



# Pfizer Health Solutions

## Coordinated School Health in Arkansas: Partnering to Improve Health

Laura McDowell, BSE, NS  
Office of Coordinated  
School Health, Arkansas

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# Overview

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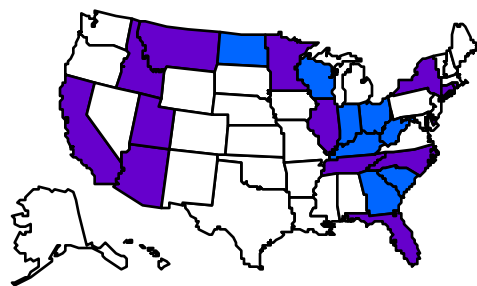
- ◆ Childhood Obesity: Brief Overview
- ◆ Coordinated School Health in AR
- ◆ Finding the “Right” Partnership
- ◆ Balance It Out Arkansas

# Why Focus on Obesity?

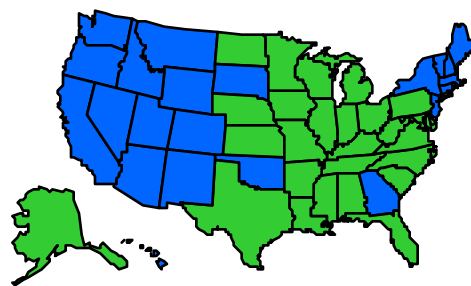
## Obesity Trends\* Among US Adults BRFSS, 1985, 1995, 2005



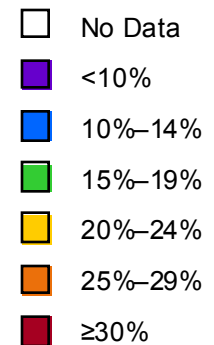
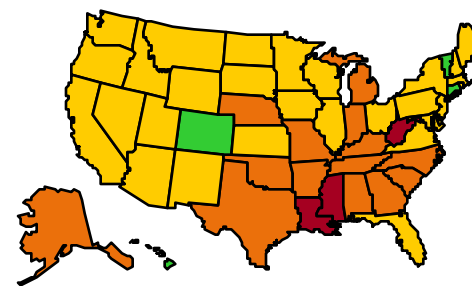
1985



1995



2005



### National Statistics: Children

- ◆ 9 million kids nationwide are either overweight or obese
- ◆ Rates for childhood obesity tripled from 1970–2000
- ◆ 65% of obese 5–10 year olds have a minimum of one CV risk factor and 25% have two or more
- ◆ **This generation of obese children may have a lifespan 10 years shorter than their parents**



### Why Arkansas?

- ◆ Arkansas has an adult obesity rate of 26.4%
- ◆ Ranked 7<sup>th</sup> in the nation
- ◆ Nearly 38% of Arkansas children and adolescents are overweight or at risk for becoming overweight

\*BMI ≥30 or ~30 lbs over eight for 5' 4" person)

Source: National Center for Chronic Disease Prevention and Health Promotion, Behavioral Risk Factor Surveillance System; 1996

# Obesity-Related Initiatives

## What Has Been Shown in Literature to Work

- ◆ Involvement of parents and children in separate treatment groups
- ◆ Reduction in intake of high-caloric density foods
- ◆ Reduction in TV viewing reinforced through behavior modification

## Coordinated School Health Program

- ◆ An effective system designed to connect health and education
- ◆ Emphasis on physical activity, nutrition and tobacco prevention



## BIO-A Is Partnering with Coordinated School Health Program



# Coordinated School Health

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- ◆ Funded by the Centers for Disease Control and Prevention / Division of Adolescent School Health
- ◆ 20 states are funded by CDC/DASH to implement Coordinated School Health (CSH) with an emphasis in physical activity, nutrition, and tobacco prevention
- ◆ Arkansas awarded their first CSH grant in 1992; writing for their 4th 5-year grant application this fall
- ◆ Arkansas has 31 participating CSH Program (CSHP) school districts and their communities for 2007–08
- ◆ Designed to give schools and communities the tools to address together the health risk of adolescents in our society and improve academic achievement

