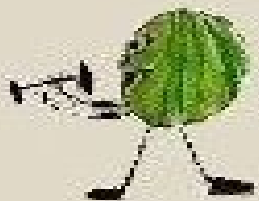


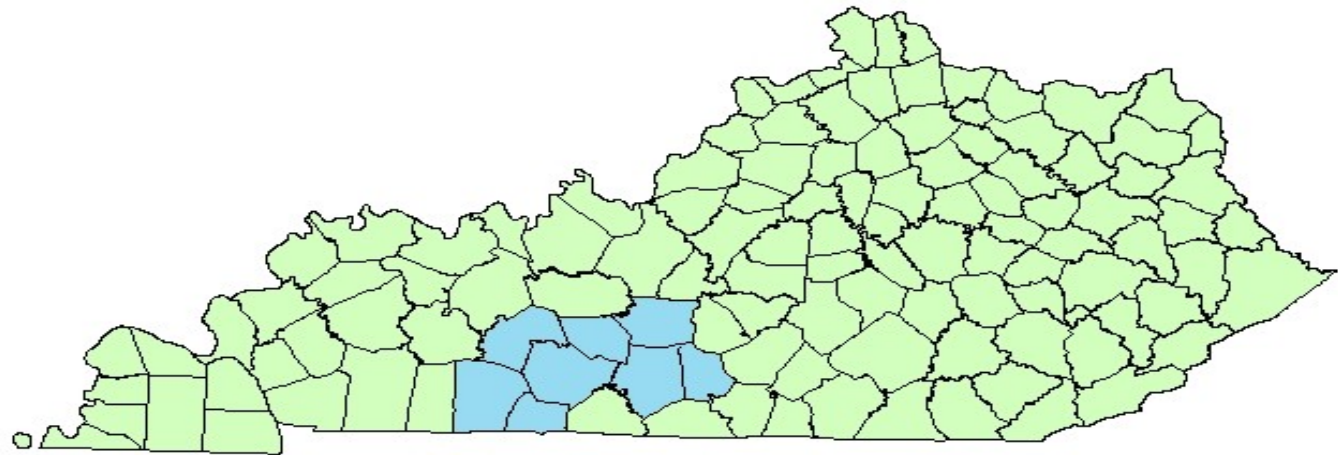
Addressing Childhood Overweight: It Takes a Community

