouette, it says "BREASTFEEDING". At the bottom left, it says "dph.ga.gov/working-on-health" and at the bottom right is the "DPH!" logo.	<p><b>BREASTFEEDING FRIENDLY</b></p> <p>Support a mother's need to feed her baby while at work and while "out and about"</p>

# Benefits to Join

## After Verbal Commitment

- ✓ Window clings for the three worksite wellness focus areas
- ✓ Thank you letter from the DPH Chronic Disease Prevention Director

## After Taking the Online Pledge

- ✓ Membership in the Georgia Working on Health Network
- ✓ Welcome letter and email
- ✓ *Work Healthy Georgia* toolkit
- ✓ Sample worksite wellness policies, adaptable to your worksite
- ✓ Bimonthly newsletter with resources and success stories

# DPH Role



- Provide Toolkit
- Provide technical assistance
- Share success stories
- Use newsletter for breastfeeding information
- Provide resources

# DPH Newsletter

The screenshot shows the Georgia Department of Public Health (DPH) website. At the top right, there are links for "About Us", "Contact Us", "Site Map", and "Translate". The DPH logo and name are on the left. Below the logo is the tagline "We Protect Lives". A navigation bar contains "About DPH", "Contact DPH", "I Want To...", and "PH Insider". A search bar on the right contains the text "breastfeeding" and a magnifying glass icon. A dropdown menu below the search bar lists several articles related to breastfeeding, including "Breastfeeding Support Dalton WIC Team Participates in Outstanding Breastfeeding Conference", "The Benefits of Breastfeeding: World Breastfeeding Week highlights importance", "7 Georgia Hospitals to Join Breastfeeding Initiative", "Coastal Health District Celebrates Breastfeeding", "Peer Counselors Champion Breastfeeding Mothers Benefits of Breastfeeding", "Breastfeeding Georgia Breastfeeding Support Is Now A Click Away", and "App of the Week: Baby Nursing /Breastfeeding". Below the search bar, there are two more categories: "Dental Health" and "Ebola". The main content area on the left shows two articles under the "PHInsider" heading. The first article is "Annual DPH Asthma-Friendly Summit highlights school-based asthma work" by Kristian Weatherspoon, dated November 30, 2017. The second article is "DPH promotes PrEP as prevention strategy to reduce new HIV infections" by Connie F. Smith-Lindsey, also dated November 30, 2017. Both articles include a "Read More" link.

About Us | Contact Us | Site Map | Translate

**DPH** Georgia Department of Public Health

We Protect Lives

About DPH | Contact DPH | I Want To... | PH Insider

Home » PHInsider

## PHInsider

### Annual DPH Asthma-Friendly Summit highlights school-based asthma work

November 30, 2017  
[Kristian Weatherspoon](#)  
The Georgia Department of Public Health (DPH) held its first "Creating an Asthma-Friendly School" fall.  
[Read More](#)

### DPH promotes PrEP as prevention strategy to reduce new HIV infections

November 30, 2017  
[Connie F. Smith-Lindsey](#)  
Georgia ranks fifth in the nation for adults and adolescents living with HIV according to the Centers for Disease Control and Prevention.  
[Read More](#)

breastfeeding

Are you interested in? X

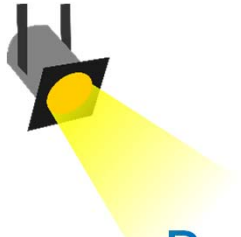
- [Breastfeeding Support Dalton WIC Team Participates in Outstanding Breastfeeding Conference](#)
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- [7 Georgia Hospitals to Join Breastfeeding Initiative](#)
- [Coastal Health District Celebrates Breastfeeding](#)
- [Peer Counselors Champion Breastfeeding Mothers Benefits of Breastfeeding](#)
- [Breastfeeding Georgia Breastfeeding Support Is Now A Click Away](#)
- [App of the Week: Baby Nursing /Breastfeeding](#)