# Coordinated School Health

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## An Effective System Designed to Connect Health and Education

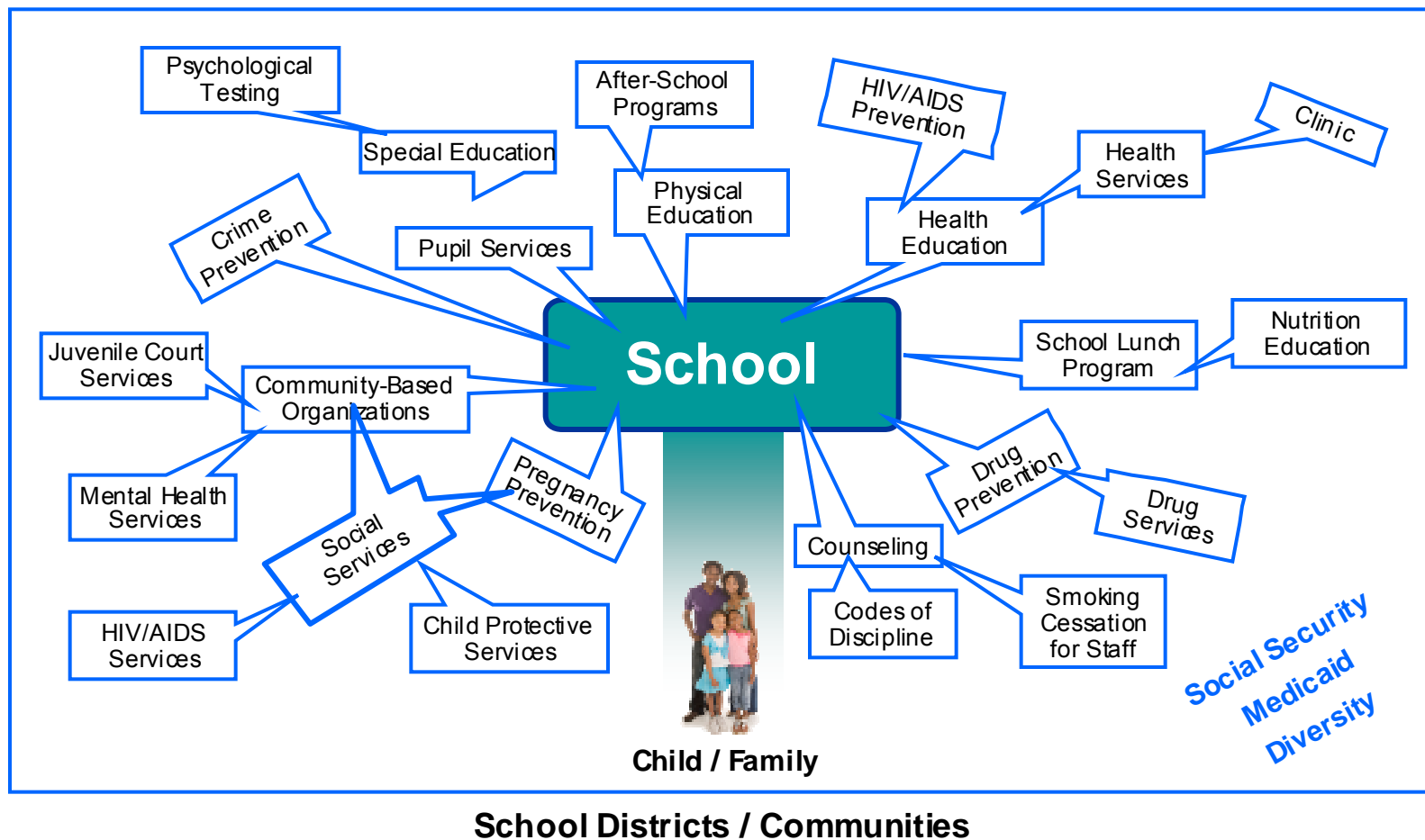
- ◆ Engages parents, families, and communities
- ◆ Supports learning and school success
- ◆ Helps keep students healthy over time by reinforcing positive behaviors
- ◆ Empowers students with the knowledge, skills, and judgment to help them make smart choices in life



“Could someone help me with these?  
I’m late for math class.”