Marilyn M. Gardner, Ph.D & Tricia Callahan, MS
Western Kentucky University

Healthy Weight Kids Coalition



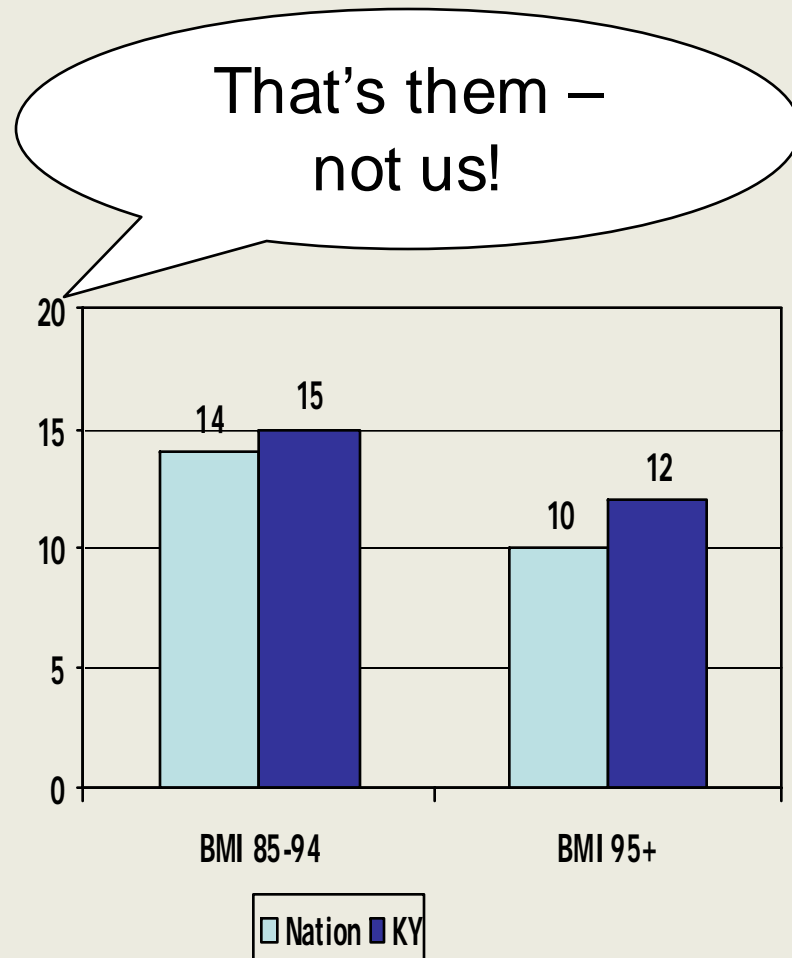
Healthy Weight Kids Coalition



Healthy Weight Kids Coalition of Southern KY
2002 -- Group of concerned health-related professionals from various institutions convened with the goal of preventing and treating the serious problem of overweight in children.

The Problem

Stakeholders within our community were discounting or disregarding national and statewide data that they viewed as not being reflective of their communities





