



# Steps to a HealthierNY:



## A COORDINATED COMMUNITY APPROACH TO CHILDHOOD OBESITY

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# Introduction



- **Childhood obesity increasingly recognized as a serious threat to our children's health and the future of the health care system**
- **Importance of strong partnerships and community involvement in each stage of the process**
- **Unique benefits and challenges of addressing childhood obesity at the community level**



# Rockland Statistics – YRBS 2005



## Youth Risk Behavior Survey (YRBS) – May 2005

- **1,366 Rockland County high school students**
- **25.3% overweight or at risk for overweight based on their self-reported height and weight.**
- **28.2% described themselves as slightly or very overweight**



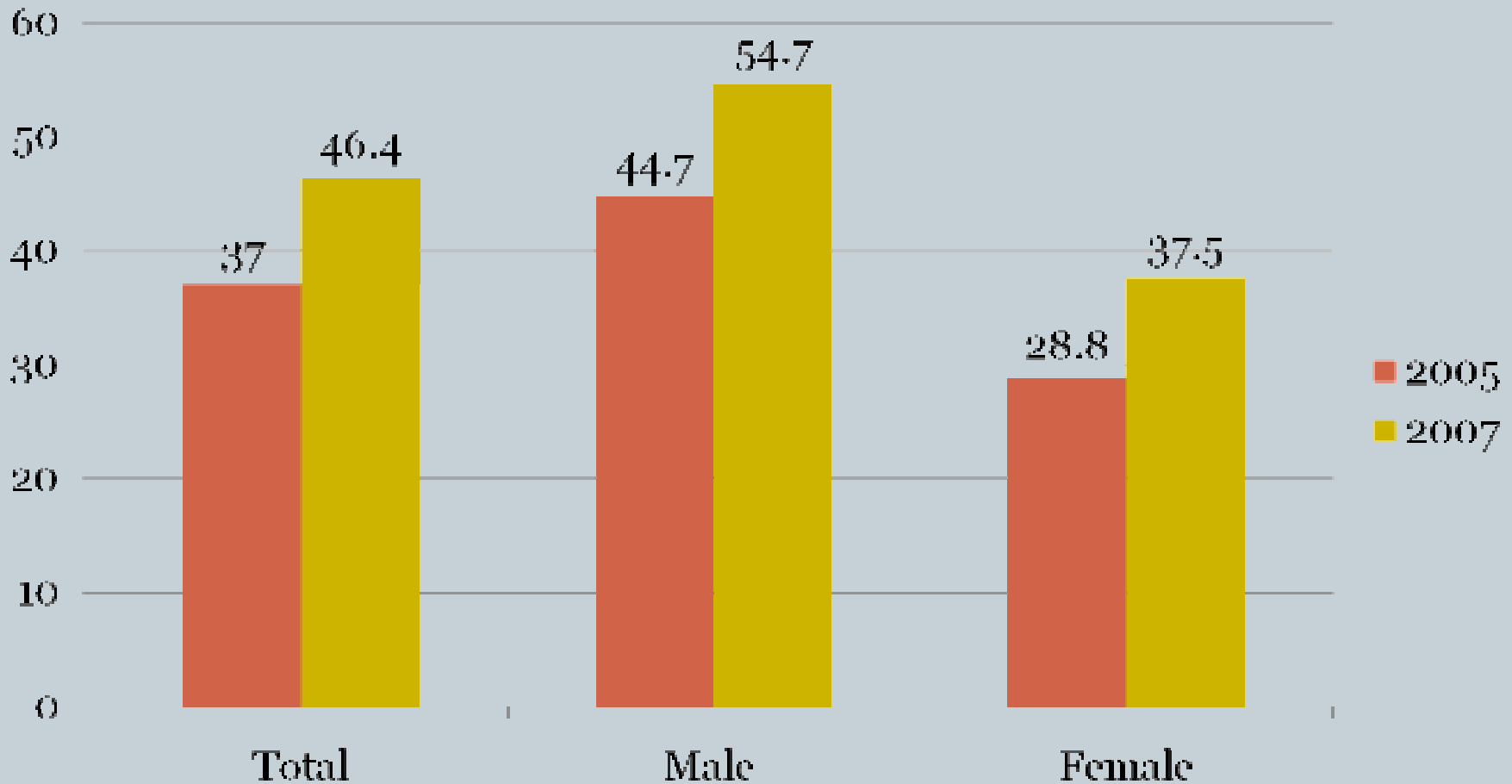
# Rockland Statistics – YRBS 2005



- **34.5% said they watch three or more hours of TV on an average school day.**
- **24.7% play video or computer games or used a computer for something that is not school related for three or more hours on an average school day**
- **During the past week:**
  - Only 15.6% ate five or more servings of fruits and vegetables per day
  - 20.0% ate at a fast food restaurant, such as McDonald's, on three or more days
  - Only 37% met the 60-minute physical activity recommendation on five or more days
  - 4.5% had not participated in any physical activity



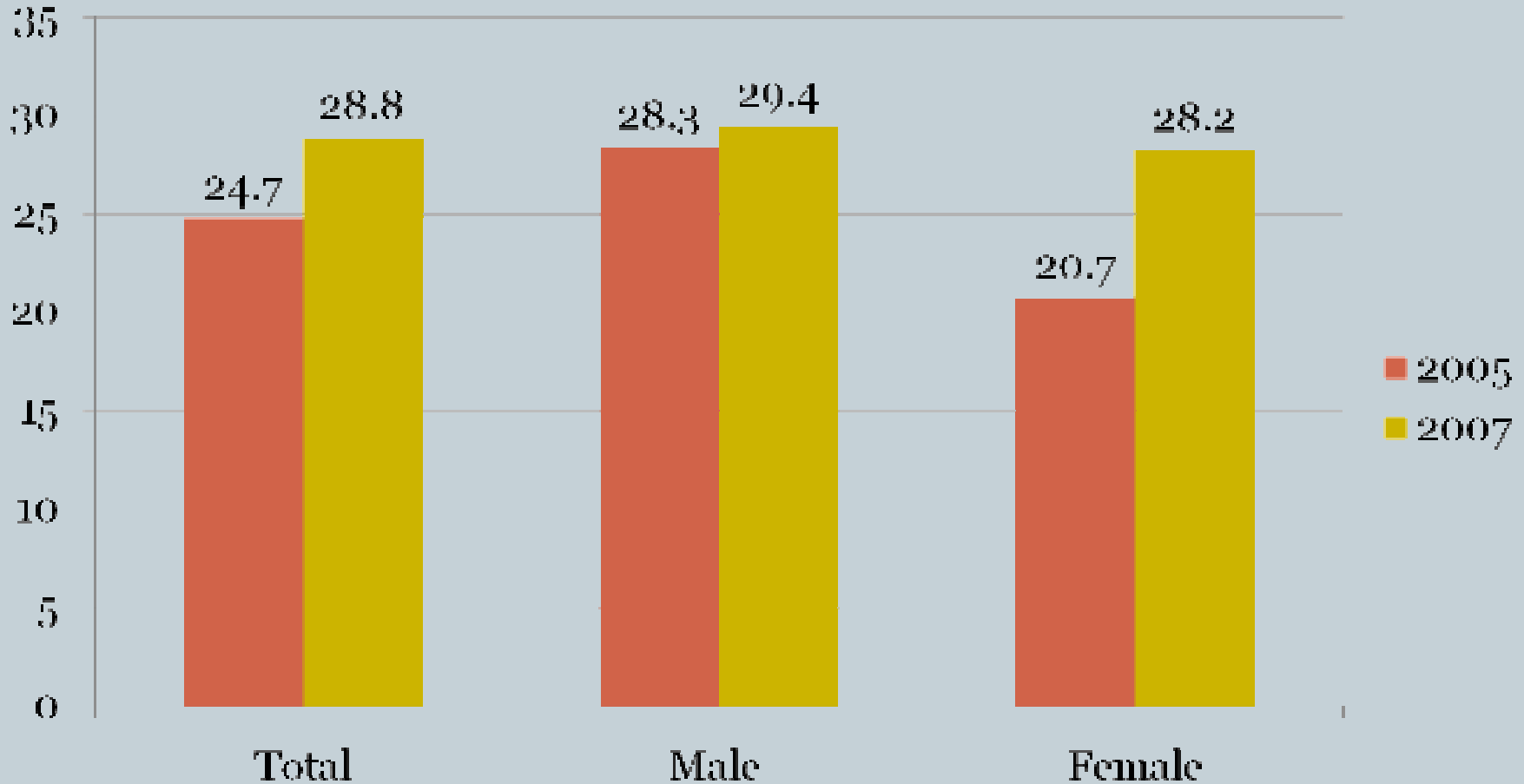
# Changes from 2005-2007: % Meeting Moderate Physical Activity Guidelines