Dental Health

Ebola

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# Spotlight on Success



- Breastfeeding Pledges
  - 73 organizations have pledged
  - 68 have pledged to be breastfeeding friendly
  - Breastfeeding survey: Survey implementation is in progress



# School Health



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# Strategic Approaches

Use a Coordinated Approach to Develop, Implement, and Evaluate Healthy Eating and Physical Activity Policies and Practices by:

- Coordinating healthy eating and physical activity policies and practices through a school health council and school health coordinator
- Assessing healthy eating and physical activity policies and practices
- Using a systematic approach to develop, implement, and monitor healthy eating and physical activity policies
- Evaluating healthy eating and physical activity policies and practices

# School Health Summits

The main goals of the school health summits are to:

- Discuss the importance of and strategies for creating a positive healthy school climate
- Explore relevant school health policies and programs
- Share nutrition and physical activity resources from our state agencies and partners
- Provide peer sharing opportunities for schools to learn from each other



# Model Policy Language

- Model FitnessGram Policy for School Districts in Georgia
- Model Elementary Recess School Policy for School Districts in Georgia
- Model Food and Beverage Marketing School Policy for School Districts in Georgia
- Model Free Water Access School Policy for School Districts in Georgia
- Model Healthy Eating Learning Policy for School Districts in Georgia
- Model Nutrition School Policy for School Districts in Georgia
- Model Physical Activity School Policy for School Districts in Georgia

# Free, Clean & Safe Water Access Policy

- The Healthy, Hunger-Free Kids Act of 2010, federal law requires schools to make fresh drinking water available during mealtimes in school food service areas at no cost to students
- The 2010 reauthorization of the Child Nutrition Act, schools participating in federal meal programs are required to make water available during mealtimes at no cost to students
- USDA requires schools to make water available during the National School Lunch Program meal service
- The School Breakfast Program (SBP) requires water be provided during breakfast

# Early Childcare and Education Settings



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# Growing Fit

- Developed in 2013 to decrease childhood obesity by promoting nutrition and physical activity
- Target: Early care and education (ECE) environments
  - Growing Fit policy training
  - Growing Fit kit
- Resources and TA provided to support efforts





# Policy Assessment

- A wellness policy is a written document with specific approaches that are followed in the facility to support a healthy environment
- Used to assess the early learning environment's current policies and practices
  - Consist of indicators such as nutrition education, scheduled physical activity and screen time
- Allows centers to build and plan for improvement