The Solution



Phase 1: Gather local data

Phase 2: Share local data

Phase 3: Use local data



Phase 1: Gathering Local Data

Objective: ↑ Awareness of the problem and obtain stakeholder buy-in

Methods:

- Documented local prevalence of childhood overweight
- Conducted Community and Stakeholder Audits



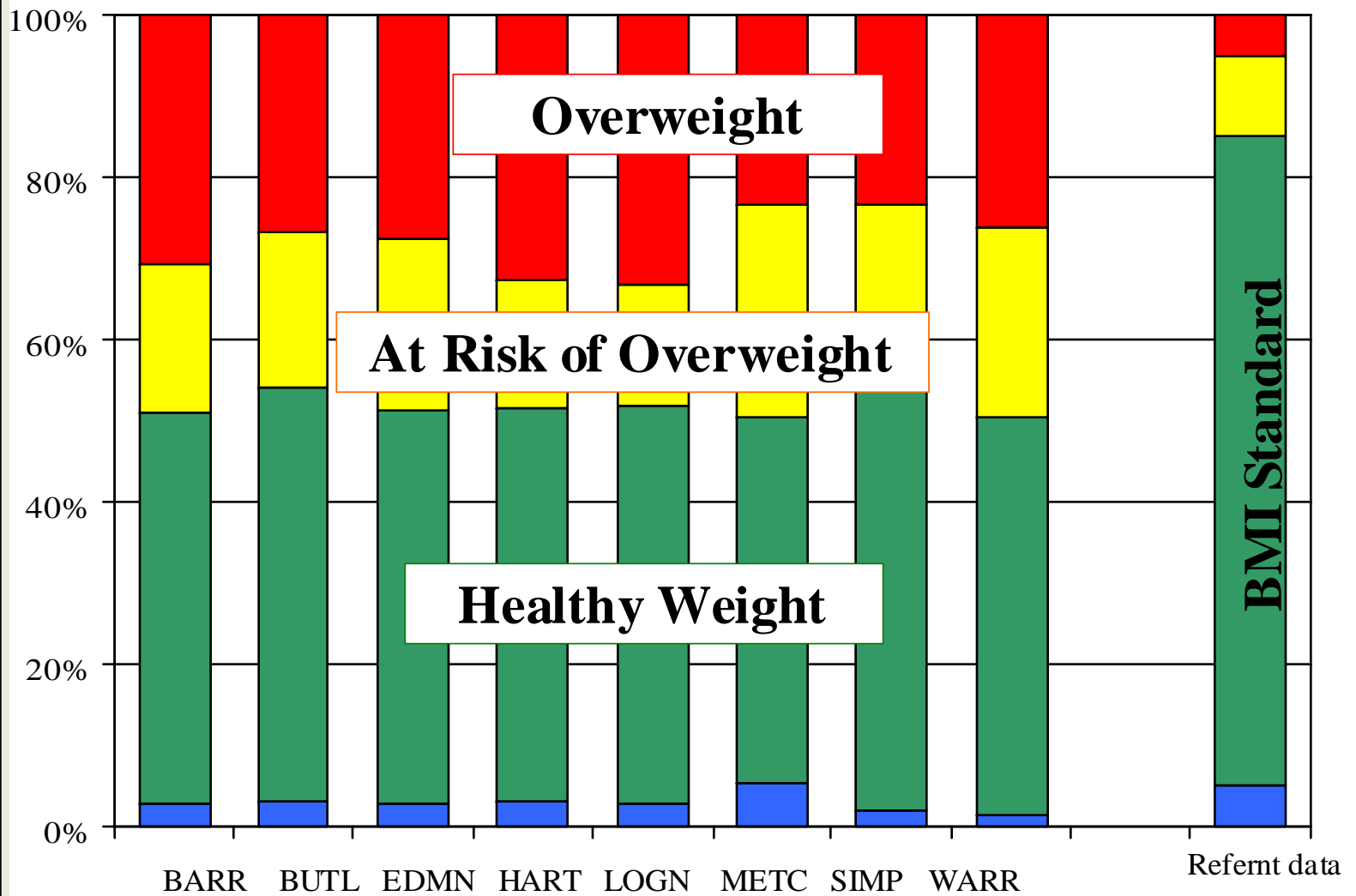
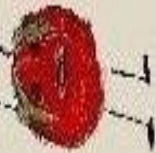
Documenting Prevalence of Overweight in Local Children