# Without Coordinated School Health

## An Example of an Uncoordinated System





# Components of Coordinated School Health

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# “Pfizer Joins Program to Foster Good Health”

November 3, 2006

Pfizer Health Solutions



In conjunction with:



**Balance IT OUT:**  
**Arkansas**   
**GOOD CHOICES FOR A HEALTHIER YOU!**

*“Collaboration between the public and private sector is a key element to the success of our mission. Partnerships like these are just one of the many tools employed to help Arkansans improve their quality of life and manage the healthcare cost to our state.”*

— John Selig  
Director of the Arkansas  
Department of Health and  
Human Services

# *Balance it Out: Arkansas*

## *Purpose*

- ◆ A public health improvement initiative designed to improve the health of children and their families by helping them better understand their health through community and school based programs
- ◆ Educates and empowers participants to make healthier choices to improve the quality of their life
- ◆ Develop a grass roots coalition with communities, schools and families
- ◆ Strengthen the relationship between Education and Health
- ◆ Identify legislation that could impact the outcome of obesity identification and therapy
- ◆ Reduce overall costs in the target population

# Balance It Out: Arkansas Program Objectives

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Increase knowledge and understanding of behaviors that impact health, resulting in lifestyle changes



Improve health by increasing the ability to manage health through information, resources and coaching



Engage the community in actively managing at risk populations



Improve the health of target communities



Reduce healthcare costs of Medicaid recipients receiving personalized coaching



Reduce BMI among obese school age children participating in the coaching initiative

# Coordinated School Health – Pfizer Health Solutions

- ◆ Health Education
- ◆ Family/Community Health
- ◆ Health Services
- ◆ Health Promotion for Staff
- ◆ Physical Education
- ◆ Nutrition Services
- ◆ Counseling, Psychological and Social Services
- ◆ Healthy School Environment
- ◆ Family Health Fairs
- ◆ Educational Materials
- ◆ Community Based Workshops
- ◆ Family Health Coaching
- ◆ Health/Wellness for Staff
- ◆ Data Warehousing and Analysis
- ◆ Publications and Communications



# Community and School Campaign

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◆ Community Public Relations/Messaging

◆ Health Fairs

◆ **School Messaging**

◆ Community Health Workers

# Balance It Out: Arkansas Awareness Materials

NEW HIGH SCORE?  
SCORE A GOAL.

LOSING WEIGHT, LIVING HEALTHIER AND FEELING GOOD ARE EASIER THAN YOU THINK.  
SIMPLY REPLACE SOME OF THE BAD STUFF WITH THE GOOD STUFF.

**TWO HOURS PLAYING VIDEO GAMES? GO OUTSIDE AND KICK A BALL AROUND.**

IT'S ALL IN THE BALANCE.

**Balance IT OUT:**  
**Arkansas**   
GOOD CHOICES FOR A HEALTHIER YOU!

# Balance It Out: Arkansas Awareness Materials



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# Messaging/Awareness Campaigns at Schools



# Messaging/Awareness Campaigns at Schools



# Conclusion

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## How Can We Promote the Value of Healthy and Balanced Living for Families, Schools, and Communities?

- ◆ Engage children and families in the locations where they spend a majority of their daytime hours (schools)
- ◆ Provide information in core concepts
- ◆ Teach skills for desired behaviors
- ◆ Provide time for practice of skills taught

**Through the Partnership Between CSH and BIO-A...  
Families, Schools, and Communities Will Make Plans and  
Take Actions That Lead to Healthy and Balanced Living for  
Themselves and the World Around Them**