# Policy Assessment continued

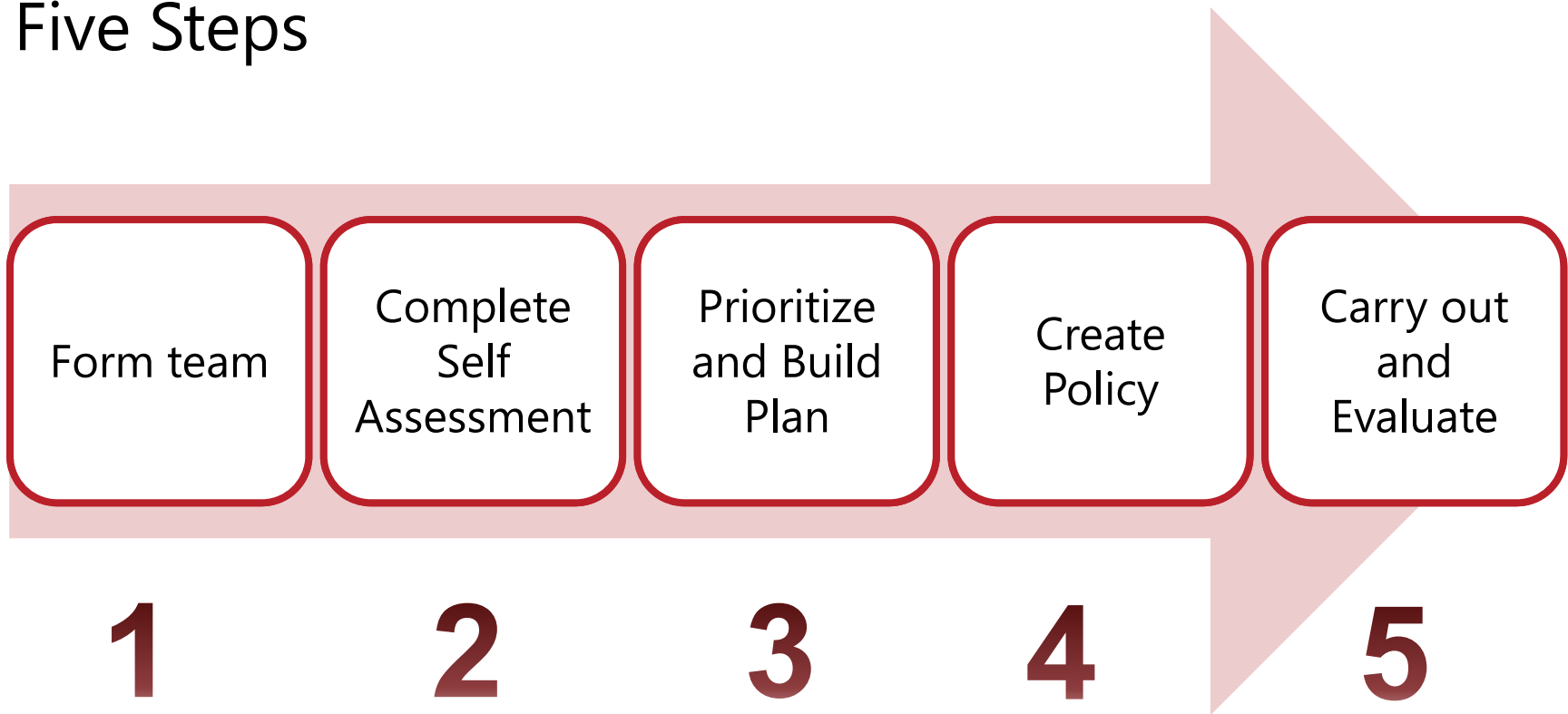
## Nutrition and Physical Activity Assessment

Domain Nutrition				
<b>Indicator 1: Breastfeeding and Infant Feeding</b>				
1.1	A designated area for lactating mothers to breastfeed is:	<input type="checkbox"/> Not available	<input type="checkbox"/> Available but lacks privacy, seating or electrical outlet	<input type="checkbox"/> Is private, has seating, and has an electrical outlet
1.2	Culturally appropriate breastfeeding support materials, like pictures, posters, brochures, pamphlets, and other resources (not including those supplied by commercial entities, like manufacturers of infant formula) are:	<input type="checkbox"/> Not available	<input type="checkbox"/> Limited, but available in 1 or 2 areas or upon request	<input type="checkbox"/> Available and displayed in several areas of the facility
1.3	Our facility's breastfeeding-friendly policy is:	<input type="checkbox"/> Not available or not written down	<input type="checkbox"/> Written down and usually followed	<input type="checkbox"/> Written down, followed, and shared with pregnant mothers, and families with infants
1.4	Infants are encouraged to finish their bottle after showing signs of fullness:	<input type="checkbox"/> Every day	<input type="checkbox"/> Some days	<input type="checkbox"/> Rarely or never
<b>Indicator 2: Eating Environment</b>				
2.1	Children are encouraged to eat more than they want, and are asked to "clean their plate" or "make a happy plate":	<input type="checkbox"/> Every day	<input type="checkbox"/> Some days	<input type="checkbox"/> Rarely or never
2.2	Preschoolers are actively involved in mealtime activities, such as setting and cleaning the table:	<input type="checkbox"/> Rarely or never	<input type="checkbox"/> Some days	<input type="checkbox"/> Every day
2.3	For preschoolers, food is served family-style, and children serve themselves:	<input type="checkbox"/> Rarely or never	<input type="checkbox"/> Some days	<input type="checkbox"/> Every day
2.4	Caregivers talk informally about healthy foods during meals, and reinforce children's internal cues of hunger and fullness:	<input type="checkbox"/> Rarely or never	<input type="checkbox"/> Some days	<input type="checkbox"/> Every day