Existing Data Source

- Mandatory school health physicals in kindergarten and 6th grade
 - Housed in students' academic record
- Abstracted relevant data
 - Height, weight, gender, DOB, date of exam
- Used EpiInfo NutStat to compute BMI percentile and generate descriptive data



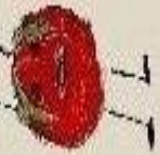
Healthy Weight Kids Coalition



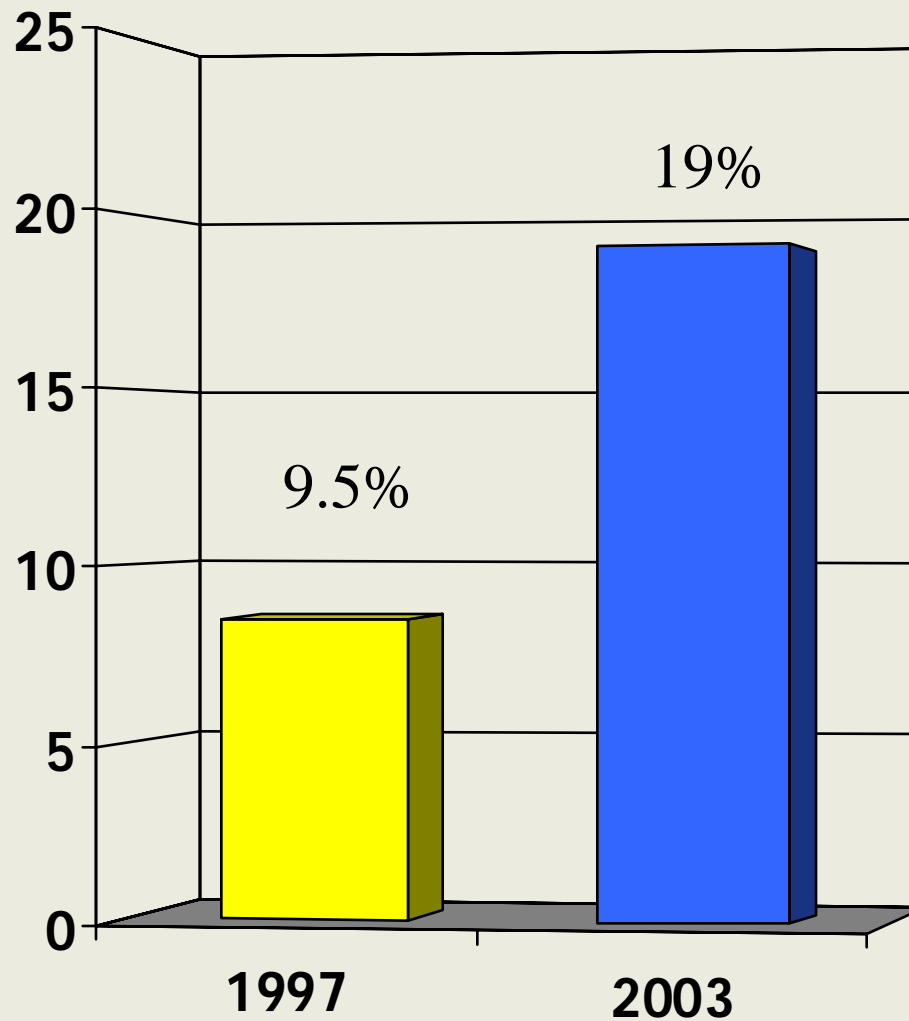
More than *one-third* of kindergarten students and close to *one-half* of sixth graders were at or above the 85th percentile, the majority of whom - 67% and 61% respectively - were at or above the 95th percentile.