# Changes from 2005-2007:

% Who Play Video or Computer Games (Not for School)  
3 or More Hours on an Average School Day





# What is Steps to a HealthierNY?



- **40 communities across the nation**
- **4 counties in New York**
- **Reduce and prevent diabetes, obesity and asthma**
- **Coordinated community approach**
- **Community partnerships**
- **Multiple levels of the socio-ecological model**
- **Striving to make the healthy choice the easy choice**



# Goals and Objectives



- 1. Promote and increase opportunities for physical activity in the community**
- 2. Provide access to low-cost weight loss programs for teens**
- 3. Increase the availability/access of healthier foods**
- 4. Increase physical activity and improve nutrition in schools.**



# Socio-ecological Model - Impacting Obesity

- **Individual:**
  - Physical activity/walking programs
- **Interpersonal:**
  - *The Positive Image - Rockland*
- **Organizational:**
  - *School Health Index and Learning in Motion*
- **Community:**
  - Restaurants and corner stores
- **Public Policy:**
  - Healthy Communities Movement





# Physical Activity Programs



- **Partnership with the Rockland County Parks Department and Americorps**
  - Guided park walks, docents
- **RC Walks**
  - Trail Tracker Program
  - Pedometer Program
- **Improvements to the built environment**
  - Funding awards
- **Partnership with Palisades Center**
  - Revitalized mall walking program “Walk It!”

# Physical Activity in Action



## RC Walks Trail Tracker Program

**COOL STICKERS!**

Steps to a Healthier NY  
...We're Everywhere in your Neighborhood

**WIN PRIZES!**

- Play the Trail Tracker Search scavenger hunt at each park
- Collect cool stickers
- Win prizes
- Have fun with friends and family
- Get your free program passbook
- Visit the County of Rockland parks
- Receive a certificate of completion

Register online at:  
[www.rocklandsteps.org](http://www.rocklandsteps.org)

For more information call: 845-364-2500



*Find the Walker In You!*

## You're Already Here...

Brought to you by  
Passaic Valley Hospital  
PALISADES PP CENTER  
Steps to a Healthier NY

Register at Customer Service Level 1  
Walk and Win!  
Monthly Activities for All

# WALK IT!

**FUN, EASY, INDOOR, EXERCISE**

LACE UP AND JOIN US – YOU'RE ALREADY HERE!



# The Positive Image - Rockland



- **Partnership with Pascack Valley Hospital**
- **62 Rockland teenagers and their parents participated in a 12-week body image/weight management program**
- **teens**
  - lost a total of 280 pounds
  - better able to plan healthy meals and make healthy choices when eating out.
  - more eat fruit and salad everyday
  - switched to skim or 1% milk
- **Parents**
  - improve their ability to “positively reinforce their child’s efforts with regard to healthy eating and exercise”.
  - learn how to read food labels and some begin exercising with their children because of the program.