# ECE Policy Development

## Five Steps



# Training Day Content

- Welcome and Introductions
- Making the Case
- Food Demonstration
- ABC's of Wellness Policies
- Physical Activity Fun
- Wellness Policies Work
- Next Steps
- Closing/Evaluation



# Follow-up

Georgia Growing Fit Follow-Up	
Timeframe	Technical Assistance (TA) Provider Role
2 weeks after training	Contact all ECE's 2 weeks after training <ul style="list-style-type: none"><li>• Find out if there are questions about the training materials</li><li>• Follow Growing Fit script</li><li>• Record each call in TA log spreadsheet</li></ul>
6 weeks after training	Contact ECE's on based on their established follow-up date and time <ul style="list-style-type: none"><li>• Follow Growing Fit script</li><li>• Record each call in TA log spreadsheet</li></ul>
6 months after training	Contact all ECE's from the Growing Fit training <ul style="list-style-type: none"><li>• Follow the 6 month Growing Fit evaluation document</li><li>• Have all centers complete the 6-month post-test</li><li>• Record each call in TA log spreadsheet</li><li>• Collect evaluations and disseminate information</li></ul>

# Integration into QRIS

- Quality Rating & Improvement System (QRIS)
  - Includes nutrition & physical activity requirements
- Growing Fit policy assessment tool is aligned with Quality Rated Standard 2
  - Policy development can be used to move towards Quality Rated standards



# Growing Fit Reach & Evaluation

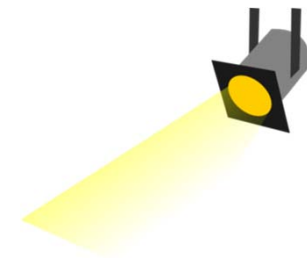
- A total of 264 early childcare and education leaders from 106 early childcare education centers in Georgia have been trained on wellness policies
- All trained educators completed a pre and post-test assessment of their system, demonstrating improvements
- The Growing Fit wellness policy trainings have had an impact on more than 7,891 children in Georgia



# Growing Fit Success



- Year 4 North Georgia Public Health District
  - Received 21 policies from 4 out of 7 centers



*I have been doing this for 23 years now, and sometimes I find myself needing motivation. I did receive it in this class. I have been trying new recipes with my little ones, and we are making memories. My new goal for next year is to grow a very small garden with my little ones. I have learned there are ways of getting those veggies in on our little picky eaters.*

*- Dawn Bradley's Learning Center*

# Wrap-up/Conclusion



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# Questions



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# Citations

<https://dph.georgia.gov/>

<https://stateofobesity.org/states/ga>

<https://www.cdc.gov/nccdphp/dnpao/data-trends-maps/index.html>

<https://www.cdc.gov/healthyschools/npao/strategies.htm>

<https://qualityrated.dec.state.ga.us/>

<https://gonapsacc.org/about-nap-sacc/research-evidence>

# References & Contact

Esther N. Mune, PhD, MPH  
Nutrition and Physical Activity Program Manager  
Georgia Department of Public Health  
Office of Tobacco, Policy, System and Environmental  
Change  
Chronic Disease Prevention Section  
2 Peachtree Street, NW  
Atlanta, GA 30303  
Desk: 404-657-0603  
Cell: 404-771-6913  
Email: [esther.mune@dph.ga.gov](mailto:esther.mune@dph.ga.gov)