Healthy Weight Kids

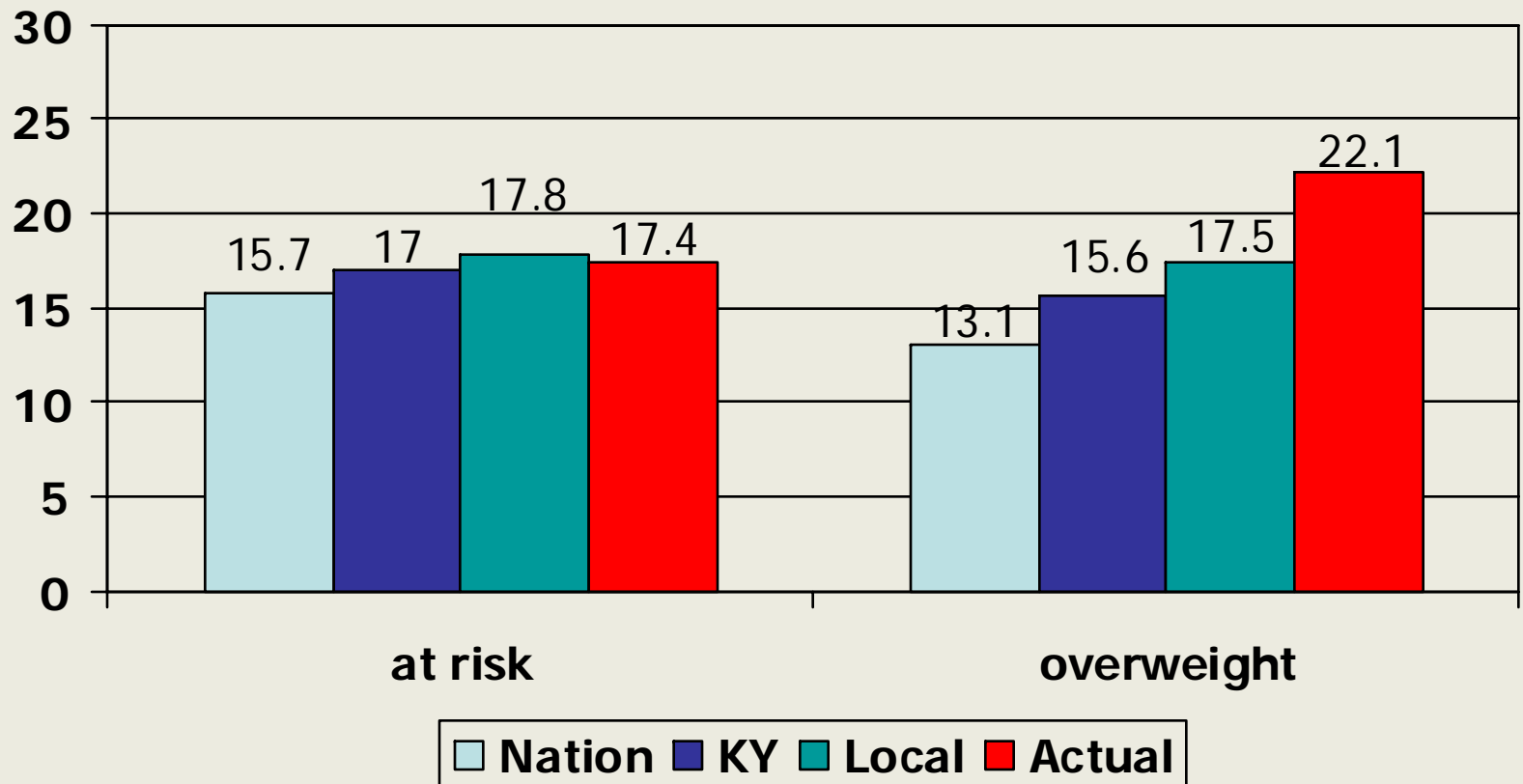
Coalition



% of Overweight (BMI > 95th) at School Entry



National, State and Local Data: 2005 YRBS High School Data





Community & Stakeholder Audits

- Identified key stakeholders
- Assessed community resources related to physical activity, nutrition, and weight management
- Assessed practices, beliefs, and perceptions of three major stakeholder groups:
 1. Pediatric Health Care Providers
 2. Teachers, and
 3. Parents



General Findings

- Lots of good and interested people
- Gaps and overlaps in services, programs, facilities, and built environment.
- Lots of finger pointing; little accountability



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Phase 2: Sharing Local Data

Objective: Provide stakeholders with an evidence-base for designing and implementing interventions.

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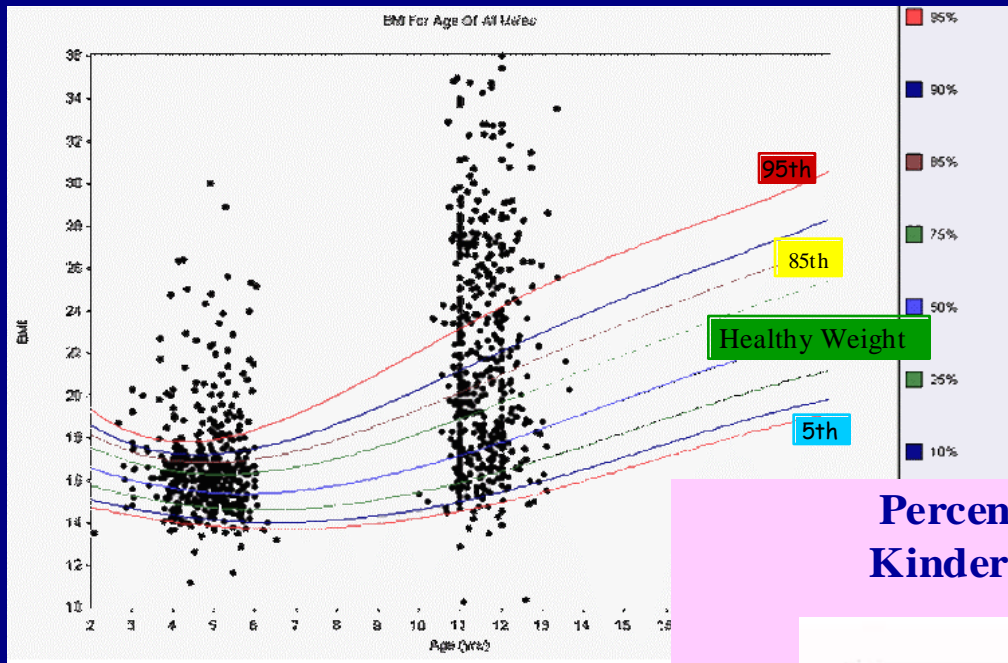
Coalition