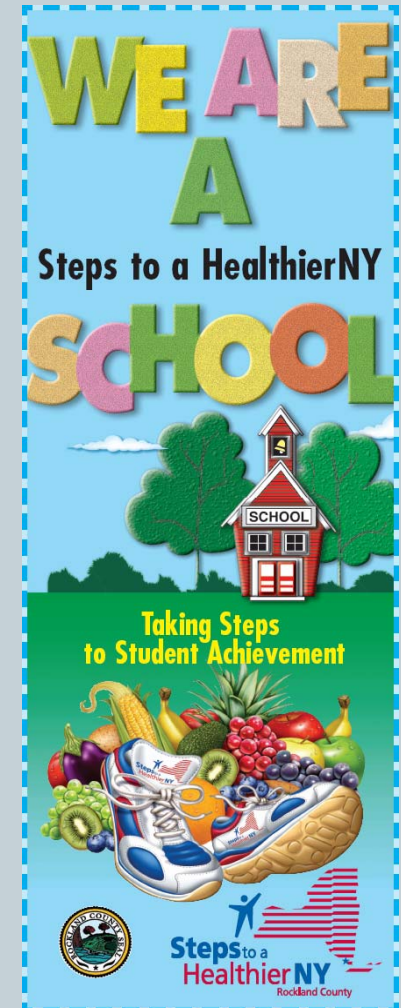
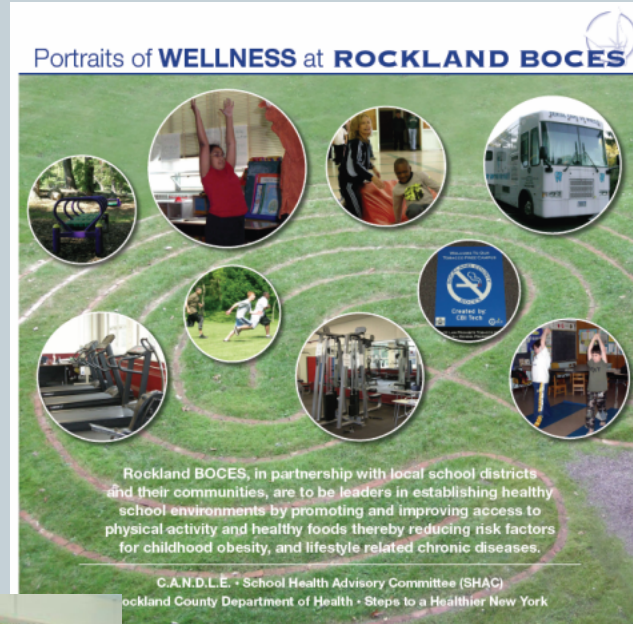
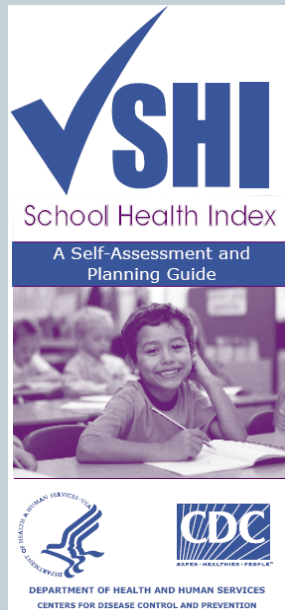
# School Health Index



- **partnership with Rockland 21st Century Collaborative for Children and Youth**
  - 43 schools across the county
  - Nearly 200 organizational and policy level changes improving access to physical activity and nutritious food in their buildings.



# School Health Index in Action





# Learning in Motion



- **Partnership with the Rockland Teachers' Center Institute**
  - Training teachers to use physical activity in their lesson plans through the *Learning in Motion* course
  - 139 teachers from 47 school buildings representing all 9 school districts in Rockland County
  - a greater understanding of the connection between health and academic achievement has developed







# Just Ask Us! Restaurant Program



- **Local restaurants highlight healthier food choices**
- **66 restaurants in the county are participating in the Just Ask Us! restaurant program**
- **804 menu items in restaurants across the county are marked as healthier choices**

# Restaurants in Action





# Steps Corner Stores



- **51 small neighborhood markets now stock and promote fruit, vegetables, low-fat dairy and whole wheat bread**
- **Almost 400 items indicating healthier choices have been labeled**

# Steps Corner Stores in Action





# Healthier Communities



- **Multi-sector, community-based participation to address health**
- **Policy and systems changes leading to a long-term, sustainable impact**
- **Government creating public health plans based on community approach concept**



# Benefits and Challenges



## BENEFITS

- Reach residents where they live, work, play, worship
- Broad reaching
  - We're Everywhere in Your Neighborhood
- Dedicated partners

## CHALLENGES

- Not primary concern of partners
- Time consuming to follow up with multiple partners



**For more information**



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