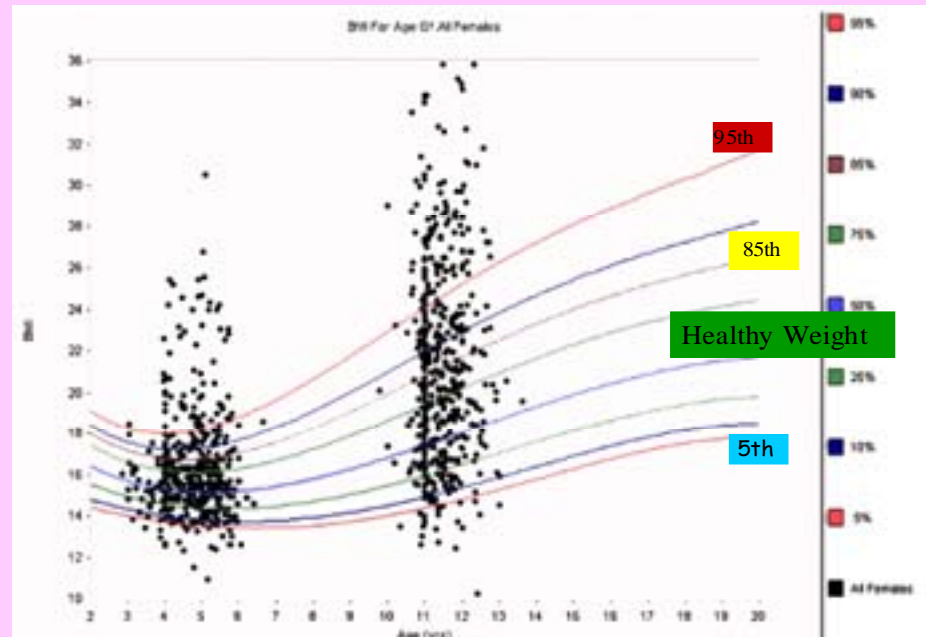
Methods

- Developed and disseminated a Resource Guide
- Tailored messages to schools based on *their* data

Percentiles by Body Mass Index (BMI) Kindergarten and Sixth Grade Males



Percentiles by Body Mass Index (BMI) Kindergarten and Sixth Grade Females



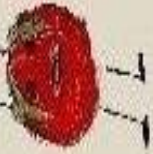
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Methods

- Developed and disseminated a Resource Guide
- Tailored messages to schools based on *their* data
- Held community forums
- Professional Dissemination
 - Physician forum
 - National and State Conferences
 - consensus article for legislation for the KY Medical Association



General Findings

The data:

- Increased awareness of problem
- Increased understanding of complexity of childhood overweight
- Increased desire and willingness to coordinate efforts and assume responsibility

Healthy Weight Kids

Coalition



Phase 3: Using Local Data

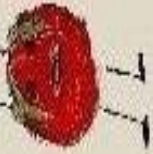
Objective: Document activities and monitor changes that occurred following Phase 2 activities.



General Findings

Strengthened existing and fostered new partnerships and collaborations.

- Reduced duplication of efforts
- Yielded creative strategies for addressing the issue of childhood overweight
 - School Health Summit
 - Grants
 - Speaker's Bureau
 - Toolkits
 - Website with informational sections for physicians, educators, parents & kids: www.healthyweightkids.org



Specific Findings

Schools

- SHI use increased from 12% to 87% in 10-county area
- Nutrition
 - Vending
 - Fresh fruits & vegetables availability
 - Comprehensive food analysis of weekly menu posted online
- Physical Activity
 - walking tracks
 - walking school bus
- Teachers
 - Fewer food rewards
 - Increased PA in classrooms

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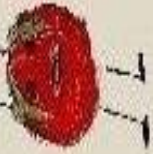
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- Pediatric Health Care Providers
 - CME programs
 - Increased BMI checks & education
 - Increased referrals to nutritionists
- Community changes
 - Community-wide campaigns
 - Increased programs, activities, and service hours
 - Built Environment
- Legislative
 - Data used in a consensus article for legislation for the KY Medical Association and in legislative support for Senate Bill 172.

Healthy Weight Kids

Coalition



Coalition Activities

- Annual Try-athlon, Do-Athlon and Fun Run
- Let's Just Play Day
- Participate in health fairs, back-to-school events, and other community events
- “Hub” Activities
- Internship
- Website Maintenance